



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

## Deliverable 8.7: Strategic Plan for Communication and Dissemination - v4

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## Acronyms and abbreviations

B2B	Business to business
C&D	Communication and dissemination
CAP	Common Agricultural Policy
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
HRB	Horizon Results Booster
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
SEO	Search Engine Optimisation
SERP	Search Engine Results Page
TECNOVA	Fundación para las Tecnologías auxiliares de la Agricultura
WP	Work Package

## 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 third year (M25-M36).

Throughout the third year, the regular communication and dissemination activities, including publications on the website, social media, news, and videos, have been consistently maintained. RUSTICA also increased the number of face-to-face meetings and participation in conferences, events, meetings, trainings, workshops, etc.

This deliverable presents the main communication and dissemination results for months 1 to 36, along with the new activities to be implemented in RUSTICA's communication and dissemination strategy.



# 1. RUSTICA communication and dissemination overview

The primary aims of the project's communication and dissemination are to ensure the broad reach of project objectives, activities, and outcomes to relevant audiences within and beyond Europe, contributing significantly to the progress of science. These activities involve the careful definition of communication strategies, encompassing messages, target audiences, and the selection of appropriate tools and channels. Moreover, the project provides guidance for effective exploitation strategies, aiming to maximise the socio-economic impacts of its results.

Dissemination can be defined as the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.<sup>1</sup> The RUSTICA project establishes distinct dissemination and communication objectives aimed at raising awareness among target groups, acknowledging their varied concerns, capacities, and interests.

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

- Continued implementation of the strategy and methodology for communication and dissemination activities, as outlined in D8.1 "Strategic Plan for Communication and Dissemination."
- Implementation of the improvements suggested in D8.6 "Strategic Plan for Communication and Dissemination – v3".

The table below summarises all the KPIs achieved during the first three years of the project:

Table 1 - RUSTICA C&D performed activities M1-M36

Dissemination action	Expected KPI (M1- M48)	Achieved KPI (M1-M36)
<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>• 29,557 unique visits to the website</li><li>• 745 followers on social networks</li><li>• 4 press releases published</li></ul>
<b>Newsletters and online bulletins</b>	5 newsletters published on the project website with periodic frequency	3 newsletters and 2 online bulletins (FR) published and sent out to the RUSTICA subscribers (currently 365)
<b>Academic symposia</b>	Participation in at least 10 symposia and conferences	Participation in 13 scientific conferences and 7 webinars
<b>Specialised trade fairs</b>	10 oral presentations at relevant events (e.g. AgriFlanders in Belgium)	Participation in 15 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>• 13 B2B meetings to date</li></ul>

<sup>1</sup> <https://horizoneuropencppportal.eu/sites/default/files/2022-04/HE%20Glossary%20Bridge2HE.pdf>



<b>Publications in peer reviewed journals</b>	8 publications in peer reviewed journals published	<ul style="list-style-type: none"> <li>• 2 publications</li> <li>• 1 book chapter</li> </ul>
<b>Network building through face-to-face meetings</b>	<ul style="list-style-type: none"> <li>• At least 40 face-to-face meetings</li> </ul>	<ul style="list-style-type: none"> <li>• 85 face-to-face encounters: meetings, events, conferences, fairs, etc.</li> </ul>
<b>Practice abstracts for EIP-AGRI</b>	At least 35 practice abstracts during the whole project duration.	<ul style="list-style-type: none"> <li>• 24 practice abstracts published to date.</li> </ul>
<b>Trainings &amp; 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>	<ul style="list-style-type: none"> <li>• 1 global workshop</li> <li>• 15 regional workshops</li> <li>• 6 cross-visits</li> <li>• 8 trainings and seminars</li> </ul>

## 2. Communication channels and tools

### 2.1. Website

In January 2021, IDC managed the design of the RUSTICA website in collaboration with all partners. The website is undergoing constant improvement and maintenance to communicate more effectively. The information that you can find on the website ([rusticaproject.eu](http://rusticaproject.eu)) is structured in the following tabs:

- **About:** includes the subsections project summary, objectives, project partners, activities, and expected impacts.
- **Publications:** lists newsletter, press release, scientific publications, reports and public deliverables.
- **Practice abstracts:** lists EIP-AGRI abstracts.
- **Communication:** offers access to news, information on global and regional workshops, and events.
- **Multimedia:** contains all multimedia content created for communication and dissemination.
- **Related projects:** represents a community to share information with other EU-funded projects.
- **Contact:** contains a contact form.
- **Get involved:** contains a form in five different languages for stakeholder engagement.

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.

