

# 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

## D7.3. Communication and Dissemination material

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Duration in months	48
Deliverable due date	June 30 <sup>th</sup> , 2020
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Work package concerned	7
Author	Rodrigo Arandi-Klee
Contributor	GreenWin

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## Document History

<b>Date</b>	<b>Author</b>	<b>Action</b>	<b>Status</b>
June 28 <sup>th</sup> , 2020	Rodrigo Arandi-Klee	1 <sup>st</sup> draft revision	Draft
June 30 <sup>th</sup> 2020	Evan Marks	1 <sup>st</sup> draft revision	Draft
June 30 <sup>th</sup> 2020	Laia Llenas	Final version revision	Final version



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## Summary

The main objective of the communication and dissemination material is to showcase the project in every event, conference, webinar, etc. that any of the FERTIMANURE partners will be attending throughout the duration of the project. For the first six months of the project, GreenWin decided to create a leaflet, a poster template and a roll-up template. GreenWin also created a press release in M5 of the project and an e-newsletter that will be sent on the first week of July. All of the communication and dissemination material was created taking into account the Work Package Leaders (WPL) feedback to make sure that the most relevant aspects of the project were taken into account.

The aim of this document is to briefly explain the communication and dissemination material that was created and also to explain the main sections contained in these.

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## 1. Leaflet

GreenWin designed a leaflet that will be used by all partners throughout the project's duration. This leaflet will be distributed to the people attending the events, conferences, etc. so that they get an idea of what the project is about. This leaflet contains the most relevant information of the project like:

### What is FERTIMANURE?

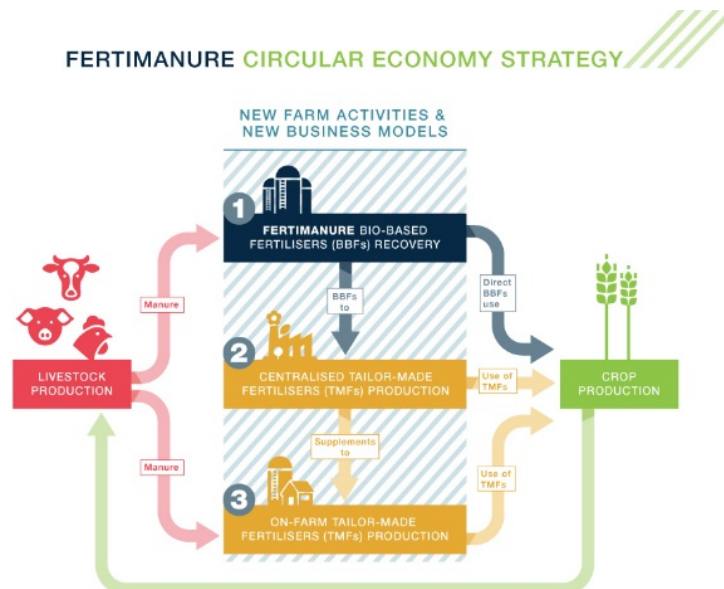
FERTIMANURE is an 8.4 M Euro project funded by the European Commission under the H2020 programme. The project is led by BETA Technological Centre at the University of Vic in Catalonia, Spain, and brings together 20 partners from 7 EU countries, Argentina, and Chile. It includes universities, research centres, cluster organisations, public bodies, SMEs and NGOs.

### FERTIMANURE MISSION AND MAIN OBJECTIVE:

The mission of FERTIMANURE is to provide innovative solutions (technology, end-products, and business models) that solve problems regarding the management of manure, and aid farmers with the challenges that they currently face.

FERTIMANURE will develop, integrate, test and validate innovative nutrient management strategies to efficiently recover and reuse nutrients and other products with agronomic value from manure, to ultimately obtain reliable and safe fertilisers that can compete in the EU fertiliser market.

### WORK PACKAGES



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## ON-FARM EXPERIMENTAL PILOTS

There are five different and complementary on-farm experimental manure processing pilot plants in relevant EU countries.



## What FERTIMANURE hopes to achieve

- Development of **new technological approaches** for nutrient recovery and manure management, feeding a new generation of commercial sustainable and safe fertilisers.
- Replacement of conventional, non-renewable **mineral fertilisers**. FERTIMANURE will produce 11 different bio-based fertilisers (BBFs) and many tailor-made fertilisers (TMFs) that will be specifically formulated to meet the requirements of selected typical European crops.
- Develop innovative **business models** for the valorisation of manure resources and take competitive new fertilising products to the EU market.
- Achieve a reduction in the **environmental impacts** linked to emissions and transfer of nutrients.

