



NUTRI•KNOW

Updated Dissemination, Exploitation and Communication Master Plan

D4.2

July 2024



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Contributors	TEAGASC, UVIC/UCC
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Executive Summary

The NUTRI-KNOW project aims to improve nutrient management practices in agriculture by gathering and sharing knowledge from multiple EIP-AGRI (European Innovation Partnership for Agricultural Productivity and Sustainability) Operational Groups from four EU member states.

To fully exploit the project's results and solutions, different stakeholders must be reached. The consortium will reach out to agricultural organisations, farmers, the scientific community, and the general public to increase their awareness and knowledge of the project's accomplishments.

Therefore, a range of compelling content will be produced, tailored to the different target audiences. This may include scientific publications, policy recommendations, articles, webinars, and social media, among others. These outputs and activities, including their purpose, are described in the current document about the dissemination, exploitation and communication master plan (DECMP). The plan outlines the strategies for the dissemination, exploitation and communication of NUTRI-KNOW, functioning as a guide for the consortium. The plan further lays out how the performance of actions will be monitored. The success of the implemented activities will be regularly assessed so that successful activities can be repeated, and underperforming actions can be adapted.

The first version of this plan was created in June 2023. This is the reviewed and updated version of the master plan.

Disclaimer

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1. About NUTRI-KNOW

The main aim of NUTRI-KNOW is to improve nutrient management practices in agriculture by gathering and sharing knowledge from multiple European Innovation Partnership for Agricultural Productivity and Sustainability Operational Groups (EIP-AGRI OGs) from four EU member states to make it applicable across the partner countries and more broadly across Europe. This will be accomplished by capitalising on this knowledge of the EIP-AGRI OGs in the field of nutrient management through delivering easy-to-understand, practice-oriented information and training aimed at farmers and practitioners.

Dissemination, exploitation and communication play an important role in achieving the project's goals. They ensure that the concept and results reach potential end users and other relevant stakeholders. As such, they facilitate an early acceptance of the developed solutions, adoption of the NUTRI-KNOW concept and uptake of the different practices in sustainable nutrient management. In addition, they maximise the opportunities for exploitation at the national and European levels. Therefore, work package (WP) 4 was dedicated towards dissemination, exploitation and communication activities. Its holistic approach covers the:

- Dissemination, exploitation and communication strategies that will be conceived and implemented within Task 4.1:
 - Dissemination will inform farmers, agricultural advisors, policymakers and relevant stakeholders about results through presentations at conferences and publications.
 - The Monitoring results will feed into Best Practices of Dissemination, Communication and Networking Actions (D4.4). The first version of D4.1 is used to create this current update of the plan.

- Communication and dissemination actions include dedicated actions for the project itself and for the practice-oriented material (Task 4.2):
 - Communication material will include press releases, articles, infographics, roll-ups, a website and social media channels (Subtask 4.2.1).
 - A number of approaches will be taken to maximise dissemination and impact of the OGs and to inform and train key stakeholders (Sub-task 4.2.2). To broaden the impacts of EIP-OGs across borders, a series of 7 webinars will be organised where the knowledge gained by each OGs is presented. They will target a wide range of stakeholders and practitioners in the theme of nutrient management.
 - Training activities that will provide an avenue for agricultural advisors, farmers and key industry stakeholders, to upskill their knowledge on the different steps of the value chain on nutrient management (Task 4.3).



2. Document Purpose and Scope

As mentioned in the Description of the Action (DoA) of the Grant Agreement (GA), the development of a DECMP was envisaged at the beginning of the project in connection with Task 4.1 of WP4. As this update illustrates, the DECMP is a living document that evolves with the project and the generated interest of the target audiences. The generated outputs of the project will be consistent with the stipulations and background defined in the Consortium Agreement (CA) and will comply with Intellectual Property Rights (IPR) and General Data Protection Regulation (GDPR; EU Regulation No. 2016/679), as well as NUTRI-KNOW's Ethics Plan (D6.2).

The purpose of the DECMP is to lay out the strategies that will be used during the project. This ensures effective dissemination, exploitation and communication of the project's outputs and maximises their impact in the academic, industrial, and societal community. Agricultural advisors, farmers and key industry stakeholders potentially interested in adapting the NUTRI-KNOW outcomes need to be informed about the benefits and potential of the innovative nutrient management practices. In addition, farmers and practitioners should have access to the novel nutrient management practices and sustainable agriculture shared and promoted in the project. Industries, as well as key stakeholders and other relevant end-users, need to be informed about the broader benefits of the project for society and the environment. The DECMP is therefore essential to increase awareness about NUTRI-KNOW and its results, to create early acceptance of the solutions among the end users and to eventually foster the adoption of the best practices NUTRI-KNOW informs about.

A structured and systematic approach called "Results Amplification Methodology (RAM)" will be developed using all the experience of NUTRI-KNOW. This methodology will guide advisors, AKIS and professionals in increasing the transposition of research findings from EIP-AGRI OGs of any thematic area into practice (WP5). The overall aim of the Results Amplification Methodology is to enable the broad replication and impact amplification of EIP-AGRI OGs outcomes.



3. Impact Strategy

The impact strategy envisioned for NUTRI-KNOW consists of dissemination, exploitation and communication activities (Figure 1). This will maximise the impact of the project and ensure its legacy.

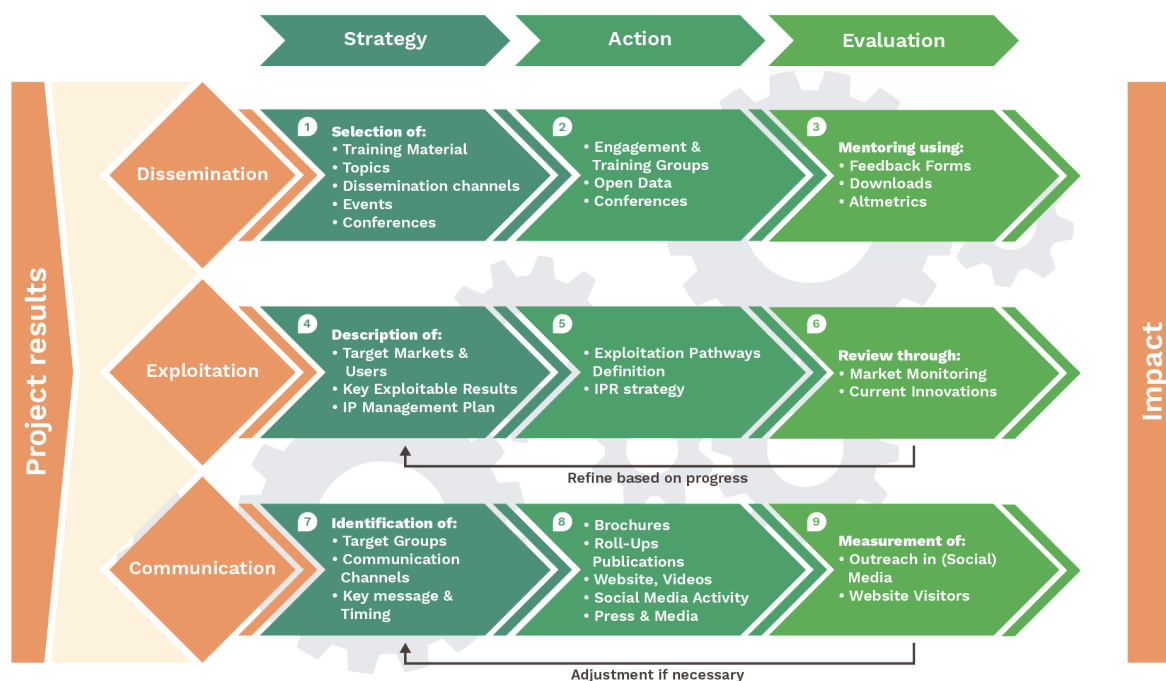


Figure 1. Overview of the dissemination, exploitation, and communication activities.

The main strategic goals of the impact strategy defined for NUTRI-KNOW are:

- Raising awareness and interest for NUTRI-KNOW results and proposed solutions among stakeholders.
- Engaging in a dialogue with stakeholders to foster exploitation opportunities both for commercialisation and further research based on the solutions gathered by NUTRI-KNOW.
- Transferring knowledge among partners and to stakeholders.
- Increasing acceptance of the proposed solutions and methodologies among farmers and other interest groups such as food producers or policy makers.
- Replicating the solutions gathered by NUTRI-KNOW beyond the project’s lifetime based on suitable business models and exploitation pathways.
- Developing a structured and systematic approach called “Results Amplification Methodology (RAM)” enabling the broad replication and impact amplification of EIP-AGRI OGs outcomes.

Within this context, it is also important to reiterate the European Commission's (EC) definitions of three key concepts that will be used throughout this deliverable: dissemination, exploitation, and communication.

- Dissemination refers to the sharing of science-based knowledge and results by any appropriate means, free of charge, for others to use (e.g. by peers, industry end users, other commercial actors, professional organisations and policy makers).
- Exploitation refers to the use of project results (either directly or indirectly through transfer or licensing) in further research activities (outside the project) or developing and providing a product or service to interested parties.
- Communication refers to taking a strategic approach towards promoting the project and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The communication measures are coordinated with and support the dissemination and exploitation measures.



4. Communication, dissemination and exploitation strategy

4.1 Goals and objectives

The overarching goal of the communication, dissemination and engagement strategy of NUTRI-KNOW is to maximise impact and promote the project's results to create external awareness and support an effective exploitation. The strategy and related activities will evolve as the project advances. Overall, the activities can be divided into **three phases** over the entire project duration (Figure 2).



