



D4.3. FER-PLAY Post-project Dissemination, Communication, Exploitation and Sustainability Plan M30

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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. It also includes proposals for post-project dissemination activities, with a focus on reaching the greatest possible outreach of the project's results, with special attention to the targeted stakeholder groups. The post-project C&D&E strategy will particularly target the first four years after the project, despite the use of the deliverables and the knowledge gathered by the members of the consortium will extend beyond that timeline.

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, exploitation measures that shall be highlighted to maximise the impact of the results and key performance indicators.

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.

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).

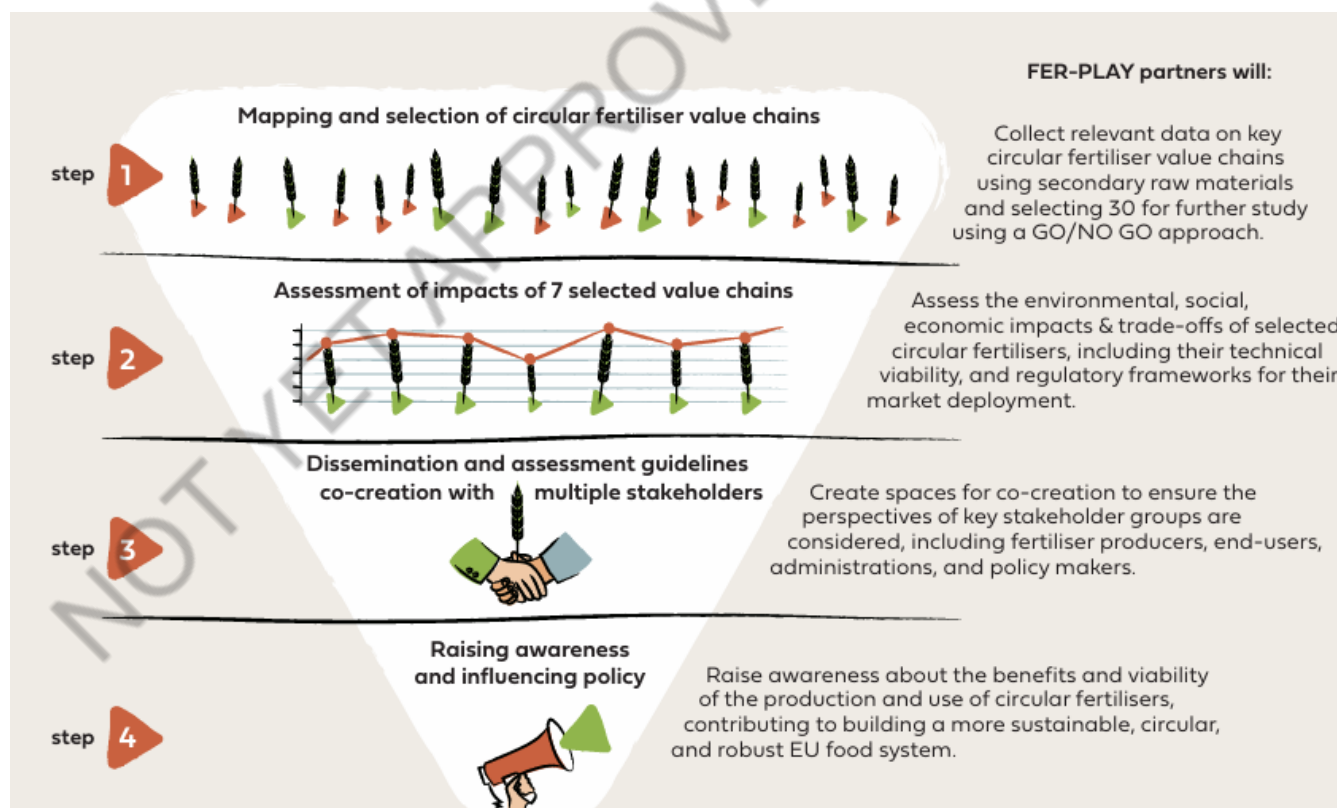


Figure 1. FER-PLAY 4-step implementation approach

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.

