



NUTRI•KNOW

Project Website

D4.3

June 2023



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Technical References

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- 1 PU = Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)
- SEN = Sensitive, limited under the conditions of the Grant Agreement
- EU-R = EU Restricted under the Commission Decision No2015/444
- EU-C = EU Confidential under the Commission Decision No2015/444
- EU-S = EU Secret under the Commission Decision No2015/444



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Executive Summary

The main objective of the NUTRI-KNOW's website, www.nutri-know.eu, is to act as the main communication and dissemination platform for the project. Its main objective is to increase the project's awareness and to keep all the stakeholders up to date with the advancements and progress of the project through different materials and actions that will be posted and displayed in the website.

The website will be monitored continuously as well as content will be added in a regular basis to make sure that it is really the main channel used to communicate with the different audiences involved in the project. Through the website, which is the most important communication channel, we will build a brand that will be recognised by the different stakeholders and that will be used as well in the other communication materials like the video, the leaflets, the logo, the poster. This brand will represent NUTRI-KNOW in all the communication channels, from which the website will be the most important.

The aim of this document is to briefly explain the strategy behind the creation of website, the way it was designed and the different sections that will be an integral part of it.

The project website will be published and available on-line the 29th of June 2023.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.



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1. Description of the NUTRI-KNOW Website

The NUTRI-KNOW project website is functioning as entry point to the NUTRI-KNOW work and thus one of the most important tools in the communication work of the project. It is the common platform where project partners present their approach and findings to various audiences and stakeholders. It provides a description of the project and acts as a platform to distribute non-confidential contents (articles, press releases, infographics, etc.) and public deliverables. Targeted audiences are policymakers and governments, land managers and farmers, researchers, environmental authorities, relevant associations, the media, stakeholders, and citizens/the general public.

In February 2023, the following domain name was decided and reserved for the NUTRI-KNOW website: www.nutri-know.eu. The overall visual identity of the NUTRI-KNOW project, including the logo used for the website and other communication material, has been developed by ESCI and was approved by the consortium.

On 29th June 2023, the official website for the NUTRI-KNOW project was launched. It is structured in a homepage and four main sections: Home, Project, Farmer's Encyclopaedia, Partners, News & Events, Resources and Contact. Header and footers include clickable icons to the social media channels. The website is a living resource and will change and be adapted as necessary.

The navigation within the website is easy and straightforward with pages accessible from the home page and subpages within the pages. At the current stage of the project, the website will be launched with a light but essential structure that will be enhanced and enlarged as more contents are generated by the project.

The website is managed by ESCI, who is also responsible for the search engine optimisation. All partners contribute to the contents of the website. The technical infrastructure of the site is developed by ANAXIMANDRE, who is also responsible for maintenance and hosting. Statistics about visits and visitors of the website will be available in regular intervals.

2. Structure and content

2.1 Structure

The structure of the NUTRI-KNOW website allows for user-friendly, intuitive browsing:

- ➔ simple set-up of the menu bar and the individual pages
- ➔ enough white space to not overwhelm the visitors with tightly packed content
- ➔ dynamic presentation of the elements for a vivid viewer experience

Overall, this encourages the viewer to stay longer on the website and explore its contents.

