

# **D9.5 Dissemination and Communication Report M25**



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## Document Summary

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☒ PU, Public

☐ PP, Restricted to other programme participants (including the Commission Services)

☐ RE, Restricted to a group specified by the consortium (including the Commission Services)

☐ CO, Confidential, only for members of the consortium (including the Commission Services)

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**Project coordinator:** NEIKER-INSTITUTO VASCO DE INVESTIGACION Y DESARROLLO AGRARIO SA

## Disclaimer

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## Glossary

<b>ABT</b>	AQUABIOTECH LIMITED
<b>AZTI</b>	FUNDACION AZTI – AZTI FUNDAZIOA AZTI
<b>C&amp;D</b>	Communication and Dissemination
<b>CAPA</b>	CHAMBRE D'AGRICULTURE DES PYRENEES ATLANTIQUES
<b>CATAR</b>	CENTRE D'APPLICATION ET DE TRAITEMENT DES AGRORESSOURCES
<b>CAVIAR</b>	PIRINEA SL CAVIAR
<b>D</b>	Deliverable
<b>ECRI</b>	EESTI TAIMEKASVATUSE INSTITUUT
<b>FERTINAGRO</b>	FERTINAGRO BIOTECH SL
<b>FIBL-CH</b>	FORSCHUNGSINSTITUT FUR BIOLOGISCHEN LANDBAU STIFTUNG
<b>FIBL-EU</b>	FIBL EUROPE – FORSCHUNGSINSTITUT FUR BIOLOGISCHEN LANDBAU IN EUROPA
<b>INI</b>	INICIATIVAS INNOVADORAS SAL
<b>INIA</b>	INSTITUTO DE INVESTIGACIONES AGROPECUARIAS
<b>INPT</b>	INSTITUT NATIONAL POLYTECHNIQUE DE TOULOUSE
<b>IPS</b>	IPS KONZALTING DOO ZA POSLOVNE USLUGE
<b>M</b>	Month
<b>NEIKER</b>	NEIKER-INSTITUTO VASCO DE INVESTIGACIÓN Y DESARROLLO AGRARIO SA
<b>NIBIO</b>	NIBIO - NORSK INSTITUTT FOR BIOØKONOMI
<b>NUTRI</b>	NUTRILOOP OU
<b>UGENT</b>	UNIVERSITEIT GENT
<b>UNIVPM</b>	UNIVERSITA POLITECNICA DELLE MARCHE UNIVPM
<b>UVIC-UCC</b>	FUNDACIO UNIVERSITARIA BALMES UVIC-UCC
<b>WP</b>	WORK PACKAGE

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# 1 COMMUNICATION AND DISSEMINATION STRATEGY

The Dissemination & Communication Strategy has been delivered in M4 by INI and is available on Sharepoint to be consulted by partners. The deliverable includes along with the communication objectives, detailed information on target groups, results and outputs, activities and tools, an action plan and a monitoring and reporting procedure including key performance indicators.

The specific objectives of the Dissemination and Communication Strategy are:

- To showcase **nutrient recovery** from bio-based fertilisers obtained from fishery and aquaculture byproducts at relevant scale in terms of balance, produced products and business viability.
- To **design activities** that will have an impact on its audience (i.e. stakeholders that can contribute to the development, evaluation, uptake and exploitation of the project outcomes).
- To ensure that the **research** and **outcomes** of the project are widely disseminated to the appropriate audiences, at appropriate times along the project lifecycle (even after the project end date).

The C&D Strategy is a practical tool for efficiently developing and implementing dissemination and communication activities with the overall objective of contributing to achieve the project expected technical impacts. Relevant regional and national specificities as well as partners' own communication resources have been taken into account in the design of the Strategy so as to ensure sufficient visibility of the project activities and outputs EU-wide, thus maximizing the overall impact of the project. In this way, the Strategy will guide and help individual partners in maximizing the impact of their dissemination and communication actions while ensuring the sustainability of project results in the long term by ensuring the continuation of the collaboration among project partners and between partners and stakeholders.

The Communication and Dissemination Strategy seeks to create a multiplier effect by identifying and engaging relevant stakeholders, therefore, SEA2LAND will take special care in designing suitable dissemination and communication tools and activities for involving and engaging the target groups in the project since the very beginning.

According to this strategy, the dissemination activities will be carried out in three subsequent phases. So far, **SEA2LAND project has accomplished the implementation of the first phase (M1-M12)**, which involves the design and production of the SEA2LAND

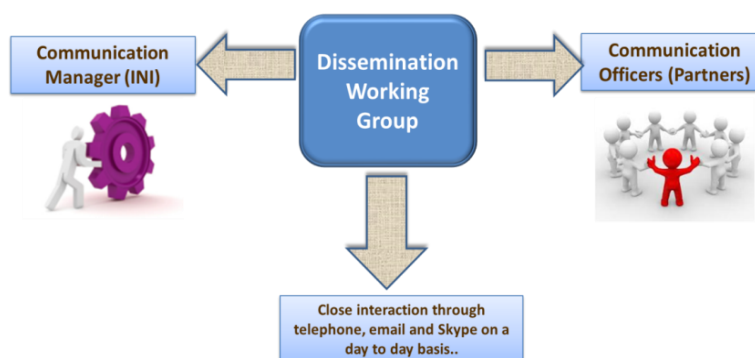


tools and instruments for a general communication of project goals, activities and expected results, including the website, social media, publicity materials and first press release. The results and outputs consist of an approach-oriented content, including the project general presentation, objectives, expected results and the promotion of the demonstration pilots. The main target groups include agricultural consultants, chambers of agronomists, public advisory and extension services and authorities, operational groups, universities. The main dissemination activities and tools are printed (flyer, poster and roll-up) and digital material, such as web portal, newsletter, press releases, social media, personal interaction.

Now (M25) the project is performing the **second phase (M13-M48)**: The results and outputs are a result-oriented content, consisting of a project intermediate and final results and the dissemination of the results of the demonstration pilots. The main target groups are conventional and organic farmers; farmer's unions/associations; chambers of agriculture; companies/associations in the field of fertiliser production; companies/associations related to fish processing, fish oil fish meal, aquaculture sectors; and operational groups. The main dissemination activities and tools are focused publications, e-newsletters, press releases, videos, social media, conferences, workshops.

Iniciativas Innovadoras mainly plays a **Coordinator/Facilitator role**, ensuring that the Communication and Dissemination Plan is collectively implemented by all partners following a governance system composed by the **Communication Manager** (Iniciativas Innovadoras), the

**Communication Officers** (appointed by each partner) and the **Dissemination Working Group** (integrated by the communication manager and officers, and the project coordinator).



**Fig. 1** Communication & Dissemination Governance in SEA2LAND



## 2 COMMUNICATION & DISSEMINATION MATERIALS & TOOLS

The deliverable Communication & Dissemination Materials (D9.2) has been delivered by INI at M6 and is available on Sharepoint to be consulted by partners. The deliverable includes the description of the dissemination materials & tools put in place by SEA2LAND project during the first six months of the project: Logo & visual identity, website, social media (Twitter, LinkedIn and YouTube), newsletters, and promotional materials (poster, roll-up, flyer, PowerPoint template and Word template). The Communication & Dissemination Materials have been designed to support the efficient implementation of the project's Dissemination and Communication activities, allowing for an effective communication of project's activities and results to different end-users and stakeholders (farmers, agricultural consultants, associations of the field of fertiliser production or fish processing and aquaculture, students, policy makers, European organisations, federations, etc.).

The following section includes a summary description of the main tools developed, as well as their performance indicators: **website**, **social media** (Twitter, LinkedIn, YouTube), **promotional materials** (flyer, poster, roll-up, videos), **press releases**, **articles**, **scientific and technical publications**.

### 2.1 Website

SEA2LAND website ([www.sea2landproject.eu](http://www.sea2landproject.eu)) has been developed by Iniciativas Innovadoras following the architecture and contents provided validated by the Communication Officers. **The SEA2LAND website was launched in M6** (June 2021) in English. The website is managed by Iniciativas Innovadoras, who feeds regularly the news & events section with the collaboration of partners' Communication Officers. Since operational, **SEA2LAND website has been updated with 55 news and 10 events** informing about project activities and external events (Tables 1 and 2).

