



V1

D9.2 Dissemination pack materials



Table of contents

Document Summary.....	3
Abstract.....	4
Disclaimer.....	4
1 Project website.....	5
2 Social media profiles.....	7
2.1 Twitter.....	7
2.2 LinkedIn.....	8
2.3 Youtube.....	8
3 Flyer.....	9
4 Rollup.....	10
5 Poster.....	11
6 Newsletters.....	12
6.1 Newsletter layout.....	12
6.2 Content proposal for the newsletter.....	13
7 Press releases.....	13
8 Scientific & Technical publications.....	14

Document Summary

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PU, Public

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Duration: 48 months

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

Abstract

Under this deliverable, the dissemination and communication materials are compiled. These materials have been created in order to ensure the maximum penetration amongst the target audiences.

Disclaimer

The views expressed, and responsibility for the content of this publication, lie solely with the authors. The European Commission /REA is not liable for any use that may be made of the information contained herein.

1 Project website

The SEA2LAND website www.sea2landproject.eu is one of the main communication tools for the project. It contains static information about the project: (a) project objectives, work plan and results; (b) public project outcomes, (c) partner descriptions, as well as dynamic information [updated monthly] (news, events, pilot implementation, etc.). On the homepage, it also provides direct links to other EU or international related initiatives, projects and stakeholder associations.

The website also includes a “downloads” section where information about the project, such as reports, deliverables, dissemination tools (brochure, leaflet, posters...) is available for download. The project website will be kept alive for 2 years after the project's end and links to it will be made from the partners' own websites.

The image shows two screenshots of the SEA2LAND project website. The top screenshot is the homepage, featuring the SEA2LAND logo, a navigation menu (HOME, SEA2LAND, DOWNLOADS, NEWS & EVENTS, CONTACT), and a main banner with the text "SEA2LAND Producing advanced bio-based fertilizers from fisheries wastes". Below the banner is a "Join Project Community" section with a sign-up form for the newsletter, including fields for Name and Email Address, and a "Subscribe" button. A table provides "Basic information on Data Protection" with columns for Responsible (INICIATIVAS INNOVADORAS, S.A.L.), Purpose (Sign up for our newsletter and send it to the email address provided), Rights (You have the right to access, rectify and delete data, as well as other rights, as explained in the additional information), and Additional Information (You can consult the additional and detailed information on Data Protection here). A teal banner at the bottom of the homepage reads "Good news for farmers and environmentalists!". The bottom screenshot is the "OVERVIEW" page, featuring the SEA2LAND logo, navigation menu, and a large banner with the text "OVERVIEW - SEA2LAND -". Below the banner is a text block stating: "The SEA2LAND project is a 4-year collaborative Innovation Action (IA) funded by the EU in the frame of the Horizon 2020 programme." To the right, a paragraph explains: "SEA2LAND aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, the EU-funded SEA2LAND project promotes the production of large-scale fertilizers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe. The basis of the project is the regional production of BBFs developing demonstration pilots that can be replicated throughout Europe, boosting local growth. The project proposes the implementation of 9 technologies in 7 cases in 6 areas representative of the fisheries sector. The technologies will be applied to different by-products, and they will produce several BBFs either for local crops and conditions, and others for..."

SEA2LAND HOME SEA2LAND DOWNLOADS NEWS & EVENTS CONTACT

The **SPECIFIC OBJECTIVES** are:

1. Update and record the intra and interregional nutrient imbalance in Europe.
2. Promote and scale technologies for recovering nutrients from by-products that will enable Europe to substitute synthesis fertilisers by bio based fertilisers.
3. Diminish GHG emissions coming from fertilisers production.
4. Obtain bio-based fertilisers that will provide nutrients and other compounds that ensure crop production increasing soil fertility and diminishing GHG emissions.




