LIFE RecOrgFert PLUS

Del_02 – Communication and dissemination strategy

Project Information

Grant Agreement Number	LIFE20 ENV/IT/000229
Project Full Title	Organic-mineral fertilizers by using recovered sulphur & orange wastes as sustainable soil recovery from desertification
Project Acronym	LIFE RecOrgFert PLUS
Funding scheme	LIFE Environmental and Resource Efficiency
Start date of the project	01st September 2021
Duration	42 months
Project Coordinator	Antonio Scialletti (SBS)
Project Website	https://www.life-recorgfertplus.eu

Deliverable Information

Deliverable n°	02
Deliverable title	Communication and dissemination plan
Action no.	D1
Action Leader	SBS
Authors	Roberto Giovenco (SBS)
Contributors	All partners
Reviewers	Antonio Scialletti (SBS)
Contractual Deadline	31/12/2021
Delivery date to EC	31/12/2021

Dissemination Level

PU	Public	**x**
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

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Document Log

Version	Date	Description of Change
V1.1	22/12/2021	First draft
V1.2	31/12/2021	Final draft

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1 Executive Summary

The main objectives of dissemination and communication are to raise awareness of project activities in order to make the project successful and sustainable. This will be carried out by using various communication channels and materials, but also by conferences and workshops.

2 Introduction

This document describes the Dissemination and Communication Plan to be adopted by LIFE RecOrgFert PLUS.

Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- to establish and maintain mechanisms for effective and timely communication
- to inform stakeholders of the progress of the development and encourage interactions between stakeholders
- to coordinate all levels and types of communication in relation to the project

This action is aimed to use main communications means to show to social and industrial stakeholders in Europe the benefits, together with the explanation of the other advantages of the innovative approach for orange powder from orange peels and recovered sulphur management giving evidence that the combination of organic and mineral components in a patented fertilizer meets the requirements of increasing crop yield, representing a sustainable substitute of chemical fertilizers.

This document will be updated at the end of the project with results, achievements and all the activities performed by the consortium.

3 The project in brief

The Project aims at recovering alkaline and infertile soils through the final development and fine-tuning for the market of a new organic-mineral fertilizer.

This new organic-mineral fertilizer is produced with a patented technology using Sulphur fine-mixed with bentonite clay (to make it friable and easy to be absorbed by plants) and orange powder, locally sourced from polluting agricultural wastes: orange peel and pulp.

LIFE RecOrgFert PLUS brings together the cooperation and experiences of 3 companies (SBS, F.lli Branca and Zolfital) and 2 research institutes (The American Farm School Post-Secondary and Training Association and Università Mediterranea degli Studi di Reggio Calabria). Each partner has a specific role in the project.

LIFE RECORGFERT PLUS addresses the "Thematic priorities for Resource Efficiency, including soil and forests, and green and circular economy" referred to "Soil Thematic Strategy" to reverse the desertification and to prevent the use of chemical fertilizers that could emit ammonia and methane within the priority "Thematic priorities for Air quality and emissions"

At the end of the project the aim of LIFE RECORGFERT PLUS is:

1) To test in extended open fields the new type of fertilizer,

2) To fine-tune the scalable and modular industrial pilot line with continuous process production.

3.1 Target Problem

Climate change and intensive agriculture with extensive use of chemical fertilizers are causing substantial loss of soil fertility, that is: desertification. There is an urgent need to recover degraded areas, especially in arid and semi-arid regions where desertification is a major issue.

Europe is more and more affected by a rise in drought conditions and/or extreme weather events, thus enhancing the risk of future desertification processes. There is an urgent need to recover degraded areas, especially in arid and semi-arid regions where desertification is a major issue. According to the European Environment Agency, 8% of the European territory - about 14 million hectares - already shows some degrees of desertification. The situation is very serious in Southern EU areas: only in Italy more than 1/5 of the territory is at risk or under desertification.

Moreover, soil salification is growing exponentially on our planet, especially in arid and semi-arid areas. This is an irreversible phenomenon that erodes agricultural land and is generally due to the extreme agricultural practices.

These practises are implemented because of the continuing need to produce food and raw materials, through the adoption of unsuitable techniques that often do not provide a natural or artificial drainage system of the accumulation of salt in the earth. The damaging result for the fields is a decreasing yield of the land.

LIFE RecOrgFert PLUS wants to combat this phenomenon by giving its contribution.

The project will convert recovered sulphur and orange waste into highly valuable organic-mineral fertilizers that can contribute to restore the fertility of degraded lands lowering the pH of alkaline soils and increasing the crop yield, especially in arid and semi-arid areas.

Furthermore, the project will contribute to address the environmental issues of:

- Excess of Sulphur: according to Kyoto-Protocol. Producing organic-mineral fertilizers is one important way to re-use Sulphur in a "green" context such as fertilization;
- Chemical fertilizers: heavily used by farmers are polluting the underground water. Chemical fertilizers require increasing dosage year after year to get the same crop yield; this is a vicious cycle to be broken by substituting them with organic-mineral fertilizers which do not pollute soil and water.

