

D9.8 Dissemination and Communication Report M54



Table of contents

Document Summary	3
Disclaimer	4
Glossary	4
List of tables.....	5
List of figures.....	6
1 COMMUNICATION & DISSEMINATION STRATEGY	7
2 COMMUNICATION & DISSEMINATION MATERIALS AND TOOLS.....	9
2.1 Website	9
2.2 Social media.....	20
2.3 Newsletters.....	23
2.4 Promotional materials.....	25
2.5 Press releases and media coverage	27
2.6 Scientific and Technical publications	34
3 COMMUNICATION & DISSEMINATION ACTIVITIES.....	39
3.1 Project Events	39
3.2 Non-Project conferences, events and fairs	41
3.3 Networking and informal person-to-person meetings	46
3.4 Dissemination of the end-user practice abstracts	50
4 DISSEMINATION BALANCED SCORECARD	52

Document Summary

Deliverable Title: D9.8 Dissemination and Communication Report M54

Version: v1

Deliverable Lead: INICIATIVAS INNOVADORAS (INI)

Related Work package: WP9 Dissemination & Communication

Author(s): Asín, Mirentxu (INI)

Contributor(s): Fábregas, Camino (INI)

Reviewer(s): All partners

Dissemination level:

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)

Approved by: All partners

Grant Agreement Number: 101000402

Programme: Horizon 2020 H2020-RUR-2020-1. Topic: CE-RUR-08-2018-2019-2020 - Closing nutrient cycles

Start date of Project: 01-01-2021

Duration: 48 months with a 6 months extension

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

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.

Glossary

ABT	AQUABIOTECH LIMITED
AZTI	FUNDACION AZTI – AZTI FUNDAZIOA AZTI
BARNA	BARNA SA
CAPA	CHAMBRE D'AGRICULTURE DES PYRÉNÉES ATLANTIQUES
CATAR	CENTRE REGIONAL D'INNOVATION ET DE TRANSFERT DE TECHNOLOGIE AGRORESSOURCES
CAVIAR	CAVIAR PIRINEA S.L.U.
COPEMO	SOCIETÀ COOPERATIVA PESCATORI MOLLUSCHICOLTORI
D	Deliverable
EIP-AGRI	European Innovation Partnership
FERTINAGRO	FERTINAGRO BIOTECH SL
FIBL-CH	FORSCHUNGSINTITUT FÜR BIOLOGISCHEN LANDBAU STIFTUNG
GRONN	GRONN GJODSEL AS
INI	INICIATIVAS INNOVADORAS SAL
INIA	INSTITUTO DE INVESTIGACIONES AGROPECUARIAS
INPT	INSTITUT NATIONAL POLYTECHNIQUE DE TOULOUSE
IPS	IPS KONZALTING DOO ZA POSLOVNE USLUGE
ISQ	INSTITUTO DE SOLDADURA E QUALIDADE
M	Month
METK	MAAELU TEADMUSKESKUS
NEIKER	INSTITUTO VASCO DE INVESTIGACIÓN Y DESARROLLO AGRARIO SA
NIBIO	NIBIO – NORSK INSTITUTT FOR BIOØKONOMI
NLR	NORSK LANDBRUKSRADGIVING NORD NORGE
NUTRI	NUTRILOOP OU
PA	Practice Abstract
UGENT	UNIVERSITEIT GENT
ULB	UNIVERSITÉ LIBRE DE BRUXELLES
UMIL	UNIVERSITÀ DEGLI STUDI DI MILANO
UNIVPM	UNIVERSITA POLITECNICA DELLE MARCHE UNIVPM
UVIC-UCC	FUNDACIO UNIVERSITARIA BALMES UVIC-UCC
WP	WORK PACKAGE

List of tables

Table 1. Website update with news.....	9
Table 2. Website update with events	15
Table 3. Website Key Performance Indicators: Target value and % of Achievement at M54.....	17
Table 4. LinkedIn account statistics by LinkedIn Analytics.....	22
Table 7. Social Media Key Performance Indicators: Target value and % of Achievement at M54. 23	
Table 8. Newsletter Key Performance Indicators: Target value and % of achievement at M54.	24
Table 9. Newsletter summary: Number of subscribers and % of email opens.	24
Table 10. Promotional Material Key Performance Indicators: Target value & percentage of achievement at M54.....	26
Table 11. Summary of project press releases	27
Table 12. Press releases published. Target value & % of Achievement at M54.....	28
Table 13. Summary of articles or other type of publications in non-specialized media	28
Table 14. Summary of articles posted in specialized media.	34
Table 15. Summary of scientific publication	35
Table 16. Summary of publications by partners. Key Performance Indicators: Target value and % of Achievement at M54	38
Table 17. Summary of project events.	39
Table 18. Project Events. Key Performance Indicators: Target value & % of Achievement at M54.	41
Table 19. Non-Project events where SEA2LAND partners have presented the project at M54.	41
Table 20. Non-Project events. Target value and % of achievement at M54.....	45
Table 21. Networking activities where partners have presented the project at M54	46
Table 22. Number of practice abstracts' deliverables that must be developed	51
Table 23. Dissemination Balanced Scorecard summary table	52

List of figures

Figure 1 Communication & Dissemination Governance in SEA2LAND.....	8
Figure 2 SEA2LAND news website	16
Figure 3 Origin of users on the website.....	17
Figure 4 SEA2LAND website analytics in 2021	18
Figure 5 SEA2LAND website analytics in 2022.....	18
Figure 6 SEA2LAND website analytics in 2023.....	18
Figure 7 SEA2LAND website analytics in 2024.....	19
Figure 8 SEA2LAND website analytics in 2025.....	19
Figure 9 SEA2LAND Twitter profile.....	20
Figure 10 Twitter total followers per year.....	21
Figure 11 LinkedIn followers per year.....	21
Figure 12 SEA2LAND LinkedIn page.....	22
Figure 13 SEA2LAND YouTube channel.....	23
Figure 14 SEA2LAND flyer template	25
Figure 15 SEA2LAND poster template.....	26
Figure 16 SEA2LAND roll up.....	26
Figure 17 Partners present at the ESNI Conference 2023.....	49

1 COMMUNICATION & 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 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 has guided 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 has taken 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 have been carried out in two subsequent phases.

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.

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).

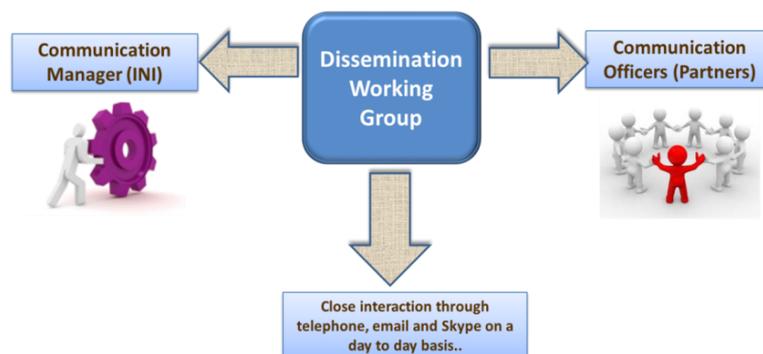


Figure 1 Communication & Dissemination Governance in SEA2LAND

2 COMMUNICATION & DISSEMINATION MATERIALS AND 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, and scientific and technical publications**.

2.1 Website

SEA2LAND website (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 regularly feeds the news & events section with the collaboration of partners. Since its operational, **SEA2LAND website has been updated with 129 news and 32 events** informing about project activities and external events (Tables 1 and 2). During this last period, a total of **19 news and 5 events** have been published.

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	https://bit.ly/3HPPvsl
2	Recovering nutrients from aquaculture industry by products	06/21	https://bit.ly/3K7UCpY
3	Demonstration pilots in the fish processing industry	06/21	https://bit.ly/32YIVkL

4	Getting started with the mapping of European unbalance	06/21	https://bit.ly/3fp4iyh
5	Presentation of SEA2LAND at the international event Food 4 Future	07/21	https://bit.ly/3GdfGcj
6	Read our 1st newsletter and subscribe!	09/21	https://bit.ly/3f6nvnV
7	Work package 5 meeting in Bilbao	12/21	https://bit.ly/3qXlAbb
8	End users' requirements	12/21	https://bit.ly/3tecLMS
9	The Cantabrian Sea Area case	12/21	https://bit.ly/3f74B0a
10	Mapping of fisheries and aquaculture side-streams and existing management schemes	12/21	https://bit.ly/3teaQHZ
11	Regulatory assessment	12/21	https://bit.ly/3nc119Q
12	The Baltic Sea Area case	12/21	https://bit.ly/3qaukeA
13	The Adriatic Sea Area case	12/21	https://bit.ly/3JYSTDi
14	The North Sea Area case	12/21	https://bit.ly/3Gdw38F
15	The Atlantic Area case	12/21	https://bit.ly/3JVCu2k
16	The Mediterranean Sea Area case	12/21	https://bit.ly/3GcovTu
17	European nutrient unbalance update	12/21	https://bit.ly/3GfCEPI
18	AZTI presents SEA2LAND at the Transfer of Research Results in Food Safety conference	04/22	https://bit.ly/3Xh3fUT
19	European Sustainable Nutrient Initiative – ESNI 2022	04/22	https://bit.ly/3GsXUTK
20	ThermoMechanoChemical (TMC) fractionation of aquaculture by products by twin screw extrusion for the production of biobased fertilisers	06/22	https://bit.ly/3WWRHGs
21	Biobased solutions for climate change	06/22	https://bit.ly/3Gu92Q7
22	57th Croatian and 17th International Symposium on Agriculture	07/22	https://bit.ly/3Qvc3UR
23	Microalgae cultivated with waste from the canning industry to obtain biofertilisers	07/22	https://bit.ly/3GVB7Gd
24	Producing advanced bio-based fertilizers from fisheries wastes	07/22	https://bit.ly/3iv1wg0
25	Stakeholders involvement	07/22	https://bit.ly/3iqARAK
26	Nutrient unbalance mapping	07/22	https://bit.ly/3ilmDRX
27	Map visor on soils and fertilisers requirements and waste for the different regions	07/22	https://bit.ly/3IHhQ89
28	Survey on end users' requirements	07/22	https://bit.ly/3iqBbzs
29	Consumer survey: bio-fertilisers from fish by-products	07/22	https://bit.ly/3k2uILB

30	Agronomic value of bio-based fertilizers derived from aquaculture residues in Chile	07/22	https://bit.ly/3isc8fv
31	Biofertilizers derived from residues produced by Chilean aquaculture industry	07/22	https://bit.ly/3ZizPaB
32	Baltic Sea case study: side streams characterisation	07/22	https://bit.ly/3IEfMxw
33	Baltic Sea case study: technology for developing organic fertilizers from fish processing and other organic side streams	07/22	https://bit.ly/3Xi9BmP
34	Side-stream of Adriatic Sea Pilot	07/22	https://bit.ly/3IC0TM4
35	Biorefinery scheme of Adriatic Sea Pilot	07/22	https://bit.ly/3vUxB3T
36	Fish processing side-streams characterisation	07/22	https://bit.ly/3GuvHM7
37	Prototypes of intermediate products from seafood processing side-streams	07/22	https://bit.ly/3ZmlQAG
38	Prototypes of Biobased Fertilisers (BBF) from seafood processing side-streams	07/22	https://bit.ly/3iv2ybS
39	Bioremediation of saline wastewaters from the fish canning industry using salt-tolerant microorganisms	07/22	https://bit.ly/3vSDKxy
40	Enzymatic hydrolysis of fish by-products for the production of BBF	07/22	https://bit.ly/3k4Ewo0
41	Understanding the adding value of freshwater aquaculture by products	07/22	https://bit.ly/3ilnwtL
42	4th Consortium Meeting in Bilbao – Video	07/22	https://bit.ly/3X2L9pS
43	Moving forward with dried fish sludge	07/22	https://bit.ly/3ikVajj
44	Chemical characterization of fish farming by-products: the case of Steelhead trout's by-products for the Atlantic pilot unit	07/22	https://bit.ly/3ikVChu
45	Thermomechanochemical fractionation of fish byproducts by twin-screw extrusion for the production of biobased fertilizers: the Atlantic pilot case	08/22	https://bit.ly/3IB9EpE
46	Aquaculture industry by products to be valorized in the Mediterranean area	08/22	https://bit.ly/3CBUWuJ
47	An innovative technological approach for the aquaculture industry by products valorization in the Mediterranean area	08/22	https://bit.ly/3QpZeeA
48	Recirculating Aquaculture Systems (RAS): Potential test sites for effluent solids retrieval and waste valorisation for agricultural use	08/22	https://bit.ly/3QxaZjw
49	Evaluation of N, P and K uptake of bio-based fertilizers in pot experiments under greenhouse condition	08/22	https://bit.ly/3k4EKLS
50	Hydrolysis and thermochemical technologies for the recovery of bio-based fertiliser from fishery waste	08/22	https://bit.ly/3QuPPT9
51	SmartAgriHubs Final Event	09/22	https://bit.ly/3k5IVsr
52	IWA World Water Congress 2022	09/22	https://bit.ly/3X4MDip
53	Aquaculture Europe 2022	10/22	https://bit.ly/3itozaM