**Table 1.** Website update with news

Nº	Title of the news item	Date	Link to website
1	Launch of SEA2LAND project: Producing advanced bio-based fertilizers from fisheries wastes	06/21	<a href="https://bit.ly/3HPPvsl">https://bit.ly/3HPPvsl</a>
2	Recovering nutrients from aquaculture industry by products	06/21	<a href="https://bit.ly/3K7UCpY">https://bit.ly/3K7UCpY</a>
3	Demonstration pilots in the fish processing industry	06/21	<a href="https://bit.ly/32YIVkL">https://bit.ly/32YIVkL</a>

4	Getting started with the mapping of European unbalance	06/21	<a href="https://bit.ly/3fp4iyh">https://bit.ly/3fp4iyh</a>
5	Presentation of SEA2LAND at the international event Food 4 Future	07/21	<a href="https://bit.ly/3GdfGcj">https://bit.ly/3GdfGcj</a>
6	Read our 1st newsletter and subscribe!	09/21	<a href="https://bit.ly/3f6nvnV">https://bit.ly/3f6nvnV</a>
7	Work package 5 meeting in Bilbao	12/21	<a href="https://bit.ly/3qXlAbb">https://bit.ly/3qXlAbb</a>
8	End users' requirements	12/21	<a href="https://bit.ly/3tecLMS">https://bit.ly/3tecLMS</a>
9	The Cantabrian Sea Area case	12/21	<a href="https://bit.ly/3f74B0a">https://bit.ly/3f74B0a</a>
10	Mapping of fisheries and aquaculture side-streams and existing management schemes	12/21	<a href="https://bit.ly/3teaQHZ">https://bit.ly/3teaQHZ</a>
11	Regulatory assessment	12/21	<a href="https://bit.ly/3nc119Q">https://bit.ly/3nc119Q</a>
12	The Baltic Sea Area case	12/21	<a href="https://bit.ly/3gaukeA">https://bit.ly/3gaukeA</a>
13	The Adriatic Sea Area case	12/21	<a href="https://bit.ly/3JYSTDi">https://bit.ly/3JYSTDi</a>
14	The North Sea Area case	12/21	<a href="https://bit.ly/3Gdw38F">https://bit.ly/3Gdw38F</a>
15	The Atlantic Area case	12/21	<a href="https://bit.ly/3JVCu2k">https://bit.ly/3JVCu2k</a>
16	The Mediterranean Sea Area case	12/21	<a href="https://bit.ly/3GcovTu">https://bit.ly/3GcovTu</a>
17	European nutrient unbalance update	12/21	<a href="https://bit.ly/3GfCEPI">https://bit.ly/3GfCEPI</a>
18	AZTI presents SEA2LAND at the Transfer of Research Results in Food Safety conference	04/22	<a href="https://bit.ly/3Xh3fUT">https://bit.ly/3Xh3fUT</a>
19	European Sustainable Nutrient Initiative – ESNI 2022	04/22	<a href="https://bit.ly/3GsXUTK">https://bit.ly/3GsXUTK</a>
20	ThermoMechanoChemical (TMC) fractionation of aquaculture by products by twin screw extrusion for the production of biobased fertilisers	06/22	<a href="https://bit.ly/3WWRHGg">https://bit.ly/3WWRHGg</a>
21	Biobased solutions for climate change	06/22	<a href="https://bit.ly/3Gu92Q7">https://bit.ly/3Gu92Q7</a>
22	57th Croatian and 17th International Symposium on Agriculture	07/22	<a href="https://bit.ly/3Qvc3UR">https://bit.ly/3Qvc3UR</a>
23	Microalgae cultivated with waste from the canning industry to obtain biofertilisers	07/22	<a href="https://bit.ly/3GVBZGd">https://bit.ly/3GVBZGd</a>
24	Producing advanced bio-based fertilizers from fisheries wastes	07/22	<a href="https://bit.ly/3iv1wg0">https://bit.ly/3iv1wg0</a>
25	Stakeholders involvement	07/22	<a href="https://bit.ly/3iqARAK">https://bit.ly/3iqARAK</a>
26	Nutrient unbalance mapping	07/22	<a href="https://bit.ly/3ilmDRX">https://bit.ly/3ilmDRX</a>
27	Map visor on soils and fertilisers requirements and waste for the different regions	07/22	<a href="https://bit.ly/3IHhQ89">https://bit.ly/3IHhQ89</a>

28	Survey on end users' requirements	07/22	<a href="https://bit.ly/3iqBbzs">https://bit.ly/3iqBbzs</a>
29	Consumer survey: bio-fertilisers from fish by-products	07/22	<a href="https://bit.ly/3k2uILB">https://bit.ly/3k2uILB</a>
30	Agronomic value of bio-based fertilizers derived from aquaculture residues in Chile	07/22	<a href="https://bit.ly/3isc8fv">https://bit.ly/3isc8fv</a>
31	Biofertilizers derived from residues produced by Chilean aquaculture industry	07/22	<a href="https://bit.ly/3ZjzPaB">https://bit.ly/3ZjzPaB</a>
32	Baltic Sea case study: side streams characterisation	07/22	<a href="https://bit.ly/3IEfMxw">https://bit.ly/3IEfMxw</a>
33	Baltic Sea case study: technology for developing organic fertilizers from fish processing and other organic side streams	07/22	<a href="https://bit.ly/3Xi9BmP">https://bit.ly/3Xi9BmP</a>
34	Side-stream of Adriatic Sea Pilot	07/22	<a href="https://bit.ly/3IC0TM4">https://bit.ly/3IC0TM4</a>
35	Biorefinery scheme of Adriatic Sea Pilot	07/22	<a href="https://bit.ly/3vUxB3T">https://bit.ly/3vUxB3T</a>
36	Fish processing side-streams characterisation	07/22	<a href="https://bit.ly/3GuvHM7">https://bit.ly/3GuvHM7</a>
37	Prototypes of intermediate products from seafood processing side-streams	07/22	<a href="https://bit.ly/37mlQAG">https://bit.ly/37mlQAG</a>
38	Prototypes of Biobased Fertilisers (BBF) from seafood processing side-streams	07/22	<a href="https://bit.ly/3iv2ybS">https://bit.ly/3iv2ybS</a>
39	Bioremediation of saline wastewaters from the fish canning industry using salt-tolerant microorganisms	07/22	<a href="https://bit.ly/3vSDKxy">https://bit.ly/3vSDKxy</a>
40	Enzymatic hydrolysis of fish by-products for the production of BBF	07/22	<a href="https://bit.ly/3k6Ewo0">https://bit.ly/3k6Ewo0</a>
41	Understanding the adding value of freshwater aquaculture by products	07/22	<a href="https://bit.ly/3ilnwtL">https://bit.ly/3ilnwtL</a>
42	4th Consortium Meeting in Bilbao - Video	07/22	<a href="https://bit.ly/3X2L9pS">https://bit.ly/3X2L9pS</a>
43	Moving forward with dried fish sludge	07/22	<a href="https://bit.ly/3ikVaji">https://bit.ly/3ikVaji</a>
44	Chemical characterization of fish farming by-products: the case of Steelhead trout's by-products for the Atlantic pilot unit	07/22	<a href="https://bit.ly/3ikVChu">https://bit.ly/3ikVChu</a>
45	Thermomechanicochemical fractionation of fish byproducts by twin-screw extrusion for the production of biobased fertilizers: the Atlantic pilot case	08/22	<a href="https://bit.ly/3IB9EpE">https://bit.ly/3IB9EpE</a>
46	Aquaculture industry by products to be valorized in the Mediterranean area	08/22	<a href="https://bit.ly/3CBUWuJ">https://bit.ly/3CBUWuJ</a>
47	An innovative technological approach for the aquaculture industry by products valorization in the Mediterranean area	08/22	<a href="https://bit.ly/3QpZeeA">https://bit.ly/3QpZeeA</a>
48	Recirculating Aquaculture Systems (RAS): Potential test sites for effluent solids retrieval and waste	08/22	<a href="https://bit.ly/3QxaZjw">https://bit.ly/3QxaZjw</a>

	valorisation for agricultural use		
49	Evaluation of N, P and K uptake of bio-based fertilizers in pot experiments under greenhouse condition	08/22	<a href="https://bit.ly/3k6EKLS">https://bit.ly/3k6EKLS</a>
50	Hydrolysis and thermochemical technologies for the recovery of bio-based fertiliser from fishery waste	08/22	<a href="https://bit.ly/3QuPPT9">https://bit.ly/3QuPPT9</a>
51	SmartAgriHubs Final Event	09/22	<a href="https://bit.ly/3k5IVsr">https://bit.ly/3k5IVsr</a>
52	IWA World Water Congress 2022	09/22	<a href="https://bit.ly/3X4MDjp">https://bit.ly/3X4MDjp</a>
53	Aquaculture Europe 2022	10/22	<a href="https://bit.ly/3itozaM">https://bit.ly/3itozaM</a>
54	Understanding the value of freshwater aquaculture and fish processing by-products through agroinnovative approach & technological solutions	10/22	<a href="https://bit.ly/3iyksu5">https://bit.ly/3iyksu5</a>
55	From Blue to Green!	10/22	<a href="https://bit.ly/3vWefuY">https://bit.ly/3vWefuY</a>

Table 2. Website update with events

N°	Title of the event	Date of event	Link to website
1	Kick-off meeting	27-28 Jan. 2021	<a href="https://bit.ly/3FV2mbt">https://bit.ly/3FV2mbt</a>
2	Food 4 Future Summit	15-17 June 2021	<a href="https://bit.ly/3fPMIcb">https://bit.ly/3fPMIcb</a>
3	2 <sup>ND</sup> GA Meeting	29 June 2021	<a href="https://bit.ly/3GVxgSs">https://bit.ly/3GVxgSs</a>
4	WP5 Kick-off meeting	22-23 Nov. 2021	<a href="https://bit.ly/357DhNE">https://bit.ly/357DhNE</a>
5	3 <sup>RD</sup> GA Meeting	25-26 Jan. 2022	<a href="https://bit.ly/3GVxgSs">https://bit.ly/3GVxgSs</a>
6	AZTI presents SEA2LAND at the ELIKA conference	07 April 2022	<a href="https://bit.ly/3CyNeSo">https://bit.ly/3CyNeSo</a>
7	4th Consortium Meeting in Bilbao, Spain	28 June 2022	<a href="https://bit.ly/3X33WkU">https://bit.ly/3X33WkU</a>
8	SmartAgriHubs Final Event	26-28 Sept. 2022	<a href="https://bit.ly/3lz0x96">https://bit.ly/3lz0x96</a>
9	From blue to green!	25 Oct. 2022	<a href="https://bit.ly/3X1j6Hj">https://bit.ly/3X1j6Hj</a>
10	5 <sup>th</sup> Consortium Meeting	26-27 Jan. 2022	<a href="https://bit.ly/3lCZ8hS">https://bit.ly/3lCZ8hS</a>