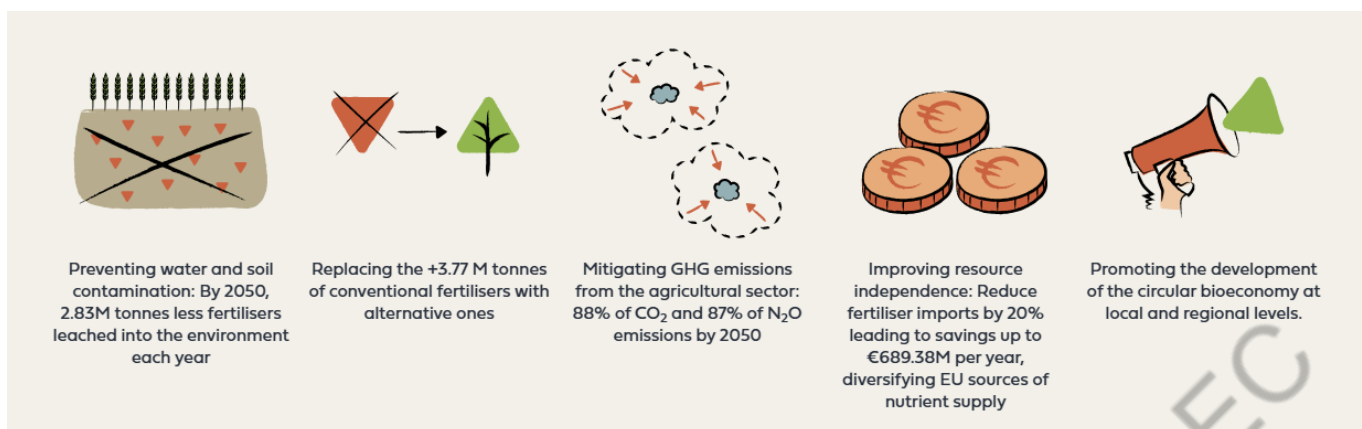


Figure 2. Showcasing the benefits of circular fertilisers

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:

- 1. 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 of 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 apply 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

- 2. 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)

- 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.

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, 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 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 LCA/LCC methodologies and complement them with other tools, advance emission factor research, monitor real-life effects and downscale data as much as possible (granularity)
- 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. Figure 4. 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.
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 deliverables available for post-project C&D&E actions

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](#))
- Collaboration with other projects:
 - o [FERTITEC](#) already exploiting FER-PLAY’s database
 - o [FertiCoverly](#) to benefit from FER-PLAY’s results via EBA
 - o Potential cooperation with [Novafert](#) to combine databases

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 alternative 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, can be seen in Annex 2.

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 5. FER-PLAY main logo

In addition to the main logo, colour variations were developed for use in various situations



(Figure 7.):

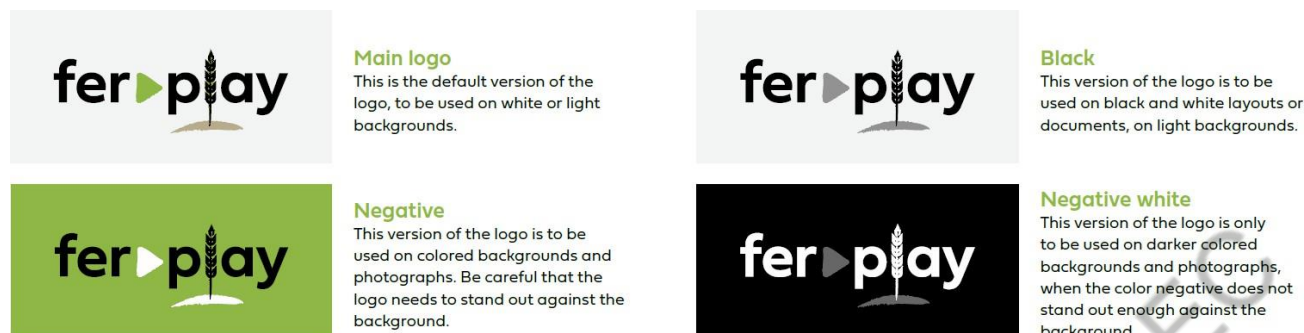


Figure 6. FER-Play logo variations

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 page 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](#);
- [3 videos and one legacy video](#);
- [4 articles](#); (+2 additional articles now pending for publication will be published on the FER-PLAY website when they are available after the end of the project)
- 3 press releases (shared directly with the press, one to be released in March)
- [Past events section with 63 events including FER-PLAY final event as last feature](#)