54	Understanding the value of freshwater aquaculture and fish processing by-products through agroinnovative approach & technological solutions	10/22	https://bit.ly/3iyksu5
55	From Blue to Green!	10/22	https://bit.ly/3vWefuY
56	Concrete solutions to major challenges – Article in Spanish	01/23	https://bit.ly/3TYCQNg
57	North Sea pilot workshop: fish sludge as fertiliser	03/23	https://bit.ly/3HotFOy
58	Presentation of the North Sea pilot	03/23	https://bit.ly/48O8ZLK
59	Invitation to the Cantabrian Sea pilot event	04/23	https://bit.ly/3S0IYSy
60	Sea Food Expo 2023	04/23	https://bit.ly/47JWbER
61	Presentation of the Atlantic pilot	05/23	https://bit.ly/47CshT5
62	Invitation to the Mediterranean Sea pilot	05/23	https://bit.ly/3S9WdAu
63	Presentation of the Adriatic Sea pilot	05/23	https://bit.ly/3HkV1VR
64	Presentation of the Cantabrian Sea pilot	05/23	https://bit.ly/3HlceOQ
65	SEA2LAND present at the ICHEAP16	05/23	https://bit.ly/48V82RM
66	SEA2LAND present at the White Ammonia and N-recovery Research Meeting (WARM)	06/23	https://bit.ly/48RCsUO
67	sLCA methodology and standards applied to bio-based fertilizers from fisheries/aquaculture wastes	06/23	https://bit.ly/4298lpW
68	Presentation of the Mediterranean Sea pilot	06/23	https://bit.ly/48UnflP
69	6th Consortium Meeting in Toulouse	06/23	https://bit.ly/45P34EY
70	SEA2LAND at the CHANIA 2023	07/23	https://bit.ly/47GSTIM
71	Presentation of the Baltic Sea pilot	07/23	https://bit.ly/48Xyv16
72	Production of biofertilizers from tuna cooking waters through membrane nanofiltration and enzymatic hydrolysis	08/23	https://bit.ly/3HoNvt8
73	Optimization of the autolysis of rainbow trout viscera for amino acid release using response surface methodology	08/23	https://bit.ly/48DJlcC
74	SEA2LAND present at AquaNor 2023	09/23	https://bit.ly/48yBbCz
75	Last days to register for the ESNI2023 conference!	09/23	https://bit.ly/3R83l1h
76	Harvest problems in France	09/23	https://bit.ly/3vw5HOz
77	Participation at the ESNI 2023	10/23	https://bit.ly/3tY6tn7
78	Aquaculture Europe 2023	10/23	https://bit.ly/4249y1t
79	SEA2LAND present at WEFTA 2023	10/23	https://bit.ly/48D29sr

80	Map Viewer of nutritional imbalance in European soils	11/23	https://bit.ly/4202vHi
81	Phosphorous imbalance in Europe	11/23	https://bit.ly/3u5Yx3b
82	Biobased fertilizer (BBF) obtained from marine microalgae grown in fish processing side-streams	11/23	https://bit.ly/3S0p4Hd
83	Nutrient recovery and recycling from fishery waste and by-products	11/23	https://bit.ly/4bbcUEi
84	Biobased fertilisers from fish viscera: Fish oil as a co-product	01/24	https://bit.ly/48YT25s
85	Baltic pilot presentation	01/24	https://bit.ly/3U4NoKH
86	Protocol to produce biobased fertilisers	01/24	https://bit.ly/3SnwyFq
87	Formulation of tailor-made fertilisers	01/24	https://bit.ly/3tOi3kT
88	Biobased Fertilisers (BBF) from fish viscera	01/24	https://bit.ly/48YTEli
89	Biorefinery scheme of the Atlantic Sea pilot: Part I -Process description	01/24	https://bit.ly/3TZnpQ9
90	Biorefinery scheme of the Atlantic Sea pilot: Part II – Process efficiency	01/24	https://bit.ly/3U6etNw
91	Technical aspects of Adriatic sea pilot	01/24	https://bit.ly/3vETOpM
92	Adriatic pilot public outreach workshop	01/24	https://bit.ly/48CbYa2
93	Effluent solids retrieval from Atlantic salmon (<i>Salmo salar</i>) reared in Recirculation Aquaculture Systems	01/24	https://bit.ly/3S5n2FI
94	Potential valorization pathways for the marine aquaculture sludge using a biodrying process	01/24	https://bit.ly/48OdhmK
95	Normative considerations of fishery and aquaculture by-products as feedstocks for BBFs	01/24	https://bit.ly/3vEDs0g
96	New biobased fertilizers with capacity as biostimulant	01/24	https://bit.ly/4b1yRpe
97	Bokashi treatment and pelleting of fish sludge	01/24	https://bit.ly/4aTRLbb
98	Fish sludge as fertiliser	01/24	https://bit.ly/4aSeSsS
99	sLCA methodology and standards applied to bio-based fertilizers from fisheries/aquaculture wastes	01/24	https://bit.ly/429beag
100	Quality and safety assessment of fertilising products derived from fishery waste and by-products	01/24	https://bit.ly/3tW297X
101	Understanding the value of freshwater aquaculture and fish processing byproducts through agro-innovative approach & technological solutions	01/24	https://bit.ly/3O5S6Ux
102	Nitrogen release dynamics of fertilising products derived from fishery waste and by-products	01/24	https://bit.ly/3tYcX5w
103	Assessing soil microbial activity in an Estonian field experiment with bio-based fertilizers using the enzyme dehydrogenase activity (DHA) method	01/24	https://bit.ly/3S0satN

104	Hormone-like activity tests to assess biostimulant effect of protein hydrolysate from shellfish waste	01/24	https://bit.ly/3S0r72v
105	Fertilizing effect of fish farm by-products on broccoli in Pyrénées Atlantiques, France	01/24	https://bit.ly/3HtB27b
106	Identifying environmental hotspots of fertilizers produced from fish and mollusc waste	01/24	https://bit.ly/3HpYaDP
107	Liming agent	01/24	https://bit.ly/3HoRC8y
108	Inventory of stakeholders	01/24	https://bit.ly/3tVOD48
109	Conclusions of the first brainstorm session	01/24	https://bit.ly/47DYnOf
110	IWA Congress: Preliminary evidence of resources recovery from fishery wastes	01/24	https://bit.ly/3SI72j2
111	Impact of SEA2LAND fertilizers on Broccoli production under Belgian organic conditions	01/24	https://bit.ly/3U6fg0W
112	Baltic Sea Workshop "Valorization of bio-waste from fisheries and agriculture. Economic profitability and market potential"	04/24	http://bit.ly/4mKbfey
113	Present at the Barcelona Seafood Expo 2024	05/24	https://bit.ly/4mlHPgP
114	NERM event 2024	05/24	https://bit.ly/4n1pVGv
115	From pilot to industrial scale fractionation of fish by-products by twins crew extrusion for the production of biobased fertilisers	05/24	https://bit.ly/43nWDdg
116	From fishery waste to the food of the future	06/24	https://bit.ly/4kMSeq4
117	Partners met in Norway for the 8th Consortium Meeting	08/24	https://bit.ly/45GqiGL
118	SEA2LAND present at the N Workshop 2024 in Denmark	07/24	https://bit.ly/451fk0
119	Norwegian Agriculture Minister visits Grønn Gjødning	08/24	https://bit.ly/3SydUtV
120	Survey for farmers and members of the fish industry	08/24	https://bit.ly/4kMyza3
121	A liming agent by recycling mollusc shells	09/24	https://bit.ly/4iCt5NV
122	SEA2LAND present at the ESNI Conference 2024	09/24	https://bit.ly/43W5mDv
123	SEA2LAND at the International Fisheries and Aquaculture Conference	09/24	https://bit.ly/3Zbz9FH
124	SEA2LAND at the Sustainability in Food Production – Biocircularity webinar	10/24	https://bit.ly/3FFT3SB
125	SEA2LAND at SIDISA 2024 in Palermo	10/24	https://bit.ly/3ZcpAX9
126	14th International Conference on Sustainable Waste Management- Circular Economy and IPLA Global Forum 2024	12/24	https://bit.ly/3TbISJD
127	SEA2LAND Showcased at Aquaculture Africa 2024: Advancing Sustainable Aquaculture Practices	12/24	https://bit.ly/3ZJwAuE
128	Advancing circular fertilisers: Solutions for a sustainable agriculture – Final event	05/25	https://bit.ly/455R4Bu

129	Final event presentations	06/25	http://bit.ly/3HT7jbu
-----	---------------------------	-------	---

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	https://bit.ly/3FV2mbt
2	Food 4 Future Summit	15-17 June 2021	https://bit.ly/3fPMlcb
3	2 ND GA Meeting	29 June 2021	https://bit.ly/3GVxgSs
4	WP5 Kick-off meeting	22-23 Nov. 2021	https://bit.ly/357DhNE
5	3 RD GA Meeting	25-26 Jan. 2022	https://bit.ly/3GVxgSs
6	AZTI presents SEA2LAND at the ELIKA conference	07 April 2022	https://bit.ly/3CyNeSo
7	4th Consortium Meeting in Bilbao, Spain	28 June 2022	https://bit.ly/3X33WkU
8	SmartAgriHubs Final Event	26-28 Sept. 2022	https://bit.ly/3lz0x96
9	From blue to green!	25 Oct. 2022	https://bit.ly/3X1j6Hj
10	5 th Consortium Meeting	26-27 Jan. 2023	https://bit.ly/3lCZ8hS
11	North Sea pilot workshop	21 March 2023	https://bit.ly/3Sw9c0N
12	Atlantic pilot presentation	13 April 2023	https://bit.ly/3tV4foE
13	Sea Food Expo	25-27 April 2023	https://bit.ly/3tOO506
14	Adriatic pilot presentation	12 May 2023	https://bit.ly/3tW40JX
15	Cantabrian pilot workshop	16 May 2023	https://bit.ly/48NlC6
16	Food For Future 2023	16-18 May 2023	https://bit.ly/47FO4Jl
17	16 th International Conference on Chemical and Process Engineering	21-24 May 2023	https://bit.ly/3S3lwTr
18	Mediterranean pilot	31 May 2023	https://bit.ly/3SmNNXJ
19	1st White Ammonia Research Meeting (WARM)	7 June 2023	https://bit.ly/3EEadvY
20	10th International Conference on Sustainable Solid Waste Management Chania	21-24 June 2023	https://bit.ly/48GATJj
21	SEA2LAND 6th Consortium Meeting	27-28 June 2023	https://bit.ly/48UsCkZ
22	Baltic pilot workshop	5 July 2023	https://bit.ly/3tNqHA5
23	AquaNor 2023	22-24 Aug 2023	https://bit.ly/3U2ss6W
24	9th Steering Committee	11 Sept 2023	https://bit.ly/3S3JtuZ
25	ESNI CONFERENCE 2023	20 Sept 2023	https://bit.ly/3SkVxJw
26	AQUACULTURE EUROPE 2023	18-21 Sept 2023	https://bit.ly/3vMVddJ
27	7 th Consortium Meeting	16-17 Jan 2024	https://bit.ly/3SIWH7P

28	SEA2LAND review meeting	13 March 2024	https://bit.ly/43EL7Ji
29	NERM event – Nutrients in Europe Research Meeting	16 April 2024	https://bit.ly/4mIx2TZ
30	8 th Consortium Meeting organised in Norway	11 June 2024	https://bit.ly/4mJEWY
31	9 th Consortium Meeting	9 April 2025	https://bit.ly/4dFSRil
32	Advancing circular fertilisers: Solutions for a sustainable agriculture – Final event	5 June 2025	https://bit.ly/4kqkxul

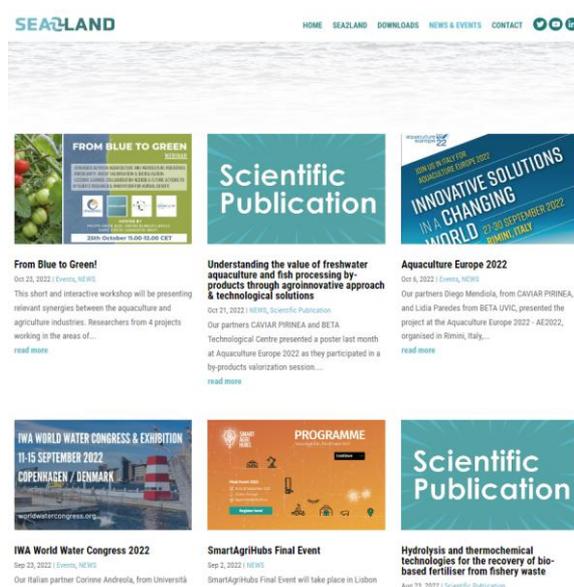


Figure 2 SEA2LAND news website

Google Analytics allows the ongoing monitoring of the number of visitors and the actions on the website sections, and such intelligent information has been used for improving the impact of the website. Throughout the project lifetime, the **total number of users on the website has been 2,256** and the **three countries with the most visits are Spain, United States and Belgium**. The following image shows these numbers.

