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FERTIMANURE

Deliverable

Project Acronym: FERTIMANURE

Project full name: Innovative nutrient recovery from secondary sources – Production of high-added value FERTIlisers from animal MANURE

Grant Agreement No. 862849

D7.1. Dissemination and Communication Plan

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Contributor	GreenWin

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FERTIMANURE

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Introduction:

The FERTIMANURE project's main objective is to develop, integrate, test and validate innovative nutrient management strategies to efficiently recover mineral nutrients and other relevant products with agronomic value from animal manure, to finally obtain reliable and safe fertilisers that can compete in the European fertilisers market.

The aim of this document, the Dissemination and Communication Plan, is to set up the objectives and the strategies that will be taken into account as to manage the communication and dissemination activities during the lifetime of the project. During the project's lifetime there can be some changes regarding the interest of the potential stakeholders, which will bring as a result a close review and a regular update of this Plan, in months 24, 36, and 48. The procedures and objectives below will be continuously evaluated to achieve the maximum impact, so this initial Plan may undergo some changes during the project.

The document makes a clear distinction between the Communication and the Dissemination activities taking into account the different audiences/stakeholders that will be addressed as to send the right message to the relevant audience.

FERTIMANURE

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1. Management of FERTIMANURE's project communication activities

1.1. Definition and Main Objective

According to the EC Research and Innovation Participant Portal Glossary Terms, we can define Communication as follows: "Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possible engaging in a two-way exchange".

***Increasing the public awareness and improving the knowledge of stakeholders on the current challenges that manufactured fertilisers pose as well as the benefits of waste stream valorisation for obtaining bio-based fertilisers (BBFs) and tailor-made fertilisers* (TMFs) is the main communication objective of the FERTIMANURE project.**

To achieve this objective it is very important to communicate and to make the different stakeholders understand:

- What are the main impacts of the current dependency of EU agriculture on fossil-based mineral festilisers and scarce resources?
- What are the main benefits for all the stakeholders in the value chain when valorizing the manure from the livestock sector to obtain bio-based fertilisers and tailor-made fertilisers?
- What are the main environmental impacts when using bio-based fertilisers and tailor-made fertilisers in agricultural soils?
- What are the main opportunities that FERTIMANURE can offer to those facing challenges related to inefficient use and management of animal manure?

1.2. Key Messages

The first thing that needs to be done before designing the communication activities is to know what are the main issues that will be addressed, as well as who will be the beneficiaries and the impact FERTIMANURE will have on these individuals. The following questions will be addressed in the communication materials:

- What are the main objectives/goals of FERTIMANURE?
- What are the main opportunities FERTIMANURE offers?
- Why is the European Added value of FERTIMANURE?
- Why is FERTIMANURE important for the farming industry?
- What are FERTIMANURE's expected impacts?
- What are going to be FERTIMANURE's outputs?
- Who are the partners involved in FERTIMANURE?
- Who should you contact if you have any question regarding FERTIMANURE?
- What are the different FERTIMANURE communication channels that the beneficiaries can follow to get more information about it?
- What is the Organization that has funded the FERTIMANURE project?

1.3. Target audience

The target audience of the FERTIMANURE project is:

- Key agriculture and industry players:
  - Livestock farmers,
  - Fertiliser manufacturers and sellers,
  - Chemical industry, and
  - Arable farmers, crop-growers and producers
- Industry – Small and Medium Sized Enterprises and Large Companies related to:
  - Farming and Agriculture
- Bio-economy stakeholders:
  - Rural community
  - Farmers
- Investors in bio-economy:
  - Public and
  - Private investors
- Research and education community:
  - Research institution,
  - Relevant EU projects and networks
- Policy makers and authorities:
  - Public procurers,
  - Local council and regional government of the region involved in the partnerships - CELAC, and
  - National and European-level policy makers
  - Standarisation bodies
- Industry of equipment supply
- Media:
  - Local, national and international press
- General public and society as a whole

Related EU Projects:

- ETN-REFLOW (2019-2022): Novel technologies for P recovery from dairy wastes. Obtaining fertilizers from dairy industry wastes and testing their efficiency.
- H2020-SMART PLANT (2016-2020): Novel technologies for nutrient recovery from wastewater treatment plants. Process and plant testing at TRL 6-7.

- H2020-SYSTEMIC (2017-2021): Set up of new technologies to recover nutrients from organic wastes and manure. Process and plant testing at high TRL (>7). Full field scale agronomic performance measuring environmental impacts.
- H2020-Nutri2Cycle (2018-2022): Recovering on nutrient and carbon from manure/digestate proposing new farm management including new technologies and agriculture practice able to close N,P,C cycle.
- H2020-SABANA (2016-2020): Biofertilizer and bio-pesticides production from algae grown on manure/digestate.
- BBI-AgriChemWhey (2018-2021): Connection with the project stakeholder communities, especially farmers.
- H2020-RUN4LIFE (2017-2021): Recovery of nutrients from wastewater treatment plants.
- H2020-Water2Return (2017-2020): REcovery and REcycling of nutrients TURNing wasteWATER into added-value products for a circular economy in agriculture (different industries including slaughtering, waste water treatment)
- H2020-NUTRIMAN (2018-2021): Compilation and analysis of current recovered bio-based fertiliser products, technologies, applications and practices: this work reflects the state of the art and the best practices on this topic.
- BBI-AGRIMAX (2016-2020): Biofertilizer production from valorization of side streams from the horticultural culture and food processing industry to be used in a cooperative approach by local stakeholders.
- H2020 To-Syn-Fuel (2017-2021): TCR upscaling for treatment of sewage sludge and digestate for energy production and phosphorous recovery.
- H2020 – SUSFERT (2018-2023): Sustainable multifunctional fertilizer – combining bio-coatings, probiotics and struvite for phosphorus and iron supply.
- H2020 – BIOTA (2019-2020) The organic fertilizer for genuine, high yield pesticide and chemical free organic farming.
- H2020 – INTERFUTURE (2016-2021) From microbial interactions to new-concept biopesticides and biofertilisers.
- LIFE – AGRICLOSE (2028-2022) Improvement and disclosure of efficient techniques for manure management towards a circular and sustainable agriculture.

