



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

## Deliverable 8.6: Strategic Plan for Communication and Dissemination – v3

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	28 February 2023
Submission date	1 March 2023
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 2 <sup>nd</sup> project year .....	6
1.1. RUSTICA website .....	7
1.2. RUSTICA social networks .....	11
1.3. Networking activities .....	14
1.4. Joint activities with other EU-Projects .....	19
1.5. Other Communication and Dissemination activities .....	20
1.6. Leaflet and roll up .....	23
1.7. EIP AGRI Abstracts .....	24
2. Update to the C&D plan (2023) .....	25
2.1. Website, social media, press releases .....	25
2.2. Scientific Publications: .....	25
3. Networking activities .....	26





## 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 second year (M15-M24).

During the second year, the usual activity of communication and dissemination of publications on the website, social networks, news and videos has been continued and some agreed improvements in the communication and dissemination activities with the strategic objective of improving communication with farmers and providing more support in regional workshops with farmer-specific C&D activities were implemented.

This deliverable presents the main C&D results of the months 15 to 24, as well as the new activities to be implemented in communication and dissemination for RUSTICA.



## 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
M	Month
PAR	Particula Group Drustvo S Ogranicenom Odgovornosc ZA Usluge
QR	Quick response
TECNOVA	Fundacion para las Tecnologías auxiliares de la Agricultura
WP	Work Package



## List of figures

Figure 1 - RUSTICA website, main metrics (2021-2022) .....	7
Figure 2 - RUSTICA website KPIs per country.....	8
Figure 3 - RUSTICA website’s acquisition types. ....	8
Figure 4 - RUSTICA website traffic from social networks .....	9
Figure 5 - 2 <sup>nd</sup> RUSTICA newsletter (Contents).....	9
Figure 7 - RUSTICA animation video. ....	13
Figure 6 - RUSTICA videos: Meet the partners!.....	13
Figure 8 - RUSTICA roll up and bookmarks. ....	23
Figure 9 - RUSTICA Poster and leaflet .....	24
Figure 10 - RUSTICA work plan for exhibition pilot in Pays de la Loire. ....	26

## List of tables

Table 1 - RUSTICA C&D performed activities M1-M24 .....	6
Table 2 - Overview of the number of stakeholders interested in participating in the RUSTICA project .....	10
Table 3 - Overview RUSTICA M1-M24 networking activities .....	14
Table 4 - Overview other C&D activities .....	20
Table 5 - RUSTICA Expected scientific publications. ....	25
Table 6 - RUSTICA planned attendance to external events .....	27





## 1. Report on C&D during the 2<sup>nd</sup> project year

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

- a) Continued implementation of the strategy and methodology to be followed in C&D activities. All this is included in D8.1 "Strategic plan for communication and dissemination".
- b) Implementation of the improvements suggested in D8.3 "Strategic Plan for Communication and Dissemination - v2"

The table below summarises all the KPIs achieved during the 1<sup>st</sup> and 2<sup>nd</sup> year:

Table 1 - RUSTICA C&D performed activities M1-M24

Dissemination action	Expected KPI (M1- M48)	Achieved KPI (M1-M24)
<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>• 18,935 unique visits to the website</li> <li>• 548 followers in social networks</li> <li>• 1 press release released</li> </ul>
<b>Academic symposiums</b>	Participation in at least 10 symposia	Participation in 3 scientific conferences
<b>Specialised trade fairs</b>	10 oral presentations at relevant events (e.g. AgriFlanders in Belgium)	Participation in 12 events targeted at farmers and related industry
<b>B2B meetings</b>	5 B2B meetings (one per regional multi-actor network)	<ul style="list-style-type: none"> <li>• 5 workshops implemented in 2021</li> <li>• 10 workshops implemented in 2022 (2 per region)</li> </ul>
<b>Publications in peer reviewed journals</b>	8 Publications in peer reviewed journals published	<ul style="list-style-type: none"> <li>• 1 publication in 2022</li> <li>• 6 publications planned for 2023</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• 10 regional workshops implemented</li> <li>• 5 industrial workshops implemented</li> <li>• 1st Newsletter (January 2022) sent to 240 contacts</li> <li>• Participation in 3 scientific conferences.</li> <li>• 11 participations in conferences and industry events confirmed for 2023.</li> </ul>
<b>Practice abstracts for EIP Agri</b>	At least 35 practice abstracts during the whole project duration.	• 24 practice abstracts published.
<b>Electronic bulletins</b>	5 Online bulletins published on the project website with periodic frequency	• 2 Online bulletins 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>	• 15 workshops implemented



Each of the C&D activities implemented in the second 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 are 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.