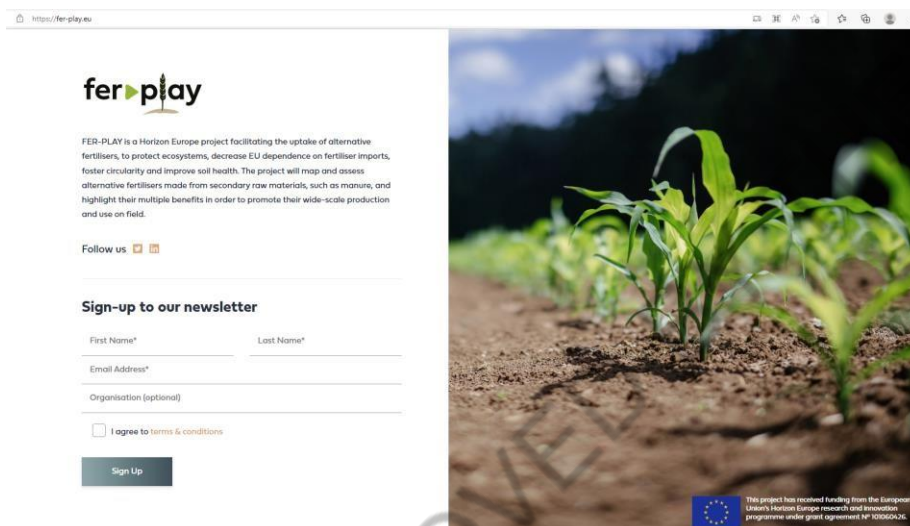


Figure 7. FER-PLAY website

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, 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 were produced during the lifetime of the project and will remain accessible on the project website. The first was published in September following the Kick Off Meeting in Cartagena (Figure 9.). 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 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 8. Example of sharing a press release by a FER-PLAY partner

5.2.4. Social media channels

Twitter, LinkedIn and You Tube 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 account gathered +800 followers at the moment of writing (Figure 10.) targeting mainly industry and research audiences. [Project account](#).



Figure 9. LinkedIn account

The X account gathered +300 followers at the moment of writing (Figure 11.) and was particularly useful to target media and policymakers. [Project Page](#).

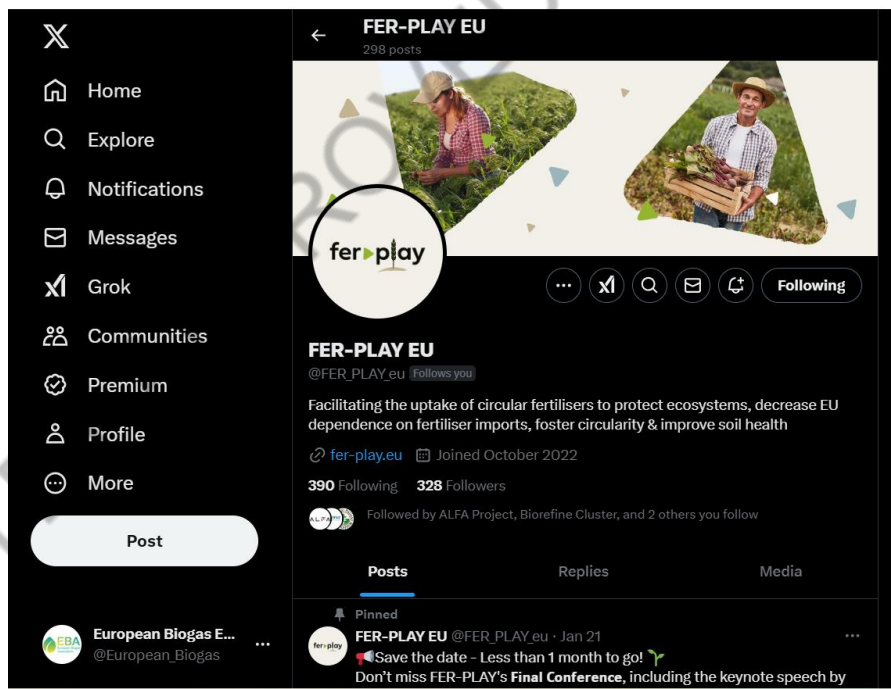


Figure 8. X page

The You Tube account (Figure 12) was useful to target broader audiences including citizens interested in sustainability and circular economy. [Project account](#) with videos accumulating nearly 700 views at the moment of writing.