This list of projects is linked to “Task 1.5 Capitalisation of relevant project results” in which an extensive search of projects (finished and on-going) and related with manure is to be done as to take advantage of all the previous work done in the field of nutrient recycling and manure management.

1.4. Communication channels

The communication activities of the FERTIMANURE project will take place through the following activities/channels:

1.4.1. Branding

It is crucial to create a strong visual identity of the project that will be used by all project partners in the different communication materials/activities.

The branding includes:

- The design of the **logo** that will be used in all the communication and dissemination material of the project to make sure that the project is identifiable. The logo is divided in four figures which represent the 5 on-farm experimental pilots, and the livestock sector (poultry, cattle and pig),

Guidelines for the logo were created and these include the different logo versions, the colours, the logo size, the font, etc. See Annex I: Logo Guidelines

- A common **e-mail signature** was created for all partners involved in the project's execution and they will use it in order to reach other stakeholders that might be interested in the project,

- A common **power point template** that will be used in all the related presentations that the different partners will be performing in the events/conferences that they plan to attend – see Annex I Power Point Template

- A common **event template** that needs to be filled by each partner after they have attended an event/conference so that it can be kept and used to crate publications for the different social media profiles – see Annex I Event Report Template

- A common **deliverable template** that will be used by all partners so that there are no differences in the type of font, the place of the logo, the EU funding phrase, etc. – see Annex I Deliverable Template

1.4.2. Website

FERTIMANURE's website has been designed in an easy and friendly way and also in both languages – English and Spanish - to make sure that the interested stakeholders will find the information they are looking for. The website was launched on May 8th, 2020 and its domain is www.fertimanure.eu

The FERTIMANURE website showcases a description of what is at stake, a description of what the project is about, the list of the partners involved in the project, the publications, and an explaining video of the main concept of the project.

The website will be the main channel to keep all the stakeholders and the FERTIMANURE followers informed about the advancements in the project via regular posts and updates of the different activities the different partners have been carrying out, publications of articles, and news related to the project.

Other than that there is the possibility of downloading press releases, leaflets, posters, videos, public deliverables and EIP Practice abstracts directly from the website. Also, there is a section related to events in which a calendar will show all the events that the different partners form FERTIMANURE are planning to attend to present the project.

The website structure is as follows:

The HOMEPAGE has the following menus and submenus:

- Logo
- What is at stake?
- The project's response
- Partners involved
- Publications
    - Press releases
    - Project leaflet(s)
    - Posters
    - Videos
    - Available deliverables
    - Related papers
- Contact us
- Stay tuned
    - All news
    - FERTIMANURE
    - Project-relate
    - Events
- Widgets
    - Facebook, Twitter, LinkedIn and YouTube
- Short explaining video
- Map
    - Interactive map showing the partners around Europe and the CELAC region – Argentina
- Partners
- Legal European Union funding + European Union flag

Key Performance Indicator for FERTIMANURE's website:

- It is estimated that the project website will receive 8,000 visits by the end of the project.

1.4.3. Partners websites and social networks

Partners' websites and social networks will be used to share the publications and important communication and dissemination material related to the project to allow a greater audience reach.

Also, all partners will be encouraged to create a FERTIMANURE description in their websites with the links to the official website of FERTIMANURE and its different social networks.

1.4.4. Social Networks

The different social networks, that are described below, will be useful to bring awareness about the progress of the project to two different types of stakeholders following the following principle:

1. Communication to skilled stakeholders (policy makers, PhD students, industry, standarisation bodies, etc):

    - LinkedIn, as the most popular social network focused on enterprises, businesses, and employment and with more than 260 million users all over the world, will be the adequate network to support the exploitation of the commercial results since it is a tool that companies and people use to build relationships.

@FERTIMANURE
https://www.linkedin.com/company/64863294/admin/

    - Twitter, as the most popular social network with the main characteristic that it allows short sentences, called tweets, will be the one used to publish short news, events, conferences, workshops, meetings, and progress of the FERTIMANURE project to keep the stakeholders informed. This social network will be updated on a regular basis.

@fertimanure
https://twitter.com/fertimanure

2. Communication to non-skilled stakeholders (students, general public and civil society)

    - Facebook, as the most popular social media platform today, with more than 2.3 billion users, will be used to raise awareness about the FERTIMANURE project, mostly among students and the general public interested in farming and related topics. This social media will be updated on a regular bases as well.

@fertimanure
https://www.facebook.com/fertimanure/

- YouTube, as the most popular platform for sharing videos, will be playing a very important role in the FERTIMANURE communication activities since it will showcase different videos about what the project is about and what has been achieved so far during the project. There will be a specific YouTube channel for FERTIMANURE and it will be accessible for everyone as soon as the showcasing video is done.

The social networks and the website will be under the responsibility of GreenWin, but with input from the rest of the partners regarding the information that can be shared on the communication channels.