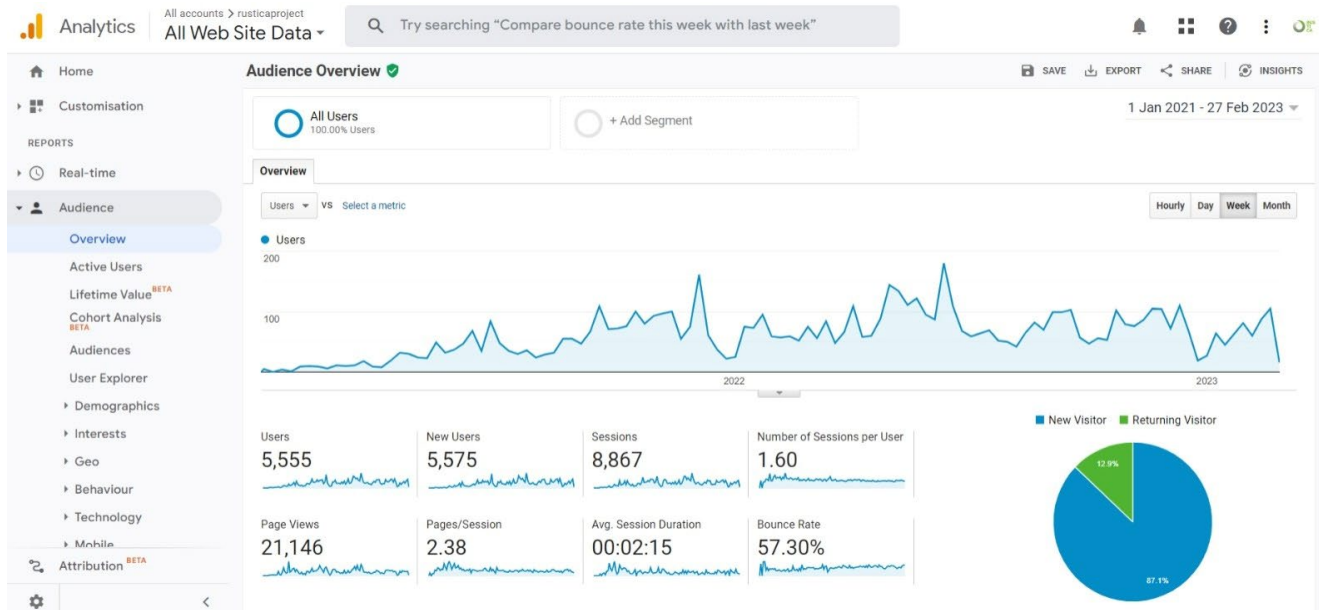


Figure 1 - RUSTICA website, main metrics (2021-2022)

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

Up to the creation of this report, **50 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 the first two years of the project, the website received more than 21,146 a visits and more than 8,867 sessions. 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 (57.30%), 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	% Users
1.  Belgium	683	13.30%
2.  Spain	637	12.41%
3.  United States	527	10.26%
4.  Netherlands	396	7.71%
5.  France	374	7.28%
6.  Germany	301	5.86%
7.  Italy	295	5.75%
8.  Finland	251	4.89%
9.  China	239	4.66%
10.  Colombia	230	4.48%

Figure 2 - RUSTICA website KPIs per country

Belgium is the region with the highest number of visitors to the website (13.30%). 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 (12.41%), the United States (10.26%) and Netherlands (7.71%)

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.

	Acquisition		
	Users	New Users	Sessions
	5,088	5,102	8,208
1  Direct	2,360		
2  Organic Search	2,008		
3  Social	618		
4  Referral	300		
5  (Other)	28		

Figure 3 - RUSTICA website’s acquisition types.