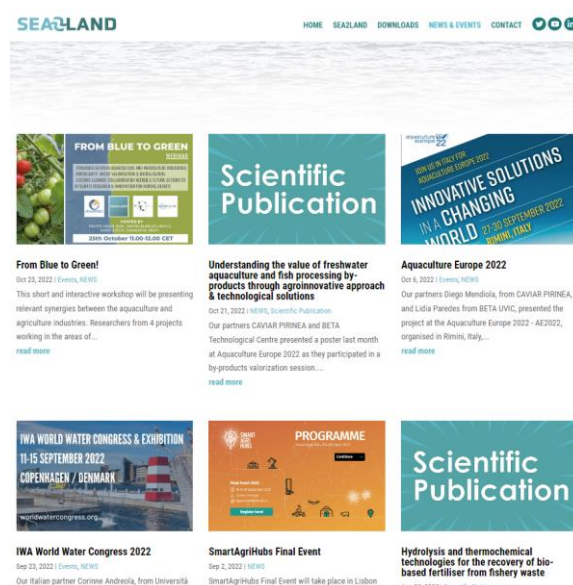


Fig. 2 SEA2LAND news website

Google Analytics allows the ongoing monitoring of the number of visitors and the actions on the website sections, and such intelligent information will be used for improving the impact of the website. So far, the **total number of users is 587** and the **European percentage** represents the **76%** of the total. The following image shows these numbers.

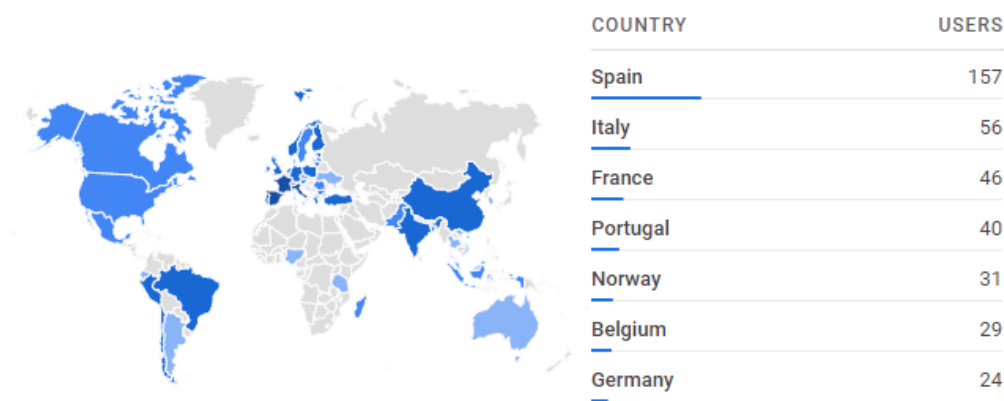


Fig. 3 Origin of users on the website

We can see that Spain is the country with the most users, this is understandable since most of our partners are Spanish, so most of the dissemination has been made here.

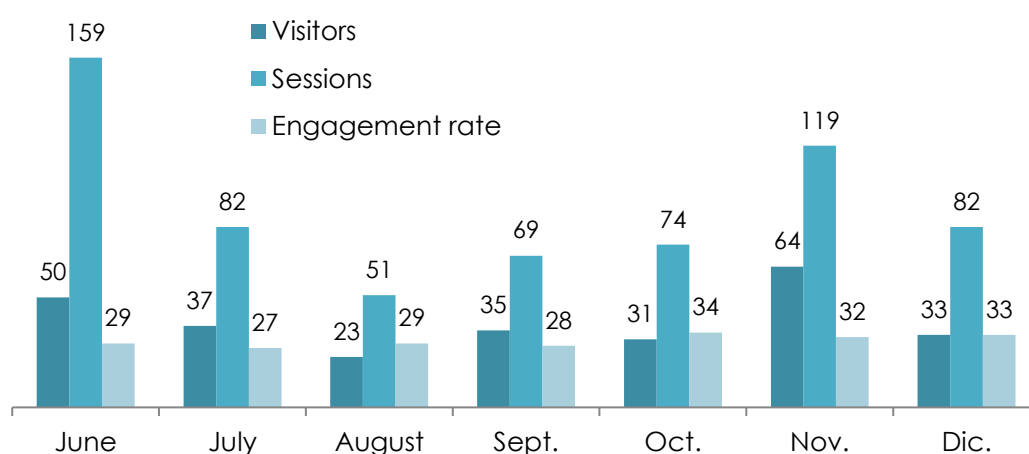
Indicative clue of the dynamic of the website is the respective reach in the USA and CHINA users. This is totally aligned with the efforts that we are currently made to promote the project to audience outside the countries of the consortium.

**Website Key Performance Indicators** are indicated in Table 3 and will be updated during the project execution.

**Table 3.** Website Key Performance Indicators: Target value and % of Achievement at M25.

BSC Indicator	Target Value	Period Value	% Achievement at M25
<b>Average of number of sessions a month</b>	200	76	38%
<b>N° of visitors in total</b>	2.000	587	29%
<b>Engagement rate</b>	40	31	78%

The following figure represents the number of visitors vs. sessions and vs. engagement rate. The engagement rate is the percentage of engaged sessions (engaged sessions divided by sessions). The graph shows that the figures drop in summer because these are months in which there is less activity in the project. However, as soon as September arrives until November, the trend is upwards. In the coming months, the figures are expected to continue to rise, due to the activities of the partners and networking activities. So far, numbers have not yet reached the KPIs but thanks to the dissemination of the regional workshops, organized in the first half of 2023, the project will break out of the shell and reach a wider audience.



**Fig. 4** SEA2LAND website analytics in 2021

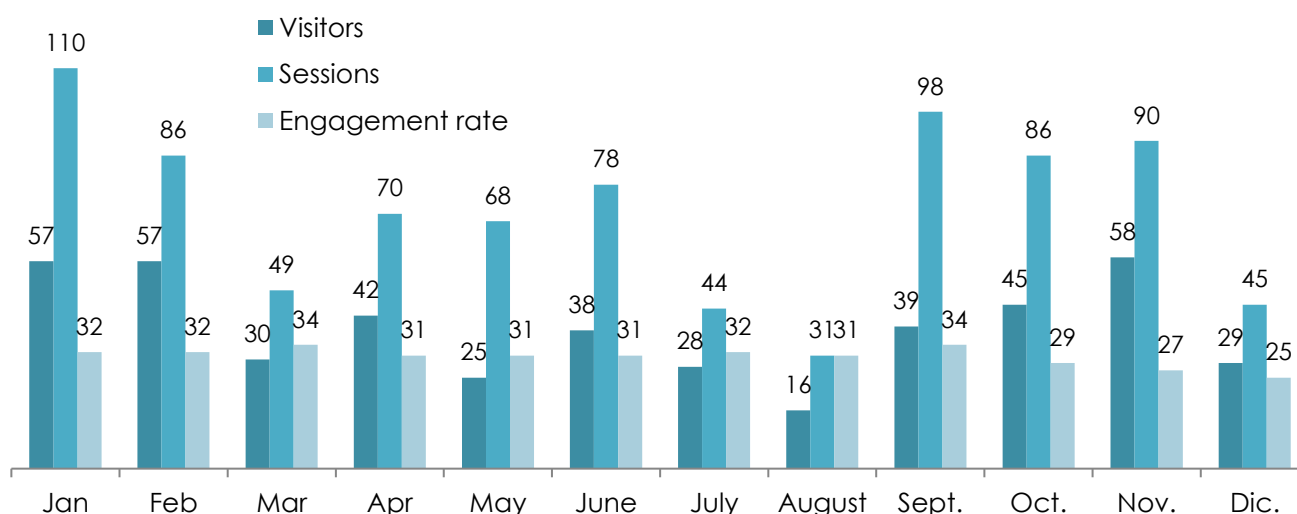


Fig. 5 SEA2LAND website analytics in 2022

## 2.2 Social media

### 2.2.1 Twitter

A Twitter account “@SEA2LAND” has been created as one of the primary tools to immediately disseminate project activities and news to a wider audience, as well as to raise awareness about the latest news and trends regarding bio-based fertilisers and fisheries wastes.

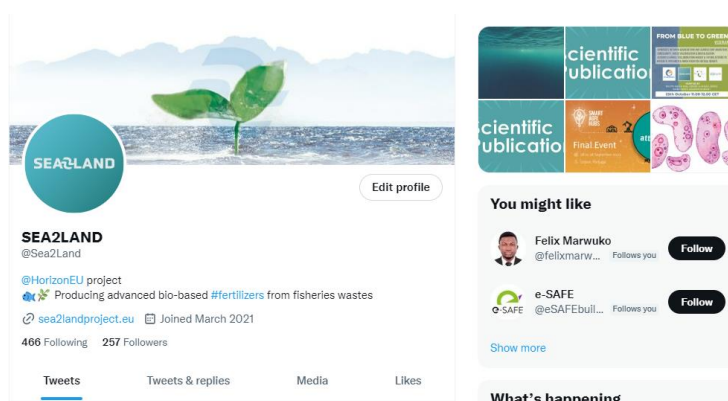


Fig. 6 SEA2LAND Twitter profile

Monthly monitoring of the number of followers and likes of the Twitter profile was also conducted using the account statistics provided by Twitter analytics. By mid-January 2023 there were 257 Twitter followers, SEA2LAND profile has received 13.561 visits, and SEA2LAND tweets have received 21.158 impressions.