Figure 2. Overview of the project stages regarding communication and dissemination.

1. **AWARENESS**: At the **early stage** of the project (phase I), with no project results available, the focus will lie on raising general awareness and interest about the project.
2. **ENGAGEMENT**: At the **mid-stage** of the project (phase II), when the first results become available, communication and dissemination activities will focus on sharing results and updates by tailoring the messages to different target audiences.
3. **UPTAKE**: At the **final phase** of the project (phase III), with demonstrations in place and results available, communication and dissemination activities will focus on promoting the uptake and adoption of NUTRI-KNOW solutions, fostering acceptance and exploitation of the project results and proposed technologies.

4.2 Target Audiences

NUTRI-KNOW, as an interdisciplinary project, is of interest to many different audiences. These can be compiled into 8 groups.

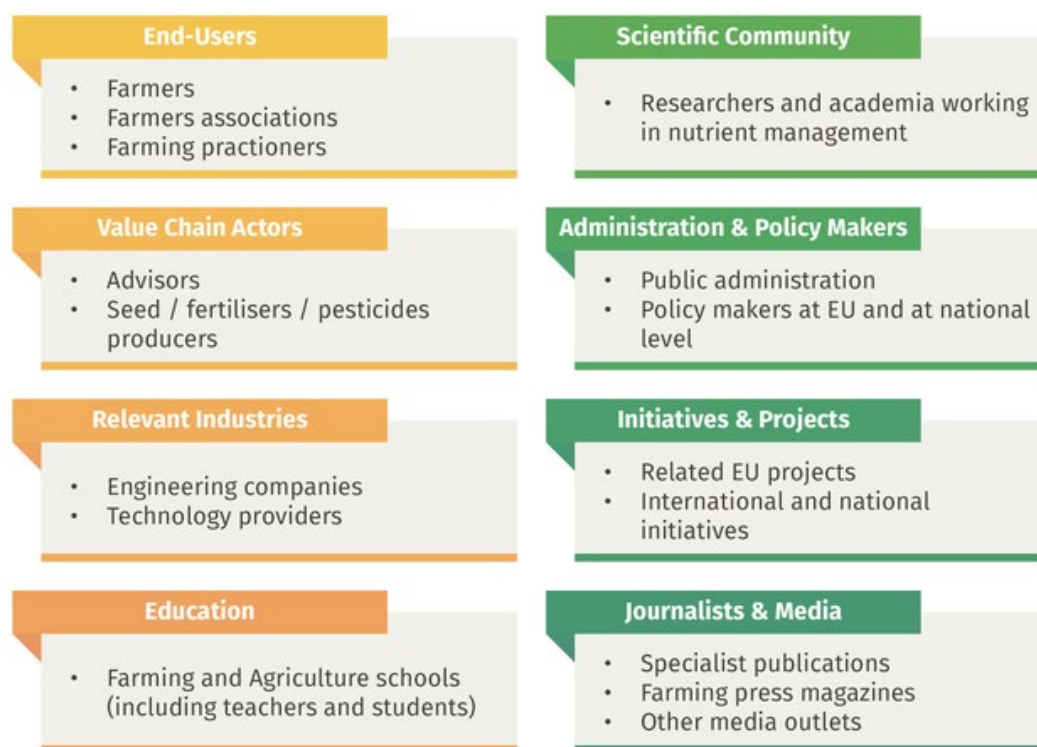


Figure 3. The main target groups identified for the NUTRI-KNOW project.

The NUTRI-KNOW consortium was built under a multi-actor approach in order to cover the quadruple helix of innovation; it has a wide range of members with diverse expertise in the agri-food sector. This enables us to reach specific audiences through the partner's communication networks. Thus, the communication and dissemination activities of the consortium members will be essential to reach some key target audiences and raise awareness about NUTRI-KNOW.

4.3 Key messages

Taglines/catchphrases for NUTRI-KNOW:

- Broadening the impact of EIP-AGRI operational groups in the field of Nutrient Management: knowledge exploitation and easy-to-understand material for farmers and practitioners
- Exchanging easy-to-understand nutrient management knowledge with farmers



A single, simple umbrella statement about NUTRI-KNOW:

NUTRI-KNOW aims to improve nutrient management practices in agriculture by gathering and sharing knowledge for the benefit of both farmers and the environment.

Key messages

To be useful, key messages must be few (usually no more than two or three) and short and concise (generally no more than a sentence or two). To ensure engagement with different target groups, the key messages must be tailored to the needs of the respective groups, considering their interest and background knowledge.

The following central themes and talking points have been identified:

- The problem that NUTRI-KNOW will provide solutions for.
- Project goals and ambitions.
- Relevance of the project for different sectors, e.g. agri-food sector, end users, society at large, European economy, environment.
- Information about project-related technologies and solutions.
- Project-related news and events, e.g. project milestones and results or participation of project partners in conferences, workshops, and other events.

Based on these central themes, a tentative and non-exhaustive list of key messages has been created, which will be continuously revised and fine-tuned (Table 1 Figure 1).

Table 1. Overview of key messages and the target group they are intended for.

Target group	Key messages
End users and relevant industries	NUTRI-KNOW will provide farmers with accessible, actionable, and science-based information for a profitable and sustainable agricultural transformation.
	NUTRI-KNOW will enhance the exchange of knowledge on OGs across-borders and create opportunities of collaborations among farmers.
	NUTRI-KNOW will empower end users by providing training materials on sustainable nutrient management, a Massive Open Online Course (MOOC), webinars and a platform to bring together practitioners sharing common concerns and working collectively to reach individual and group goals.
Scientific community	NUTRI-KNOW gathers and spreads information on innovative research, with open and transparent results. A Meta-Database on Nutrient Management containing the outcomes from 12 OGs and their alignment with farmers' needs, current policy framework and cost benefit analysis compared with current scenario will be provided.
	NUTRI-KNOW is an interdisciplinary project combining expertise across sectors and nations.



Non-expert audiences (policy makers, journalists, media, interested citizens etc.)	There is an urgent need for more sustainable agriculture practices and strengthening the competitiveness of Europe and European agriculture in the fertiliser market and decreasing the dependency on other regions for synthetic fertilisers by recycling and reusing nutrients on-farm.
	NUTRI-KNOW will promote the transfer of knowledge and experience of OGs among the local and regional stakeholders through a multi-actor approach contributing to policy objectives such as the Green Deal and the new CAP



5. Communication activities

Original and insightful content will be produced to promote the visibility of NUTRI-KNOW, its goals, outcomes, benefits and societal implications. The content will address both specialist audiences and also society at large. It will therefore be tailored to the target audiences to deliver the key messages (see 4.3 Key messages) and results of the project with the right tone and in an easily accessible way. To reach the widest possible audience, different content types and communication channels will be used. Monitoring tools will measure the success of these actions (see 8. Monitoring), and while some actions may achieve a much better result than anticipated, other actions will be less successful. They may then be adjusted. This multi-layer communication strategy will support and complement the dissemination and exploitation activities and will contribute to the awareness about the concept and products of NUTRI-KNOW as well as their acceptance and uptake.

Which content to create and when will be decided throughout the project. Projects do not always work according to plan and schedule. Therefore, the flexibility in content creation ensures that the best possible content is created and published at the best possible time for maximum impact.

5.1 Project branding and visual identity

The project will be treated as a brand, receiving a unique visual identity (see Figure 4. NUTRI-KNOW's visual identity: Different versions of the NUTRI-KNOW logo (a) and the chosen colours of the project 's colour palette (b).

4). A strong, attractive and consistent visual identity that reflects the project will facilitate communication, dissemination and exploitation activities. In this way, it assures a design that is easily identified. Stakeholders will quickly attribute content to the project which can foster engagement and dialogue. The branding includes the project logo, a colour palette, and fonts. These elements must be consistently used when creating project material.

5.1.1. Logo

A simple and modern logo was developed (see Figure 4. NUTRI-KNOW's visual identity: Different versions of the NUTRI-KNOW logo (a) and the chosen colours of the project 's colour palette (b).

4 a). Its elements reflect a plant (wheat) and a hand (responsible for the plant, i.e. planting it) to make the logo attractive to farmers and other stakeholders alike. It is available in horizontal and vertical, in colour, black and white, so it can be used on any background. The logo must not be altered or adapted, and care must be taken to not distort the dimensions.

5.1.2. Tagline

The initial tagline ("**Writing a Farmer's Encyclopedia on innovative Nutrient Management solutions**") was revised by the consortium to better represent the key goals of the project. The new tagline is **Exchanging easy-to-understand nutrient management knowledge with farmers**. As the project name is an acronym, the name "NUTRI-KNOW" by itself does not convey information about the goal of the project. The tagline gives an idea and as such will help to attract attention from relevant stakeholders.





Figure 4. NUTRI-KNOW's visual identity: Different versions of the NUTRI-KNOW logo (a) and the chosen colours of the project 's colour palette (b).

5.1.3. Fonts and variation of English

The main font of the project is Fira Sans Regular, which can be freely downloaded from [google fonts](https://www.google.com/fonts) and easily be used by anyone who wishes to do so. The day-to-day fonts, pre-installed on most computers are Arial, Calibri, Helvetica. For purposes of consistency, it is recommended to adhere to British English spelling conventions where possible.

5.1.4. Colour palette

A set of primary colours was chosen to be primarily used for project content. These are complemented with a set of secondary colours. They can be used to convey information at different levels of importance based on the effect of the colours (see Figure 4. NUTRI-KNOW's visual identity: Different versions of the NUTRI-KNOW logo (a) and the chosen colours of the project 's colour palette (b).