## THE CONSORTIUM



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LinkedIn: [@fertimanure](https://www.linkedin.com/company/fertimanure)  
Facebook: [@fertimanure](https://www.facebook.com/fertimanure)

Website: [www.fertimanure.eu](http://www.fertimanure.eu)

## LEGAL FUNDING

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## CONTACTS

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GreenWin

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## 2. Poster

GreenWin was in charge of designing a template that could be used by any partner throughout the duration of the project. The purpose of this template was to allow the different partners to create their own poster for specific/local events in their own language. An important thing to mention is that the posters created have to be validated by Work package 7 leader and the coordinator to make sure that the communication guidelines are followed during the entire project – font, colours, logo, etc. GreenWin will print and distribute 1,000 leaflets in total, which will be distributed to all partners.

The poster contains the following sections:

### THE LOGO:



### THE TITLE:

INNOVATIVE NUTRIENT RECOVERY FROM SECONDARY SOURCES – PRODUCTION OF HIGH-ADDED VALUE FERTILISERS FROM ANIMAL MANURE

### AN EMPTY SPACE IN THE MIDDLE OF THE POSTER:

This is the space where the partners will be writing down the information, adding the infographics, etc. that they want to present.

### THE PARTNER LOGOS:



### SOCIAL NETWORKS:



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**EU FUNDING PHRASE:**

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### 3. Roll-up

GreenWin was in charge of designing a template that could be used by any partner throughout the duration of the project. The purpose of this template was to allow the different partners to create their own roll-ups for specific/local events in their own language. An important thing to mention is that the posters created have to be validated by Work package 7 leader and the coordinator to make sure that the communication guidelines are followed during the entire project – font, colours, logo, etc.

The roll-up contains the following sections:

#### **THE LOGO:**



#### **EU FUNDING PHRASE:**

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#### **THE TITLE:**

INNOVATIVE NUTRIENT RECOVERY FROM SECONDARY SOURCES – PRODUCTION OF HIGH-ADDED VALUE FERTILISERS FROM ANIMAL MANURE

#### **AN EMPTY SPACE IN THE MIDDLE OF THE POSTER:**

This is the space where the partners will be writing down the information that they want to present.



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**THE PARTNER LOGOS:**



**SOCIAL NETWORKS:**



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#### 4. Press release

GreenWin, with the feedback from the Work Package leaders, created the first press release, which was launched the 30<sup>th</sup> of May 2020. This press release was sent to the journalists and magazines from the database that GreenWin managed to compile with the help of the different partners. The FERTIMANURE partners gave the contact information of the journalists and/or magazines, related to the project, in their countries or regions.

The first press release contained the following sections:

##### THE LOGO



##### TITLE

### EU awards €7.78 million grant for new project producing high-added value bio-based fertilisers from animal manure

30 May 2020

##### RELEVANT INFORMATION RELATED TO THE PROJECT

**FERTIMANURE**, an innovative project that will **develop, integrate, test and validate novel Nutrient Management Strategies** to **efficiently recover mineral nutrients** and other **relevant products with agronomic value** from **animal manure** has been awarded a **€7.78 million grant** by the EU under its **Horizon 2020 Research and Innovation Programme**.

The 48-month project, which brings together **20 partners** from **7 EU countries** and **Argentina** - including universities, research centres, cluster organisations, public bodies, SMEs and NGOs – aims to achieve a **zero-waste manure management approach** and obtain **reliable** and **safe fertilisers** able to compete in the European fertiliser market.

The EU livestock sector is the largest in the world, and manure by far the largest **nutrient-rich residual biomass flow** generated by this sector. This important biomass stream needs to be upgraded into **tailor-made fertilisers that comply with the requirements of different crops to minimise losses to the environment**.



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While the production of mineral fertilisers from non-renewable mined rock deposits (P) and those based on fossil energy (N) have contributed to food security for the world's growing population, the **current dependency of EU agriculture on scarce resources** like **natural gas** and **rock phosphate** must be regarded as a **very serious threat and challenge to future food security**.

**FERTIMANURE** will **develop innovative solutions**, including technology, end-products, and business models, to help **reconnect nutrient flows** between crop production and the rearing of livestock, **solve real issues** such as **manure management**, and **assist farmers** with the **challenges** that they are facing today.