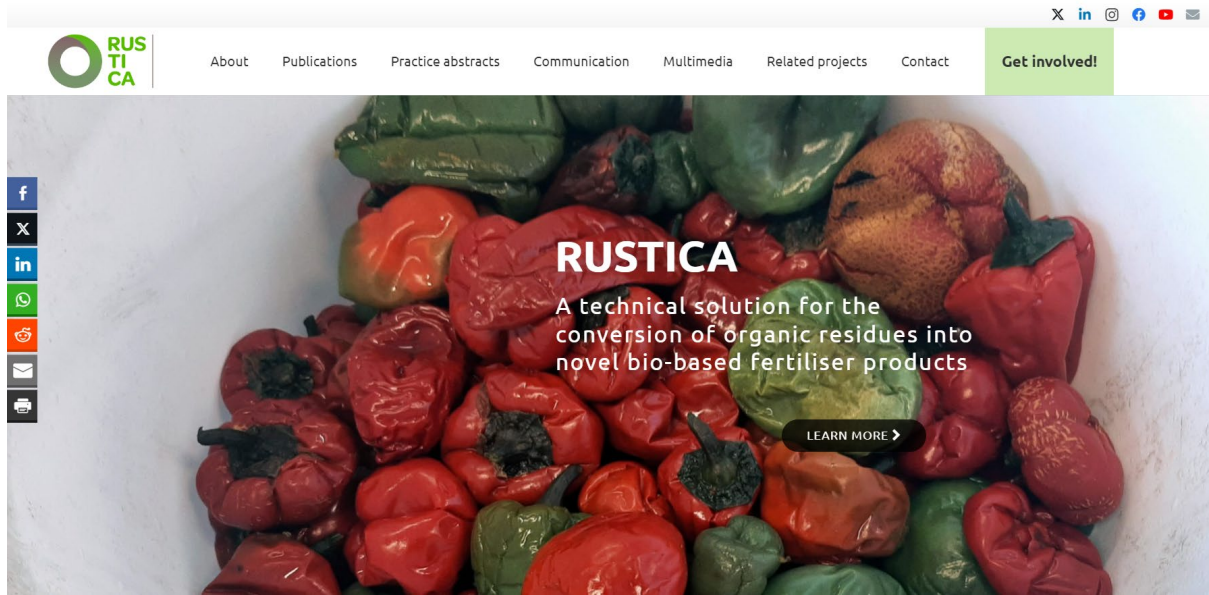


Figure 1 - RUSTICA website home page

Figure 2 shows the website analytics report for the past 6 months of the project, highlighting user behaviour and origins, as well as the most visited pages of the RUSTICA website. Since the content is uploaded and shared regularly, in the three years of the project, the website has received **29,557 visits** and **8,749 unique users**. Thus, a strong effort is being made to make publications more attractive to gain and retain interest among stakeholders and the general audience in the RUSTICA project.

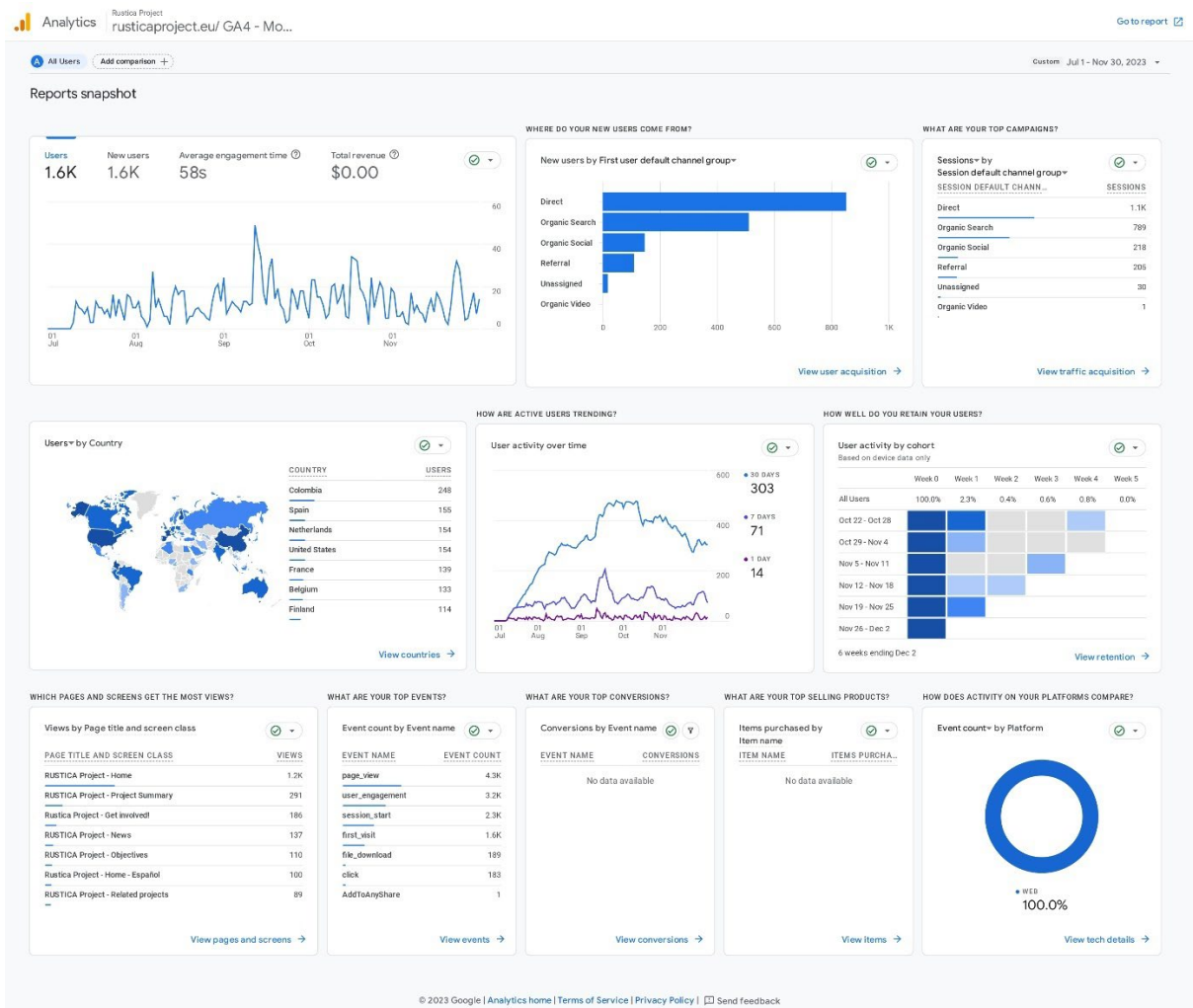


Figure 2 - RUSTICA website analytics 2023

The largest amount of traffic to the website is through direct search, although a considerable amount also comes from organic search. By definition, organic search results are unpaid listings that appear on a search engine results page (SERP) based on factors such as relevance to the user's search query, incoming links, valid search engine optimisation (SEO) efforts, and domain authority.

Additionally, visits to the website come from the project's social networks, reflecting the considerable impact of RUSTICA's efforts on social media.