4 b). For instance, red can highlight important information.

5.1.5. Funding acknowledgement

Communication and dissemination content must display the EU Horizon emblem and the following text (see Grant Agreement Core, page 35):



Funded by
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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 Commission. Neither the European Union nor the granting authority can be held responsible for them.

5.1.6. Templates

Different templates were created following the visual identity of NUTRI-KNOW for consistency and easy recognition of NUTRI-KNOW by stakeholders. Using commonly used Microsoft software tools, presentation slides, poster templates, meeting minutes and a template for the deliverable and interim report were created (see Figure 5. Templates for NUTRI-KNOW: PowerPoint slides (a) and deliverable report (b)).

5). They were distributed to the partners and are available in the project's OneDrive shared folder. They can be used for communication, dissemination and exploitation activities as necessary.

a)

b)

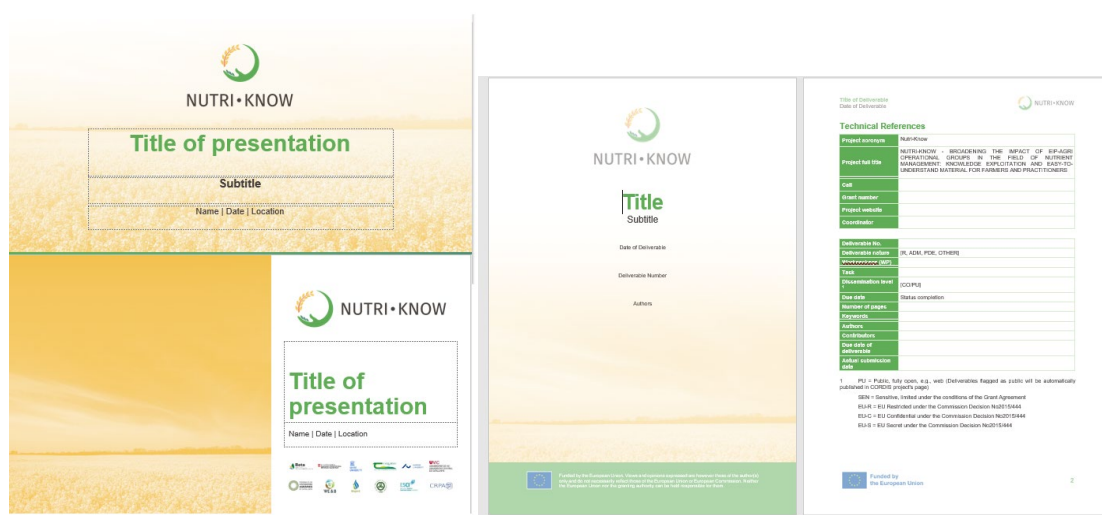


Figure 5. Templates for NUTRI-KNOW: PowerPoint slides (a) and deliverable report (b).

5.2 Editorial Content

The NUTRI-KNOW project is accompanied by a multi-faceted journalistic approach. The goal is to reach journalists, specialised media outlets and industry magazines, relevant associations and interested non-experts.

5.2.1 Journalistic articles and interviews

Four articles and six interviews will be written throughout the project. They will inform relevant stakeholders through special interest magazines or general media about the project, its goals and results, the pros and cons of the developed solutions or about the issue of improving nutrient management for a sustainable agriculture. Articles and interviews will be promoted via the project's website and social media channels.



As of M19, three journalistic articles have been published (Table 2). The articles were promoted through the NUTRI-KNOW social media channels to increase visibility and reach.

Table 2. Articles covering the project

Publication date	Outlet	Title
August 2023	Earth.org	NUTRI-KNOW: An EU Project to Encourage the Uptake of New Nutrient Management Practices at Farm Level
September 2023	Earth.org	Europe’s Agricultural Future May Lie in Both Innovative and Ancient Farming Practices
July 2024	Terra e Vita	Nasce Nutri-Know, la Wikipedia della fertilizzazione organica

5.2.2 Press releases

Press releases are issued to draw attention to milestones and significant achievements reached by the project. They will be published on the project website, promoted on social media and distributed to multipliers like Alpha Galileo. Partners are encouraged to issue press releases especially in their local language to also reach people outside of English-speaking audiences. It is recommended to always inform the communication manager of the project (dh@esci.eu) about these activities to optimally coordinate all communication efforts.

As of M19, one press release written by ESCI shortly after the project’s kick-off meeting has been published. The press release was published on the [website](#) and Alpha Galileo. Additionally, the press release was promoted through the project’s social media channels.

5.3 Promotional Content

5.3.1 Infographics

Infographics are a powerful tool to grab attention and visually break down complex information. **4 infographics** will be produced throughout the project. These will be displayed on the website, shared through the project’s social media channels and/or used for presentations and posters. They will highlight key concepts and results with the goal of increasing engagement and delivering key messages in a clear and visually appealing manner.

Three infographics have been created. The first infographic (Figure 6) illustrates the nutrient management value chain. This infographic is central for the project and is used throughout. It was published on the website and used on the promotional material created thus far (poster, roll-up, leaflet). It will also be used for a planned social media plan on the different steps of the value chain as well as for navigating the community of practice and the MOOC. The second infographic (Figure 7) depicts the knowledge flow from the already existing knowledge by the OGs to creating easy to understand material. This graphic was published on the website. The third infographic (Figure 8) highlights the twelve OGs involved in NUTRI-KNOW and which steps of the value chain they contribute to. This graphic and variants of it were published on the website and used on various promotional material.



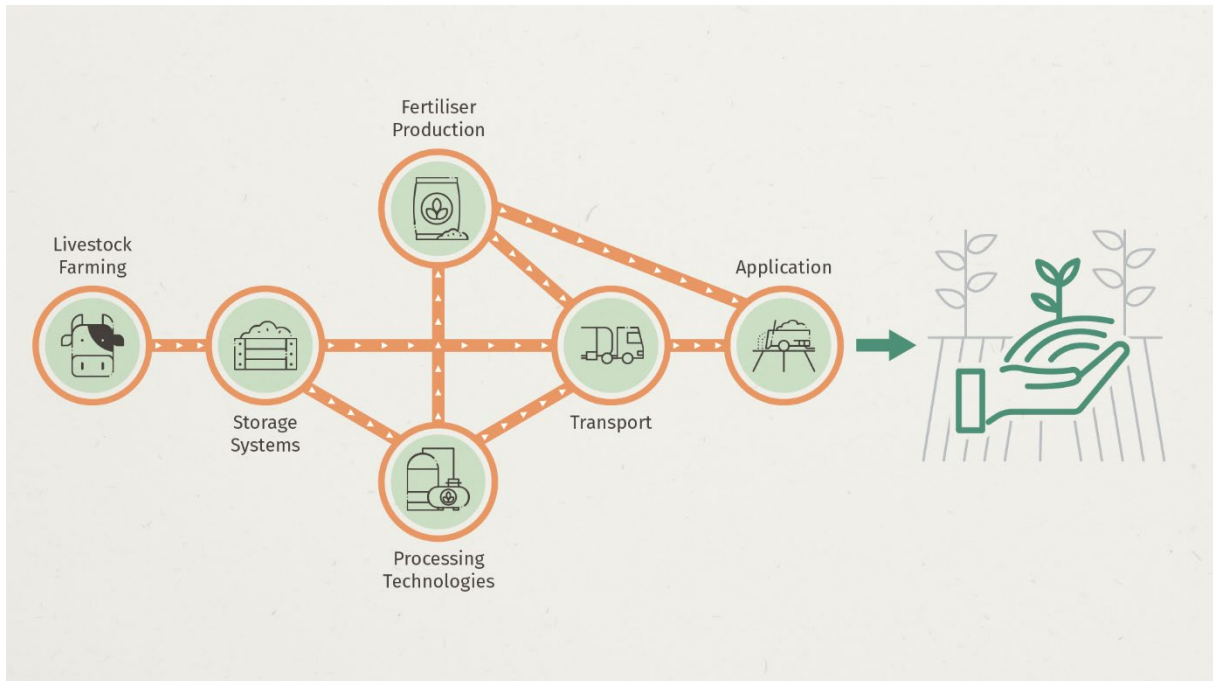


Figure 6. Infographic on the nutrient management value chain.

