



D4.1. Dissemination, Communication and Exploitation Plan



Deliverable Information Sheet

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DRAFT – NOT YET APPROVED BY THE EU COMMISSION

1. Executive Summary

The deliverable D4.1 *Dissemination, Communication and Exploitation Plan (D&C&E Plan)* describes the strategy underlying all promotional, informative, and outreaching activities that will be performed over the course of the project.

It also serves as a roadmap for the management and monitoring of the dissemination activities, with a focus on reaching the greatest possible outreach of the project's activities and results to the targeted stakeholder groups, as well as to effectively and fully draw on the stakeholder engagement for the updating of the project's activities and actions.

Specifically, the deliverable identifies and prioritises target stakeholders, such as fertilizer producer and users, and key messages to deliver (Section **Error! Reference source not found.**), describes dissemination measures for results (Section **Error! Reference source not found.**) as well as communication tools and strategic channels to be used (Section **Error! Reference source not found.**), exploitation measures (Section **Error! Reference source not found.**), key performance indicators – KPIs – for all project's D&E&C measures (Section **Error! Reference source not found.**) and EU funding obligations (Section **Error! Reference source not found.**). In addition, as mentioned above, the deliverable sets up procedures for monitoring communication activities (Section 10) carried out by all project partners throughout the project with the purpose to assess communication impacts.

The deliverable is conceived as a living document to be updated as the project progresses. All the updates and adjustments will be reported in the deliverable D4.3 *FER-PLAY post-project D&C&E and sustainability Plan*, which is intended to give evidence of the communications effort and the impact of the planned activities.

As leader of Work Package 4 (Dissemination exploitation and communication), the European Biogas Association will be responsible for the overall monitoring of the communications activities. Nevertheless, all project partners will contribute to disseminate and communicate about the project within their networks and will provide their feedback to ensure the impact assessment of the communication and dissemination activities.

2. Project overview

The overall aims of the FER-PLAY (Multi-assessment of alternative fertilisers for promoting local sustainable value chains and clean ecosystems) project are:

- to map and assess the potential and impacts of alternative fertilisers from secondary raw materials,
- to increase awareness about their multiple benefits,
- and to promote the wide-scale production and application of the ones with the best environmental, social, economic and technical performance.

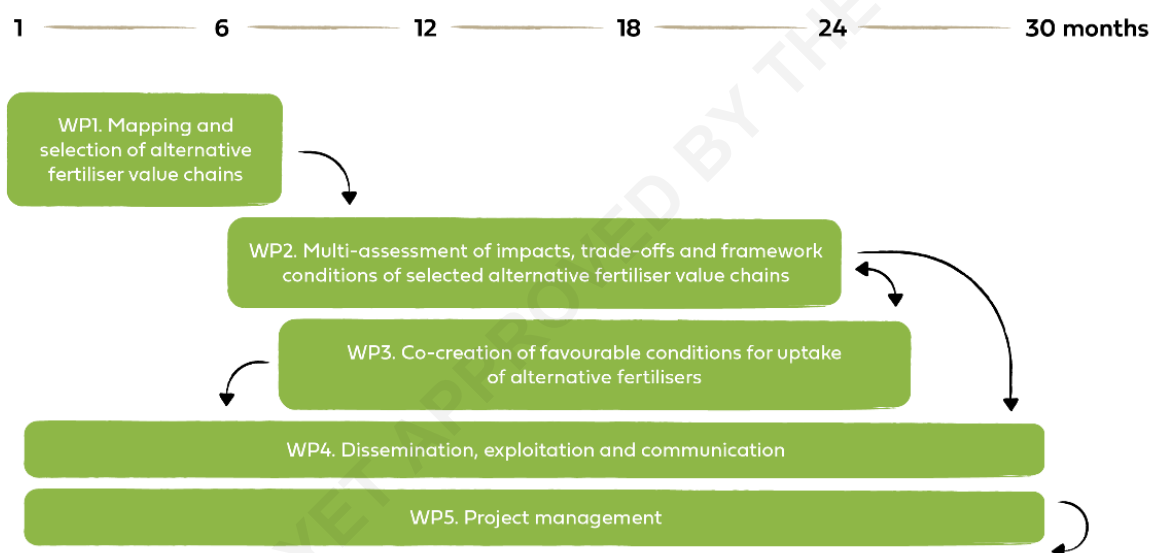


Figure 1. FER-PLAY Work packages

Implementation of FER-PLAY follows a logical order of four steps.

2.1. Step 1 – Alternative fertilizer value chains mapping and selection

In the first step, currently available but scattered data and knowledge on alternative fertilisers value chains will be collected and harmonised by applying a funnelling process based on the developed

GO/NO-GO approach. Afterwards, a scoring system will be used to select the most promising value chains following a set of defined scoring criteria.

2.2. Step 2 – Impact assessment of selected value chains

The data on the selected value chains will be complemented via assessment (at global/ EU/ local scale) of their environmental, social, economic impacts & trade-offs (via LCSA) as well as their technical and regulatory aspects.

This step includes (i) harmonising the results of the existing studies and (ii) conducting complementary assessments.

2.3. Step 3 – Co-creation processes

Horizontally, spaces for dialogue and participation will be created with key stakeholders in the value chains with the aim to involve their perspectives in Step 2 as well as co- develop input for Step 4 (guidelines and recommendations targeted at the key stakeholders).

2.4. Step 4 – Awareness raising and public policies orientation

The project results will be disseminated among key stakeholders through relevant actions. The present document is aimed at describing dissemination, communication and exploitation tasks in more details..

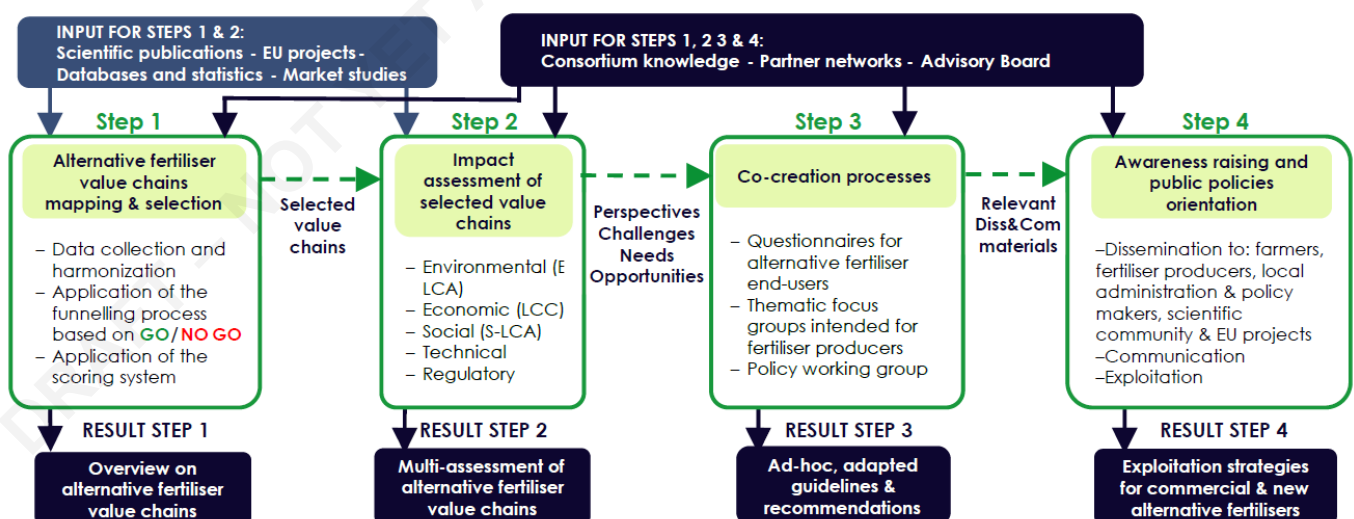


Figure 2. FER-PLAY methodology overview

3. Target audiences and key messages

FER-PLAY dissemination and communication activities will be shaped according to the needs of the different target groups, and consistently to their immediate or more long-term strategic importance for the project. This will allow us to determine and schedule the most appropriate communications activities to be used, as well as messages to be delivered.