Key Performance Indicator for FERTIMANURE's social networks:

- Twitter, Facebook and LinkedIn: 400 followers

1.4.5. Leaflet, Poster and Roll-ups:

The first leaflet will be completed in M6 of the project and it will include general information about the project like the objectives, the expected impacts, the outputs, the partners, the value of the project, contact information and the EU phrase regarding the funding. The main objective of the project leaflet is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. To assist the dissemination effort, the attractive and professionally made leaflet, prepared by GreenWin, is published on the project website. The leaflet presents the goals of the project and the main (expected) findings. The text is designed taking into account not only experts, but also an interested non-specialist. It introduces the main idea, the approach and the goals of the FERTIMANURE project. Furthermore, it includes the website address and provides basic information on FERTIMANURE Consortium. All partners' logos are also displayed.

This leaflet (1,000 leaflets to be printed) will be given to all the partners so that they can distribute them during the FERTIMANURE's presentations in different conferences, workshops, congresses, events, etc. It will also be downloadable on the website.

During the duration of the project, different posters will be created to give visibility to FERTIMAURE in different events. Each of them will contain different types of information that will be updated accordingly. GreenWin will be in charge of producing the template of the poster and the roll-up that will be used by the project partners. GreenWin will be in charge of producing and printing the leaflets, posters and roll-ups for the 3 european large scale events planned during the entire duration of the project in the Netherlands, Spain, and Poland. It is important to mention that partners will be using the templates for roll-ups and poster, for the events they are planning to attend, but to ensure the same quality over all the communication and dissemination material, these posters and roll-ups will have to be approved by WP7 leader (GreenWin) and the project coordinator (UVIC).

The main purpose of the poster is to catch the audience attention. The content of the poster is clear and easily understandable by the target end users. With regard to the layout and design, the poster shows the FERTIMANURE project's logo and the colors emphasizing the link to the project´s graphic

Key Performance Indicator for FERTIMANURE's Leaflets and Poster:

- Leaflets: 1000 leaflets in English and Spanish.
- Poster: 1 template for partners to use.
- Roll-up: 1 template for partners to use.

1.4.6. Video

GreenWin will coordinate the production of an impacting short video showcasing FERTIMANURE general information to give a short but concise idea of what the project is about, but at the same in a way that everyone with technical and non-technical background can understand. This video will be done in English but with Spanish subtitles.

It is important to mention that all of the FERTIMANURE videos will be uploaded to the YouTube channel mentioned before.

Key Performance Indicator for FERTIMANURE's video:

- 1,000 views by the end of the project.

1.4.7. Newsletter

Biannual FERTIMANURE newsletters will be performed during the duration of the project and they will provide:

- Project-related news (e.g. launch and meetings)
- Announcements of the project's progress
- Dates, details, comments regarding project related conferences, meetings, events or publications
- Lectures, talks, and trainings opportunities
- Etc.

The newsletter will be uploaded on the website and in order to make sure that the newsletter gets to the relevant stakeholders, all the partners will be deeply involved in sharing the e-newsletter in their social networks and company's website. Also, it will be sent to the contacts in the database that we have compiled through the website; a database of the people that has subscribed to our newsletter. It is important to mention that this e-newsletter will be sent as well to the projects identified and mentioned in section 1.3.

Key Performance Indicator for FERTIMANURE's newsletter:

- 400 readers reached by the end of the project.

1.4.8. Bio-refine Cluster Community Group

A FERTIMANURE dedicated page was set up on the Biorefine Cluster Europe website, and news will be further spread in the Biorefine monthly newsletter. In order to facilitate knowledge and good practice exchanges between relevant EU initiatives, FERTIMANURE will create a Cluster initiative with projects funded under the same topic and other relevant

projects funded in H2020, such as SFS-39-2019, and other EU initiatives. This cluster will be created as a new community group of the already existing and dynamic Biorefine Cluster Europe, and it will be a platform to exchange knowledge and good practices. Consortia of these projects will also be involved in our events as speakers.

Key Performance Indicator for FERTIMANURE's Biorefine Cluster Europe:

- 1 FERTIMANURE profile created on the Biorefine Cluster Europe platform.

2. Management of FERTIMANURE's dissemination activities

2.1. Definition and Main Objective

According to the EC Research and Innovation Participant Portal Glossary Terms we can define the term as follows "The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."

The main dissemination objective of FERTIMANURE is to ***transfer the knowledge and results*** related to the recovery of mineral nutrients to produce high added value biobased fertilisers and tailor-made fertilesers. Also, to share the results and lessons learnt from the 5 experimental pilots in Spain, France, Germany, Belgium and The Netherlands so that they can be replicated in other regions around the world, taking into and giving importance to the CELAC region.

2.2. Target Audience

The target audience of the FERTIMANURE project is:

- Key agriculture and industry players:
  - Livestock farmers,
  - Fertiliser manufacturers and sellers,
  - Chemical industry, and
  - Arable farmers, crop-growers and producers
- Industry – Small and Medium Sized Enterprises and Large Companies related to:
  - Farming and Agriculture
- Bio-economy stakeholders:
  - Rural community
  - Farmers
- Investors in bio-economy:
  - Public and
  - Private investors

- Research and education community:
  - Research institution,
  - Relevant EU projects and networks
- Policy makers and authorities:
  - Public procurers,
  - Local council and regional government of the region involved in the partnerships - CELAC, and
  - National and European-level policy makers
  - Standarisation bodies
- Industry of equipment supply

2.3. Dissemination activities

The dissemination of the FERTIMANURE's results will be done through the following activities:

2.3.1. Scientific publications

As a way of showing the project's results and main findings, all the partners will be encouraged to disseminate their results, through scientific publications. The rules for management of this data and stipulations regarding their dissemination are discussed in depth in the Data Management Plan, Grant Agreement, and Consortium Agreement.

GreenWin will be in charge of asking the partners on a monthly basis if they have produced any results that are likely to be disseminated through appropriate means. This means asking the partners if they have written scientific publications related to the project.