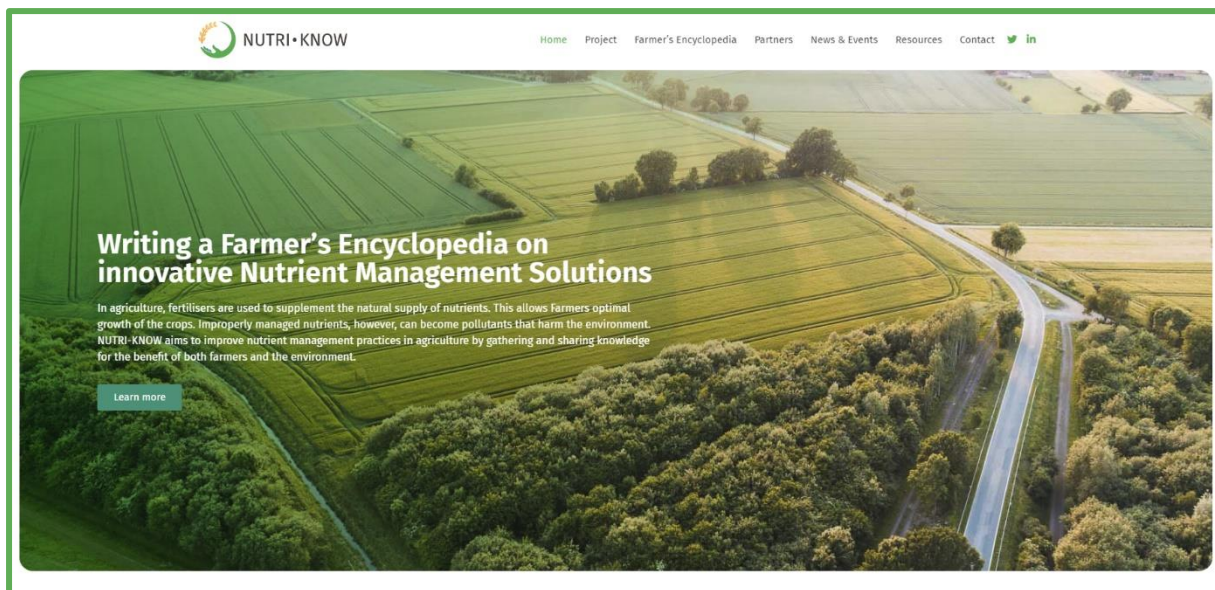
The structure of the website is designed to clearly communicate the background, goal and approach of NUTRI-KNOW.

It is separated into the following pages:

Home:

The Landing page gives a brief overview of the project and provides links for more detailed information.





Writing a Farmer's Encyclopedia on innovative Nutrient Management Solutions

In agriculture, fertilisers are used to supplement the natural supply of nutrients. This allows Farmers optimal growth of the crops. Improperly managed nutrients, however, can become pollutants that harm the environment. NUTRI-KNOW aims to improve nutrient management practices in agriculture by gathering and sharing knowledge for the benefit of both farmers and the environment.

[Learn more](#)

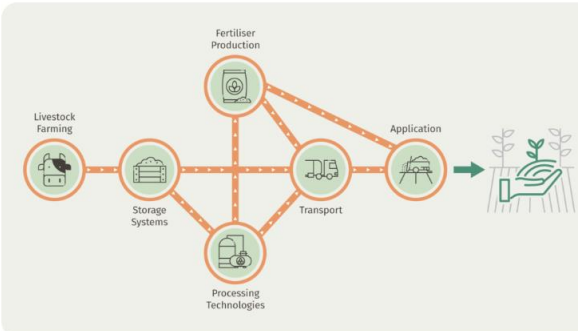
NUTRI-KNOW in a Nutshell

A safe and cost-efficient nutrient management is a strategic element for the EU agricultural sector. Thus, member states have an urgent need to optimise the use of resources and facilitate the transition towards a circular bio-based agriculture.

Therefore, NUTRI-KNOW aims to support the modernisation and dynamisation of the agrifood sector by broadening EIP-AGRI Operational Group outcomes across borders. NUTRI-KNOW will contribute to foster and share knowledge and innovation aiming to address the most urgent needs, challenges, and opportunities for farmers.

The outcomes from NUTRI-KNOW will assist in improving agricultural and environmental management and performance of the current agricultural practices, which eventually, will lead to a more sustainable and efficient European agri-food sector.

[Learn more](#)



NUTRI-KNOWS Operational Groups

12 organizations from 6 countries are working on a more sustainable and efficient European agri-food sector.

NUTRI-KNOW aims to build on the outcomes of up to 12 Operational Groups (OGs) from four different Member States, namely Spain, Belgium, Ireland, and Italy. These groups have been working on the theme of nutrient management.

Nutrient Management is one of the most important areas of interest for farmers in several countries in Europe. The engaged OGs have generated various outputs/solutions such as technologies, tools, fertiliser products, and recommendations for the different steps of the value chain in livestock farming, storage systems, processing, transport, application, and fertilising production.

[Learn more](#)



Figure 1. NUTRI-KNOW' website Landingpage/Home.

Project:

The Project page gives more detailed information about the objective, approach, solutions and impacts of the project.

