



D4.3. FER-PLAY Post-project Dissemination, Communication, Exploitation and Sustainability Plan



Deliverable Information Sheet

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1. Executive Summary

The deliverable D4.3 *Post-project Dissemination, Communication, Exploitation and Sustainability Plan (D&C&E Plan)* describes the strategy underlying all promotional, informative, and outreach activities aimed at extending the visibility of project findings beyond the end of the project. With this aim, this plan describes the purpose of post-project actions, as well as key messages and target audiences of those actions in sections 2 and 3 of this report. Additionally, the plan identifies communication tools and channels, as well as dissemination activities and exploitation strategy that will apply after the end of the project. Although the post-project C&D&E strategy particularly targets the first four years after the project, the use of the deliverables and the knowledge gathered by the members of the consortium will extend beyond that timeline. Specific rules are defined for the: i) Maintenance of the website during 4 years after project end, ii) publication of scientific articles referring to the results of the project, and iii) uploading of the project results on the Horizon Results Platform.

This deliverable builds on prior identification of key target stakeholders, and key messages to deliver, describes dissemination measures for results, as well as communication tools and strategic channels to be used, as well as a description on the exploitation strategy that shall be highlighted to maximise the impact of the results. The plan outlined has been drafted by collecting input from FER-PLAY WP leaders on current state of play of FER-PLAY's C&D&E strategy as well as on planned post-project actions. Additionally, feedback from the mid-term reporting phase, conclusions from the discussions held during the final event and synergies with other projects working on nutrient recycling have also been considered for the elaboration of this strategy.

As leader of Work Package 4 (Dissemination exploitation and communication), the European Biogas Association has been responsible for the coordination and monitoring of the communications activities. Nevertheless, all project partners have implemented dissemination and communication actions about the project within their networks. Such support is expected also to ensure post-project C&D&E actions.

Based on the analysis carried out, this report highlights five pillars that will particularly feed and strengthen the post-project C&D&E plan:

1. A strong project identity that will remain visible after the end of the project;
2. A narrative elaborated with the expertise of the project consortium and adapted to give visibility to the outcomes and challenges identified during the process;
3. Multiple communication and dissemination channels and platforms related to nutrient recycling in which FER-PLAY partners are and will remain active;
4. The active involvement and commitment of the project consortium in setting up a strong nutrient recycling community in Europe, gathering farmers, circular fertilizer producers, as well as relevant local and European policymakers;
5. A close collaboration with other Horizon project working on the nutrient recycling field, which will facilitate the transmission and assimilation of the FER-PLAY legacy.

2. Purpose of post-project actions

The post-project actions included in this report will be generally aimed at **advancing the rollout of circular fertilisers** by building on the key goals initially envisaged by the FER-PLAY consortium:

- **Showcase the potential and impact of circular fertilisers** from secondary raw materials based in the mapping exercise carried out during the project;
- **Increase awareness about their multiple benefits and current challenges** for wider use;
- **Promote the wide-scale production and application of the seven circular fertilisers** with the best environmental, social, economic and technical performance, according to the impact assessment performed by FER-PLAY partners.

Additionally, post-project actions will serve as a **living testimony of the research work performed by the FER-PLAY consortium to enable future use** by other stakeholders working on the topic. The implementation of FER-PLAY followed a logical order of four steps including a set of specific actions. The methodology is explained in existing communication materials and platforms of the project and will remain available in post-project communication materials as background information to describe the research work carried out by the project consortium (see section 5 of this report).