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4 Communication and dissemination strategy

The overall objective of the awareness, raising and dissemination activities is to ensure a systemic dissemination and promotion of the project's activities among all the stakeholders. The goal is to maximize the dissemination of project results through various channels, tools and media and to express them in terms that are readily understandable to stakeholders, to accelerate the implementation of the project results.

4.1 Communication and Dissemination Objectives

- To maximize the dissemination of project results through various channels, tools and media
- To express the project results in terms that are readily understandable to stakeholders
- To accelerate the implementation of the project results.

4.2 Guiding principles of the Communication Strategy

- Communication processes must be clear and known to all partners
- Communication and dissemination must be purposeful and timely
- Relevant information will be available on an open basis
- Communication is a two-way process. It is not just a matter of messages being passed down from the coordinator to partners: upward and horizontal communications are equally important.

4.3 Responsibilities

SBS will be responsible for the dissemination and communication activities; nevertheless, all project partners will contribute to the implementation of all relative actions.

The Dissemination Board (DB) will be in charge of designing, implementing and monitoring all activities related to communication and dissemination of the project's results, from the Communication & Dissemination Plan to the preparation of all dissemination material, from the supervision of events organization to the building up of a consistent network of interested stakeholders, in order to effectively communicate the project results to the wider audience possible. The Board will be formed by the Project Dissemination Manager, **Roberto Giovenco (SBS)**, who will be in charge of leading the Board supported by one representative from each project partner

4.4 Dissemination and Communication Levels

The dissemination plan is divided into five strategic focus areas, so that the focus is based on where and when the effort of the dissemination is most needed and effective.

The strategic focus areas are:

- Dissemination and Communication Strategy and tools
- Scientific papers and technical articles
- Conferences and events
- Newsletter
- Networking with LIFE and no-LIFE projects
- After LIFE Communication

4.5 Communication messages

Key messages to be transmitted will be:

- What is the project about?
- Aim of the project
- Potential impact of the project
- Who is involved in the project?
- What are the project conferences, workshops, and events?

- Major developments
- New organizations coming on-board /LIFE RecOrgFert PLUS network
- Key milestones of the project

The Dissemination Board will draw up further key messages according to the results as and when dates are available.

4.6 Target Audience

The Dissemination and Communication Plan contemplates activities and actions to attract the following big categories of target groups:

- Industrial and institutional stakeholders
- Environmental organizations
- Broader scientific community
- The smallholders and farmers

4.6.1 Stakeholders

In the use of the new organic mineral fertilizer, the following list of stakeholders has been identified:

STAKEHOLDERS GROUPS	INTEREST of LIFE RECORGFERT PLUS	
Farmers	These stakeholders have a direct interest in reducing the economic and environmental costs coming from the use of chemical fertilizers and at the same time want to restore soil fertility, but often they don't have enough knowledge so their requests and their needs can represent an input to improve our targets and the way to test our products expanding the market.	DIRECT INTEREST
Food industries	These stakeholders are devoted to the processing of citrus fruits (Orange, Mandarin, Lemon, Bergamot) for the production of juices, juice concentrates, diced peels and corresponding essential oils, such companies are producing a huge quantity of food waste that actually is used only in a small proportion of pulp which is dried to be later used for the production of pectin or for use in the animal feed industry; the bulk of the product is disposed of in landfills.	
Food and Agriculture player production byproducts	This disposal of byproducts is a typical problem in Mediterranean countries, where more than 30 million m3 of olive oil waste is produced, in both liquid (water of vegetation) and solid states. The organic material produced by the extraction of olive oil poses serious problems for disposal. The waste mills are characterized by a high presence of organically complex pollutants. If released into the environment without the adoption of appropriate practices, such compounds can result in harm to the ecosystem, the rules for the disposal of olive byproducts are very strict.	
Refineries, crude and natural gas extraction plants	These stakeholders are producing Sulphur as residue of the desulfurisation of oil and natural gas. For this reason, they can be considered as a fundamental subject for the development of the project.	
Fertilizer producers	These stakeholders are interested in substituting chemical fertilizers in order to insert organic fertilizers into the range of their products to be used in geographical areas under desertification within Europe (Mediterranean Basin, Black Sea areas, Turkey) and outside (North Africa, Middle-East).	