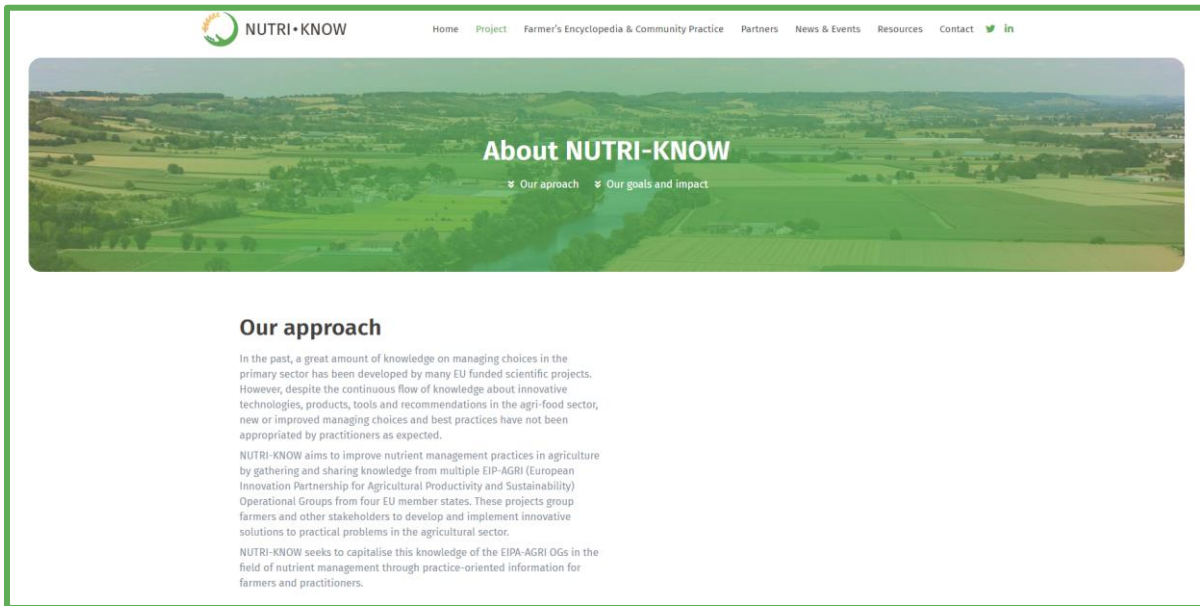


Figure 2. NUTRI-KNOW's website Project Section overview

Farmer's Encyclopedia/CoP:

The Farmer's Encyclopedia/CoP page aims to bring together individuals and organisations involved in nutrient management. By creating a collaborative space, it aims to promote the exchange of knowledge, innovative practices and solutions to current (and new) challenges practitioners and professionals are facing in the field.