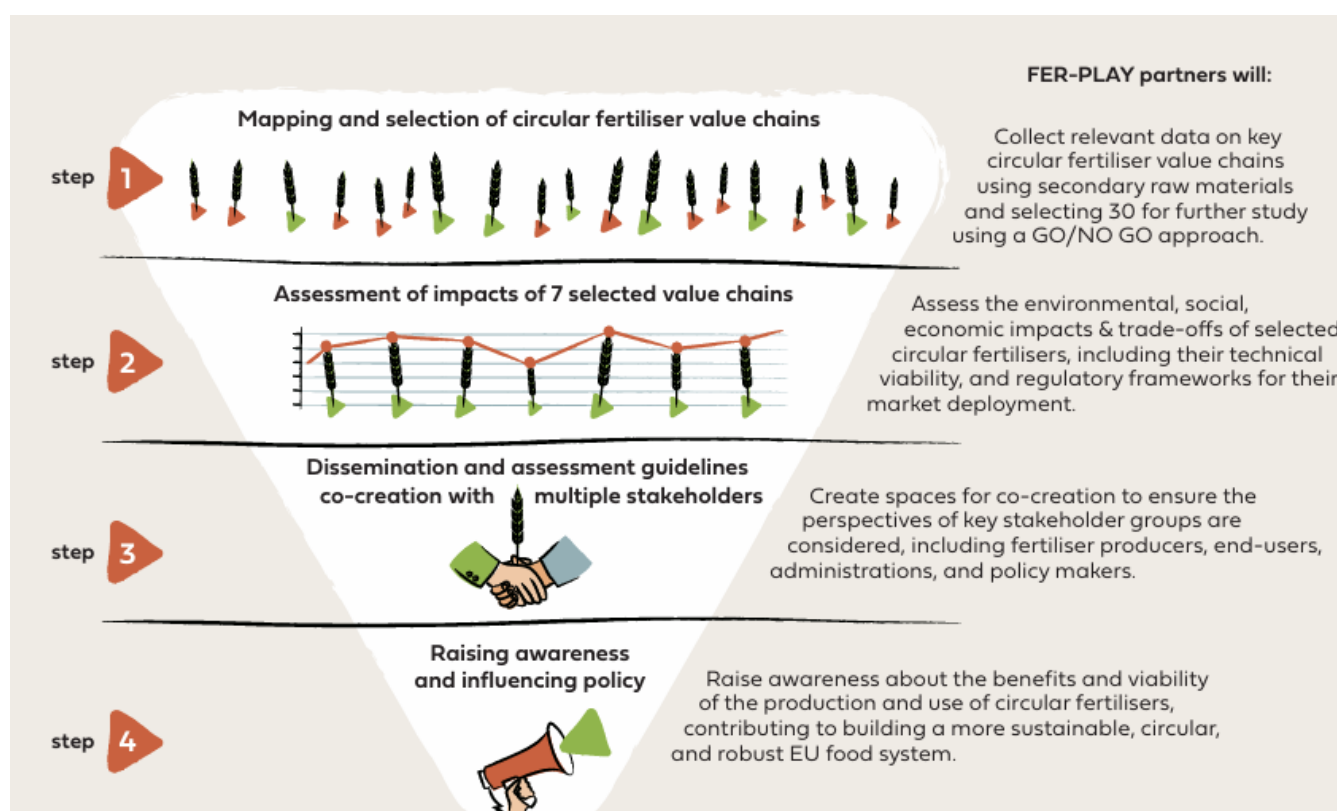


Figure 1. FER-PLAY 4-step implementation approach

3. Target audiences and key messages

FER-PLAY dissemination and communication activities have been shaped considering specific messages and different target groups that will be also part of the post-project C&E&D strategy.

Following the work carried out in WP1, WP2 and WP3, the consortium decided to refer to “**circular fertilisers**” instead of “*alternative fertilisers*” in their future communication and dissemination actions, as a concept that better identified the group of most performant fertilisers selected. Consequently, all communication materials were updated and the consortium has popularised the use of the concept “*circular fertilisers*” in its dissemination activities. This approach will be maintained in post-project communication and dissemination actions.

Firstly, **more general key messages** have been identified to describe the project when addressing external target audiences or other interested stakeholders. Those messages will be kept in post-project communication materials and platforms to give consistency and reinforce the narrative built during the execution of the project (see more details in Section 5).

- With the official title “[Multi-assessment of circular fertilisers for promoting local sustainable value chains and clean ecosystems](#)”, **FER-PLAY worked on advancing the use and production of circular fertilisers**, supporting Europe in its transformation to a more circular and resource-independent economy while safeguarding ecosystem health.
- In a step-by-step process, the project **mapped and selected viable and sustainable alternative value chains** consortium’s diverse expertise and using the Life Cycle Sustainability Assessment method to determine the strongest contenders along environmental, economic, social acceptance, regulatory, and technical grounds.
- FER-PLAY **tapped into partner networks to engage stakeholders in co-creation processes** to share their needs to increase the uptake and impact of results and ensure the proposed value chains find an enabling regulatory environment, and willing producers and end-users.

Moreover, specific messages have been identified to underline and promote better understanding on the **benefits of circular fertilisers** included in the communication materials and platforms that will remain available after the project. The initial messages have been further finetuned considering the outcomes of the project and the discussions held during the final event gathering a variety of stakeholders and target audiences.

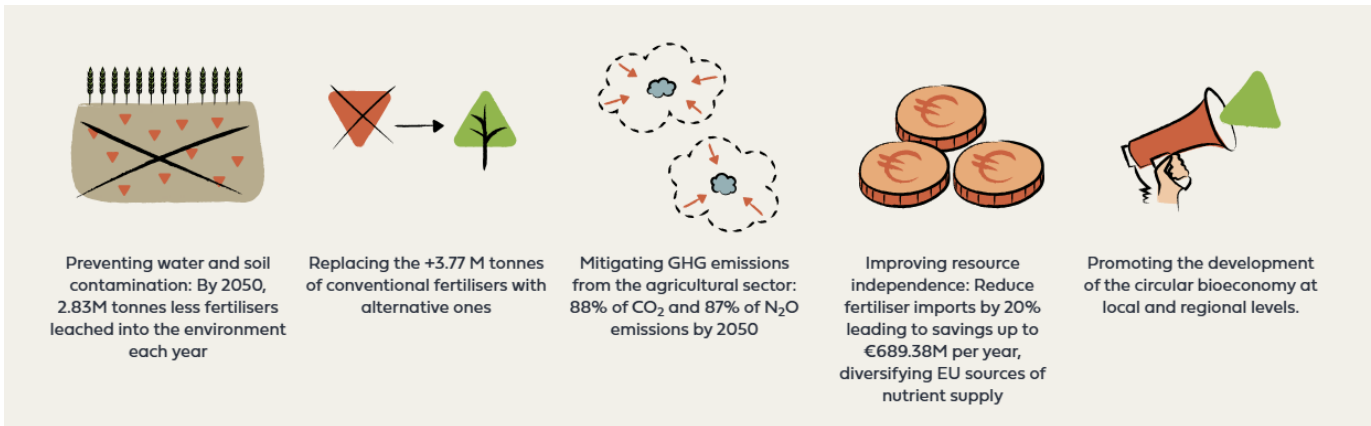


Figure 2. Showcasing the benefits of circular fertilisers

In addition to the general messages about the project, six target audiences with specific sub-messages that could be relevant for them have been identified by the FER-PLAY consortium and will remain key target audiences of the post-project C&D&E strategy:

- Farmers (individual, cooperatives, unions, etc.)** contributing to the supply (e.g. residues and demand (e.g. compost) of fertilisers. The goal of engaging with them is to improve their awareness on the existence and performance of circular fertilisers, reduce their negative connotations and lack of trust about recycled nutrients and eliminate skepticism towards their use.

Key messages to be delivered:

- Information on the benefits of the use of circular fertilisers in their farm and how to use them to restore soil fertility, as well as for society as a whole.
- Expert advice on which fertiliser to choose per crop type, as well as on dosage, timing and applications.
- Information on how circular fertilisers can improve the attractiveness of their business case and encourage young generations to stay in the farming sector.

- Circular fertiliser producers:** the goal is to increase their knowledge about nutrient recovery technologies available and benefits of the use of recovered nutrients in fertilisers to help them improve their commercial strategies in the market, build trust and foster local acceptance on those end-products.

Key messages to be delivered:

- Expertise on the value chains with lower impact, better performance, etc.
- Give proper value to the product to create a strong business case for circular fertilisers.
- Adopt Voluntary Quality Assurance Schemes.
- Disseminate benefits of circular fertilisers (open visits to production sites or field trials).

- 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.

