



Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities

## Deliverable 8.1:

# Strategic Plan for Communication and Dissemination

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## Executive Summary

The present Communication and Dissemination Plan (CDP) lists all planned dissemination and communication activities, goals and objectives, tools, and channels, and classifies each category with key performance indicators. This plan serves as a reference framework for evaluating the impact of dissemination activities and will be updated and adjusted during the project where appropriate. Work Package 8, through IDConsortium, will set up a variety of targeted communication and dissemination materials and activities targeted at specific audiences, connect with other relevant audiences for further exchange of information, and collaborate with important and relevant stakeholders to advance the project's goals.

This CDP will be used as a reference framework for evaluating the impact of communication and dissemination activities and will be updated accordingly as the project progresses ensuring the maximum impact on stakeholders. The planned communication and dissemination activities will be utilized to engage key stakeholders, policymakers, and the general public. These activities will be implemented using different communication tools, including website, social media, participation in conferences, etc. to reach the targeted audience.

To achieve the highest possible impact of the project's activities and best contribute to the overall success of the project, IDConsortium will use and focus on maximising the effectiveness and scope of its dissemination and communication activities. The project's expansive activities will not only raise awareness about the project's achievements and results to the general public but also target key stakeholders which have a relevant role in the field of the activities undertaken by the project.

IDConsortium's CDP plan serves as a structured plan of dissemination and communication activities within the parameters of the project and has been structured in various sections to present the best path forward to reaching the objectives as set forth by the consortium which includes, among others, partners, roadmap, target audiences, messages, and implementation measures. The plan includes an inventory of key actors in the existing networks of the partners in the project, a general dissemination action plan aimed at target groups at local, regional/national, and EU levels, channels of communication, a timeline of activities, and monitoring.



## Acronyms and Abbreviations

B2B	Business-to-business
CDP	Communication and Dissemination Plan
CELAC	Community of Latin American and Caribbean States
CIAT	Centro Internacional de Agricultura Tropical
DO	Dissemination Objectives
EIP Agri	European Innovation Partnership for Agricultural Productivity and Sustainability
EU	European Union
IDC	IDConsortium SL
IP	Intellectual Property
IPS	Intrusion Prevention System
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
KU Leuven	Katholieke Universiteit Leuven
M	Month
NPK	Nitrogen Phosphorus Potassium
R&I	Research & Innovation
SEDIA	Single Electronic Data Interchange Area
SME	Small Medium Enterprise
WP	Work Package





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## About the RUSTICA project

Crop production today is heavily reliant on the Haber-Bosch process for reactive nitrogen production, and mining for phosphorus and potassium needs, which only 14% of the initial reactive nitrogen will end up on a consumers' plate and emphasising the huge nutrient losses along the food production chain.

In Europe, 16 million tons of mineral fertilisers are applied annually. Similar trends are observed for phosphorus concentrations of cropland soil. The cost of nutrient pollution amounts to €320 million/year for Europe. Another emerging problem in Europe is soil degradation, with declining organic matter content in agricultural soils and soil erosion as self-reinforcing effects. In the last decades, more than half of the European soils suffered some form of degradation.

An estimated 80 million tons of fruit and vegetable processing waste is produced yearly at the European level, which contains close to 1 million tons of nitrogen, phosphorus, and potassium (NPK). Additionally, in Europe alone, an estimated 70 million tons of dry matter of field crop residues (mainly cereals) could be sustainably (no negative impact on soil organic matter) harvested for valorisation. Moreover, these residues when left on or returned to the field often represent a source of nutrient pollution due to uncontrolled degradation.

The RUSTICA project wants to bridge this gap between the nutrient losses in the form of agricultural residues and the nutrient imports in Europe by integrating and demonstrating 6 complementary technologies with high nutrient recovery potential to treat residues from the fruit and vegetable sector and turn them into a variety of fertiliser ingredients which will be formulated in tailor-made soil amendments and high effective fertilisers, with the aim to replace 5-10% of mineral fertiliser with bio-based alternatives by 2040. The RUSTICA project not only focuses on the technical development but uses a multi-actor approach in which 5 multi-actor networks will be set up in 5 regions, with the aim of co-developing practical circular bio-based business models for the valorisation of their vegetable and fruit waste streams via biofertiliser production.

The overall objective of the RUSTICA project is to foster the technical validation, demonstration, and implementation of bio-based fertiliser and soil improvement production techniques focusing on waste from the fruit and vegetable agro-food system to close nutrient cycles on a regional level. This objective will be achieved through a transdisciplinary multi-actor approach, aimed at validating, demonstrating, and integrating 6 technological options for mineral nutrient recovery from fruit and vegetable waste streams in multi-valorisation configurations in 4 regions across the European Union. This RUSTICA approach will additionally be validated in the context of the Community of Latin American and Caribbean States (CELAC), through close cooperation with CIAT.



## The RUSTICA consortium

The RUSTICA consortium, which is composed of university researchers, academia, consultants, scientists, businesses, and farmers, is working together to achieve the project's common objective while stimulating an environment where each consortium partner shares and exchanges experiences to achieve the goals set-forth.

Table 1 - The RUSTICA consortium

Logo	Name	Country
	Katholieke Universiteit Leuven (KU LEUVEN)	Belgium
	Organic Waste Systems NV (OWS)	Belgium
	Chambre Régionale d'Agriculture des Pays de la Loire (CRAPDL)	France
	BioSabor, S.A.T. (BioSabor)	Spain
	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria (CREA)	Italy
	Fundacion para las Tecnologias Auxiliares de la Agricultura (TECNOVA)	Spain
	Avecom NV (AVECOM)	Belgium
	Entomo Consulting S.L. (ENTOMO)	Spain
	Particula Group Društvo S Ogranicenom Odgovornosc ZA Usluge (PAR)	Croatia
	Wiedemann GmbH (WIED)	Germany
	IDConsortium SL (IDC)	Spain
	Stichting CropEye (CROPEYE)	Netherlands
	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek (EVILVO)	Belgium
	The Netherland's Organisation of Applied Scientific Research (TNO)	Netherlands
	Universiteit Gent (UGent)	Belgium
	Centro Internacional de Agricultura Tropical (CIAT)	Colombia



## Networking with other EU projects

To ensure sustainability of project results, transformation of know-how and best practices, the consortium will create bridges with other EU-funded projects.