There are six target audiences that have been identified by the FER-PLAY consortium:

1. **Farmers (individual, cooperatives, unions, etc.)** contributing to the supply (e.g. residues and demand (e.g. compost) of fertilizers. The goal of engaging with them is to improve their awareness of existence and performance of alternative fertilizers, reduce their negative connotations about recycled nutrients and eliminate scepticism towards their use.

Key messages to be delivered:

- Benefits of the use of alternative fertilizers and how to apply them to restore soil fertility
- Which fertilizer to choose per crop type

2. **Conventional and alternative fertilizer producers:** the goal is to increase their knowledge about nutrient recovery technologies available and benefits of the use of recovered nutrients in fertilizers.

Key messages to be delivered:

- Which value chains have lower impact, better performance, etc.
- How alternative fertilizers could create new business cases

3. **Public administrations,** especially those related to waste stream management, agricultural planning and resource management. The goal is to increase their knowledge about the value chains and provision of objective data to support decision-making and policy formulation. They will be also provided with tools to map and characterize secondary resources.

Key messages to be delivered:

- Actions should be taken on a policy-level to allow the use and to boost the demand and uptake of alternative fertilizers

- How to contribute to the achievement of international and EU agreements and future EU policies on soil health

4. **Academia and research**, with the focus on universities and RTOs that work with circular economy, agro-environment). The goal is to increase their knowledge about promising value chains for future research and to communicate about reliable methodologies for mapping and impact assessment.

Key messages to be delivered:

- What technologies/methods perform better to recover nutrients
- What methodologies could be used for value chain assessment

5. **Other industry that could benefit from the project outcomes:** the goal is to present to this audience potential secondary uses of waste streams and ways to comply with nutrients' content limits in the discharges.

Key message to be delivered:

- Benefit of nutrient recovery to their business.
- Identification of technologies and fertilizer products that perform better and could be implemented

6. **Consortia of other relevant EU projects:** the goal is to create synergies and communicate methodologies and results.

Key message to be delivered:

- How to contribute to a holistic approach for zero pollution and future EU soil policy
- How to synchronize data collection

4. Dissemination activities

The dissemination measures aim to spread the knowledge generated in the project to target audiences at dedicated events across Europe as well as through knowledge products and articles in scientific journals and specialized media. Figure 3. provides an overview of the project resources and measures for their dissemination towards the target groups.



Figure 3. Dissemination overview

4.1. Guidelines and recommendations

As shown in the Figure 3. above, Step 3 of the project concerns the co-development of the resources presented in Table 1 below:

Table 1. FER-PLAY guidelines and recommendations

| Name | Description | Month | Responsible partner |
|--|--|-------|---------------------|
| Guidelines for the fertilizer end users (D3.1) | Compilation of key non-technical, technical, market and regulatory information related to the application of alternative fertilizers, tailored to the crop type. | M25 | NATURLAND |

| | | | |
|--|---|-----|--------|
| Guidelines for the fertilizer producers (D3.2) | Compilation of key non-technical, technical, market and regulatory information related to the manufacture of alternative fertilizers. | M25 | CIC |
| Recommendations for public administrations (D3.3) | Practical suggestions in the form of policy briefs to help policy makers to deliver successful strategies and instruments for the market deployment of alternative fertilizers. | M25 | ACR+ |
| Exploitation strategies (D.4.3) | Guidelines that will allow the broader market exploitation of the selected commercial fertilizers and for the establishment of the road to market for the new fertilizers | M30 | DRAXIS |

4.2. Dissemination events

The goal of the dissemination events is to share the guidelines and recommendations described in Section 4.1 (or partial results if an event takes place before their publication) directly with the target audiences and to interact with them.

The events will be organised by relevant project partners, in cooperation with the EBA.

The table 2. lists all planned activities:

Table 2. Dissemination activities

| Month | Activity | Responsible partner |
|-------|---|------------------------|
| M7 | Seminar for farmers and technicians | INAGRO |
| M10 | 2 Network meetings with fertilisers producers | (1 EBA, 1 CIC) |
| M14 | 2 Workshops for organic and young farmers | (1 NATURLAND, 1 ASAJA) |
| M20 | Workshop for other EU project coordinators | CETENMA |
| M25 | Seminar for farmers and technicians | INAGRO |
| M28 | Workshop for local and regional authorities | ACR+ |
| M28 | Policy webinar | EBA |

| | | |
|------------|---|------------------------|
| M28 | 2 Workshops for organic and young farmers | (1 NATURLAND, 1 ASAJA) |
| M29 | Workshop for decision makers from EU regions | ACR+ |
| M30 | 2 Network webinars with fertilisers producers | (1 EBA, 1 CIC) |
| M13 and 25 | Open days/field demonstrations | NuReSys & INAGRO |
| TBC | Webinar for COPA-COGECA members | COLDIRETTI |

4.3. Presence at external events

The table 2. presents possible events that FER-PLAY consortium can attend:

Table 3. List of relevant external events

| Date | Activity | Country | Target group | Responsible partner |
|------------|--|----------|--|---------------------|
| June '23 | Öko-Feldtage (Organic Field Days) | Germany | Farmers, public administration, academia | NATURLAND |
| Autumn '23 | Biorefine Conference | Belgium | Academia | EBA |
| Sept '23 | AgroGlobal Fair | Portugal | Farmers | CETAQUA |
| Sept '23 | Sanatech Exhibition | Italy | Farmers | CIC |
| Oct '23 | European Biogas Conference | Belgium | Producers, academia, other industries, public administration | EBA |
| Oct '23 | Fruit attraction Fair | Spain | Farmers | CETAQUA |
| Nov '23 | Ecomondo Fair | Italy | Producers, other industries | CIC |
| Dec '23 | Biogas Convention & Trade Fair | Germany | Producers, other industries | EBA |
| Feb '24 | Fieragricola Fair | Italy | Farmers, producers | CIC |
| May '24 | ESNI (European Sustainable Nutrient Initiative) conference | Belgium | Academia | EBA |
| 2024 | Expo Biogaz Fair | France | Producers, other industries | EBA |
| March '24 | ManuREsource Conference | Belgium | Academia | INAGRO |
| May '24 | IFAT Fair | Germany | Producers, other industries | CIC |

4.4. Final event

Towards the end of the project (M30), a final event will be organized in Brussels to present the main results and recommendations of the project. The event is intended to gather the representatives of target groups presented in Section 3. The estimated number of participants is 100. The event will be promoted on the project website, newsletter, and social media channels, as well as all FER-PLAY partners. Two press releases will be issued, before and after the event, to increase participation in the event and the dissemination of its results.