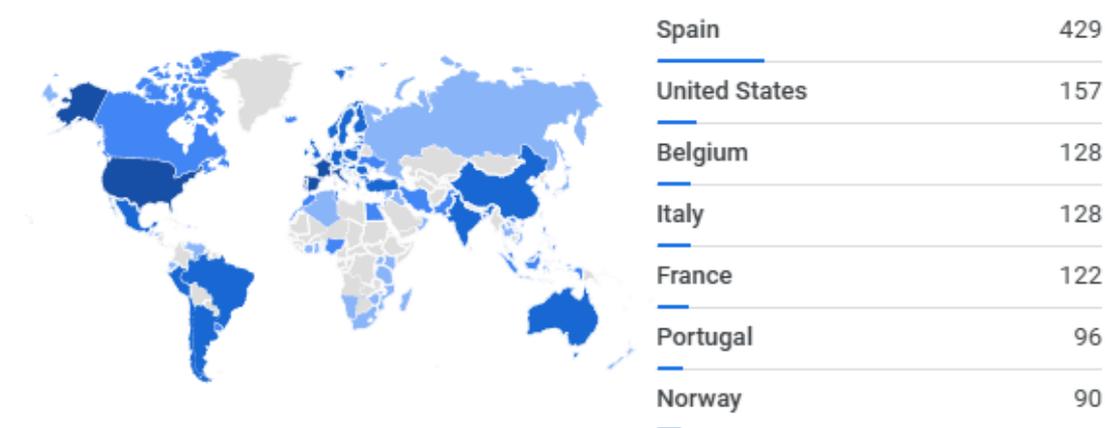


Figure 3 Origin of users on the website

The graphic shows 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, such as most of the regional workshops, attendance to fairs and conferences. This has an impact in the website's visitors.

The website Key Performance Indicators are indicated in Table 3 and have been updated during the project execution.

Table 3. Website Key Performance Indicators: Target value and % of Achievement at M54.

BSC Indicator	Target Value	Period Value	% Achievement at M54
Average of number of sessions a month	200	179	89%
N° of visitors in total	2.000	2.256	>100%
Engagement rate	40	49	>100%

The following figures represent 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 graphs show that the figures usually drop in summer (July and August) 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.

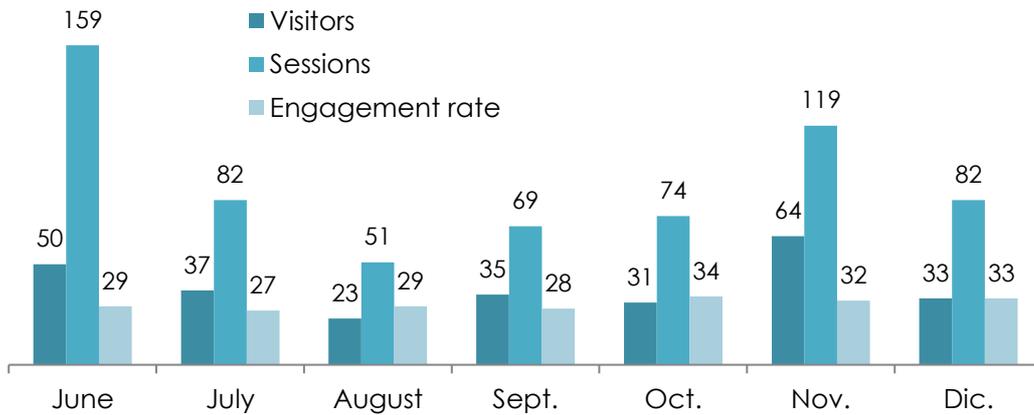


Figure 4 SEA2LAND website analytics in 2021

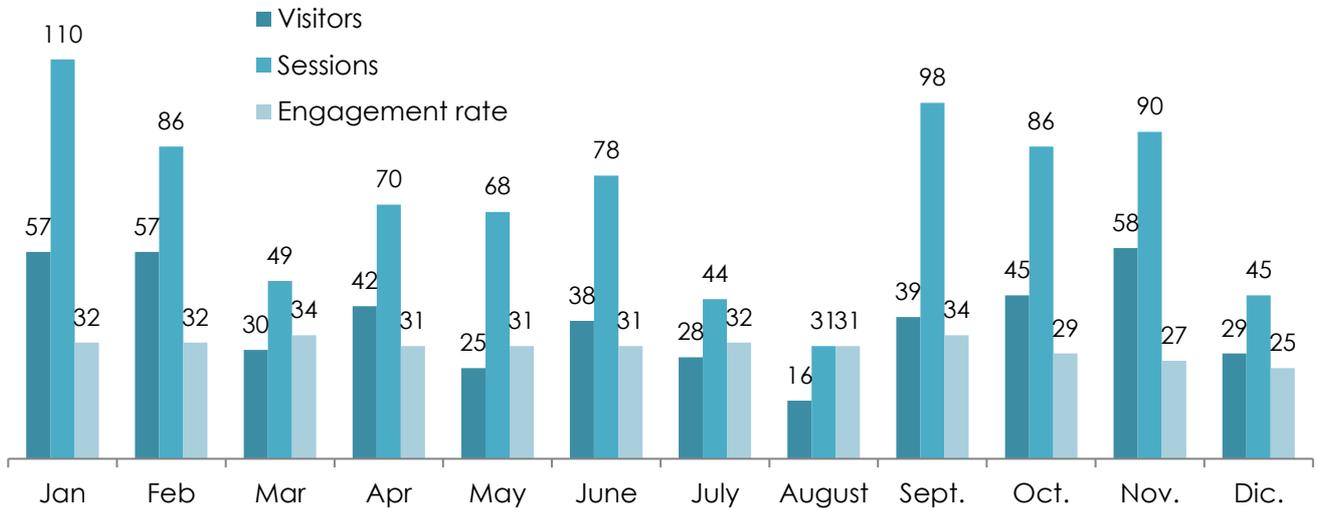


Figure 5 SEA2LAND website analytics in 2022

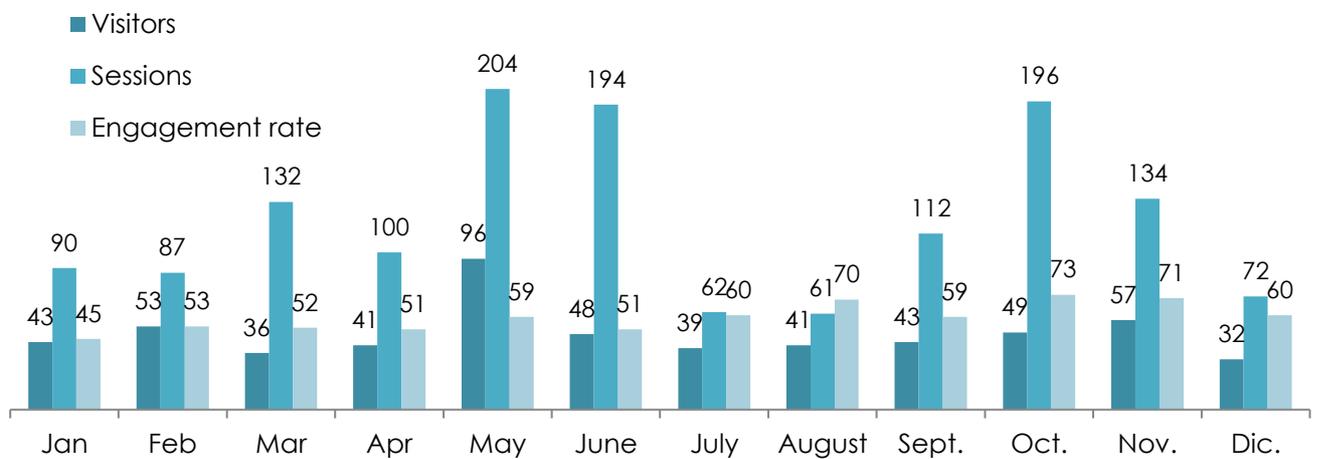


Figure 6 SEA2LAND website analytics in 2023

In May and June 2023, thanks to the dissemination of the regional workshops, and the participation of partners in other conferences and presentations, the project website reached a wider audience. Also, this year, in October many partners attended several events where the project was presented, e.g. ESNI 2023 and WEFTA.

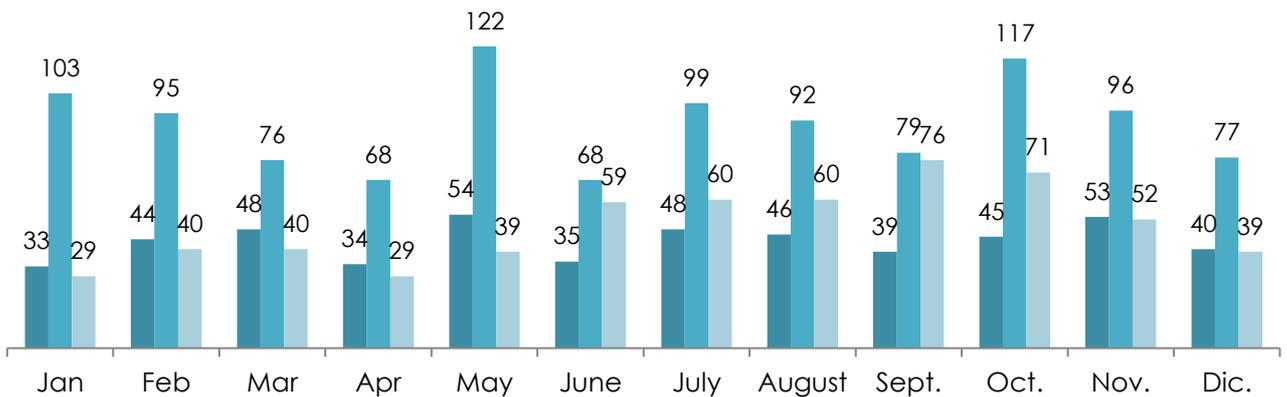


Figure 7 SEA2LAND website analytics in 2024

In May 2024 the NERM event took place in Brussels and many partners attended to represent the project. In October, the project was also presented at SIDISA 2024 organised in Palermo, and the webinar Sustainability in Food Production – Biocircularity webinar where the SEA2LAND map visor was presented. And finally, a newsletter campaign was launched in November, which also affected the analytics.

The beginning of 2025 was a bit quiet since partners were finishing their results and preparing all deliverables for the end of the project. Nevertheless, the dissemination started in April for the final event caused some positive results on the website.

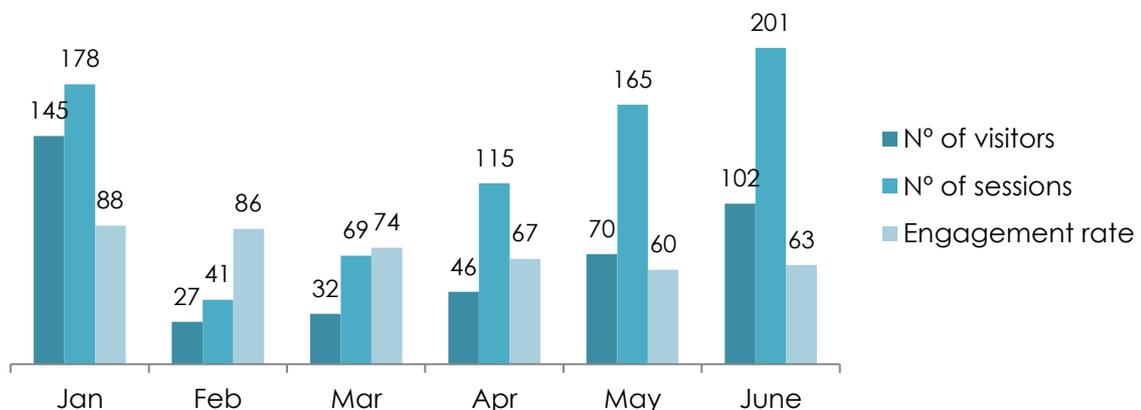


Figure 8 SEA2LAND website analytics in 2025

2.2 Social media

2.2.1 Twitter

A Twitter account “@SEA2LAND” was 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.