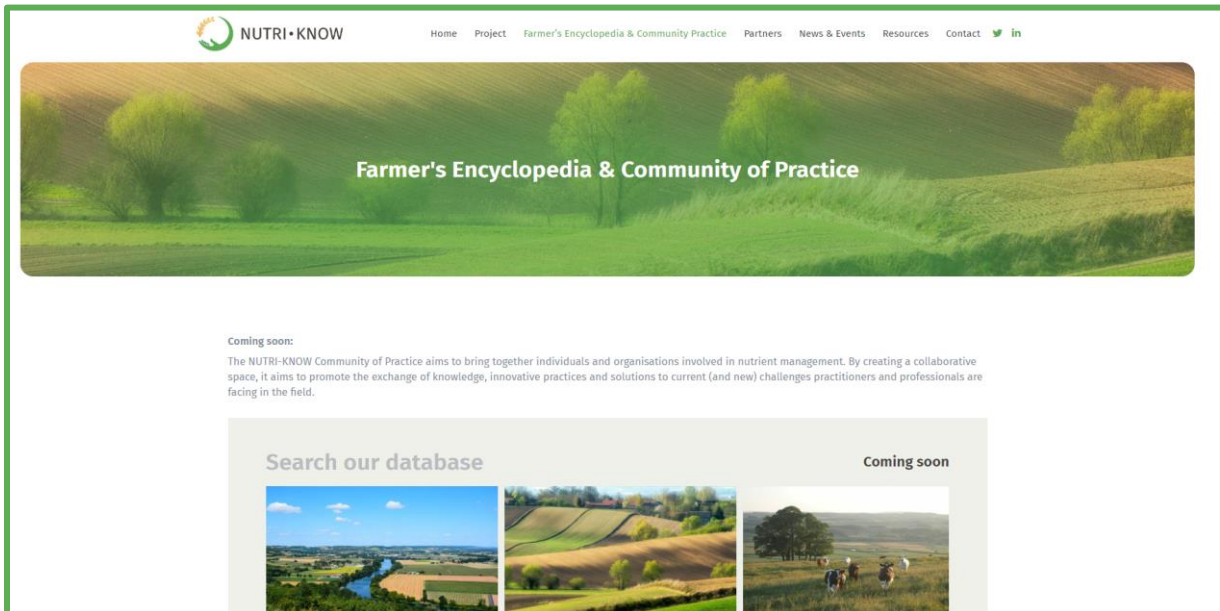


Figure 3. NUTRI-KNOW's website Farmers Encyclopedia/CoP Section overview

Partners:

The Partner’s page informs about and links to partners in the NUTRI-KNOW project.

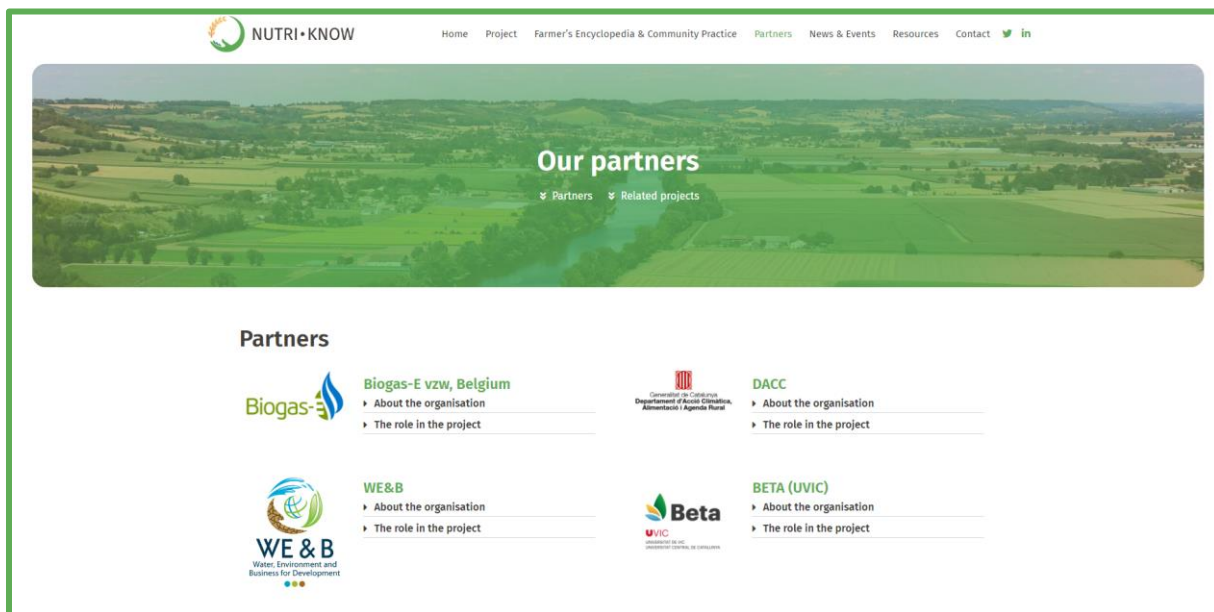


Figure 4. NUTRI-KNOW's website Partners Section overview

News & Events:

The “News” page will include updates, journalistic articles, interviews, and press releases in chronological order. They will deal with different aspects of NUTRI-KNOW or specific events. ESCI in cooperation with the coordinator / project partners will feed the News page.