Table 2 - Possible network partners

Acronym	Project Name	Country	Status
<b>LEX4BIO</b>	Optimising bio-based fertilisers in agriculture - Providing a knowledge basis for new policies (LEX4BIO), Optimising the use of bio-based fertilisers in the EU <a href="https://www.lex4bio.eu/">https://www.lex4bio.eu/</a>	Finland	Ongoing Ends 2024
<b>FERTIMANURE</b>	Innovative nutrient recovery from secondary sources – Production of high-added value FERTILISERS from animal MANURE <a href="https://www.fertimanure.eu/en/">https://www.fertimanure.eu/en/</a>	Spain	Ongoing Ends 2023
<b>SEA2LAND</b>	Producing advanced bio-based fertilisers from fisheries wastes <i>website not available</i>	Spain	Ongoing Ends 2024
<b>MAGIC</b>	Marginal Lands for Growing Industrial Crops. Turning a Burden into an Opportunity <a href="http://magic-h2020.eu/">http://magic-h2020.eu/</a>	Greece	Ongoing Ends 2021
<b>Nutri2cycle</b>	Transition towards a more carbon and nutrient efficient agriculture in Europe <a href="http://www.nutri2cycle.eu/">http://www.nutri2cycle.eu/</a>	Belgium	Ongoing Ends 2022
<b>NUTRIMAN</b>	NUTRIent MANagement and Nutrient Recovery Thematic Network <a href="https://www.nutriman.net/">https://www.nutriman.net/</a>	Hungary	Ongoing Ends 2021
<b>SoIACE</b>	Solutions for improving Agroecosystem and Crop Efficiency for water and nutrient use <a href="https://www.solace-eu.net/">https://www.solace-eu.net/</a>	France	Ongoing Ends 2022
<b>SUSFERT</b>	Sustainable multifunctional fertiliser – combining bio-coatings, probiotics and struvite for phosphorus and iron supply <a href="https://www.susfert.eu/">https://www.susfert.eu/</a>	European Union	Ongoing Ends 2023
<b>BIOBESTICIDE</b>	BIO-Based pESTicides production for sustainable agriculture management plan <a href="https://www.biobesticide.eu/">https://www.biobesticide.eu/</a>	European Union	Ongoing Ends 2023
<b>B-FERST</b>	Bio-based FERTILISING products as the best practice for agricultural management Sustainability <a href="https://bferst.eu/">https://bferst.eu/</a>	European Union	Ongoing Ends 2024



## European Commission Communication Guidelines

The consortium partners commit to follow the European Commission guidelines<sup>1</sup> on communication and will therefore include in all dissemination and communication materials: (*See Annex 1 for more information*)

- i. Display the EU emblem
- ii. The sentence: « THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 101000527. » on any of the publications that will be elaborated under the scope of the project.
- iii. A disclaimer stating that any communication or publication related to the action, made by the beneficiaries jointly or individually in any form and using any means reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

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<sup>1</sup> Article 29 of the Annotated Model Grant Agreement of the European Commission. V5.2, 26 June 2019



## Introduction to communication and dissemination activities

Dissemination and exploitation plan refer to activities that are designed to ensure that the results of a project are appropriately recognised, demonstrated, and implemented on a large scale. These activities take place during the life of the project to further achieve the goals set forth. Dissemination and exploitation are essential for achieving the best results for all partners.

Exploitation is the utilization of results from activities in development, innovation, and research from a funded project to maximize the potential beyond the lifetime of the project. The results are adapted to societal needs, transferred to different areas for further growth, and used to influence future policies and practices. Exploitation activities include, but are not limited to, transferring the results to relevant stakeholders and policymakers, and assuring end-users of the benefits of the final result.

This communication and dissemination plan (CDP) is organized in different sections. The first part of this plan describes the basic information of the project, its partners, and any official information concerning the European Commission. The second part of the document describes the management of RUSTICA's communication activities, which includes internal and external activities such as an official project website, social media channels, short videos, policy briefs, and other upcoming official publications. The last part of this document describes the management of RUSTICA's dissemination activities, which include public relations, scientific publications, and the final exhibition.

The aim of the CDP is to set up the strategies and procedures to manage the communication and dissemination of results. During the project's lifetime, market needs, or interests of potential stakeholders may change, results that were not foreseen in the planning phase can develop, or any other number of unknown variables can come up, that require a close review and updates/adjustments of the plans for communication and dissemination. The strategy, activities, and procedures presented in the following pages will be continuously evaluated in order to achieve the maximum impact; therefore, this CDP will be updated regularly in order to accommodate changes required during the course of the project.

Dissemination and exploitation activities are a way to showcase the continuous work of the project, which involves spreading relevant information about the project's successes and outcomes as broadly as possible. Public awareness about the project is important to further advance its goals of reaching a wider audience. In general, dissemination is a strategy of sharing and providing information to targeted groups, key actors, and stakeholders by using different dissemination channels at the local, regional, national, EU, and international levels.

## 1. Management of RUSTICA's communication activities

### 1.1. Objectives

Communication strategy will support all work packages to ensure maximum visibility, accessibility, and impact of the project activities. Support from all project partners is essential to the success of the project's communication goals. IDConsortium will design specifically tailored activities to make the project outcomes visible and accessible to different target stakeholders. The RUSTICA consortium partners play a crucial role in promoting all project activities, including all social media posts, and their results with available information to multiple audiences (including the public and the media).

The objectives of the communication activities include:

- To inform all targeted audiences about the project;
- To share the project outcomes with the different target audiences;
- To engage different target audiences with the project results;
- To enhance the project exploitation potential;
- To ensure the longevity of the project long after the project ends.

The project communication plan will be intrinsically linked to the exploitation of the project activities and results. Efficient publicity and wide exposure of the project results will increase stakeholder engagement. Ultimately, we expect that these activities will have a profound impact on the project's long-term goals, prompting dialogues, cooperation, coordination, and establishing connections between all partners and stakeholders involved.

The project's main communication objective is to give visibility to the full-scale application of RUSTICA technology towards the agri-food industry, research organisations, end-users like farmers and farmers associations, small rural businesses, technology providers, policymakers and local and regional authorities by:

- communicating the knowledge and results achieved within the RUSTICA project through the internal and external communication channels of the consortium partners, the European Commission and of the internal and external stakeholders;
- managing the information generated by the project in a fair and transparent way in order to support an adequate knowledge transfer to the stakeholder (e.g., investors, research organisations, public authorities, and governments);
- enabling effective internal communication through the internal network for knowledge exchange in terms of sharing the information and data to be generated by the project;
- supporting the communication of the project results at a European, international, national and local level, and to reach all target audiences in a proper manner following the IPS rules;
- facilitating the exploitation of project results, best practices and lessons learned to the end users;
- supporting the exploitation of potential synergies with related EU and nationally funded projects, and potentially perform joint dissemination and training activities with these projects;
- ensuring the widest dissemination of project results to reach the highest potential impact on society.

To achieve the project's main objectives, it is important to communicate clearly with the stakeholders:

- What solutions will the RUSTICA project be able to provide with agriculture using biofertiliser products?
- What integrated process chains will the RUSTICA project provide for agriculture to recover nutrients in crops?
- What impact will the RUSTICA project results have on other geographical regions outside Europe?
- What are the RUSTICA system benefits for all the stakeholders of the value chain?
- What are the main environmental impacts RUSTICA technology will have on the agri-food industry?



- What regulatory issues on biofertilisers are associated in the project in the EU?
- What are the main socio-economic aspects (benefits and costs) when using the RUSTICA system in bio-based fertiliser and soil improvement production techniques?

IDConsortium (IDC), WP8 leader, is responsible for the coordination and execution of the communication and dissemination activities. IDC will set out the tools and mechanisms to ensure maximum visibility and impact, seek out assistance from all partners to contribute to the dissemination activities as outlined in this plan, and assess the effectiveness of the activities listed.