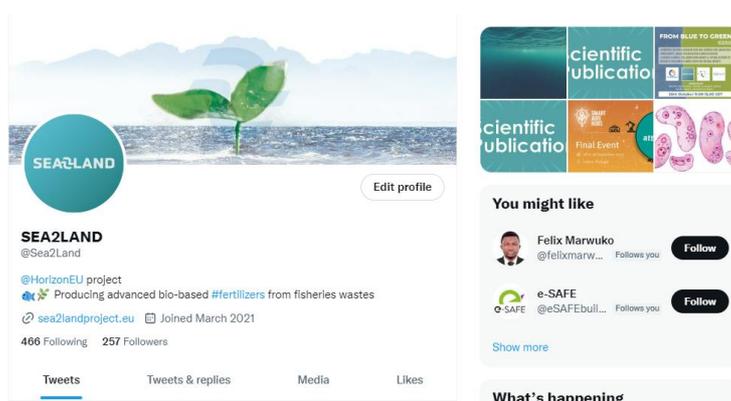


Figure 9 SEA2LAND Twitter profile

Monthly monitoring of the number of followers of the Twitter profile was also conducted. The following figure represents the linear increase in the number of Twitter followers during the four years and a half. As it can be seen in the graph, 2023 was a good year, since partners presented the project at many events, and they also performed the regional workshops. All of these dissemination activities are reflected in the results of the social media analytics.

However, it is important to take into account that many users, including EU entities, **are leaving the social media platform X** due to a combination of factors, including the rise in hate speech, misinformation, and controversial policy changes under new ownership. Many feel that content moderation has weakened, allowing a toxic user experience, making it harder to see relevant content. The introduction of paid features and the loss of previously free functionalities have also frustrated longtime users, pushing them to seek alternative platforms with safer environments and more transparent policies.

The following figure shows the evolution of X followers of SEA2LAND. As the graphic shows, in 2025, many partners and other followers left the platform, but we gained other people. However, the final number is negative since SEA2LAND lost 2 followers in total this year, despite the effort made during the final event campaign.

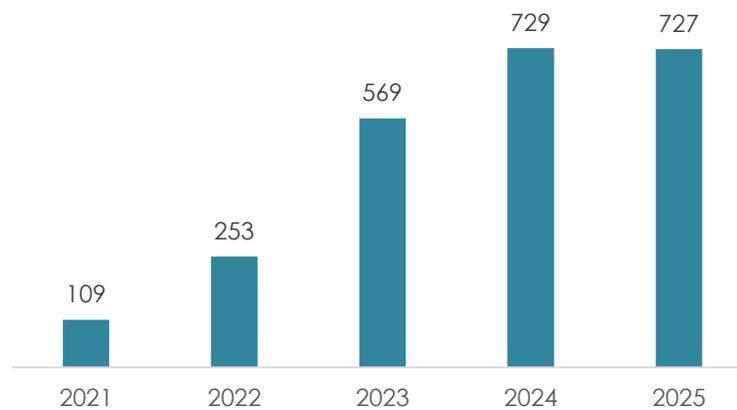


Figure 10 Twitter total followers per year

2.2.2 LinkedIn

Iniciativas Innovadoras created a LinkedIn company page for SEA2LAND project (<https://www.linkedin.com/company/sea2land>). This profile has provided 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 506 followers, has received a total of 2.368 visits in total to its profile and an average of 1.374 impressions** per month. Nowadays, it can be seen that our partners are quite active in this social network. Also, the content of the project, being a scientific topic, works better on LinkedIn.

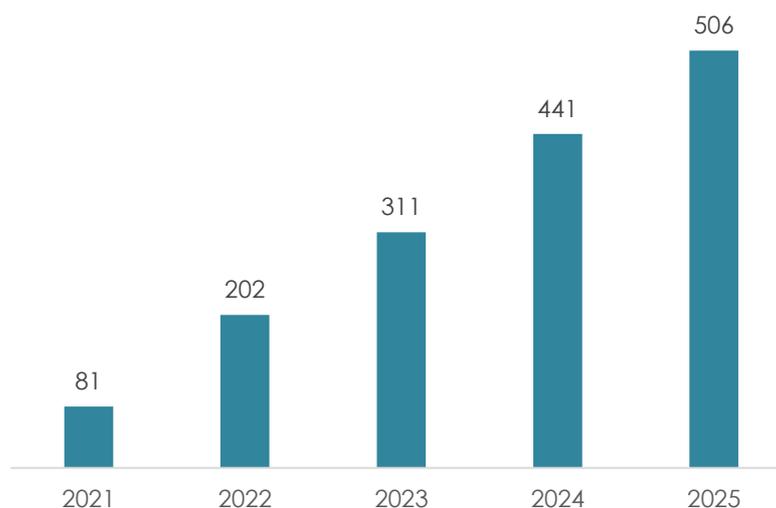
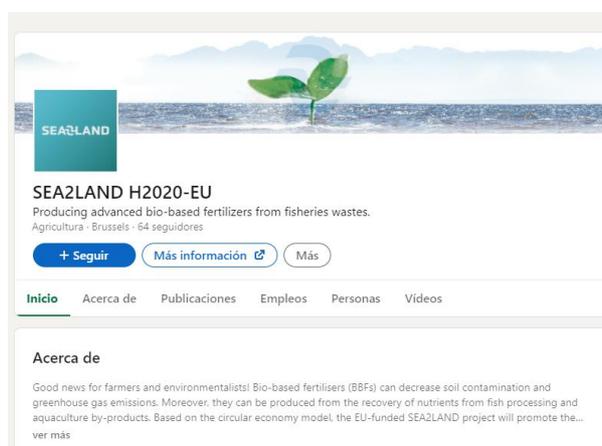


Figure 11 LinkedIn followers per year

Table 4. LinkedIn account statistics by LinkedIn Analytics

LinkedIn Performance	Result
No Followers	506
Page/profile views	2.368
Post impressions per month	1.374

**Figure 12** 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 **17** videos. In the last months, now that the project has come to an end, the channel has been fed up with videos about the project results. In the following weeks, INI will upload a few more videos with more project results that have been just finalized.

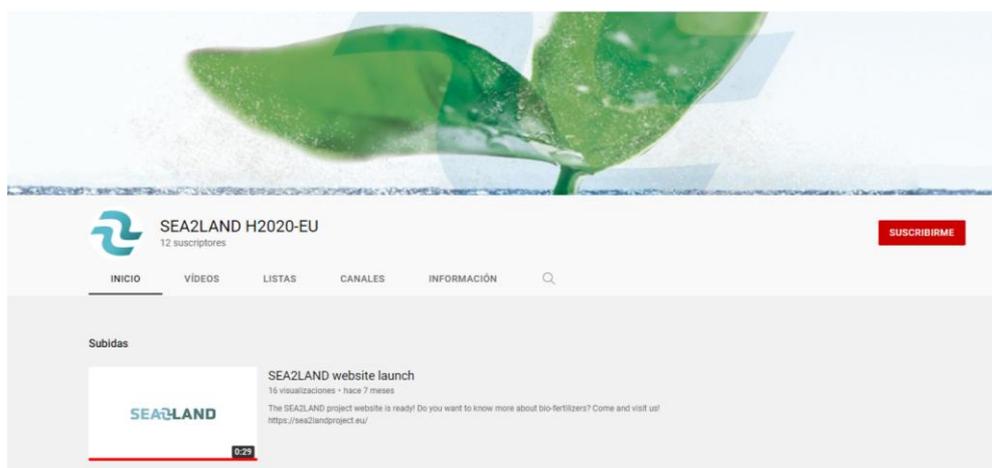


Figure 13 SEA2LAND YouTube channel

Social Media Key Performance Indicators are indicated in Table 7 and have been updated during project execution.

Table 5. Social Media Key Performance Indicators: Target value and % of Achievement at M54.

BSC Indicator	Target Value	Period Value	% Achievement at M54
Nº of social media accounts	3	3	100%
Nº of Twitter (X) followers	300	728	>100%
Nº of YouTube followers	100	23	23%
Nº of LinkedIn followers	300	506	>100%

It is important to highlight that all partners contribute to achieving SEA2LAND SOCIAL MEDIA KEY PERFORMANCE INDICATORS. Therefore, partners are invited to regularly send information of interest to the 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 was planned throughout the project execution on an annual basis. Mailchimp software is used for the management and distribution of 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 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 using 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. The open rate average has been 69%, and there has been no person unsubscribed.

Table 6. Newsletter Key Performance Indicators: Target value and % of achievement at M54.

BSC Indicator	Target Value	Period Value	% Achievement at M54
N° of digital newsletters	8	8	100%
N° of subscribers	150	254	>100%

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

Table 7. Newsletter summary: Number of subscribers and % of email opens.

Title	Date	Target audience	% Opens	Link
SEA2LAND #1 Newsletter	06/2021	81	43%	https://bit.ly/33XZZYc
SEA2LAND #2 Newsletter	01/2022	85	71%	https://bit.ly/33VADde
Cantabrian workshop	01/2023	112	31%	https://bit.ly/47ELQKy
SEA2LAND #3 Newsletter	09/2023	217	40%	https://bit.ly/3tXhOnq
SEA2LAND #4 Newsletter	10/2024	260	50%	https://bit.ly/3T6XKb8
Final event	04/2025	253	52%	https://bit.ly/3HjrEah
Final event presentations	06/2025	254	49%	http://bit.ly/467JNS1
SEA2LAND results	06/2025	254	53%	

Partners provide information and content to INI for the newsletters, and they are encouraged to translate it and forward the newsletter through their 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 have been 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://www.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 demonstration pilots in WP3 and WP4. In case of needed, partners are encouraged to translate it into other languages.



Figure 14 SEA2LAND flyer template

The **flyer for the project** was designed at M6 (June 2021) to present general information about SEA2LAND in a very visual way. It has supported the dissemination and promotion of activities linked to the SEA2LAND innovation workshops, but it also allowed 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 available on the project website and has been 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 has been tailored to the targeted groups and specific events and workshops by local partners and consistently used for partners' events. There is a blank space for partners to include the text they need to, depending on the event.



Figure 15 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.

Figure 16 SEA2LAND roll up

Table 8. Promotional Material Key Performance Indicators: Target value & percentage of achievement at M54

BSC Indicator	Target Value	Period Value	% Achievement at M54
N° of promotional materials	3	3	100%
N° of people outreached by promotional materials	2.000	18.775	>100%

*This number is the total of people outreached in the non-project events and networking activities, such as conferences, fairs, and workshops, where the project has been presented. It is important to indicate that in this total number the people outreached in project events or through social media posts or other publications are not included. To sum up, the number achieved would be much higher.

