



*Interregional innovation investments for
biofertilizers and circular bioeconomy solutions
for a sustainable agriculture*

Call: I3-2023-INV1

Action: I3-PJG

Grant Agreement No. 101161143

Deliverable 7.1

**Communication and Dissemination plan, including
project website & social media**

November 2024

Version 3



Project ID	101161143
Project title	I3-4-BIOFERTILIZERS: Interregional innovation investments for biofertilizers and circular bioeconomy solutions for a sustainable agriculture
Deliverable title	Communication and Dissemination plan, including project website & social media
Deliverable number	7.1
Deliverable version	3
Date of delivery	25/11/2024
Reviewed by	UVIC-UCC
Dissemination level	Public
Partner responsible	CLUST-ER

Version	Date	Contributors	Description
1	21.10.2024	Clust-ER	first draft of D7.1
2	5.11.2024	FEMAC and UVIC-UCC	Revision of the first draft
3	19.11.2024	Clust-ER	Final version



Table of Contents

1. Introduction	4
2. Objectives of Dissemination & Communication Strategy	5
3. Target Audiences and Key Messages	6
3.1 Identification of stakeholders	6
3.2 Analysis of audience needs and interest	7
3.3 Specific Key Messages and Targeted C&D Activities	8
4. Visual Identity	11
4.1 Logo and color palette	11
4.2 Visibility of EU Logo, Funding Statement, and Disclaimer	12
5. Communication & Dissemination Material	13
5.1 Templates	13
5.2 General Presentation	13
5.3 Promotional materials	13
5.4 Final Publication	14
6. Communication & Dissemination Channels	14
6.1 Website	14
6.2 Social Media	15
6.3 Newsletter	15
7. Communication & Dissemination Activities	16



7.1 C&D Planned Activities	16
7.2 Role and Responsibilities of Consortium Partners	17
8. Monitoring and Evaluation	18
8.1 Key Performance Indicators (KPIs)	19
8.2 Methods for Tracking and Measuring Impact	20

1. Introduction

The Dissemination and Communication (D&C) Plan outlines the strategic approach for creating awareness, engaging stakeholders, and sharing knowledge relevant to achieving a more resilient and sustainable biofertilizer value chain in Europe. This plan defines I3-4-BIOFERTILIZERS' overall D&C strategy as understood at the beginning of this 36-month project.

I3-4-BIOFERTILIZERS aims to promote interregional cooperation in the bio-fertilizers and circular bioeconomy sectors. By bringing together leading actors from 8 EU countries and 13 different EU regions, it seeks to support the development of a new transnational value chain in biofertilizers and bioeconomy solutions towards sustainable agriculture. The core objective is to upscale, pilot and demonstrate a portfolio of 8 investment/business cases, each resulting in innovative bio-fertilizers (including biostimulants) and sustainable agriculture solutions.

To maximize the impact of the project, this D&C Plan provides an overview of the planned communication and dissemination activities, as well as the tools and channels to be used to reach and engage targeted stakeholders. Specifically, it encompasses the following key aspects:

1. Specific objectives of the Dissemination & Communication Strategy
2. Project outcomes to be communicated
3. Target groups and key messages
4. D&C tools and activities
5. D&C implementation plan
6. Monitoring, evaluation, and if necessary, corrective actions for communication and dissemination

The D&C Plan will leverage the strong existing networks of the consortium partners, covering penta-helix actors across the entire biofertilizer value chain in Europe, with broad geographical coverage. This plan will be reviewed every 6 months by the WP7 Beneficiaries to evaluate, update, and adjust the communication and dissemination activities and KPIs as needed.

By facilitating interregional cooperation, I3-4-BIOFERTILIZERS aims to increase the capacity for regional innovation actors (particularly SMEs) in the biofertilizer value chain, especially in less developed regions, to engage in interregional innovation projects and initiatives, develop new business ideas, and make concrete interregional innovation investments for validated solutions that meet their needs.