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 circular fertilisers. Some regulatory drivers:
 - Revitalise the Integrated Nutrient Management Action Plan
 - Implement target for Nutrients Recycling
 - Set up fiscal tools
 - Include agriculture into the ETS scheme
 - Improve R&D
 - Need to help end-users navigate the complexity of nutrient recycling regulations.
 - Requirement to act on the quality of the feedstock to contribute to the production of circular fertilisers.
 - Need to bridge the gap between waste and agricultural policies.
 - 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, soil health, etc. 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:

- Which technologies/methods perform better to recover nutrients.
 - Which 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 fertiliser 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.
- Need to revisit traditional life cycle assessment/life cycle cost methodologies and complement them with other tools, advance emission factor research, monitor real-life effects and downscale data as much as possible.
- Address challenges when coping with expectations from fertilizer producers relative to scalability and the marketability of the end-product.

4. Dissemination activities

Prior dissemination measures carried out in the framework of FER-PLAY were aimed at spreading 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 specialised media. The Figure below provides an overview of the project resources and measures for their dissemination towards the target groups.



Figure 3. Dissemination overview

The post-project dissemination actions will concentrate on giving visibility to the research work already finalised and carried out by the consortium and resulting on the **main deliverables** listed below, which will remain publicly available after the project (please check more details on Section 5).

Internal dissemination will also be a valuable post-project resource, as the members of the consortium incorporate the acquired knowledge into their future work related to nutrient recycling, as well as within their interaction with their respective networks.

Deliverable	WP	Description
Overview on alternative fertiliser value chains	1	Comprehensive overview on circular fertiliser value chains at EU level, covering all phases of alternative fertilisers' life cycle (from secondary raw material production to field application), showing data and figures of alternative fertilising value chains and end products.

FER-PLAY database	1	The database collects information of 61 different value chains derived from 7 secondary raw materials.
Clustering with sister projects: outcomes and lessons learned	2	Activities carried out in the first two years of the project with i) the sister project NOVAFERT and ii) other fellow projects.
Multi-assessment of impacts, trade-offs and framework conditions	2	Conclusions of the LCSAs and technical + regulatory analysis of the selected circular fertiliser value chains
Guidelines for fertiliser end-users	3	Information for end-users about the most performant circular fertilisers identified by THE FER-PLAY consortium, recommendations for application, effects on soil, production of the fertiliser, regulatory issues and literature.
Guidelines for fertilizer producers	3	A set of key messages addressed to support circular fertiliser producers to overcome technical and non-technical barriers that may hamper the uptake of their product in the market.
Recommendations for public administrations	3	Summary of recommendations to support circular fertiliser production and use, issued from various co-creation activities in which public authorities, agricultural associations, research centres, and other stakeholders explored best practices and identified obstacles to replicating successful strategies in their own regions, which are detailed in this report.

Table 1. List of key most important deliverables available for post-project C&D&E actions

Collaboration with other projects (existing and new ones) will continue:

- [NOVAFERT](#). A new potential cooperation is envisaged to combine databases.
- [FERTITEC](#) already exploiting FER-PLAY's database. CETENMA is one of the partners participating in this project taking the role of WP leader.
- [FertiCoverly](#) to benefit from FER-PLAY's results via EBA as one of the project partners.

Additionally, EBA will undertake the following post-project C&D&E activities:

- Display of FER-PLAY project poster at the "Sustainability Village" of the [European](#)

[Biomethane Week 2025](#) held in October 2025 in Brussels.

- Inclusion of FER-PLAY at EBA's activity report 2025 and displayed at the publications page of EBA's website ([2024 version here](#)).

5. Post-project communication tools and materials

The key purpose of the FER-PLAY communication activities is to communicate about the project scope, objectives, results and impacts effectively to the target audiences outlined in Section 3 and the general public with the ultimate goal of raising awareness about the benefits of circular fertilisers and fostering their production and usage. These goals will be maintained in the post-project C&D&E strategy.

5.1. Project branding

5.1.1. Project visual identity

The FER-PLAY visual identity will continue to play an essential role in ensuring a consistent branding and representation of the project. The branding developed includes a logo, tagline and colour palette that is reflected in all communication, dissemination and exploitation messages, materials and actions. The detailed visual identity concept, usage guidelines, including the complete colour palette and alternative versions of the logo, were shared in the updated C&E&D plan and are featured in Figures below.

5.1.2. Project logo

As can be seen in the Figure below, the FER-PLAY logo 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 4. FER-PLAY main logo

In addition to the main logo, colour variations were developed for use in various situations (see next Figure).

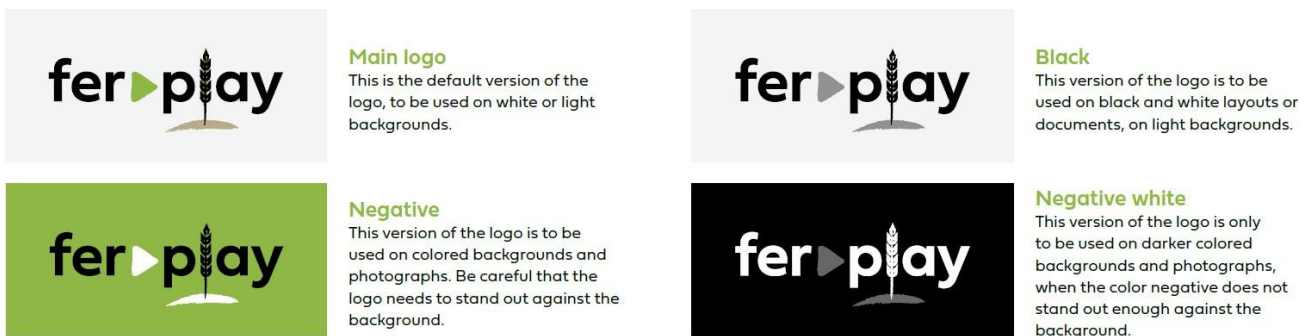


Figure 5. FER-PLAY logo variations

5.2. Communication tools

The communication tools and materials available after the end of the project will be featured on the project website that will remain active for four years. Additionally, EBA and INAGRO will keep alive the dedicated project page on their respective websites including some of the key deliverables of the project. The project website and approved final deliverables will also be featured on the Biorefine Cluster website.