4.5. Collaboration with other projects and networks

As mentioned in Table 2., one workshop will be organized in M20 in Brussels to generate synergies and strengthen relations with representatives from projects funded under the present topic and from other EU projects (e.g. Fertimanure, Nutriman).

FER-PLAY consortium has also established closer cooperation with the 'sister' project NOVAFERT (Novel procedures and sustainable guidelines to enhance the use of alternative fertilizers, Grant Agreement N° 101060835) that was approved under the same call for action HORIZON-CL6-2021-ZEROPOLLUTION-01-09 'Environmental impacts and trade-offs of alternative fertilizing products at global/local scale'.

FER-PLAY & Novafert

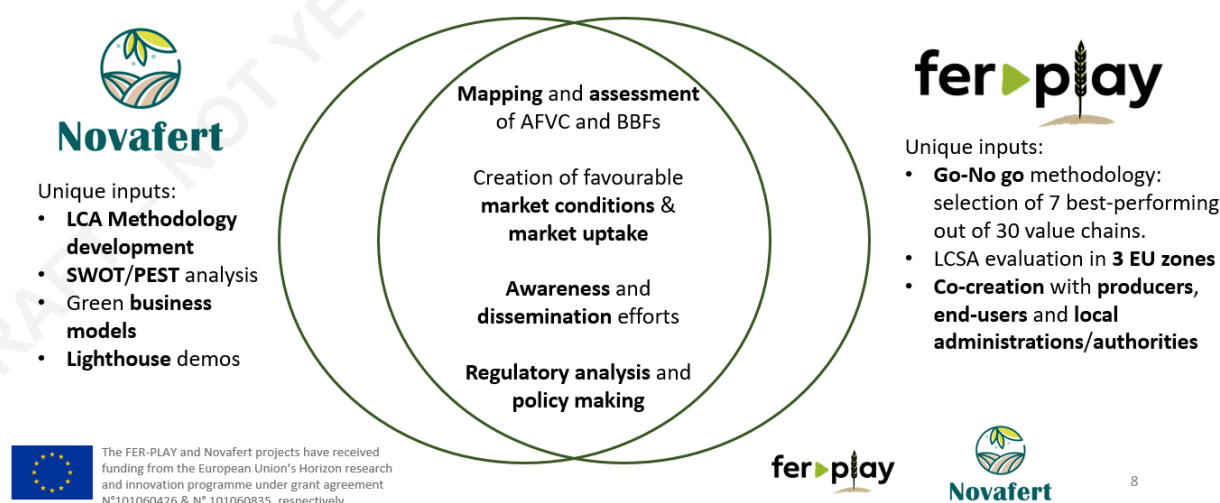


Figure 4. Potential synergies between FER-PLAY and NOVAFERT

The project cluster organized the joint kick-off meeting in the presence of the European Commission on 9 November 2022, during which similarities and potential synergies were discussed, as shown in Figure 4. Following areas for joint actions were identified:

- Mapping of value chains and mapping innovative nutrient oriented living labs
 - Data collection
 - Lighthouse demos
- Environmental assessment
 - Data collection
 - Methodology development and discussion
- Exploitation strategies
 - Action plans
 - Co-creation of guidelines
- Awareness and dissemination
 - Potential joint dissemination actions: awareness campaigns, events, conferences (ESNI, ManuResource) workshops (especially in Belgium and Spain), etc.
- Policy making
 - Identification of joint policy briefings with inputs from both projects
 - Regulatory framework analysis and joint recommendations list
- Advisory board
 - The coordinator of each project is a member of the other project's advisory board

Further details of this collaboration will be provided in the report on the first outcomes of clustering with sister projects (D2.4., M12).

In addition, the FER-PLAY consortium joined the Biorefine Cluster Europe (BCE), managed by Ghent University (NOVAFERT coordinator). BCE gathers projects within the domain of biobased resource recovery. The cluster facilitates sharing knowledge, organizing joint activities and communicating about the partner projects. Within the BCE, FER-PLAY joined the Nutrient Recycling Community, which gathers projects dedicated specifically, as the name suggests, to the nutrient recycling.

BCE also organizes annual European Sustainable Nutrient Initiative conference and the Biorefine Conference, where partner projects can present their work. FER-PLAY consortium will explore the opportunities to participate in these events at the later stage of the project.

4.6. Articles and knowledge products

4.6.1. Scientific articles

To reach the research community, four articles in total will be published by CETAQUA and CETENMA in open-access scientific peer-reviewed journals, such as International Journal of Circular Economy, Waste Management, the Circular Economy and Sustainability Journal, and other journals assessing sustainable performance/impact. These publications will create knowledge impact and will enable other researchers to use the project's results in their own work, thus contributing to further dissemination of the project.

4.6.2. Informative articles

The consortium will publish four articles in specialized media, such as Agribusiness, Food Policy, Fertilizers Magazine, to reach the agri-business and environmental sectors. The articles will raise awareness about the project, the challenge it addresses, and the benefits of the proposed alternative fertilizer value chains. Figure 5. Shows an example of an article presenting the project:



Figure 5. Example of an article presenting the project, published in the Italian specialized magazine Acqua ed energia, (issue 6/2022)

5. Communication tools and activities

The key purpose of the FER-PLAY communication activities are to communicate about the project scope, objectives, results and impacts effectively to the target audiences outline in [Section 3](#) and the general public with the ultimate goal of raising awareness about the benefits of alternative fertilisers and fostering their production and usage. REVOLVE is the project partner responsible for the communication tasks.

The following channels and tools will be used and developed during the project:

- Project branding, including main messaging, visual identity and a logo and templates, for internal use;
- Communications Pack, including posters, e-banners, roll-ups, leaflets for external use;
- Project website, updated regularly;
- Newsletter and press releases;
- Social media channels;
- Videos and infographics.

5.1. Project branding

5.1.1. Project visual identity

The FER-PLAY visual identity plays an essential role in promoting the project, and includes a logo, tagline and colour palette to be reflected in communication materials. The detailed visual identity concept, usage guidelines, including the complete colour palette and alternative versions of the logo, can be seen in Annex 2., and are made available to partners to ensure the consistent representation of the project.

5.1.2. Project logo

The FER-PLAY logo (Figure 6.) includes three main elements:

1. Soil patch: highlighting the centrality of soil for the project, and the importance of soil health and quality for plant growth
2. Wheat stalk: representing agriculture and the agricultural sector as end-users
3. Play button: referring to change and action.



Figure 6. FER-PLAY main logo

In addition to the main logo, colour variations have been developed for use in various situations (Figure 7.):

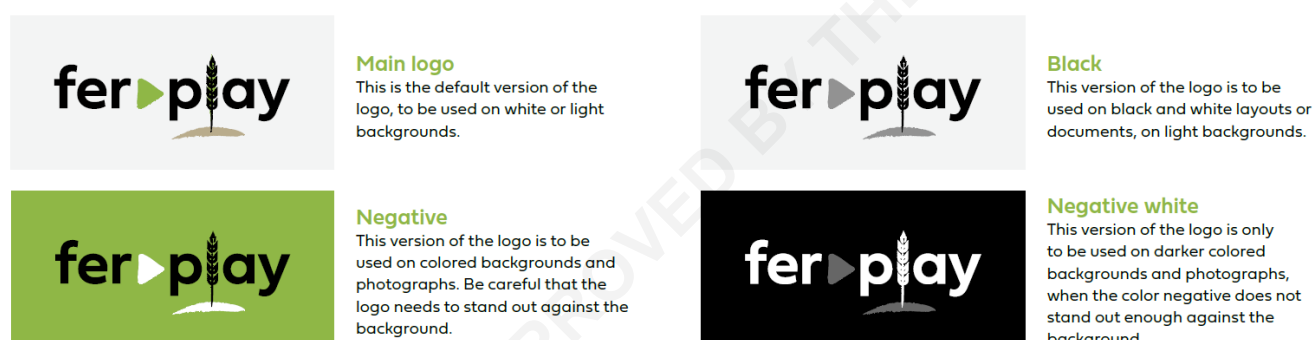


Figure 7. FER-Play logo variations

5.1.3. Project main messaging

To ensure a consistent communication effort, a project description, a “Golden Paragraph” has been developed to be used to describe the project:

FER-PLAY is facilitating the uptake of alternative fertilisers, to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure or wastewater, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

The project slogan or tagline is the lead message and should convey the essence of the mood being advanced by the project communication.