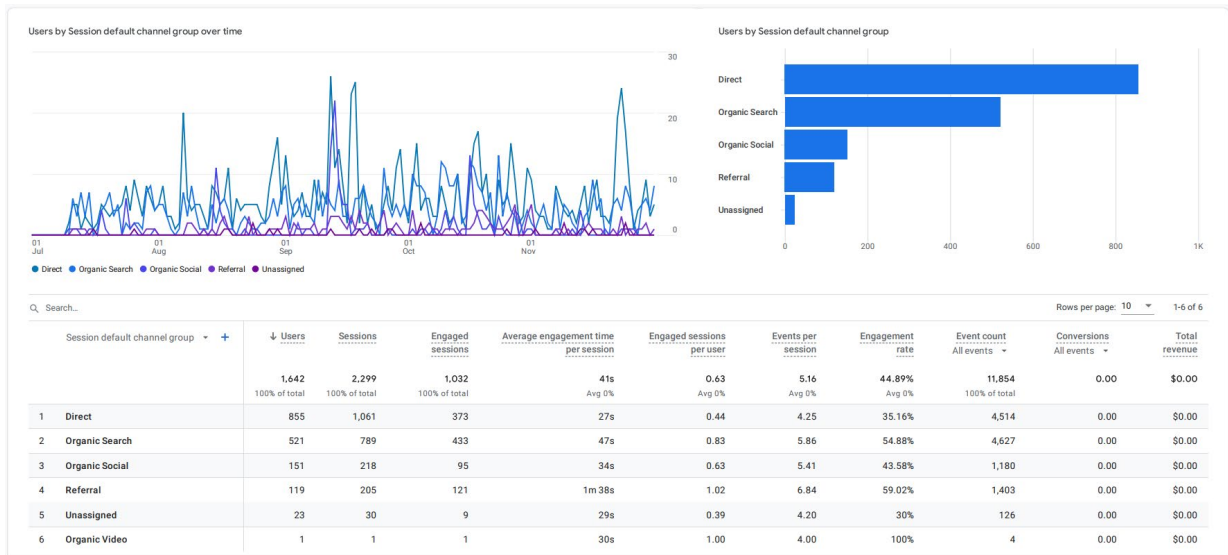


Figure 3 - RUSTICA website users' origin statistics 2023

## 2.2. Social Media

The social media communication strategy for the RUSTICA project includes sharing the information in a fresh and relevant manner, reposting articles aligned with the project's goals, and regularly posting updates on project progress, findings, and related information. These posts feature appropriate hashtags and visuals, with an approximate frequency of twice a week, while more intensified communication is employed during important events or campaigns. IDC leads the effort to consistently update and engage social media channels with content, videos, and input from different partners to ensure ongoing interest and activity.

The chosen social networks for enhancing RUSTICA project communication include X (formerly Twitter), LinkedIn, Instagram, Facebook and YouTube.

### 2.2.1. X (formerly Twitter): [@rusticaproject](#)

The X account serves a dual purpose: firstly, to share general project information, updates on progress, meeting highlights, and project-related visuals; secondly, to retweet information about other projects connected to RUSTICA and the H2020 framework program. The account, initiated in January 2021, has been consistently updated with web content to maintain an active and engaging presence.

To date, RUSTICA has attracted **221 followers** and made **270 posts** on this platform.



Figure 4 - Snapshot from RUSTICA's X account

### 2.2.2. LinkedIn: [@Rustica EU Project](#)

LinkedIn, as the world's largest professional social network with over 930 million members, stands as a crucial platform for individuals and companies to forge professional connections and commercial relationships. Its significance becomes pronounced, especially in the project's final year, for supporting the exploitation of commercial results. Similar to other platforms, LinkedIn aligns with the overarching strategy of creating knowledge and raising awareness about the project's purpose and objectives.

RUSTICA has **349 followers** with **44 posts** on this platform and has accumulated **404 reactions** in the past 12 months.

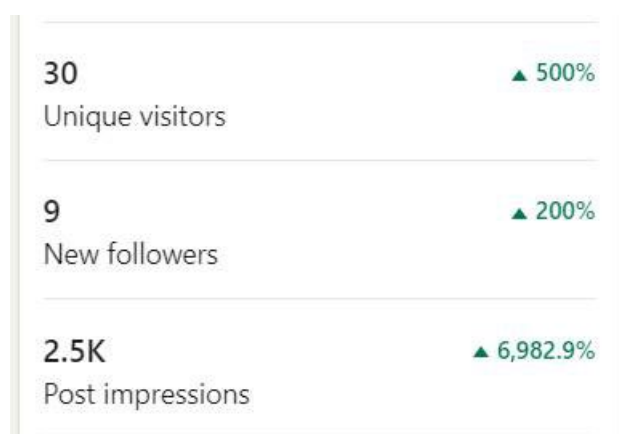


Figure 5 - Analytics from RUSTICA's LinkedIn account (Nov 2023)

### 2.2.3. Instagram: [@rusticaproject](#)

The Instagram account was created to leverage the platform's real-time sharing capabilities for showcasing captivating photos and brief videos associated with the project. The intention is to post high-quality and visually appealing content, including images of the project team in action.

On Instagram, RUSTICA has made **136 posts** and has **117 followers**.

### 2.2.4. Facebook: [@Rustica Project](#)

The Facebook account is utilised to ensure partners' activity and interest, specifically aiming to enhance follower interactions and improve overall engagement.

With **128 posts**, it currently has **43 followers** and has received **35 likes** so far.

### 2.2.5. YouTube: [@Rustica Project](#)

The YouTube channel serves the purpose of publishing project-related videos tailored for both the general public and audiences with technical knowledge. The RUSTICA project has been very active on this platform, sharing numerous videos. To date, RUSTICA has produced **18 videos**, including two different ones about the project and its technologies, translated into six official RUSTICA languages. Additionally, RUSTICA has produced four videos presenting project partners and uploaded a recording of a webinar.

On this platform, RUSTICA has **15 subscribers** and has accumulated **999 views**.

### 2.2.6. RUSTICA's social networks impact

Thanks to the active participation of partners in RUSTICA's Communication and Dissemination (C&D) efforts, a significantly greater impact has been achieved, with a total of **506 posts** related to the project shared through partners' social media channels. In addition, partners reported an estimated reach of over **8,000 viewers** on social media for their posts about RUSTICA.

RUSTICA's impact on social networks varies across platforms, with strategic efforts to tailor content for each target audience. Twitter and LinkedIn, being more professional environments, are the most utilised by partners and stakeholders with professional profiles. Reposting on these platforms has resulted in better Key Performance Indicators (KPIs) compared to Instagram and Facebook, which attract a younger audience, primarily teenagers, and are often used for leisure-related content. Thus, messages on each social network are adapted according to the preferences and interests of the respective target audience, ensuring effective engagement and communication.

## 2.3. Publications

### 2.3.1. News

RUSTICA produced a total of **67 news items** published on the website in collaboration with project partners. The published articles primarily focus on knowledge sharing and the activities of project partners. The news page has received a total of **1,589 visits** to date. Moreover, the news items about RUSTICA workshops have received **555 views** to date.

This data underscores the significant importance of the visibility of this section on the website. On average, it takes 2 minutes and 25 seconds to review the information reflected in this section, indicating the attention that published articles are receiving.



Figure 6 - A news item from the RUSTICA website

### 2.3.2. Newsletter

The [newsletters](#) aim to inform the public about the intermediate results and activities carried out in one year at RUSTICA. These newsletters are produced using the MailChimp tool and target a general audience with no deep knowledge of technical features.