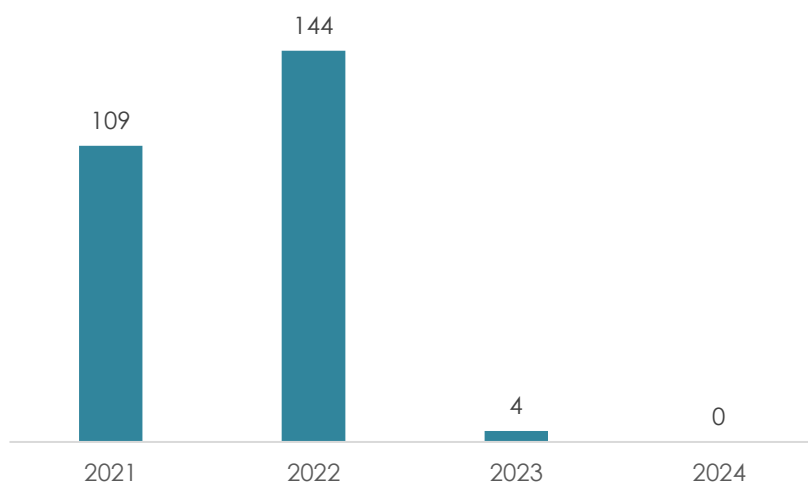


**Table 4.** Twitter account statistics by Twitter Analytics per year.  
Numbers for 2023 haven't been included since M25 hasn't finished yet.

2021									
	Apr.	May	Jun.	July	Aug.	Sep.	Oct.	Nov.	Dec.
<b>Followers</b>	8	13	19	23	23	25	37	47	59
<b>Tweets</b>	0	0	4	1	0	1	1	0	4
<b>Visits to profile</b>	246	277	1668	438	340	466	317	381	934
<b>Impressions</b>	0	0	4239	1362	216	600	276	169	2087
<b>Mentions</b>	0	4	5	1	1	1	1	1	6

2022												
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept.	Oct.	Nov.	Dec.
<b>Followers</b>	3	9	11	19	4	2	20	11	29	13	13	10
<b>Tweets</b>	2	3	2	5	2	7	2	0	3	2	0	1
<b>Visits</b>	912	759	609	756	416	1180	1664	409	1933	210	289	236
<b>Impressions</b>	2037	1118	947	1358	338	3020	1816	256	590	355	73	261
<b>Mentions</b>	1	8	2	5	2	11	9	3	6	5	13	4

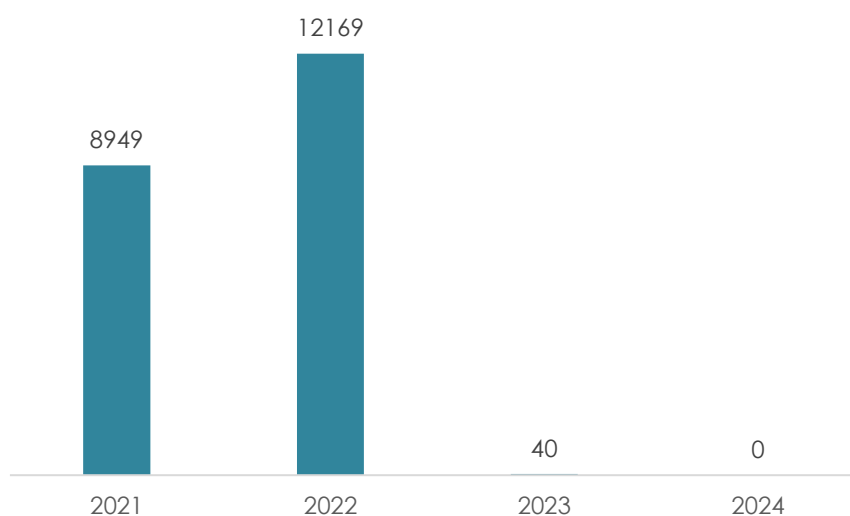
The following figure represents the linear increase in the number of Twitter followers during the first year of the project. As we can see in the graph, the summer months are difficult to gain followers. The members had not yet started to carry out activities and this is reflected in the results of the social media analytics.



**Fig. 7** N° of SEA2LAND new followers on Twitter per year

The following figure represents the number of impressions, meaning the number of times users saw the tweets on Twitter. In June was when most of the communication materials were created and the video of the web launching was shared. Furthermore, the first newsletter was also announced. This is clearly shown in the graphic.

Short videos have been created and shared by the consortium. This has helped a lot to increase impressions on social media.



**Fig. 8** N° of impressions on Twitter per year

### 2.2.2 LinkedIn

Iniciativas Innovadoras has created a LinkedIn company page for SEA2LAND project (<https://www.linkedin.com/company/sea2land>). This profile will provide partners a place to disseminate the project outputs, raise awareness on bio-based fertilisers, and engage end user/target groups. So far, the site has 203 followers and has a total of 813 visits to its profile.

This social network has the same followers than in the Twitter profile. Nowadays, it can be seen that our partners are more active in this social network. The content of the project, being a scientific topic, works better in LinkedIn.

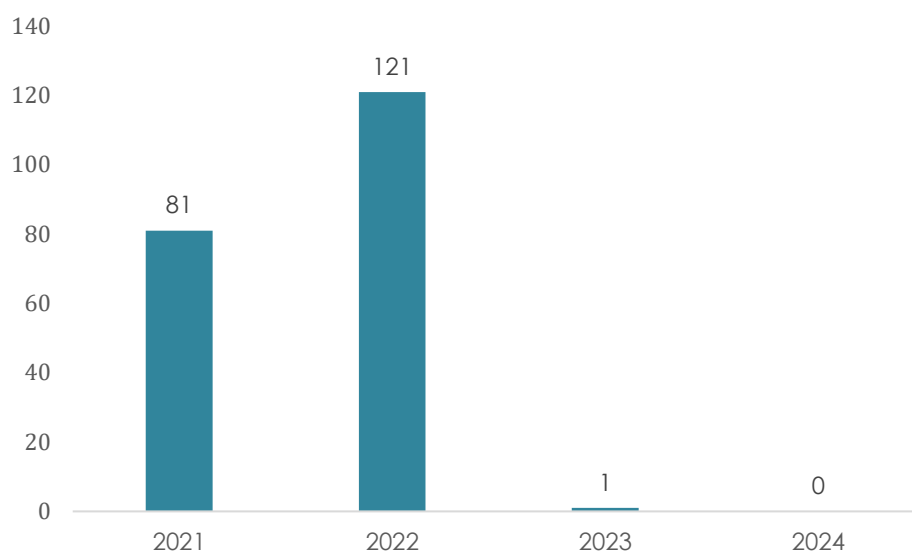


Fig. 9 LinkedIn followers per year

Table 5. LinkedIn account statistics per year. Numbers for 2023 haven't been included.

2021									
	Apr.	May	Jun.	July	Aug.	Sep.	Oct.	Nov.	Dec.
Followers	22	6	14	7	4	8	11	0	9
Page views	47	11	18	39	23	10	14	8	42
Impressions	-	-	1.905	153	107	86	155	15	2.073

2022												
	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept.	Oct	Nov	Dec
Followers	9	8	10	6	10	25	18	4	11	7	7	6
Page views	62	32	10	25	40	123	112	15	72	58	16	30
Impressions	1707	1099	703	493	655	3.346	10.772	697	759	487	211	334

Table 6. LinkedIn account statistics by LinkedIn Analytics

LinkedIn Performance	TOTAL
No Followers	203
Page/profile views	813
Post impressions	25.846

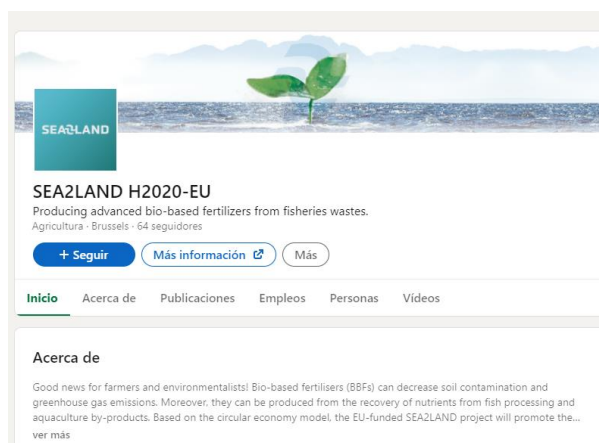


Fig. 10 SEA2LAND LinkedIn page

### 2.2.3 YouTube

A YouTube channel has been created as a tool to share and engage with users interested in the project.

<https://www.youtube.com/@sea2land>

This channel contains so far two videos now, the summary of the last Consortium Meeting celebrated in Bilbao, and the mini-video of the website launch. In the following months, the channel will be fed with more videos about the pilot cases. This will help to increase the followers.