- [Project website](#)
- [EBA page](#)
- [Inagro's page.](#)
- [FER-PLAY page on Biorefine Cluster website](#)
- [E-Library on Biorefine Cluster website](#) (final deliverables to be published soon)

5.2.1. Project website

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

The website will serve as the digital 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.

The channels and tools used and developed during the project that will remain accessible on the project's website for the post-project C&D&E strategy are listed below and further described in this section:

- [Communications Pack](#), including posters, infographics, e-banners, roll-ups, leaflets for external use.
- [5 newsletters](#); (*last issue to be released in March and published on the FER-PLAY website*).
- [15 blog entries](#).
- Dedicated social media channels: [X](#), [LinkedIn](#), [YouTube](#).
- [5 videos](#).
- [4 peer-reviewed articles](#); *and, at least, two more articles which are pending to be published, and will be made available on the FER-PLAY website*).
- 3 press releases (*shared directly with the press, one to be released in March 2025*).
- [Past events section with 63 entries including FER-PLAY final event as last feature](#).

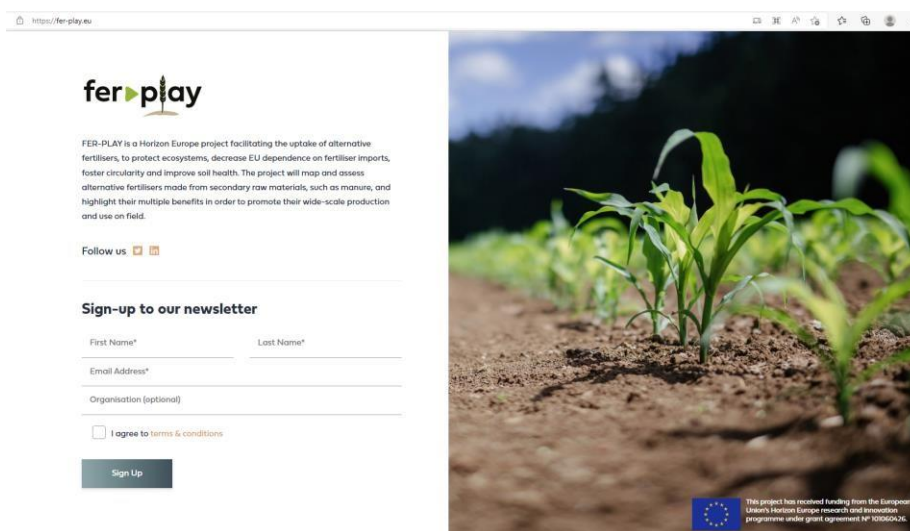


Figure 6. FER-PLAY website

5.2.2. Newsletters

A total of 5 newsletters were released, starting in March 2023 and ending in March 2025, including information on project progress and results, links to public deliverables, articles, and upcoming events, using a custom template with the project's visual identity.



The newsletters will continue to be accessible via the project website. They served as testimony of the work carried out in the framework of FER-PLAY by:

- Informing project partners and stakeholders of the key findings of the project.
- Providing information about relevant external events and publications.
- 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 were produced during the lifetime of the project and will remain accessible on the project website. The first was published in September 2022 following the Kick-Off Meeting in Cartagena. The second issued following the final event in M30 same day as the released of the European Commission Vision for Agriculture and Food, and the third is expected in March 2025 and will focus on key project recommendations.

The project also benefited from the extensive partner networks to increase the outreach of FER-PLAY press releases.



Figure 7. Example of sharing a press release by a FER-PLAY partner

5.2.4. Social media channels

Twitter, LinkedIn and YouTube profiles were chosen to promote project-related contents and disseminate results by focusing on a 2-level approach:

1. Building on the networks of the project partners: The presence of the project partners on relevant channels allowed them to contribute to the dissemination of messages, results and

events by tagging the project, as well as to give visibility to the project by sharing the information released on the project accounts.

2. Enlarging the project community beyond the consortium network: The social media channels were key in building a community around the project and engaging with interested stakeholders. The selected platforms both offered a certain amount of analytics which was useful to monitor the project impact outside the project consortium networks.

The [LinkedIn project account](#) gathered +800 followers at the moment of writing (see next Figure) targeting mainly fertiliser producers and academic audiences.



Figure 8. LinkedIn account

The [X project account](#) gathered +300 followers at the moment of writing (see below) and was particularly useful to target media and policymakers.

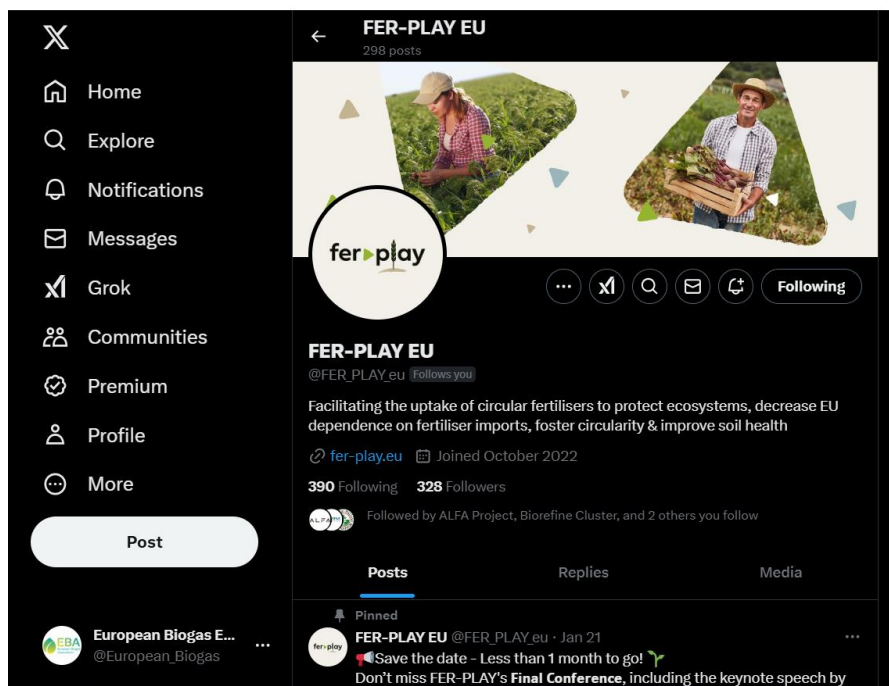


Figure 9. X project site

The [YouTube project account](#) was useful to target broader audiences including citizens interested in sustainability and circular economy, with videos accumulating nearly 700 views at the moment of writing.