Alternative fertilisers for circularity & ecosystem health

Circular fertilizers for sustainable agriculture & healthy soils/ecosystems

Sustainable fertilisers for European autonomy & soil improvement

Sub-messaging for specific target audiences and communication materials will be developed on an ongoing basis, following the key messages outlined in Section 3.

5.1.4. Document templates

Within FER-PLAY following templates have been designed and will be available for partners' use:

- Deliverable template
- Report template
- PowerPoint presentation template
- Press Release template
- Newsletter template

In line with the visual identity and featuring the funding and content disclaimers as outline in Section 8.2 all templates have a predetermined layout that must be respected by the FER-PLAY consortium.

5.2. Communication Channels

5.2.1. Project website

The FER-PLAY website is already functional under the address <https://fer-play.eu/>, and will be online for 4 years following the project's conclusion, to support the actions to be defined under D4.3 (D&E&C post-project sustainability plan).

The website will serve as the main channel for communication about the project and its activities and serve as a repository for project outputs and materials including deliverables, open-access scientific publications, informative articles, as well as relevant news and events from the project and related projects. The website also includes a sign-up form to the project's newsletter.

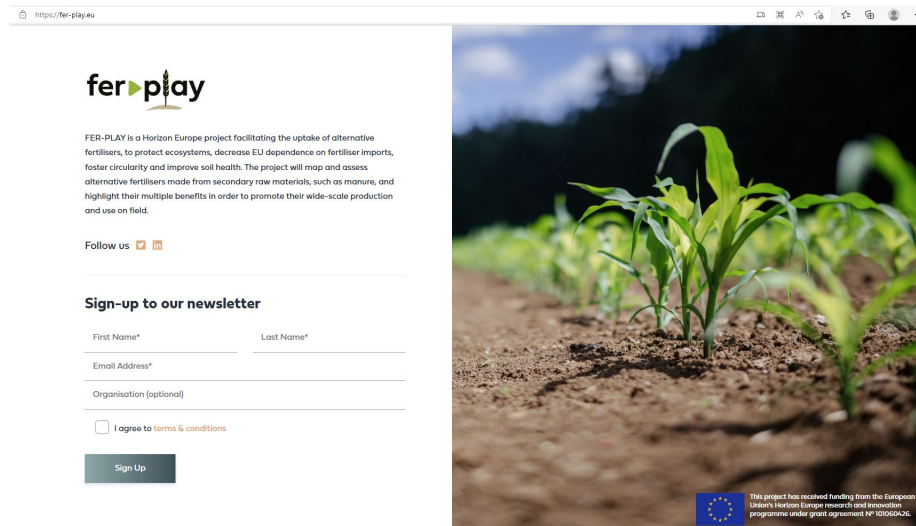


Figure 8. FER-PLAY website

5.2.2. Newsletter

A total of 5 newsletters will be released, starting in M7 (March 2023) and ending in M30 (January 2025), and will include information on project progress and results, links to public deliverables, articles, and upcoming events, using a custom template with the project's visual identity. They will be sent out through MailChimp and a public opt-in form that is GDPR compliant is available on project website.

The aims of the newsletters are:

- Informing project partners and stakeholders of the key findings of the project,
- providing information about relevant external events and publications, and
- disseminating key messages from Work Package Leaders.

5.2.3. Press Releases

The media are important to reaching both the general public and targeted audiences through specialised media. Three press releases will be produced during the lifetime of the project. The first was published in September following the Kick Off Meeting in Cartagena (Figure 9.). The second and third press releases will be developed in parallel with the organisation of the final event in M30. Press releases will be developed by REVOLVE and shared partners before publication. Partners will be requested to use their extensive networks to share widely and increase attendance to the final event and the dissemination of the projects final results and outputs.



Figure 9. Example of sharing a press release by a FER-PLAY partner

5.2.4. Social media channels

Twitter and LinkedIn profiles have been chosen to promote project-related contents to different audiences and take advantage of existing partner networks, thus building on their audience to communicate about the project and disseminate its results. A presence on relevant channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work, thus providing visibility to the project through their respective networks. The social media channels are key in building a community around the project and engaging with interested stakeholders. The selected platforms both offer a certain amount of analytics which will be consulted as part of the impact reporting process.

Twitter (Figure 10.): To target policy, media, and the general public.

Handle: @FER_PLAY_eu

Hashtag: #FERPLAYEU



Figure 10. Twitter account

LinkedIn (Figure 11.): To target industry, research, and media.

Company Page : <https://www.linkedin.com/company/fer-play-eu/about/>

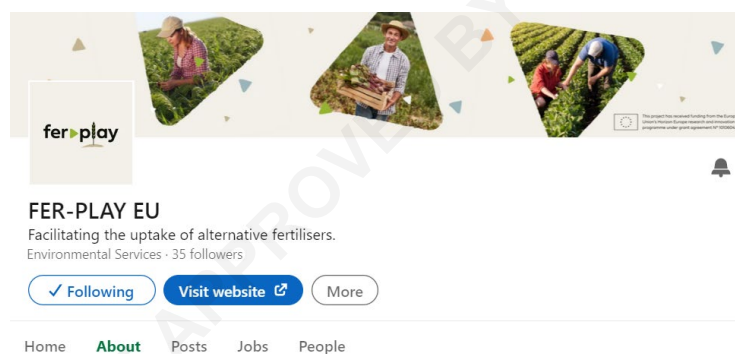


Figure 11. LinkedIn page

5.3. Communication Materials

To support partners in their activities, communication materials and guidelines have been developed for use in external activities and events, to maintain a consistent presentation of the project. Materials are available for partners to use on [SharePoint](#) and have been gathered on a [Trello](#) board for partners to access easily for their communication and dissemination activities. The Trello board will be updated regularly to include new materials in English and other partner languages.

5.3.1. Leaflet

A project leaflet has been developed to share at events and includes a QR code linking to the website. The flyer provides information about FER-PLAY's step-by-step process, expected impacts, and partners.

5.3.2. Roll-ups and poster

A roll-up and a poster have been developed for use at events and includes a QR code linking to the website, which will be monitored. Both provide information about FER-PLAY's step-by-step process, expected impacts, and partners.

5.3.3. Videos

A total of six videos will be produced during the lifetime of the project and hosted on the project's YouTube playlist. To date, an introductory video about the project has been produced and can be viewed [here](#).

The tentative timeline and topics for the five remaining videos can be seen in the table below. The videos build on one another, presenting first an explanation of what fertilisers are, how FER-PLAY will foster their use and uptake, and running through the benefits for different stakeholder groups. The content will draw from ongoing work and deliverables from other work packages, including workshops and seminars outlined in Section 4.2.