Social Network ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	618 % of Total: 12.15% (5,088)	569 % of Total: 11.15% (5,102)	1,022 % of Total: 12.45% (8,208)	55.38% Avg for View: 56.86% (-2.60%)	1.98 Avg for View: 2.40 (-17.63%)	00:01:39 Avg for View: 00:02:16 (-27.03%)
<input type="checkbox"/> 1. LinkedIn	281 (44.25%)	259 (45.52%)	433 (42.37%)	52.89%	1.97	00:01:35
<input type="checkbox"/> 2. Facebook	166 (26.14%)	156 (27.42%)	244 (23.87%)	71.72%	1.69	00:01:15
<input type="checkbox"/> 3. Twitter	162 (25.51%)	136 (23.90%)	311 (30.43%)	46.95%	2.19	00:01:51
<input type="checkbox"/> 4. Instagram	16 (2.52%)	11 (1.93%)	20 (1.96%)	50.00%	2.00	00:02:38
<input type="checkbox"/> 5. Instagram Stories	4 (0.63%)	4 (0.70%)	4 (0.39%)	50.00%	1.75	00:00:13
<input type="checkbox"/> 6. HootSuite	3 (0.47%)	0 (0.00%)	7 (0.68%)	42.86%	2.57	00:08:21
<input type="checkbox"/> 7. YouTube	3 (0.47%)	3 (0.53%)	3 (0.29%)	33.33%	3.67	00:04:13

Figure 4 - RUSTICA website traffic from social networks

Another 12.15% of visits to the website come from the project's social networks. The social networks that generate the most traffic are LinkedIn and Twitter.

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 50 articles have been published in collaboration with project partners. This section generates 49.87% 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 2:25 mins to review the information reflected in this section, which reflects the attention that published articles are receiving.

### b) Newsletter:

The 2<sup>nd</sup> newsletter was created between December 2022 and January 2023 and will be sent early March with the intention to inform the public about the intermediate results and activities performed so far.

This new newsletter has been produced using the Mail Chimp tool and includes a set of updates, news and



### Newsletter February 2023

#### In this newsletter:

##### Editorial

##### Stakeholder involvement for the development of circular bio-based business models

- RUSTICA Network: Knowledge co-creation through multi-actor approach
- European and global workshops on the replicability of the business models

##### RUSTICA technology optimisation and integration

- Technology implementation for crop waste valorisation
- Fertiliser blending and validation

##### Business and market development to ensure the replicability of the RUSTICA results and approach

- Systemic feasibility assessment
- Business model development

##### Communication & Dissemination Activities

- Videos
- Practice Abstracts
- Related projects

Figure 5 - 2<sup>nd</sup> RUSTICA newsletter (Contents)



updates by WP. The content of the newsletter is presented in the Figure 5.

It is important to mention that the target audience is the general audience with no deep knowledge of technical features.

As the newsletter is quite long as it summarises the activities implemented in one year at RUSTICA, it has been decided to make a summary and translate it into different languages in order to share it with the regional stakeholders.

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 24, 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	19	14	21	15	12	11	92
Just stay informed	6	6			3	2	17
None	2						2
Stakeholder	5		1			1	7
<b>TOTAL</b>	<b>32</b>	<b>20</b>	<b>22</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>118</b>



## 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:

- a) General information about the project, original set up. Fresh, easy to read, relevant.
- b) 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 is making 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

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 158 own posts have been created, and 184 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.

40,278 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

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 111 followers and up to this date 108 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 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.

## 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 two years were related to creating knowledge and raising awareness on what the RUSTICA project is about. Since the second year, a more targeted communication with impacts, results and best practices started.

The statistics of LinkedIn show the impact achieved:

- 120 posts have been created so far
- 248 followers

## 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.



To support the implementation of the regional workshops an animation video was developed to explain the technological approach followed in RUSTICA. The video was subtitled to the different regional languages.



Figure 6 - RUSTICA animation video.

Different type of videos interviewing the partners are also being uploaded to the YouTube RUSTICA channel.

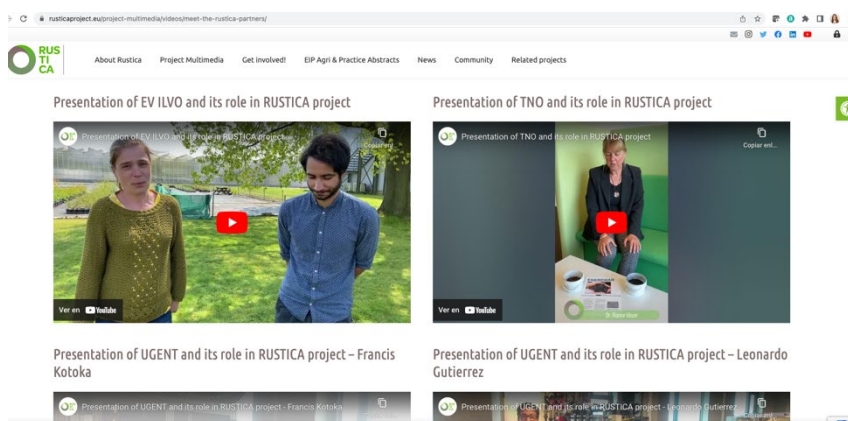


Figure 7 - RUSTICA videos: Meet the partners!