Key Performance Indicator for FERTIMANURE's scientific publications:

- The number of scientific publications will depend mainly on the information that will be made available taking into account that there would be information that will be protected, thus not published in the scientific journals. As stated before, GreenWin will be asking the partners in a monthly basis if they have available information that is ready to be published. This publications will be focused on a more scientific audience that will be interested in using FERTIMANURE's results. – see Annex I List of Journalists

2.3.2. Video(s)

GreenWin will coordinate a final video, with a duration of 2-3 minutes that will present FERTIMANURE's results and lessons learnt. This video will be produced internally by GreenWin with the input provided by partners. The rest of the partners will be encouraged, throughout the duration of the project, to produce short videos to disseminate and promote FERTIMANURE's main results.

Key Performance Indicator for FERTIMANURE's video(s):

- 1 final video showcasing FERTIMANURE's main results.

2.3.3. Attendance to the main events and conferences

To show FERTIMANURE's results and main conclusions, the different partners will be the ones to attend the main events, conferences and congresses related to the topic of FERTIMANURE to disseminate the advancements done throughout the project.

GreenWin will ask every 3 months what are the main events that the partners are planning to attend to in order to have the template, mentioned on sub-section 1.4.1., with all the required information so that it can be posted in the Events section of the website mentioned in sub-section 1.4.2.

Some of the workshops and conferences targeted are the following:

1. EU Biomass Conference and Exhibition,
2. BIO World Congress on Industrial Biotechnology,
3. EFIB Conference,
4. Agricultural fairs (Libramont agriculture, Forestry and Agribusiness Fair/Paris International Agribusiness Show
5. MANURESOURCE conference
6. World Biostimulants Congress
7. National and International Agronomy Meetings
8. European Geosciences Union
9. EuroSoil

Key Performance Indicator for FERTIMANURE's events and conferences:

- At least 8 international conferences related to the project.

2.3.4. Webinars with policy makers

Two policy webinars will be organised throughout the project. One will be led by DARP and APCA, and the other by INTA. The expected result of these webinars is to educate policy-makers about biofertilisers and allow a comparison between policies around Europe and South America.

Key Performance Indicator for FERTIMANURE's webinars with policy makers:

- It is expected to perform 2 webinars targeting policy makers in both Europe and South America.

2.3.5. Large scale events

4 large scale events will be organised in order to engage relevant stakeholders and share knowledge, best practices, lessons learnt and final results of FERTINAMURE. These events will be organised in The Netherlands, Poland, Spain, and Argentina (CELAC region).

Key Performance Indicator for FERTIMANURE's large scale events:

- It is expected that at least 100 relevant stakeholders will attend these 3 events.

2.3.6. Final conference

There will be a final conference in Spain to show all the lessons learnt, the main conclusions and results of FERTIMANURE. This final conference will bring together partners from other related projects. Agricultural players, public authorities, policy makers, universities and industrial stakeholders will be invited to this final event.

Key Performance Indicator for FERTIMANURE's final conference:

- It is expected that at least 100 relevant stakeholders will attend this final conference.

3. Communication and Dissemination obligations

3.1. European Union funding phrase and European Union flag

All the communication and dissemination material should showcase the phrase that the project has received funding from the European Union as well as to include the European Union flat as shown below:

This project has received funding from the EU Horizon 2020 Research and Innovation Programme under grant agreement No. 862849

3.2. Disclaimer European Union funding phrase and European Union flag

Any communication and dissemination activity has to clearly show that the information provided on them reflects only the authors view and shall not be taken in any case as the European Commission's point of view or opinion:

Disclaimer: *this document/poster/leaflet/publication/etc a. Reflects only the author's view; and b. Exempts the Commission from any use that may be made of the information it contains*

3.3. Partner obligation and protection of data

Matters regarding protection of data and other information-related obligations of partners is covered in the Data Management Plan.

4. Decision and publication process and management of the External Communication and Dissemination material to be produced

The management organization will be comprised of the following bodies:

- Project Coordinator (PC),
- Work Package Teams (WPT), and
- Communication and Dissemination WP leader (C&DWPL)

4.1. Communication and Dissemination WP leader

GreenWin as work package 7 -Communication and Dissemination – leader will represent this level and will be in charge of producing all the communication and dissemination material focused on the EXTERNAL audience. GreenWin will be in charge of asking all the partners relevant information for communication and/or dissemination and with this information will create the different templates for posters and roll-ups, leaflet, website, newsletters, etc.

4.2. Project Coordinator

UVIC, as project coordinator of FERTIMANURE, will be in charge of approving the material created by GreenWin and will provide feedback when needed. GreenWin will provide the necessary measures to make the changes according to what the Coordinator asks.

4.3. Work Package Teams

All work package leaders will be the ones representing this level and will be the last ones to review the material created as to make sure that they are the ones that receive a final version according to GreenWin and UVIC. These partners, which have a technical expertise, will make sure that all the necessary information has been included and that all the technical terms are understood, taking into account that nothing extremely important was left behind. GreenWin will provide them with input regarding the intended audience of the material to be produced in order to avoid a language that is too technical for a non-scientific audience and a language that is non-technical for a scientific audience.