Table 4. Tentative topics and timeline for video production

| Video # | Tentative topic | Year |
|---------|---|--------|
| #2 | What are alternative fertilizers? | Year 1 |
| #3 | Concept videographic explaining project's added value | Year 2 |
| #4 | Overview of 7 selected value chains (using D1.2, due in M8) | Year 2 |
| #5 | Why use alternative fertilizers? Targeting end-users and linking to D3.1, due M25 and outcomes from workshops and seminars (see Table 1) | Year 3 |
| #6 | Why produce alternative fertilisers / Novel products for a novel sector. Targeting fertiliser producers and linking to D3.2 due M25 and outcomes from workshops and seminars (see Table 1) | Year 3 |

5.3.4. Infographics

The project will produce a total of four infographics to support communication activities and be used in various communication materials.

A project methodology/concept infographic has already been developed and can be seen below in Figure 12.:

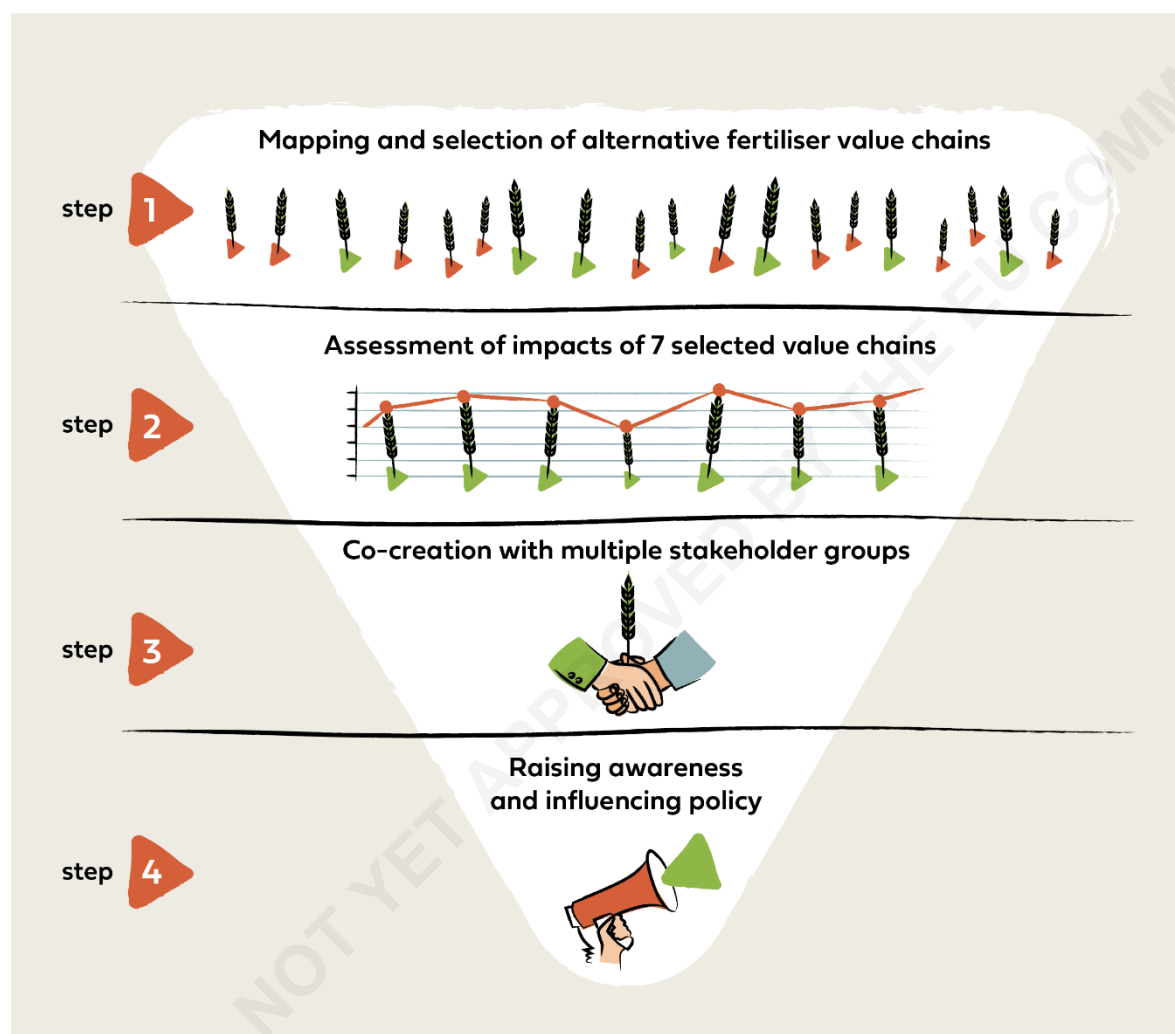


Figure 12. Project methodology/concept infographic

Three infographics will be developed in consultation with partners between M6 and M30 covering the main alternative fertiliser value chains by waste stream (Urban and industrial wastewater; biowaste; biological by-products, treated manure) – basing on visual presented in Figure 13., and highlighting the benefits of using alternative fertilisers. The content of the latter will be defined depending on the target audience for the infographic, drawing from D3.1 and D3.2 (both M25).

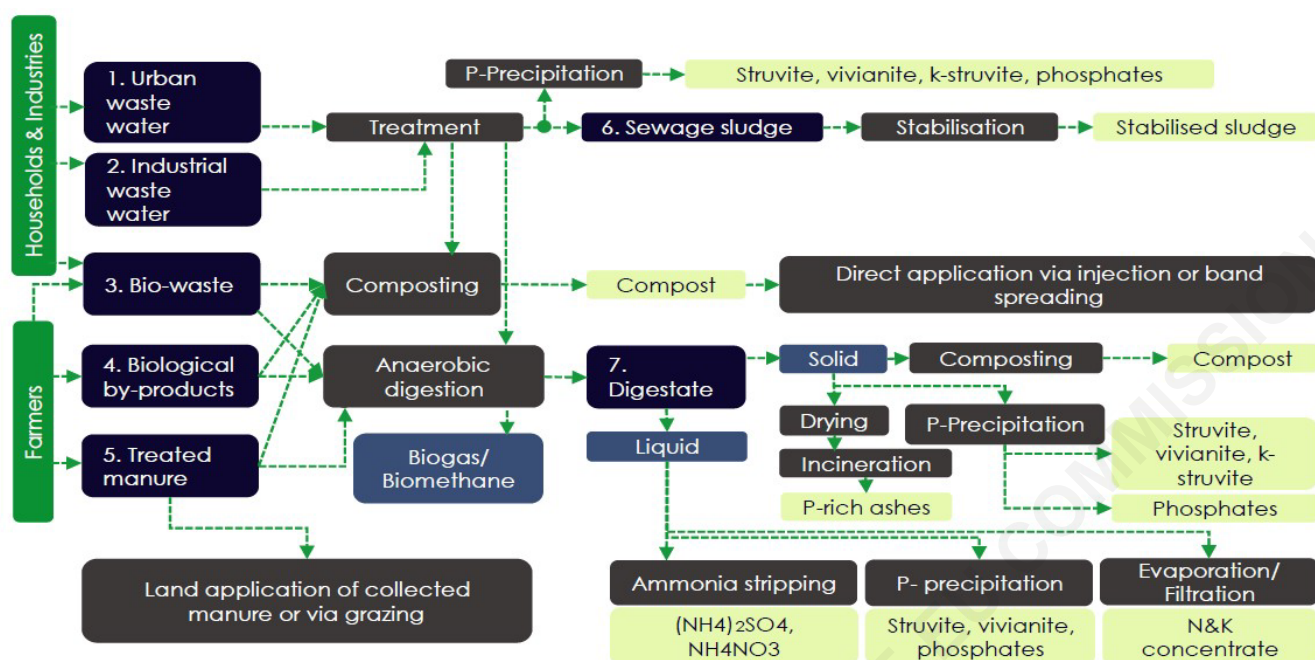


Figure 13. Main alternative fertiliser value chains from secondary raw materials (dark blue) and output products (light green)

5.3.5. Social media assets

E-banners for social media platforms (see Figure 9. and 10. above) and customised shareables using the project visual identity have been produced for use of social media platforms. Additional materials will be created on an ongoing basis according to communication needs. An example of social media visual is presented in Figure 14.