The RUSTICA YouTube channel has received 383 visits.

### 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 181 posts related to the RUSTICA project have been done through partner's social media. The estimated impact of these 181 posts is 78,551 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.

Table 3 - Overview RUSTICA M1-M24 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 minimisation of bio-based fertiliser 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	1,000
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
KU LEUVEN	Jun-22	Participation to a conference	EC Bruges JCI European Conference . Tessa Avermaete was member of a panel debate on the future of farming in Europe	Civil Society (NGOs, farmers' organizations, all types of organizations)	participants to conference over 4000 views on the social media





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
					posts related to the debate
KU LEUVEN	Jun-22	Meeting/activity with other EU project	Virtual CoP Meeting - Water & sanitation and solid waste management, circular economy & resource efficiency - Saving water with circular (food-) systems	Internal annual GIZ event (Deutsche Gesellschaft für International Zusammenarbeit)	
KU LEUVEN	Nov-22	Industry events/ B2B Meetings	Exploring Synergies and Exchanging Experiences in Valencia between RUSTICA and Visonary project	N/A	N/A
KU LEUVEN	Feb-23	Conference organisation	Global food security conference	Researchers	over 2,000
KU LEUVEN	25 Jan-23	Online webinar	Webinar organised by EU and Canadian policy makers	Canada / EU research and key stakeholders	+/- 200
CRAPDL	Oct-21	Organisation 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
CRAPDL	Oct-22	Organisation of a project event	Regional workshops	All	22
CRAPDL	6-7-Dec-22	Meeting/activity with other EU project	Presentation of RUSTICA at EU CAP Network Seminar in Porto on "Smart circular farming to address high energy and fertiliser prices"	All	
CREA	Jun-21	Focus group	Online stakeholders consultation	Italian stakeholders in the field of bio-based fertilisers (different from those participating to the	14 stakeholders (researchers, operators,





PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
				1st regional WS in Friuli-Venezia Giulia)	associations, policy makers)
CREA	Oct-21	Organisation 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, agronomic consultants)
CREA	Aug-22	Focus group	On line stakeholders consultation	Italian stakeholders in the field of bio-based fertilisers (different from those participating to the 1st regional WS in Friuli-Venezia Giulia)	14
CREA	May-22	Meeting/activity with other EU project	Meeting with a LIFE-Chimera project partner	Technicians and researchers of the company that developed the pilot plant	
CREA	May-22	Participation to a project conference	Seminar on the use of agricultural residues through green chemistry	Researchers and students	100
CREA	Jun- 22	Organisation of a project event	2nd Friuli-Venezia Giulia regional stakeholders workshop	Friuli-Venezia Giulia stakeholders in the field of bio-based fertilisers	12
CREA	Jan-23	Industry events/ B2B Meetings	Waste or Value? Transforming industrial waste into by-products:	Agrifood Industry	190
CREA	Dec-22	Organisation of a project event	3rd Friuli-Venezia Giulia regional stakeholders workshop	Friuli-Venezia Giulia stakeholders in the field of bio-based fertilisers	13



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
TECNOVA	Nov-21	Organisation of a project event	Third consortium meeting of the RUSTICA project (in person)	Partners of the Rustica project	30
TECNOVA	Nov-21	Organisation 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
TECNOVA	May-22	Organisation of a project event	1st Spanish regional stakeholder workshop	Spanish stakeholders in the field of bio-based fertilisers	10
TECNOVA	Jun-22	Organisation of a project event	Fourth project coordination meeting of the RUSTICA project (in person)	Partners of the RUSTICA project	30
AVECOM	Feb-22	Organisation of a project event	Ie-net webinar on N-crisis: RUSTICA discussed shortly by ir. Stijn Boeren	All	136
AVECOM	Jun-22	Online webinar	Microbial Fermentation webinar	N/A	N/A
AVECOM	Apr-22	Meeting	Meeting with Estonian Research Council	N/A	N/A
AVECOM	Oct-22	Trade Fair	Aquarama	N/A	N/A
PAR	Mar-22	Meeting/activity with other EU project	Project presentation on Faculty of Agriculture, Zagreb	Students/professors	25
PAR	Aug-22	Industry events/ B2B Meetings	Project presentation on Faculty of Agriculture, Zagreb	Students/professors	25