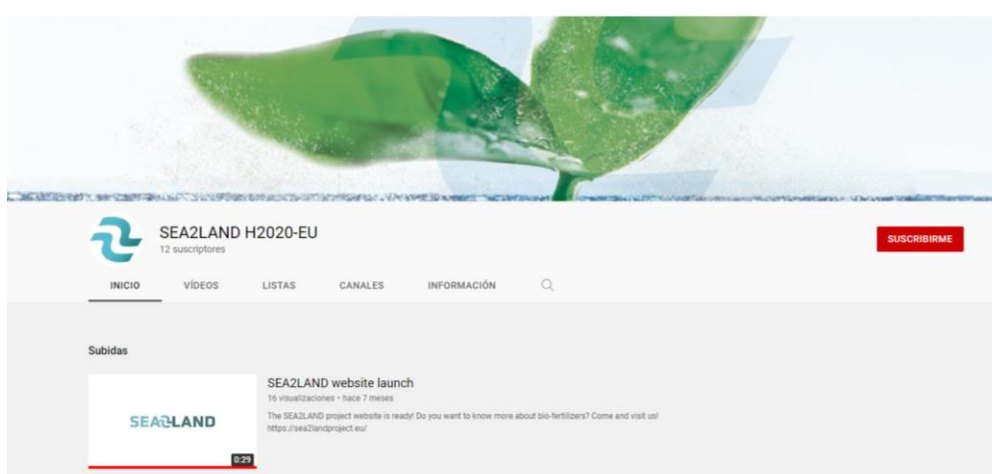


Fig. 11 SEA2LAND YouTube channel

**Social Media Key Performance Indicators** are indicated in Table 7 and will be updated during project execution.

**Table 7.** Social Media Key Performance Indicators: Target value and % of Achievement at M25.

BSC Indicator	Target Value	Period Value	% Achievement at M25
<b>N° of social media accounts</b>	3	3	100%
<b>N° of Twitter followers</b>	300	257	86%
<b>N° of YouTube followers</b>	100	17	17%
<b>N° of LinkedIn followers</b>	300	203	68%

It is important to highlight that all partners contribute to achieve SEA2LAND SOCIAL MEDIA KEY PERFORMANCE INDICATORS. Therefore, partners are invited to regularly send information of interest to dissemination manager (INI) who is responsible for the social media content feeding. Furthermore, SEA2LAND profiles are linked with partners' social media profiles, who also echo the project publications and the other way round, further increasing the combined impact and outreach of the project. It has been decided not to include a table with all the content created on social media, but this information can be found in the online file that INI created for partners to report on all their activities.

## 2.3 Newsletters

The distribution of 8 digital newsletters is planned all along the project execution on an annual basis. Mailchimp software is used for the management and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters. Subscription to the e-newsletter is voluntary via the website or through direct contact with potentially interested organisations. Newsletters are a key dissemination tool to inform relevant target audiences about the progress of the SEA2LAND project. The newsletters will compile news, events and relevant information related to the project, such as key updates on the project's activities, presentations, workshops, available reports and publications, etc. An offline version of the newsletters is also available in English on the project's website and social media profiles.

INI is also going to use this channel to announce the best project results and inputs, such as the launch of the regional workshops presenting the pilots. Furthermore, every time there is a newsletter campaign, there is an analysis of the results of this campaign. So far, the open rate is 69% and there has been no person unsubscribed.

**Table 8.** Newsletter Key Performance Indicators: Target value and % of achievement at M25.

BSC Indicator	Target Value	Period Value	% Achievement at M25
<b>N° of digital newsletters</b>	8	3	37%
<b>N° of subscribers</b>	150	112	75%

In the following table, it shows the results from the newsletters that have been sent. A good opening rate for a newsletter is usually around 30 percent. As you can see in the table, our result is much better. However, it should be noted that the number of subscribers is very small, and we have not had anyone unsubscribe from our list, which means that our audience is indeed the target audience of the project.

**Table 9.** Newsletter summary: Number of subscribers and % of email opens.

Title	Date	Subscribers	% Opens	Link
<b>SEA2LAND 1st NEWSLETTER</b>	06/2021	81	43%	<a href="https://bit.ly/33XZZYc">https://bit.ly/33XZZYc</a>
<b>Have a look at the 2nd Newsletter!</b>	01/2022	85	68%	<a href="https://bit.ly/33VADde">https://bit.ly/33VADde</a>
<b>2023 in a nutshell</b>	01/2023	112	-	-

Partners' communication officers provide information and contents to INI for the newsletters and they are encouraged to translate it and forward the newsletter through their own communication channels.

## 2.4 Promotional materials

Several communication materials have been elaborated INI (flyer, poster and roll-up) to disseminate SEA2LAND project at regional/national workshops organised by project's partners and events organised by other stakeholders. Promotional materials will be distributed primarily in digital version, but also in printed version according to partners' needs. English versions of SEA2LAND brochure, flyer, poster and roll-up template are already available to be downloaded in SEA2LAND website ([Communication materials | SEA2LAND \(sea2landproject.eu\)](https://sea2landproject.eu)).

### 2.4.1 SEA2LAND flyer

The project flyer constitutes one of the promotional materials of the project that is sent to the different target groups. It serves to provide a fast understanding of the project's aims, activities, and expected results. It is used to support promotion activities linked to the different



Fig. 12 SEA2LAND flyer template

demonstration pilots in WP3 and WP4. In case of needed, partners are encouraged to translate it into other languages.

The **flyer of the project** has been designed at M6 (June 2021) to present general information of SEA2LAND in a very visual way. It will support the dissemination and promotion of activities linked to the SEA2LAND innovation workshops, but it will also allow partners to publicize the project in events and workshops outside the project. The flyer presents SEA2LAND's main actions as well as the project's contact details and social media pages. The file is already available in the project website and will be home printed and handed out by partners at different project and non-project events.

### 2.4.2 SEA2LAND poster template

A poster template was created at the beginning of the project to be used by partners for their communication goals in local languages (Fig. 13). The poster template will be tailored to the targeted groups and specific events and workshops by local partners and consistently used for partners' own events. There is a blank space for partners to include the text they need to, depending on the event.

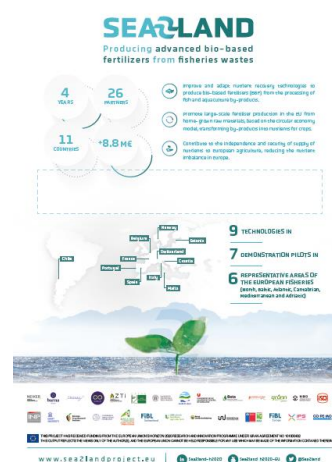


Fig. 13 SEA2LAND poster template



### 2.4.3 SEA2LAND roll-up template



A specific **roll-up of the project** has been produced by INI with general information of the project to be consistently used by partners at project's own events as well as for external conferences and workshops.

INI offers partners to adapt this material for each event, depending on the information they want to show.

Fig. 14 SEA2LAND roll-up template

Table 10. Promotional Material Key Performance Indicators: Target value & percentage of achievement at M25

BSC Indicator	Target Value	Period Value	% Achievement at M25
N° of promotional materials	3	3	100%
N° of people outreached by promotional materials	2.000	8.352*	>100%

\*This number is the total of people outreached in the non-project events, such as conferences, fairs, and workshops, where the project has been presented.

It is important that all partners contribute to achieve the PROMOTIONAL MATERIALS KEY PERFORMANCE INDICATORS. Therefore, publicity materials elaborated by INI must be used by partners in the framework of conferences, workshops, dissemination of SEA2LAND at partners' events and at events organised by other stakeholders. SEA2LAND partners are encouraged to translate the materials to their own languages to ensure the maximum penetration amongst the target audience and to distribute them both in paper and digital versions.

## 2.5 Press releases and media coverage

The publication of periodic news on relation to the project progress will be coordinated between the SEA2LAND Dissemination Manager and appointed partners' Dissemination Officers, who will report in turn all the pieces of news published in specialised magazines.

So far, partners have contributed by creating a press release about the kick-off meeting in their own languages and disseminating it through their own media channels. Partners have also presented the project in their own websites and newsletters. They are also committed to echo the upcoming news and press releases related to the project.

