



NUTRI•KNOW

Dissemination, Exploitation and Communication Master Plan

(DECMP)

D4.1

June 2023



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.

Technical References

Project acronym	NUTRI-KNOW
Project full title	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
Call	HORIZON-CL6-2022-GOVERNANCE-01
Grant number	101086524
Project website	http://www.nutri-know.eu/
Coordinator	UVIC-UCC

Deliverable No.	4.1
Deliverable nature	[R, ADM, PDE, OTHER]
Workpackage (WP)	4
Task	Task 4.1 Dissemination, exploitation and communication strategy
Dissemination level¹	[CO/PU]
Due date	Status completion
Number of pages	27
Keywords	Dissemination, Exploitation, Communication
Authors	Lea Hüvelmeier-Schmidt (ESCI)
Contributors	TEAGASC, UVIC/UCC
Due date of deliverable	30 June 2023
Actual submission date	30 June 2023

- 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



Document History

V	Date	Beneficiary	Author
V0.1	28/04/23	ESCI	Lea Hüvelmeier-Schmidt
V0.2	09/05/23	TEAGASC	Aoife Egan
V0.3	25/05/23	UVIC/UCC	Anna Bagó Victor Carbajal
V1.0	27/06/2023	UVIC/UCC	Anna Bagó Victor Carbajal

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 from agricultural organisations, farmers to 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.

This is the first version of the master plan that will be reviewed and updated in July 2024.

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.



Table of Contents

Executive Summary.....	3
Disclaimer	3
Table of Contents	4
Table of Figures.....	6
Table of Tables.....	6
1. About NUTRI-KNOW	7
2. Document Purpose and Scope.....	8
3. Impact Strategy.....	9
4. Communication, dissemination and exploitation strategy	11
4.1 Goals and objectives.....	11
4.2 Target Audiences	12
4.3 Key messages.....	12
5. Communication activities	15
5.1 Project branding and visual identity	15
5.1.1. Logo.....	15
5.1.2. Tagline	15
5.1.3. Fonts and variation of English	16
5.1.4. Colour palette	16
5.1.5. Funding acknowledgement	16
5.1.6. Templates	17
5.2 Editorial Content.....	17
5.2.1 Journalistic articles and interviews.....	17
5.2.2 Press releases.....	18
5.3 Promotional Content	18
5.3.1 Infographics.....	18
5.3.2 Posters, roll-ups and fact sheets.....	18
5.3.3 Project videos and webinars	18
5.4 Online communication.....	18
5.4.1 Website.....	18
5.4.2 Social media	19
5.5 Internal communication	20
5.5.1 Internal communication training	21
5.6 Overview of planned communication activities.....	21
6. Dissemination activities and trainings.....	22
6.1 Practice abstracts.....	22
6.2 Events and training activities	22
6.2.1 Conferences and fairs	23



6.2.2	Policy conference	23
6.3	Clustering activities	24
7.	Exploitation strategy	24
7.1	Key exploitable results	24
7.2	IP Management.....	26
8.	Monitoring	26
9.	Expected Impact	27
10.	Conclusion	27



Table of Figures

Figure 1. Overview of the dissemination, exploitation, and communication activities.....	9
Figure 2. Overview of the project stages regarding communication and dissemination.	11
Figure 3. The main target groups identified for the NUTRI-KNOW project.	12
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).	16
Figure 5. Templates for NUTRI-KNOW: PowerPoint slides (a) and deliverable report (b).	17

Table of Tables

Table 1. Overview of preliminary key messages and the target group they are intended for.	14
Table 2. Overview of communication activities. For details on the target audiences relevant for NUTRI-KNOW, see section 4.2.....	21
Table 3. Preliminary identified Key Exploitable Results	25



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 EIP-AGRI (European Innovation Partnership for Agricultural Productivity and Sustainability) Operational Groups from four EU member states to make it applicable across the partner countries and more broadly across Europe. This will be accomplished by capitalising 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 a crucial role to achieve 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 and a conference at the end of the project.
 - The Monitoring results will feed into Best Practices of Dissemination, Communication and Networking Actions (D4.4). The first version of D4.2 will be used to update the DECMP in M19.
- 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. The DECMP will be a living document that will evolve with the project and the generated interest of the target audiences. Therefore, an update will be published in July 2024 (M19). 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. For 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. Thus, 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.