2.5 Press releases and media coverage

The publication of periodic news related to the project progress has been coordinated between the SEA2LAND Dissemination Manager and appointed partners' Dissemination Officers, who reported 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 9. Summary of project press releases

No	Partner	Date	Media	Link
1	NEIKER	02/21	Crónica Vasca	https://bit.ly/33wwnRW
2		02/21	Profesionales Hoy	https://bit.ly/3rcbww7
3		10/21	Garbiker web	-
4		12/21	Revista Mar	https://bit.ly/3PFMNt4
5	NUTRI	02/21	Partner's media	https://bit.ly/3qMr6ya
6	AZTI	02/21	APTE	https://bit.ly/35gezel
7		02/21	AQUAHOY – Aquaculture site	https://bit.ly/3FOYxEw
8		02/21	La voz de Galicia - Newspaper	https://bit.ly/33EmFwK
9		02/21	Irekia – Government website	https://bit.ly/3rGuuKe
10		02/21	Partner's media	http://bit.ly/4n5nouG
11	UNIVPM	03/21	Vivere Ancona	https://bit.ly/3lAvPJq
12		03/21	Cronache Ancona	https://bit.ly/3qXoyNP
13		03/21	Ansa	https://bit.ly/34byieA
14		03/21	Centro Pagina	https://bit.ly/3rVcFHH
15		03/21	Cronache Marche	https://bit.ly/33UY0nD
16		03/21	Partner's media	https://bit.ly/3fVs2tW
17	UVIC-UCC	01/21	L'apunt UVIC	https://bit.ly/3lo1IVx
18		01/21	La Vanguardia	https://bit.ly/3KzeUcb
19		02/21	RETEMA	http://bit.ly/4jZJWKz

20		02/21	Verde y Azul	https://bit.ly/33Tlmtx
21		02/21	Partner's media	http://bit.ly/3GcgDXh
22	FERTINAGRO	02/21	Partner's media	https://bit.ly/3lo6ORF
23		12/21	Tervalis Magazine	https://bit.ly/3FK1EgZ
24	METK	03/21	Põllumajandus – Agricultural web	https://bit.ly/3fRvANH
25	NIBIO	03/21	Ilaks – Aquaculture web	https://bit.ly/3tLEbd8
26	FIBL-CH	02/21	Partner's media	https://bit.ly/35aq1rD
27	INIA	03/21	Observatorio para la Innovación Agraria, Agroalimentaria y Forestal (OPIA)	https://bit.ly/3gduPyW
28		03/21	Portal AgroChile	https://bit.ly/3dQ1goQ
29		03/21	Local newspaper	https://bit.ly/3wlc5Gb
30		03/21	Linares local newspaper	https://bit.ly/3Kd1anJ
31		03/21	Online agricultural magazine	https://bit.ly/3dlGUxY
32		03/21	Online agricultural magazine	https://bit.ly/3wLAQSu
33	IPS	02/21	Partner's media	https://bit.ly/3KzMrD0
34		08/21	Partner's media	https://bit.ly/3FOh18g
35	NEIKER	07/22	Partner's media	http://bit.ly/3HTSrcP
36	UNIVPM	06/23	Il Pesce, EDIZIONI PUBBLICITA' ITALIA	https://bit.ly/48D8d4p
37	NEIKER	07/24	Partner's media	http://bit.ly/4lbTFP4
38	METK	10/24	Maaleht	http://bit.ly/446ajMt
39		10/24	Õhtuleht	http://bit.ly/44sTBVw
40	NIBIO	06/25	Ilaks	http://bit.ly/4k1JRG0
41	FERTINAGRO	06/25	Partner's media	http://bit.ly/4kSzJAP
42	BARNA	06/25	Local media	-

Table 10. Press releases published. Target value & % of Achievement at M54

BSC Indicator	Target Value	Period Value	% Achievement at M54
N° of press releases	36	42	>100%

Table 11. Summary of articles or other type of publications in non-specialized media

No	Partner	Date	Media	Link
1	NEIKER	01/21	Partner's social media	http://bit.ly/46e3wiV
2	AZTI	01/21	Partner's website	https://bit.ly/34ZAhTt
	GRONN	01/21	Partner's social media	http://bit.ly/4l2N1uO
3	UVIC	01/21	Partner's social media	http://bit.ly/3TKvU4l
4	AZTI	01/21	Partner's social media	http://bit.ly/3lcJwTP

5	AZTI	01/21	Partner's social media	http://bit.ly/45GTNle
6	AZTI	01/21	Partner's social media	http://bit.ly/4ejfVUV
7	NIBIO	01/21	Partner's website	https://bit.ly/3tRJo2Y
8	CATAR	01/21	Partner's website	https://bit.ly/35dt6Hx
9	FERTINA GRO	02/21	Partner's social media	http://bit.ly/45I0cN4
10	FERTINA GRO	02/21	Partner's social media	http://bit.ly/44ybzpZ
11	FERTINA GRO	02/21	Partner's social media	http://bit.ly/44kvC9N
12	FERTINA GRO	02/21	Partner's social media	http://bit.ly/44f8qJV
13	ABT	02/21	Partner's social media	http://bit.ly/3GduuNb
14	NEIKER	02/21	Partner's social media	http://bit.ly/4kbbi7d
15	NEIKER	02/21	Partner's social media	http://bit.ly/4lr2u7R
16	METK	02/01	Partner's social media	http://bit.ly/4kRQbS1
17	CAVIAR	02/21	Partner's website	https://bit.ly/3FJz5Ah
18	NUTRI	02/21	Partner's social media	http://bit.ly/4lnvYDs
19	INPT	03/21	Partner's social media	http://bit.ly/3T84shi
20	NEIKER	03/21	Partner's social media	http://bit.ly/4nj1AM8
21	GRONN	03/21	Podcast in the local business council	https://spoti.fi/3XdZFez
22	UVIC	03/21	Partner's social media	http://bit.ly/4loMFhY
23	UGENT	03/21	Biorefine Cluster website	https://bit.ly/3KxWp7Q
24	CAPA	04/21	Partner's website	https://bit.ly/3u1oVsM
25	NEIKER	05/21	Partner's social media	http://bit.ly/45K9I7P
26	NEIKER	05/21	Partner's social media	http://bit.ly/3ZPizQt
27	AZTI	05/21	Partner's website	https://bit.ly/3tNjBos
28	UGENT	05/21	Biorefine Cluster newsletter	https://bit.ly/3fQny7P
29	METK	05/21	Partner's website	https://bit.ly/3FTmuL7
30	UGENT	06/21	Partner's social media	http://bit.ly/45HP4Q7
31	UGENT	06/21	Partner's social media	http://bit.ly/4lpas0X
32	AZTI	06/21	Partner's social media	http://bit.ly/4kYWCms
33	UVIC	06/21	Partner's social media	http://bit.ly/44fd7DB
34	NUTRI	06/21	Partner's social media	http://bit.ly/4lj2eaF
35	UGENT	06/21	Biorefine Cluster newsletter	https://bit.ly/3FOXJQ1
36	CATAR	07/21	Partner's website	https://bit.ly/33Wc6om
37	UVIC	07/21	Partner's social media	http://bit.ly/4elZpDx
38	UVIC	07/21	Partner's social media	http://bit.ly/40hdvQH

39	FERTINA GRO	07/21	Partner's social media	http://bit.ly/44f8gJV
40	FERTINA GRO	07/21	Partner's social media	http://bit.ly/44kvC9N
41	AZTI	08/21	Partner's social media	http://bit.ly/4k0TZ1X
42	AZTI	09/21	Partner's social media	http://bit.ly/46baWDx
43	AZTI	09/21	Partner's social media	http://bit.ly/4ef9aDg
44	UVIC	09/21	Partner's social media	http://bit.ly/3Tae2QH
45	AZTI	10/21	Partner's social media	http://bit.ly/4lIH4TV
46	AZTI	10/21	Partner's newsletter	https://bit.ly/3tNsbrm
47	AZTI	10/21	Partner's newsletter English version	https://bit.ly/3KHwYAW
48	AZTI	10/21	Partner's website	https://bit.ly/3KwvjOf
49	INPT	10/21	Partner's website	https://bit.ly/3G1dO5y
50	INPT	10/21	INRAE	https://bit.ly/33DJbGb
51	CATAR	10/21	Partner's website	https://bit.ly/3FRgP8h
52	UVIC	11/21	Partner's social media	http://bit.ly/45Ebodyx
53	INPT	11/21	Partner's social media	http://bit.ly/3HUByPf
54	UNIVPM	12/21	Partner's social media	http://bit.ly/449C4Ac
55	UVIC	12/21	Partner's social media	http://bit.ly/4kbdDIX
56	UGENT	01/22	Partner's social media	http://bit.ly/4niRsmz
57	UNIVPM	01/22	Partner's social media	http://bit.ly/4epl8KU
58	UNIVPM	01/22	Partner's social media	http://bit.ly/449C8zW
59	UGENT	01/22	Biorefine Cluster newsletter	https://bit.ly/3COQZD2
60	UGENT	02/22	Partner's social media	http://bit.ly/4nkgng5
61	UGENT	02/22	Partner's social media	http://bit.ly/4kZWraqM
62	UGENT	02/22	Partner's social media	http://bit.ly/4ei99hr
63	AZTI	02/22	Partner's social media	http://bit.ly/4kYvQKZ
64	UGENT	03/22	Partner's social media	http://bit.ly/4niSRJ4
65	UGENT	03/22	Partner's social media	http://bit.ly/44jytzU
66	UNIVPM	04/22	Partner's social media	http://bit.ly/4kd6W8V
67	NUTRI	05/22	Partner's social media	http://bit.ly/44cfZRD
68	NUTRI	05/22	Partner's social media	http://bit.ly/4lICsSP
69	UNIVPM	05/22	Partner's social media	http://bit.ly/46divcU
70	UGENT	06/22	Partner's social media	http://bit.ly/4lnTe49
71	UVIC	06/22	Partner's social media	http://bit.ly/4lg7Tyc
72	NUTRI	06/22	Partner's social media	http://bit.ly/45FU33N
73	NUTRI	06/22	Partner's YouTube profile	http://bit.ly/3GbPX9f

74	IPS	06/22	Partner's website	https://bit.ly/3CR99nH
75	UNIVPM	07/22	Partner's social media	http://bit.ly/4lmXu3M
76	NUTRI	07/22	Blog post on SEA2LAND activities	https://bit.ly/3CL9o3D
77	CATAR	07/22	Partner's social media	http://bit.ly/43XK3Se
78	UVIC	07/22	Partner's social media	http://bit.ly/3lc8zGE
79	UGENT	08/22	Partner's social media	http://bit.ly/45DhAT3
80	UGENT	08/22	Partner's social media	http://bit.ly/3HXI5bY
81	UGENT	08/22	Publication of the practice abstracts in the BCE e-library	https://bit.ly/3CMHQBQ
82	IPS	08/22	E-OPG Platform - Agro website	https://bit.ly/3km3kIM
83	UGENT	08/22	Partner's social media	http://bit.ly/3HWWlAX
84	UNIVPM	09/22	Partner's social media	http://bit.ly/3GIBEQf
85	ABT	09/22	Partner's social media	http://bit.ly/4nqwp1Q
86	ABT	09/22	Partner's social media	http://bit.ly/4lsF2XS
87	UVIC	09/22	Partner's social media	http://bit.ly/43Xa8mu
88	AZTI	09/22	Partner's social media	http://bit.ly/4IntOne
89	UGENT	10/22	Partner's social media	http://bit.ly/3TdlquF
90	UGENT	10/22	Partner's social media	http://bit.ly/4emmqg4
91	UGENT	10/22	Partner's social media	http://bit.ly/4kabQDN
92	UGENT	10/22	Biorefine Cluster newsletter	https://bit.ly/3XBvYnh
93	UNIVPM	12/22	Partner's social media	http://bit.ly/4ksCl7P
94	UNIVPM	12/22	Registration in GELSO database	https://bit.ly/3tZTnpw
95	ABT	02/23	Partner's social media	http://bit.ly/4lmSGLM
96	UGENT	05/23	Partner's social media	http://bit.ly/4kdr2Af
97	UVIC	05/23	Partner's social media	http://bit.ly/3ZPmlor
98	AZTI	05/23	Partner's social media	http://bit.ly/4nj3U5P
99	AZTI	05/23	Partner's social media	http://bit.ly/4kifRq0
100	AZTI	05/23	Partner's social media	http://bit.ly/3HVM1dn
101	AZTI	05/23	Partner's social media	http://bit.ly/4kXRwH1
102	AZTI	05/23	Partner's social media	http://bit.ly/44xnwMc
103	AZTI	05/23	Partner's social media	http://bit.ly/4kXRS0j
104	AZTI	05/23	Partner's social media	http://bit.ly/4kcLIbw
105	UNIVPM	05/23	Partner's social media	http://bit.ly/44z6rBE
106	UNIVPM	05/23	Partner's social media	http://bit.ly/45D96vb
107	UNIVPM	05/23	Partner's social media	http://bit.ly/4l2P4z0
108	UNIVPM	05/23	Partner's social media	http://bit.ly/46dq2Zi
109	UNIVPM	05/23	Partner's social media	http://bit.ly/3HWGV0l