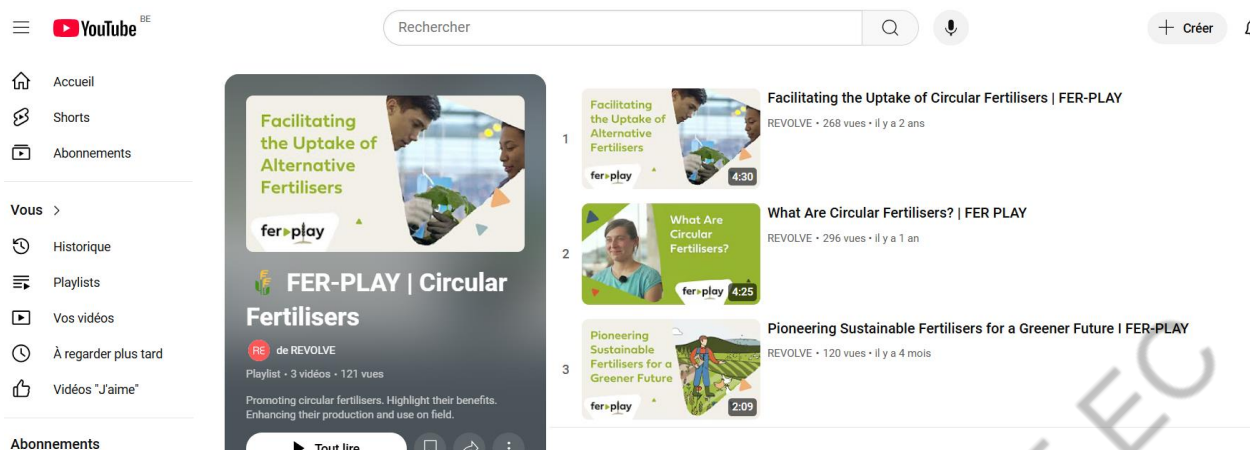


Figure 10. You Tube page

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 [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 3 videos were produced during the lifetime of the project and one more as a legacy video and they are hosted on the project's YouTube playlist. The list of videos produced is included below:

1. [Pioneering Sustainable Fertilisers for a Greener Future](#)
2. [What are circular fertilisers?](#)
3. [Facilitating the uptake of circular fertilisers](#)
4. *Legacy video (to be released in March and published on the FER-PLAY website)*

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.