5. Assure the soil quality and health, improving its biodiversity and fertility by these new fertilisers supply increasing biodiversity, and at the same time.
6. Encourage the circular economy and the short chains channels by implementing local and circular business models that will boost rural development and population settlement.
7. Establish the correspondence between geographical, climatological, technological and social conditions and their corresponding business model to design sustainable and circular models based on SEA2LAND obtained experience.
8. Raise awareness in society regarding the recovery of by-products and the use of new bio-based fertilisers and the positive effects on the soil, air and health of the bio-based fertilisers produced.

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quantify these nutrient imbalances, analysis of other side-streams and finding synergies with other ongoing EU projects and initiatives.

**Work Package 6
Quality assessment**
WP6 assures that the obtained fertilisers accomplish legislation and do not have any harmful effect on human health, soil health, biodiversity, and microflora.

**Work Package 7
Sustainability assessment**
WP7 provides a thorough analysis of the sustainability of fishery-based agronomic interventions with suitability assessment of upscaling production (Life-Cycle Analysis, Life-Cycle Cost Analysis, Social Life-Cycle Analysis).

**Work Package 8
Business models, exploitation & replicability**
WP8 leads to the exploitation of the scientific and commercial results of SEA2LAND. This WP develops Business models and Plans for 1 end-product by pilot area (those 6 end products will have different purposes, fertiliser for local use, high value crops, and technological services/equipment).

Horizontal Work Packages

**Work Package 1
Project Management & Coordination**
WP1 ensures sound administrative, financial, and risk management of the project.

**Work Package 9
Dissemination & Communication**
WP9 Dissemination & Communication carries out dissemination activities of the project and its results.

SEA2LAND HOME SEA2LAND DOWNLOADS NEWS & EVENTS CONTACT

CONTACT

Project coordination

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2 Social media profiles

2.1 Twitter

A Twitter account <https://twitter.com/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 BBFs (Bio Based Fertilizers). This will allow positioning SEA2LAND among the projects of reference dealing with soil contamination. In the Twitter account, tweets will be uploaded in a regular basis, referring to results and news on the project, and any important information institutional or scientific that is relevant to the field.



TWITTER

Images and videos

As much as possible, images and videos from the field, lab or SEA2LAND stakeholders workshops will be shared and published to increase retweets.

Twitter polls

Twitter polls will be used to engage SEA2LAND followers and promote participation through target audience.

Twitter chats and hashtags

Clear and brief hashtags will represent SEA2LAND. These can be change upon the project life, according to topic trends and circumstances. Hashtags are proven to double engagement rate and help target audience to easily search for main topics or trends within SEA2LAND activity.

Standalone graphics and pins

As much as possible graphics will be used, to give quick information to SEA2LAND followers. Specific twits will be pin especially with main events or outputs dissemination.

Content curating

Sharing the content of others is one of the best ways to show that you're not all about you, and that you value the work of others

enough to share it on your own Twitter feed. Information will be shared with related H2020 diversification projects.

Timing

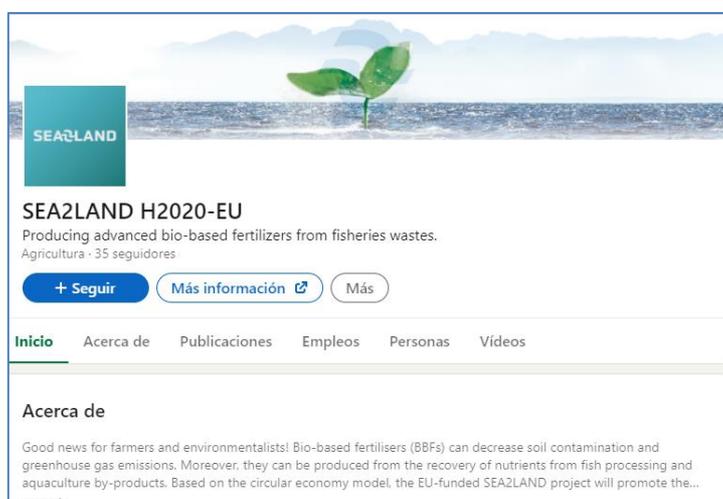
In order to maximize engagement, best times will be chosen to tweet upon possible ones. Some options Wednesdays at 12pm and 5/6 pm. Mondays/Fridays at 12/13 pm and 5pm.