## 1.2. Project results

Dissemination and exploitation of the project results are closely linked. The dissemination activities are designed to ensure that results can be accessed by the widest targeted audience possible. Successful dissemination, which can result in exploitation, heavily relies on sound management of the project results, including data, knowledge, and other types of information.

The communication and dissemination plan aims to maximise the project impact in combination with several measures taken before and during the project implementation:

- Development of a concise business plan;
- Use of a multi-actor approach and the setup of regional multi-actor networks;
- Modularity and flexibility of the RUSTICA cascade approach;
- Sound IPR management ensures that all knowledge generated during the project will contribute to achieving the expected impact of the project;
- Organisation of two general workshops (one European in Brussels and one in Colombia) to discuss the replicability of the business models with the most relevant stakeholders.

RUSTICA will contribute to the expected impacts set out in the Work Programme “Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bio-economy.” The RUSTICA proposal builds on the overall objective of the call to organise sustainable food and non-food value chains under changing conditions and focusses specifically on combining end-user engagement and technological developments to implement circular economy principles in nutrient recycling in agricultural regions, with high replication potential. (See tables 3 & 4)

Table 3 - Deliverables and tasks

No	Deliverable / Task	WP	Lead	Delivery Month
D1.2	Data Management Plan (DMP)	1	IDC	3
D1.3	Data Management Plan (DMP) version 2	1	IDC	18
D1.4	Data Management Plan (DMP) version 3	1	IDC	36
D1.5	Data Management Plan (DMP) version 5	1	IDC	48
D2.5	Cross-visit plans and timings	2	IDC	24
D2.7	Public cross-visit report	2	IDC	48
D8.1	Strategic plan for communication and dissemination	8	IDC	3
D8.6	Strategic plan for communication and dissemination	8	IDC	26
D8.7	Strategic plan for communication and dissemination	8	IDC	36
D8.2	Exploitation and IPR plan	8	IDC	5
D8.3	Strategic plan for communication and dissemination v2	8	IDC	15
D8.4	Policy brief 1	8	IDC	24



<b>D8.8</b>	Policy brief 2	8	IDC	36
<b>D8.9</b>	Policy brief 3	8	IDC	48
<b>D8.5</b>	Exploitation and IPR plan v2	8	IDC	26
<b>D8.10</b>	Plan for exploitation of RUSTICA results beyond project timeframe	8	IDC	46
<b>D8.13</b>	Project website	8	IDC	6
<b>Task 8.1</b>	Infographics 01	8	IDC	6
<b>Task 8.1</b>	Infographics 02	8	IDC	18
<b>Task 8.1</b>	Infographics 03	8	IDC	30
<b>Task 8.1</b>	Infographics 04	8	IDC	42
<b>Task 8.1</b>	Newsletter 01	8	IDC	12
<b>Task 8.1</b>	Newsletter 02	8	IDC	24
<b>Task 8.1</b>	Newsletter 03	8	IDC	36
<b>Task 8.1</b>	Newsletter 04	8	IDC	48
<b>Task 8.1</b>	Press release 01	8	IDC	3
<b>Task 8.2</b>	Press release 02	8	IDC	16
<b>Task 8.3</b>	Press release 03	8	IDC	34
<b>Task 8.4</b>	Press release 04	8	IDC	48
<b>Task 1.3</b>	Research data management	1	IDC	1-48
<b>Task 8.1</b>	Short video 01	8	IDC	12
<b>Task 8.1</b>	Short video 02	8	IDC	18
<b>Task 8.1</b>	Short video 03	8	IDC	24
<b>Task 8.1</b>	Short video 04	8	IDC	36
<b>Task 8.1</b>	Short video 05	8	IDC	44

Table 4 - Dissemination KPIs

Dissemination Action	Target	Description	Indicator	Period
<b>Website, social media and press releases</b>	All (e.g.: farmers, industry, entrepreneurs, associations, policy makers, researchers)	Increasing attention, promoting project results, fostering the exploitation of results, gaining external input	25,000 web visits, 500 followers on social media, at least 4 press releases/year	4 years
<b>Academic Symposiums</b>	Early stage and experienced researchers	Researchers will learn about integrating novel technologies in a rural context	Participation in at least 10 symposiums	4 years
<b>Specialised trade fairs</b>	Farmers and associated industry; fertiliser industry	Present the project results to the potential end-users	10 oral presentations at relevant events (e.g. AgriFlanders in Belgium)	2nd to 4th year
<b>B2B (business-to-business) meetings</b>	Local businesses and commercial stakeholders	Entrepreneurs and local stakeholders will get increased capacity for uptake of new services, products	5 B2B meetings (one per regional multi-actor network)	4 years
<b>Publications in peer reviewed journals</b>	Researchers University/PhD students, graduates	Enhance and stimulate further R&I activities.	8 Publications in peer reviewed journals published	4 years
<b>Network building through face-to-face meeting; participation to other conferences (e.g. Agromek, Agribex, Agro-Expo, HortiTech,...)</b>	R&I institutions and associations; Networks in fertiliser sector; EU projects; Clusters	Increased interest in R&I in the key sectors, further dissemination	At least 40 face-to-face meetings; 200 direct email marketing; 3 conferences participation ensured	4 years
<b>Practice Abstracts for EIP Agri</b>	Farmers, consumers, general audience	To explain the main results and best practices of the project using practice and easy to understand language.	At least 35 practice abstracts during the whole project duration.	4 years
<b>Electronic Bulletins</b>	R&I institutions and associations; Networks in fertiliser sector; EU projects; Clusters and cooperation platforms	Learn about the project results and progress	5 Online Bulletins published on the project website with periodic frequency	4 years
<b>Training/workshops</b>	Local stakeholders, complementary EU projects	Demonstrate the benefits of the novel RUSTICA approaches, show how these new technologies can improve their business models	6 workshops per regional multi-actor network (30 in total); > 10 active participants per workshop; 5 cross-visits to pilots for knowledge brokers	4 years



### 1.3. Target audience

The RUSTICA consortium aims to contribute to the work programme under topic CE-RUR-08-2020: closing nutrient cycles by providing a solution that is able to provide agriculture with biofertiliser products with the same advantages as mineral fertilisers, but sources from locally available waste streams and tailored to the local soil properties and crops for long-term soil fertility and plant health. (See Table 4 above for more information)

The intended target audience of the RUSTICA project is:

- Industry (SMEs and Large Entities) related to
  - Farming:
    - Farmers, farming associations, suppliers
    - Processing, bio-based fertiliser industry, nature preservation management
  - Researchers, students, PhD graduates, academics, and scientists
  - Public authorities from EU institutions and regulatory bodies, local and national administration, and government
  - Public and private investors, external stakeholders, partners
  - Media - local, national, and international press
  - Organizations and associations related to:
    - Link with agro-food industry, bio-based fertiliser
    - European and international school networks
    - Environmental associations
  - General public
    - Mass media, citizens interested in sustainability issues, new technologies, and innovative solutions in agriculture

To comply with the EU regulations on personal data protection, each partner will follow the official plan to communicate and disseminate the RUSTICA project, but each partner will assist with disseminating all communication activities within their network.

