



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

## Deliverable 8.3: Strategic Plan for Communication and Dissemination - v2

Project acronym	RUSTICA
Project title	Demonstration of circular bio-based fertilisers and implementation of optimized fertiliser strategies and value chains in rural communities
Grant agreement number	101000527
Call identifier	H2020-RUR-2020-1
Project start date	01/01/2021
Project duration	48 months
Due date	31 March 2022 (extension requested)
Submission date	2 June 2022
Lead	IDC
Author(s)	Macarena Sanz (IDC)
Dissemination level	Public



## Disclaimer

This deliverable a. Reflects only the author's view; and b. Exempts the Agency for any use that may be made of the information it contains.

All intellectual property rights are owned by the RUSTICA project consortium members and are protected by the applicable laws. Except where otherwise specified, all document contents are: "© RUSTICA Project - All rights reserved". Reproduction is not authorized without prior written agreement.

All RUSTICA Project consortium members have agreed to full publication of this document. The commercial use of any information contained in this document may require a license from the owner of that information.

All RUSTICA Project consortium members are also committed to publish accurate and up-to-date information and take the greatest care to do so. However, the RUSTICA Project consortium members cannot accept liability for any inaccuracies or omissions, nor do they accept liability for any direct, indirect, special, consequential, or other losses or damages of any kind arising out of the use of this information.

In addition, this publication reflects only the RUSTICA Project consortium members view, and the European Commission is not responsible for any use that may be made of the information it contains.



## Table of contents

Disclaimer .....	1
Table of contents .....	2
Executive Summary .....	3
Acronyms and abbreviations .....	4
List of figures .....	5
List of tables .....	5
1. Report on C&D during the 1st project year .....	6
1.1. RUSTICA website .....	7
Website’s publications .....	9
1.2. RUSTICA social networks .....	10
Twitter .....	11
Instagram .....	12
Facebook .....	12
LinkedIn .....	13
YouTube .....	13
RUSTICA Social Networks Impact .....	14
1.3. Networking activities .....	14
RUSTICA networking activities .....	14
Joint activities with other EU-Projects .....	17
1.4. Other Communication and Dissemination activities .....	17
2. Update to the C&D plan (2022) .....	19
2.1. Website, social media, press releases .....	19
2.2. Networking activities .....	20
WP2 - Regional workshops .....	20
EU Global workshop on circular bioeconomy and food smart cities .....	20
Exhibition Pilot in Pays de la Loire .....	20
Attendance to external events .....	20
Networking with other projects: .....	21
2.3. Leaflet and roll up .....	21
2.4. EIP AGRI Abstracts .....	21
2.5. Policy briefs .....	22
2.6. Scientific publications .....	22





## Executive Summary

The purpose of this document is to give a view of how the goals of the Communication and Dissemination of the RUSTICA project have been developed during the first year (M1-M12).

During the first year, the main objective of the Communication and Dissemination activities has been to raise awareness about the RUSTICA project, its activities and expected impacts. In addition, support has been given to other WPs, especially in WP2.

In this first year, a great effort has been dedicated to the agile implementation of all communication channels, especially digital (website and social networks) and the first communication activities have been developed, especially in a formal digital way due to the effect of COVID-19.

This deliverable presents the main C&D results of the first 17 months of RUSTICA, however, some inputs from partners are still missing. In the intermediate report to the EC (M1- M18) the final results will be presented in relation to the expected C&D impact of RUSTICA for months 1 to 17.

In 2022 we expect to continue with the same activities, implementing improvements and recommendations provided by the partners, and also to start with new activities related to the dissemination of intermediate results and good practices we are obtaining from the RUSTICA project.



## Acronyms and abbreviations

B2B	Business to business
C&D	Communication and dissemination
CIAT	Centro Internacional de Agriculturatropical
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
EIP AGRI	European Innovation Partnership on Agriculture
ENTOMO	Entomo Consulting
EV ILVO	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek
IDC	IDConsortium SL
KPI	Key Performance Indicators
KU Leuven	Katholieke Universiteit Leuven
PAR	Particula Group Drustvo S Ogranicenom Odgovornosc ZA Usluge
QR	Quick response
TECNOVA	Fundacion para las Tecnologías auxiliares de la Agricultura



## List of figures

Figure 1 - RUSTICA website, main metrics (2021) .....	7
Figure 2 - RUSTICA website KPIs per country .....	8
Figure 3 - RUSTICA website traffic from social networks .....	8
Figure 4 - RUSTICA 1st newsletter, homepage .....	9
Figure 5 - RUSTICA 1st newsletter KPIs.....	9
Figure 6 - RUSTICA twitter account .....	11
Figure 7 - RUSTICA Instagram account .....	12
Figure 8 - RUSTICA Facebook "Reach" KPIs .....	13