To date, the RUSTICA project has produced three newsletters: editions for 2022, 2023, and 2023/2024. These newsletters were sent out to the current **subscriber base of 370** individuals and were also promoted on RUSTICA's social networks.

The page newsletter has received **330 visits** to date while the latest newsletters received a total of **234 opens** and **206 clicks**.

### 2.3.3. Press Release

Do date, RUSTICA produced a total of 4 [press releases](#). The press release page has received a total of **276 visits** to date.

### 2.3.4. Scientific publications

To date, only 4 [scientific publications](#) (3 articles and 1 book chapter) have been published. The low number of scientific publications is justified because it is not convenient to disseminate scientific findings until final results are available. The scientific publications page has received a total of **452 visits** to date. Below is the list of RUSTICA's published and planned scientific publications.

Table 2 - RUSTICA's scientific publications

N	PARTNER	TITLE	JOURNAL	DATE	STATUS
1	KU LEUVEN	A typology of sustainable circular business models with applications in the bioeconomy	Frontiers in Sustainable Food Systems	01/2023	Published
1	KU LEUVEN	An optimization model minimizing costs of fertilizer application in Flemish horticulture	International Journal of Agricultural Sustainability	03/2023	Planned
1	KU LEUVEN	Book Chapter 71: Food and nutrition security: challenges for farming, procurement, and consumption	Present Knowledge in Food Safety. A Risk-Based Approach Through the Food Chain.	10/2022	Published
1	KU LEUVEN	Groter en efficiënter: toekomst of teloorgang van de Vlaamse landbouw?	Book Chapter	01/2023	
1	KU LEUVEN	Impacts of the Ukraine-Russia Conflict on the Global Food Supply Chain and Building Future Resilience	Eurochoices	2023	Published
5	CREA	Article on future scenarios		2023	Planned

### 2.3.5. Practice abstracts

[Practice abstracts](#), a format defined by the European Innovation Partnership (EIP-AGRI), now part of the EU CAP Network, support communication on projects, activities, and results, facilitating knowledge flows on innovative and practice-oriented projects throughout their lifecycle.

RUSTICA is actively developing a series of practice abstracts that summarize all project activities and results. These abstracts are classified into the following categories:

- [Stakeholder involvement](#) – related to the multi-actor approach and collaboration within and between RUSTICA regions.
- [Market and business development](#) – focused on the development of new business models for bio-based fertilizers.
- [Technology development and demonstration](#) – addressing the development and demonstration of RUSTICA technologies.

To date, **24 practice abstracts** have been developed and published on the website. This page received a total of **544 visits**. The overview of the published EIP AGRI practice abstracts can be consulted in Deliverable 8.11.

### 2.4. Multimedia

RUSTICA has produced [18 videos](#) covering the project and its technologies, presenting project partners, and making RUSTICA webinars publicly available. This news page has received a total of **224 visits** to date. Additionally, interviews and podcasts conducted with project partners are available on the website.

Project [leaflets, roll ups and posters](#) were developed during 2023 to offer a concise yet comprehensive overview of the RUSTICA project's main goals, objectives, activities, and its societal impact. These are made available for partners to distribute at all events where RUSTICA is presented, including conferences, congresses, and workshops.

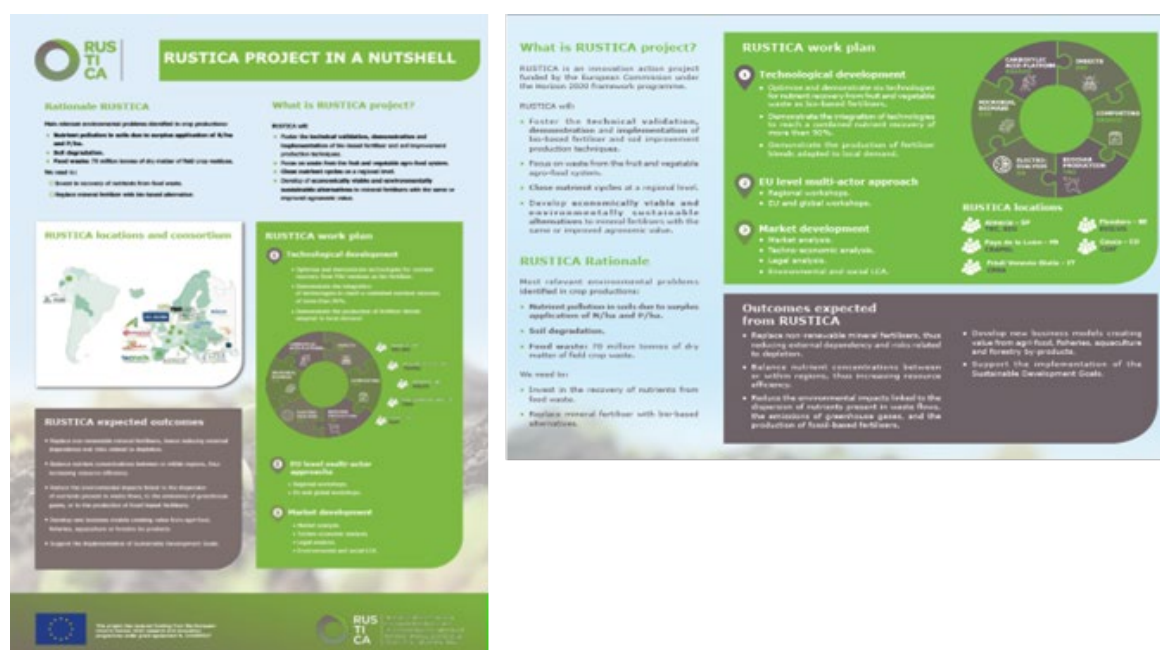


Figure 7 - RUSTICA poster and leaflet



### 3. Partners' activities

#### 3.1. Networking

Since the initiation of the project, consortium partners have actively engaged in academic conferences, symposiums, trade fairs, B2B meetings, joint events with other EU projects, as well as workshops and training activities.