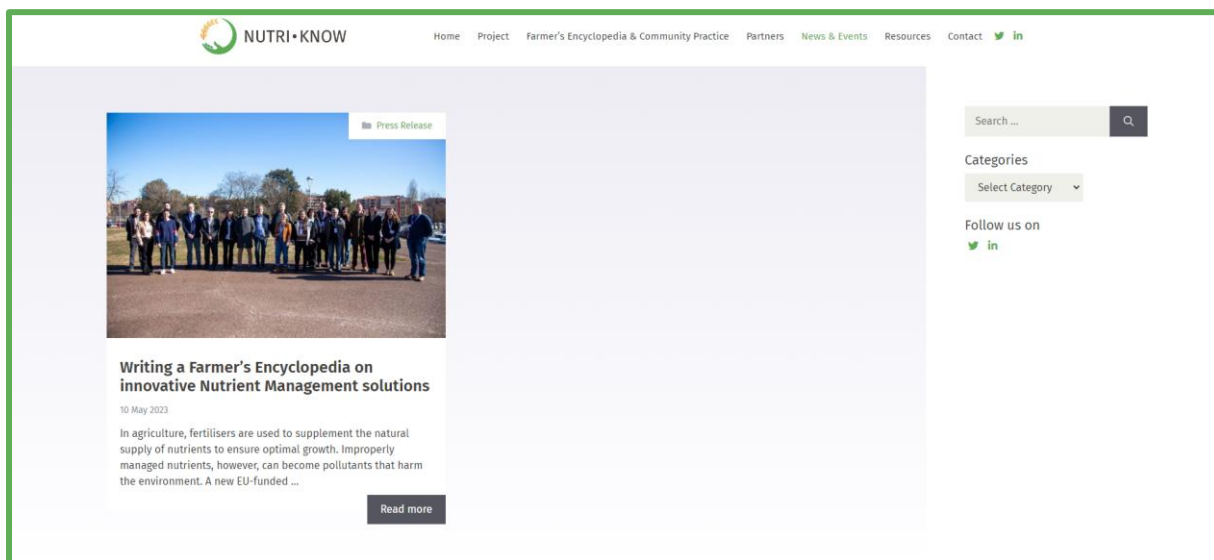


Figure 5. NUTRI-KNOW's website News & Events Section overview

Resources:

The “Resources” page will be launched to publish all public deliverables and all the practice-oriented materials such as infographics, practical abstracts, fact sheets, multimedia material, etc

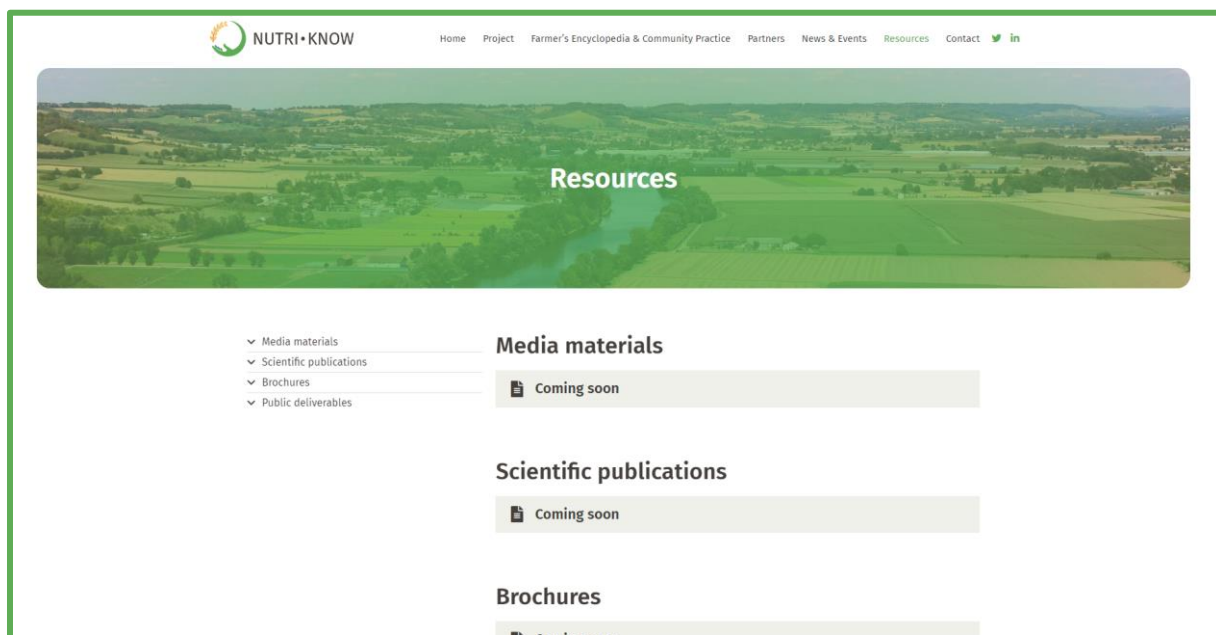


Figure 6. NUTRI-KNOW's website Resources Section overview

Contact:

The “Contact” page will include the contact information of the project coordinator for technical questions and for media requires the contact of the communication manager of the project.