## List of tables

Table 1 - RUSTICA C&D performed activities M1-M12 .....	6
Table 2 - Overview of the number of stakeholders interested in participating in the RUSTICA project .....	10
Table 3 - RUSTICA video: number of views .....	13
Table 4 - Overview RUSTICA M1-M17 networking activities .....	14
Table 5 - Overview other C&D activities .....	17
Table 6 - RUSTICA planned attendance to external events .....	21
Table 7 - RUSTICA expected scientific publications.....	22



## 1. Report on C&D during the 1st project year

During the first year of RUSTICA, the communication and dissemination activities have been focused on:

- Defining the strategy and methodology to be followed in C&D activities. All this is included in D8.1 "Strategic plan for communication and dissemination".
- Start of communication and dissemination activities of the project with the aim of making known what RUSTICA is, its work plan, its partners, impacts.
- Collaboration and support to those WPs with strong stakeholder involvement.

The table below summarises all the KPIs achieved during the 1st year:

Table 1 - RUSTICA C&D performed activities M1-M17

Dissemination action	Expected KPI (M1- M48)	Achieved KPI (M1-M17)
<b>Website, social media and press releases</b>	<ul style="list-style-type: none"> <li>25,000 web visits</li> <li>500 followers on social media</li> <li>at least 2 press releases/year</li> </ul>	<ul style="list-style-type: none"> <li>8,800 unique visits to the website</li> <li>278 followers in social networks</li> <li>1 press release released</li> </ul>
<b>Academic symposiums</b>	Participation in at least 10 symposia	Presentation of 1 abstract
<b>Specialised trade fairs</b>	10 oral presentations at relevant events (e.g. AgriFlanders in Belgium)	Participation in 4 events targeted at farmers
<b>B2B meetings</b>	5 B2B meetings (one per regional multi-actor network)	5 workshops implemented in 2021
<b>Publications in peer reviewed journals</b>	8 Publications in peer reviewed journals published	0 publications in 2021
<b>Network building through face-to-face meeting; participation to other conferences (e.g. Agromek, Agribex, Agro-Expo, HortiTech,...)</b>	<ul style="list-style-type: none"> <li>At least 40 face-to-face meetings</li> <li>200 direct email marketing</li> <li>3 conferences participation ensured</li> </ul>	13 face-to-face meetings
<b>Practice abstracts for EIP Agri</b>	At least 35 practice abstracts during the whole project duration.	0 practice abstracts
<b>Electronic bulletins</b>	5 Online bulletins published on the project website with periodic frequency	1 Online bulletin published
<b>Training/workshops</b>	<ul style="list-style-type: none"> <li>6 workshops per regional multi-actor network (30 in total)</li> <li>&gt; 10 active participants per workshop</li> <li>5 cross-visits to pilots for knowledge brokers</li> </ul>	5 workshops implemented

Each of the C&D activities implemented in the first year of RUSTICA are detailed in the following paragraphs.



## 1.1. RUSTICA website

Since the beginning of the project in January 2021, IDC has managed to design the website and its content with the help of all partners. To communicate more effectively, the consortium decided to put the most important things about the project in the horizontal tab at the top. The information that you can find on the website is related to:

- a) About the RUSTICA project - including subsections about project summary, objectives, project partners, activities and expected impacts.
- b) Project multimedia - containing all the multimedia content created for communication and dissemination.
- c) Get involved - this section contains a formulary in five different languages for stakeholders' engagement.
- d) Practice Abstracts - EIP Agri Practice abstracts will be listed in this section.
- e) News - repository of news and events related with the project.
- f) Community to share information with other EU-funded projects.

The website has served as a channel to keep RUSTICA stakeholders informed about the progress of the project by regularly publishing articles, posts, updates, events, and other activities.

No significant changes have been made up to this point since the website works properly and information can be found quickly and easy.

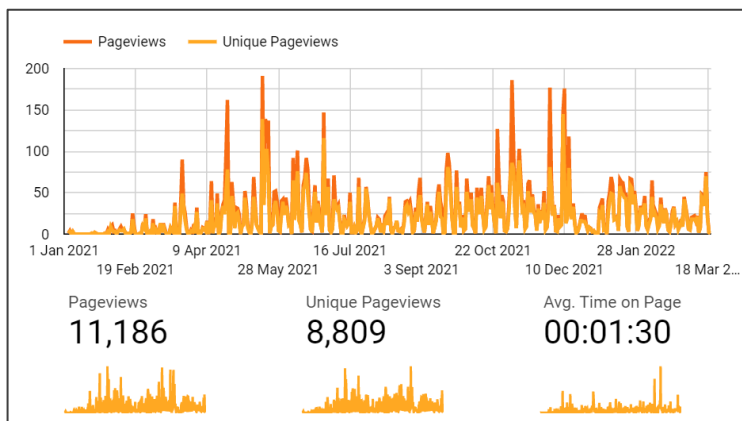


Figure 1 - RUSTICA website, main metrics (2021)

Up to the creation of this report, **33 news items have been uploaded**. It is expected to have an increase in the amount and relevance of content that will be uploaded and shared regularly.