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
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
WIED	Jul-22	Training/ Workshops	Stakeholder information on policy and legislation: "Bio-based fertilisers in the EU" already 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
CROPEYE	Mar-22	Training/ Workshops	Feasibility "RBBF" in ZuidHolland part of Netherlands	Provincial government	6 persons
CROPEYE	Aug-22	Training/ Workshops	feasibility "RBBF" in Friesland, part of Netherlands	Stakeholders Agribusiness, waste management etc.	10
CROPEYE	Aug-22	Training/ Workshops	feasibility "RBBF" in ZuidHolland part of Netherlands	Provincial government	6
CROPEYE	Aug-22	Training/ Workshops	ambassadors "RBBF" ZuidHolland	Farmers, waste management companies, compost producers	15
EV ILVO	Oct-21	Organisation of a project event	1st Flemish regional stakeholder workshop	Farmers, farmers organisations, advisors	20
EV ILVO	May-22	Organisation of a project event	2nd Flemish regional stakeholder workshop	Farmers, farmers organisations, advisors	12



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
EV ILVO	Sep-22	Distribution of promotional material	Sending out an electronic invitation for 2nd workshop, together with translated summaries of (intermediary) project results	Flemish and Dutch stakeholders in the field of bio-based fertilisers	60
EV ILVO	Sep-22	Organisation of a project event	2nd Flemish regional stakeholder workshop	Flemish and Dutch stakeholders in the field of bio-based fertilisers	10
EV ILVO	Oct-22	Scientific publication	Abstract for PSP7 conference	Phosphorus researchers	200
EV ILVO	Oct-22	Presentation of RUSTICA in a scientific conference	Oral presentation of RUSTICA and some results on the analysis and testing of the building blocks and fertiliser blends	Researchers	50
EV ILVO	Oct-22	Poster presentation at a scientific conference	Poster presentation with 5 min audio	Phosphorus researchers	200
EV ILVO	Nov-22	Organisation of a project event	3th Flemish regional stakeholder workshop	Flemish stakeholders in the field of bio-based fertilisers	14
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

#### 1.4. Joint activities with other EU-Projects

In the course of the 2 years of the project, 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
- c) **COCOREADO**: both projects share the same coordinator, so they are closely linked when it comes to collaborating in communication and dissemination activities, as they participate in common events, collaborate on articles and the projects' websites are linked.
- d) **VISIONARY**: and synergiesVISIONARY started in September 2022 and we are now in the process of defining a collaboration plan between the two projects.
- e) **CAFIPLA**: DRANCO is partner in RUSTICA and CAFIPLA. At the project meetings of both projects, activities and conclusions of each project are presented in order to explore synergies.

## 1.5. 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 4 - Overview other C&D activities

PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
KU LEUVEN	Jan-21	Distribution of promotional material	Advertising campaign for the MOOC	ALL	1,310,000 shows; 27,248 clicks
KU LEUVEN	Mar-22	Article in partner's media	Report in the division's newsletter	Researchers (Department of Earth and Environmental Sciences, KU Leuven)	100
KU LEUVEN	Apr-2022	Scientific publication	Abstract presentation at BVLE PhD Symposium on cost minimization of bio-based fertiliser prosumption	Researchers	N/A
KU LEUVEN	Apr-2022	Scientific publication	Abstract presentation at Circular@WUR Conference on cost minimisation of bio-based fertiliser prosumption	Researchers	N/A
KU LEUVEN	Jun-22	Press article	VILT (e-newsletter and website) VILT = Flemish Infocentre for agriculture	All	10,700
KU LEUVEN	Sep-22	Distribution of promotional material	RUSTICA project mentioned in factsheet that was produced on the occasion of the Research & Innovation Days 2022	All	



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
			that took place on 28-29 September		
KU LEUVEN	Oct-22	Scientific publication	Publication of the book "Present Knowledge in Food Safety - A Risk-Based Approach Through the Food Chain". Chapter Chapter 71 on "Food and nutrition security: challenges for farming, procurement, and consumption" is written by Tessa Avermaete, Wannes Keulemans, Olivier Honnay, Gerard Govers, Barbara De Coninck and Tjitske Anna Zwart. It has the acknowledgements to RUSTICA.	All	
KU LEUVEN	Jan-23	Scientific publication	Book chapter "Farming in Flanders: Does size matter?"	N/A	N/A
KU LEUVEN	Jan-23	Online Webinar	Webinar organised by EU and Canadian policy makers	Canada / EU research and key stakeholders	appr 200
KU LEUVEN	Feb-23	Scientific publication	Impacts of the Ukraine–Russia Conflict on the Global Food Supply Chain and Building Future Resilienc2	N/A	N/A
KU LEUVEN	Feb-23	Podcast	T. Avermaete contributed to a podcast of Rikolto, together with Chris Claes she discussed the resilience of our food system	General audience	over 1,500
DRANCO	1 Feb-22	Press article	Article about CAP technology	All	N/A
TECNOVA		Press article	Social challenges affecting bio-based fertilisers implementation		N/A