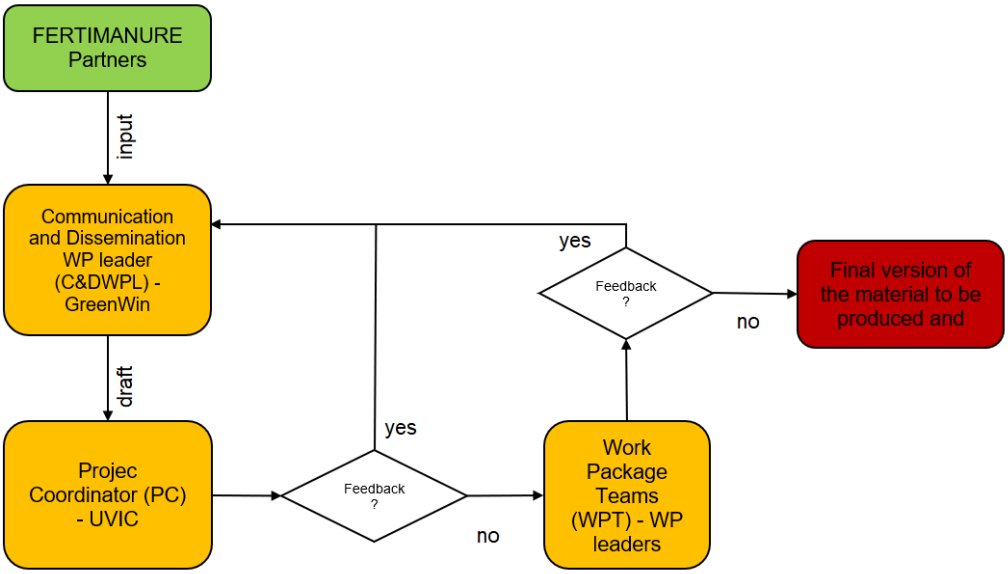

Figure 1: Decision and publication process and management for WP7

5. Annex I

5.1. Logo Guidelines

FERTIMANURE

Foreword

With these guidelines, **Fertimanure** seeks to assist you in understanding and reproducing the characteristics of the enterprise in all its philosophy, as identified in the organisation's internal and external communication.

Our logotype and its colours, wherever they might appear, are our enduring ambassadors.
That is why it is fundamental that the guidelines set out in the following pages are respected in full, to ensure the credibility of any activity or message that Fertimanure may decide to undertake or communicate.
These guidelines represent a tool that will enable you to establish under which conditions, and in which manner, you may use our logo across the different types of media.

It is essential that these visual identity guidelines are followed as closely as possible. For if communication starts with recognition, recognition, surely, starts with repetition.

For any information concerning Fertimanure,
please feel free to contact :

Françoise Scheepers,
Marketing & Communication Manager
francoise.scheepers@greenwin.be

More specific questions relating to these visual identity guidelines or to graphic applications can be addressed to :

Webadev - SPRL
info@webadev.com

Summary

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5.1 Typeface
5.2 Secondary typeface
5.3 Secondary typeface - Online

6. Layout
6.1 Size and spacing
6.2 Italics, bold and underlining
6.3 Paragraphs

1. The logo

1.1

Logo

The Fertimanure logotype consists of four differently-coloured square symbols and features the company name in a dark blue typeface in capital letters. Its different components are all interlinked and cannot be disassociated from one another.

Under no circumstances can the logo be reproduced with any modification in shape or colour, or in any layout not provided for in these guidelines.

1.2

Logo - versions

To make communication clearer, and if it is a requirement of the type of media being utilised, the Fertimanure logo can be used in its negative version.

Otherwise, the Fertimanure logo should ideally only ever sit on one background colour : the colour white.

Version 1 – original logo - preferred use

Version 2 - logo negative version

1.3

Logo - monochrome

If it is only possible to print in one colour, the logo can be adapted in dark blue, or in white, depending on the graphic or technical context.

Version 1 - white background

CMYK : 100 / 80 / 44 / 46
RGB ; 0 / 42 / 70
HEX ; #002A46
PANTONE ; 7546 C

Version 2 - dark blue

FERTIMANURE

2. The colours

2.1

Colours

When used appropriately and evenly, the company's official colours contribute towards the creation of a strong and coherent image for the organisation.
The logo colours must be used as a matter of priority in all forms of communication.
The logo's colour code must be respected for all printed and virtual media.
The basic rule is the use of a white background. Under no circumstances may a transparent background be used.

The conversion of the logo into RGB must ALWAYS start from the CMYK version.

FERTIMANURE

Primary colours :

CMYK : 100 / 80 / 44 / 46
RGB ; 0 / 42 / 70
HEX ; #002A46
PANTONE ; 7546 C

CMYK : 50 / 0 / 100 / 0
RGB ; 140 / 197 / 63
HEX ; #8CC53F
PANTONE ; 368 C

CMYK : 40 / 12 / 12 / 0
RGB ; 156 / 194 / 209
HEX ; #9CC2D1
PANTONE ; 551 C

CMYK : 0 / 88 / 67 / 0
RGB ; 238 / 66 / 81
HEX ; #EE4251
PANTONE ; 1788 C

CMYK : 8 / 35 /100 / 0
RGB ; 230 / 168 / 33
HEX ; #E6A821
PANTONE ; 130 C

2.2

Secondary colours

In addition to the primary colours, a palette of secondary colours is also available. These secondary colours must only be used to deliver accents that might help to emphasise the visual interest.

They must always be used in conjunction with the primary colours.