In this first year of the project, the website received more than 11,186 visits and more than 8,809 unique users. It is important to mention that a strong effort is being made to make more attractive publications to gain and keep audience's interest in RUSTICA project.

The main metrics of the website since the beginning of the project are presented in figure 1.

An important number from the graphic in figure 1 is the bounce rate (51.03%), representing the percentage of users who visit the page more than once. This reflects the quality of the content and the interest that the RUSTICA project is generating among stakeholders and the general audience.





Country	Users	% of Total: 100.00% (1,679)
1. Belgium	305	17.98%
2. Spain	284	16.75%
3. United States	148	8.73%
4. France	146	8.61%
5. Italy	112	6.60%
6. Canada	109	6.43%
7. Netherlands	96	5.66%
8. Germany	83	4.89%
9. Colombia	66	3.89%
10. Finland	54	3.18%

Figure 2 - RUSTICA website KPIs per country

Belgium is the region with the highest number of visitors to the website (17.98%). This is easy to understand as it is also the region with the highest number of project partners and several activities have been launched in this region. Belgium is followed by Spain (16.75%), the United States (8.73%) and France (8.61%).

The project's homepage is the most visited page, with nearly two thousand five hundred visits. In second and third place are the main news page (nine hundred and sixty-two) and the summary explaining the general objective of the project. A remarkable fact is that 46% of the visits are grouped on "others". This category is mainly made up of "News" that is periodically published on the website and promoted by RUSTICA's different social networks. This indicates that the activity on social networks is effective and that visitors are being redirected to the content created.

Another 14% of visits to the website come from the project's social networks. The social networks that generate the most traffic are LinkedIn and Twitter.

Social Network ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	308 % of Total: 14.87% (2,071)	283 % of Total: 13.70% (2,066)	598 % of Total: 15.46% (3,869)	47.16% Avg for View: 50.22% (-6.10%)	2.14 Avg for View: 2.77 (-22.60%)	00:01:51 Avg for View: 00:02:41 (-31.20%)
1. LinkedIn	154 (48.28%)	146 (51.59%)	251 (41.97%)	45.82%	1.96	00:01:35
2. Twitter	93 (29.15%)	77 (27.21%)	198 (33.11%)	43.94%	2.34	00:01:37
3. Facebook	58 (18.18%)	52 (18.37%)	128 (21.40%)	54.69%	2.20	00:02:19
4. Instagram	7 (2.19%)	3 (1.06%)	10 (1.67%)	50.00%	1.70	00:03:23
5. Instagram Stories	4 (1.25%)	4 (1.41%)	4 (0.67%)	50.00%	1.75	00:00:13
6. HootSuite	2 (0.63%)	0 (0.00%)	6 (1.00%)	33.33%	2.83	00:09:44
7. YouTube	1 (0.31%)	1 (0.35%)	1 (0.17%)	100.00%	1.00	00:00:00

Figure 3 - RUSTICA website traffic from social networks





The focus now is on improving these metrics and on generating more traffic to the website and social networks with relevant information and project details. Also, it is important to create a community that can support the spreading of the RUSTICA prototype and results.

### Website's publications

There is a special area on the website dedicated to the publications, which are described below:

a) News:

To date 33 articles have been published in collaboration with project partners. This section generates the 46.6% of total traffic to the webpage. This data reflects the great importance of the visibility of this section on the website. It takes on average 2:45 mins to review the information reflected in this section, which reflects the attention that published articles are receiving.

b) Newsletter:

The first newsletter was created and sent out in February 2022 with the intention to inform the public about the intermediate results and activities performed so far. It is important to mention that the target audience is the general audience with no deep knowledge of technical features.



Figure 4 - RUSTICA 1st newsletter, homepage

To increase the awareness of the project, a new newsletter will be created to be sent twice a year, to all the people that signed up to the RUSTICA mailing list and that agreed to receive the newsletter through the “Get involved” section on the RUSTICA website. All partners will contribute with pictures and information worth sharing.

Due to the short time since newsletter publication, statistics about newsletter impact are not yet reliable.