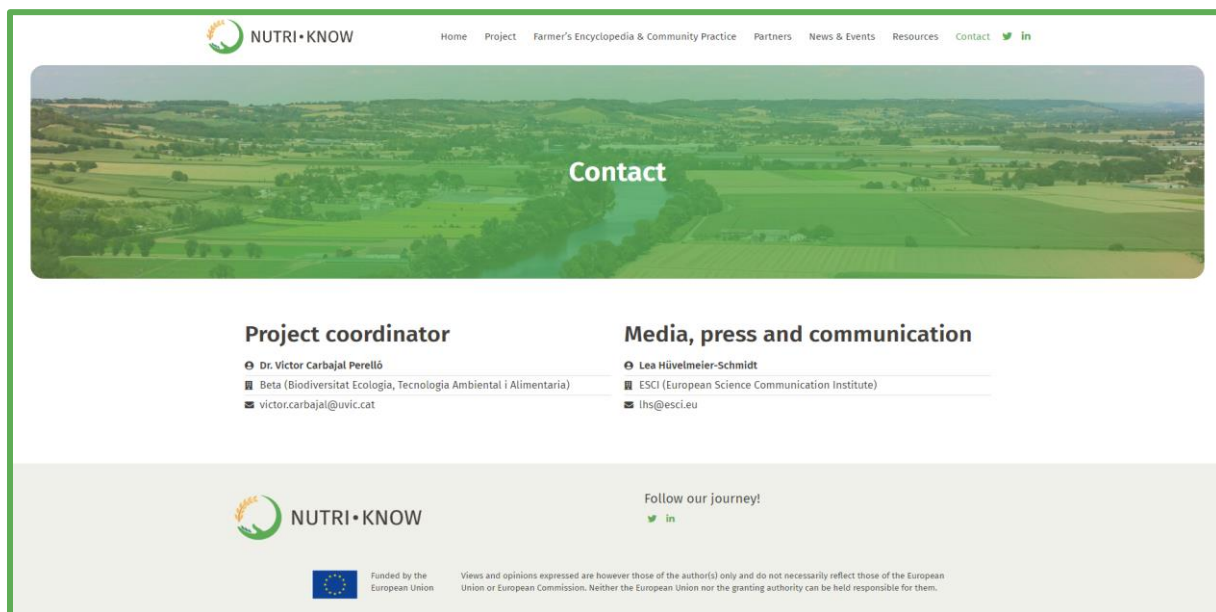


Figure 7. NUTRI-KNOW's website Contact Section overview

2.2 Content

Currently, the website explains the objective, approach, expected solutions and impacts of NUTRI-KNOW. The content will be expanded as the project progresses and results become available. The maintenance of the content will be managed by ESCI with contribution by the project partners. The information is presented in a comprehensive manner that was put together with the least specialised target audience in mind: the general public. The website, thus, speaks to everyone. This means, the complexity of the project and its research is broken down into simple, but compelling texts. The texts are accompanied by graphical elements, like infographics and icons. By adding these elements, we increase the visual attractiveness of the website and contribute to an easy understanding of the concept of NUTRI-KNOW. In line with the grant agreement, all the pages of the website acknowledge funding from the European Union's Horizon Europe research and innovation programme.

3. Conclusion and Outlook

The website features a user-friendly design following the corporate identity and informs in a comprehensive, but compelling manner about the project's vision. The website will be updated with latest results, news, and events as they become available. The website, aside from containing general information and easy-to-understand and practice-oriented materials, it will allocate training materials on sustainable nutrient management, a Massive Open Online Course (MOOC) and the NUTRI-KNOW's Community of Practice to bring together practitioners among other useful materials and tools in order to assist working collectively to reach individual and group goals. Project's goal is to make NUTRI-KNOW's website a living resource throughout the whole project (and beyond), making sure it is not a static repository, but a living platform, thanks to the training materials, MOOC and the Community of Practice.