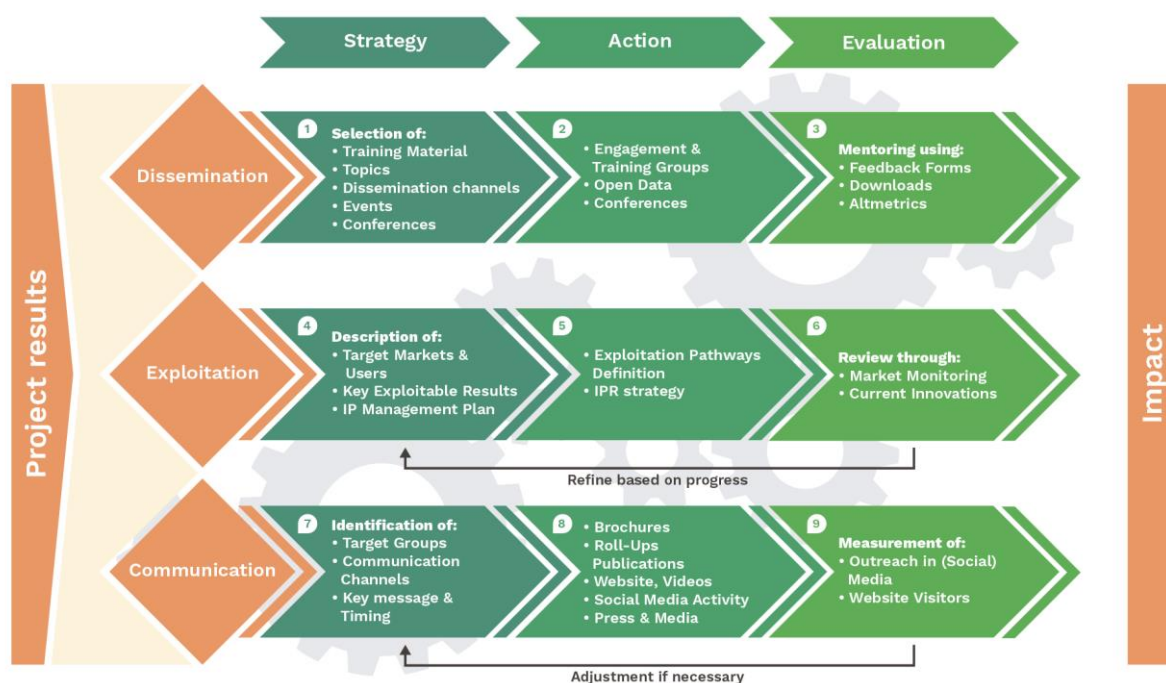


Figure 1. Overview of the dissemination, exploitation, and communication activities.

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).

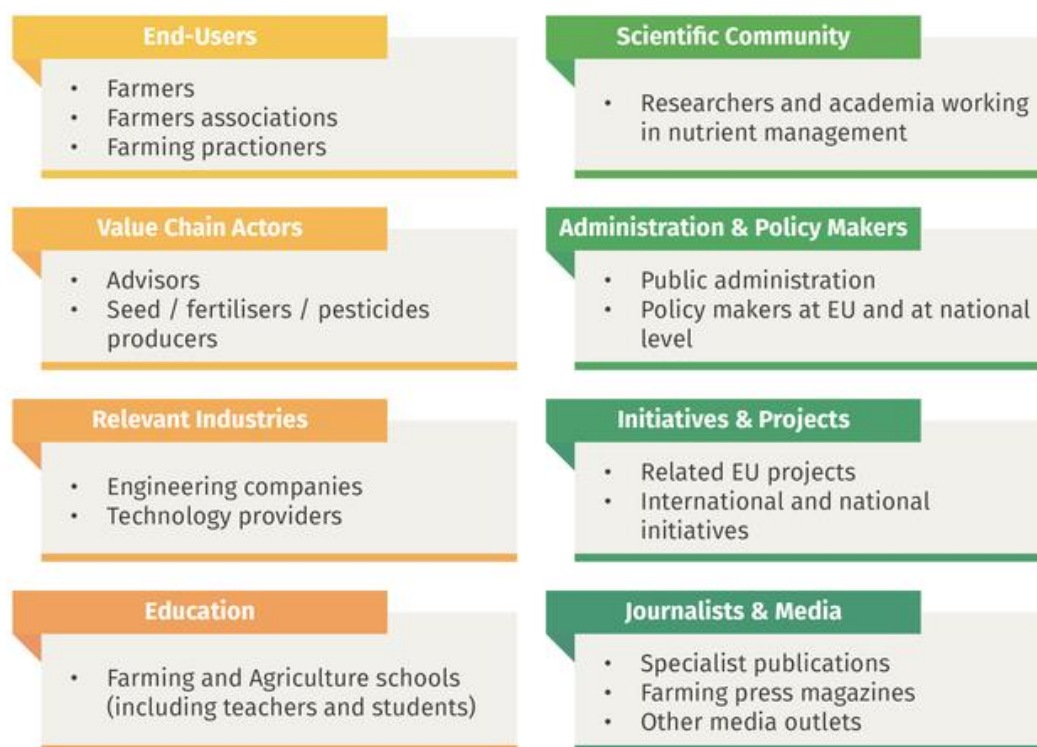


Figure 3. The main target groups identified for the NUTRI-KNOW project.

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/catch phrases 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;
- Writing a farmer's encyclopaedia on innovative nutrient management solutions;



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.

At the time of writing this DEC Master Plan, not all the relevant messages can be identified, as it is too early in the project. Narratives and key messages will emerge and evolve throughout the project. However, some central themes have been identified. These include:

- 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).

Table 1. Overview of preliminary 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 EIP-AGRI 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 (Community of Practice) 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 EIP-AGRI 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 EIP-AGRI 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 section 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 section 7 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. Research does 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 taken like a brand, receiving a unique visual identity (see Figure 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 used when creating project material.