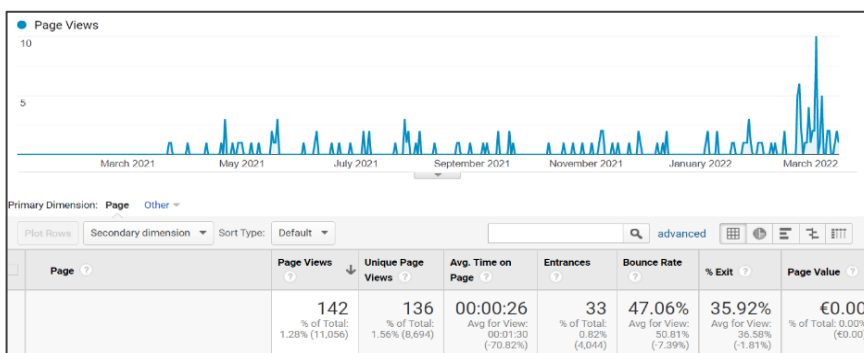


Figure 5 - RUSTICA 1st newsletter KPIs





c) “Get Involved!” form:

The aim of this form is to recruit stakeholders interested in joining the regional networks of Flanders, Almeria, Friuli-Venezia Giulia, Pays de la Loire and Valle del Cauca. They will also be invited to participate in the different workshops in the following roles: Actor: as an actor, you will be joining the workshops aimed at your involvement (e.g. as a regional actor you participate in the workshops held in your region) and moreover, you will be directly involved in the development of the project in a way that suits your expertise.

- Actors could include the consortium partners, as well as strongly involved partners external to the consortium, during certain moments of the project.
- Stakeholder: you join every now and then in the workshops or other project activities that are related to your expertise. When you join, you actively participate in the development of the parts of the project which are relevant to you. A stakeholder is described as a ‘person or group, served by, affected by or expressing a view (stake) at a certain moment during the project’.
- Just stay informed!: you want to get information on the progress of the project. You can give feedback on this information if you want to.

Up to month 17, the following registrations have been received via the Get Involved form:

Table 2 - Overview of the number of stakeholders interested in participating in the RUSTICA project

Level of involvement	Region						TOTAL
	Almeria (ES)	Flanders (BE)	Valle del Cauca (CO)	Pays de la Loire (FR)	Friuli-Venezia Giulia (IT)	Other regions	
Actor	3	2	14		1	1	21
Just stay informed	3	2			3	1	9
None	2				5	1	8
Stakeholder	6	7	3	18	5	7	46
<b>TOTAL</b>	14	11	17	18	14	10	84

## 1.2. RUSTICA social networks

For communication and dissemination purposes, different social network profiles were created to keep stakeholders informed about the project and its advancements. These profiles are: Twitter, Instagram, Facebook, and LinkedIn.

For the social media communications, three tasks to work on were set:

- General information about the project, original set up. Fresh, easy to read, relevant.
- Repost interesting articles when in line with the RUSTICA project. Fresh, easy to read, relevant. Posts created twice a week to keep the community alive and interested.



- c) Post about the project progress, new findings, project’s situation, etc. New and interesting facts about the project, max 2,000 characters, proper list of hashtags, and relevant graphics and/or pictures. Posts created twice a week.
- d) Create articles with longer format with more specific and possibly scientific information. These will be written with our own resources, it will have to be interesting, fresh, with controversial point of view on the pesticides, max 3,000 characters, with relevant graphics and catchy title, as well as proper hashtags and link to authors’ pages. A new article will have to be created every week.

IDC will make sure to keep the different channels updated with content, videos, and every possible input available to have it active and interesting, the rest of the partners will share information so that IDC can create the content.

## Twitter



Figure 6 - RUSTICA twitter account

The Twitter account was created to serve two purposes, the first one to create posts related to share general project information, talk about the project progress and meetings, and upload pictures from the project, etc. The second purpose is to retweet information regarding other projects that are related to the RUSTICA project or to the H2020 program itself.

So far 104 own posts have been created, and 87 followers gained. The first tweet was tweeted in April 2021.

Twitter has been kept regularly updated with web content, videos, and every possible input available to have it active and interesting. All partners share information with IDC, and IDC creates the actual content and tweets about it. New tweets are created up to twice a week.

28,890 times our tweets appeared on timelines and searches regarding the project. This number shows how far the tweets have gone, and in this case, one can see it is a big and interesting number. The profile counts 8,995 visits since its creation, meaning that viewers are interested in the content and are looking for more information.





## Instagram

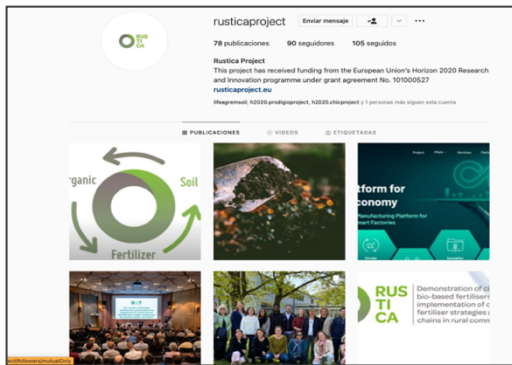


Figure 7 - RUSTICA Instagram account

The intention of creating an Instagram account was to post very high-quality and very nice pictures and stories about the project like the events where stakeholders will receive training and will try out the new remediation technology.