2. Objectives of Dissemination & Communication Strategy

The dissemination and communication plan for the I3-4-BIOFERTILIZERS project aims to achieve the following key objectives:

- **Promote the action and its results** to multiple target audiences, including media and the public, in a strategic, coherent and effective manner. This will raise awareness about the project's work on developing innovative biofertilizers and sustainable agriculture solutions across 8 EU countries and 13 EU regions.
- **Raise Awareness:** Increase visibility and understanding of the I3-4-BIOFERTILIZERS project, its objectives, and its potential impact on the biofertilizer and circular bioeconomy sectors among all relevant stakeholders.
- **Ensure Wide Dissemination:** Disseminate project results to a broad range of international stakeholders, including research institutes, regional and local authorities, SMEs, business clusters, innovation agencies, farmers, and the wider agri-food ecosystem. Disseminate information about the 8 investment/business cases being upscaled, piloted and demonstrated as part of the project. This will showcase concrete examples of innovative biofertilizer and sustainable agriculture solutions.
- **Promote Knowledge Transfer:** Ensure effective sharing of knowledge, best practices, and innovative solutions developed within the project to foster interregional cooperation and innovation in the biofertilizer sector.
- **Foster Interregional Cooperation:** Promote collaboration and knowledge exchange between more developed and less developed regions to close innovation gaps and create new Regional Innovation Valleys in the biofertilizer sector.

- **Ensure EU Visibility:** Highlight the role of EU funding and support in driving innovation and sustainable development in the biofertilizer sector.
- **Create Lasting Impact:** Establish the foundation for the "Excellence Competence Centre on Biofertilizers and Sustainable Agriculture" to ensure the long-term sustainability of project outcomes.

These objectives will guide all D&C activities throughout the project lifecycle, ensuring that I3-4-BIOFERTILIZERS effectively reaches its target audiences and achieves its intended impact on the European biofertilizer and circular bioeconomy landscape. Moreover, the strategic plan aims to assist I3-4-BIOFERTILIZERS partners in comprehending and implementing the C&D rules and guidelines by outlining:

- key messages to be disseminated and communicated from the project
- target groups
- visual identity (logo, templates, colour palette, etc.)
- communication guidelines and obligations,
- guidelines on C&D tools and channels to be used, and on how to support the C&D of the project via their own channels
- monitoring C&D activities to ensure that above-mentioned objectives are met

3. Target Audiences and Key Messages

3.1 Identification of stakeholders

The I3-4-BIOFERTILIZERS project aims to engage a diverse range of stakeholders across the biofertilizer and sustainable agriculture value chain. Key stakeholder groups include:

- **SMEs and startups** in the biofertilizer and sustainable agriculture sectors, particularly the 30 SMEs/startups receiving cascade funding through the project.
- **Large companies and industry players** in agriculture, fertilisers, and related fields.
- **Farmers and agricultural producers** who are potential end-users of the innovative biofertilizer solutions.

- **Research institutions and universities** working on biofertilizers, soil health, and sustainable agriculture.
- **Regional and national policymakers** responsible for agriculture, environmental, and innovation policies.
- **Investors and financial institutions** interested in the biofertilizer and sustainable agriculture sectors.
- **Environmental NGOs** and sustainability advocates focused on promoting eco-friendly agricultural practices.
- **Consumer groups and the general public** interested in sustainable food production.

3.2 Analysis of audience needs and interests

Each stakeholder group has specific needs and interests that the dissemination and communication activities should address:

- SMEs and startups that need information on funding opportunities, technical support, advisory services and market access. They are interested in networking, knowledge exchange, and showcasing their innovations.
- Large companies that are looking for new technologies and potential partnerships. They need information on the project's investment/business cases and opportunities for collaboration.
- Farmers and agricultural producers that require practical information on the benefits, application, and effectiveness of new biofertilizer solutions. They might be interested in products that can improve yields while reducing environmental impact and/or test the benefits of such products in their own fields.
- Research institutions that seek opportunities for collaboration, access to data, and information on the latest developments in the field. They are interested in the project's scientific outputs and potential for further research, but also about how the developed solutions can enter the current market.

- Policymakers that need evidence-based information to inform policy decisions. They are interested in the project's potential to contribute to regional development and environmental goals.
- Investors that require information on market potential, scalability, and return on investment for biofertilizer technologies. They are interested in the project's business cases and investment opportunities.
- Environmental NGOs that seek information on the environmental benefits of biofertilizers. They are interested in how the project contributes to sustainable agriculture and circular economy goals.
- Consumer groups and the public that need clear, accessible information on how biofertilizers contribute to sustainable food production. They are interested in the broader environmental and health implications of agricultural practices.