5.1.1. Logo

A simple and modern logo was developed (see Figure 4). 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. All versions exist with and without the tagline. The logo must not be altered or adapted, and care must be taken to not distort the dimensions.

5.1.2. Tagline

A tagline was conceived for the project: **Writing a Farmer's Encyclopedia on innovative Nutrient Management solutions**. 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. The tagline must not be changed.





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). 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 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). 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)

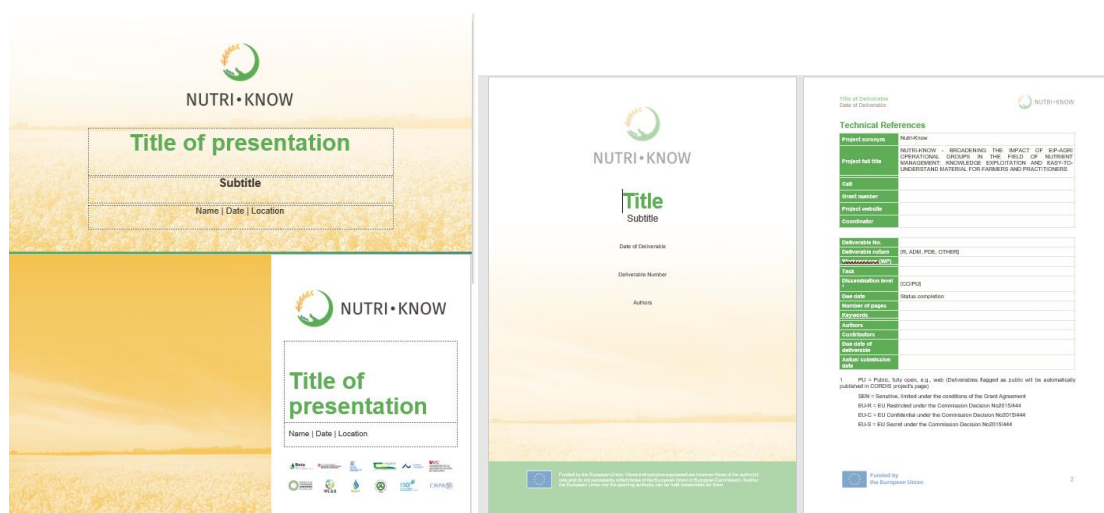


Figure 5. Templates for NUTRI-KNOW: PowerPoint slides (a) and deliverable report (b).

5.2 Editorial Content

The NUTRI-KNOW project will be 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. Where appropriate articles or interviews may be about dissemination or exploitation activities. For instance, they may inform about the results published in a scientific paper or the key take-aways of the business plan. Articles and interviews will be promoted via the project's website and social media channels.

5.2.2 Press releases

Press releases will be 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 *AlphaGalileo*. 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 (lhs@esci.eu) about these activities to optimally coordinate all communication efforts.

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.

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, **4 Displays** for events in Ireland, Belgium, Spain and Italy will be created.

5.3.3 Project videos and webinars

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

5.4 Online communication

Online communication channels, such as the NUTRI-KNOW website and social media channels will 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 will provide information on the context, developments, and ambitions of the project.

The website will be 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 Audience). 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 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, scientific publications, and press material by visiting the respective sections.

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 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.

5.4.2 Social media

Social media is a good tool to get in contact with all relevant stakeholders (see section 4.2 Target Audience) and stay connected with them on a regular basis to fulfil goals 1 - 4 (see section 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 & 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.



Twitter is an online news and social networking site with over 368 million monthly active users worldwide. Similar to LinkedIn, Twitter's membership has a high share of highly educated persons. The [Twitter 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 Twitter 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 Twitter 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 Twitter 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" will, in particular, be used to build and inform a community of farmers. Both NUTRI-KNOW profiles (Instagram & Facebook) will be created in the following months of the project.

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.

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 Zoom 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 D1.1 "Management and Quality Plan". 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 will be offered in M6 of the project. The workshop aims 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 2 provides an overview of the communication activities for the entirety of the NUTRI-KNOW project.

Table 2. 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 to 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 at the EIP-AGRI website to enable the easy flow of knowledge and exchange between farmers, researchers and other stakeholders. The [EIP-AGRI platform](#), which recently 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 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. These events will include: 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.



6.2.1 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 Bioeconomy Congress (ES)
- Jornades PATT (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)

6.2.2 Policy conference

NUTRI-KNOW partners will set up a policy working group which will co-construct 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 be active 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 policy makers 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 policy-makers 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 policy-makers.



6.3 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.

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 6.2.22 Policy Conference) 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. Results Amplification Methodology) 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 will be created to promote and maintain an active cooperation between stakeholders. All the deliverables and project results will stay available and accessible in the NUTRI-KNOW website and on relevant European platforms such as EIP-AGRI, EU Network for Rural Development, 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 first 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 3. Preliminary 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 Fig 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.



9. Expected Impact

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

- Results Amplification Methodology to accelerate and share 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 M6 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.

Overall, the tools, resources and ideas are in place to maintain a healthy output during the first phase of the project. Efforts and activities will gradually 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.