It was created with the intention to perform two tasks, the first to create own posts with information related directly to the project, such as general project information, project progress, project meetings, etc. Posts were accompanied with pictures, simple captions, fresh explanations, and relevant hashtags. The second task is to repost posts with information related to the project.

The account has 83 followers and up to this date 67 posts have been created. The first post happened on April 22<sup>nd</sup>, 2021.

IDC makes sure that Instagram is kept regularly updated with web content, videos, and every possible input available to have it active and interesting while the other consortium partners share information so that IDC can create the content.

Posts are created only with general information to raise awareness and attract the attention to the project main page.

## Facebook

The Facebook account is used to post information about what the H2020 RUSTICA project is about.

Up to twice a week new posts are created. The way to achieve this is by keeping it regularly updated with web content, videos, and every possible input available to have it active and interesting. All partners share information with IDC, and IDC oversees creating the actual content and posting about it.

The tasks carried out so far have been to describe by short posts the main objectives of the project.

All the publications have been created with the aim of improving the interactions of the followers.

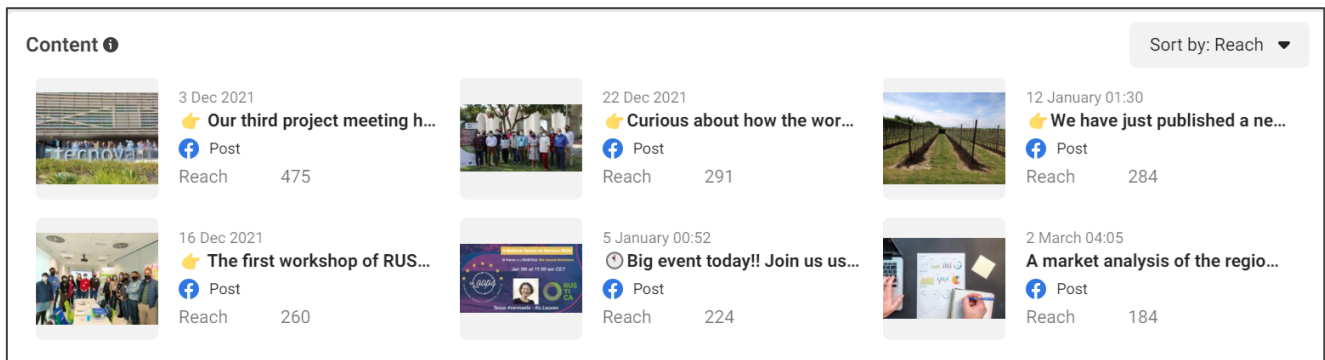


Figure 8 - RUSTICA Facebook "Reach" KPIs

### LinkedIn

LinkedIn, as the other social networks, has been used to post information about what the RUSTICA project is about.

LinkedIn has followed the same strategy as the above mentioned social networks. The main tasks during the 1st year were related to creating knowledge and raising awareness on what the RUSTICA project is about. From the second year onwards, a more targeted communication with impacts, results and best practices will start.

The statistics of LinkedIn show the impact achieved:

- 40 posts have been created so far
- 155 followers
- RUSTICA's impact on social networks.

### YouTube

The purpose of the YouTube channel is to publish videos created with project resources and oriented both to the general public and to audiences with technical knowledge of the project.

To date, the video titled "What is the RUSTICA project?" has been created and released. The project managers (Mrs. Tessa Avermaete and Mrs. Margo Heremans) explain in the video the objectives, the consortium, the activities and the expected impacts of the RUSTICA project. The video has been translated into five different EU languages. The video is accessible both from RUSTICA's YouTube channel and from the project's website (link). The number of visits is described in the table 3.

Table 3 - RUSTICA video: number of views

Language	n° of views
English	109
Dutch	32
French	24
Italian	12
Spanish	30
German	34
<b>TOTAL</b>	<b>241</b>



## RUSTICA Social Networks Impact.

Thanks to the involvement of the partners in RUSTICA's C&D, a much greater impact has been achieved than if they had not been involved. In total 86 posts related to the RUSTICA project have been done through partner's social media. The estimated impact of these 86 posts is 58,524 readers reached.

RUSTICA's impact on social networks is different for each network. Twitter and LinkedIn are the most used networks in professional environments. RUSTICA's partners and other relevant stakeholders have professional profiles mainly on Twitter and LinkedIn. Thanks to the fact that they repost on Twitter and LinkedIn, the KPIs on these networks are clearly better than on Instagram and Facebook. The latter two have a younger target audience, mainly teenagers, and tend to be used for more leisure-related issues. Although the impact and engagement KPIs are reasonable for RUSTICA, we will try to use each social network for each target audience, i.e. Twitter and LinkedIn for more professional environments and Instagram and Facebook for young people. The messages on social networks will be adapted according to each target audience.