**Five pilot plants** will be set up in **Spain, Belgium, The Netherlands, France and Germany** within the framework of the project which has an **overall budget of €8.42 million**, including partner contributions.

***FERTIMANURE** project coordinator Laia Llenas commented: "We are very excited to begin working together on this challenging project. We are confident that FERTIMANURE will lead to breakthroughs in manure management by developing a new circular business model aimed at closing nutrient cycles at the regional and EU*

*level. I would like to express my thanks to our partners from Europe and the CELAC countries who have made this possible and, I am sure, will be working hard over the next four years to help make our goals a reality. Finally, we would also like to thank the European Commission for funding our project and giving us the opportunity of working on this FERTIMANURE project".*

The project launch took place in Vic (Barcelona) on 9 & 10 January 2020. The **FERTIMANURE** website [www.fertimanure.eu](http://www.fertimanure.eu) went live on 8 May 2020.

## ENDS

### ENDS

For further information contact:

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## PARTNER CONTACT DETAILS

### Project beneficiaries

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2. Stichting Wageningen Research (The Netherlands) – Oscar Schoumans - [oscar.schoumans@wur.nl](mailto:oscar.schoumans@wur.nl)
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4. Acondicionamiento Tarrasense Asociacion (Spain) – Anna Lloveras - [alloveras@leitat.org](mailto:alloveras@leitat.org)
5. GreenWin (Belgium) – Rodrigo Arandi-Klee – [rodrigo.arandi@greenwin.be](mailto:rodrigo.arandi@greenwin.be)



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6. European Landowners Organisation (Belgium) – Marie-Alice Budniok - [legal@elo.org](mailto:legal@elo.org)
7. IPS Konzalting (Croatia) – Ana Marija Spicnagel - [ams@ips-konzalting.hr](mailto:ams@ips-konzalting.hr)
8. Fraunhofer (Germany) – Juan Pablo Gutierrez - [juan.gutierrez@umsicht.fraunhofer.de](mailto:juan.gutierrez@umsicht.fraunhofer.de)
9. Dorset Green Machines (The Netherlands) – Eelco Haaring - [e.haaring@dorset.nu](mailto:e.haaring@dorset.nu)
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11. French Chamber of Agriculture (France) – Ka Ho Yim – [ka-ho.yim@apca.chambagri.fr](mailto:ka-ho.yim@apca.chambagri.fr)
12. Cooperativa Plana de Vic (Spain) – Gemma Muns - [gmuns@planadevic.cat](mailto:gmuns@planadevic.cat)
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14. Fertinagro Biotech (Spain) – Begoña Arrufat – [bego.arrufat@tervalis.com](mailto:bego.arrufat@tervalis.com)
15. RITMO Agroenvironnement (France) – Laure Metzger - [laure.metzger@rittmo.com](mailto:laure.metzger@rittmo.com)
16. Agrifutur (Italy) – Roberto Kron-morelli - [roberto.kron-morelli@agrifutur.it](mailto:roberto.kron-morelli@agrifutur.it)
17. Departament d'Agricultura, Ramaderia, Pesca i Alimentació (Spain) – Carlos Ortiz – [carlos.ortiz@gencat.cat](mailto:carlos.ortiz@gencat.cat)
18. Fertilizers Europe (Belgium) – Tiffanie Stephani - [tiffanie@fertilizerseurope.com](mailto:tiffanie@fertilizerseurope.com)
19. Instituto Nacional de Tecnología Agropecuaria (Argentina) – Diana Crespo - [crespo.diana@inta.gob.ar](mailto:crespo.diana@inta.gob.ar)

## ABOUT BETA TECH CENTRE AT UVIC, THE PROJECT COORDINATOR

### About BETA Tech Centre at UVIC, the project coordinator:

The Technological Centre for Biodiversity, Ecology and Environmental Technology (BETA Tech Centre) at the University of Vic – Central University of Catalonia (UVIC-UCC), aims to improve competitiveness and technological development in companies through R&D projects at local, state, European and international levels by developing and transferring innovative and competitive technology with sustainable criteria to the food, waste, and environmental sectors.