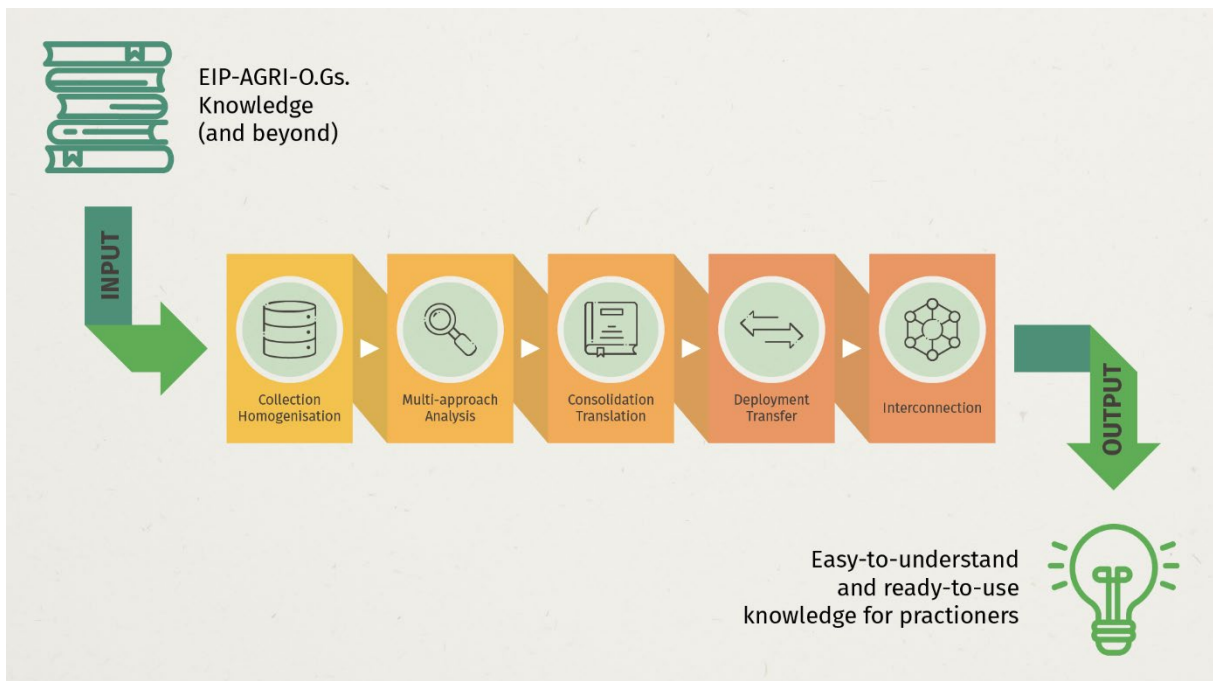


Figure 7. Infographic on the knowledge gathering flow of the project.

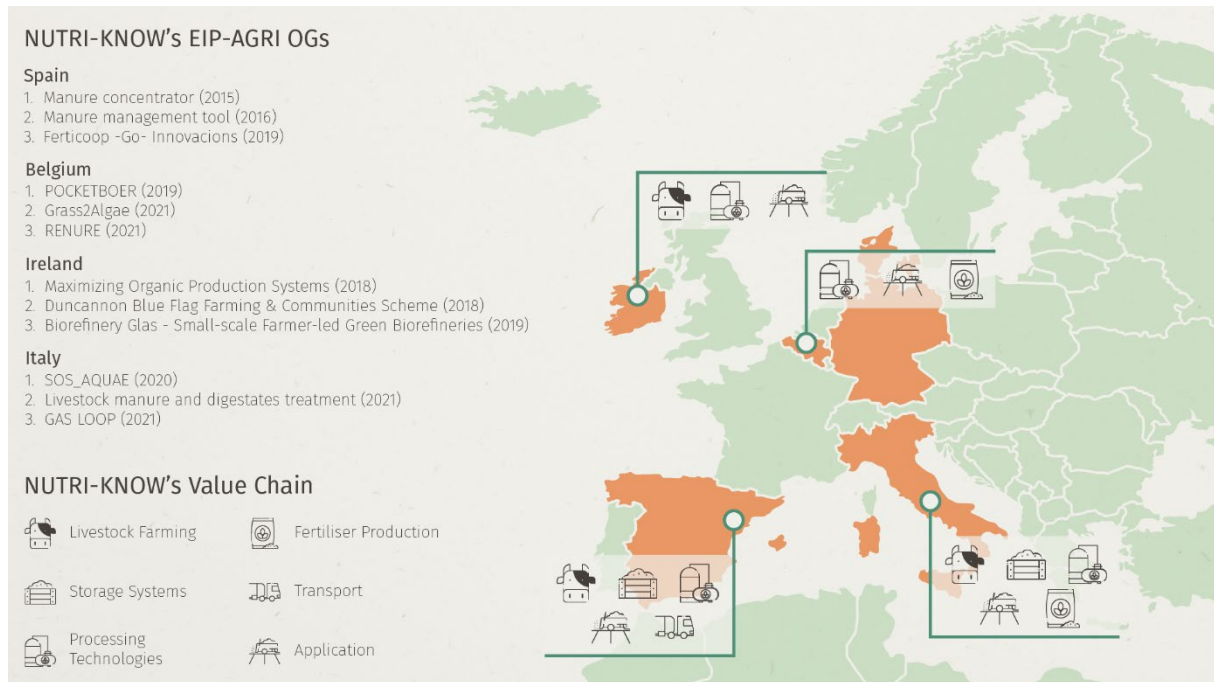


Figure 8. Infographic on the operational groups involved in NUTRI-KNOW.

5.3.2 Posters, roll-ups and fact sheets

To respond to the many opportunities for static display or visual support, **multiple posters and roll-ups** providing the key facts and results of the project, with a call to action for further engagement will be designed and made available for all consortium members to produce and use themselves. Additionally, we created 2 of 4 **Displays** for events in Ireland, Belgium, Spain and Italy.

The first roll-up, A1 poster, and leaflet (Figure 9) were designed in M9 and made available on the [website](#). The roll-up was also translated into Catalan. We also created 27 flyers in English, Italian, Danish, Catalan, Spanish and Dutch on the OGs that are part of NUTRI-KNOW and their specific value chain step.

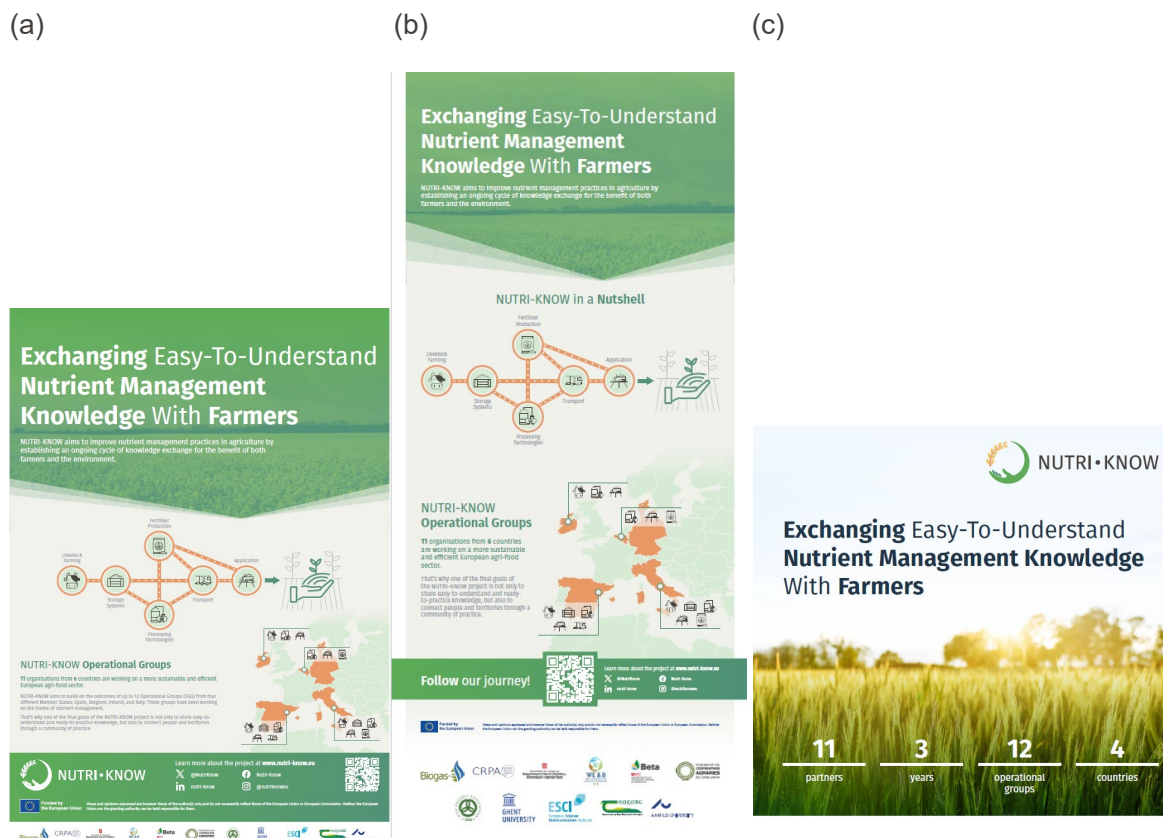


Figure 9. (a) A1 poster, (b) roll-up, and (c) leaflet.

5.4 Online communication

Online communication channels, such as the NUTRI-KNOW website and social media channels play a prominent role in the overall communication activities.

5.4.1 Website

The project website – [NUTRI-KNOW.eu](https://www.nutri-know.eu) – functions as a reference point and digital anchor for NUTRI-KNOW’s communication activities. It provides information on the context, developments, and ambitions of the project.

The website was launched in M6 (June 2023) and will be continuously revised and updated by ESCI until the end of the project.

The content on the website is developed with the goal of effectively reaching out to all target groups (see section 4.2 Target Audiences). The main objective of the website is to provide information to interested stakeholders and potential end users and early adopters by highlighting the project’s goals, results and key technologies. Thus, the website needs to fulfil two distinct purposes: (i) raise awareness among non-expert audiences and (ii) display detailed information about the project to special interest groups.

To achieve these goals, ESCI developed a website with a multi-layered structure that allows for presenting all key features in a simple and straight-forward manner. The project tagline and a brief

mission statement are prominently placed on the landing page, providing an initial and brief introduction to NUTRI-KNOW. The subpages (Table 1Table 3) provide more context and background information about the project, including further details on the project goals, the approach, and involved partner organisations. Website visitors can also stay up to date on the latest news and events or the most recent public deliverables, publications, and press material by visiting the respective sections.

Overall, the aim is to keep the website simple to navigate, interesting and easy to understand. Figure 10 gives an impression of the graphical “look and feel” of the NUTRI-KNOW website.