3.3 Specific Key Messages and Targeted C&D Activities

Table 1 provides an overview of the key messages and C&D tools and activities tailored for each target group identified in the project. This structured approach ensures that project communication is strategically aligned with the specific interests and needs of each stakeholder group, maximizing the impact and reach of project outputs. This approach ensures that each stakeholder group receives information in a format and through channels most appropriate to them, thereby increasing the overall impact of the project's communication and dissemination efforts.

Table 1. Overview of key messages for each target group, and corresponding C&D tools and activities.

Target group	Key Messages	C&D tools and activities
SMEs and startups	● Access to funding and technical support for innovative biofertilizer projects ● Opportunities for networking and knowledge exchange ● Support in overcoming market and technical barriers	● Dedicated website section with funding opportunities and technical support information ● Social media campaigns highlighting networking and knowledge exchange opportunities ● Webinars and online workshops on overcoming market and



		technical barriers ● Participation in industry events to showcase SME/startup innovations
Large companies and industry players	● Potential for partnerships and collaborations ● Access to network of innovative SMEs/startups ● Opportunities to participate in upscaling/demonstrating solutions	● B2B matchmaking events to connect with innovative SMEs/startups ● Site visits to pilot projects demonstrating new biofertilizer solutions ● White papers and case studies on upscaling and commercialization ● Sponsorship opportunities for project events ● Publications on social media and newsletters ● Project website
Farmers and agricultural producers	● Benefits of innovative biofertilizers for sustainable agriculture ● Practical information on new biofertilizer products and their application ● Potential for improved yields and reduced environmental impact	● Field demonstrations of innovative biofertilizer products ● Farmer workshops and training sessions on application methods ● Practical guides and factsheets on benefits and usage ● Testimonials and success stories from early adopters ● Presence at agricultural fairs and exhibitions ● Translation of key messages information into the language of each region, to maximize the impact in this sector.
Research institutions and universities	● Opportunities for collaboration in biofertilizer research and development ● Access to data and information from pilot projects and demonstrations ● Potential for further research in sustainable agriculture and circular bioeconomy	● Scientific publications in relevant journals ● Presentations at academic conferences and symposia ● Joint research proposals for follow-up projects ● Publications on social media and newsletters ● Project website

Policymakers	• Evidence-based information on the potential of biofertilizers for sustainable agriculture • Impact of the project on regional development and competitiveness • Opportunities for fostering innovation ecosystems in less developed regions	• Policy briefs and position papers on biofertilizers' potential • Participation in policy forums on sustainable agriculture • Invitations to project demonstration events • Regular project updates and newsletters • Project website
Environmental NGOs	• Environmental benefits of biofertilizers and their role in sustainable agriculture • Contribution of the project to circular economy goals • Potential for reducing chemical fertilizer use and environmental impact	• Sustainability reports highlighting environmental benefits • Collaborative campaigns on circular economy goals • Joint press releases on reducing chemical fertilizer use • Participation in environmental and sustainability events • Publications on social media and newsletters • Project website
General public	• Role of biofertilizers in producing sustainable and healthy food • Contribution of the project to environmental protection and sustainable agriculture • Examples of innovative solutions being developed in their regions	• Press releases and media outreach on project milestones • Public events and open days at demonstration sites • Educational materials for schools on sustainable agriculture • Social media content explaining biofertilizers in simple terms • Project website

4. Visual Identity

4.1 Logo and color palette

Two different logos (Figure 1) were created by Agrifood Clust-ER to promote the recognition and awareness of the I3-4-BIOFERTILIZERS project. It will be displayed

on all C&D materials, along with the EU logo. The logo design incorporates elements symbolising sustainability and innovation, aligning with the project's core objectives.