### 1.4. Internal communication

#### 1.4.1. Templates

An important part of the communication is to maintain a corporate image of the project. All project related documents generated by the partners will be consistent throughout and identifiable with the RUSTICA logo. Document templates have been designed and are available on SharePoint for use by all partners for developing deliverables, reports, and presentations.

- Word document templates for reports, correspondences, business letters, etc.



Deliverable x.x.x  
Title deliverable

Exploit results	EXPLOIT
Topic title	Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities
Co-ordinator	COOR
Co-ordinator	COOR
Exploit results	EXPLOIT
Topic title	Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities
Co-ordinator	COOR
Co-ordinator	COOR
Exploit results	EXPLOIT
Topic title	Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities
Co-ordinator	COOR
Co-ordinator	COOR



Figure 1 - Report template

Figure 2 - Business letter template

Figure 3 - Work package template

- PowerPoint template for internal and external presentations



Figure 4 - PowerPoint template

### 1.4.2. Shared folder

At the core of the internal communication is the RUSTICA SharePoint platform, set up and managed by KU Leuven, the project coordinator. The platform is password protected but accessible to all consortium partners.

## 1.5. External communication

### 1.5.1. Key messages

It is important to fully understand what messages and vital information the project wants to convey to targeted audiences. Questions to be considered when preparing a communication strategy are: what is the key message, who are the target audiences, what is the end result, why is the project important, what will be the impact of the project on society?

The following points will be addressed in the materials and media:

- What are the main objectives of RUSTICA project?
- Why is RUSTICA important for bio-based fertiliser and soil improvement?
- What contributions does the project expect to have in the work programme under the call “Rural Renaissance”?
- How will RUSTICA impact on different areas (climate, socio-economic, environment, daily life, etc.)?
- How does the multi-actor approach benefit the RUSTICA project?
- How will the RUSTICA project technology improve agriculture in Europe?
- Who are the RUSTICA partners and stakeholders?
- How do I find information if I want to learn more about the RUSTICA project?

### 1.5.2. Communication channels

This document lists the communication tools that IDC will utilize to achieve the project's dissemination goals. To share the project results, all available non-electronic and online (interactive) tools and channels will be



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utilized, including all communication materials developed to present the project as well as the media used for transmitting project results to target audiences.

The RUSTICA project’s external communication will be available through the following channels:

### 1.5.2.1. Website

The RUSTICA website which will be launched in April 2021 is designed by IDConsortium with input from all consortium partners. The involvement of the consortium partners is crucial for the development of an informative and up-to-date website.

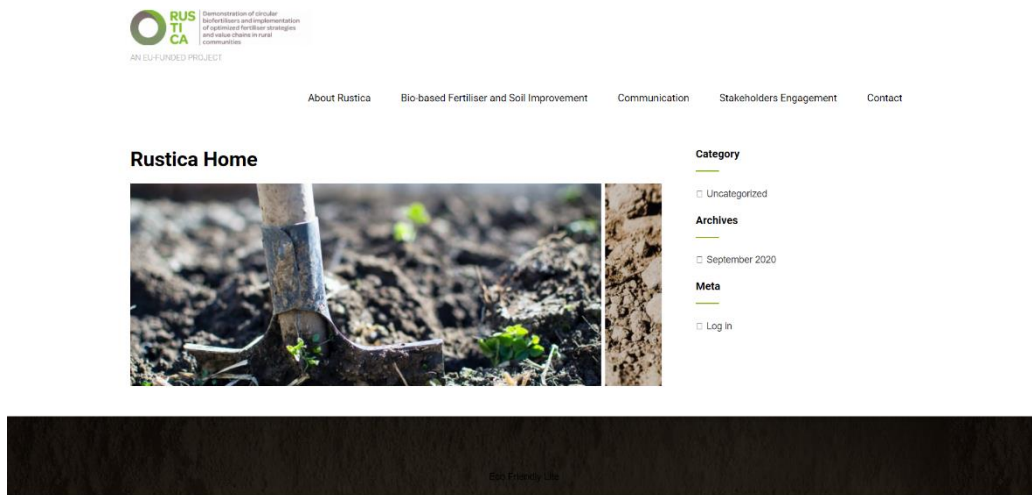


Figure 5 - RUSTICA project website (under construction)

The following information is presented on the website:

#### Home

#### About RUSTICA

- Rationale of the Project
- Objectives
- Activities (Work Packages)
  - WP1 Project management (Leader: KU Leuven)
  - WP2 Multi-actor network (Leader: EV ILVO)
  - WP3 Systemic feasibility assessment (Leader: PAR)
  - WP4 Business model development (Leader: CREA)
  - WP5 Technology optimization (Leader: TNO)
  - WP6 Integration and demonstration (Leader: OWS NV)
  - WP7 Fertiliser blending and validation (Leader: CROPEYE)
  - WP8 Communication, dissemination, and exploitation (Leader: IDC)
  - WP9 Ethics requirements - (Leader: KU Leuven)
- Expected Impacts

#### Consortium

- (KU LEUVEN) Katholieke Universiteit Leuven
- (OWS) Organic Waste Systems NV
- (CRAPDL) Chambre Régionale d'Agriculture des Pays de la Loire
- (BioSabor) BioSabor, S.A.T.
- (CREA) Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria

- (TECNOVA) Fundacion para las Tecnologias Auxiliares de la Agricultura
- (AVECOM) Avecom NV
- (ENTOMO) Entomo Consulting S.L.
- (PAR) Particula Group d.o.o.
- (WIED) Wiedemann GmbH
- (IDC) IDConsortium SL
- (CROPEYE) Stichting CropEye
- (EVILVO) Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek
- (TNO) The Netherland’s Organisation of Applied Scientific Research
- (UGENT) Universiteit Gent
- (CIAT) Centro Internacional de Agricultura Tropical

#### Communication and dissemination

- News
- Press Releases
- Newsletters
- Scientific Publications
- Public Deliverables
- Other communication and dissemination
  - Videos
  - Project Tools

#### Practice Abstracts

#### Multi-Actor Approach Network

#### Contact

Updates and improvements on the content of the website will be shared regularly and subpages will be added as more content become available. The website will serve as the main platform for sharing information about the project to its main stakeholders and the general public. All project progress, updates, results, milestones, etc. will be shared through this website, including regular and scientific article publications, social media postings, and current and future activities. Communication and dissemination materials will be available on this website for download. All new content uploaded on the website will be reported 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.

With the cooperation of the RUSTICA consortium partners, the website will be translated in selected EU languages (see 1.6 Project language). The translated pages are expected to be online by the end of year 2021.

IDC will be responsible for the maintenance of the website.

#### **Key Performance Indicator:**

It is estimated that during the project duration, RUSTICA’s website expects, on average, 4000 visitors/views per year. However, as the project progresses, and more contents are shared, an increase in views/visitors and website activity are expected.