Secondary colours :

CMYK : 65 / 42 / 34 / 5
RGB ; 102 / 127 / 143
HEX ; #667F8F

CMYK : 19 / 11 / 9 / 0
RGB ; 204 / 212 / 218
HEX ; #CCD4DA

CMYK : 71 / 39 / 100 / 31
RGB ; 70 / 98 / 32
HEX ; #466220

CMYK : 19 / 0 / 38 / 0
RGB ; 209 / 231 / 179
HEX ; #D1E7B3

CMYK : 78 / 33 / 31 / 2
RGB ; 59 / 137 / 156
HEX ; #3B899C

CMYK : 6 / 1 / 1 / 0
RGB ; 235 / 243 / 246
HEX ; #EBF3F6

CMYK : 20 / 92 / 78 / 10
RGB ; 178 / 50 / 62
HEX ; #B2323E

CMYK : 0 / 36 / 14 / 0
RGB ; 248 / 179 / 186
HEX ; #F8B3BA

CMYK : 29 / 47 / 100 / 9
RGB ; 172 / 126 / 25
HEX ; #AC7E19

CMYK : 3 / 12 / 40 / 0
RGB ; 245 / 220 / 166
HEX ; #F5DCA6

3. Ergonomic factors
11

3.1

Exclusion zone

For the logo to be as eye-catching as possible it must always be surrounded by a minimum clear area. This exclusion zone is a minimum protected area around the logo that must be respected at all times. It must not contain any graphic, typographic or pictorial elements of any kind.
The distance between the logo and the edge of any material on which it is placed cannot be inferior to the exclusion zone.

The size of the minimal white area must be equivalent to half the height of the letter « E ».

3.2

Minimum size

The minimum size allowed for all logo impressions is 10 mms in height.
The logo proportions must be perfectly maintained at all times.

FERTIMANURE

4. What is not allowed

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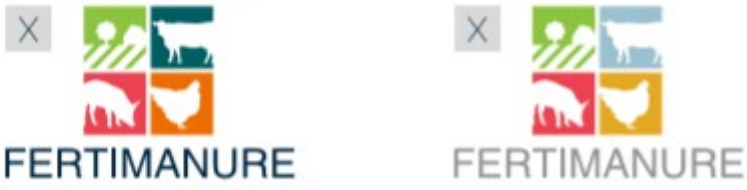
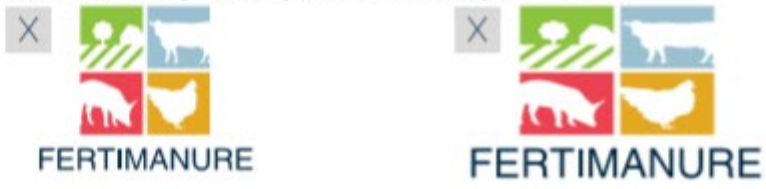
What is not allowed

What not to do... (Non-exhaustive list).
Below are a few examples of how not to use our logo.
Any use that results in a degrading or poor legibility of the logo is prohibited.

Do not alter the logo colours :



Do not distort the logo, or modify the proportions of any of its elements :



Do not change the typeface :

Do not use the logo on an inappropriate background :

5. Typography

FERTIMANURE

5.1

Typeface

Typography forms an integral part of a visual identity. The designated typeface must be used consistently and evenly to improve and reinforce the company's branding.
The correct use of typeface allows for the introduction of a rhythm into a text and for a hierarchy to be transcribed, facilitating an understanding of the text and its subject matter.

Fertimanure's corporate typeface is **HelveticaNeue** (in its non-condensed and non-stretched version). It can be used in all its different weights, and must be used for all printed material and offline applications.

AaBbCcDd
1234!@#& »

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

AaBbCcDd
1234!@#& »

Helvetica Neue 25 Ultra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

5.2

Secondary typeface

If the use of HelveticaNeue is not an option, the possible alternative is **Arial**, which is widely available by default with all operating systems.

AaBbCcDd
1234 !@#& »

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Arial Black
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Other variations are also permitted.

5.3

Secondary typeface - Online

The preferred typeface for online use is **Lato**, which belongs to the « Google Fonts » library.

AaBbCcDd
1234!@#& »

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Lato Black
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1 234 567 890!@#$%^&*()

Other variations are also permitted.

6. Layout

6.1

Size and spacing

While the use of the **HelveticaNeue** typeface for running text and headings is quite straightforward, attention has nevertheless to be paid to certain aspects; for example, never reducing the font size below 8.5 pts in a running text, especially when using the Light version.
As these fonts are already conceived according to uncluttered design parameters, it could be inadvisable to enlarge them, except maybe in the case of headings.

It is also important to have clear line spacing that is ideally a minimum of 3 pts more than the main text. For example, a 10 pt body text should have line spacing of at least 13pts.

Also, any character distortion (compression, stretching or horizontal) is to be shunned. The practice considerably reduces legibility, altering the original design while also causing an imbalance in shape.

Any increase in letter spacing, on the other hand, is considered acceptable.

Footnotes, for their part, are necessarily in a font size that is smaller than that of the main text.

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

The running text in the above extract is written in a 10pt font with 15 pt spacing, 0 tracking, and no distortion.

6.2

Italiques, gras et soulignement

When used sparingly, italics serve to highlight a word, or group of words in a text, without interfering with the homogeneity or continuity of the reading flow. Unlike bold text, which is visible from a distance, italic text only becomes obvious when it is actually being read. It is important therefore to reserve the use of **bold** text for any highlighting that is deemed essential.

Also, unless necessary for indicating internet links within the text, **underlining** must be avoided.

6.2

Headings and hierarchy

As they are not sentences, headings are not usually followed by punctuation marks, except maybe a question mark, an exclamation mark, ellipsis points, or abbreviation points; a colon is also generally acceptable.

For the structure of a text to be kept simple and coherent it should ideally contain no more than four levels of headings, and in styles that should be determined in a manner that allows the reader to rapidly determine their hierarchy.

Headings can be highlighted in different ways, provided that attention is paid to the **importance of maintaining consistency** throughout the document so as to preserve its homogeneity.
In addition, it is customary to always start any important section or chapter on a new page, whenever possible. This ensures the reader can better grasp the layout and structure of the text.

6.3

Paragraphs

The use of paragraphs makes for easier reading. As a general rule, one should use one idea per paragraph. Paragraphs are usually indicated by the use of double spacing and are justified.

GUIDELINES2020

5.2. Power Point template

FERTIMANURE

Before even opening a design tool...