110	ABT	06/23	Partner's social media	http://bit.ly/443KL0g
111	UVIC	06/23	Partner's social media	http://bit.ly/4ekF9Cq
112	NUTRI	06/23	Partner's website	https://bit.ly/422h4dk
113	NUTRI	06/23	Partner's social media	http://bit.ly/4nj25pv
114	UNIVPM	07/23	Partner's social media	http://bit.ly/4k6RvIl
115	IPS	07/23	How sea pollution affects our diet (in Croatian) published on e-OPG platform for farmers.	https://bit.ly/3HAkryO
116	NUTRI	07/23	Partner's social media	http://bit.ly/4njNt9w
117	CATAR	07/23	Partner's social media	http://bit.ly/4nnPC48
118	UVIC	09/23	Partner's social media	http://bit.ly/45EOdzD
119	AZTI	09/23	Partner's social media	http://bit.ly/3HQRaU2
120	ABT	10/23	Partner's social media	http://bit.ly/4eIWf2x
121	UGENT	11/23	Partner's social media	http://bit.ly/44z8apt
122	UGENT	11/23	Partner's social media	http://bit.ly/4liOqh7
123	AZTI	11/23	Partner's social media	http://bit.ly/4ninTlj
124	NLR	11/23	Partner's website	https://bit.ly/4b43PwK
125	NUTRI	11/23	Partner's YouTube channel	http://bit.ly/4lr27u0
126	UGENT	12/23	Partner's social media	http://bit.ly/4eihOBc
127	UGENT	12/23	Partner's social media	http://bit.ly/3l10lfi
128	UGENT	12/23	Partner's social media	http://bit.ly/4lt6gNT
129	UGENT	12/23	Partner's social media	http://bit.ly/3T6t5Lg
130	ABT	01/24	Partner's social media	http://bit.ly/3HXsOYI
131	ABT	01/24	Partner's social media	http://bit.ly/4ksx9AR
132	GRONN	02/24	Partner's social media	http://bit.ly/4l2N1uO
133	UVIC	02/24	Partner's social media	http://bit.ly/3HYHjLH
134	GRONN	03/24	Partner's social media	http://bit.ly/4l2N1uO
135	UGENT	03/24	Partner's social media	http://bit.ly/3TvThPL
136	NUTRI	03/24	Partner's social media	http://bit.ly/4kWZmAv
137	ABT	04/24	Partner's social media	http://bit.ly/4kbccdw
138	ABT	04/24	Partner's social media	http://bit.ly/4eolGzJ
139	UVIC	04/24	Partner's social media	http://bit.ly/4kS5utX
140	CATAR	04/24	ENSIACET Newsletter	=
141	AZTI	05/24	Partner's social media	http://bit.ly/44iSfvh
142	AZTI	05/24	Partner's social media	http://bit.ly/3GiUd6N
143	UGENT	06/24	Partner's social media	http://bit.ly/4em25B1
144	GRONN	06/24	Partner's social media	http://bit.ly/4l2N1uO

145	UVIC	06/24	Partner's social media	http://bit.ly/4njTRxk
146	UMIL	06/24	Partner's social media	http://bit.ly/3G6keX4
147	ABT	06/24	Partner's social media	http://bit.ly/4eFxrJL
148	CATAR	06/24	ENSIACET Newsletter	=
149	GRONN	07/24	Partner's social media	http://bit.ly/4l2N1uO
150	AZTI	07/24	Partner's social media	http://bit.ly/3TFRCqB
151	GRONN	08/24	Partner's social media	http://bit.ly/4l2N1uO
152	ABT	08/24	Partner's social media	http://bit.ly/4l0bNfb
153	GRONN	09/24	Partner's social media	http://bit.ly/4l2N1uO
154	NEIKER	09/24	Partner's social media	http://bit.ly/4lgVw56
155	UMIL	09/24	Partner's social media	http://bit.ly/4ejRtmp
156	ULIEGE	09/24	Partner's social media	http://bit.ly/3TDO4oL
157	UVIC	09/24	Partner's social media	http://bit.ly/4lgp9mY
158	UVIC	10/24	Partner's social media	http://bit.ly/4kcFAA2
159	GRONN	11/24	Partner's social media	http://bit.ly/4l2N1uO
160	UMIL	11/24	Partner's social media	http://bit.ly/44pWO7g
161	ULIEGE	11/24	Partner's social media	http://bit.ly/4eohDV4
162	ABT	11/24	Partner's social media	http://bit.ly/46dlcv6
163	ABT	11/24	Partner's social media	http://bit.ly/4lKjzIF
164	ABT	12/24	Partner's social media	http://bit.ly/40pjdjF
165	NUTRI	01/25	Partner's social media	http://bit.ly/4no9fsQ
166	ULIEGE	02/25	Ecotron website	http://bit.ly/4kaVbzP
167	GRONN	03/25	Partner's social media	http://bit.ly/4l2N1uO
168	UGENT	04/25	BCE Newsletter	http://bit.ly/4l3hoRU
169	UGENT	05/25	Partner's social media	http://bit.ly/44l8KXS
170	UVIC	05/25	Partner's social media	http://bit.ly/4k53bCw
171	NUTRI	05/25	Partner's social media	http://bit.ly/4no9fsQ
172	FIBL EU	05/25	Partner's social media	http://bit.ly/44gzDff
173	FIBL EU	05/25	Partner's social media	http://bit.ly/4ngJgmP
174	FIBL EU	05/25	Partner's social media	http://bit.ly/3Tapb46
175	FIBL EU	05/25	Partner's social media	http://bit.ly/4njHTUB
176	FIBL EU	05/25	Partner's social media	http://bit.ly/4ejT2Az
177	FIBL EU	05/25	Partner's social media	http://bit.ly/4k63tcs
178	FIBL EU	05/25	Partner's social media	http://bit.ly/3HWsXvy
179	FIBL EU	05/25	Partner's social media	http://bit.ly/4kRT31f
180	FIBL EU	05/25	Partner's social media	http://bit.ly/3FWdWt3

181	FIBL EU	05/25	Partner's social media	http://bit.ly/45EfsdN
182	FIBL EU	05/25	Partner's social media	http://bit.ly/4k7bc9Y
183	FIBL EU	05/25	Partner's social media	http://bit.ly/4kUoecb
184	FIBL EU	05/25	Partner's social media	http://bit.ly/4em408L
185	FIBL EU	05/25	Partner's social media	http://bit.ly/4eDDB6N
186	FIBL EU	05/25	Partner's social media	http://bit.ly/4kUHMwZ
187	FIBL EU	05/25	Partner's social media	http://bit.ly/45yX3Ps
188	ULIEGE	05/25	Partner's social media	http://bit.ly/4eeRwzG
189	AZTI	06/25	Partner's social media	http://bit.ly/4lpbrP0
190	UVIC	06/25	Partner's social media	http://bit.ly/4lp6A0e
191	UVIC	06/25	Partner's social media	http://bit.ly/45EtxrF
192	UMIL	06/25	Partner's social media	http://bit.ly/46bcTzS
193	UMIL	06/25	Partner's social media	http://bit.ly/3FSwsTa
194	FERTINA GRO	06/25	Partner's social media	http://bit.ly/44iulzI

2.6 Scientific and Technical publications

Scientific & Technical papers have been published during and after project lifetime, targeting academia members, researchers and professionals in this area. Articles in technical magazines, newsletters or publications of relevant EU, national associations and bodies relevant to the areas of the project have been published in order to reach out to the project target audiences.

Table 12. Summary of articles posted in specialized media.

N°	Partner	Category of post/news	Date	Media	Link
1	NEIKER	Presentation and brief summary	02/21	RETEMA – Environmental magazine	https://bit.ly/3s7oFWg
2	UVIC-UCC	Presentation and brief summary	02/21	RETEMA – Environmental magazine	https://bit.ly/3fLAvzR
3	UVIC-UCC	The objective of BETA TC (UVIC) in the SEA2LAND project	06/21	Open Access Government	https://bit.ly/3Aj7Ewi
4	INIA	Presentation and brief summary	03/21	Red Agrícola	https://bit.ly/3u8cMcm
5	INIA	Presentation and brief summary	03/21	Portal Agro Chile	https://bit.ly/32OfkKG
6	NEIKER	Presentation	12/21	Revista Mar	https://bit.ly/3tTGGdo

7	NIBIO	Popular science article	03/22	Forskning.no	https://bit.ly/3XvyETA
8	NIBIO	Article in journal for farmers	03/22	Bondebladet	https://bit.ly/3H8rWgX
9	IPS	Article in platform for farmers	08/22	E-OPG Platform - Agro website	https://bit.ly/3QGG6cc
10	IPS	Article in platform for farmers	08/22	E-OPG Platform - Agro website	https://bit.ly/3w572sl
11	NIBIO	Article in journal for farmers	09/23	GartneTyTket	https://bit.ly/3vJDwvS
12	IPS	Article in magazine for farmers	01/24	Gospodarski	http://bit.ly/4ecGfQp

Most of the scientific publications have been published throughout the last period (M37-M54) since the results of the project have been accomplished. Partners have put all their efforts into publishing scientific publications instead of other types of publications, resulting at the end a total of **46 scientific publications**.

Table 13. 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	https://bit.ly/3XtCix6
2	CATAR	ThermoMechanoChemical (TMC) fractionation of aquaculture by products by twin screw extrusion for the production of biobased fertilisers	06/22	https://bit.ly/3ZHslJd
3	UVIC	Recovering nutrients from aquaculture industry by-products for the production of bio-based fertilizers	06/22	http://bit.ly/40fAEDe
4	UNIVPM	Experimental study and sustainability assessment for fertilizers recovery from seafood waste	07/22	https://bit.ly/3vKvcvO
5	UNIVPM	Preliminary evidence of advanced bio-based fertilizer production and water reuse from fishery wastes	09/22	https://bit.ly/3W9rO5f
6	CAVIAR + UVIC	Understanding the value of freshwater aquaculture and fish processing by-products through agroinnovative approach & technological solutions	09/22	https://bit.ly/3GIH0jW
7	UNIVPM	Biorefineries to improve water and resource recovery in the seafood processing industry	2023	https://bit.ly/3SpNQ4O
8	UNIVPM	Study of thermochemical co-treatment of seafood by-products and green waste towards alternative fertilizer production within Horizon2020 SEA2LAND.	02/23	https://bit.ly/4b2wTot

9	UNIVPM	Techno-economic assessment of biorefinery scenarios based on mollusc and fish residuals.	05/23	https://bit.ly/3SxWXRn
10	INPT	Social life cycle assessment of producing advanced bio-based fertilizers from fisheries/aquaculture wastes.	05/23	https://bit.ly/48YCTgc
11	FIBL CH	Life cycle assessment (LCA) of bio based fertilizers from fisheries and aquaculture sidestreams.	06/23	https://bit.ly/3S9H024
12	AZTI	Production of biofertilizers from tuna cooking waters through membrane nanofiltration and enzymatic hydrolysis.	06/23	https://bit.ly/3vB0GUX
13	AZTI	Optimization of the autolysis of rainbow trout viscera for amino acid release using response surface methodology.	06/23	https://bit.ly/3Saxid5
14	UGENT	Quality and safety assessment of fertilising products derived from fishery waste and by-products.	08/23	https://bit.ly/3vJLGEo
15	CATAR	Atlantic case: Fractionation of fish-farming by-products by twin-screw extrusion to produce biobased fertilisers	09/23	http://bit.ly/469Zvfo
16	UVIC	Production of bio-based fertiliser from aquaculture sludge: the case of Mediterranean area in the framework of Sea2Land project.	09/23	http://bit.ly/4lgsKBA
17	AZTI	Consumer awareness and perceptions of the use of fish processing by-products in bio-fertilisers production.	10/23	https://bit.ly/3vFuQ9z
18	UGENT	Nutrient recovery and recycling from fishery waste and by-products.	12/23	https://bit.ly/4b8dp1F
19	AZTI / CAVIAR	Comparison of amino acid release between enzymatic hydrolysis and acid autolysis of rainbow trout viscera.	02/24	http://bit.ly/3HW58E8
20	INPT / CATAR	Sustainability of the Atlantic case in Sea2Land project: Industrial production of biobased fertilizers from fish by-products by twin-screw extrusion.	03/24	http://bit.ly/3GbprNh
21	CATAR	From pilot to industrial scale fractionation of fish by-products by twin-screw extrusion for the production of biobased fertilisers.	04/04	http://bit.ly/3Ta6eyu
22	NIBIO	Fish sludge as fertiliser.	04/04	http://bit.ly/44fYRub
23	ULIEGE	Bio-based fertilisers for the food of the future – from fishery waste to growing organic broccoli in the year 2095.	05/04	http://bit.ly/4enXZIO
24	UGENT	Fishery waste-derived organic fertilisers as alternatives for nitrogen fertilization.	06/24	http://bit.ly/4l7c2oD
25	NIBIO	Fish sludge as fertiliser.	06/24	http://bit.ly/4niNs5C
26	CATAR	The Atlantic case in Sea2Land project: optimization of the fractionation of twin-screw	06/24	http://bit.ly/3HXNEqj