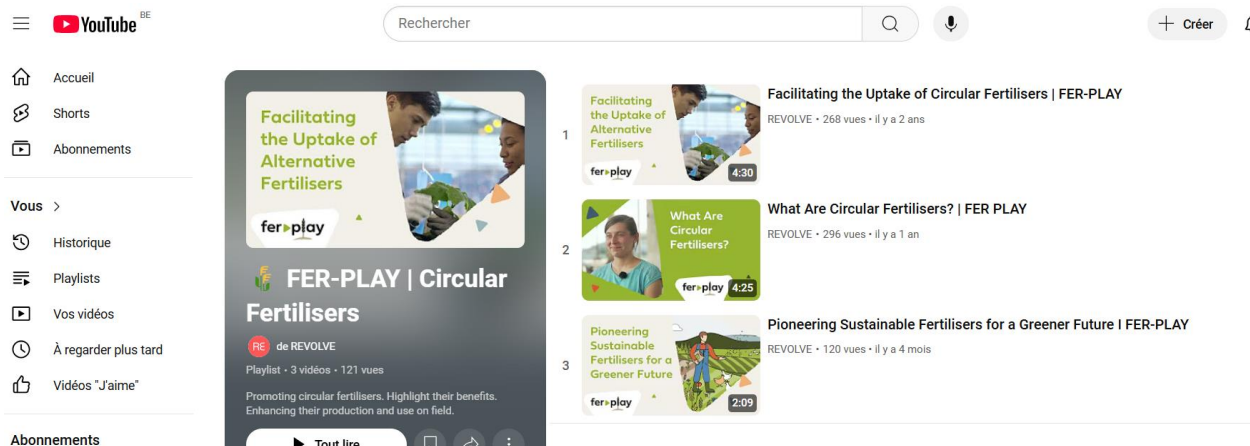


Figure 10. YouTube project site

5.3. Communication Materials

To support partners in their activities, communication materials and guidelines were developed during the project for use in external activities and events, to maintain a consistent presentation of the project. Materials in English were available for partners to use on the project [SharePoint](#) to support their communication and dissemination activities and will remain available on the project

website to enable future use by other interested partners and stakeholders.

5.3.1. Leaflet

A project leaflet was 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, impacts, and partners.

5.3.2. Roll-ups and poster

A roll-up and a poster were developed for use at post-project events and includes a QR code linking to the website. Both provide information about FER-PLAY's step-by-step process, impacts, and partners.

5.3.3. Videos

A total of 4 videos were produced during the lifetime of the project and one more as a legacy video (to be released in March) and they are hosted on the project's YouTube playlist. The list of videos produced is included below:

1. [Facilitating the uptake of circular fertilisers](#)
2. [What are circular fertilisers?](#)
3. [Pioneering Sustainable Fertilisers for a Greener Future](#)
4. [Evaluating circular fertilisers for a greener future](#)
5. Legacy video

The videos build on one another, presenting first an explanation of what fertilisers are, how FER-PLAY fosters their use and uptake, and later on exploring the project's key messages and recommendations.

5.3.4. Infographics

The project produced different infographics to support communication activities that were used in various communication materials and are included below. These will remain available for post-project outreach.