Table 3 - Overview of RUSTICA M1-M36 networking activities

N	Partner	Date	Activity	Description	Audience	Reach
1	KU Leuven	Sep-23	Non-project event	"What about Regenerative Agriculture? A Fact-finding Mission on Sustainability. Interesting farm visit and networking event organised by ECAF, CEMA and Bayer"	Farmers, machinery building, industry	80
1	KU Leuven	Jun-23	Industry events/ B2B Meetings	Joint Seminar on bioeconomy - joint Seminar on Bioeconomy and Sustainable use of natural resources - from niche to norm"	Farmers, policy makers, Foresters	250
1	KU Leuven	Apr-23	Project event	Global Workshop in Cali	Farmers, Industry and academia from LATAM	50
1	KU Leuven	Feb-23	Conference organisation	Global food security conference	Researchers	over 2,000
1	KU Leuven	Jan-23	Webinar	Webinar organized by EU and Canadian policy makers	Canada / EU research and key stakeholders	appr 200
1	KU Leuven	Nov-22	Meeting/activity with another EU project	Exploring Synergies and Exchanging Experiences in Valencia between RUSTICA and Visonary project	N/A	N/A
1	KU Leuven	Jun-22	Conference participation	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)	Conference participants + >4,000 views on social media
1	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)	
1	KU Leuven	May-22	Project event	RUSTICA international workshop - held in Leuven	Industry, policy makers, scientist, NGOs	22
1	KU Leuven	Apr-22	Industry events/ B2B Meetings	Panel Debate "Circularity and sustainability: learning from other sectors" (BASF Antwerpen)	Industry, Academia	100

N	Partner	Date	Activity	Description	Audience	Reach
1	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
1	KU Leuven	Mar-22	Training/ workshops	Global Sustainability Challenges : course on food and farming in the framework of a course on global challenges	Consumers and young citizen	1,000
1	KU Leuven	Feb-22	Training/ workshops	Seminar on cost minimization of bio-based fertilizer presumption by Erika De Keyser	Researchers (Department of Earth and Environmental Sciences, KU Leuven)	30
1	KU Leuven	Jan-22	Webinar	Webinar Veltha Episode 5	Circular Economy Researchers	80
1	KU Leuven	Jan-21	Training/ workshops	MOOC "Sustainable Business Models: Guidance for Future Farmers"	Everyone (international)	472
17	DRANCO	May-22	Project event	RUSTICA EU global workshop	Experts	12
17	DRANCO	May-22	Project event	RUSTICA flanders regional workshop	RUSTICA Stakeholders	10
3	CRAPDL	Dec-23	Webinar	Webconference organised to present RUSTICA to national actors thanks to the vegetal cluster Vegepoly Valley	Researchers, students, trials technicians, private companies (BASF)	61
3	CRAPDL	Dec-23	Exhibition	In-situ exhibition site on RUSTICA project for Pays de la Loire	Local experts	
3	CRAPDL	Jul-23	online meeting	social media twitter : on line meeting between TNO and french stakeholders : presentation of the technology Enerchar and discussion/questions		
3	CRAPDL	Jul-23	Online meeting	TNO and French stakeholders presentation of the technology and debate		
3	CRAPDL	Jun-23	Project event	Meeting between French stakeholders and TNO : presentation and discussion/questions about it		30
3	CRAPDL	Jun-23	Project event	4th regional workshop in Pays de la Loire	Regional stakeholders	30
3	CRAPDL	Jun-23	Meeting/activity	Presentation of RUSTICA in a regional meeting of	Researchers, private companies.	40



N	Partner	Date	Activity	Description	Audience	Reach
			with another EU project	the project Rural BIO UP		
3	CRAPDL	Jun-23	Meeting/activity with another EU project	Presentation of RUSTICA project during the first meeting of French stakeholders of RURAL BIO UP project		30
3	CRAPDL	Jun-23	Webinar	Webinar between TNO and Pays de la Loire stakeholders on the Enerchar technology	Regional stakeholders	10
3	CRAPDL	Mar-23	Meeting	New stakeholders engagement: YARA, TERRIAL, PLANCTONID ATLANTIC, FERMAVERS and BLOUMY		5
3	CRAPDL	Jan-23	Exhibition	BIO 360	All	
3	CRAPDL	Jan-23	Project event	3rd regional workshop in Pays de la Loire	All	
3	CRAPDL	Jan-23	Conference organisation	SIVAL 2023	All	
3	CRAPDL	Oct-22	Project event	Regional workshops	All	22
3	CRAPDL	Mar-22	Meeting/activity with other EU project	Meeting with INRAE on developing a project related to regional biomass and modeling valorization channels (RAFFU).	Research and education	3
5	CREA	Dec-23	Project event	5th Friuli Venezia Giulia regional stakeholders workshop	Friuli Venezia Giulia stakeholders in the field of bio-based fertilisers	15
5	CREA	Aug-23	Conference participation	XVII Congress of the European Association of Agricultural Economists (EAAE)	Scientists, policy-makers, agro-industry, farmers	750
5	CREA	Jun-23	Conference participation	12th AIEAA Conference - Milan (Italy)	Young researchers, PHD students	N/A
5	CREA	Jun-23	Project event	4th Friuli Venezia Giulia regional stakeholders workshop	Friuli Venezia Giulia stakeholders in the field of bio-based fertilisers	15
5	CREA	Jan-23	Industry events/ B2B Meetings	Seminar: Waste or Value? Transforming industrial waste into by-products:	Agrifood Industry	190 (hybrid mode)



N	Partner	Date	Activity	Description	Audience	Reach
5	CREA	Dec-22	Project event	3rd Friuli Venezia Giulia regional stakeholders workshop	Friuli Venezia Giulia stakeholders in the field of bio-based fertilisers	13
5	CREA	Jun-22	Project event	2nd Friuli Venezia Giulia regional stakeholders workshop	Friuli Venezia Giulia stakeholders in the field of bio-based fertilisers	13
5	CREA	May-22	Conference participation	Seminar on the use of agricultural residues through green chemistry	Researchers and students	100
5	CREA	Oct-21	Project event	1st Friuli Venezia Giulia regional stakeholders workshop	Friuli Venezia Giulia stakeholders in the field of bio-based fertilisers	15
5	CREA	Jun-21	Online meeting	On line stakeholders consultation	Italian stakeholders in the field of bio-based fertilisers	14
6	TECNOVA	Mar-23	Webinar	RUSTICA presentation		
6	TECNOVA	Apr-22	Webinar	Webinar of residues management produced in vegetable farms under greenhouse	Farmers, technical advisors and governmental audience	50
6	TECNOVA	Mar-22	Non-project event	Working group of Quality, Production and Sustainability of National Platform Food for Life	Technical experts from companies and research centres	44
6	TECNOVA	Mar-22	Training/ workshops	Workshop on circular economy in the province of Almeria	Farmers, technical advisors and governmental audience	300
6	TECNOVA	Nov-21	Project event	1st Spanish regional stakeholder workshop	Spanish stakeholders in the field of bio-based fertilisers	10
6	TECNOVA	Nov-21	Project event	Fourth coordination meeting of the RUSTICA project (in person)	Partners of the RUSTICA project	30
7	AVECOM	Nov-23	Online meeting	Sustainable alternatives for proteins from agro industrial residues and by products	Stakeholders	49
7	AVECOM	Oct-23	Industry events/ B2B Meetings	The New Food Paradigm Networking Event & Demo Day (Paris)	A booth representing RUSTICA alongside other EU projects, and the distribution of RUSTICA printables.	
7	AVECOM	May-23	Industry events/	Project presentation and visit of the pilot	Experts from Australia	