- Minimum goal: 4000 visits/year
- Optimal goal: 25000 total visits
- Excellent goal: 30000 total visits

### 1.5.2.2. Social media networks

Mainstream social network platforms are useful tools to bring awareness about the project and its progress. These tools are essential for disseminating the project's activities and are one of the ways to reach the general public. It is an invaluable avenue to creatively communicate the project's progress. Active social media accounts reach wider audiences. To engage current followers and attract new followers, relevant content should be posted regularly. Following social media experts, the best timings for posting content are on Tuesdays and Thursdays, at around 11 am. A social media calendar to schedule regular posting days and any important dates will be created. The RUSTICA project will engage with other social media accounts, especially if the topic is relevant to the project.

- **Instagram** offers inspiring and seamless ways to tell a story. The aim of this platform is 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, the Instagram postings will aim to convey the project's work with content that is fun and easy to understand by the general public.
- **Twitter** reaches valuable audiences through relevant conversations, engages with other active users on any related subject matter, and shares interactive and important contents. Twitter will be used to publish relevant news, updates, interactive content that showcases the project's work regularly.
- **Facebook** reaches a wider audience and specifically targets the audience. With its more than a billion monthly users, Facebook will be utilized to create awareness about the RUSTICA project to the general public and allow for the project to reach a wider audience. The aim of this platform is to share the project's work among the younger generation and increase the project's visibility and exposure.
- **YouTube** videos allow us to produce visually appealing content for our 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** reaches a business-minded target audience. This platform is a great tool to reach companies, businesses, and professionals from any specific industry. This network is a great tool to share project information and progress among our 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.

Social media contents will be provided by all partners. IDC will lead, organize, plan, and publish contents via RUSTICA social media platforms and, with the assistance of all partners, generate photos, videos, articles, newsletters, and scientific publications, among others for future publications. IDC uses a social media calendar that automatically publishes any content on any given time. This tool allows us to plan in advance the publication of any content. IDC will work with all partners in collecting social media contents in the next couple of months and plan the materials' publication accordingly.

All partners are expected to share all content published via RUSTICA's social media platforms within their platforms and networks.

IDC will be the responsible for the maintenance of the website and social networks.

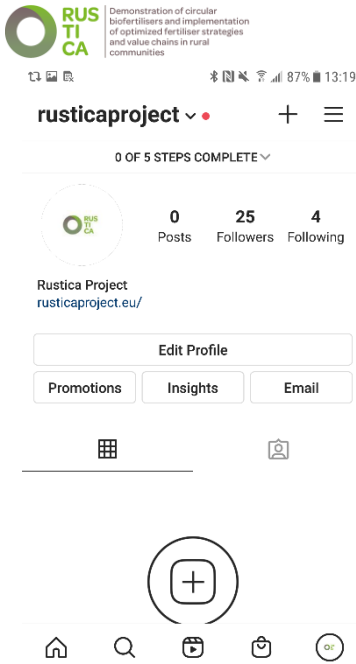


Figure 6 - Instagram @RUSTICaproject



Figure 7 - Twitter @RUSTICaproject

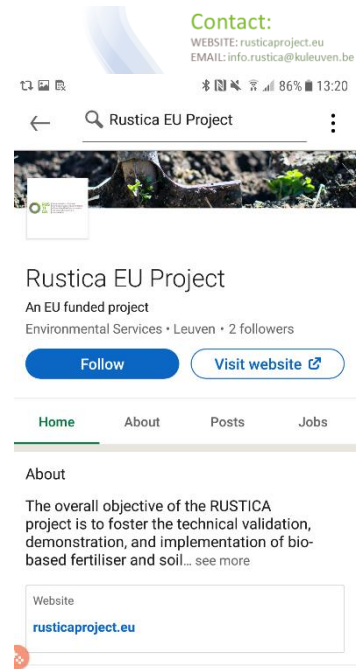


Figure 8 - LinkedIn @ RUSTICA EU Project

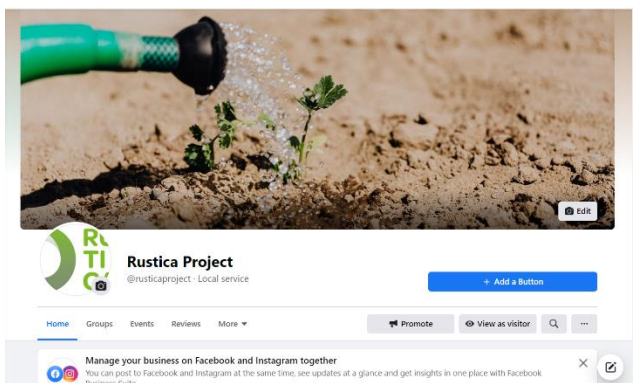


Figure 9 - Facebook @RUSTICaproject

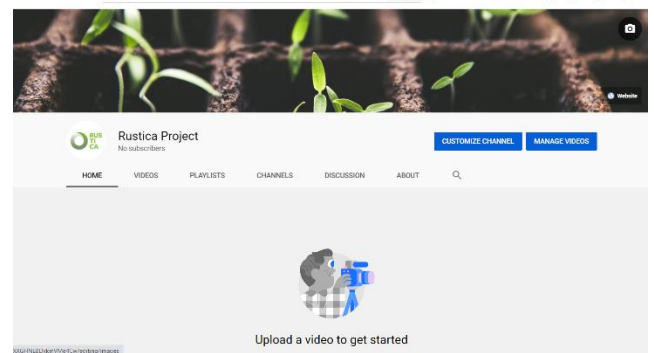


Figure 10 - YouTube @ RUSTICA Project

Each social media post will be tagged with relevant social media profiles and hashtags including,



Figure 11 - Relevant social media profiles



### Possible Hashtags:

#RUSTICAproject #biofertiliser #foodwaste #mineralnutrient #nutrientrecovery #valorization #agrofood  
#soilimprovement #wastestreams #sustainability #organicwaste #HorizonEU

### RUSTICA social networks Key Performance Indicator:

#### Instagram:

- 200 followers
- At least 2 posts per week, Tuesday & Thursday
- Optimal goal: 4 posts per week
- Impact: an increase in people reach of 3% per year
- Impact: an increase in engagement of 5% per year

#### Twitter:

- 200 followers
- At least 2 posts per week, Tuesday & Thursday
- Optimal goal: 4 posts per week
- Impact: an increase in impressions of 5% per year

#### Facebook:

- 200 followers
- At least 2 posts per week, Tuesday & Thursday
- Optimal goal: 4 posts per week
- Impact: an increase in people reach of 3% per year
- Impact: an increase in engagement of 5% per year

#### YouTube:

- 200 followers
- At least 2 posts per week, Tuesday & Thursday
- Optimal goal: 4 posts per week
- Impact: an increase in views of 3% per year
- Impact: an increase in engagement of 5% per year
- YouTube followers will be measured in terms of the number of subscribers

#### LinkedIn:

- 200 followers
- At least 2 posts per week, Tuesday & Thursday
- Optimal goal: 2 posts per week
- Impact: an increase in views of 5% per year

### 1.5.2.3. The RUSTICA newsletter

The RUSTICA newsletter will enable the consortium and its stakeholders to share important project updates and the latest project activities and results.