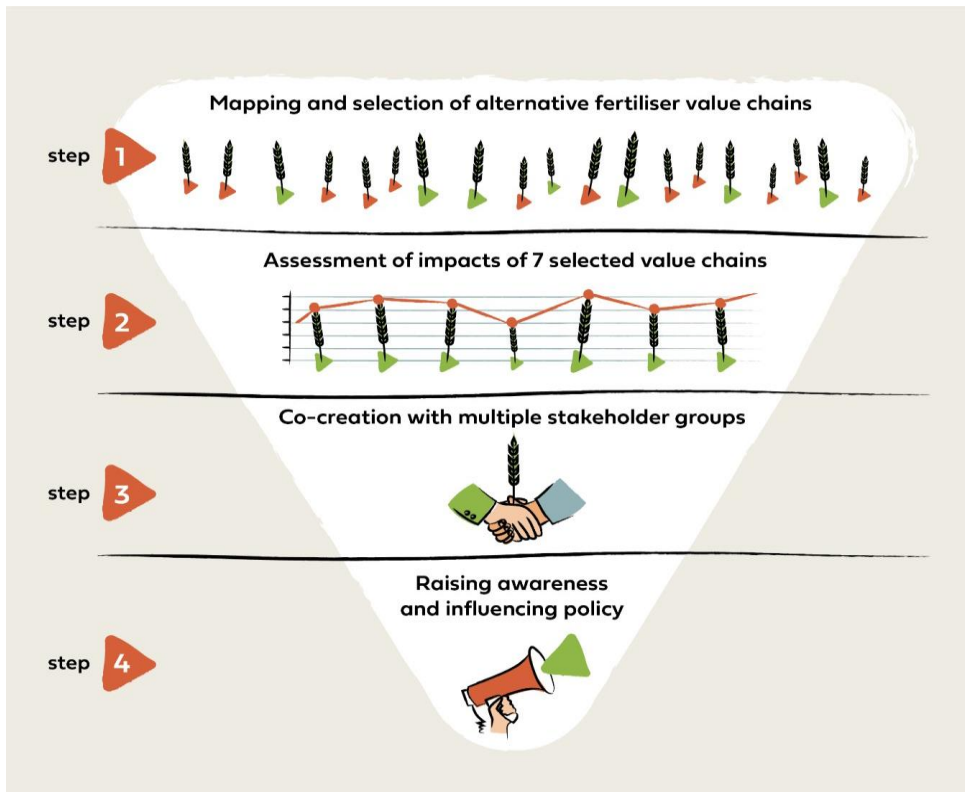


Figure 11. Project methodology/concept infographic

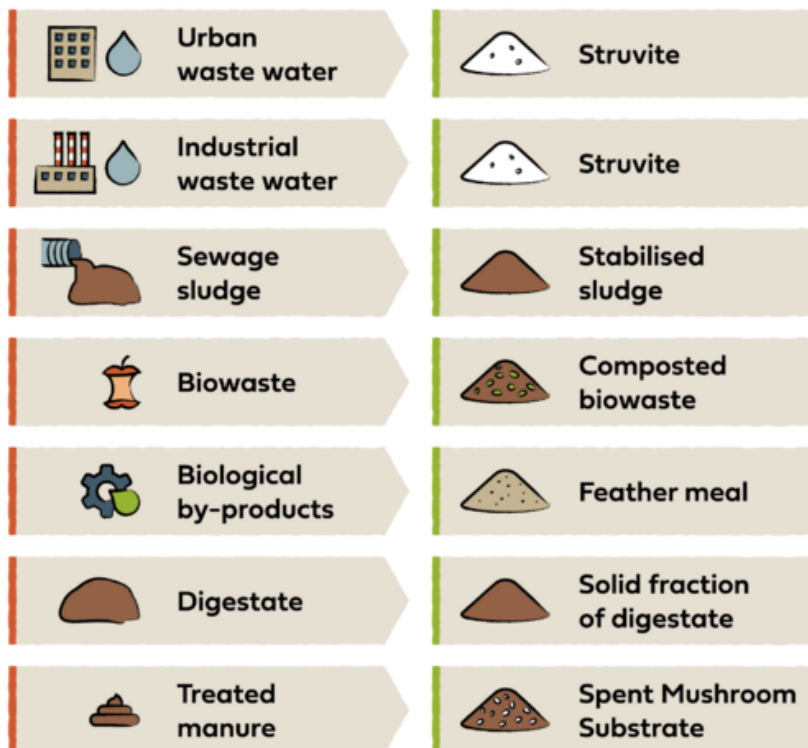


Figure 12. Main circular fertilisers value by waste stream

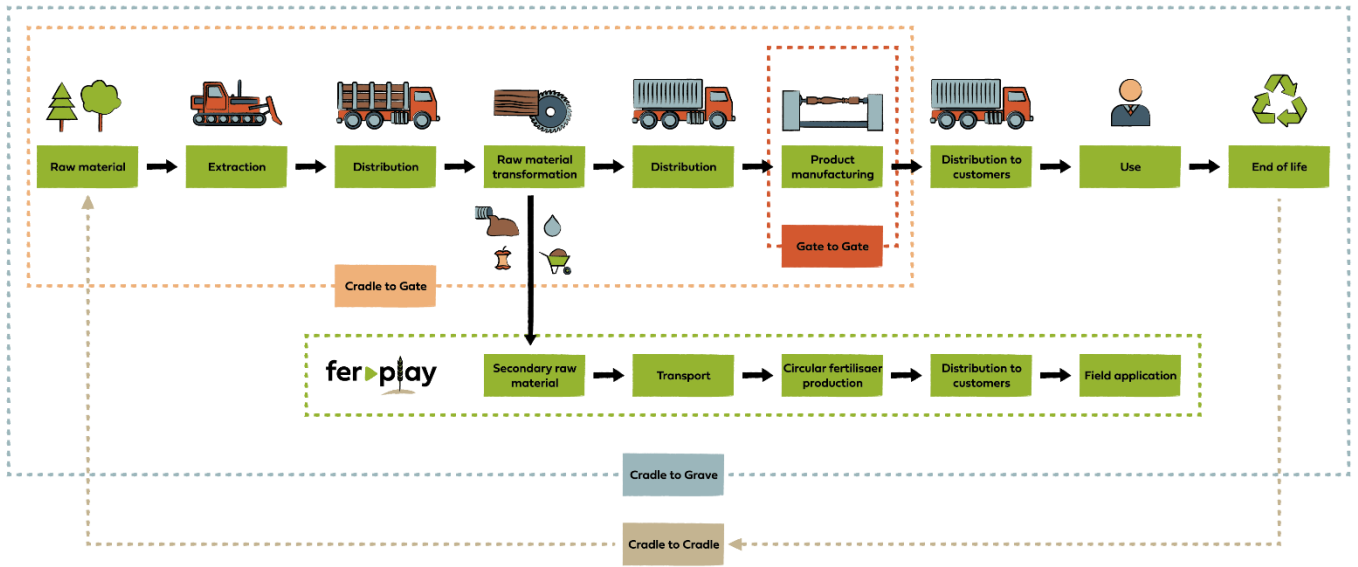


Figure 13.LCA of fertilisers

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6. Exploitation Plan

DREVEN conducted research focused on crucial aspects of exploitation of the most performant circular fertilisers identified in FER-PLAY. These aspects are related to external factors influencing the fertilisers market, considering political, economic, social, technological, environmental, and legal factors (PESTEL analysis). Moreover, research into the industry of circular fertilisers was conducted to identify market gaps and define target markets for circular fertilisers. This was also combined with a SWOT analysis based on desk research and input from partners. The work done concludes with two different exploitation pathways consisting of recommendations and guidelines, both for the existing circular fertilisers and the ones under research. Between M26 and M28, strategic recommendations for further enhancing market-available fertilizer adoption were provided. From M29 to M30, a route to the market for novel fertilisers was put together. In M30, the first draft of the deliverable was submitted to the partners. The feedback provided by the partners was incorporated in the final report, which was submitted at the end of February. Following the delivery of the report, an additional document was submitted to provide further clarifications.

The table below is an updated version of the table list presenting the identification of the KERs, as submitted in the DEC plan in M5. It presents each exploitable result by partner, type of result, assets, the current position in the market, project results, and the expected outcome.