Emoticons

SEA2LAND related emoticons (sea, field, nature) will be used as they show certain element of playfulness that will support activity raise related to the project social media.

2.2 LinkedIn

A LinkedIn Profile has been created for SEA2LAND project that will provide partners a place to disseminate the project outputs and engage end user/target groups (<https://www.linkedin.com/company/sea2land-h2020/>). The official language of the posts is English. A monthly monitoring on the number of followers and likes of the page are conducted thanks to LinkedIn analytical tools, measuring the number of followers, visitors, recommendations and shares.



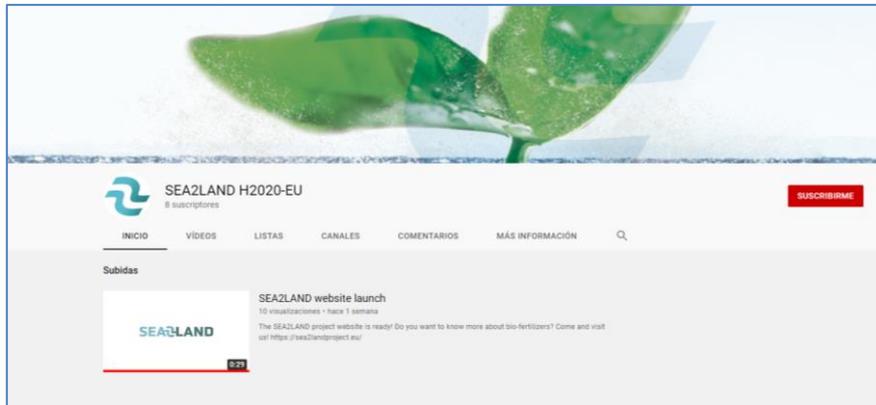
2.3 Youtube

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

<https://www.youtube.com/channel/UCN3J3kEMO9Vacf5WYBFcsxw>

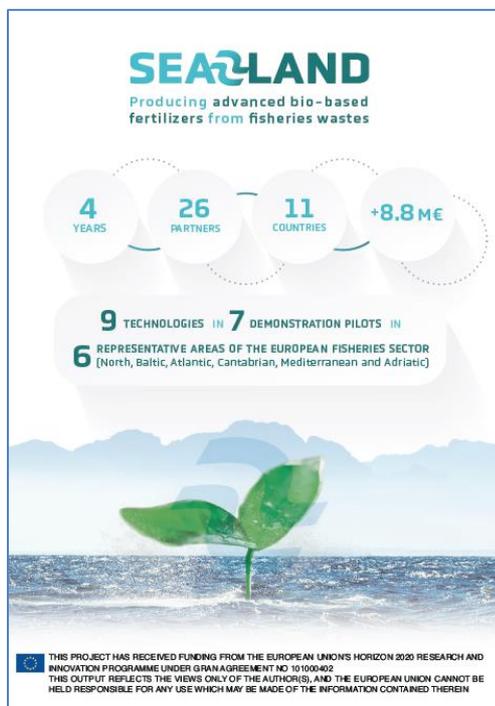
The videos made during the demonstration pilots will be here uploaded and shared in the different social media networks.

All videos created during the project can be posted on this profile to facilitate their dissemination in social media.



3 Flyer

The project flyer constitutes one of the promotional materials of the project that will be sent to the different target groups. It will serve to provide a fast understanding of the project's aims, activities, and expected results. It will be used to support promotion activities linked to the different demonstration pilots in WP3 and WP4. In case of needed, it could be translated from English into the partners' languages.



4 Rollup

The roll-up shows general information about the project. It has been produced for exhibition at SEA2LAND's own events, events derived from clustering with other related projects and lastly external workshops /conferences. There is a blank space for partners to include the text they need to, depending on their events. INI will help partners to customize it.