- IDC will design a newsletter template that will be utilized throughout the duration of the project.
- Newsletters will be published at the end of every year or when sufficient contents are available. (M12, M24, M36, M48)
- Partners' assistance in producing newsletters will be crucial in providing comprehensive content.
- A section in the newsletter will be dedicated to CIAT's involvement and its regions.

Audience-specific RUSTICA newsletters will be developed.

- Newsletters focused on scientific audiences. the newsletter will be developed by IDC with the support of all partners and the project coordinator and published in M24 and M36. The content will be based on the description of the status of the activities of the project, results, and dissemination activities (future lectures, attendance to congresses and posters presentations, scientific publications)
- Newsletters for non-scientific and technological readers: the newsletter will be developed by IDC with the support of all partners and the project coordinator. The content will be based on the status of the project, results, and dissemination activities.

A final newsletter will be published in M48. The content will include the final results and its future and long-term growth.

#### Key Performance Indicator:

- 4 yearly newsletters will be developed (M12, M24, M36, M48) and distributed among partners' networks and stakeholders
- Each newsletter should reach minimum 300 views

#### 1.5.2.4. Leaflets, brochures, posters, and infographics

Printed RUSTICA communication materials, including leaflets, brochures, posters, and infographics, will be created, produced, and distributed to all partners. These will include a brief introduction and illustration of the project, information on the main goals, objectives, activities as well as the impact on society. The communication materials are developed for distribution at events attended by RUSTICA partners or where RUSTICA partners are represented such as conferences, congresses, and workshops. At the conclusion of the project, the materials will be updated to reflect the final results including a technical explanation of the project.

A minimum of,

- 4 infographics (M6, M18, M30, M42)
- 8 posters and roll-ups

#### Key Performance Indicator:

- Minimum goal: 40 leaflets/per event
- Optimal goal: 60 leaflets/per event
- Average: 300 leaflets/year and 30 leaflets downloaded from the website per year
- 300 technical brochures distributed by partners

The leaflets, brochures, posters, infographics, and roll-ups will all be available in digital format and ready for use. The cost of printing has been estimated and included in the grant agreement. These marketing materials will be published in English but they will also be available in different EU languages upon request.

#### 1.5.2.5. Creation of RUSTICA videos

IDC will coordinate, create, produce, and distribute at least 6 series of short videos (2-3 minutes each) about the project (M12, M18, M24, M36, M44, and M48). The aim of these videos is to present the project and the progress. These videos will allow stakeholders and a wider audience to learn more about the project in a visually creative way. The videos (or parts) will also be used as content to share on social media.

- A minimum of 6 short videos that show different types of project activities (i.e., lab tests, workshops, meetings, conferences), results, showcases of the project partners, researchers, progress, as well as the impact the project will have on the environment.
- This type of video will showcase general information about the project especially the impact it will have on the environment.



- A documentary-style video(s) that showcases the people behind the project, the reasons for starting the project, and the impact it will have on the environment. This type of video will allow the audience to comprehensively learn more about the project.

All partners are highly encouraged to use these videos to communicate and promote their work and activities, including their main results. All RUSTICA-related videos will be uploaded to the RUSTICA YouTube channel.

**Key Performance Indicator:**

- 6 Short videos uploaded
- Minimum goal: 300 views
- Optimal goal: 500 views

**1.5.3. RUSTICA publication, abstracts & policy briefs**

The consortium commits to release tailor-made publications showcasing project outputs. These publications will be based on the results and may also include articles in topic-specific journals, magazines, and newsletters. IDC consortium will assist in the communication and promotion of results through different mediums, including technological and non-technological journals, magazines, and newspapers.

IDC will ask for assistance from each partner in producing at least,

- 40 practice abstracts for EIP-AGRI (to be delivered during the project) (*see Annex 5, based on EIP-Agri form template*)
- 3 policy briefs (D8.4, D8.8 & D8.9)

The consortium’s cooperation will be crucial in producing these documents to further gain publicity and exposure. It is also important to work with EU policymakers for policy briefs.

**Key Performance Indicator:**

- 40 practice abstracts
  - Minimum goal: 300 views
  - Optimal goal: 500 views
- 3 policy briefs
  - Minimum goal: 100 views
  - Optimal goal: 200 views

The measurement of the impact of these publications will be also analyzed at a later stage when it is decided which type of publications to be done.

**1.6. Project languages**

IDC will produce all marketing materials and social media contents in English unless otherwise noted. If some contents or communication materials are needed or required in other languages, IDC will ask for partners’ assistance.

**Key Performance Indicator:**

- Main website will be available in English, Spanish, Dutch, German, Italian, Croatian, and French.

## 2. Management of RUSTICA's dissemination activities

### 2.1. Definition and main objective

Dissemination can be defined as “The public disclosure of results by any appropriate means (other than resulting from protection or exploiting the results), including by scientific publications in any medium.”

An important feature of the dissemination strategy is to define the agenda throughout the full project duration, listing all potentially interesting events for dissemination activities organised by third parties in Europe. Within Task 8.1 the communication and dissemination plan and strategy will be regularly updated and improved during the project. A series of specific dissemination and communication objectives of the RUSTICA project have been defined to influence behaviour, to develop opinions and to raise awareness with specific target groups, through a stepwise approach: a) Why – purpose of the dissemination action; b) What – the message/content that will be disseminated; c) To whom – the target audience; d) How – the method of dissemination; e) When – the timing of the dissemination activities.

The following dissemination objectives (DO) have been identified:

- To widely disseminate research and innovation in the key sectors dealt by the project.
- To widely disseminate methodologies developed to improve the research capacity in the project's key sectors, including experiences, best practices and transfer methodologies.
- To ensure policy and decision-makers are informed about the project, inciting political uptake and spill-over.
- To involve and get support from relevant media to promote further project communication and dissemination.

### 2.2. Dissemination of results

According to the European Commission's Single Electronic Data Interchange Area (SEDIA), “dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers.” We plan to contribute to the rest of the scientific community about the “progress of science in general.” The aim will be to ensure and promote that all public results are made available to all potential users by any platforms available and to gain further attention and support from the scientific community and beneficiaries and maximize the impact of the EU-funded research.

The partners will disseminate their results on a regular basis by appropriate means, including scientific publications. IDC will take leadership in transferring these results through appropriate means, including social media platforms to reach the general public. All partners will be asked to assist IDC in disseminating the project results and contents by sharing photos and videos through their channels. Only relevant and approved content will be shared through the official social media platforms.

Official notices of at least 45 days to all partners will be given before any scientific documents are made public. If there is no objection from all partners within 30 calendar days after receipt of the notice, the scientific publication will be made public. It is worth noting that all results will be screened by the Project Coordinator, the Steering Committee, and other relevant actors, and will be prioritized for IP protection or immediate dissemination, as appropriate.