Table 2. Identification of KERs

Partner (Type)	Exploitable result (Type)	Main features	Exploitation type	Ownership status
CETENMA (RTO)	Alternative Fertilisers Database (Database)	Data on 60 alternative fertiliser value chains.	Non-commercial	Joint (CETENMA, INAGRO, CIC, EBA, NURESYS, CETAQUA, ACR+, COLDIRETTI, NATURLAND, ASAJA)
	Environmental LCA (Consulting Services)	Evaluation of 7 circular fertiliser value chains based on their environmental impacts.	Commercial	Joint (Fer-Play Consortium)

	Social LCA (Consulting Services)	Evaluation of 7 value chains, bearing in mind different stakeholders like society, local community and workers.	Commercial	Joint (Fer-Play Consortium)
	Economic LCA (Guidelines and Recommendations)	Evaluation of 7 value chains, analyzing acquisition, operation, maintenance and disposal costs.	Commercial	Joint (Fer-Play Consortium)
	Sustainability LCA (Consulting Services)	Evaluation of the three pillars of sustainability: economics, environment, and society.	Commercial	Joint (Fer-Play Consortium)
CIC (NPO)	Practical handbook for circular fertilisers use (Guidelines and Recommendations)	Description of the different circular fertilisers, their characteristics and application modality and machinery required for their uses.	Non-commercial	Joint (CIC, NATURLAND, ASAJA, COLDIRETTI, INAGRO & CETENMA)
	Practical handbook for circular fertilisers production (Guidelines and Recommendations)	Guidelines focusing on commercial and regulatory drivers to permit obtainment and for raising awareness of end-users, instruments for the improvement of cost-benefit ratio, and how to gain acceptance of the production facility in the territory.	Non-commercial	Joint (CIC, EBA, NURESYS, COLDIRETTI & CETENMA)
	Recommendations for public administrations (Guidelines and Recommendations)	Policy briefs, with practical suggestions to support the formulation of instruments and strategies that support the market deployment of alternative circular fertiliser.	Non-commercial	Joint (CIC, ACR+, EBA, INAGRO & CETENMA)
	Circular Fertilisers Stakeholders Network (Guidelines and Recommendations)	Contact network of experts that master the topic which can be exploited in the future related discussion.	Non-commercial	Joint (CIC, EBA, Coldiretti, Nuresys & CETENMA)

	Advocacy for policy makers (Skills and know-how)	List of key messages for policy-makers dissemination.	Non-commercial	Joint (CIC, EBA, ACR+ & CETENMA)
EBA (NPO)	Guidelines for fertiliser producers (Plans and strategies)	Compilation of key non-technical, technical, market and regulatory information related to the manufacture of alternative fertilisers.	Non-commercial	Joint (Fer-Play Consortium)
	Recommendations for public administrations (Guidelines and Recommendations)	Practical suggestions in the form of policy briefs to help policy makers to deliver successful strategies and instruments for the market deployment of alternative fertilisers.	Non-commercial	Joint (Fer-Play Consortium)
	Multi-assessment of impacts, trade-offs and framework conditions (Skills and know-how)	Conclusions of the LCSAs and technical + regulatory analysis of the selected alternative fertiliser value chains.	Non-commercial	Joint (Fer-Play Consortium)
NURESYS (SME)	Industrialization potential of alternative fertilisers (Skills and know-how)	Results of the benchmark study of alternative fertilisers and their application technologies with existing fertilisers.	Commercial	Joint (NuReSys, CIC & Cetaqua)
INARGO (RTO)	Database (Data)	Gathers all the info and knowledge the consortium could find on the value chains identified.	Non-commercial	Sole
	Knowledge (Skills and know-how)	Knowledge gained from the project can be used in the future for follow-up projects or other activities.	Non-commercial	Joint (Fer-Play Consortium)
	Guidelines and Advice (Guidelines and Recommendations)	New guidelines and recommendations from the project can be used in the future in daily work.	Non-commercial	Joint (Fer-Play Consortium)
CETAQUA (RTO)	Alternative fertilisers database (Database)	Information submitted by the partners regarding the different value chains studied.	Non-commercial	Joint (Fer-Play Consortium)

	Alternative fertiliser selection methodology (Methods)	Two stage methodology that allows the selection and classification of alternative fertilisers based on various relevant aspects (nutrient content, toxicity, TRL, etc.).	Non-commercial	Joint (WP1 partners)
	Results of multi-assessment (Skills and know-how)	Selected value chains will be submitted to a rigorous and holistic assessment to determine their environmental, social, economic impacts & trade-offs (via LCSA) as well as their technical and regulatory aspects.	Non-commercial	Joint (WP2 partners)
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)	Guidelines for local and regional authorities (Guidelines and recommendations)	Practical suggestions, through policy briefs that could help policy makers deliver successful strategies and instruments for the market deployment of alternative fertilisers.	Non-commercial	Joint (ACR+ & EBA)
NATURLAND (NPO)	Improved knowledge, networks (Guidelines and recommendations)	Knowledge about alternative fertilisers.	Non-commercial	NA
ASAJA (NPO)	New fertilisers (Product)	Use of fertilisers, alternative to traditional fertilization.	Commercial	NA
DRAXIS (SME)	LCA consulting services to third parties to various such as individual entrepreneurs, industrial sector, support in R&D actions of universities or European and National funded projects.	Commercial Sole commercial	None	None

Table 2. Exploitable assets of the FER-PLAY project partners

The FER-PLAY project generated valuable results. Compared to what was initially stated in D4.1_V2, it is now clear that most project results will not follow a commercial exploitation path. Instead, they will be used in non-commercial ways. Key outcomes include a database covering 60 alternative fertiliser value chains, multi-level life cycle assessments (environmental, social, and economic), and practical suggestions for the stakeholders involved. While, as we have already mentioned, many of these results are intended for non-commercial use, some, such as LCA consulting services and new fertiliser products, have commercial potential. Specifically, DRAXIS plans to offer LCA/LCC consultancy to industries while also using project insights in future EU-funded research:

Commercial post-project exploitation: DRAXIS will pursue commercial exploitation of the insights gained within the FER-PLAY project, particularly in LCA and LCC analysis of alternative fertiliser value chains, by offering consultancy services to fertiliser manufacturers (sustainability compliance), agribusinesses (supply chain optimisation), waste management companies (circular economy integration), bio-based industries (resource efficiency), and policymakers (environmental impact assessments and circular economy strategies).