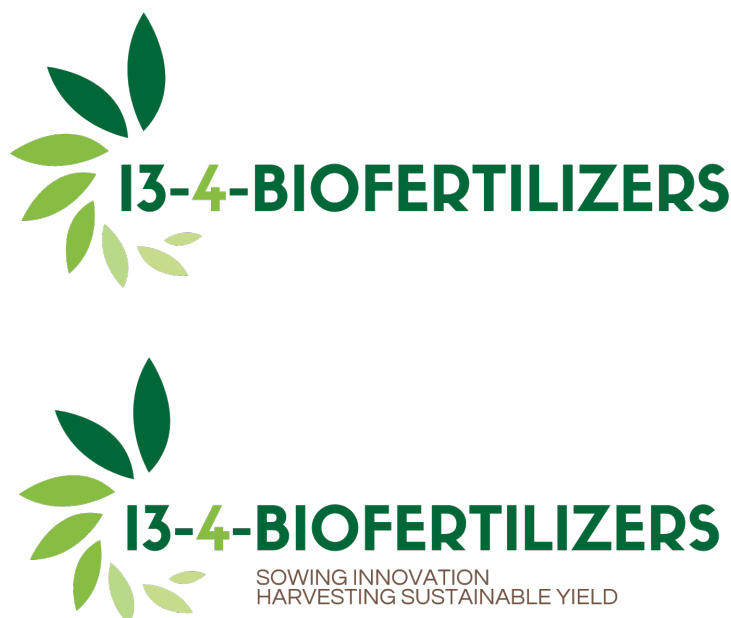


Figure 1. Logos

The color palette (Table 2) consists of green hues to represent sustainability and growth, complemented by earthy tones to signify agriculture and the bioeconomy. This consistent color scheme will be applied across all materials, including digital platforms, promotional items, and official documents, ensuring a unified and professional appearance.

Table 2: Color scheme of I3-4-Biofertilizers Project

Color	HEX	Application
	#027333	main color, titles, tables, figures or icons
	#8DBF41	main color, titles, tables, figures or icons
	#B9D989	secondary color, figures or icons
	#D9AE89	secondary color, figures or icons
	#73523F	secondary color, figures or icons

4.2 Visibility of EU Logo, Funding Statement, and Disclaimer

In compliance with the Grant Agreement, all communication and dissemination materials will prominently display the European Union (EU) logo, the funding statement, and the required disclaimer. The EU logo will be positioned in a visible yet non-intrusive area, maintaining its integrity without alteration.

The funding statement will accompany the EU logo in all relevant materials. Additionally, each communication piece will include the disclaimer:

"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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

This ensures transparency regarding the source of funding and maintains compliance with EU guidelines.

5. Communication & Dissemination Material

5.1 Templates

Standardised templates will be developed for all project-related documents and presentations to ensure consistency in branding and messaging. These templates will include:

- Report Templates: Structured formats for periodic and final reports, incorporating the project logo, color palette, and EU branding elements. These include templates for deliverable reports, milestones achievement, meeting agenda and minutes. Each template is specifically tailored to the information that the document is required to contain. The templates are available on the SharePoint and easy to access and use by all consortium partners.
- Presentation Templates: PowerPoint templates with designated slides for project overview, objectives, activities, results, and conclusions. The template is available on the SharePoint and easy to access and use by all consortium partners.

All templates will adhere to the visual identity guidelines and be easily accessible to all project partners to maintain uniformity across all documentation.

5.2 General Presentation

A comprehensive general presentation of the I3-4-BIOFERTILIZERS project will be created by Agrifood Clust-ER and revised by WP7 beneficiaries to provide an overview of the project's objectives, activities, expected outcomes, and consortium members. This presentation will serve as a key tool for stakeholder meetings, conferences, and introductory sessions.

Key elements of the general presentation include:

- Project Overview: Brief description of the project's aims and importance in promoting biofertilizers and sustainable agriculture.
- Objectives and Goals: Detailed outline of the project's specific objectives and the expected impact on the circular bioeconomy.
- Consortium Members: Introduction of all participating beneficiaries, highlighting their roles and expertise.
- Activities and Milestones: Timeline of key activities, pilot implementations, and demonstration phases.
- Expected Outcomes: Description of the anticipated results, including innovative biofertilizers and sustainable practices.
- Contact Information: Details for project inquiries and further information.

This presentation will be regularly updated to reflect the project's progress and any changes in strategy or outcomes. This is a living PowerPoint format which will be updated when needed by the WP7 beneficiaries. The presentation will be available on the SharePoint.