Figure 14. Social media call to action to join the FER-PLAY newsletter

6. Exploitation Plan

6.1. Introduction

The final part of the FER-PLAY's D&C&E Plan is Exploitation Plan, prepared by DRAXIS.

Exploitation is one of the key factors of a project, since it contributes to the achievement of the expected impacts of the project, over time. Exploitation is differentiated from dissemination as, according to the IPR Helpdesk¹, the latter refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the project outputs.

The term 'Result' refers to any tangible or intangible outcome of the project, for example products, data, know-how or any Intellectual Property rights attached to it, among others. Results can be exploitable as such or can contribute for further research.

The term 'Exploitation' refers to research and innovation activities (R&I), different from the ones that generated the results, with the objective of effectively use these results through exploitation pathways (scientific, economic, political, societal, etc.) aiming to transform these actions into outcomes with value and impact for the society. Exploitation outcomes could lead to new policy recommendations, help mitigate a specific problem, have impact on the economic, societal and innovation environment among others.

The Exploitation Plan aims at identifying exploitable results for the project partners and assisting them to explore potential exploitation pathways after the end of the project.

The Exploitation Plan differs from the Exploitation Strategies - Deliverable 4.2, to be developed in T4.3 - as it is aimed at identifying exploitable results for the project partners, while Deliverable 4.2 concerns exploitation strategies for the selected new and existing alternative fertilisers.

¹ Reference: European Commission (2022, Feb 24). Europe-glossary.
https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-glossary/glossary-f_en

6.2. Methodology

This section presents the overall methodology, the general approach, the tools and methods that will be put in action for the collection of input from project partners and their respective results and to assist them to explore potential exploitation pathways after the end of the project.

The methodology is elaborated in two phases. The first phase focuses on partners and their results. The main objective is to assist the partners in identifying any issues that need to be addressed during the project regarding their result. Some of these issues could be IP ownership, competitive solutions on the market, market insights (competitors, barriers), etc. The second phase concerns the continuation of the project after its end. An action plan will be constructed, which will ensure the exploitation of the results after the end of the project.

The first phase takes place during the first year of the project, until the updated version of the Exploitation Plan of M15 (November, 2023) while the second phase takes place from M15 until the end of project.

For the execution of the methodology, the IPR Helpdesk guidelines² will be followed. The Exploitation Plan is going to be built on the following steps:

1. Identification and characterization of project exploitable results
2. Review of Intellectual Property issues
3. Identification and selection of appropriate exploitation routes
4. Description of necessary activities for achieving exploitation.

6.2.1. Identification and characterization of project exploitable results

The first step focuses on the elaboration, identification and mapping of the exploitable results, identified in the Grant Agreement of the project. Table 5. below presents each exploitable result by partner, type of result, assets, the current position in the market, project results and the expected outcome. These results, as stated before, will be enhanced by additional information during the lifetime of the project.

Table 5. Exploitable assets of the FER-PLAY project partners

² European Commission, Executive Agency for Small and Medium-sized Enterprises, (2019). Your guide to IP commercialisation, Publications Office. <https://data.europa.eu/doi/10.2826/283088>

| Partner | Type | Exploitation assets | Current position in the market | Project Results leading to exploitable assets | Expected position in the market after the project |
|---------|------|--|--|---|---|
| CETENMA | RTO | LCA, S-LCA and LCC methodologies | Participating in ISO 14075 S-LCA development | LCA, LCC and S-LCA results. Guidelines for fertilisers promotion | Create an internal team for LCAs development. Expand our client base |
| CIC | NPO | Unique organisation in Italy for organic waste recovery | 86 fertiliser producers in Italy using biowaste and agriculture waste | Guidelines for alternative fertiliser production | New advisory services Extending our network and technical contacts |
| EBA | NPO | Consulting services, publication of annual statistical reports and policy papers | Strong connection with EU/national policy makers. +183 members from 40 countries | Impact assessments. Recommendations for public administrations | Improved scientific-based discussions and knowledge sharing |
| NURESYS | SME | Technology provider, consultation services | European technology leader for P recovery | Market introduction of recovered fertilisers | Strengthen international position |
| INARGO | RTO | Consulting services, field/ incubation/ pot trial set-up | Network of +3000 farmers. +7600 newsletter subscribers | Guidelines for farmers | Improved knowledge sharing with our network |
| CETAQUA | RTO | Nutrient recovery and valorisation services, consulting | Part of SUEZ network: +500 WWTP to start on-site fertiliser production | Guidelines for fertilisers production from WWTPs. LCA, LCC services | Improved knowledge of recovery technologies. New services for clients |
| DRAXIS | SME | LCA services, consulting services | Clients are +40 authorities, and +150 private organisations | LCA services. Guidelines for fertilisers promotion | New consulting services and expansion of the client base |
| REVOLVE | SME | Comms Impact Reporting, quarterly intern. magazine | Comms agency leader in sustainability communication | Guidelines and best practices in citizen engagement | Expand position in communicating sustainability |
| ACR+ | SME | Co-creation with public authorities; dissemination and capacity building | +100 members from 22 countries, including 56 local and regional authorities | Proposing framework conditions to unlock the public financing of alternative fertilisers production and use | Methods, tools and practices to improve circular bioeconomy |

| | | | | | strategies of members |
|------------|-----|--|---|--|---|
| COLDIRETTI | NPO | Largest farmer organisation at EU/ Italian level, with 1.5 M farmers and affiliated entities | Key player in the EU/ Italian debate on agri-environmental issues; 340k subscribers to the online newspaper | Guidelines for promoting alternative fertilisers among farmers | Increase associates' knowledge on fertilisers; improved advisory services to associates |
| NATURLAND | NPO | International organic farmers association | 100k farmers globally. Strong network in the (organic) agriculture. | Guidelines for promoting alternative fertilisers for farmers | Improved knowledge to be shared with network |
| ASAJA | NPO | Largest Spanish farmer organization, with 285,000 farmers and affiliated entities | Key agri-player in the EU/ ES; 150k subscribers. 1 M website visitors/year | Guidelines for promoting alternative fertilizers among farmers | Provide members with new knowledge; improved advisory services |

During this first step, additional information will be collected regarding some key characteristics of the result such as the value proposition, innovation, significance, use and any alternative uses that the results could have. In order to collect all the needed information, partners will be asked to answer a dedicated questionnaire that will be developed by DRAXIS. In addition, a workshop will be held to familiarize the partners with the questionnaires. In this way, the dedicated questionnaires, will assist in the monitoring of partner's results, by collecting crucial information for each result and partner. It is worth mentioning that, it is common for some partners to abandon their effort of exploiting a result or that some partners will conceptualize new results.