5 Poster

The poster will be used by partners in the project events or other non-project events. There is also blank space for partners to include the text they need to.

SEA2LAND
Producing advanced bio-based fertilizers from fisheries wastes

4 YEARS | **26 PARTNERS**
11 COUNTRIES | **+8.8 M€**

- Improve and adapt nutrient recovery technologies to produce bio-based fertilizers (BBF) from the processing of fish and aquaculture by-products.
- Promote large-scale fertilizer production in the EU from home-grown raw materials, based on the circular economy model, transforming by-products into nutrients for crops.
- Contribute to the independence and security of supply of nutrients to European agriculture, reducing the nutrient imbalance in Europe.

9 TECHNOLOGIES IN
7 DEMONSTRATION PILOTS IN
6 REPRESENTATIVE AREAS OF THE EUROPEAN FISHERIES
(North, Baltic, Atlantic, Caspian, Mediterranean and Adriatic)

Map labels: Chile, Belgium, France, Portugal, Spain, Italy, Malta, Norway, Sweden, Switzerland, Croatia.

Logos: NOKER, Inera, ZENAP, AZTI, FIBL, INP, FIBL, UN, FIBL, IPS, CO.FE.NO

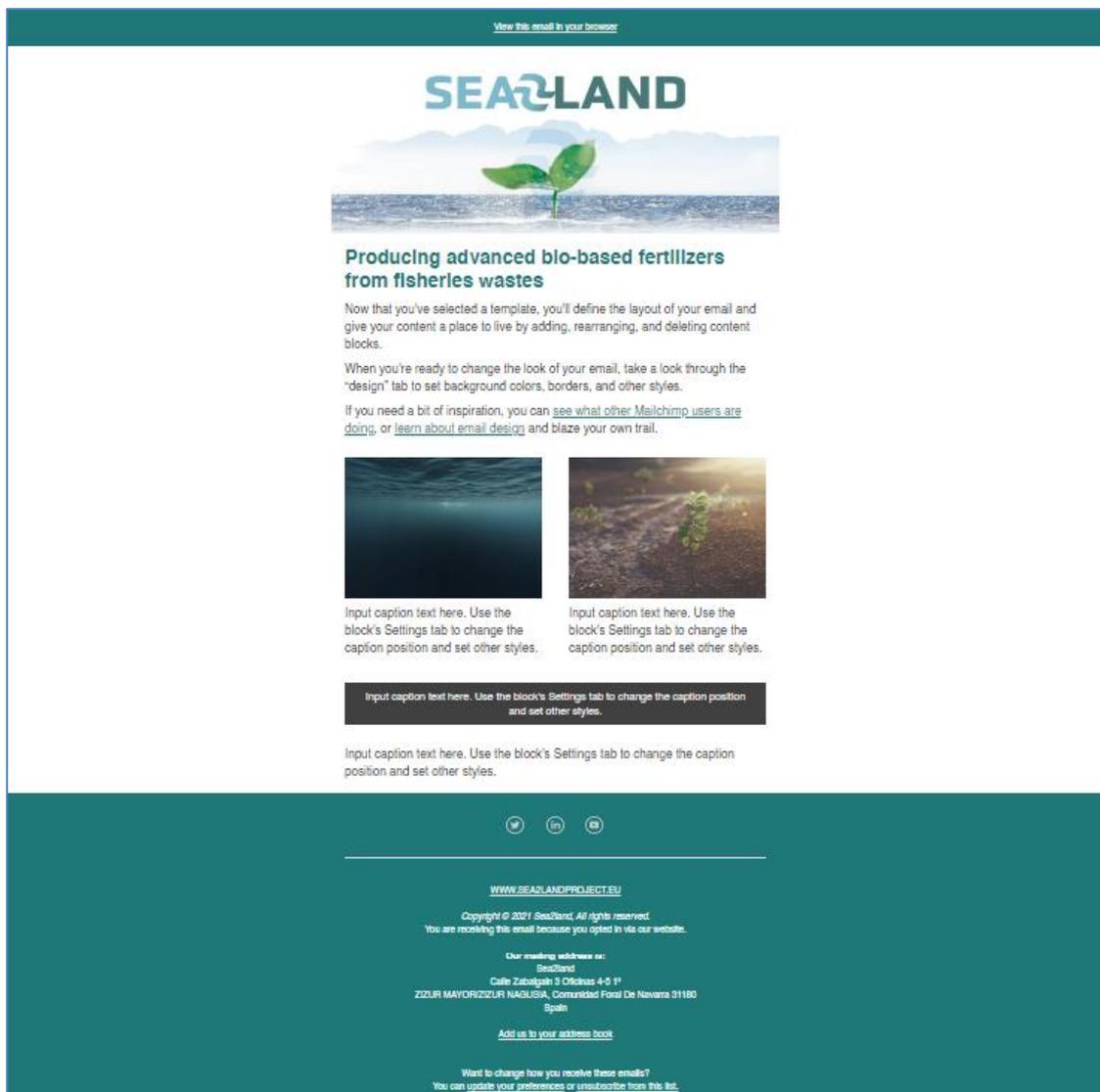
THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRAN AGREEMENT NO 101000402
THIS OUTPUT REFLECTS THE VIEWS ONLY OF THE AUTHOR(S), AND THE EUROPEAN UNION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN

www.sea2landproject.eu | Sea2land-h2020 | Sea2land-h2020-GU | @Sea2land

6 Newsletters

8 issues (sixth month basis) are going to be delivered showing updates on project activities and key findings. The newsletter will be disseminated through appropriate channels (project and partners web portals) in order to reach a wide audience and a broad range of stakeholders. Through the working group, INI will designate a responsible for each newsletter's technical content and will coordinate the dissemination of them.

6.1 Newsletter layout



6.2 Content proposal for the newsletter

A first content proposal has been made by INI, with the purpose of organizing the information that will appear in the different newsletters throughout the project. INI will prepare a fixed content for each newsletter, where they will inform about the news in relation to the communication and dissemination activities and materials already prepared. The rest of the content will be provided by the communication officers, where they will explain about the development of their work packages.

7 Press releases

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

Several press releases have been already published during these first months of the project.

PARTNER	TITLE	LINK
NEIKER	NEIKER coordina un proyecto europeo para convertir toneladas de residuos de la industria pesquera en biofertilizantes	https://www.interempresas.net/Industria-Pescado/Articulos/326322-NEIKER-coordina-proyecto-europeo-convertir-biofertilizantes-toneladas-residuos-industria.html
NEIKER	NEIKER coordina un proyecto europeo para convertir toneladas de residuos de la industria pesquera en biofertilizantes	https://www.residuosprofesional.com/residuos-de-la-industria-pesquera-biofertilizantes/
NEIKER	Un proyecto europeo coordinado por NEIKER convertirá en biofertilizantes los residuos de la industria pesquera	https://www.retema.es/noticia/un-proyecto-europeo-coordinado-por-neiker-convertira-en-biofertilizantes-los-residuos-CPBEg
UVIC-BETA	The aquaculture sector towards the bioeconomy	https://www.openaccessgovernment.org/aquaculture-sector/112743/
GRONN	Trangere nåløye for tørket fiskeslam	https://ilaks.no/trangere-naloye-for-torket-fiskeslam/
AZTI	AZTI transformará los subproductos pesqueros del Cantábrico en fertilizantes agrícolas con el proyecto Sea2Land	https://industriaspesqueras.com/noticia-64712-sec-Portada
AZTI	SEA2LAND: subproductos de la transformación de la acuicultura y la pesca para unos suelos más sanos	http://www.ipacuicultura.com/noticias/en_portada/77668/sea2land__subproductos_de_la_transformacion_de_la_acuicultura_y_la_pesca_para_unos_suelos_mas_sanos.html

8 Scientific & 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.

SEALAND

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PROJECT PARTNERS