FERTIMANURE

Preparation is essential to ensure the success and logical flow of your presentation.

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862849.

5.3. Event Report Template

WP7/Communication & Dissemination duty

FERTIMANURE

Event Reporting Template

(This template is to be filled-in by the partner that attends an event where FERTIMANURE was presented)

Name of the beneficiary	*Please write down your organisation's name*
Name of the event	*Please write down the name of the event*
Date of the event	*Please write down the date in which the event was held*
URL of the event	*Please write down the URL of the event*
Place of the event	*Please write down the country and city where the event was held*
Type of event	*International/National*
Duration of the event	*Please write down the duration of the event (one day event, two days event, etc)*
Thematic of the event	*Please write down the event's theme(s) (ex. Circular economy, Environment, etc.)*
Relation of the event with FERTIMANURE	*Please write down a paragraph explaining the relationship between the event and FERTIMANURE (minimum 75 words)*
Type of audience	*Please write down the type of audience the event was intended to (ex. Scientific, researchers, students, etc)*
Number of participants	*Please write down the number of people that attended the event. Of course this is an estimate since it is not always easy/possible to count everyone or get the number of attendees from the organiser.*
Communication/Dissemination material	*Please write down if you gave any communication or dissemination material and how many were given (ex. Leaflets (130) and if the explaining video was used to give a general idea of the project)*

Beneficiary's list of participants:

(Please write down the name of your organization's attendants and their role in the project)

Name	Role in the project

Pictures:

Please paste here the pictures that you took during the event
Recommendation:

1. *Take quality pictures of the event in general, for which use in the promotion of the project is allowed*
2. *Take pictures where your organisation's staff appear*
3. *If you were showcasing/giving communication/dissemination material of the project, please make sure it appears in the pictures*

Disclaimer: this document a. Reflects only the author's view; and b. Exempts the Commission from any use that may be made of the information it contains

This project has received funding from
the EU Horizon 2020 Research and Innovation Programme
under grant agreement No. 862849

5.4. Deliverable Template

FERTIMANURE

Deliverable (font to be used is ARIAL)

Project Acronym: FERTIMANURE

Project full name: Innovative nutrient recovery from secondary sources – Production of high-added value FERTIlisers from animal MANURE

Grant Agreement No. 862849

D7.1. Dissemination and Communication Plan

(Please write down the deliverable number - according to the work package it belongs to - and its title, as in the example here above mentioned)

Project start date	January 1st, 2020
Duration in months	48
Deliverable due date	30 June 2020 (Please write down the due date **as planned in the proposal**, like the example in black)
Actual submission date	30 June 2020 (Please write down the **actual** submission date of the deliverable, like the example in black)
Work package concerned	7 (Please write down the work package concerned, like the example in black)
Author	Rodrigo Arandi-Klee (Please write down the name of the author of the deliverable, like the example in black)
Contributor	GreenWin (Please write down your organisation's name, like the example in black)

0

This project has received funding from the EU Horizon 2020 Research and Innovation Programme under grant agreement No. 862849

FERTIMANURE

Disclaimer: This deliverable a. Reflects only the authors view; and b. Exempts the Commission from any use that may be made of the information it contains.

Document History

Date	Author	Action	Status
April 15th, 2020	Rodrigo Arandi-Klee	1st draft revision	Draft
May 2nd, 2020	XXX	2nd draft revision	Draft
June 28th, 2020	Laia Llenas	Approved by UVIC	Approved by the PC

(Please fill-in the table like the example shown above)

This project has received funding from
the EU Horizon 2020 Research and Innovation Programme
under grant agreement No. 862849

Introduction:

(Please write down an introduction about the deliverable, including the main objective(s) of this document, actions to be taken, procedures, etc)

This project has received funding from
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under grant agreement No. 862849

FERTIMANURE

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1. Management of FERTIMANURE's project communication activities (please use TITLE 1 for the main titles)

1.1. Objectives (please use TITLE 2 for subsection 1)

1.1.1. Website (please use TITLE 3 for subsection 2, and TITLE 4, etc for the other subsections)

2. Management of FERTIMANURE's dissemination activities

2.1. Objectives

This project has received funding from
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5.5. List of Journalists

No	First Name (surname)	Last name	Media name	Type of media	Freelancer or employee of the media	e-mail address	Country prefix	Phone number	Territories covered	Communication language(s)
1	-		Informatore Agrario www.informatoreagrario.it	Agriculture Specialised - Online and Offline	-	informatoreagrario@informatoreagrario.it	39	458057547	Italy	Italian
2	-		Agronotizie https://agronotizie.imagelinenetwork.com/	Agriculture Specialised - Online (free)	-	info@imagineline.it	39	546680688	Italy	Italian
3	Repetti	Ottavio	Tecniche nuove - Terra è vita	Agriculture Specialised Online and Offline	-	ottavio.repetti@gamail.com	39	3383633793	Italy	Italian
4	Garcia	Chus	Heraldo de Aragón	Mainstream/Offline/Online Newspaper	Employee	mjgarcia@heraldo.es	34	976765000	Regional	Spanish
5	Poncela	Isabel	Efe	Mainstream Offline Agency	Agency Director	iponcela@efe.com	34	976215021	National	Spanish
6	Lacarcel	Silvia	Cadena Ser	Mainstream Offline/ Online Radio	Radio Director	smlacarlel@prisaradio.com	34	647308862	Regional	Spanish
7	Barraguer	Samuel	CARTV	Mainstream Offline/Online TV	News Chief	samuel.barraguer@gmail.com	34	876256500	Regional	-
8	Lopez Judeiras	Chema	Diario de Teruel	Mainstream Offline/Online Newspaper	Director	chemalopez@diariodeteruel.net	34	978617086	Provincial	-
9	-		Journal of Plant Protection	Online and Offline	-	zadruzna.stampa@zg.t-com.hr info@zastitabilja.com.hr zrakic.magdalena@gmail.com	38	5012316060	-	Croatian and English
10	-	-	Gospodarski list d.d.	Online and Offline	-	redakcija@gospodarski-list.hr	38	5013843222	-	Croatian
11	-	-	Pomologia Croatica: Journal of the Croatian Agronomic Society	Online and Offline	-	info@agronomsko.hr	38	5014872493	-	Croatian and English
12	-	-	Časopis Poljoprivreda/ Journal of Agriculture	Offline	-	poljoprivreda@fazos.hr	38	5031554821	-	Croatian and English
13	-	-	Agroeconomia Croatica	Online and Offline	-	Ruzica.Loncaric@pfos.hr	38	5031554871	-	Croatian