N	Partner	Date	Activity	Description	Audience	Reach
			B2B Meetings			
7	AVECOM	May-23	Industry events/ B2B Meetings	A booth representing RUSTICA alongside other EU projects, and the distribution of RUSTICA printables.	Trilateral Meeting Catalisti (Breda)	
7	AVECOM	Oct-22	Trade fair	Aquarama	All	
7	AVECOM	Jun-22	Webinar	Microbial Fermentation webinar	Experts	
7	AVECOM	Apr-22	Industry events/ B2B Meetings	Meeting with Estonian Research Council		
7	AVECOM	Feb-22	Project event	le-net webinar on N-crisis: RUSTICA discussed shortly by ir. Stijn Boeren	All	136
9	PAR	May-23	Industry events/ B2B Meetings	Faculty of Agriculture, Zagreb, Croatia	Research and education	
9	PAR	Jul-22	Industry events/ B2B Meetings	Croatian Chamber of Commerce, Faculty of Agriculture, Zagreb, Croatia	Research and education	
9	PAR	Mar-22	Industry events/ B2B Meetings	Project presentation on Faculty of Agriculture, Zagreb	Students/professors	25
10	WIED	Mar-23	Poster conference participation	IHK Bodensee-Oberschwaben: RUSTICA meets German bioeconomy	B2B science, industry, consultants	50
10	WIED	Feb-22	Training/ workshops	Stakeholder information on policy and legislation: "Bio-based fertilisers in the EU" translated into ES, FR, NL .	RUSTICA stakeholders in the EU and worldwide	Stakeholders of RUSTICA
12	CROPEYE	Apr-23	Industry events/ B2B Meetings	Regional workshop RBBF/CBF (Circular BioBased Fertilisers): Expert meeting for regional strategy Zuid-Holland	Governemental organization, leading business partners and applied research	
12	CROPEYE	Apr-23	Industry events/ B2B Meetings	Regional workshop RBBF/CBF (Circular BioBased Fertilisers): Expert meeting for regional strategy Noord-Holland	Governemental organization, leading business partners and applied research	
12	CROPEYE	Dec-22	Training/ workshops	Ambassadors "RBBF" ZuidHolland	Farmers, waste management	15

N	Partner	Date	Activity	Description	Audience	Reach
					companies, compost producers	
12	CROPEYE	Sep-22	Training/ workshops	Feasibility "RBBF" in Friesland, Netherlands	Stakeholders Agribusiness, waste management etc.	10
12	CROPEYE	Mar-22	Training/ workshops	Feasibility "RBBF" in ZuidHolland part of Netherlands	Provincial government	6
13	EV ILVO	Sep-23	Oral presentation of RUSTICA in a scientific conference	Oral presentation of RUSTICA in a scientific conference	Researchers	200
13	EV ILVO	May-23	Project event	4th regional stakeholder workshop in Flanders	Flemish stakeholders	15
13	EV ILVO	May-23	Project event	Cross-Visit in Flanders	Farmers, international stakeholders and regional knowledge brokers from other regions	25
13	EV ILVO	Nov-22	Project event	3rd Flemish regional stakeholder workshop	Flemish stakeholders in the field of bio-based fertilisers	14
13	EV ILVO	Oct-22	Poster conference participation	Poster presentation with 5 min audio	Phosphorus researchers	200
13	EV ILVO	Sep-22	Conference participation	Oral presentation of RUSTICA and some results on the analysis and testing of the building blocks and fertilizer blends	Researchers	50
13	EV ILVO	May-22	Project event	2nd Flemish regional stakeholder workshop	Flemish and Dutch stakeholders in the field of bio-based fertilisers	10
13	EV ILVO	Oct-21	Project event	1st Flemish regional stakeholder workshop	Farmers, farmers organizations, advisors	20
15	UGent	Nov-23	Non-project event	Resource recovery from Agriculture: Case study with electrodialysis	Local and international master students	18
15	UGent	Jul-23	Conference	IWA Membrane Technology Conference 2023	Scientific researchers	800



N	Partner	Date	Activity	Description	Audience	Reach
			participation			
15	UGent	Jun-23	Conference participation	Vlaco Symposium: Producing sustainable bio-based fertilizer from food wastes, the role of electro dialysis	Scientists, policy makers, farmers, and environmental activists	200
15	UGent	Nov-22	Webinar	Membrane Technology	Academia and Industry related to Water treatment and resource recovery	52
15	UGent	Aug-22	Non-project event	CAPTURE day	Academia and Industry related to Water treatment and resource recovery	48
15	UGent	Jun-22	Conference participation	Biorefine Conference	Academia and Industry related to Water treatment and resource recovery	65
16	CIAT	Dec-23	Project event	5th regional workshop in Valle del Cauca: Moving forward on building Valle del Cauca's organic fertilizer chain and SLCA		
16	CIAT	Oct-23	Project event	4th regional workshop in Palmira, Valle del Cauca	Valle del Cauca stakeholders in the field of bio-based fertilisers	29
16	CIAT	Sep-23	Project event	4th regional workshop in Valle del Cauca: Building Valle del Cauca's organic fertilizer chain	29 regional stakeholders (regular participants + new stakeholders identified)	
16	CIAT	May-23	Industry events/ B2B Meetings	Partners/stakeholders visits to CIAT by COLANTA, USAID & COLOCOA	Industry, policy makers, scientists	
16	CIAT	Mar-23	Industry events/ B2B Meetings	Partners/stakeholders visits to CIAT by the Minister of Agriculture	Industry, policy makers, scientists	35 people including government representatives, private sector and international cooperation
16	CIAT	Feb-23	Non-project event	Alliance Bioersity CIAT International Science Week 2023	Scientists of the Alliance of Bioersity Int - CIAT	250 Alliance scientists of 33 nationalities