### 2.3. Target Audience

The intended target audience for the dissemination of the results of the RUSTICA project is:

- General public and mass media
- Citizens with particular attention on sustainability issues, new technologies, in particular, in agriculture



- Researchers, university students, Ph.D. graduates, academics
- Companies and organisations operating in/or linked with the agro-food industry (farmers, farming associations, suppliers, processing industry, bio-based fertiliser industry, and nature preservation management)
- Project participants and stakeholders
- European Research and Innovation institutions, Associations, related EU and national projects, networks, and clusters
- National policy and decision-makers of each partner countries

## 2.4. Dissemination channels

### 2.4.1. Scientific publications

The partners will disseminate their results on a regular basis by appropriate means, which include scientific publications. IDC will lead in promoting these publications through available channels at our disposal. All partners will be asked to share any approved scientific publications they produce during the duration of the project with IDC for dissemination purposes.

#### Key Performance Indicator:

- 8 publications in peer reviewed journals (see table 4 - Dissemination KPIs)

### 2.4.2. Public relations

Public relations is an important element in the promotion mix and would be useful for the project's future success. The idea is to make people aware of the project work, activities, and results. Concrete efforts are managed and maintained to build a relationship with the audience and to make people aware of the project research and its impact on society. Therefore, IDC will work with specific and targeted journalists that are involved in the project topic. IDConsortium has a database of media professionals which will be used to 'pitch' stories about the project's work, activities, and results. For example,

- TV or radio interviews – Allow interested project partners to be in front of the camera talking about the project
- Newspaper articles – Share the project's work, activities, and results to newspaper outlets
- Press releases – Promote the project's work, activities, and results through press releases. 4 official press releases (M3, M16, M34, and M48)
- Expert knowledge – Allow selected project partners to be experts in a given field. Position researchers/scientists or any other person with knowledge of the technology behind the project to be an expert in the field, make them available for any interviews if necessary
- Media Kit/Press Kit – a press kit/media kit for media outlets and journalists will be available

#### Key Performance Indicator:

- 5 new national or international journalist contacts per year.

### 2.4.3. Conferences, workshops, and congresses

Attending relevant external conferences, workshops, and congresses is essential to help promote the project. We also expect to be informed of similar projects from other external actors, to present our project's research to gain further knowledge, and to have our findings, results, when available, published in the conference proceedings, and to network with other researchers and scientists. All partners are encouraged to attend and share any relevant conferences, congresses, and workshops to IDC for promotional activities. All partners are also asked to disseminate their participation in any of those activities, and IDC will ask for photos/videos, when possible, prior to the event to promote it through the project's official communication platforms.



## Possible conferences for 2021:

- Mid-project conference, Cali, Colombia
- Final conference, Brussels, Belgium
- 15th Crop Science and Agriculture Summit, Beijing, China
- 32nd Annual Congress on Nutrition & Food Sciences, Paris, France
- 13th World Congress on Aquaculture & Fisheries London, UK
- 3rd Global Summit on Food Science, Nutrition and Technology, Prague, Czech Republic
- 7th International Conference on Food Science and Food Safety, Vienna, Austria
- 15th International Conference on Food Microbiology, Frankfurt, Germany

## Key Performance Indicator:

- 3 Conference participations

### 2.4.4. Final conference

A final conference will be held in order to communicate and disseminate the project results. General public, stakeholders, and experts related to valorisation of waste streams, project participants from related projects, and local and regional policymakers will be invited. Specific public abstracts and/or factsheets will be developed for each confidential deliverable. This will ensure broad dissemination of all project activities and results. More details will follow in the future.

## Sample Conferences

### May, 2021

- May 24 [International Conference on Biofertilizers and Agriculture \(ICBA\)](#) - Barcelona, Spain

### June, 2021

- Jun 21 [International Conference on Biofertilizers and Sustainable Agriculture \(ICBSA\)](#) - Vienna, Austria
- Jun 28 [International Conference on Biofertilizers \(ICB\)](#) - London, United Kingdom

### July, 2021

- Jul 19 [International Conference on Biofertilizers and Sustainable Agriculture \(ICBSA\)](#) - Helsinki, Finland

### August, 2021

- Aug 16 [International Conference on Biofertilizers and Organic Agriculture \(ICBOA\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Agriculture \(ICBA\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Organic Farming \(ICBOF\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Biofertilizer Technology \(ICBBT\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Biofertilizer Technology \(ICBBT\)](#) - Dubai, United Arab Emirates

### January, 2022

- Jan 07 [International Conference on Biofertilizers and Sustainable Agriculture \(ICBSA\)](#) - Tokyo, Japan
- Jan 14 [International Conference on Biofertilizers and Organic Agriculture \(ICBOA\)](#) - Zurich, Switzerland
- Jan 18 [International Conference on Biofertilizers and Organic Farming \(ICBOF\)](#) - Bangkok, Thailand

### February, 2022

- Feb 11 [International Conference on Biofertilizers and Biofertilizer Technology \(ICBBT\)](#) - Barcelona, Spain

### May, 2022

- May 24 [International Conference on Biofertilizers and Agriculture \(ICBA\)](#) - Barcelona, Spain

### June, 2022

- Jun 21 [International Conference on Biofertilizers and Sustainable Agriculture \(ICBSA\)](#) - Vienna, Austria
- Jun 28 [International Conference on Biofertilizers \(ICB\)](#) - London, United Kingdom

### July, 2022

- Jul 19 [International Conference on Biofertilizers and Sustainable Agriculture \(ICBSA\)](#) - Helsinki, Finland

### August, 2022

- Aug 15 [International Conference on Biofertilizers and Biofertilizer Technology \(ICBBT\)](#) - Dubai, UAE
- Aug 16 [International Conference on Biofertilizers and Agriculture \(ICBA\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Organic Farming \(ICBOF\)](#) - Istanbul, Turkey
- Aug 16 [International Conference on Biofertilizers and Biofertilizer Technology \(ICBBT\)](#) - Istanbul, Turkey

- Aug 16 International Conference on Biofertilizers and Organic Agriculture (ICBOA) - Istanbul, Turkey

#### **January, 2023**

- Jan 07 International Conference on Biofertilizers and Sustainable Agriculture (ICBSA) - Tokyo, Japan
- Jan 14 International Conference on Biofertilizers and Organic Agriculture (ICBOA) - Zurich, Switzerland

#### **February, 2023**

- Feb 11 International Conference on Biofertilizers and Biofertilizer Technology (ICBBT) - Barcelona, Spain

#### **Key Performance Indicator:**

- To be determined

## Long-term impact of communication and dissemination activities

The result of the communication and dissemination activities can be reached by the full cooperation of all partners. These activities are designed to ensure that all stakeholders and the general public will be provided with the necessary information to inform them about the project and to sustain its growth beyond the project period, including continuously updating the official project website, including the project materials and official social media platforms, 1-4 years after the project period ends, according to the Grant Agreement.

RUSTICA's efficiency of the exploitation is specified by these statements:

- The project matches the current EU policy priorities and future needs;
- Promote the benefits of the project to the general public;
- Project materials will be available in English and other selected European languages;
- All project materials will be available on the project website for user-friendly accessibility and reach;
- Expanding the reach of the project through partners' networks.

Sustainability of the project will be ensured through the following actions:

- Further promotion and distribution of the project results and materials will continue;
- Continue attendance in stakeholder workshops, conferences, webinars, etc.;
- Updated ad hoc dissemination and communication strategy;
- All project materials will continuously be available for use soon after the project ends;
- The results and outcomes of the project will be publicly published, and face-to-face meetings with potential integrators.