PARTNER	DATE	TYPE OF ACTIVITY	DESCRIPTION	AUDIENCE	REACH
AVECOM	Sep-21	Social media	Repost RUSTICA newsitem	All	1,055
AVECOM	Feb-22	Article in partner's media	Publication RUSTICA newsletter	All	ND
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
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
PAR	Oct-22	article in partner's media	Circular bioeconomy and how this will benefit the RUSTICA project	External	RUSTICA website and social media stats
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	Press article	Blog on RUSTICA workshop Valle del Cauca	all	89 views

## 1.6. Leaflet and roll up

Leaflets, roll ups and posters have been developed during 2022.

**Get Involved!**

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

A technical solution to converting organic residues from the fruit and vegetable sector into novel bio-based fertiliser products.

**Key Data** | Follow us to stay informed!

- 16 partners
- 5 multi-actor networks
- 6 technologies
- 8 countries
- 5 regions/case studies
- 2 pilot demonstrations

**Join RUSTICA!**  
Join our knowledge network as an Actor, Stakeholder, or Just stay informed! and be present in achieving the project's goals.  
Visit our website at <https://rusticaproject.eu/>

**Project Partners**

**Technological Innovation**

This project has received funding from the European Union's Horizon 2020 research and innovation programme.

**RUSTICA**

**Bio-based fertiliser and soil improvement production techniques.**

**Waste from the fruit and vegetable agro-food system.**

**Nutrient cycles.**

**Economically viable and environmentally sustainable alternatives.**

**RUSTICA**

**What is RUSTICA project?**

RUSTICA will:

- Foster the **technical validation, demonstration and implementation** of bio-based fertiliser and soil improvement production techniques.
- Focus on waste from the fruit and vegetable agro-food system.
- Close **nutrient cycles** on a regional level.
- Develop of **economically viable and environmentally sustainable alternatives** to mineral fertilisers with the same or improved agronomic value.

Figure 8 - RUSTICA roll up and bookmarks.



**RUSTICA PROJECT IN A NUTSHELL**

**Rationale RUSTICA**

Main relevant environmental problems identified in crop productions:

- Nutrient pollution in soils due to surplus application of N/ha and P/ha.
- Soil degradation.
- Food waste: 70 million tonnes of dry matter of field crop residues.

We need to:

- Invest in recovery of nutrients from food waste.
- Replace mineral fertiliser with bio-based alternative.

**What is RUSTICA project?**

RUSTICA will:

- Foster the technical validation, demonstration and implementation of bio-based fertiliser and soil improvement production techniques.
- Focus on waste from the fruit and vegetable agro-food system.
- Close nutrient cycles on a regional level.
- Develop of economically viable and environmentally sustainable alternatives to mineral fertilisers with the same or improved agronomic value.

**RUSTICA work plan**

- 1 Technological development**
  - Optimize and demonstrate techniques for nutrient recovery from FMW residues as bio-fertilizer.
  - Demonstrate the integration of technologies to reach a combined nutrient recovery of more than 90%.
  - Demonstrate the production of fertilizer blends adapted to local demand.
- 2 EU level multi-actor approach**
  - Regional workshops.
  - EU and global workshops.
- 3 Market development**
  - Market analysis.
  - Techno-economic analysis.
  - Legal analysis.
  - Environmental and social LCA.

**RUSTICA locations and consortium**

**RUSTICA expected outcomes**

- Replace non-renewable mineral fertilisers, hence reducing external dependence and risks related to depletion.
- Balance nutrient concentrations between or within regions, thus increasing resource efficiency.
- Reduce the environmental impacts linked to the dispersion of nutrients present in waste flows, to the emissions of greenhouse gases, or to the production of fossil-based fertilisers.
- Develop new business models creating value from agri-food, fisheries, aquaculture or forestry by-products.
- Support the implementation of Sustainable Development Goals.