### 1.3. Networking activities

Since the start of the project, the consortium partners have participated in academic symposiums, trade fairs, B2B meetings, joint events with other EU projects and training activities.

#### RUSTICA networking activities

Table 4 - Overview RUSTICA M1-M17 networking activities

PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
KU Leuven	Jan-22	Meeting/activity with other EU project	MOOC "Sustainable Business Models: Guidance for future farmers"	Everyone (international)	472 students enrolled in the first run of the MOOC
KU Leuven	Jan-22	Distribution of promotional material	Advertising campaign for the MOOC	Everyone (international)	1,310,000 shows 27,248 clicks
KU Leuven	Jan-22	Training/ Workshops	Webinar Veltha Episode 5 with other related projects	Circular Economy Researchers	80 views
KU Leuven	Feb-22	Training/ Workshops	Seminar on cost minimization of bio-based fertilizer prosumption by Erika De Keyser	Researchers (Department of Earth and Environmental Sciences, KU Leuven)	30
KU Leuven	Mar-22	Training/ Workshops	Course on food and farming in the framework of a course on global challenges	Students and external experts	1000
KU Leuven	Apr-22	Scientific publication	Abstract presentation at BVLE PhD Symposium on cost minimization of bio-	Researchers	100





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
			based fertilizer prosumption		
KU Leuven	Apr-22	Scientific publication	Abstract presentation at Circular@WUR Conference on cost minimization of bio-based fertilizer prosumption	Researchers	(tba)
KU Leuven	Apr-22	B2B Meetings	Panel Debate "Circularity and sustainability: learning from other sectors" (BASF Antwerpen)	Industry, Academia	100
KU Leuven	May-22	Training/Workshops	Global stakeholder workshop on circular bioeconomy and food smart cities	Researchers, industry, policy makers	22
CRAPDL	Oct-21	Organization of a project event	Regional workshops	All	22
CRAPDL	Mar-22	Meeting/activity with other EU project	Meeting with another French partner (INRAE) who is working on the building of a project on regional biomass and modelisation of valorisation channel (RAFFU)	Research and education	3
CREA	Jun-21	Focus group	On line stakeholders consultation	Italian stakeholders in the field of bio-based fertilizers (different from those participating to the 1st regional WS in Friuli Venezia Giulia)	14 stakeholders (researchers, operators, associations, policy makers)
CREA	Oct-21	Organization of a project event	1st Friuli-Venezia Giulia regional stakeholders workshop	Friuli-Venezia Giulia stakeholders in the field of bio-based fertilisers	15 external stakeholders (farmers associations, policymakers, technical and environmental agencies, research organisations,





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
					agronomic consultants)
TECNOVA	Nov-21	Organization of a project event	Third consortium meeting of the RUSTICA project (in person)	Partners of the Rustica project	30
TECNOVA	Nov-21	Organization of a project event	1st Spanish regional stakeholder workshop	Spanish stakeholders in the field of bio-based fertilisers	10 external stakeholders
TECNOVA	Mar-22	Participation in a non-project event	Workshop on circular economy in the province of Almeria	Farmers, technical advisors and governmental audience	300 participants
TECNOVA	Mar-22	Participation in a non-project event	Working group of Quality, Production and Sustainability of National Platform Food for Life	Technical experts from companies and research centres	44 experts
TECNOVA	Apr-22	Participation in a non-project event	Webinar of residues management produced in vegetable farms under greenhouse	Farmers, technical advisors and governmental audience	50 participants
AVECOM	Feb-22	Organization of a project event	le-net webinar on N-crisis: RUSTICA discussed shortly by ir. Stijn Boeren	All	136
PAR	Mar-22	Meeting/activity with other EU project	Project presentation on Faculty of Agriculture, Zagreb	Students/professors	25
WIED	Feb-22	Training/ Workshops	Stakeholder information on policy and legislation: "Bio-based fertilisers in the EU" translated into Spanish, French, Dutch language for workshops and beyond	RUSTICA stakeholders in the EU and worldwide	Stakeholders of RUSTICA
CROPEYE	Sep-21	Training/ Workshops	Feasibility "RBBF" in Friesland, part of Netherlands	Stakeholders Agribusiness, waste management etc.	10 persons
CROPEYE	Dec-21	Training/ Workshops	ambassadors "RBBF" ZuidHolland	farmers, waste management companies, compost producers	15 persons



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
CROPEYE	Mar-22	Training/ Workshops	Feasibility "RBBF" in ZuidHolland part of Netherlands	Provincial government	6 persons
EV ILVO	Oct-21	Organization of a project event	1st Flemish regional stakeholder workshop	Farmers, farmers organizations, advisors	20
EV ILVO	May-22	Organization of a project event	2 <sup>nd</sup> Flemish regional stakeholder workshop	Farmers, farmers organizations, advisors	12
CIAT	Oct-21	Participation in a non-project event	RUSTICA presentation on "Mesa Interinstitucional para la gestión del cambio climático del departamento del Valle del Cauca" (Interinstitutional Roundtable for the management of climate change in the department of Valle del Cauca)	all	N/A

#### Joint activities with other EU-Projects

In the course of the year, work has been carried out to approach other projects financed under the same call and with similar themes.