N	Partner	Date	Activity	Description	Audience	Reach
16	CIAT	Mar-22	Non-project event	Alliance Bioversity CIAT International Science and Innovation Day	International stakeholders	About 200 participants, including worldwide Alliance staff.
16	CIAT	Dec-21	Exchange program between RUSTICA partners	CIAT visit to Entomo	Entomo	3 Alliance researchers and about 300 lab visitors since september 2022
16	CIAT	Oct-21	Non-project event	RUSTICA presentation on "Interinstitutional Roundtable for the management of climate change in the department of Valle del Cauca"	All	N/A



### 3.2. Joint activities with other EU projects

Projects financed under the same call and with similar themes have been approached for joint communication and dissemination efforts and mutual support. Each project is displayed on the RUSTICA website and supported on social networks.

Table 4 - List of EU projects with which RUSTICA collaborates

Acronym	Title	Grant Agreement ID	Start date	End date	Description
<a href="#">B-FERST</a>	Bio-based FERTilising products as the best practice for agricultural management SusTainability	837583	01/05/19	31/10/24	<a href="#">CORDIS</a>
<a href="#">CAFIPLA</a>	Combining carboxylic acid production and fibre recovery as an innovative, cost-effective and sustainable pre-treatment process for heterogeneous bio-waste	887115	01/06/20	31/05/23	<a href="#">CORDIS</a>
<a href="#">Circular Agronomics</a>	Efficient Carbon, Nitrogen and Phosphorus cycling in the European Agri-food System and related up- and down-stream processes to mitigate emissions	773649	01/09/18	28/02/23	<a href="#">CORDIS</a>
<a href="#">COCOREADO</a>	Connecting CONsumers and producers to REbalance farmers' position through AmbassaDOrs trainings	101000573	01/01/21	30/06/24	<a href="#">CORDIS</a>
<a href="#">FER-PLAY</a>	Multi-assessment of alternative fertilisers for promoting local sustainable value chains and clean ecosystems	101060426	01/09/22	28/02/25	<a href="#">CORDIS</a>
<a href="#">FERTIMANURE</a>	Innovative nutrient recovery from secondary sources – Production of high-added value FERTIlisers from animal MANURE	862849	01/01/20	30/06/24	<a href="#">CORDIS</a>
<a href="#">FOX</a>	Innovative down-scaled Food processing	817683	01/06/19	30/11/23	<a href="#">CORDIS</a>

Acronym	Title	Grant Agreement ID	Start date	End date	Description
	in a boX				
<a href="#">Lex4Bio</a>	Optimizing Bio-based Fertilisers in Agriculture – Knowledgebase for New Policies	818309	01/06/19	31/05/24	<a href="#">CORDIS</a>
<a href="#">NOMAD</a>	Novel Organic recovery using Mobile ADvanced technology	863000	01/10/19	30/06/23	<a href="#">CORDIS</a>
<a href="#">Nutri2Cycle</a>	Transition towards a more carbon and nutrient efficient agriculture in Europe	773682	01/10/18	30/09/23	<a href="#">CORDIS</a>
<a href="#">Sea2Land</a>	Producing advanced bio-based fertilizers from fisheries wastes	101000402	01/01/21	31/12/24	<a href="#">CORDIS</a>
<a href="#">VISIONARY</a>	Food Provision through Sustainable Farming Systems and Value Chains	101060538	01/09/22	31/08/26	<a href="#">CORDIS</a>
<a href="#">WalNUT</a>	Closing waste water cycles for nutrient recovery	101000752	01/09/21	28/02/26	<a href="#">CORDIS</a>
<a href="#">VALUEWASTE</a>	Unlocking new VALUE from urban bioWASTE	818312	01/11/18	31/10/22	<a href="#">CORDIS</a>

### 3.3. Virtual C&D activities

#### 3.3.1. 'Get Involved!' form

The purpose of this form is to engage stakeholders interested in joining regional networks in Flanders, Almeria, Friuli-Venezia Giulia, Pays de la Loire, and Valle del Cauca. Participants will be invited to take on different roles during workshops:

- **Actor:** Actively involved in workshops related to their region, consortium partners, and external partners in specific project phases. Actors contribute directly to the project development based on their expertise.
- **Stakeholder:** Participates intermittently in workshops or project activities related to their expertise. Actively contributes to relevant project aspects during their participation. A stakeholder is defined as a person or group expressing a view at specific project moments.
- **Stay-informed:** Receives project progress updates and has the option to provide feedback if desired.

Up to month 36, the 'Get Involved' form has received the following registrations:

Table 5 - 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	

<b>Actor</b>	24	20	38	17	13	15	127
<b>Stay informed</b>	11	10	1	2	6	6	36
<b>None</b>	13	0	0	0	5	1	19
<b>Stakeholder</b>	25	8	5	0	7	5	50
<b>TOTAL</b>	73	38	44	19	31	27	<b>232</b>

### 3.3.2. Appearances in media

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

Table 6 - Overview of RUSTICA's appearance in media

N	Partner	Date	Activity	Description	Audience	Reach
1	KU Leuven	Feb-23	Podcast	Avermaete contributed to a podcast of Rikolto, together with Chris Claes she discussed the resilience of our food system	General audience	over 1,500
1	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 on 28-29 September	All	
1	KU Leuven	Jun-22	Press article	E-newsletter and website in VILT (Flemish Infocentre for agriculture)	All	10,700
1	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
1	KU Leuven	Jan-21	Distribution of promotional material	Advertising campaign for the MOOC	All	1,310,000 shows; 27,248 clicks
17	DRANCO	May-22	Press release	RUSTICA Technology movie	RUSTICA stakeholders	50
17	DRANCO	Feb-22	Press release	Article about CAP technology	All	
3	CRAPDL	Dec-23	Exhibition	Creation of an exhibition site on RUSTICA project for Pays de la Loire	Local experts	
3	CRAPDL	Nov-23	Electronic Bulletins	Regional newsletter on the project	All	40 regional stakeholders + publications on RUSTICA and FR Chamber of Agriculture website