## Annex 1 - EU Logos and disclaimer to use

EU Logos and disclaimer to use, according to Article 29.4 in the Grant Agreement:

The RUSTICA consortium must guarantee the proper publicity and visibility of EU funding by:

- any form of communication, dissemination, and exploitation of activities, including but not limited to electronic forms, publications, reports, letters, must display the EU emblem and include the following text: “THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION’S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 101000527”.
- any form of communication, dissemination, and exploitation of activities and visibility of project results must specify that it reflects only the author’s view and that the Agency is not responsible for any use that may be made of the information it contains, the following text is obligatory: “This communication reflects only the author’s view and the Agency is not responsible for any use that may be made of the information it contains”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

For their obligations under Article 29.4, the beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Project partners must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its project results.



## Annex 2 - General recommendations

Below are some general recommendations for the project consortium to keep in mind to support communication, dissemination, and exploitation. These recommendations should be considered throughout the whole duration of the project:

- Always use the original logos of the RUSTICA project and the European Commission
- Network with other relevant European projects
- Ensure that the official RUSTICA project website is updated and available;
- Connect with other European social media networks and other channels to disseminate project results;
- Consistently use project templates provided by IDConsortium to promote conformity within the project;
- Collect and embrace constructive feedback from stakeholders and target audience;
- Provide IDConsortium continuous updates of activities and dissemination planning by all partners;
- Regularly report activities in detail including documentation material to disseminate on the project's official communication channels.



# Annex 3 - Dissemination reporting sheet

A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	<b>Rustica Project: Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities</b>												
2	<b>Project No.: 101000527</b>												
3	<b>Please provide information on dissemination activities throughout the duration of the project</b>												
4													
5	<b>Explanation</b>												
6	A	Date of the Activity: please write it in this format, ie 30.01.2021											
7	B	Type of Activity: (see list) please select from the list the type of activity, if not available, please write it in											
8	C	Description of Dissemination Activity: type a brief description of the activity											
9	D	Leader: main partner leading the activity, type 'P' for organisation outside the consortium											
10	E	Partner: name of the other partner(s) involved in the activity											
11	F	Number of Participants: please indicate the number of participants (or approximate number)											
12	G	Place: location of the activity, ie, country, social media											
13	H	Type of Audience: see list											
14	I	Size of Audience: if available, approximate amount of audience participating in the activity											
15	J	Status: pending, ongoing, completed											
16	K	Comments											
17													
18													
19													
20													
21	A	B	C	D	E	F	G	H	I	J	K	L	
22	Date of the Activity	No	Type of Activity	Description of Dissemination Activity	Leader	Partner	Number of Participants	Place	Type of Audience	Size of Audience	Status	Comments	Reporting Period
23													
24													
25													
26													



Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities







## Annex 4 - Social media profiles

### Rustica Social Media Profiles



-  @rusticaproject
-  @rusticaproject
-  @rusticaproject
-  Rustica EU Project
-  Rustica Project
-  rusticaproject.eu/

Hashtags:  
 #rusticaproject #biofertilizer #foodwaste #mineralnutrient #nutrientrecovery #valorization #agrofood #soilimprovement #wastestreams #sustainability #organicwaste




Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities

**Rustica Project Consortium**



**Relevant Connections**





THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 101000527





# Annex 5 - Practice abstract form template

Several practice abstracts may be needed for one project, depending on the size of the project and the number of outcomes/recommendations which are ready for practice.

**Practice "abstract" 1:**

**Short title in English** Recommended 0 character(s) / 150

**Short summary for practitioners in English** Recommended 0 character(s) / 1500  
 (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English

This summary should at least contain the following information:  
 - Main results/outcomes of the activity (expected or final)  
 - The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

This summary should be as interesting as possible for farmers/end-users, using a direct and easy, understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.

**Short title in native language** Mandatory 0 character(s) / 150

**Short summary for practitioners in native language** Mandatory 0 character(s) / 1500  
 (can be the language of the coordinator / one of the partners; otherwise in English) (1000-1500 characters, word count – no spaces)

This summary should at least contain the following information:  
 - Main results/outcomes of the activity (expected or final)  
 - The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the





# Annex 6 - Gantt chart - work package and task structure

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48						
<b>WP1 Project Management</b>			M1																																																			
T1.1 General project management	D1.1					D1.4					D1.5				D1.6					D1.7						D1.8						D1.10						D1.11					D1.12											
T1.2 Project Management Procedures and Quality Plan		D1.2																																																				
T1.3 Research data management			D1.3																												D1.9																							
T1.4 Financial and administrative coordination																																																						
<b>WP2 Rustica Network : Knowledge co-creation through multi-actor approach</b>							M3					M4				M5																																						
T2.1 Identification of relevant actors at regional, EU and global level		D2.1					D2.3																																															
T2.2 Call for Expressions of Interest								D2.4																																											D2.6			
T2.3 Development of a MA plan for RUSTICA, a relevant toolbox and monitoring plan				D2.2																																																		
T2.4 Training of knowledge brokers to run regional workshops																																																						
T2.5 Regional multi-actor workshop and cross-visits; cross-regional peer to peer-learning workshops																								D2.5																											D2.7			
<b>WP3 Systemic feasibility assessment</b>																	M5										M8	M9				M13/14						M15							M18	M19								
T3.1 Region description and market analysis							D3.1				D3.3																																											
T3.2 Economic assessment																											D3.5	D3.7																										
T3.3 Environmental and social life cycle analysis																																																						
T3.4 Legal analysis and organic farming regulatory framework											D3.2																																										D3.13	
T3.5 Integrative Agent-Based Model Simulation																																																				D3.14		
<b>WP4 Business model development</b>																	M5											M9																										
T4.1 Development of future scenarios												D4.1																																										
T4.2 Business model development																																																						
T4.3 Business model robustness check to maximize impact																																																						
T4.4 European and global workshop on replicability of business models																																																				D4.6	D4.7	D4.8
<b>WP5 Technology implementation</b>																		M6										M9																										
T5.1 Carboxylic acid production																																																						
T5.2 Microbial biomass production																																																						
T5.3 Electrolysis for nutrient recovery																																																						
T5.4 Insect cultivation																																																						
T5.5 Biochar production																																																						
<b>WP6 Integration and demonstration</b>																																																						
T6.1 Integration of technologies with available feedstocks in 5 regions																																																						
T6.2 Design and construction of pilot plants																																																						
T6.3 Validation and demonstration with pilot plant in 2 test regions																																																						
<b>WP7 Fertiliser blending and validation</b>																																																						
T7.1 Characterization of separate fertiliser products																																																						
T7.2 Formulation of fertiliser products to match local demand																																																						
T7.3 Laboratory, pot and field validation of product fertilisers																																																						
<b>WP8 Communication, dissemination and exploitation</b>																																																						
T8.1 Communication and dissemination activities																																																						
T8.2 Exploitation and IPR management of the project's results																																																						
T8.3 Collaboration with other EU projects and EIP - Agri activities																																																						
T8.4 Collaboration with other public initiatives																																																						