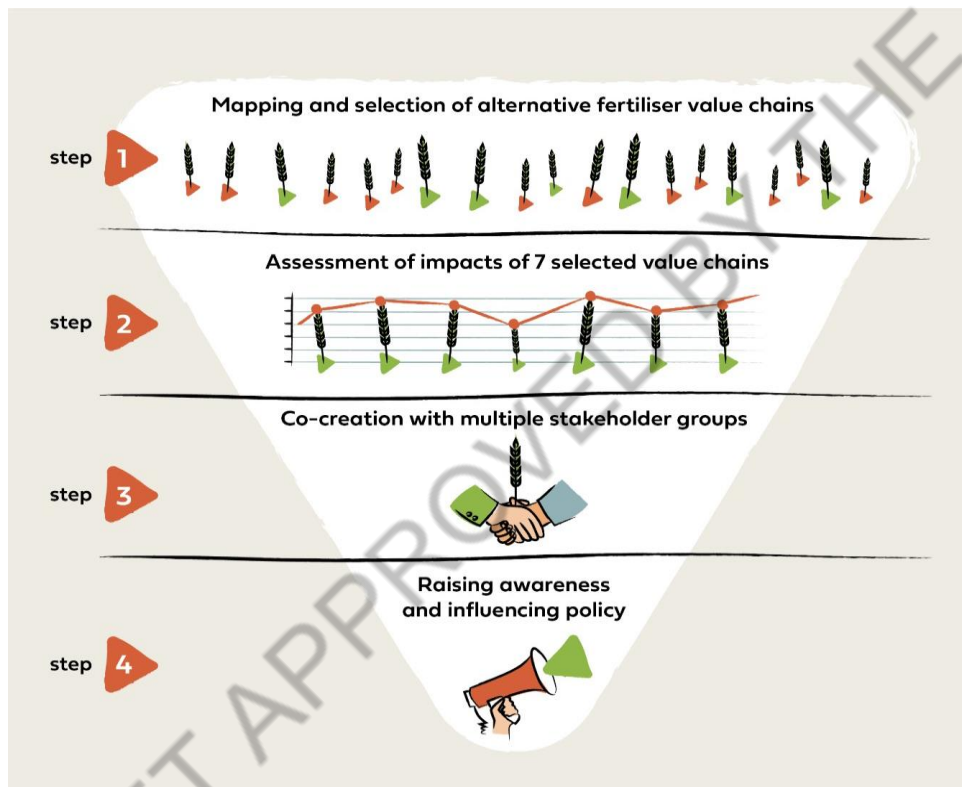


Figure 11.Project methodology/concept infographic

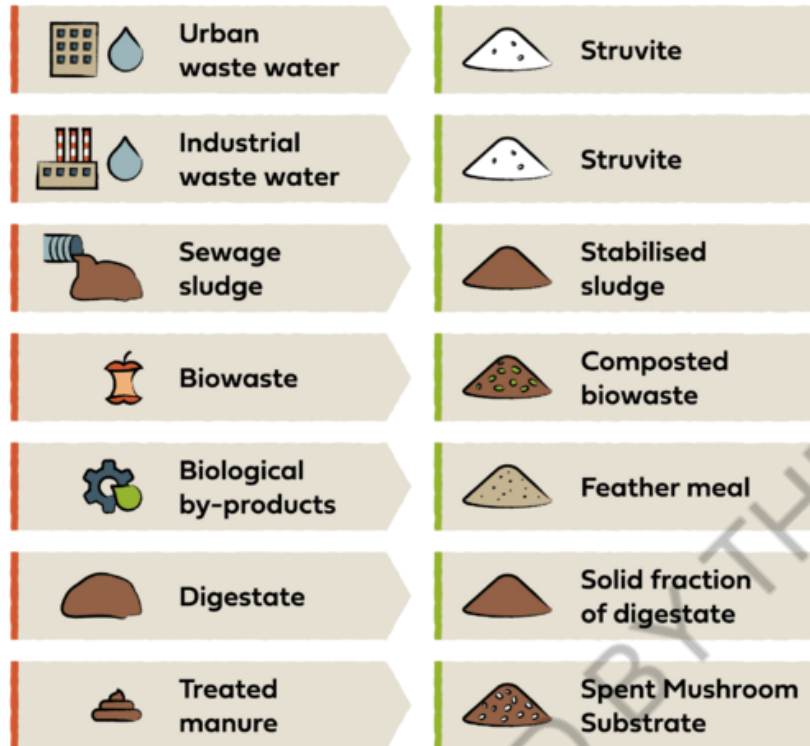


Figure 12. Main circular fertilisers value by waste stream

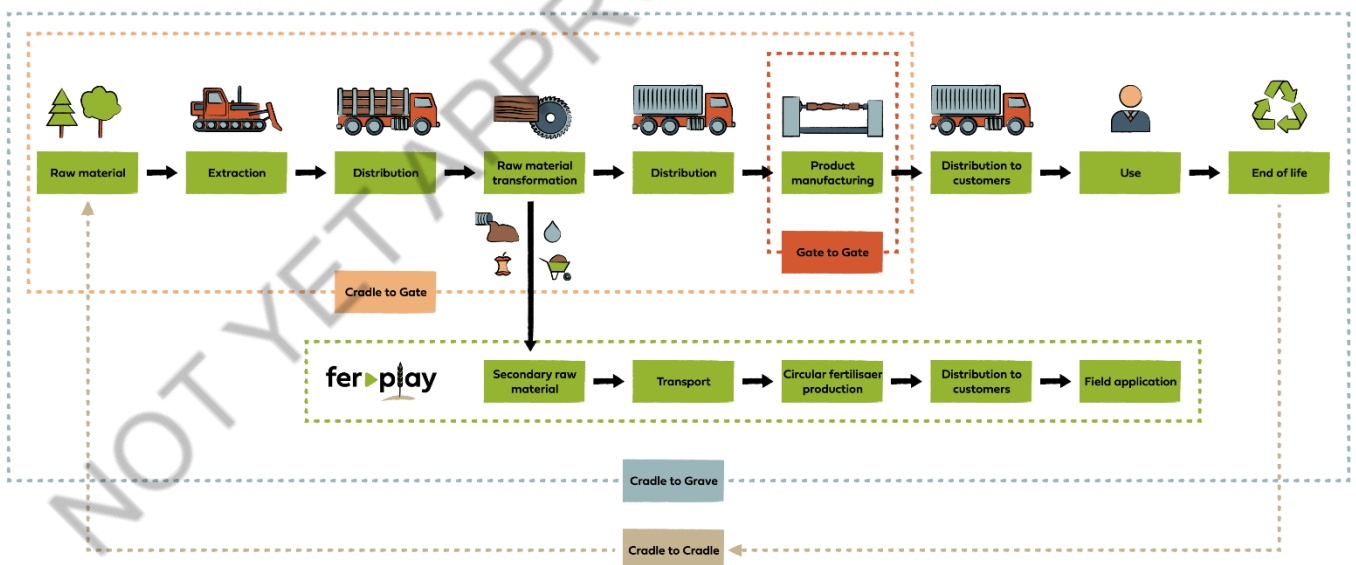


Figure 13. LCA of fertilisers

6. Exploitation Plan

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 Helpdesk (European Commission, 2022), the latter refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the project outputs.

On the other hand, 'Exploitation' refers to research and innovation activities (R&I), different from the ones that generated the results, with the objective of effectively using 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.

Exploitation is a key factor of a project since it contributes to reach the expected impacts of the project over time, beyond the duration of a project. The process begins with the identification and generation of the project results, to their dissemination and exploitation and ultimately to the wider scientific, economic and societal impacts of the project destination (European Commission, 2021).

The exploitation actions, as part of the post project D&E&C strategy, are aimed at providing testimony on the exploitable results identified in the exploitation plan in collaboration with project partners to explore potential pathways for impact creation, after the end of the project.

The Exploitation Plan differs from the Exploitation Strategies - Deliverable 4.2, to be developed within 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 circular fertilisers.

This section presents the overall methodology, the general approach, the tools and methods that were identified 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 one takes place during the first fifteen months of the project, and the second one continues until the end of the project. In specific, the aim of the first phase is that the partners identify the issues that need to be further addressed in the course of the project (e.g. characterization of exploitable results, Intellectual Property ownership of results, existence of