N	Partner	Date	Activity	Description	Audience	Reach
3	CRAPDL	Jul-23	Electronic Bulletins	Regional newsletter on the project	All	40 regional stakeholders + publications on RUSTICA and FR Chamber of Agriculture website
3	CRAPDL	Jul-23	Electronic Bulletins	Third regional newsletter	All	30
3	CRAPDL	Mar-23	Electronic Bulletins	Regional newsletter on the project	All	40 regional stakeholders + publications on RUSTICA and FR Chamber of Agriculture website
5	CREA	Aug-22	Article in partner's media	Socio-economic aspects of agriculture and the food sector and how they will be able to help the project advance in its research	External	RUSTICA website and social media stats
5	CREA	Dec-21	Article in partner's media	Organic residues recycling in agriculture	External	RUSTICA website and social media stats
6	TECNOVA	Feb-21	Press release	Social challenges affecting bio-based fertilisers implementation	National experts	N/A
7	AVECOM	Feb-22	Article in partner's media	Publication RUSTICA newsletter	All	ND
9	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
9	PAR	Sep-22	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
9	PAR	Mar-22	Web article	1st newsletter	General audience	
9	PAR	Mar-22	Press release	RUSTICA PROJECT 1st Newsletter	External	N/A

N	Partner	Date	Activity	Description	Audience	Reach
9	PAR	Dec-20	Article in partner's media	"Horizon 2020 Project RUSTICA: Demonstration of circular biofertilisers and implementation of optimized fertiliser strategies and value chains in rural communities"	External	N/A
9	PAR	Dec-20	Web article	About the project	General audience	
10	WIED	Feb-22	Press release	Systemic evaluation of political and legal environment	RUSTICA website users	Number of visitors
10	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 on YouTube	100
10	WIED	Sep-21	Press release	RUSTICA in the context of natural renewable resources	RUSTICA website users	Number of visitors
13	EV ILVO	Apr-22	Distribution of promotional material	Electronic invitation to the 2nd workshop + translated summaries of (intermediary) project results	Flemish and Dutch stakeholders in the field of bio-based fertilisers	60
16	CIAT	Dec-23	Congress proceedings	Pulleman, M. (2023) Operationalizing the soil health metaphor to create sustainable food systems with a focus on smallholder farming in the Global South. <a href="https://hdl.handle.net/10568/135015">https://hdl.handle.net/10568/135015</a>	Biostimulants World Congress. Milan, Italy	Published
16	CIAT	May-21	Web article	Blog on RUSTICA workshop Valle del Cauca	All	89

## 4. C&D strategy for 2024

The last year of the project will be filled with innovative communication and dissemination activities, implementing both in-situ and virtual methods of project presentation.

### 4.1. Online communication

RUSTICA aims to maintain regular updates on the website and social networks, with a particular emphasis on frequent news, publications, and multimedia content sharing. Additionally, fostering collaboration with sister and related projects and joint C&D efforts will be supported through the [Horizon Results Booster \(HRB\)](#) project.

### 4.2. NERM conference

[NERM 2024](#) (Nutrients in Europe Research Meeting) conference, themed '*Towards closing nutrient cycles for a sustainable future, from R&D to implementation*', is organized by the European Sustainable Phosphorus Platform (ESPP) and, apart from RUSTICA, involves collaboration with other Horizon 2020 projects, including FERTIMANURE, LEX4BIO, SEA2LAND, WALNUT, and Biorefine Cluster Europe. NERM 2024 is scheduled for 16-17 April, 2024, adopting a hybrid format with both in-person sessions in Brussels and online participation.

The conference will address key outcomes derived from recent nutrient recycling R&D initiatives funded under Horizon 2020, LIFE, Interreg, and other pertinent funding programs, as well as insights into a roadmap that delineates the future R&D needs for nutrient recycling. Additionally, the conference will delve into discussions about nutrient recovery technologies and the production of recycled fertilisers. Special attention will be dedicated to the examination of quality, application, and utilisation, as well as stakeholder acceptance of secondary fertilisers—from the initial stages of nutrient recovery to their presence in the market.

RUSTICA submitted an abstract for the conference, titled '*Validation of RUSTICA bio-based fertilisers from fruit and vegetable waste: upscaling from laboratory to field*', which will be presented by the partner Fien Amery from EV ILVO.

### 4.3. RUSTICA pilot video

RUSTICA is set to launch a dynamic 120-second animated video featuring multimedia elements and a narrated explanation of distinct project phases. The video will consist of two 50-second blocks, each dedicated to specific aspects. The first block focuses on the integration and demonstration process (WP6), highlighting demo plant activities in Almeria and Flanders. DRANCO leads the pilot system implementation in Flanders, and TECNOVA oversees the same in Almeria. The second block delves into fertiliser blending and validation (WP7), with CROPEYE evaluating product properties and producing blends for field application in various regions. The video will be uploaded to the website and YouTube and promoted on RUSTICA's social networks.

### 4.4. Exhibition pilot in Pays de la Loire

CRAPDL is currently engaged in designing and planning an exhibition pilot in Pays de la Loire, scheduled for spring 2024. The primary objective of this exhibition is to disseminate RUSTICA technologies to farmers and the agricultural industry in the Pays de la Loire region.



#### 4.5. RUSTICA virtual exhibition

IDC will create a [virtual exhibition](#) utilising content developed for the Pays de la Loire exhibition pilot. This virtual exhibition will be prominently featured on the RUSTICA website and promoted through RUSTICA's publications and social networks. The goal is to enhance the visibility of RUSTICA's exhibition in Pays de la Loire and provide a fresh overview of the project's objectives and intermediate results.

#### 4.6. Attendance to external events

RUSTICA has already identified several events in 2024 in which the partners will participate.

Table 7 - RUSTICA planned attendance to external events Figure

N	Partner	Event	Date	Place	Target audience
3	CRAPDL	5th regional workshop	Feb-24	FR	Local stakeholders
3	CRAPDL	6th regional workshop	Nov-24	FR	Local stakeholders
3	CRAPDL	RUSTICA presentation to Gis-fruits et Gis-Légumes	Dec-24	FR	
5	CREA / EV ILVO	Centennial Celebration and Congress of the International Union of Soil Sciences	May-24	Florence, IT	Researchers, Policy makers, Environmental agencies
7	AVECOM	Aquarama Fair	Oct-24	Leuven, BE	
12	CROPEYE	Workshop	Jan-24	Boskoop, NL	R&D companies
12	CROPEYE	Workshop	Feb-24	Boskoop, NL	End users