		extrusion of fish by-products for the production of biobased fertilisers and fish oil		
27	INPT	SLCA methodology applied to bio-based fertilizers from fisheries/aquaculture waste in the scope of the Sea2Land Project	06/24	http://bit.ly/441wAsA
28	NEIKER	Turning Wastewater from the Tuna Canning Industry into Protein-Rich Biomass through the Culture of Marine Microorganisms.	06/24	http://bit.ly/4efNdEk
29	UVIC	Nutrients recovery from marine aquaculture sludge through biodrying process.	06/24	http://bit.ly/40p1jNV
30	ABT	Treatment of sludge produced in a recirculating aquaculture system: Test of different flocculants to improve the sedimentation of suspended solids.	08/24	http://bit.ly/469ZE2g
31	UMIL	A liming agent by recycling mollusc shells.	09/24	http://bit.ly/45APaZT
32	UGENT	Nutrient availability and greenhouse gas emissions from bio-based fertilizers under controlled conditions (WP6).	09/24	http://bit.ly/3TKhgug
33	FIBL	Fertilisers from fish processing and aquaculture waste can have similar or lower environmental impacts than mineral fertilisers but variation is high.	09/24	http://bit.ly/3HUXKsB
34	UNIVPM	Fish discard valorisation into low carbon biochar-compost composite.	10/24	http://bit.ly/4ejVffy
35	AZTI	Fish Viscera Hydrolysates and Their Use as Biostimulants for Plants as an Approach towards a Circular Economy in Europe: A Review	10/24	http://bit.ly/44nqy4z
36	CATAR	The Atlantic case in Sea2Land project: Pilot scale fractionation by twin-screw extrusion of fish by-products from 2 species for the production of high P-content bio-based fertilisers	10/24	http://bit.ly/43XujyC
37	UVIC	Enhancing the phosphorus availability in aquaculture-sludge based fertilizers using chemical and biological strategies	10/24	http://bit.ly/44g29xx
38	AZTI	Optimization of the autolysis of rainbow trout viscera for amino acid release using response surface methodology.	11/24	http://bit.ly/3lbSTDi
39	NEIKER	Recycling saline wastewater from fish processing industry to produce protein-rich biomass from a Thraustochytrid strain isolated in the Basque Country.	02/25	http://bit.ly/4kaoPp0
40	ULIEGE	Bio-based fertilisers for the food of the future – from fishery waste to growing organic broccoli in the year 2095	03/25	http://bit.ly/3GedxIF
41	UGENT	Agro-environmental Potential of Novel Organic Fertilizers Derived from Fishery Waste.	04/25	http://bit.ly/44ieWzJ

42	UGENT / METK	Recycling fishery waste into biobased fertilizers: Agronomic performance and soil health impacts.	05/25	http://bit.ly/4ljKtb
43	INPT	Sustainability of bio-based fertilizers produced from aquaculture waste within the framework of the H2020 Sea2Land project.	06/25	http://bit.ly/4kWz8y6
44	UNIVPM	Optimisation of operational parameters in laboratory-scale enzymatic protein hydrolysis of fishery waste for biostimulant production.	06/25	http://bit.ly/44cMLIB
45	UNIVPM	Co-pyrolysis of fish with pruning waste for biochar production as an amendment for composite composting in the biorefinery scenario.	06/25	http://bit.ly/4emxoMn
46	ULIEGE	Bio-based fertilizers are environmentally stable and surpass the agronomic performance of synthetic fertilizer under future climate.	06/25	-not ready yet-

Table 14. Summary of publications by partners.
Key Performance Indicators: Target value and % of Achievement at M54

BSC Indicator	Target Value	Period Value	% Achievement at M54
No of articles published in non-specialized media	80	194	>100%
No of articles in specialized media	20	12	60%
No of scientific papers published	15	46	>100%

As shown in the summary table, the achieved number of articles published in non-specialized and specialized media is lower than the KPI set at the beginning of the project. This is explained by the fact that scientific publications have a higher value as they have to be published before any other article, in order to respect the order of publication of the results.

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 have been organised by project partners for **two-way and interpersonal communication**, to acquire inputs in an interactive way, as well as for the broad dissemination of project results. INI has supported the dissemination efforts during those events and communicated their results, taking into consideration the reporting of the findings of the events made by partners. These meetings include not only the internal consortium meetings, but also the workshops organised by partners in order to present the project.

Table 15. Summary of project events.

	Name of the event	Date	Link
1	Kick-off meeting	01/21	https://bit.ly/3FV2mbt
2	2 nd GA Online Meeting	06/21	https://bit.ly/3GVxgSs
3	WP5 Kick-off meeting	11/21	https://bit.ly/357DhNE
4	WP7 Kick-off meeting	12/21	https://bit.ly/3XsDml3
5	3 rd GA Online Meeting	01/22	https://bit.ly/3GVxgSs
6	WP6 Kick-off meeting	04/22	https://bit.ly/3H4JrPn
7	4 th GA Meeting in Bilbao, Spain	06/22	https://bit.ly/3QDRNQR
8	5 th GA Online Meeting	01/23	https://bit.ly/4b1Ns3Z
9	North Sea Regional Workshop	03/23	https://bit.ly/48O8ZLK
10	Atlantic Regional Workshop	04/23	https://bit.ly/47CshT5
11	Adriatic Regional Workshop	05/23	https://bit.ly/3HkV1VR
12	Cantabrian Regional Workshop	05/23	https://bit.ly/3HlceOQ
13	Mediterranean Regional Workshop	05/23	https://bit.ly/48UnfIP
14	FIBL-CH Brainstorming session	05/23	-
15	ISQ Brainstorming session	05/23	-
16	6 th GA Meeting in Toulouse, France	06/23	https://bit.ly/45P34EY
17	Aquaculture workshop by UVIC	06/23	http://bit.ly/40lQdTi
18	Workshop on sustainable agriculture – Brainstorm session IPS	06/23	https://bit.ly/47DYnOf
19	Baltic Sea Regional Workshop	07/23	https://bit.ly/48Xyv16

20	7 th GA Online Meeting	01/24	https://bit.ly/47QCefC
21	Organisation of several workshops with NLR members	02/24	-
22	Baltic Workshop organisation	03/24	http://bit.ly/45FOKBp
23	8 th GA Meeting in Ås, Norway	06/24	http://bit.ly/4k6AZPz
24	NLR field day with farmers to show the field experiment and talk about liming agent	06/24	-
25	Workshop brainstorming session Atlantic case	11/24	-
26	Workshop brainstorming session Adriatic case	11/24	http://bit.ly/3ZlXlio
27	9 th GA Online Meeting	04/25	http://bit.ly/4lc2MiK
28	Final event	06/25	http://bit.ly/4efOgUF



On June 5th 2025, Sea2Land, together with the Novafert project, organised a full-day event at The Square in Brussels. The results of both projects were showcased, and future policy directions that stimulate the adoption of circular fertilisers were discussed.

The conference was selected as EU Green Week partner event and attracted strong interest, with **178 people registered** on Eventbrite, **80 attending in person**, and **37 joining online**. A large proportion of participants were associated with the Research and Academy sector or small and medium-sized enterprises (SMEs), with the predominant share coming from Belgium, France, and Spain.

The highlight of the morning was a lively policy debate bringing together representatives from the EU Commission, such as **Theodora Nikolakopoulou** (DG GROW), **Stephanos Kirkagaslis** (DG AGRI), and **Bertrand Vallet** (DG RTD).



Table 16. Project Events. Key Performance Indicators: Target value & % of Achievement at M54

BSC Indicator	Target Value	Period Value	% Achievement at M54
No of SEA2LAND project events	12	28	>100%
Nº of Final Brokerage Event	1	1	100%

3.2 Non-Project conferences, events and fairs

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

The dissemination through these events targeted 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 17. Non-Project events where SEA2LAND partners have presented the project at M54.

	Partner	Title of the event	Date	Outreached people*	Link
1	CATAR	Valorisation of algal biomass	05/21	52	https://bit.ly/3rK3olv
2	AZTI	Food 4 Future World Summit	06/21	1.000	https://bit.ly/3FZnFsi
3	ABT	AquaNor 2021	08/21	1.000	https://bit.ly/3tSt3et

4	UNIVPM	Ecologic transition & circular economy	09/21	70	https://bit.ly/35jkAH2
5	UNIVPM	SHARPER Ancona 2021	09/21	100	https://bit.ly/3tQEEluk
6	ABT	Aquaculture Europe 2021	10/21	1.000	https://bit.ly/3FXFxnk
7	UVIC-UCC	Maritime Hub 2021. Blue Economy Innovation Forum	11/21	100	https://bit.ly/3fPvypR
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	https://bit.ly/33ZSQXd
10	UMIL	Workshop with agronomists, advisors, where the project and its contribution in the frame of renewable fertilizers was presented	02/22	80	https://bit.ly/3ZIk7Wr
11	CATAR	Business convention organized by AD'OCC agency for the Occitanie region	03/22	40	https://bit.ly/3ILK5SV
12	ABT	AquaFuture Spain 2022	03/21	1.000	https://bit.ly/3W5lb3H
13	UGENT	Involvement and promotion of SEA2LAND in the ESNI event	04/22	-	https://bit.ly/3WjK4c2
14	AZTI	9th Conference on the Transfer of Research Results in Food Safety	04/22	100	https://bit.ly/3J3yILZ
15	CATAR	CATAR's General Assembly	04/22	25	-
16	UNIVPM	SUM - Symposium on Circular Economy and Urban Mining 2022	05/22	-	https://bit.ly/3GZzZg3
17	AZTI	Conference about " Finding Cost effective Sustainable Fish Feed" at the international event Food4future	05/22	50	https://bit.ly/3CKUV7Z
18	NIBIO	Conference about "Matchmaking for Business Cooperation on Blue Growth in Europe"	05/22	10	https://bit.ly/3GLdb25
19	ABT	Aquaculture UK	05/22	1.000	https://bit.ly/3ZxEoOw
20	IPS	2 oral presentations presenting the project and SWOT overview of Adriatic	06/22	40	https://bit.ly/3ITxDkk

		case region and the importance of business planning in Horizon projects held on the 57th Croatian Symposium on agriculture				
21	UVIC-UCC	4th European Sustainable Phosphorus Conference 2022 (ESPC4)" organised by the European Sustainable Phosphorus Platform (ESPP) and Proman Consulting	06/22	350		https://bit.ly/3iCaaJC
22	CATAR	International Conference on Renewable Resources and Biorefineries - RRB2022	06/22	300		https://bit.ly/3Xu4ZKt
23	UNIVPM	IWA World Water Congress & Exhibition "Preliminary evidence of advanced BBF production and water reuse from fishery wastes"	09/22	100		https://bit.ly/3iBOVaM
24	UMIL	Poster titled "Recovery of shall waste as Liming agent"	09/22	-		-
25	CAVIAR + UVIC	Aquaculture Europe 2022: Poster presentation	09/22	1.000		https://bit.ly/3GAaAbr
26	UNIVPM	Pre-SHARPER event called "Passeggiata urbana nell'impianto di Ancona	09/22	20		https://bit.ly/3XatCrt
27	UNIVPM	SHARPER	09/22	100		https://bit.ly/3XsvrEd
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		https://bit.ly/3lPxx59
30	ABT	From Blue to Green online workshop with ASTRAL, AlgaCycle and iFishIENCi	10/22	100		https://bit.ly/3W5mDDb
31	COPEMO	SeaFood Expo Global	04/23	100		https://bit.ly/47JWbER
32	ISQ	Invitation to the first brainstorming session	05/23	25		-
33	AZTI	10 th International Conference on Sustainable Solid Waste Management	06/23	950		https://bit.ly/3vHH6ql
34	ABT	AquaNor	08/23	1.000		https://bit.ly/3O8bWyy
35	NIBIO	Field day	08/23	-		https://bit.ly/3SIX7Lg
36	ABT	Aquaculture Europe 2023	09/23	1.000		https://bit.ly/3S6z15Q
37	UNIVPM	Sharper 2023 Night	09/23	300		https://bit.ly/3tPbY7L