14	-	-	Agronomski glasnik: Glasilo Hrvatskog agronomskog društva	Online and Offline	-	info@agronomsko.hr	38	5014872493	-	-
15	-	-	Glasilo biljne zaštite	Offline	-	rbazok@agr.hr	-	-	-	Croatian
16	Eva	Funoll	UVic-UCC	-	UVic-UCC communication manager	eva.funoll@uvic.cat	34	679578935	Spain	Spanish and English
17	Pampa	Garcia	Agencia SINC	Specialised Online	Agency Director	esperanza.garcia@fecyt.es	-	-	Spain	Spanish and English
18	Adelina	Marcos	Agencia SINC	Specialised Online	Employee	adeline.marcos@fecyt.es	-	-	Spain	Spanish and English
19	-	-	-	-	-	redaccion@agenciasinc.es	-	-		Spanish and English
20	-	-	Agencia EFE	Specialised Online	Agency	ciencia@efe.es	-	-	Spain	Spanish and English
21	Ana	Morales	Europa Press	Specialised Online	Agency Employee	anamorales@europapress.es	-	-	Spain	Spanish and English
22	Cristina	Saez	-	-	Freelance	saez_cristina@yahoo.es	-	-	Spain	Spanish and English
23	Teresa	Bau	-	-	Freelance	tbaupuig@gmail.com	-	-	Spain	Spanish and English
24	Michele	Catanzaro	-	-	Freelance	catanzaro.michele@gmail.com	-	-	Spain	Spanish and English
25	Nuria	Jar	-	-	Freelance	nuriajarbenabarre@gmail.com	-	-	Spain	Spanish and English
26	Valentina	Raffio	-	-	Freelance	raffiovalentina@gmail.com	-	-	Spain	Spanish and English
27	Lorena	La Fuente	INTA	INTA has social networks, newsletters, website, specialized magazine, a network of communicators	Employee	lafuente.lorena@inta.gob.ar	54	01137548468 / 8400 int 3753	National	Spanish
28	Rose	O'Donovan	Agrafacts	Specialised	-	Rose O'Donovan <rose@agrafacts.com>	-	-	-	English and French
29	Chris	Lyddon	Agrafacts	Specialised	-	chris@agrafacts.com	-	-	EU focused, Brussels based	English
30	Zosia	Wanat	Politico	Mainstream	-	zwanat@politico.eu	-	-	EU focused, Brussels based	English
31	Sarantis	Michalopoulos	EURACTIV	Mainstream	-	sarantis.michalopoulos@euractiv.com	-	-	Europe, Brussels-focused	English
32	Claire	Stam	EURACTIV	Mainstrema	-	claire.stam@euractiv.com	-	-	Europe, Brussels-focused	English

33	Robert	Hodgson	ENDS Europe	Specialised	-	robert.hodgson@haymarket.com	-	-	Europe, Brussels-focused	English
34	Susanna	Ala-Kurikka	ENDS Europe	Specialised	-	susanna.ala-kurikka@haymarket.Com	-	-	Europe, Brussels-focused	English
35	Dafydd	Abiaggo	Argus Media	Specialised	-	dafydd.abiago@argusmedia.com	-	-	Europe, Brussels-focused	English
36	Camille	Louedec	Contexte	Specialised	-	clouedec@contexte.com	-	-	France	French and English
37	Miranda	Johnson	The Economist	Mainstream	-	ukpressoffice@economist.com	-	-	Global	English
38	George	Von Harrach	BBC	Mainstream	-	georg@europe.com	-	-	Europe	English
39	David	Maher	Argus Media	Specialised	-	david.maher@argusmedia.com	-	-	Global	English
40	Ben	Farey	Fertilizer Week	Specialised	-	ben.farey@crugroup.com	-	-	Global	English
41	Alessandro	Mancosu	Informa	Specialised	-	Alessandro.Mancosu@informa.com	-	-	-	English
42	Philip	Clark	Farmers weekly	Specialised	-	philip.clark@rbi.co.uk	-	-	-	English
43	Audrey	Dibet	TERRA - Réussir Group	Specialised ; Online and Offline	Employee (Editor in Chief)	a.dibet@reussir.fr	33	954556458	France Brittany	French
44	via APCA, CRAB, CRAGE and CA80		Other journals of Réussir Group	Specialised ; Online and Offline	-	-	-	-	France and French regions	French
45	via APCA		La France Agricole	Specialised ; Online and Offline	-	-	-	-	France	French
46	via APCA		Terre net	Specialised ; Online	-	-	-	-	France	French
47	via APCA		Plein champs	Specialised ; Online	-	-	-	-	France	French
48	via APCA		Campagne Et Environnement	Specialised ; Online	-	-	-	-	France	French
49	via APCA		Terre Eco	Specialised ; Online	-	-	-	-	-	-