Search engine optimisation will attract relevant stakeholders to the website. The partners are encouraged to create an info section about NUTRI-KNOW on their websites and link to the project website. The website is also supported by social media activities which link back to the page. This will help attract visitors and increase awareness about the project. The actions are expected to lead to 15.000 visits per year.

The website will allocate training materials on sustainable nutrient management, a Massive Open Online Course (MOOC) and NUTRI-KNOW’s [Community of Practice](#) (CoP) to bring together practitioners among other useful materials and tools in order to assist working collectively to reach individual and group goals. The CoP was launched June 30 and is an online forum for individuals and organisations interested in nutrient management. It was designed to be simple and user-friendly.

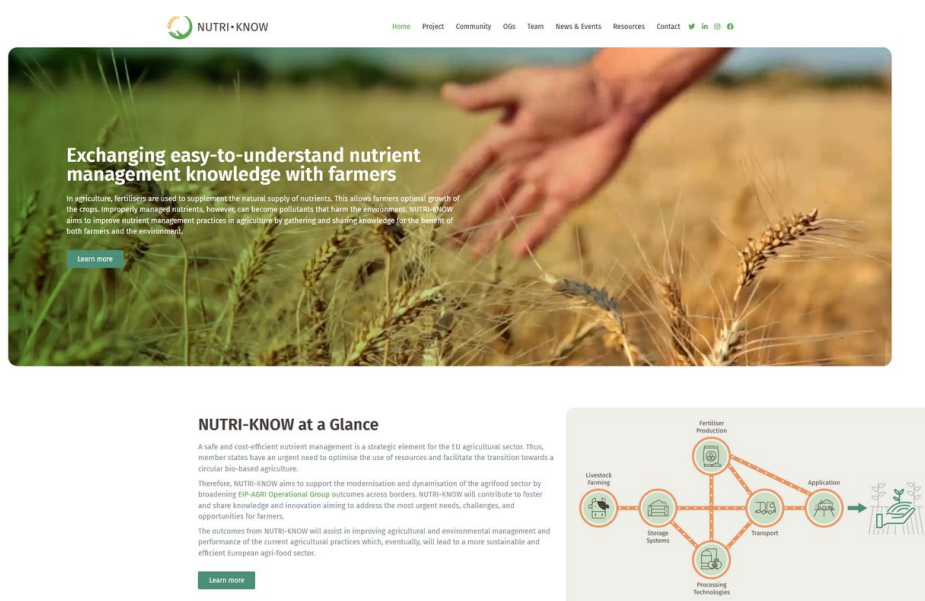


Figure 10. Screenshot of the NUTRI-KNOW landing page.

Table 3. Overview of the website content

Page / Subpage		Description
Landing page/Home		Tagline and mission statement, project goals, map of partners and countries, embedded news and social media feed.
Project		Information on the context and big picture, details about the project (approach, goals)
Community		Community of practice where farmers and practitioners can exchange knowledge
OGs		Details on the Operational Groups involved in NUTRI-KNOW
Team	People	Details about each partner organisation and its role within NUTRI-KNOW.
	Organisations	Details about people involved in NUTRI-KNOW, including short biographies.
News and events		Information about relevant events, as well as press releases and other project-related news.
Resources		Press material, brochures, public deliverables available for download.
Contact		Contact details of the project coordinator and the media, press and communication officer.
Social media icons		Links to NUTRI-KNOW's social media profiles (Twitter/X and LinkedIn) will be prominently displayed on the website to ensure visibility and increase outreach.

5.4.2 Social media

Social media is a good tool to get in contact with all relevant stakeholders (see 4.2. Target Audiences) and stay connected with them on a regular basis to fulfil goals 1 - 4 (see 2. Document Purpose and Scope). Different social media platforms will be used to spread information to relevant stakeholders and engage with them. This will also build a community of interested stakeholders and early adopters of the NUTRI-KNOW concept, foster interest and gain trust.

The channels have the account names: **NUTRI-KNOW; NutriKnow**. This allows interested stakeholders to easily find the project on different platforms. Regular posts along with dedicated social media campaigns will build a community of relevant stakeholders. The project website contains plugins to all social media channels, helping to attract followers. Partners are also encouraged to invite stakeholders to follow the NUTRI-KNOW accounts, to share posts among their community and to actively post themselves about the project and their involvement.

LinkedIn & X (formerly Twitter)

LinkedIn is the top online platform for professionals with more than 830 million members worldwide. It is used to search jobs, connect to professionals, strengthen professional relationships and learn



relevant career skills. It has also been a strong platform for Horizon-funded projects. [The company page "NUTRI-KNOW"](#) is active since the project's start and will be used to build a community of interested scientists and engineers.

X is an online news and social networking site with over 368 million monthly active users worldwide. Similar to LinkedIn, X membership has a high share of highly educated persons. The [X account "NUTRI-KNOW"](#) is active since the project's start and will be used to attract scientists, engineers, industry professionals and journalists to the project. Currently, the future of this platform is uncertain. At the moment the communication managers of the project do not see any need to stop communication activities on X for the project. All further developments will be closely monitored and continuously reassessed. Necessary steps will be taken once the platform is no longer suitable for the goals of this DECMP or the project as a whole. New posts on X will then be stopped and activities on other platforms will be increased. Alternative platforms may be considered.

To attract the right individuals to the LinkedIn and X account, news about the project but also relevant external news about nutrient management, sustainable agriculture and other related topics will be shared regularly. Further, the account will be used to promote dissemination and exploitation activities. For instance, by sharing scientific publications, the business plan or information about events. The main language of the accounts is English.

Instagram & Facebook

Instagram is a photo and video sharing app with over 2 billion active users worldwide and the social networking page Facebook has almost 3 billion members from around the globe. Both are well-suited platforms to reach farmers of soilless greenhouses, end users of the developed agricultural products and aquaculture feed and citizens. Facebook for instance has different agriculture-oriented Facebook groups. The Instagram account "[NUTRI-KNOW](#)", and Facebook page "[NUTRI-KNOW](#)", in particular, are used to build and inform a community of farmers. Both NUTRI-KNOW profiles (Instagram & Facebook) are active since M7.

Information about NUTRI-KNOW and its benefits for the agricultural industry and society at large will be shared on both platforms starting in 2023. Content will be tailored to the target audiences to ensure that it is comprehensive for non-experts.

Additionally, project partners are encouraged to use their own social media profiles and existing networks to further increase the outreach. This includes providing insights into their role within NUTRI-KNOW or informing about events and project results such as scientific publications. When communicating about NUTRI-KNOW on social media, partners are advised to tag the project's social media accounts. The project channels will in turn repost to boost the profiles of the partners.

Social media activity in the first 18 months

The four social media channels are actively managed by ESCI. In addition to regular social media activity, international awareness days are used to increase reach and visibility by creating appropriate content and engaging with the respective communities (for examples, see Figure 11).

Furthermore, ESCI also launched two social media campaigns. The **TeamNUTRIKNOW campaign** introduces the people working on the project with written statements (Figure 11). Another campaign showcases the different OGs that are part of NUTRI-KNOW.



(a)



(b)



Figure 11. Exemplary social media posts for world soil day (a) and the TeamNUTRIKNOW campaign (b).

5.5 Internal communication

Communication inside the consortium is facilitated by the project coordinator. Planned meetings, when not in person, are organised via suitable online platforms like Google Meet or Microsoft Teams. Besides general assembly meetings, other meetings, e.g. among work package leaders (steering committee), and quarterly meeting with all partners are also envisaged to ensure a continuous flow of information within the consortium. A detailed account of the communication processes and the timing of the meetings is contained in D6.1 “Project Quality Management Plan PQMP”. For document sharing within the consortium, a Microsoft SharePoint was created by the project coordinator.

5.5.1 Internal communication training

ESCI will organise **two training sessions** for consortium members. Both sessions will be held online so partners can easily participate.

A workshop on social media essentials was offered in Month 6 of the project (June 2023). The workshop aimed to empower partners to effectively communicate about the project and its results on social media. Helping the partners to efficiently use their own social media community will increase awareness about NUTRI-KNOW among relevant stakeholders.

A second workshop, taking place at a later project stage (M24), will be focused on outreach activities to maximise the impact of publications and presentations.

5.6 Overview of planned communication activities

Overall, a plethora of varied original content will be produced during the project. Table 4



provides an overview of the communication activities for the entirety of the NUTRI-KNOW project.

Table 4. Overview of communication activities. For details on the target audiences relevant for NUTRI-KNOW, see section 4.2.

Communication activities	Timing	KPIs
Visual identity	M1 – M18	Logos and Templates
Website	M6 – M48	15,000 web visits per year by cross-linking and SEO
Social media	M4 – M36	>1000 followers across platforms
4 journalistic articles and 6 expert interviews; press releases	M3 – M36	leading to >20 publications on NUTRI-KNOW reaching 80,000 readers
Various posters and roll-ups, 8 animated videos on selected practice abstracts, 4 infographics, 1 brochure and 4 display stands	M4 – M36	reach >10.000 farmers and other stakeholders
Communication training for consortium members	M6 & M24	2 communication workshops



6. Dissemination activities and trainings

NUTRI-KNOW dissemination and training actions will focus on sharing and transferring knowledge and participating at events to reach farming communities, agricultural research and other stakeholders.

The following dissemination measures will support the dissemination to the target groups:

30 Practice Abstracts; 1 inventory of current nutrient management practices; 7 webinars for practitioners; 1 kit of practice-oriented materials (6 booklets; 4 infographics; 8 animated videos); 24 in-service short trainings; 1 series of educational material; 4 study visits; assistance to external events (8 presentations and 4 participations to conference workshops), 2 joint clustering activities and 2 policy briefs.