**Table 11.** Summary of project press releases

No	Partner	Date	Media	Link
1	UVIC-UCC	01/21	La Vanguardia	<a href="https://bit.ly/3KzeUcb">https://bit.ly/3KzeUcb</a>
2	UVIC-UCC	01/21	L'apunt UVIC	<a href="https://bit.ly/3lo1IVx">https://bit.ly/3lo1IVx</a>
3	NEIKER	02/21	Crónica Vasca	<a href="https://bit.ly/33wwwRW">https://bit.ly/33wwwRW</a>
4	NEIKER	02/21	Profesionales Hoy	<a href="https://bit.ly/3rcbww7">https://bit.ly/3rcbww7</a>
5	NUTRI	02/21	Partner's media	<a href="https://bit.ly/3qMr6ya">https://bit.ly/3qMr6ya</a>
6	AZTI	02/21	APTE	<a href="https://bit.ly/35gezel">https://bit.ly/35gezel</a>
7	AZTI	02/21	AQUAHOY – Aquaculture site	<a href="https://bit.ly/3FOYxEw">https://bit.ly/3FOYxEw</a>
8	AZTI	02/21	La voz de Galicia - Newspaper	<a href="https://bit.ly/33EmFwK">https://bit.ly/33EmFwK</a>
9	AZTI	02/21	Irekia – Government website	<a href="https://bit.ly/3rGuuKe">https://bit.ly/3rGuuKe</a>
10	FIBL-CH	02/21	Partner's media	<a href="https://bit.ly/35aq1rD">https://bit.ly/35aq1rD</a>
11	IPS	02/21	Partner's media	<a href="https://bit.ly/3KzMrD0">https://bit.ly/3KzMrD0</a>
12	IPS	02/21	Partner's media	<a href="https://bit.ly/3FOh18g">https://bit.ly/3FOh18g</a>
13	UVIC-UCC	02/21	Verde y Azul	<a href="https://bit.ly/33Tlmtx">https://bit.ly/33Tlmtx</a>
14	FERTINAGRO	02/21	Partner's media	<a href="https://bit.ly/3lo6ORF">https://bit.ly/3lo6ORF</a>
15	UNIVPM	03/21	Vivere Ancona	<a href="https://bit.ly/3IAvPJq">https://bit.ly/3IAvPJq</a>
16	UNIVPM	03/21	Cronache Ancona	<a href="https://bit.ly/3qXoyNP">https://bit.ly/3qXoyNP</a>
17	UNIVPM	03/21	Ansa	<a href="https://bit.ly/34byieA">https://bit.ly/34byieA</a>
18	UNIVPM	03/21	Centro Pagina	<a href="https://bit.ly/3rVcFHH">https://bit.ly/3rVcFHH</a>
19	UNIVPM	03/21	Cronache Marche	<a href="https://bit.ly/33UYOnD">https://bit.ly/33UYOnD</a>
20	UNIVPM	03/21	Partner's media	<a href="https://bit.ly/3fVs2tW">https://bit.ly/3fVs2tW</a>
21	ECRI	03/21	Põllumajandus – Agricultural web	<a href="https://bit.ly/3fRvANH">https://bit.ly/3fRvANH</a>
22	NIBIO	03/21	Ilaks – Aquaculture web	<a href="https://bit.ly/3tLEbd8">https://bit.ly/3tLEbd8</a>
23	GRONN	03/21	Rakkestad Avis	<a href="https://bit.ly/3XI01kk">https://bit.ly/3XI01kk</a>
24	INIA	03/21	Observatorio para la Innovación	<a href="https://bit.ly/3gduPyW">https://bit.ly/3gduPyW</a>

Agraria, Agroalimentaria y Forestal (OPIA)				
25	FERTINAGRO	12/21	Tervalis Magazine	<a href="https://bit.ly/3FK1EgZ">https://bit.ly/3FK1EgZ</a>

**Table 12.** Press releases published. Target value & % of Achievement at M25

BSC Indicator	Target Value	Period Value	% Achievement at M25
N° of press releases	36	25	69%

**Table 13.** Summary of articles or other type of publications in non-specialized media

No	Partner	Date	Media	Link
1	AZTI	01/21	Partner's media	<a href="https://bit.ly/34ZAhtT">https://bit.ly/34ZAhtT</a>
2	NIBIO	01/21	Partner's media	<a href="https://bit.ly/3tRJo2Y">https://bit.ly/3tRJo2Y</a>
3	CATAR	01/21	Partner's media	<a href="https://bit.ly/35dt6Hx">https://bit.ly/35dt6Hx</a>
4	CAVIAR	02/21	Partner's media	<a href="https://bit.ly/3FJz5Ah">https://bit.ly/3FJz5Ah</a>
5	GRONN	03/21	Podcast in local business council	<a href="https://spoti.fi/3XdZFez">https://spoti.fi/3XdZFez</a>
6	UGENT	03/21	Biorefine Cluster website	<a href="https://bit.ly/3KxWp7Q">https://bit.ly/3KxWp7Q</a>
7	CAPA	04/21	Partner's media	<a href="https://bit.ly/3u1oVsM">https://bit.ly/3u1oVsM</a>
8	AZTI	05/21	Partner's media	<a href="https://bit.ly/3tNJbOs">https://bit.ly/3tNJbOs</a>
9	UGENT	05/21	Biorefine Cluster newsletter	<a href="https://bit.ly/3fQny7P">https://bit.ly/3fQny7P</a>
10	ECRI	05/21	Partner's media	<a href="https://bit.ly/3FTmuL7">https://bit.ly/3FTmuL7</a>
11	UGENT	06/21	Biorefine Cluster newsletter	<a href="https://bit.ly/3FOXJQ1">https://bit.ly/3FOXJQ1</a>
12	CATAR	07/21	Partner's media	<a href="https://bit.ly/33Wc6om">https://bit.ly/33Wc6om</a>
13	AZTI	10/21	Partner's newsletter	<a href="https://bit.ly/3tNsbrm">https://bit.ly/3tNsbrm</a>
14	AZTI	10/21	Partner's newsletter English version	<a href="https://bit.ly/3KHwYAW">https://bit.ly/3KHwYAW</a>
15	AZTI	10/21	Partner's media	<a href="https://bit.ly/3KwvjOf">https://bit.ly/3KwvjOf</a>
16	INPT	10/21	Partner's media	<a href="https://bit.ly/3G1dO5y">https://bit.ly/3G1dO5y</a>
17	INPT	10/21	INRAE	<a href="https://bit.ly/33DJbGb">https://bit.ly/33DJbGb</a>
18	CATAR	10/21	Partner's media	<a href="https://bit.ly/3FRgP8h">https://bit.ly/3FRgP8h</a>
19	UGENT	01/22	Biorefine Cluster newsletter	<a href="https://bit.ly/3COQZD2">https://bit.ly/3COQZD2</a>
20	IPS	06/22	Partner's media	<a href="https://bit.ly/3CR99nH">https://bit.ly/3CR99nH</a>
21	NUTRI	07/22	Blog post on SEA2LAND activities	<a href="https://bit.ly/3CL9o3D">https://bit.ly/3CL9o3D</a>
22	UGENT	08/22	Publication of the practice abstracts in the BCE e-library	<a href="https://bit.ly/3CMHBQj">https://bit.ly/3CMHBQj</a>
23	IPS	08/22	E-OPG Platform - Agro website	<a href="https://bit.ly/3km3kIM">https://bit.ly/3km3kIM</a>
24	UGENT	10/22	Biorefine Cluster newsletter	<a href="https://bit.ly/3XBvYnh">https://bit.ly/3XBvYnh</a>
25	UNIVPM	12/22	Registration in GELSO database	<a href="#">LINK</a>

## 2.6 Scientific and Technical publications

Scientific & Technical papers will be published during and after project lifetime, targeting academia members, researchers and professionals in this area. Some relevant international scientific journals in SEA2LAND knowledge area are (Resources, Conservation & Recycling, Bioresource Technology, Agriculture, Ecosystems & Environment, Applied Soil Ecology, Waste Management, Waste and Biomass Valorization, Biomass Conversion and Biorefinery). Articles in technical magazines, newsletters or publications of relevant EU, national associations and bodies relevant to the areas of the project will also be published in order to reach out to the project target audiences.

**Table 14.** Summary of articles posted in specialized media.

Nº	Partner	Category of post/news	Date	Media	Link
1	NEIKER	Presentation and brief summary	02/21	RETEMA – Environmental magazine	<a href="https://bit.ly/3s7oFWq">https://bit.ly/3s7oFWq</a>
2	UVIC-UCC	Presentation and brief summary	02/21	RETEMA – Environmental magazine	<a href="https://bit.ly/3fLAvzR">https://bit.ly/3fLAvzR</a>
3	UVIC-UCC	The objective of BETA TC (UVIC) in the SEA2LAND project	06/21	Open Access Government	<a href="https://bit.ly/3Aj7Ewi">https://bit.ly/3Aj7Ewi</a>
4	INIA	Presentation and brief summary	03/21	Red Agrícola	<a href="https://bit.ly/3u8cMCm">https://bit.ly/3u8cMCm</a>
5	INIA	Presentation and brief summary	03/21	Portal Agro Chile	<a href="https://bit.ly/32OfkKG">https://bit.ly/32OfkKG</a>
6	NEIKER	Presentation	12/21	Revista Mar	<a href="https://bit.ly/3tTGGdo">https://bit.ly/3tTGGdo</a>
7	NIBIO	Popular science article	03/22	Forskning.no	<a href="https://bit.ly/3XvyETA">https://bit.ly/3XvyETA</a>
8	NIBIO	Article in journal for farmers	03/22	Bondebladet	<a href="https://bit.ly/3H8rWgX">https://bit.ly/3H8rWgX</a>
9	IPS	Article in platform for farmers	08/22	E-OPG Platform - Agro website	<a href="https://bit.ly/3QGG6cc">https://bit.ly/3QGG6cc</a>
10	IPS	Article in platform for farmers	08/22	E-OPG Platform - Agro website	<a href="https://bit.ly/3w572sL">https://bit.ly/3w572sL</a>

**Table 15.** Summary of scientific publication

N°	Partner	Title	Date	Link
1	UNIVPM	Hydrolysis and thermochemical technologies for the recovery of bio-based fertiliser from fishery waste	05/22	<a href="https://bit.ly/3XtCix6">https://bit.ly/3XtCix6</a>
2	CATAR	ThermoMechanoChemical (TMC) fractionation of aquaculture by products by twin screw extrusion for the production of biobased fertilisers	06/22	<a href="https://bit.ly/3ZHslJd">https://bit.ly/3ZHslJd</a>
3	UNIVPM	Preliminary evidence of advanced bio-based fertilizer production and water reuse from fishery wastes	09/22	<a href="https://bit.ly/3W9rO5f">https://bit.ly/3W9rO5f</a>
4	CAVIAR + UVIC	Understanding the value of freshwater aquaculture and fish processing by-products through agroinnovative approach & technological solutions	09/22	<a href="https://bit.ly/3GIH0jW">https://bit.ly/3GIH0jW</a>

**Table 16.** News articles published in partner's media.

Key Performance Indicators: Target value &amp; % of Achievement at M25

BSC Indicator	Target Value	Period Value	% Achievement at M25
No of articles published in partners' media	80	25	31%
No of articles in specialized media	20	10	50%
No of scientific papers published	15	4	26%

### 3 COMMUNICATION & DISSEMINATION ACTIVITIES

This section summarises the main communication and dissemination activities carried out by SEA2LAND partners (workshop development, participation at external events...) and their performance indicators.