relevant markets, barriers for exploitation, etc.). On the other hand, the aim of the second phase is to detail by the end of the project a well-grounded plan on the partners' final intentions for exploitation of the project results. Considering that by the end of the first phase, the project would still run at its middle stages, it is not expected that the partners will have a clear view of all issues, so it is logical that during the second phase an update of all initial statements will also take place. The first phase concludes with the Exploitation plan presented in this document, while the second phase will be included in the final Exploitation plan (M30).

With respect to the plan for the exploitation of the project results, the overall methodology that was followed is mainly based on the publication of the EU IPR Helpdesk "Making the most of your H2020 project: boosting the impact of your project through effective communication, dissemination and exploitation" (Haardt *et al.*, 2019). In brief, the methodology for the exploitation plan is 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.

The first step «Identification and characterization of project exploitable results» focused on the elaboration, identification and mapping of the exploitable results, identified in the Grant Agreement of the project. During this first step, additional information was collected regarding some key characteristics of the results such as the value proposition, innovation, significance, use and any alternative uses that the results could have. For the collection of all the needed information, partners were asked to answer a dedicated questionnaire, developed by Draxis, that was distributed on the 25th of May 2023. In addition, a workshop was held, on the same day, to familiarize the consortium members with the steps that they need to take, so as, in the one hand, reply to the questions and on the second hand help them better understand and design their results towards exploitation. In this way, the dedicated questionnaire assisted in the monitoring of partner's results, by collecting crucial information for each result and project partner. The questionnaire is thoroughly presented in Annex 4 – Exploitation questionnaire.