As a result, relationships have been established with the following projects:

- a) **B-FERST**: both projects have participated in a online seminar (see table 4: Veltha webinar)
- b) **WALNUT**: a first interview took place and a permanent collaboration was agreed in order to maximise both projects' visibility

#### 1.4. Other Communication and Dissemination activities

In addition to the activities described above, other C&D activities have been implemented, such as press releases and articles in the local press. Some of these activities are presented in the table below.

Table 5 - Overview other C&D activities

PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
KU Leuven	Mar-21	Article in partner's media	Report in the division's newsletter	Researchers (Department of Earth and Environmental Sciences, KU Leuven)	100





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
CRAPDL	Apr-21	Social media	Twitter (retweet post on Earth day)	All	N/A
TECNOVA		Press article	Social challenges affecting bio-based fertilisers implementation		N/A
AVECOM	Sep-21	Social media	Repost RUSTICA newsitem	All	1,055
AVECOM	Dec-21	Social media	Retweet RUSTICA post	All	55
AVECOM	Jan-22	Social media	Retweet RUSTICA post	All	55
AVECOM	Feb-22	Social media	Publication RUSTICA newsletter	All	1,055
AVECOM	Feb-22	Article in partner's media	Publication RUSTICA newsletter	All	ND
AVECOM	Feb-22	Social media	Retweet RUSTICA newsletter	All	55
ENTOMO	Oct-21	Social media	LinkedIn	Farmers, farmers organizations, advisors	3,576
ENTOMO	Nov-21	Social media	LinkedIn	Farmers, farmers organizations, advisors	3,575
ENTOMO	Mar-22	Social media	Twitter	Farmers, farmers organizations, advisors	1,922
ENTOMO	Mar-22	Social media	Twitter	Farmers, farmers organizations, advisors	1,922
ENTOMO	Mar-22	Social media	Instagram	Farmers, farmers organizations, advisors	479
PAR	Dec-20	Article in partner's media	Horizon 2020 Project RUSTICA: Demonstration of circular bio-based fertilisers and implementation of optimized fertiliser strategies and value chains in rural communities	External	N/A





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
PAR	Sep-21	Article in partner's media	Moving from market analysis to the emergence of RUSTICA multi-actor circular business models	External	Rustica website and social media stats
PAR	Oct-21	Article in partner's media	Circular bioeconomy and how this will benefit the RUSTICA project	External	Rustica website and social media stats
PAR	Mar-22	Press article	RUSTICA PROJECT 1st Newsletter	External	N/A
WIED	Sep-21	Press article	RUSTICA in the context of natural renewable resources	RUSTICA website users	number of visitors
WIED	Oct-21	Article in partner's media	Translation of the RUSTICA video into German language and texts beneath the video	German-speaking RUSTICA audience in YouTube	100
WIED	Feb-22	Press article	Systemic evaluation of political and legal environment	RUSTICA website users	number of visitors
CIAT	May-21	Organization of a project event	Blog on RUSTICA workshop Valle del Cauca	all	89 views

## 2. Update to the C&D plan (2022)

### 2.1. Website, social media, press releases

The objectives set for 2022 with regard to the website are as follows:

- 1) Continue with frequent publications of news, posts, videos and other contents that partners will develop in English and in local languages;
- 2) Translate specific static sections of the website to the different project languages (Spanish, Dutch, Italian, French and German);
- 3) Issue 3 press releases during the year on important project milestones, e.g. regional stakeholder workshops, cross-visits, policy briefs, global stakeholder workshops;
- 4) Get subscribers to the newsletter through the subscription form implemented on the website;
- 5) The following has been agreed for the future newsletters:
  - a) Regional knowledge brokers will support the creation of local newsletters in the regional language.
  - b) At least 3 newsletters per year will be sent out with the conclusions of the regional and global workshops.



## 2.2. Networking activities

### WP2 - Regional workshops

WP8 will support the knowledge brokers in the communication and dissemination of the regional workshops.

In this sense, a video will be prepared to explain how each of the technologies that are being developed in RUSTICA intervene in the production of BBFs.

In addition, news and content with the conclusions of the workshops will be published on social networks in the different regional languages.

### EU Global workshop on circular bioeconomy and food smart cities

The first EU global workshop on circular bioeconomy and food Smart Cities took place in Belgium on the 18th of May. This activity belongs to WP4, as part of task 4.4, but is closely linked to communication and dissemination, as it will have an important impact beyond the project. A total of 22 people from academic and non-academic backgrounds attended the 1-day workshop. Different themes were discussed related to circularity in the food value chain in smart cities, new business models and pricing systems for farmers and other actors in the food value chain.