#### 3.1 Project Events

All along the project, several workshops and events will be organised by project partners for a **two-way and interpersonal communication**, acquire inputs in an interactive way, as well as for broad dissemination of project results. INI will support the dissemination efforts during those events and will communicate their results, taking into consideration the reporting of the findings of the events made by partners. During the first year of the project, four internal events have been organised by SEA2LAND partners.

**Table 17.** Summary of project events.

	Name of the event	Date	Link
1	Kick-off meeting	01/2021	<a href="https://bit.ly/3FV2mbt">https://bit.ly/3FV2mbt</a>
2	2 <sup>ND</sup> GA Meeting	06/2021	<a href="https://bit.ly/3GVxgSs">https://bit.ly/3GVxgSs</a>
3	WP5 Kick-off meeting	11/2021	<a href="https://bit.ly/357DhNE">https://bit.ly/357DhNE</a>
4	WP7 Kick-off meeting	12/2021	<a href="https://bit.ly/3XsDml3">https://bit.ly/3XsDml3</a>
5	3 <sup>RD</sup> GA Meeting	01/2022	<a href="https://bit.ly/3GVxgSs">https://bit.ly/3GVxgSs</a>
6	WP6 Kick-off meeting	04/2022	<a href="https://bit.ly/3H4JrPn">https://bit.ly/3H4JrPn</a>
7	4 <sup>th</sup> GA Meeting	06/2022	<a href="https://bit.ly/3QDRNQR">https://bit.ly/3QDRNQR</a>
8	5 <sup>th</sup> GA Meeting	01/2023	-

**Table 18.** Project Events. Key Performance Indicators: Target value & % of Achievement at M25

BSC Indicator	Target Value	Period Value	% Achievement at M25
No of SEA2LAND project events	12	8	66%
N° of Final Brokerage Event	1	0	0%

### 3.2 Non-Project conferences, events and fairs

Participation in 20 events (international and national/regional conferences/meetings) outside the project by SEA2LAND partners will be made in order to disseminate the project and promote their results for facilitating the access to their markets. The table below provides a list of indicative relevant events.

The dissemination through these events will target primarily the Stakeholders on nutrient recycling, agricultural consultants and advisors (also in organic farming), members of the public administration in the field of agriculture, as well as farmers/producers' organisations. NEIKER as project coordinator maintains communication with the Project Officer in order to make use of the Commission's own research and innovation events and conferences to disseminate project results and activities.

**Table 19.** Non-Project events where SEA2LAND partners have presented the project at M25.

	Partner	Title of the event	Date	Outreached people*	Link
1	CATAR	Valorisation of algal biomass	05/21	52	<a href="https://bit.ly/3rK3olv">https://bit.ly/3rK3olv</a>
2	AZTI	Food 4 Future World Summit	06/21	1.000	<a href="https://bit.ly/3FZnFsi">https://bit.ly/3FZnFsi</a>
3	ABT	AquaNor 2021	08/21	1.000	<a href="https://bit.ly/3fSt3et">https://bit.ly/3fSt3et</a>
4	UNIVPM	Ecologic transition & circular economy	09/21	70	<a href="https://bit.ly/35jkAH2">https://bit.ly/35jkAH2</a>
5	UNIVPM	SHARPER Ancona 2021	09/21	100	<a href="https://bit.ly/3tQEEluk">https://bit.ly/3tQEEluk</a>
6	ABT	Aquaculture Europe 2021	10/21	1.000	<a href="https://bit.ly/3FXFxnk">https://bit.ly/3FXFxnk</a>
7	UVIC-UCC	Maritime Hub 2021. Blue Economy Innovation Forum	11/21	100	<a href="https://bit.ly/3fPvypR">https://bit.ly/3fPvypR</a>
8	UNIVPM	Stand of "Economia circolare "Circolare! Le strade della valorizzazione delle acque reflue e degli scarti industriali" during "Sostenibilmente" (public event for dissemination to citizens)	11/21	-	-
9	CATAR	La transformation des co-produits de l'agriculture et de l'agroalimentaire	11/21	33	<a href="https://bit.ly/33ZSQXd">https://bit.ly/33ZSQXd</a>
10	UMIIL	Workshop with agronomists, advisors, where the project and its contribution in the frame of renewable fertilizers was presented	02/22	80	<a href="https://bit.ly/3Zlk7Wr">https://bit.ly/3Zlk7Wr</a>
11	CATAR	Business convention organized by AD'OCC agency for the Occitanie	03/22	40	<a href="https://bit.ly/3ILK5SV">https://bit.ly/3ILK5SV</a>



region					
12	ABT	AquaFuture Spain 2022	03/21	1.000	<a href="https://bit.ly/3W5lb3H">https://bit.ly/3W5lb3H</a>
13	UGENT	Involvement and promotion of SEA2LAND in the ESNI event	04/22	-	<a href="https://bit.ly/3WjK4c2">https://bit.ly/3WjK4c2</a>
14	AZTI	9th Conference on the Transfer of Research Results in Food Safety	04/22	100	<a href="https://bit.ly/3J3ylLZ">https://bit.ly/3J3ylLZ</a>
15	CATAR	CATAR's General Assembly	04/22	25	-
16	UNIVPM	SUM - Symposium on Circular Economy and Urban Mining 2022	05/22	-	<a href="https://bit.ly/3G7zZg3">https://bit.ly/3G7zZg3</a>
17	AZTI	Conference about "Finding Cost effective Sustainable Fish Feed" at the international event Food4future	05/22	50	<a href="https://bit.ly/3CKUV7Z">https://bit.ly/3CKUV7Z</a>
18	NIBIO	Conference about "Matchmaking for Business Cooperation on Blue Growth in Europe"	05/22	10	<a href="https://bit.ly/3GLdb25">https://bit.ly/3GLdb25</a>
19	ABT	Aquaculture UK	05/22	1.000	<a href="https://bit.ly/3ZxEoOw">https://bit.ly/3ZxEoOw</a>
20	IPS	2 oral presentations presenting the project and SWOT overview of Adriatic case region and the importance of business planning in Horizon projects held on the 57th Croatian Symposium on agriculture	06/22	40	<a href="https://bit.ly/3ITxDkk">https://bit.ly/3ITxDkk</a>
21	UVIC-UCC	4th European Sustainable Phosphorus Conference 2022 (ESPC4)" organised by the European Sustainable Phosphorus Platform (ESPP) and Proman Consulting	06/22	350	<a href="https://bit.ly/3iCaaJC">https://bit.ly/3iCaaJC</a>
22	CATAR	International Conference on Renewable Resources and Biorefineries - RRB2022	06/22	300	<a href="https://bit.ly/3Xu4ZKt">https://bit.ly/3Xu4ZKt</a>
23	UNIVPM	IWA World Water Congress & Exhibition "Preliminary evidence of advanced BBF production and water reuse from fishery wastes"	09/22	100	<a href="https://bit.ly/3iBOVaM">https://bit.ly/3iBOVaM</a>
24	UMIL	Poster titled "Recovery of shell waste as Liming agent"	09/22	-	-
25	CAVIAR + UVIC	Aquaculture Europe 2022: Poster presentation	09/22	1.000	<a href="https://bit.ly/3GAaAbr">https://bit.ly/3GAaAbr</a>
26	UNIVPM	Pre-SHARPER event called "Passeggiata urbana nell'impianto di Ancona"	09/22	20	<a href="https://bit.ly/3XqtCrt">https://bit.ly/3XqtCrt</a>
27	UNIVPM	SHARPER	09/22	100	<a href="https://bit.ly/3XsvrEd">https://bit.ly/3XsvrEd</a>

28	UGENT	Agronomic Performance Working Group – Nutri Recycling Community Webinar	09/22	50	-
29	CATAR	Webinar organized by Agri Sud Ouest Innovation and Valorial: «Les co-produits: quelle valorisation en alimentation humaine & animale?»	10/22	200	<a href="https://bit.ly/3IPxv59">https://bit.ly/3IPxv59</a>
30	ABT	From Blue to Green online workshop with ASTRAL, AlgaCycle and iFishIENCi	10/22	100	<a href="https://bit.ly/3W5mDDb">https://bit.ly/3W5mDDb</a>

**Table 20.** Non-Project events. Target value and % of achievement at M25

BSC Indicator	Target Value	Period Value	% Achievement at M25
<b>No of non-project events where SEA2LAND has been disseminated</b>	20	30	>100%

\*For some non-project events where the project was presented, it was not possible to calculate the exact amount of people that were informed about the project, especially when it was about multiday events. However, there were available data about the total number of visitors in these events provided by the official organizers. Taking this into consideration, for the calculation of "people outreached by SEA2LAND promotional materials", it was deemed necessary to underestimate the extremely high numbers of participants at large events. Instead, we used an approximation of 1,000 people reached for each one of these events that in total attracted thousands of participants. We are aware that this is not the real figure for these events, but it is way more realistic than putting the total number of attendees.