In addition, some market-oriented information will be investigated such as target groups, requirements, etc. The collected information will be used to construct the first updated version of the Exploitation Plan (M15).

During later stages of the project, as more information will become available, a final version of the Exploitation Plan will be constructed (M30).

6.2.2. Review of Intellectual Property issues

The second step will investigate Intellectual Property (IP) issues. For this step, information will be collected from the deliverables of WP5, since they stress the issue of IP management for all the potential results. In this step, issues such as the background and foreground IP related to the identified exploitable results are being investigated.

6.2.3. Identification and selection of appropriate exploitation routes

The third step will identify routes for the exploitable results. Firstly, there needs to be a distinction between commercial and non-commercial exploitation of the results. Then, partners will be informed regarding the available exploitation channels and investigate which suits them more. Partners are encouraged to identify specific exploitation channels by the end of the project.

6.2.4. Description of necessary activities for achieving exploitation

The fourth and final step is expected to take place during the later stages of the project, when the activities for ensuring the continuation of the exploitation of FER-PLAY's results after the project's end will be constructed. In this stage, main customers or end users of the exploitable result will be identified, existing competitors on the market and whether the project results could meet the needs and requirements of them.

The first two steps occur throughout the project's lifetime, while the third and fourth step take place during the second phase of the project.

6.3. Timetable of Actions

In the table below (Table 6), a time estimation of the roadmaps and the activities for the exploitation plan is presented.

Table 6. Exploitation Timetable

| Month | Activity |
|--------|---|
| M8 | Exploitation Workshop |
| M8-12 | Distribution and Collection of Questionnaires |
| M12-14 | Analysis of partners input |
| M14 | Updating exploitable results |
| M15-28 | Distribution of enhanced questionnaires and update of partners exploitable results/set of exploitation routes/description of necessary actions) |
| M28-30 | Final Exploitation Roadmap for project results |

6.4. Exploitation Strategies for new and existing fertilizers

The outcome of the Exploitation Plan will prove to be useful for the construction of the Exploitation Strategies for new and existing fertilizers (D4.2, Task 4.3). The information that will be generated, in the process of understanding and constructing the exploitation pathways of the exploitable results, will set the foundations for better understanding the market, the barriers, the needs and the limitations of the fertilizer market. Since the solutions that are presented in Table 4 are complementary to alternative fertilizers, we can propose a valid go-to-market solution for producers of alternative fertilizers.

7. Monitoring

The implementation of the dissemination, communication and exploitation measures will be monitored by the WP leader, EBA, through periodical reporting spread sheet sent to project partners ([template available in the project's Sharepoint](#), and attached in Annex 1). The partners will be asked to provide input on their D&C&E activities related to the project during previous 6 months. At the end of the project, the input from periodical reports will be included in the FER-PLAY post-project D&C&E and sustainability plan.

7.1. Dissemination, Communication, and Exploitation KPIs

Following key performance indicators (KPIs) presented below will be used to measure the effectiveness of the D&C&E measures.

Table 7. presents the KPIs for the dissemination materials developed throughout the projects.

Table 7. KPIs – Dissemination materials

| Dissemination materials | Target audience | KPI | Target |
|--|-----------------|---------------------------------------|----------------|
| Guidelines for fertilizer end-users. | 1 | No. guidelines printed & disseminated | At least 1,000 |
| Guidelines for fertilizer producers. | 2 | No. guidelines printed & disseminated | At least 500 |
| Recommendations for public administrations. | 3 | No. recommendations elaborated | At least 7 |
| Publications in peer-review journals with open access ensured. | 4 | No. publications | At least 4 |
| Publications in specialized media. | 4, 6 | No. articles published | At least 4 |
| Exploitation strategies. | 1, 5 | No. exploitation strategies developed | At least 2 |
| General dissemination materials | 1-6 | No. leaflets disseminated | At least 3,000 |

Table 8. presents KPIs for the dissemination activities.

Table 8. KPIs – Dissemination activities

| Dissemination channels and activities | Target audience | KPI | Target |
|--|-----------------|-----------------------------------|----------------|
| Organisation of events (dissemination meetings, congress, seminars and open days) for closer interaction and results presentation to end-users, alternative producers, public administrations and policy makers | 1-3 | Total No. of stakeholders reached | At least 1,870 |
| Participation in trade fairs (5) & scientific conferences (5) , e.g. Ecomondo, Fieragricola, Fruit Attraction, Expo Biogaz, or IWA EcoSTP. | 1-6 | No. events attended | At least 10 |
| Networking with projects funded under this topic and with other EU project beneficiaries. | 6 | Total No. of participants | At least 30 |
| Final event. | 1-6 | No. participants | At least 100 |

Table 9. presents KPIs that concern communication channels and materials, described in detail in Section 5.

Table 9. KPIs – Communication channels and materials

| Channels and materials | KPI | Target |
|------------------------|----------------------------|--------|
| Videos | No. of videos | 6 |
| | No. of video views | 2000 |
| Infographics | No. of infographics | 4 |
| Website | No. of visitors per month | 300 |
| Social Media | No. of aggregate followers | 1500 |
| Press Releases | No. of press releases | 3 |
| Newsletters | No. of newsletters | 5 |
| Roll-up, Poster | No. of QR code hits | 3000 |

7.2. Impact reporting

Impact reporting provides ongoing insight into the impact of communication and dissemination activities and will allow WP4 to gauge the effectiveness of the D&E&C Plan. The impact reporting will cover the project KPIs, as outlined above.

Impact Reports:

Three impact reports will be prepared by REVOLVE at the end of M12, M24, and M30, and feeding into the updates for the D&E&C plan (due in M15 and M30) and D4.3 post-project D&E&C Sustainability Plan. A critical aspect of the impact reporting is the feedback of partners via a questionnaire to identify areas for improvement for the coming years of the project.

8. EU funding obligations

8.1. Obligation to disseminate results

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

8.2. Obligation and right to use the EU emblem

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) and dissemination activities funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

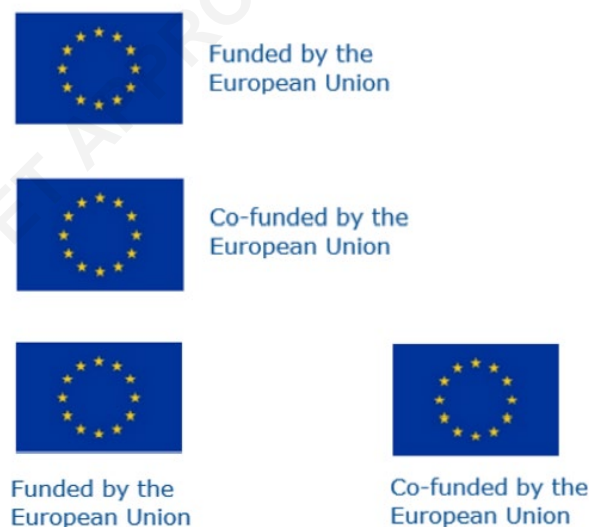


Figure 15. European flag with funding statement

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use.

8.3. Open access to scientific publications

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

8.4. Disclaimer excluding Agency responsibility

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."