Non-commercial post-project exploitation: At the same time, non-commercial exploitation will focus on integrating the knowledge gained into existing (e.g., bioSOILUTIONS and Nenuphar-Horizon Europe projects) and upcoming/future R&I projects, supporting sustainability assessments and policy recommendations. This will strengthen DRAXIS's role in EU-funded research and innovation initiatives, enhancing its expertise in environmental impact analysis and sustainable value chains.

Potential barriers: 1) Industries may be reluctant to invest in LCA/LCC services due to cost concerns or lack of regulatory enforcement. 2) Businesses may not fully understand the benefits of LCA/LCC. 3) Established consultancy firms may dominate the market.

Mitigation measures: 1) Emphasize cost savings, regulatory compliance benefits, and competitive advantage through targeted outreach and case studies. 2) Conduct targeted marketing, workshops, and collaborations to educate stakeholders. 3) Focus on niche expertise, tailor services for alternative fertiliser value chains, and leverage EU project credentials for credibility.

At the same time, the project identified key regulatory challenges and proposed actionable solutions. FER-PLAY recommends that Member States ensure end-of-waste status for circular fertilisers, adopt quality assurance schemes, and promote biowaste collection systems. To create a level playing field with synthetic fertilisers, the Nitrates Directive should shift from fixed manure limits to nitrogen surplus-based calculations. Updates to the Sewage Sludge and Fertilising Products Regulations should include stricter pollutant limits and expanded material classifications. New EU-level drivers are also suggested: reintroducing the Integrated Nutrient Management Action Plan (INMAP), setting a European nutrient recycling target, using tax incentives and eco-

taxes, integrating circular fertilisers into the Emissions Trading System, and boosting R&I funding. These measures would help overcome current barriers and drive large-scale adoption of circular fertilisers, supporting soil health, climate goals, and sustainable agriculture across Europe.

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1. EU funding obligations

a. Obligation to disseminate results

The post-project communication, dissemination and exploitation actions of FER-PLAY will apply European Commission guidelines to promote project actions and its results by providing targeted information to multiple audiences (including the media and the public), and in a strategic, coherent and effective manner.

b. Obligation and right to use the EU emblem

Post-project communication 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):

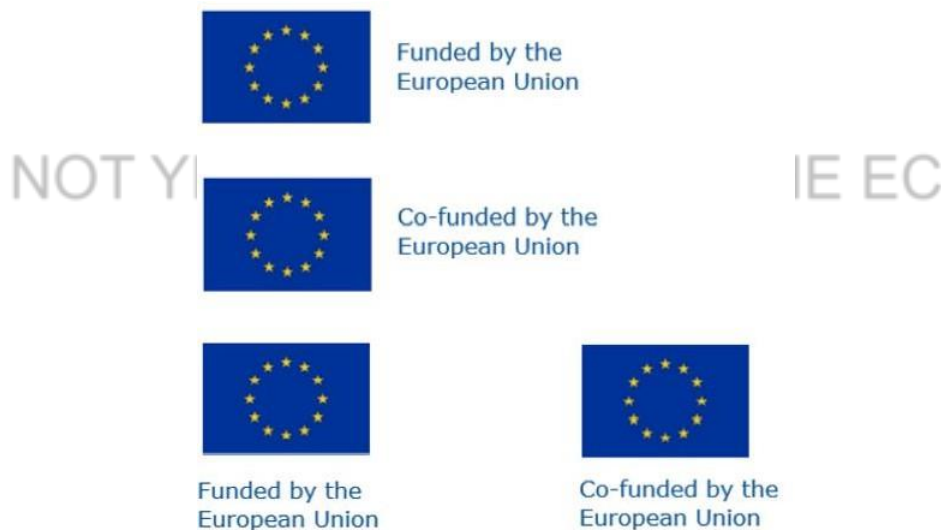


Figure 14. European flag with funding statement

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.

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.

c. Open access to scientific publications

In accordance with the requirement to ensure open access (more information provided in D 5.2 “Final Data Management Plan”), peer-reviewed scientific publications, deliverables, databases and life cycle inventories and other publications will remain available via [Zenodo](#), ensuring the following:

- A machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, was deposited in a trusted repository for scientific publications.
- Immediate open access was 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 has been given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

The screenshot shows the Zenodo search results for the query 'ferplay'. The interface includes a search bar with 'ferplay' entered, navigation links for 'Communities' and 'My dashboard', and buttons for 'Log in' and 'Sign up'. Below the search bar, it indicates '13 result(s) found' and a 'Sort by' dropdown set to 'Best match'. The results are categorized by 'Versions', 'Access status', 'Resource types', and 'Subjects'. Two results are visible:

- Version 1 (June 30, 2022):** A 'Restricted' publication titled 'Cocreazione di condizioni per l'uso di fertilizzanti alternativi' by Pìgoli, Ambrogio; Alberto, Confalonieri; Eva, López Hernández. It is part of the FER-PLAY project and was uploaded on April 24, 2024. It has 11 views and 2 downloads.
- Version 2 (May 27, 2024):** An 'Open' dataset titled 'FER-PLAY database' by Inagro (Belgium); Consorzio Italiano Compostatori; Centro Tecnológico del Agua, and 7 others. The database contains information on 61 different value chains on circular bio-based fertilisers. It was uploaded on June 14, 2024, and has 50 views and 7 downloads.

Figure 15. FER-PLAY open access deliverables in Zenodo

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 Commons 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.

Additionally, approved project results will be uploaded on the [Horizon Results Platform](#).

d. Disclaimer excluding Agency responsibility

Any communication or dissemination activity related to the action and used also in post-project actions 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.”

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2. Conclusions

The post-project Dissemination, Communication and Exploitation Plan outlined in this document has been designed to summarise the set of dissemination and communication activities that will be carried out or remain beyond the termination of the FER-PLAY project, and effectively convey the key messages and takeaways to the target audiences. Therefore, this report includes a comprehensive list of all the communication and dissemination activities planned after the project, the communication channels and materials that will remain available for dissemination, and the key messages that will be communicated.

The post-project C&D&E strategy builds on the first C&D&E plan released in M6 and the updated version performed in M15. These three versions take into consideration the dynamic nature of the project and the consequent need to review and expand the D&C&E strategy, as well as to adapt key messages and better target stakeholder needs, ensuring maximum impact of the outreach actions.

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3. References

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