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## 5. Newsletter

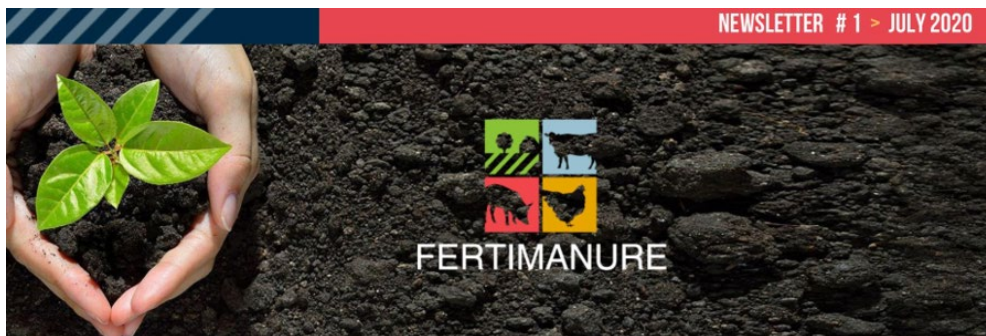
GreenWin, with the feedback from the Work Package leaders, created the newsletter which will be sent the 2<sup>nd</sup> of July 2020. This newsletter will be addressed to the stakeholders that have subscribed to our newsletter via the website and to the projects that were identified and mentioned in the Dissemination and Communication Plan. In order to have the expected impact, all the partners will be participating in sharing the e-newsletter in their company's website and social networks to make sure that the stakeholders related to the project will see this e-newsletter and will want to know more about the project.

The first newsletter contained the following sections:

### UNSUBSCRIBE BUTTON

WEB VERSION – UNSUBSCRIBE

### LOGO AND DATE



### TITLE

FERTIMANURE is a project dedicated to the innovative nutrient recovery from secondary sources to produce high-added value FERTIlisers from animal MANURE.

### BUDGET AND PARTNERS

A total budget of € 8.4 Million is being invested in this project, by 20 partners from 7 EU countries and from Argentina.



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## GENERAL INFORMATION ABOUT THE PROJECT



The mission of the FERTIMANURE project is to provide innovative solutions (technology, end-products, and business models) that solve real issues, i.e. the manure challenge, and help farmers with the stakes they are currently facing. FERTIMANURE will set-up 5 on-farm pilots in 5 different EU countries, valorising manure from 3 different types of feedstocks...

[READ MORE](#)

## FERTIMANURE KICK-OFF MEETING

### FERTIMANURE's Kick-off meeting

The FERTIMANURE kick-off meeting project took place on 9 and 10 January 2020 at the Chamber of Commerce of Vic, in Barcelona, Spain, bringing together 20 international partners from 7 EU countries, Argentina, and Chile, involved in the manure research sector and covering all aspects of the value chain...

[READ MORE](#)



## ACTIVITIES THAT HAVE TAKEN PLACE UP TO NOW

### FERTIMANURE's first semester of activities...



Over the first months of the project, the FERTIMANURE consortium has focused its attention on data-gathering and coordination activities to set the stage for later activities.

[READ MORE](#)



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## UPCOMING EVENTS

### PUT IT IN YOUR DIARY:



**ESNI 2020** European Sustainable Nutrient Initiative  
**27 October 2020**

FERTIMANURE project will participate in the second edition of the European Sustainable Nutrient Initiative (ESNI).

[READ MORE](#)



**FERTIMANURE Consortium Meeting** in Ghent, Belgium

**28 & 29 October 2020**

The next consortium meeting will take place in Autumn. Given the coronavirus context, this will be of particular interest for the following stages of the project implementation... [READ MORE](#)

## ABOUT THE WEBSITE AND SOCIAL NETWORKS

### FERTIMANURE website:

The website was launched on 8 May 2020. Please click on the following [link](#) for more information about the project: [www.fertimanure.eu](http://www.fertimanure.eu).

## FERTIMANURE PARTNERS

### FERTIMANURE partners are:



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## OPTION BUTTON TO UNSUBSCRIBE

If you do not want to receive any information related to the FERTIMANURE project, please [unsubscribe](#) .

## ENTRY INTO FORCE OF THE GDPR:

### Entry into force of the General Data Protection Regulation

The General Data Protection Regulation entered into force on 25 May 2018. It establishes a unified regime for personal data in the European Union. The FERTIMANURE Project obviously abides by the requirements of this new regulation.

In this context, we assure you that your personal data will never be shared with partners or third parties without your express prior consent.



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