In addition, some market-oriented information was investigated such as target groups, requirements, etc. The collected information was used to construct the first updated version of the Exploitation Plan as provided in this report.

The second step «Review of Intellectual Property issues» investigated Intellectual Property (IP) issues. For this step, information was collected from the deliverables of WP5, specifically D5.1 Data management plan 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.

The third step «Identification and selection of appropriate exploitation routes» identified routes for the exploitable commercial and non-commercial results, the first referring to those results that

offer monetary gain to the partner(s) that has generated them and non-commercial being the ones not monetized by the relevant consortium member(s) (i.e. for political, societal and scientific purposes).

The fourth and final step “Description of necessary activities for achieving exploitation” was performed in the later stages of the project, including the main customers/end users of the exploitable results, along with the key messages towards them will be clearly depicted, and whether the project results could meet the needs and requirements of them will be assessed. Furthermore, the existing competitors on the market, relevant to the project’s exploitable outputs were mapped.

The first two steps were completed during the first half of FER-PLAY, while the third and fourth step took place during the second half of the project (M15-M30).

The final version of the Exploitation plan captures the current opportunities and challenges for access to market of circular fertilisers produced in Europe and the exploitability of all project results.

These reports will remain available via the FER-PLAY website.

7. EU funding obligations

7.1. 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.

7.2. 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):

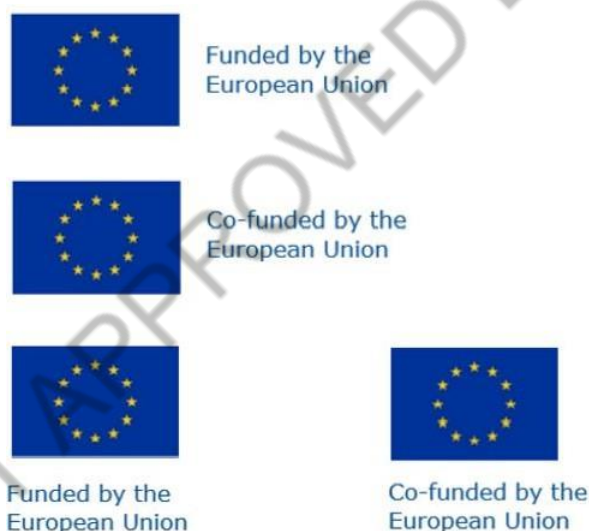


Figure 14. European flag with funding statement

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.

7.3. Open access to scientific publications

In accordance with the requirement to ensure open access to peer-reviewed scientific publications relating to the project results, all public deliverables 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 page for the query 'ferplay'. The top navigation bar includes the Zenodo logo, a search bar with 'ferplay' entered, and links for 'Communities' and 'My dashboard'. There are 'Log in' and 'Sign up' buttons. Below the search bar, it indicates '13 result(s) found' and a 'Sort by' dropdown set to 'Best match'. The results are filtered by 'Open' access status. Two results are visible:

- Publication:** 'Cocreazione di condizioni per l'uso di fertilizzanti alternativi' by Pigoli, Ambrogio; Alberto, Confalonieri; Eva, López Hernández. It is dated June 30, 2022 (v1) and is marked as 'Open'. It is part of FER-PLAY and was uploaded on April 24, 2024. It has 11 versions, 25 views, and 22 downloads.
- Dataset:** 'FER-PLAY database' by Inagro (Belgium) ROR; Consorzio Italiano Compostatori (https://www.compost.it/); Centro Tecnológico del Agua ROR; and 7 others. It is dated May 27, 2024 (v2) and is marked as 'Open'. It is part of FER-PLAY and was uploaded on June 14, 2024. It has 8 versions, 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](#).

7.4. 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.”

8. 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. 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.

NOT YET APPROVED BY THE EC

9. References

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Haardt, J., Weiler, N., Scherer, J. (2019). Making the most of your H2020 project: boosting the impact of your project through effective communication, dissemination and exploitation, Publications Office. European Commission, Executive Agency for Small and Medium-sized Enterprises. <https://data.europa.eu/doi/10.2826/045684>

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