5.3 Promotional materials

To raise awareness and promote the project's activities and achievements, a variety of promotional materials will be developed. These materials will target different audiences, including stakeholders, industry partners, policymakers, and the general public. A leaflet and a roll-up will be developed by Agrifood Clust-ER at the beginning of the project and will summarize the project objectives, expected results, the consortium, and main contact. These materials will be displayed and distributed at fairs, conferences, events, and visits that the partners will attend, and in all the

activities organized in the framework of the project. The promotional materials will be available in English. All partners will need to proof-read the materials, if needed translate it to their regional language, use it, and distribute it.

5.4 Final Publication

A final publication with lessons learned and policy recommendations will be delivered, with a description of the project experience. This document will accompany the discussion of the results in various contexts, contributing to further multiplying the spreading of the project innovations throughout Europe.

6. Communication & Dissemination Channels

6.1 Website

A dedicated project website (<https://i3-4-biofertilizers.eu/>) will serve as the central hub for all communication and dissemination activities. The website will provide comprehensive information about the project, including its objectives, activities, consortium members, and progress updates.

Key features of the website include:

- Homepage: Overview of the project with engaging visuals and latest news.
- About Us: Detailed information about the project's objectives, goals, and consortium partners.
- News and Updates: Regularly updated section with press releases and news articles.
- Resources: Access to project deliverables, reports, presentations, and multimedia content.
- opportunities: regularly updates sections with project related opportunities, such as the financial support for third parties.
- Events Calendar: Information on upcoming events, workshops, and conferences related to the project.

- Contact Page: Forms and contact details for inquiries and stakeholder engagement.

6.2 Social Media

A project LinkedIn account was established (<https://www.linkedin.com/company/i3-4-biofertilizers/>), to enhance the project visibility and to communicate with diverse audiences about I3-4-BIOFERTILIZERS project. This account will ensure the widest possible impact and outreach of the project related activities (i.e. events, workshops), news and results to engage the interested parties in a virtual community. The LinkedIn page will be managed by Agrifood Clust-ER. All I3-4-BIOFERTILIZERS posts, published via the I3-4-BIOFERTILIZERS LinkedIn page or via the social media of the partners, will include the following hashtags:

#I34BIOFERTILIZERS

#SustainableAgriculture

#CircularEconomy

#I3Instrument

#EISMEA

6.3 Newsletter

A periodic newsletter will be distributed to keep stakeholders informed about the project's progress, achievements, and upcoming activities. The newsletter will be sent electronically every 6 months to a curated mailing list consisting of project partners, industry experts, policymakers, and interested parties.

Newsletter components include:

- Project Updates: Summary of recent activities, milestones reached, and upcoming tasks.
- Success Stories: Highlighting key achievements and case studies from the project.

- **Events Announcement:** Information about upcoming workshops, seminars, and conferences.
- **Calls to Action:** Invitations for stakeholders to participate in events, provide feedback, or engage in collaborative opportunities.
- **Resources:** Links to new publications, reports, and multimedia content available on the project website.

7. Communication & Dissemination Activities

7.1 C&D Planned Activities

Table 3 provides an overview of the scheduled C&D activities, along with their respective C&D channels and tools, timing and the status at M3. The C&D plan will be reviewed every 6 months by the WP7 beneficiaries, to evaluate, update and adjust the plan as needed. As such, it will be a living blueprint, adapted along with the progress of the project.

Table 3. Communication & Dissemination Activities planned during the duration of the project.

C&D Activity	C&D channels & tools	Timing
Broad C&D to increase the visibility of the project		
Introducing all 19 partners and their mission/roles to the wider public	• LinkedIn posts: 3 posts/week; 1 partner/post • list of partners in the project website	M1-M3
Events		
Kick off meeting (12-13/09/2024)	• LinkedIn Post • News on the project website	M2-M3
Events to promote FSTP	• LinkedIn Post • News on the project website • Newsletter • Personal invitations via email	M6-M12



Dissemination Workshops	• Linkedin Post • News on the project website • Newsletter • Personal invitations via email	M12-M36
Capacity Building Workshops	• Linkedin Post • News on the project website • Newsletter • Personal invitations via email	M16-M32
Partners' participation to national and international fairs and conferences	∉ Linkedin Post ∉ News on the project website	M1-M36
Final Event	• Linkedin Post • News on the project website • Newsletter • Personal invitations via email • Promotion via other relevant stakeholder platforms and network organisations	M32

7.2 Role and Responsibilities of Consortium Partners

Effective dissemination and communication are critical to the success of the I3-4-BIOFERTILIZERS project. Clear delineation of roles and responsibilities among consortium partners ensures coordinated efforts, optimal resource utilisation, and the achievement of project objectives.