ESCI will create the design of these materials in line with the branding presented earlier. Horizontal communication between partners during the creation of these materials is required to ensure that they are adapted to the stipulated tasks.

6.1 Practice abstracts

A full package of 30 ‘practice abstracts’ will be created following the EIP-AGRI common format for interactive innovation projects, outlining the most relevant practical recommendations for practitioners arising from the knowledge assimilation and facilitating the connection with other EIP-AGRI OGs.

The format serves two main objectives, namely enabling contact between stakeholders and incentivise efficient knowledge exchange, and to disseminate the results of the project in a concise and easy understandable way to practitioners. The practice abstract will point out entrepreneurial elements which are particularly relevant for end-users (e.g., related to cost, productivity, environmental benefits, etc).

The practice abstracts will be made available to be published on the EIP-AGRI website to enable the easy flow of knowledge and exchange between farmers, researchers and other stakeholders. The [EIP-AGRI platform](#), which became part of the [EU CAP network](#), facilitates contacts between farmers and advisors and helps to share agricultural knowledge and innovation systems in the EU. The platform offers the opportunity to create EIP-AGRI Practice Abstracts to be uploaded on a site dedicated to the project. In addition, these materials will be uploaded and nourish other platforms, such as the [EU FarmBook](#).

6.2 Webinars

7 webinars will be held in autumn 2024 (M22-M23). The first webinar will provide an introduction to the project and webinar series and the six subsequent webinars will focus on one step of the nutrient management value chain. The webinars will start in early October, with one webinar taking place every Tuesday at 10:30 AM. Each webinar will run for an hour, with 30 minutes allocated for the presentation and another 30 minutes for questions and discussions. The planned timeline is as follows:

- October 8th (2024): Introduction webinar presented by UVIC
- October 15th (2024): Livestock Farming presented by CRPA
- October 22nd (2024): Application presented by UGent



- October 29th (2024): Processing Technologies presented by BE
- November 5th (2024): Fertiliser Production presented by Teagasc
- November 12th (2024): Transport presented by UVIC
- November 19th (2024): Storage Systems presented by AU

6.3 Animated videos

8 animated videos on selected practise abstracts will be produced with the goal of explaining the main objectives, significance and benefits of the project.

6.4 Events and training activities

NUTRI-KNOW will organise and participate in external events to provide insights into the key results and methodologies of the projects. Two types of training activities are foreseen in NUTRI-KNOW: 6 in-service short trainings will be done in each partner country to provide specific trainings targeting the 6 steps of the value chain; Study visits will be organised to be able to see in the field the different solutions that have been implemented by the different EIP-AGRI OGs. Finally, a compact Train-the-Trainers course will be performed using the educational material developed to train professors and teachers of farming and agricultural schools to enable them to teach the content in their own schools, assuring that the developed educational material will have a longer duration after the end of NUTRI-KNOW.

6.4.1 Conferences and fairs

Events such as conferences, workshops and fairs are a good opportunity for networking and raising awareness for NUTRI-KNOW. Therefore, all project partners are encouraged to participate in events on project-related topics and present the project and its results.

The partners are expected to present NUTRI-KNOW, its methodologies and results at relevant conferences, workshops, and fairs. Throughout the course of the project, more than 8 presentations and over **4 conference workshops** are anticipated. This is expected to reach over 600 experts in the academic community. Attendance and presentations of partners at events will be promoted through the project's social media channels to facilitate engagement by relevant stakeholders.

The following potential conferences have been identified as relevant for NUTRI-KNOW:

- FIGAN (ES)
- Catalan farmers fair and congress on Bioeconomy (ES)
- Jornades PATT (ES)
- PROFEM (ES)
- Italian Agricultural Fair (IT)
- Ecomondo (IT)
- EIMA (IT)



- Zootechnics fair (IT)
- BiogasItaly (IT)
- The Teagasc Dairy and Crops Open Days (IE)
- The Fertiliser Annual Conference (IE)
- ManuResource (BE)
- European Sustainable Nutrient Initiative (BE)
- Biorefine in the EU (BE)
- Nutricycle Vlaanderen (BE)
- PLANTCONFERENCE (DK)
- Biogas Denmark Conference (DK)
- NERM - Nutrients in Europe Research Meeting (BE)
- EU Cap Network conference (EU)
- Standing Committee on Agricultural Research (SCAR) AKIS Meetings (EU)
- European Sustainable Phosphorus Conference, ESPC (EU)

As of M19, consortium partners have presented at 9 conferences, 11 education and training events, 3 exhibitions, 5 workshops and 1 webinar.

6.4.2 Policy conference

NUTRI-KNOW partners will set up a policy working group which will co-create and formulate stakeholder recommendations at the EU level towards the implementation and even improvement of EU regulations related to nutrient management. The group, formed by project partners but also external stakeholders to the project, will act throughout and after the project to sustain efficient science-policy dialogue. The policy working group will draft, revise and agree upon policy recommendations to the EU engaging with stakeholders in a co-creative way.

This working group will specifically address stakeholders and policymakers at European level such as EIP-AGRI, ESPP, ECESP and ECBPI. Moreover, the project will engage with international stakeholders (e.g. FAO) and therefore contribute to the global discussion on the sustainable use of fertilisers. As a final step, a one-day policy conference will be organised. The conference will be held in Brussels at the end of the project period. It will particularly, but not exclusively, address policymakers and act as a forum to disseminate and discuss the results and recommendations developed in the project. This will ensure an increased impact and the uptake of the project's results by relevant stakeholders, including policymakers.



6.5 MOOC

The Massive Open Online Course (MOOC) will be available in M24 (D3.6) and is currently in the development stage. The MOOC will be accessed through the NUTRI-KNOW Website. The course content is based on the NUTRI-KNOW nutrient management chain (Figure 6). There will be six modules: Livestock Farming, Storage Systems, Processing Technologies, Fertiliser Production, Transport and Application. Within each module, there will be 3-5 topics associated with the OGs and the stages of the nutrient management chain. A demo for the MOOC has been produced between the WP4 lead and ESCI. This will be used as the foundation to build the content. Videos and presentations on the topics will be produced by the project partners.

6.6 Booklets

We have finalised the production of six booklets (Figure 12), one for each step of the nutrient management value chain. The booklets highlight technologies, tools, products, and recommended practices from NUTRI-KNOW's OGs. The booklets will be made available on the website and printed out for physical events

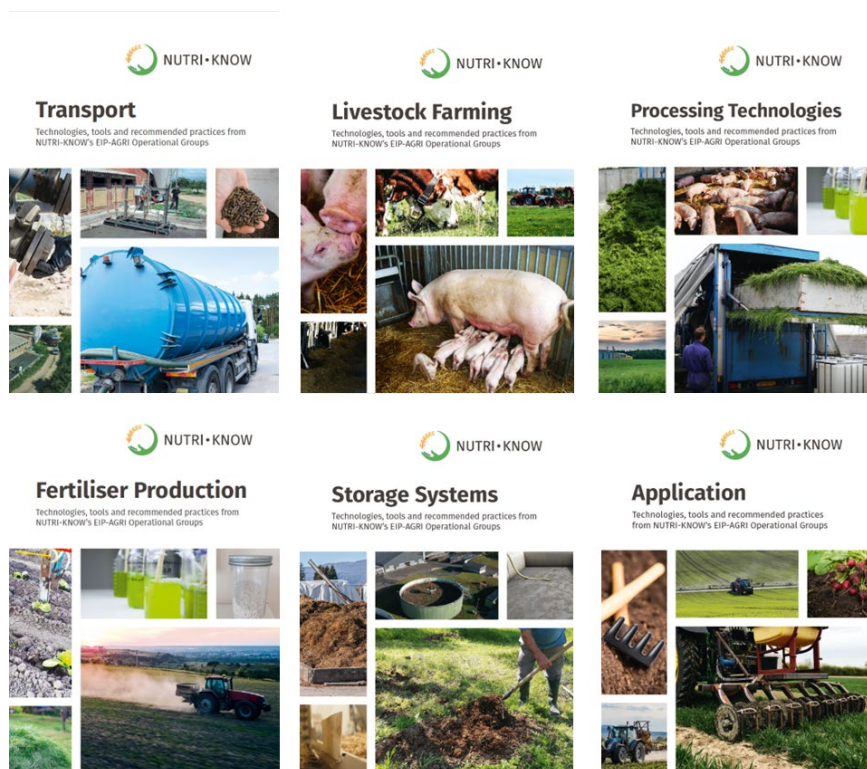


Figure 12 The covers of the booklets

6.7 Clustering activities

The partners will collaborate and synergise with other EU projects, networks and initiatives in the agri-food sector to exchange knowledge and enhance dissemination activities. It is planned to



organise at least **two joint events** leading to over 100 new contacts from academia and the agri-food sector.

In the course of the project, contacts have been established with other projects, clusters, associations and networks in order to identify and implement various forms of cooperation (Table 5, Table 6, Table 7).

Table 5. Collaboration with projects.