Conclusions of the workshop will be disseminated in a press release a few weeks after the workshop.

### Exhibition Pilot in Pays de la Loire

Following the project proposal, the Pays de la Loire region would host a technical pilot site combining three of the RUSTICA technologies in Angers. To guarantee an efficient production of bio-based fertilisers for the field experimentation of the RUSTICA project, it was decided the technologies will remain in Belgium (Ghent) with the technological partners (University of Ghent, DRANCO, AVECOM).

Therefore, in order to maintain the communication and relay information of these technologies in the region, the Chamber of Agriculture of Pays de la Loire region has proposed to work on the implementation of an exhibition site near the experimentation area that will be used for the testing of fertilisers of the RUSTICA project. The dissemination tools that will be implemented for different targets will be available to other pilot regions for use according to their needs. The main objective is to maintain farmers and other stakeholders involved in the RUSTICA project and get a dynamic pilot site dedicated to dissemination and communication.

During 2022 CRAPDL and IDC will be working on the plan for the exhibition pilot, with the support of all partners. It is expected that the exhibition pilot will be operational in the 4<sup>th</sup> term of 2023, coinciding with the start of the field validations activities (Task 7.3, WP7).

### Attendance to external events

Partners have identified the following events where they will present RUSTICA project:



Table 6 - RUSTICA planned attendance to external events

Event	RUSTICA presentation	Target audience	Date
Waste Management Europe	Presentation of RUSTICA technologies (Carboxylic Acid Platform)	All companies working on waste management in Europe	Jun-22
The role of biorefineries in European Agriculture	Recovery of water and nutrients from bio-based streams via electrodialysis	~50 people with bioengineering expertise	May-22
Euromembrane conference in Naples	Applying Polyethylene Membrane Extraction to pursue VFAs recovery and superior selectivity	~100 people with membrane technology expertise	Nov-22
IHC Congress	IHC Congress	Scientific Audience	Aug-22

Networking with other projects:

Some partners are planning collaborative activities with other projects. In addition to the projects already identified, the partners propose to collaborate with the CAFIPLA project. In this sense the partners "DRANCO" and "AVECOM" are planning to attend the project meetings where areas of collaboration between the 2 projects will be identified. On the other hand, the CAFIPLA project will organise different webinars. A joint webinar with RUSTICA will be proposed.

### 2.3. Leaflet and roll up

Due to the pandemic situation in 2021 and the absence of face-to-face events, no such materials had been designed yet. Two different leaflets will be developed in 2022:

- A practical leaflet in business card size for each partner. It will have an associated QR code linked to the part of the website that each partner wants to include.
- A leaflet in tri-fold format explaining the main aspects of the project. This brochure will be translated into the different regional languages.

Different types of roll ups will be designed for the project in the different local languages.

### 2.4. EIP AGRI Abstracts

It has been agreed that for each technical deliverable to be developed in the project, the interest of generating a practice abstract will be assessed. At least 35 practice abstracts will be prepared during RUSTICA. The following practice abstracts have been agreed for 2022:

- Business case fact sheet Almeria region
- Business case fact sheet Valle del Cauca region
- Business case fact sheet Flanders region
- Business case fact sheet Friuli-Venezia Giulia region
- Business case fact sheet Pays de la Loire region
- Intro to the RUSTICA technologies (following the webinar by Pays de la Loire)
- Intro into RUSTICA technology: Carboxylic Acid platform
- Intro into RUSTICA technology: Microbial biomass production





- Intro into RUSTICA technology: Insect production
- Intro into RUSTICA technology: Electrodialysis
- Intro into RUSTICA technology: Biochar production
- Bio-based fertilisers: a view on EU policy and legislation

## 2.5. Policy briefs

During 2022 one policy brief will be delivered. The content will be based on the outcomes from the “Global stakeholder workshop on circular bioeconomy and food smart cities” held in May 2022 and hosted by KU Leuven. The policy brief will be coordinated by KU Leuven with the support of all the participants to the workshop.

## 2.6. Scientific publications

Partners have planned the following scientific publications:

Table 7 - RUSTICA expected scientific publications

Title	Magazine/ Journal
Polyethylene membrane extraction for higher VFAs recovery and selectivity from fermentation media: impact of operational parameters	Separation and Purification Technology Journal
Novel Combination of Electrodialysis with Polyethylene Membrane Extraction to separate VFAs from fermented fruits and vegetable wastes, a key approach to bio-circular economy	Journal of Membrane Science
Innovative integration of polyethylene pervaporation with Electrodialysis for selective VFAs and NPKs recovery	Bioresource technology