38	AZTI	WEFTA 2023	10/23	-	https://bit.ly/3O7AxU5
39	NIBIO	Webinar/online meeting in "sludge network"	10/23	42	https://bit.ly/3S8n3su
40	UNIVPM	ECOMONDO 2023	11/23	1.000	https://bit.ly/3HqaHHu
41	CATAR	BIOKET 2024	03/24	550	http://bit.ly/441VYhS
42	NLR, IPS, NIBIO, CATAR, UGENT, UVIC, FIBLCH, NEIKER	NERM 2024	04/24	150	http://bit.ly/4l7B0En
43	COPEMO	SeaFood Expo Global	04/24	100	http://bit.ly/3T5MH2b
44	AZTI	FOOD4FUTURE 2024	04/24	1.000	
45	UNIVPM	Festival to celebrate sea and blue economy	05/24		http://bit.ly/44nlbRH
46	CATAR	4th Edition of International Conference on Green Chemistry and Renewable Energy-Paris-France	06/24	100	http://bit.ly/4kaFaWZ
47	NEIKER	Poster at 11th international Conference on Sustainable Solid Waste Management. Rodhes, Greece	06/24	500	http://bit.ly/44wkDLD
48	CATAR, CAPA	Presentation of Sea2Land project at the CATAR's general assembly	06/24	20	-
49	NIBIO	XXII N Workshop	06/24	150	http://bit.ly/3lf4y4c
50	CATAR	Presentation of S2L project in a Conference organized by CATAR and INPT on the subject "Biofertilisers - Challenges and solutions"	06/24	45	-
51	NIBIO	Apelsvoll field day	08/24	20	-
52	ABT	Aquaculture 2024	08/24	1.000	http://bit.ly/4kUFIVP
53	AZTI	Aquaculture International Conference, Madrid	09/24	200	http://bit.ly/4kXxVXn
54	UMIL	Poster presented at SICA Congress	09/24	80	http://bit.ly/3HRXAIT
55	CATAR, UVIC	ESPC5 Lleida, Spain	10/24	200	http://bit.ly/40fP864
56	UNIVPM	SIDISA 2024	10/24	50	http://bit.ly/40nyotF
57	IPS	A conference "Women in agriculture for the future": On October 15, 2024, the "Women in Agriculture for the Future"	10/24	23	-

58	AZTI, UVIC, UGENT	ESNI Conference	11/24	150	http://bit.ly/4eqUVOt
59	FIBL CH	14th International Conference on Sustainable Waste Management- Circular Economy and IPLA Global Forum 2024	11/24	30	http://bit.ly/44yEvxK
60	ABT	Aquaculture Africa 2024: Advancing Sustainable Aquaculture Practices	11/24	500	http://bit.ly/45A9yKA
61	NIBIO	Webinar/online meeting in "sludge network"	03/25	40	http://bit.ly/3HVWEwK
62	IPS	Organisation of "Business is in the countryside", a conference with the aim of raising awareness about the importance of agriculture and BBFs	04/25	41	-
63	UVIC	Fullreco4Us Conference. Basel. Cost Action20133	05/25	50	http://bit.ly/43ZXQYr
64	NIBIO	ESPP workshop on nutrients in aquaculture and fisheries	06/25	150	http://bit.ly/4nxpVya
65	NIBIO	Presenting S2L results to fish farming industry	06/25	40	-
66	UNIVPM	ECOSTP25	06/25	50	http://bit.ly/3Geg7lq
67	UNIVPM	ICHEAP17	06/25	50	http://bit.ly/4kYQmLg

Table 18. Non-Project events. Target value and % of achievement at M54

BSC Indicator	Target Value	Period Value	% Achievement at M54
No of non-project events where SEA2LAND has been disseminated	20	67	>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 has also been 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 have been made to showcase the project results and activities. All partners have been engaged in such ongoing networking and person-to-person meetings (Table 19), duly reporting such progress to the SEA2LAND Dissemination Officer through the delivery of Dissemination Activity Reports, in order to keep track of the number of target groups reached.

SEA2LAND coordinator and relevant WP leaders held meetings with other EU projects (e.g. LEX4BIO, FERTIMANURE, WASEABI, NUTRI-2-CYCLE, WALNUT) to identify commonalities and avoid repetition, as well as to identify collaboration areas and allow for cross-fertilisation of ideas and concepts. SEA2LAND has also participated 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 has identified dissemination/communication managers of such projects and has communicated 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 of the number of events and target groups reached. Informal person-to-person meetings with relevant stakeholders at national level beyond the project events (the project own workshops/working sessions) are being held at the discretion of the project partners whenever relevant.

Table 19. Networking activities where partners have presented the project at M54

	Partner	Presentation	Date	Outreached people
1	INI	Biorefine Cluster presentation	04/21	1
2	UVIC-UCC	Online Meeting with APROMAR (Spanish Aquaculture Business Association)	05/21	2
3	FIBL-EU	First contact between sea2land and the BIC (Bio-based Industry Consortium)	06/21	1

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
6	FIBL-CH	Nutrient Recycling Community - introductory meeting of WG on sustainability assessment	05/22	9
7	AZTI	Present different projects and products developed by AZTI where SEA2LAND was mentioned	06/22	20
8	FERTINAGRO	Workshop from PestNu project celebrated in Spain, called "Sustainable Agriculture based on precision technologies and agroecological practices".	06/22	35
9	INI, NEIKER	Networking meeting AgroPaper project, to think about possible synergies.	07/22	3
10	ABT	SmartAgriHubs' Final Event, Lisboa, Portugal: Synerg project of the SmartAgriHubs Network. Pitch presentation + booth exhibition + workshop	09/22	300
11	CATAR	Webinar organized by Agri Sud Ouest Innovation and Valorial: «Les co-produits: quelle valorisation en alimentation humaine & animale?»	10/22	200
12	NIBIO	Meeting with students	10/22	2
13	NIBIO	Meeting with waste managers	10/22	3
14	NIBIO	Meeting with producers of organic fertilisers from fish sludge	04/23	4
15	NIBIO	Meeting with farmers	06/23	4
16	NEIKER, AZTI, UVIC, UGENT, CATAR	ESNI Conference 2023 with sister projects	09/23	170
17	UVIC, CAVIAR	Visit to CAVIAR Pirinea	02/24	4
18	NUTRI	Lecture to circular economy master students introducing the Sea2Land project and results	03/24	50
19	NIBIO	Webinar Marigreen, event organised by Bluebio project	04/24	40
20	GRONN	Norwegian Agriculture Minister visits Grønn Gjødtsel	08/24	6
21	ISQ	Sustainability in Food Production – Biocircularity webinar organized by Food4Sustainability CoLab	10/24	20
22	UVIC	Presentation of S2L at the Final event Cost Action FULLRECO4US	05/25	50
23	ALL PARTNERS	Participation of related projects to the final event: WALNUT, CINURGI, LANDFEED, GREENHOOD, NOVAFERT, NUTRIKNOW	06/25	90
24	NEIKER	Webinar with related projects: Landfeed and Newfeed	06/25	10

The [Environmental Sustainable Nutrient Initiative \(ESNI\) Conference 2023](#) has been a great event of networking, not only between partners and stakeholders but also between the sister projects. CATAR, NEIKER, AZTI and BETA presented their respective

technological approaches in the framework of SEA2LAND project. Each partner presented their biorefineries for obtaining different products like bio-based fertilizers, protein hydrolysates or biostimulants from fishery and aquaculture wastes. The Conference aimed to raise awareness about the benefits of nutrient resource recovery from different sources. However, not only researchers were involved in the conference, but also policymakers and industry representatives who shared their points of view about the current legal, economic and environmental barriers to the application of the products recovered.



Figure 17 Partners present at the NERM Conference 2024



A specific section for the sister projects on the SEA2LAND website has been established:

[Home- SEA2LAND](#)

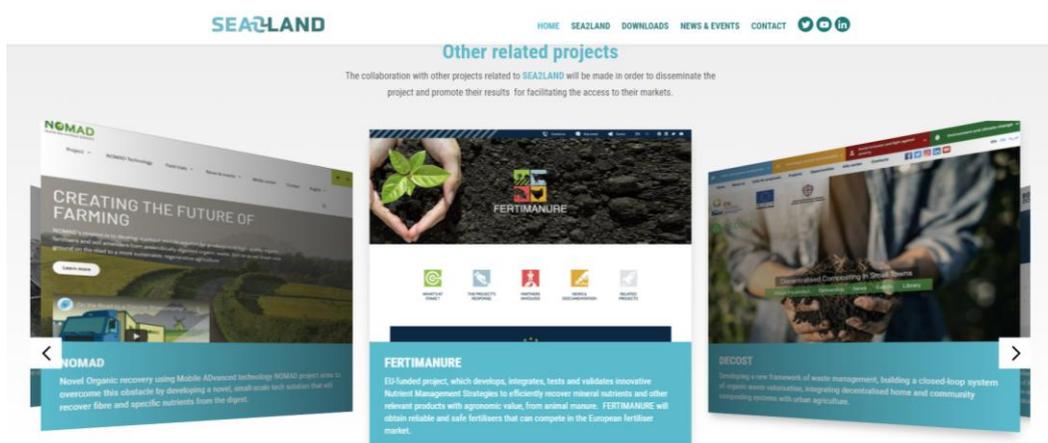


Fig. 27 Other related projects section in the SEA2LAND website

3.4 Dissemination of the end-user practice abstracts

Practice abstracts have been developed in the form of easily accessible end-user material using the EIP-AGRI common format for dissemination to end-users. The deliverable with the **first batch D9.4**, has been 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. The **second batch D9.6**, was also delivered in **M36 with a total of 31 practice abstracts**, and the **third batch D9.9**, with a total of **35 practice abstracts**, has been delivered in **M54** with the latest outcomes achieved by the project consortium. These deliverables have been performed thanks to the coordination between partners and INI. All the PAs generated during the life cycle of SEA2LAND project have been periodically uploaded to the EIP-AGRI, where the information is shared at the 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](#), INI has prepared another design that includes pictures and links for more information.

The following table shows the list of deliverables with the total number of practice abstracts that must be submitted throughout the project lifetime. The total of practice abstracts delivered by the end of the project is **98**, out of 100.

Since last batch of Practice Abstracts has been delivered at the end of the project, the dissemination will be during the following months through an specific social media campaign.

Table 20. Number of practice abstracts' deliverables that must be developed

No	Title	Number	Achieved	Date
1	D9.4 Practice abstracts M18	35	32	06/22
2	D9.6 Practice abstracts M36	35	31	12/23
3	D9.8 Practice abstracts M54	30	35	06/25

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 (M54).

Table 21. Dissemination Balanced Scorecard summary table

INDICATOR	Periodicity	Target Value	Value Achieved	% Achievement
COMMUNICATION & DISSEMINATION PLAN				
Communication & Dissemination Plan (D9.1)	Accumulated	1	1	100
Dissemination pack materials (D9.2)	Accumulated	1	1	100
Dissemination & Communication Reports (D9.3; 9.5; 9.7; 9.8)	Accumulated	4	4	100
COMMUNICATION MATERIALS & TOOLS				
Website	Accumulated	1	1	100
No of sessions	Monthly average	200	179	90
No of website visitors	Accumulated	2.000	2.256	113
Engagement rate	Monthly average	40	49	123
No of social media accounts	Accumulated	4	4	100
Twitter followers	Accumulated	300	733	244
LinkedIn followers	Accumulated	300	506	169
Page/profile views	Accumulated	2.500	2.368	95
Post impressions	Monthly average	1.500	1.374	91
No of YouTube channel subscribers	Accumulated	100	23	20
No of videos	Accumulated	50	17*	34
No of views	Accumulated	500	385	77
Mailchimp newsletters	Accumulated	8	8	100
No of subscribers	Accumulated	150	254	169
Average open rate	Accumulated	35	43	123
No of promotional materials	Accumulated	3	3	100
People outreached by promotional materials**	Accumulated	2.000	18.775	938
DISSEMINATION ACTIVITIES				
No of SEA2LAND project events	Accumulated	12	28	233

No of Final Event held	Accumulated	1	1	100
No of non-project events where SEA2LAND has been disseminated	Accumulated	20	67	200
No of articles published in non-specialized media	Accumulated	80	194	243
No of articles in specialized media	Accumulated	20	12	60
No of scientific papers published	Accumulated	15	46	306
No of press releases issued	Accumulated	36	42	113
No of EIP practice abstracts	Accumulated	100	98	98

*Since some of the project results have been just presented, there has been no time to prepare dissemination materials. For that, more videos will be shared during the following weeks and will be disseminated through social media.

**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. This is not the real figure for these events, but it is way more realistic than putting the total number of attendees.

SEALAND



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

PROJECT PARTNERS