Project	Short description	Collaboration
<p>BBioNets Creation and promotion of Forest and Agriculture Networks to boost Bio-Based Technologies adoption and Value Chain development</p> <p>ID: 101133904</p>	<p>BBioNets will rely on, promote, and further advance the work carried out by EIP-AGRI Operational Groups (OGs) with respect to management and/or processing of agricultural and forest biomass with Bio-Based Technologies (BBTs).</p>	<p>2 meetings to identify opportunities for collaboration.</p> <p>Link to our projects on the respective websites.</p> <p>Promotion of the NUTRI-KNOW CoP in the BBioNets Newsletter.</p> <p>Co-organisation of a workshop at regional level in Ireland, together with the BBioNets and Novafert projects. The workshop focused on the Irish bioeconomy, biobased fertilisers, and barriers in the nutrient value chain.</p>
<p>NUTRICHECK-NET The NUTRI-CHECK NETWORK to maximise site-specific precision in managing the nutrition of European arable crops.</p> <p>ID: 101086525</p>	<p>NUTRI-CHECK NET aims to establish a self-sustaining, multi-actor, Thematic Network that builds farm-level adoption of best field-specific nutrient management practices across Europe.</p>	<p>2 meetings to identify opportunities for collaboration.</p> <p>Link to our projects on the respective websites.</p>
<p>Soil-X-Change Fostering cross-border knowledge exchange and co-creation on sustainable soil and farm management</p> <p>ID: 101133914</p>	<p>By connecting farmers, researchers, policymakers, and stakeholders, Soil-X-Change aims to enhance Agricultural Knowledge and Innovation Systems, promoting sustainability, smart agriculture, and climate-neutrality. It focuses on harmonising and</p>	<p>1 meeting to identify opportunities for collaboration.</p> <p>Dissemination of Soil-X-Change's First Survey for Operational Groups within the NUTRI-KNOW</p>



	disseminating research and practical solutions through an EU-wide network of European Innovation Partnership Operational Groups.	consortium and organisations.
<p>EU-FarmBook EU-FarmBook: supporting knowledge exchange between all AKIS actors in the European Union ID: 101060382</p>	<p>EU-FarmBook is a Horizon Europe project that is working at regional, national, and European (EU) levels to build an Online Platform. Gathering and sharing agriculture and forestry knowledge.</p>	<p>Meeting with EU-Farmbook to include the NUTRI-KNOW project in the EU-NUTRI-KNOW is part of the first group of contributors to the EU-FarmBook metadatabase.</p> <p>Up to date, NUTRI-KNOW partners have uploaded 68 knowledge objects to the EU-FarmBook platform. To date, NUTRI-KNOW is the highest contributor to the EU-Farmbook.</p> <p>Co-design of an EU-Farmbook presentation (at the Nutrient Research Meeting Europe, NERM 2024) using NUTRI-KNOW as an example of how to upload knowledge objects to the platform.</p> <p>Participation of the NUTRI-KNOW project in the first ENAJ & EU-FarmBook Press and Networking Event.</p>
<p>SMART4ENV ENHANCING THE SCIENTIFIC CAPACITY OF TUBITAK MAM IN THE FIELD OF SMART ENVIRONMENTAL TECHNOLOGIES FOR CLIMATE CHANGE CHALLENGES ID: 101079251</p>	<p>The SMART4ENV project is focused on developing and implementing smart environmental solutions to address climate change challenges. The project aims to improve research and innovation capacities for climate change adaptation and mitigation, particularly in key sectors</p>	<p>Participation of NUTRIKNOW at SMART4ENV 2nd Summer School 'Strategies for adapting to and mitigating the effects of climate change in the agricultural sector'.</p>



		such as water, agriculture, and public health.	
NOVAFERT PROCEDURES SUSTAINABLE GUIDELINES TO ENHANCE THE USE OF ALTERNATIVE FERTILISERS ID: 101060835	NOVEL AND TO USE OF	NOVAFERT aims to orientate the production and the application of alternative fertilising products according to the best environmental performances, by establishing methodological guidelines for the assessment of alternative fertilising products' production, storage, distribution and application.	Co-organisation of a workshop at regional level in Ireland, together with the BBioNets and Novafert projects. The workshop focused on the Irish bioeconomy, biobased fertilisers, and barriers in the nutrient value chain (April 2024).
SYNECO		SYNECO's aim is to improve the quality of the agricultural products grown by its members and to enhance the technical skills of farmers in the use and management of fertilisers.	1 meeting to identify opportunities for collaboration (January 2023).

Table 6. Collaboration with clusters and associations.

Cluster / Association	Short description	Collaboration
The Biorefine Cluster Europe (BCE)	The Biorefine Cluster Europe (BCE) is an open-access, free-of-charge collaborative platform between EU projects dealing with bio-based circular economy.	NUTRI-KNOW is one of over 40 ongoing projects belonging to the BCE (March 2023). Promotion of the NUTRI-KNOW CoP in the BCE BioRefine Bulletin (May - June 2024).
Spanish Biogas Association (AEBIG)	AEBIG promotes the development of biogas plants using agro-industrial substrates, establishing an enabling environment for their implementation. In addition, it encourages collaboration between its members on issues of common interest, and is the ideal interlocutor with public	Interview with the president of AEBIG to promote the visibility of the NUTRI-KNOW project and the innovations of the NUTRI-KNOW OGs within the Spanish biogas community (February 2024).



	<p>and private bodies at national and international level. It also promotes the sector at all levels, highlighting its various benefits for society. AEBIG is a founding partner and member of the European Biogas Association (EBA).</p>	<p>Participation of the president of AEBIG to the Spanish Workshop of the NUTRI-KNOW project entitled "Dialogue Between Key Actors for Better Nutrient Management" (May 2024).</p>
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Table 7. Collaboration with networks and platforms.

Networks and Platforms	Short description	Collaboration
EU-CAP Network	<p>The Network is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information (e.g. via peer-to-peer learning and good practices) about agriculture and rural policy.</p>	<p>Promotion of the NUTRI-KNOW project and its website at the EIP-AGRI Operational Groups Brochure "Collaboration and funding opportunities" (edition April 2024).</p> <p>Poster presentation and participation in the 1st EU CAP Network workshop 'National networking for innovation' (November 2023)</p> <p>Presentation of the NUTRI-KNOW project, in particular the OGs innovations in EU CAP Network conference 'EIP-AGRI Operational Groups: Innovation in practice' (May 2024)</p> <p>Presentation of the NUTRI-KNOW project, in particular RAM and CoP in EU-CAP Network cross-visit 'Use of agricultural and forestry residues for creating alternative resources of income for farmers and foresters' (June 2024).</p>
Informal network of projects	<p>Informal network of EU-funded projects (mostly under Horizon Europe but not exclusively) within the broader sectors of forestry, agricultural and/or agroforestry, and with</p>	<p>Part of the Informal Network of Projects team on Microsoft Teams created by the European Forest Institute, EFI (September 2023).</p>



	<p>several points in common. The specific projects are: ResAlliance (ID: 101086600), EUnetHorse (ID: 101086551), AF4EU (ID: 101086563), NUTRICHECK-NET (ID: 101086525), FOREST4EU (ID: 101086216), RESONATE (ID: 101000574), REFOREST (ID: 101060635), wildE (ID: 101081251)</p>	
<p>The Standing Committee on Agricultural Research's Strategic Working Group on Agriculture Knowledge and Innovation Systems (SCAR AKIS)</p>	<p>SCAR-AKIS focuses on improving the functioning of AKIS in the bioeconomy. Their field covers all agri-food and biomass chains, from producer to consumer in a systems approach.</p>	<p>Participation on the SCAR-AKIS Strategic working group Meeting and communication of the activity and objectives of the NUTRI-KNOW project to the members of AKIS ecosystem including scientific community, national and regional authorities, innovators and other end-users related to the agricultural sector (June 2024).</p>
<p>European Sustainable Phosphorus Platform (ESPP)</p>	<p>ESPP ensures knowledge sharing, experience transfer and networking for opportunities in the field of phosphorus management, facilitates discussion between the market, stakeholders and regulators, addresses regulatory obstacles, contributes to policy proposals, circulates information and contributes to define a long-term vision for phosphorus sustainability in Europe.</p>	<p>Poster presentation in the ESPC5 and presentation of the NUTRI-KNOW project at the ESPC5 Book of Abstracts (October 2024).</p>



7. Exploitation strategy

The NUTRI-KNOW consortium is fully committed to ensuring the sustainability and optimal exploitation of the project results. The exploitation strategy aims at properly transferring knowledge to the targeted sectors driving several practical applications and recommendations, both directly and indirectly.

The exploitation of project results is a key commitment for NUTRI-KNOW's consortium, aiming to transform the results into adopted products and services, willing to invest time and resources in a project that they believe may have a great potential. The extension of project results, which might be exploitable, are elaborated in the Exploitation plan based on the following principles:

1. Maintaining and developing the shared knowledge
2. Developing a Community of Practice that liaise practitioners with national/regional innovation systems (AKIS) in project partners countries.
3. Organising regular dissemination actions targeting main practitioners such as farmers, primary producers, agri-businesses, regional and national innovation agencies and more in general all the stakeholders that have a potential role in the improvement and optimisation of knowledge in any thematic areas of the EIP-AGRI OGs
4. Generating policy recommendations and positions to be provided to all relevant decision-making instances such as the European Commission (DG AGRI, DG Research), the European Parliament and policy makers at national or regional level, including the institutions in charge of managing the Rural Development Plans and the agencies ruling on the specific thematic areas interested by the EIP-AGRI OGs.

To reach relevant stakeholders, exploitation actions will be cross-linked with dissemination and communication activities where suitable. For example, the final policy conference (see section 6.4.22) provides an opportunity to foster interaction with end users, especially with respect to advancing exploitation after the project end. To maximise the impact, partners should take all opportunities to disseminate and raise awareness about the project to stakeholders and develop relationships with them about the project results and exploitation.