9. Conclusions

The Dissemination, Communication and Exploitation Plan outlined in this document has been designed to assist project partners in executing the dissemination and communication activities throughout the FER-PLAY project and effectively convey the key messages to the target audiences. This report includes a comprehensive list of all the communication activities planned throughout the project's duration, the communication channels to be utilised for dissemination, and the key messages to be communicated.

The dynamic nature of the project necessitates that the D&C&E Plan will be reviewed and updated continuously in line with the needs and views of stakeholders to ensure that the project's promotion has the maximum impact on the targeted stakeholders, as well as the European community as a whole. The partners will jointly revise the plan in M15 and M30 to correct deviations. In order to extend the project impact beyond the project duration, a 4-year post-project D&C&E sustainability plan will be prepared and presented at the end of the project through D4.3 (M30).

Annex 1 – Reporting template

ATTENDANCE TO EVENTS

Select the type of event, target group and role from the drop-down menu

Type of event: organisation of a conference, participation to a conference, organisation of a workshop, participation to a workshop, participation to an event other than a conference or a workshop, exhibition, trade fair, brokerage event, pitch event, participation in activities organised jointly with other projects

Target group: farmers, fertiliser producers, public administration, academia and research, other industries, EU project consortia

Role: oral presentation, poster presentation, stand, distribution of dissemination material, attendance, other

Please mark in red the **attended events** and in blue **forthcoming events**

| Partner's name | Participation to a workshop | Select the type of event | Select the type of event | Select the type of event |
|----------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | Target Group | Target Group | Target Group | Target Group |
| | Role | Role | Role | Role |
| | If other, please specify | If other, please specify | If other, please specify | If other, please specify |
| | Title of the presentation/poster.. | Title of the presentation/poster.. | Title of the presentation/poster.. | Title of the presentation/poster.. |
| | Name of the event | Name of the event | Name of the event | Name of the event |
| | Location | Location | Location | Location |
| | Date | Date | Date | Date |
| | Outreach (number of people reached) | Outreach | Outreach | Outreach |
| | Link | Link | Link | Link |
| | | | | |
| | | | | |
| | | | | |

Other dissemination activities

Select the type of activity, target group and role from the drop-down menu

Type of activity: press release (including newsletters), non scientific and non-peer reviewed publications ; social media posts; video; website

Target Groups: farmers, fertiliser producers, public administration, academia and research, other industries, EU project consortia

| Partner's name | Select the type of activity | Select the type of activity | Select the type of activity |
|----------------|-------------------------------------|---|---|
| | Target group | Target group | Target group |
| | Details | Title of the press release/non-scientific publication | Title of the press release/non-scientific publication |
| | Date | Date | Date |
| | Outreach (number of people reached) | Outreach (number of people reached) | Outreach (number of people reached) |
| | Link | Link | Link |
| | | | |
| | | | |

Scientific publications

Select the type of scientific publication and the open access as provided from the drop-down menu

Type of scientific publications: article in journals, publications in conference proceedings, book/monograph, chapter/s in book, thesis/dissertation

Open access option: Green open access (insert the length of embargo if any), gold open access, no

Please mark in red those **already published** and in blue the publications **to be published**

| Partner's name | Select the type of scientific publication | Select the type of scientific publication | Select the type of scientific publication |
|----------------|---|---|---|
| | Open Access option | Open Access option | Open Access option |
| | Title of the scientific publication | Title of the scientific publication | Title of the scientific publication |
| | DOI | DOI | DOI |
| | ISSN or ESSN | ISSN or ESSN | ISSN or ESSN |
| | Authors | Authors | Authors |
| | Date | Date | Date |
| | Publisher | Publisher | Publisher |
| | Place of publication | Place of publication | Place of publication |
| | Year | Year | Year |
| | Pages | Pages | Pages |
| | Peer review | Peer review | Peer review |
| | Outreach (number of people reached) | Outreach (number of people reached) | Outreach (number of people reached) |
| | Link | Link | Link |
| | | | |
| | | | |

Annex 2 – Visual identity



Contents

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The logo

About the logo and its meaning

Rationale

FER-PLAY will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

The FER-PLAY logo aims to represent the project goals:

- The soil patch and wheat stalk represent agriculture, and the importance of quality soil in plant growth.
- The "play" icon implies action, change.



The logo

Logo colour variations



Main logo

This is the default version of the logo, to be used on white or light backgrounds.



Negative

This version of the logo is to be used on colored backgrounds and photographs. Be careful that the logo needs to stand out against the background.



Black

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.



Negative white

This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough against the background.

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the wordmark is equal to the height of the "f".



Minimum sizes

The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

Printing

The width of the logo should never be smaller than 25 mm.



25 mm

Digital media

The width of the logo should never be smaller than 70 px.



70 px

Colours

The project has an extended colour palette to meet all communication needs



PEAR
CMYK: 50, 10, 95, 0
RGB: 149, 181, 49
HEX: # 95B531



SEAWEED
CMYK: 70, 50, 100, 45
RGB: 69, 78, 51
HEX: # 45A21F



KHAKI
CMYK: 25, 25, 45, 5
RGB: 196, 180, 145
HEX: # C4B491



COCONUT
CMYK: 55, 60, 70, 25
RGB: 147, 96, 69
HEX: # 956045



BLUE GREY
CMYK: 45, 20, 25, 0
RGB: 155, 182, 187
HEX: # 9BB6BB



SLATE GREY
CMYK: 75, 50, 40, 50
RGB: 66, 92, 107
HEX: # 425C6B



CANTALOUPE
CMYK: 0, 35, 55, 5
RGB: 259, 177, 120
HEX: # EFB17B



TUSCANY
CMYK: 10, 75, 85, 5
RGB: 211, 88, 47
HEX: # D55B2F

FER-PLAY
Visual Identity Guidelines

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Messages

Tagline and golden paragraph to describe the project

Tagline

**Alternative fertilisers
for circularity & soil health**

Golden paragraph

FER-PLAY is facilitating the uptake of alternative fertilisers to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity, and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

FER-PLAY
Visual Identity Guidelines

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Typography

The typeface used for FER-PLAY communications is **Fieldwork**

FER-PLAY

Fieldwork Geo Bold

Alternative fertilisers for circularity & soil health

Fieldwork Geo DemiBold

FER-PLAY is facilitating the uptake of alternative fertilisers, to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

Fieldwork Geo Regular
Minimum font size for body text: 9pt

FER-PLAY is facilitating the uptake of alternative fertilisers, to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

Fieldwork Geo Light
Minimum font size for body text: 9pt

Typography

When the recommended typeface is not available, FER-PLAY communications are to use the font **Corbel**

FER-PLAY

Corbel Bold

Alternative fertilisers for circularity & soil health

FER-PLAY is facilitating the uptake of alternative fertilisers, to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.

Corbel Regular
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in FER-PLAY communications

As a Horizon Europe funded project, FER-PLAY communication activities and products must also include the EU flag and following disclaimer:



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

Visual elements to use in FER-PLAY design

The "play" icon can be used as a decorative graphic element in FER-PLAY communications, in solid colors or as a picture frame. The use of illustrations with a "hand-drawn" style is also recommended.



FER-PLAY
Visual Identity Guidelines

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Contact

For any questions regarding these guidelines, please contact the communication partner:

Contact person

Arya Al Marhubi
Communications Manager
REVOLVE
arya@revolve.media

FER-PLAY
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