The WP7 beneficiaries hold a pivotal role in managing and overseeing the dissemination and communication activities of the project. The primary responsibilities include:

- **Monitoring Implementation:** Ensuring that all dissemination and communication activities are executed as per the project plan and in compliance with the Grant Agreement.
- **Central Communication Point:** Acting as the main liaison between the consortium and the European Innovation Council and SMEs Executive Agency (EISMEA), facilitating the flow of information and updates.

- **Reporting:** Submitting all required reports related to dissemination and communication, including progress reports and financial statements, to the granting authority within specified deadlines.
- **Dissemination Strategy Development:** Leading the creation and implementation of a comprehensive dissemination strategy that aligns with project goals and stakeholder needs.
- **Visibility Management:** Ensuring that all communication materials adhere to the visibility guidelines, including the correct usage of the European flag and funding statements.
- **Coordination of Events:** Organizing and managing events such as workshops, seminars, and conferences to promote project outcomes and engage with relevant stakeholders.

Each partner within the consortium is responsible for executing specific dissemination and communication tasks pertinent to their expertise and project role, while adhering to the project's intellectual property (IP) management guidelines. The key responsibilities include:

- **Implementation of Dissemination Activities:** Carrying out dissemination activities as outlined in the project's dissemination plan, ensuring alignment with overall project objectives and IP protection strategies.
- **Content Development:** Creating high-quality content for various communication channels, including reports, publications, social media, and the project website, when requested.
- **Stakeholder Engagement:** Actively engaging with target audiences, including SMEs, startups, and regional ecosystem stakeholders, to promote project activities and outcomes.
- **Reporting:** Providing timely and accurate information regarding dissemination efforts and outcomes to the WP7 leader for consolidation and submission to the granting authority.

By clearly defining and adhering to these roles and responsibilities, the consortium partners of I3-4-BIOFERTILIZERS will effectively disseminate project outcomes,

enhance stakeholder engagement, and contribute to the overall success and sustainability of the project.

8. Monitoring and Evaluation

8.1 Key Performance Indicators (KPIs)

To assess the progress and impact of the C&D activities, a set of key performance indicators (KPIs) and fitting monitoring systems were established, as illustrated in Table 4. Every 6 months, the WP7 Beneficiaries will evaluate, update and adjust the communication KPIs as needed. As such, Table 4 will be adapted along with the progress of the project.

Table 4. KPIs related to dissemination & communication activities.

Activity	KPIs at M36
Number of Participants Engaged in Communication and Engagement Activities	over 1,500 participants
Number of Dissemination Events Organized	>15
Number of Visitors to the Project's Social Media and Internet Pages	>5000
Nr. of new regions involved in S3 thematic platforms	>5
Synergies created with other projects	>10
Nr. of new policies & recommendations	>10
Participation to fairs and conferences	>5
Publication of scientific and non-scientific papers	>3

8.2 Methods for Tracking and Measuring Impact

To ensure the effectiveness of the KPIs and the overall success of the project, the following methods will be employed for tracking and measuring impact:

- **Surveys and Feedback Forms:** Collecting data from participants during and after engagement activities to assess satisfaction and areas for improvement.
- **Event Reports and Analytics:** Documenting each dissemination event with detailed reports and analysing attendance, engagement levels, and outcomes.
- **Web and Social Media Analytics:** Utilising tools to monitor website traffic, social media interactions, and visitor demographics to gauge online reach and impact.
- **Project Synergy Documentation:** Identifying and documenting collaborations with other projects, including joint initiatives, resource sharing, and mutual benefits.
- **Policy Development Monitoring:** Tracking the creation and implementation of new policies and recommendations and evaluating their influence on stakeholders and sustainability efforts.
- **Reports from Partners:** Each partner is required to submit a mini-report every six months to the WP7 leader detailing their communication activities. This includes metrics such as the views of the project tab on their website (if present), the number of posts, reposts, likes on social media posts about the project, text of newsletters, etc.

These methods will provide a comprehensive framework for assessing the project's progress towards maximizing outreach, fostering cooperation, and ensuring long-term sustainability.