7.1 Key exploitable results

As a Coordination and Support Action (CSA), NUTRI-KNOW does not directly perform research and innovation activities. Its exploitation potential lies essentially in the creation, distribution and accessibility of material generated through the analysis of the EIP-AGRI OGs and beyond. The project will ensure that results will stay accessible and usable even after the end of the project. In addition, NUTRI-KNOW is built from the start with a clear long-term vision of establishing a methodology (WP5. Result Amplification Methodology to efficiently broaden EIP-AGRI OGs outcomes) for acquiring and using the knowledge and networks generated by projects of different thematic areas. The consortium will invite different entities in adopting this methodology as an official procedure for knowledge circularity and capitalisation. Moreover, a CoP has been created to promote and maintain an active cooperation between stakeholders. The deliverables and project results will stay available and accessible in the NUTRI-KNOW website and on relevant European platforms such as EU-CAP Network, COPA-COGECA, the EU FarmBook repository, as well as on the websites and social media of other EU projects. In addition, project partners will give access to this material through their own institutional websites for their associates but also to external stakeholders.



The table below provides a list of the key exploitable results of NUTRI-KNOW. The routes of exploitation provide some options and ideas of how project results could be used by the targeted end-users:

Table 8. Identified Key Exploitable Results

Exploitable Results	Routes for Exploitation	Targeted End-user
Results Amplification Methodology for OGs	Workshops, seminars, policy working group, meetings with policy makers.	EIP-AGRI, Advisors, AKIS, public administration, research
Meta-Database collecting OGs outcomes	Development of new EU and OGs projects, studies and analysis of agricultural innovation and rural development.	Farmers, practitioners, advisors, public administration, AKIS, EIP-AGRI, research
MOOC including educational material	Promotion through farming and agricultural schools, webinars, trainings, study visits, etc.	Farmers, practitioners, farming and agricultural schools, students
Kit of practice-oriented material	Continuous contact with farmers and practitioners, publication in most consulted communication channels, webinars, trainings and study visits.	Farmers, practitioners, advisors, AKIS, researchers
Practice Abstracts	EIP-AGRI platform, webinars, trainings, etc.	Farmers, practitioners, advisors, Research
Community of Practice in nutrient management	Promotion of the CoP through social media, communication channels, webinars, trainings.	All stakeholders, although main ones will be farmers and practitioners
Policy briefs	NUTRI-KNOW policy working group, policy reports, press releases, meetings with policy makers, future regulations.	National/Regional public administration, EIP-AGRI and other EU policy makers



7.2 IP Management

Strategy for the management of intellectual property is responsible for the overall IP monitoring and management within the project. In particular, for the management of background and foreground IPR, the detailed regulations will be established in the Consortium Agreement, which itself is subject to the terms of the model Grant Agreement. The following is an overview of the main points relating to IP considerations within NUTRI-KNOW:

1. **Background IP:** All partners are the exclusive owners of any data and information held prior to this project, as well as copyrights, data or other Intellectual Property Rights (IPR) pertaining to such information. It has to be declared and is for use in the project only. Such knowledge and pre-existing know-how will be used only for the purposes of the NUTRI-KNOW action. Any disclosure of confidential information to a third party requires the explicit consent of the IPR owner.
2. **Foreground IP:** Foreground data and any IP resulting from the project has to be made available to all beneficiaries under the conditions outlined in the Consortium Agreement, which will specifically deal with ownership of IPR generated during the project.
3. **Dissemination:** Partners are requested to give prior notice of any planned publication of project results which data or products are owned by a specific beneficiary or have jointly been created by more beneficiaries. In principle, all partners are free to publish and disseminate any project result, product or data that is not explicitly protected by IPR.

8. Monitoring

Monitoring of dissemination and communication actions is important to follow up on their success. This allows to adjust less successful actions and points out those actions that should be repeated. It will further help to follow up on the promised key performance indicators. In this sense, dissemination, exploitation and communication actions will be monitored through the actions stated in Figure 1. and updated with more specific content in M19. Currently, communication actions will be monitored through:

Website

The website will be analysed with Matomo, an open-source web analytics platform. Therefore, aggregated, and anonymous data will be collected such as the number of visits and pageviews, average visit time, bounce rate, downloads or the location of the visitor. The data will be regularly and anonymously analysed.

Social Media

Brandwatch, a social media analytics tool, will be used to monitor the performance of NUTRI-KNOW social media channels. Aggregated and anonymous data will be collected to this end. This includes the number of fans, but also impressions and engagements both in total and for specific posts. This allows to evaluate the most and least successful posts and helps to understand what attracts the target groups and spreads awareness about NUTRI-KNOW. Only for the reputation analysis, qualitative and non-anonymous data will be collected when analysing the top social media accounts which mentioned NUTRI-KNOW. The focus is thereby on organisations or research projects. The data from the reputation analysis will not be published.



8.1. Current Status

During the initial 19 months of the project, the online activities, including the project's website and social media presence, have shown considerable promise in effectively communicating project updates and engaging with our target audience, demonstrating a positive trajectory for our communication efforts.

Website

The NUTRI-KNOW website has been a focal point of our online engagement strategy, and the data from the website monitoring reveals promising trends. From the launch of the website in June 2023 (M6) until July 2024, we have recorded over 2000 unique visits, demonstrating a significant level of interest. Notably, we are observing a growing engagement with our project's website (Figure 13 Website visitsFigure 13).



Figure 13 Website visits per month

Social media

As of July 2024, the NUTRI-KNOW social media channels for LinkedIn, X, Instagram and Facebook have gained 203 followers, 142 Followers, 63, and 8 followers, respectively. The total community across all channels thus amounts to over 400 followers. Across all social media channels, more than 250 posts were created and published to raise awareness for the project. These posts had a cumulative reach of over 45,000, with reach defined as the number of people who had a post from NUTRI-KNOW enter their social media feed. We observed a continuous organic growth for all social media channels (see Figure 14 as example) except Facebook. Several factors may contribute to the lack of growth on Facebook, including changes in Facebook's algorithm that limit the organic reach of posts and audience demographic shifts preferring other platforms (e.g. Instagram). We will continue to post on Facebook; however, due to the lack of partner organisations assisting in building our reach, we anticipate that growth on this platform may remain limited.



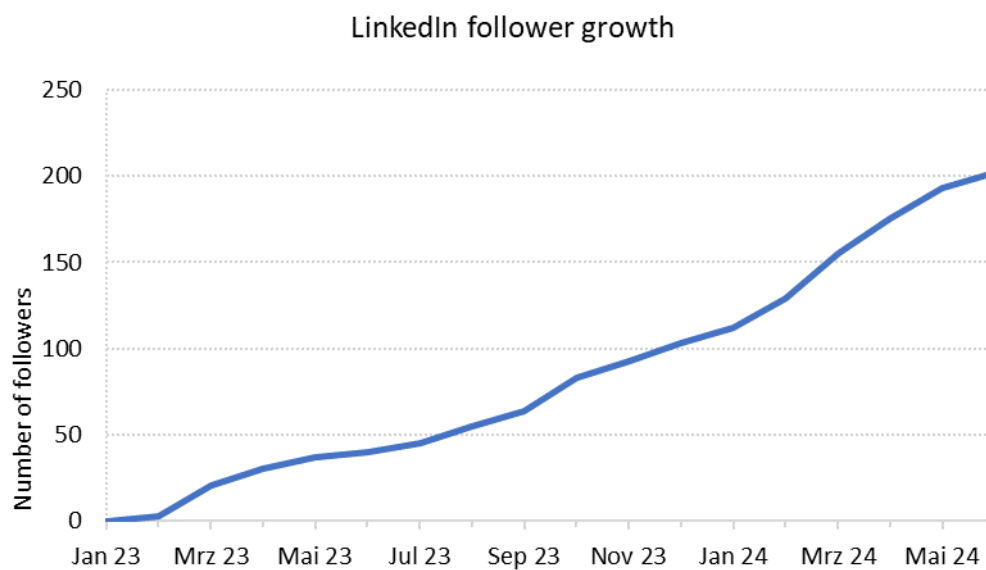


Figure 14 LinkedIn follower growth



9. Expected Impact

The planned dissemination, exploitation and communication actions will help to reach the anticipated impacts:

- Results Amplification Methodology to accelerate a broader replication of the knowledge and experience obtained.
- Meta-Database on Nutrient Management containing the outcomes from 12 OGs and their alignment with farmers' needs, current policy framework and cost benefit analysis compared with current scenario.
- Massive Open Online Course (MOOC) together with farming and agricultural schools including educational material targeting farmers and practitioners.
- Kit of practice-oriented material targeting farmers and practitioners (booklets, audio-visual material, infographics, leaflets, factsheets). Also, a set of Practice Abstracts using the common EIP-AGRI format will be produced.
- Community of Practice in nutrient management providing a platform to bring together practitioners sharing common concerns and working collectively to reach individual and group goals.
- 2 Policy briefs to strengthen the EU's sustainable nutrient management.

10. Conclusion

The present document lays out the Dissemination, Exploitation and Communication Master Plan (DECMP) for NUTRI-KNOW at M19 of the project. It is a strategic document for NUTRI-KNOW partners, aimed at helping them to establish their activities for raising awareness of and interest for the project.

As of M19, NUTRI-KNOW has established a web and social media presence with a continuous stream of content and regular posting activity. Press releases and journalistic articles have already been published. Further activities are already being planned and executed.

Overall, the tools, resources and ideas are in place to maintain a healthy output throughout the project. Efforts and activities will increase and intensify, as project results become available. This will create favourable conditions to facilitate the use and uptake of NUTRI-KNOW's results and solutions by the relevant stakeholders.





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