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 101000527

**What is RUSTICA project?**

RUSTICA is an innovation action project funded by the European Commission under the Horizon 2020 framework programme.

RUSTICA will:

- Foster the technical validation, demonstration and implementation of bio-based fertiliser and soil improvement production techniques.
- Focus on waste from the fruit and vegetable agro-food system.
- Close nutrient cycles at a regional level.
- Develop economically viable and environmentally sustainable alternatives to mineral fertilisers with the same or improved agronomic value.

**RUSTICA Rationale**

Most relevant environmental problems identified in crop productions:

- Nutrient pollution in soils due to surplus application of N/ha and P/ha.
- Soil degradation.
- Food waste: 70 million tonnes of dry matter of field crop waste.

We need to:

- Invest in the recovery of nutrients from food waste.
- Replace mineral fertiliser with bio-based alternatives.

**RUSTICA work plan**

- 1 Technological development**
  - Optimize and demonstrate six technologies for nutrient recovery from fruit and vegetable waste as bio-based fertilizers.
  - Demonstrate the integration of technologies to reach a combined nutrient recovery of more than 90%.
  - Demonstrate the production of fertilizer blends adapted to local demand.
- 2 EU level multi-actor approach**
  - Regional workshops.
  - EU and global workshops.
- 3 Market development**
  - Market analysis.
  - Techno-economic analysis.
  - Legal analysis.
  - Environmental and social LCA.

**RUSTICA locations**

- Almería - SP (TEC3)
- Provence-Alpes-Côte d'Azur - FR (CRADOL)
- Friuli Venezia Giulia - IT (CREA)
- Flanders - BE (VELVU)
- Castile and León - ES (CIAT)

**Outcomes expected from RUSTICA**

- Replace non-renewable mineral fertilisers, thus reducing external dependency and risks related to depletion.
- Balance nutrient concentrations between or within regions, thus increasing resource efficiency.
- Reduce the environmental impacts linked to the dispersion of nutrients present in waste flows, the emissions of greenhouse gases, and the production of fossil-based fertilisers.
- Develop new business models creating value from agri-food, fisheries, aquaculture and forestry by-products.
- Support the implementation of the Sustainable Development Goals.

Figure 9 - RUSTICA Poster and leaflet

## 1.7. EIP AGRI Abstracts

A common format was agreed to disseminate the EIP Agri practice abstracts. So far 24 practice abstracts have been developed and published in the website. D8.11 presents an overview of the published EIP Agri practice abstracts.

## 2. Update to the C&D plan (2023)

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

The objectives set for 2023 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) Continue with the translation of the specific static sections of the website to the different project languages (Spanish, Dutch, Italian, French and German);
- 3) Get subscribers to the newsletter through the subscription form implemented on the website;
- 4) Launch more frequent 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.
- 5) Development of new videos:
  - a. During the project meetings new interviews will be made to the partners to complete the “Meet the partners!” section.
  - b. A new video will be developed about the regional pilot activities to support different activities (Cross visits, regional workshops and exhibition pilot in Pays de la Loire).

### 2.2. Scientific Publications:

During the review meeting in November 2022 a reflection was made related to the low number of scientific publications of the project. This was justified because until final results are available, it is not convenient to do scientific dissemination. However, it was agreed that in this deliverable a plan for 2023 of scientific publications would be delivered. In this regard, some of the publications made since November 2022 have been included in the Table 4

Table 5 - RUSTICA Expected scientific publications.

PARTNER	TITLE	JOURNAL	PLANNED DATE	STATUS
KU LEUVEN	A typology of sustainable circular business models with applications in the bioeconomy	Frontiers in Sustainable Food Systems	Jan-23	Published
KU LEUVEN	An optimization model minimizing costs of fertilizer application in Flemish horticulture	International Journal of Agricultural Sustainability	Feb-23	Planned
KU LEUVEN	Avermaete, T., Keulemans, W., Honnay, O., Govers, G., De Coninck, B., Zwart, T.A. (2023). Food and nutrition security: challenges for farming, procurement, and consumption. In: Present Knowledge in Food Safety, Chapt. 71, (1100-1110). Elsevier. ISBN: 978-0-12-819470-6. doi: 10.1016/B978-0-12-819470-6.00016-0	Book Chapter	2023	Planned



KU LEUVEN	Groter en efficiënter: toekomst of teloorgang van de Vlaamse landbouw?	Book Chapter	2023	Published
KU LEUVEN	Impacts of the Ukraine-Russia Conflict on the Global Food Supply chain and Building Future Resilience	Eurochoices	2023	Planned
CREA	Article on future scenarios		2023	Planned

### 3. Networking activities

#### Exhibition at Pays de la Loire

CRAPDL is working on the design and planning of the exhibition pilot in Pays de la Loire. The exhibition will be ready for 1 year in autumn 2023.