### 3.3 Networking and informal person-to-person meetings

In order to engage stakeholders more directly, personal interaction will also be a key means for dissemination, taking place at the multi-actor interactive innovation workshops (WP3), trade fairs, exhibitions, workshops and EU events. Whenever possible, official presentations will be made to showcase the project results and activities. All partners will be engaged in such ongoing networking and person-to-person meetings (Table 19), duly reporting such progress to SEA2LAND Dissemination Officer through the

delivery of Dissemination Activity Reports, in order to keep track on the number of target groups reached.

SEA2LAND coordinator and relevant WP leaders will hold meetings with other EU projects (e.g. LEX4BIO, FERTIMANURE, WASEABI, NUTRI-2-CYCLE...) to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilization of ideas and concepts. SEA2LAND will also participate in dissemination events organised in the framework of such projects and other initiatives as clusters/platform: European Sustainable Nutrient Initiative, European Sustainable Phosphorus platform, Fertilisers Europe (working group on circular economy), European Aquaculture Society, TP Organics, ... During this second phase of the C&D Strategy, INI will identify dissemination/communication managers of such projects and will communicate in order to assess participation and establishing a systematic approach for cross-dissemination activities.

Partners are encouraged to engage key stakeholders through networking and person to person meetings. Dissemination Officers report on their progress to SEA2LAND Dissemination Manager in order to keep track on the number of events and target groups reached. Informal person-to-person meetings with relevant stakeholders at national level beyond the project events (project own workshops/working sessions) are being held at the discretion of the project partners whenever relevant.

**Table 21.** Networking activities where partners have presented the project at M25

	Partner	Presentation	Date	Outreached people
1	INI	Biorefine Cluster presentation	04/21	Margherita Genua
2	UVIC-UCC	Online Meeting with APROMAR (Spanish Aquaculture Business Association) and distribution of promotional material.	05/21	2 representatives from APROMAR. Aquaculture industries.
3	FIBL-EU	First contact between sea2land and the BIC(Bio-based Industry Consortium	06/21	Marco Rupp, representative of the BIC. EU Joint undertaking.
4	CATAR	Business convention organized by AD'OCC agency for the Occitanie region	03/22	40
5	FERTINAGRO	Workshop called "Digitalization and Agro-ecologic practices for promoting plants and soil health", celebrated in Portugal with PestNu project (H2020)	04/22	85 participants (advisors, agronomists, consultants).
6	FIBL-CH	Nutrient Recycling Community - introductory meeting of WG on sustainability assessment	05/22	9 participants
7	AZTI	Present different projects and products	06/22	Investors.

		developed by AZTI where SEA2LAND was metioned		
8	FERTINAGRO	Workshop from PestNu project celebrated in Spain, called "Sustainable Agriculture based on precision technologies and agroecological practices".	06/22	35 participants (farmers/producers)
9	INI + NEIKER	Networking meeting AgroPaper project, to think about possible synergies.	07/22	3 partners from AgroPaper project
10	ABT	SmartAgriHubs' Final Event, Lisboa, Portugal: Synerg project of the SmartAgriHubs Network. Pitch presentation + booth exhibition + workshop	09/22	300 people, from 20 H2020 projects representing >180 organisations in Europe
11	CATAR	Webinar organized by Agri Sud Ouest Innovation and Valorial: «Les co-produits: quelle valorisation en alimentation humaine & animale?»	10/22	200 stakeholders
12	NIBIO	Meeting with students	10/22	2 scientific students
13	NIBIO	Meeting with waste managers	10/22	3 farmers / producers

A specific section in the SEA2LAND website has been established: [Home- - SEA2LAND](#)

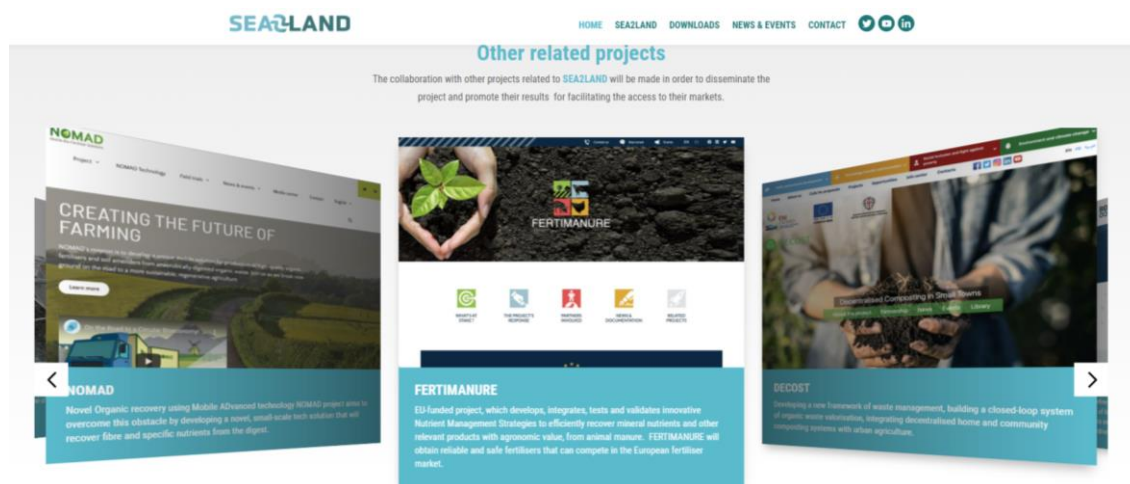


Fig. 15 Other related projects section in the SEA2LAND website.

### 3.4 Dissemination of the end-user practice abstracts

Practice abstracts will be developed in the form of easily accessible end-user material using the EIP-AGRI common format for dissemination to end-users. The first deliverable D9.4 has been already submitted in M18 with a total of 32 practice abstracts, based on the outcomes of the deliverables and the work done in the pilot cases. This report was performed thanks to the coordination between partners and INI.

All the PAs generated during the life cycle of SEA2LAND project will be periodically uploaded to the EIP-AGRI, where the information is shared at EU level, via the EIP-AGRI project database, a unique repository which supports the dissemination of results of all interactive innovation projects.

All PAs have been prepared following the guidance and Common Format of EIP-AGRI in the shape of an Excel template, but to facilitate the dissemination and [publication on the website](#), every PA has been designed different, including some pictures and links. The following table shows the list of deliverables with the total of practice abstracts that must be submitted throughout the project lifetime.

**Table 22.** Number of practice abstracts' deliverables that must be developed

	Title	Number	Achieved	Date
1	D9.4 Practice abstracts M18	35	32	06/22
2	D9.6 Practice abstracts M36	35	0	12/23
3	D9.8 Practice abstracts M48	30	0	12/24

## 4 DISSEMINATION BALANCED SCORECARD

A Dissemination Balanced Scorecard with a set of indicators and target figures was defined in the Dissemination and Communication Plan (D9.1) in order to facilitate an accurate monitoring and evaluation of the dissemination activities and understand the impact of the actions carried out. The Balanced Scorecard has been updated with the degree of achievement of the dissemination objectives during the reporting period (M25).

**Table 23.** Dissemination Balanced Scorecard summary table

INDICATOR	Periodicity	Target Value	Value Achieved	% Achievement
<b>COMMUNICATION &amp; DISSEMINATION PLAN</b>				
<b>Communication &amp; Dissemination Plan (D9.1)</b>	Accumulated	1	1	100
<b>Dissemination pack materials (D9.2)</b>	Accumulated	1	1	100
<b>Dissemination &amp; Communication Reports (D9.3; 9.5; 9.7; 9.8)</b>	Accumulated	4	2	50
<b>COMMUNICATION MATERIALS &amp; TOOLS</b>				
<b>Website</b>	Accumulated	1	1	100
<b>No of sessions</b>	Monthly average	200	76	38
<b>No of website visitors</b>	Accumulated	2.000	587	29
<b>Engagement rate</b>	Monthly average	40	31	78
<b>No of social media accounts</b>	Accumulated	4	4	100
<b>Twitter followers</b>	Accumulated	300	59	20
<b>No of Tweets</b>	Monthly average	8	2	25
<b>N° of visits to profile</b>	Monthly average	150	646	>100
<b>N° of impressions</b>	Monthly average	2.000	962	48
<b>N° of mentions</b>	Monthly average	10	4	40
<b>LinkedIn followers</b>	Accumulated	300	203	68
<b>Page/profile views</b>	Monthly average	100	36	36
<b>Post impressions</b>	Monthly average	1.500	1.292	86
<b>No of YouTube channel subscribers</b>	Accumulated	100	17	17
<b>No of videos</b>	Accumulated	50	2	4
<b>No of views</b>	Accumulated	500	145	29
<b>Mailchimp newsletters</b>	Accumulated	8	3	37
<b>No of subscribers</b>	Accumulated	150	112	75

<b>Average open rate</b>	Accumulated	35	55	>100
<b>No of promotional materials</b>	Accumulated	3	3	100
<b>People outreached by promotional materials</b>	Accumulated	2.000	8.352	>100
<b>DISSEMINATION ACTIVITIES</b>				
<b>No of SEA2LAND project events</b>	Accumulated	12	8	66
<b>No of Final Event held</b>	Accumulated	1	0	0
<b>No of non-project events where SEA2LAND has been disseminated</b>	Accumulated	20	30	>100
<b>No of articles published in partners' media</b>	Accumulated	80	25	31
<b>No of articles in specialized media</b>	Accumulated	20	10	50
<b>No of scientific papers published</b>	Accumulated	15	4	26
<b>No of press releases issued</b>	Accumulated	36	25	69
<b>No of EIP practice abstracts</b>	Accumulated	100	32	32



# SEALAND



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