The aim of the exhibition is to disseminate RUSTICA technologies to farmers and the agricultural industry in the Pays de la Loire region.

Figure 10 shows RUSTICA work plan for pilot exhibition in Pays de la Loire.



#### **RUSTICA Work plan** **Exhibition site Pays de la Loire – FR**



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

1. **Who?**

- Farmers, cooperatives and agricultural advisors
- Students from universities and high schools
- The professional actors of the plant sector, member of our regional group and their network
- Other targets that need concrete information about the project in Pays de la Loire region (i.e: municipalities and regional council...)

2. **What?**

- The Rustica project and the role of the Pays de la Loire Chamber of Agriculture
- Timeline's project: puzzle, link to the regional newsletter of the Chamber of Agriculture with QR Code
- Introduction on RUSTICA technologies and building blocks of the bio-based fertilizers: technical part with link QR Code to webinars and videos made by ID consortium, and samples of components of bio-based fertilizers in jars
- The experimentation protocol of the bio-based fertilizer field test tested in the Pays de la Loire region
- The results of these experiments: information about quality, safety of the bio-based fertilizer
- *Discussions on the business models (LCA, life cycle costing, SWOT analysis...)* => *To be confirmed*
- In additional: we would like to work on a tool to disseminate the project that can be used:
  - during farmers' meetings supervised by our colleagues from the Chamber of Agriculture
  - during meetings and training with technical agricultural advisors

3. **Where?**

- Main exhibition site would be set-up in the Urban Agriculture Demonstrator, located on the rooftop of the Chamber of agriculture in Angers. This site will be accessible to a large public : students, schools, professionals, policy markers...
- Field exhibition site would be set-up where the field experimentation of the bio-based fertilizers will take place in 2023 and 2024. It will be directly on the farm, and will be accessible to farmers, coopératives and professionals.

Figure 10 - RUSTICA work plan for exhibition pilot in Pays de la Loire.

#### Attendance to external events

Partners have already identified some events where they are interested in presenting the RUSTICA project (table 6).





Table 6 - RUSTICA planned attendance to external events

EVENT	RUSTICA PRESENTATION	TARGET AUDIENCE	DATE
Event "SIVAL 2023"	Presentation of the RUSTICA Project by CRAPDL	All	Jan-23
BIO 360	Presentation of the RUSTICA Project by CRAPDL	All	Jan-23
EU-Canada CETA Agriculture Dialogue Workshop #4	EU-Canada CETA Agriculture Dialogue Workshop #4	Experts in EU and Canada - on invitation only - appr 100 people	Jan-23
Seminar organised by Area Science Park and Confindustria Alto Adriatico as part of the Enterprise Europe Network project in collaboration with the Autonomous Region of Friuli-Venezia Giulia	Seminar "Waste or value? Turning industrial waste into by-products"	Industries especially those involved in the agri-food sector. Participants: 30 live, 180 online	Jan-23
Final Conference of the H2020 Circular Agrnomics project	Presentation of the RUSTICA project by EV ILVO	EU projects and EU officers	15 Feb-23
IHK Bodensee-Oberschwaben/Bioökonomie BW	Industrielle Bioökonomie	B2B science, industry, consultants (est. ~50) <a href="https://www.biooekonomie-bw.de/veranstaltungen/industrielle-biooekonomie">https://www.biooekonomie-bw.de/veranstaltungen/industrielle-biooekonomie</a>	March-23
New AG International Annual Conference, Barcelona	Presentation of the results (building, blocks, blends and incubation trials) by TECNOVA	Private fertiliser companies	17-19 Apr-23
Ramiran conference, Cambridge	Presentation of abstract (analysis building blocks, blends and incubation trials) by EV ILVO	<a href="https://ramiran2023.org/">https://ramiran2023.org/</a>	5-9 Jun-23
Biochar III conference	Presentation of results of D5.2 about biochar production	Academia	Sept-23
XVII EAAE congress "Agri-food systems in a changing world: connecting science and society", Rennes	Future scenarios and business model development	<a href="https://eaae2023.colloque.inrae.fr/">https://eaae2023.colloque.inrae.fr/</a>	29 Aug-1 Sept-23