STAKEHOLDERS GROUPS	INTEREST of LIFE RECORGFERT PLUS	
Local agriculture association for bio-food	Many dissemination events will be organized into the Associations related to biological agriculture, specifically those Associations which are spreading the knowledge for biological food (such as: KM Zero food, Organic-Bio Food), because we believe that the real biological & organic food-chain starts with the initial step which is the soil and its fertilization.	CONTRIBUTORS / SUPPORTERS
Precision agriculture associations	For LIFE RecOrgFert PLUS is possible to monitor (also with advanced technology such as blockchain, drones, big data analyses, etc.) the utilization of fertilizers and specifically of organic-mineral fertilizers on the soil. It is possible to understand the best moment for fertilization, and the right absorption level as well as the right moment of second fertilization at the beginning of the vegetation cycle. However, to do so it is important to have the "right data"; therefore, the idea is to share our organic-fertilizer studies (which we will implement) with the Associations and the Companies specialized in Precision Agriculture.	
Environmental NGOs and Associations	FAO has signed a letter of interest and the FAO Global Soil Partnership (GSP) - established in 2012 has the mission to position soils in the Global Agenda through collective action with its key objectives to promote Sustainable Soil Management (SSM). The aim is to help to improve soil governance to guarantee healthy and productive soils through the NGOs and associations.	
Educational institutions	Such as schools that can play a good role in influencing social behaviours, so they have to be monitored and informed.	
Policy makers	These authorities will be involved in the formation of recommendations addressed to smallholders in order to enhance the adoption of the novel fertilizer as an alternative in low-productivity and alkaline soils and as an alternative source of income.	
Research institute	This target group is showing an increased interest in wastage issues, their involvement can really give new input to the project on the basis of results coming from their investigation.	

Table 1: Stakeholders targeted

The above-mentioned stakeholders and target audience will be involved following a strategic communication and dissemination plan. All dissemination and exploitation actions of the project will include visual means (visual identity - logo, graphical layout guidelines, templates for presentations, statements, notice boards for demonstration sites) clearly indicating the project's identity and funding by LIFE Programme.

4.7 Communication Kit

The LIFE RecOrgFert PLUS Project Communication Kit consists in a series of materials that identify the project from a visual point of view and some tools to be used for communication/dissemination purposes without asking prior advice on contents; project partners are always required to inform the Project Coordinator and the Dissemination Manager about the specific channel where the Communication material will be used (Event, articles, conferences, meetings, social media).

The Communication Kit will be available inside the private area of the project website while, the brochure, the poster, the roll up and the press release will be published and downloadable for free from the page DOWNLOAD of the website.

4.7.1 Project Logo and graphic identity

The LIFE RecOrgFert PLUS branding is designed to maintain graphical coherence in all the publications produced within the project. It contains all the basic rules on the use of the graphics which constitute the project graphic identity:

➢ The logo: its design has been defined thinking about two fundamental components of the project: the soil and the organic-mineral fertilizer.

➢The colours used for the logo follow the same logic of its design:

R: 246

G: 277

B: 22

This colour represents the wheat fields.

R: 150

G: 145

B: 106

This colour represents the organic-mineral fertilizer.

➢ The positioning of the logo and its proportions have been defined on the basis of the importance of the project.

➢ The fonts used for the name of the project in the logo.

Following those criteria, the logo has been designed and developed, resulting as follow:

Figure 1: LIFE RecOrgFert PLUS Logo

Figure 2: LIFE RecOrgFert PLUS mood board

4.7.2 Project website

Websites constitute a very good channel for information dissemination. The site will allow users to readily collect on-line information about the project and about issues, which might be of interest to stakeholders.

life-recorgfertplus.eu is a professional, attractive, user-friendly platform with an events section systematically updated and easy to find. LIFE RecOrgFert PLUS website provides:

- a brief summary of the project, a description of its objectives, the presentation of its structure and phases, as well as the list of its foreseen impact and results, work progress (project status, project results, visit counter)
- a section dedicated to project meetings
- a download section where project public documents are accessible for everyone
- links to LIFE RecOrgFert PLUS Partners' websites.

Web 2.0 tools like social media (Twitter and LinkedIn) are also used with images and notifications keeping general public updated on the project technical progresses and events to increase the project visibility in order to rapidly multiply the number of interested users. To catch the widest audience, the languages of the website are UK English and Italian.

The overall architecture has been defined in the first months of the project and the final layout and structure of the website was configured 4 months after the project started. The project website was linked to a Google Analytics account to track and monitor website users'; moreover, a Google Search Console account was opened in order to improve the website structure from the usability point of view.

The web page is hosted on the next URL: https://www.life-recorgfertplus.eu/


DOWNLOAD
HOME
PROJECT
PARTNERS
NEWS & EVENTS
CONTACTS
LIFE RecOrgFert PLUS
Privacy & Cookies Policy
42
MONTHS DURATION
1,743,850
EU CONTRIBUTION
5
PARTNERS
2
COUNTRIES INVOLVED
ABOUT THE PROJECT
SBS Steel Belt Systems, success story ...
Guarda su YouTube
News & Events
24 01, 2022
LIFE RecOrgFert PLUS Creates Networking
24 January 2022 | News, Public Events
24th January 2022 From the 15th to the 17th of [...]
Read More ›
10 01, 2022
LIFE RecOrgFert PLUS | Project video Online now!
10 January 2022 | News, Video
10th January 2022On the 14th of December 2021, SBS and [...]
Read More ›
27 09, 2021
LIFE RecOrgFert PLUS | Kick-Off meeting
27 September 2021 | News
FORTHCOMING EVENTS
> LIFE RecOrgFert PLUS Opening Conference | March 2022.
More info soon...
> ACHEMA 2022 | 22 – 26 August 2022, Frankfurt A/M – Germany.
READ MORE >>
> ECOMONDO | 8-11 November 2022, Rimini, Italy.
READ MORE >>
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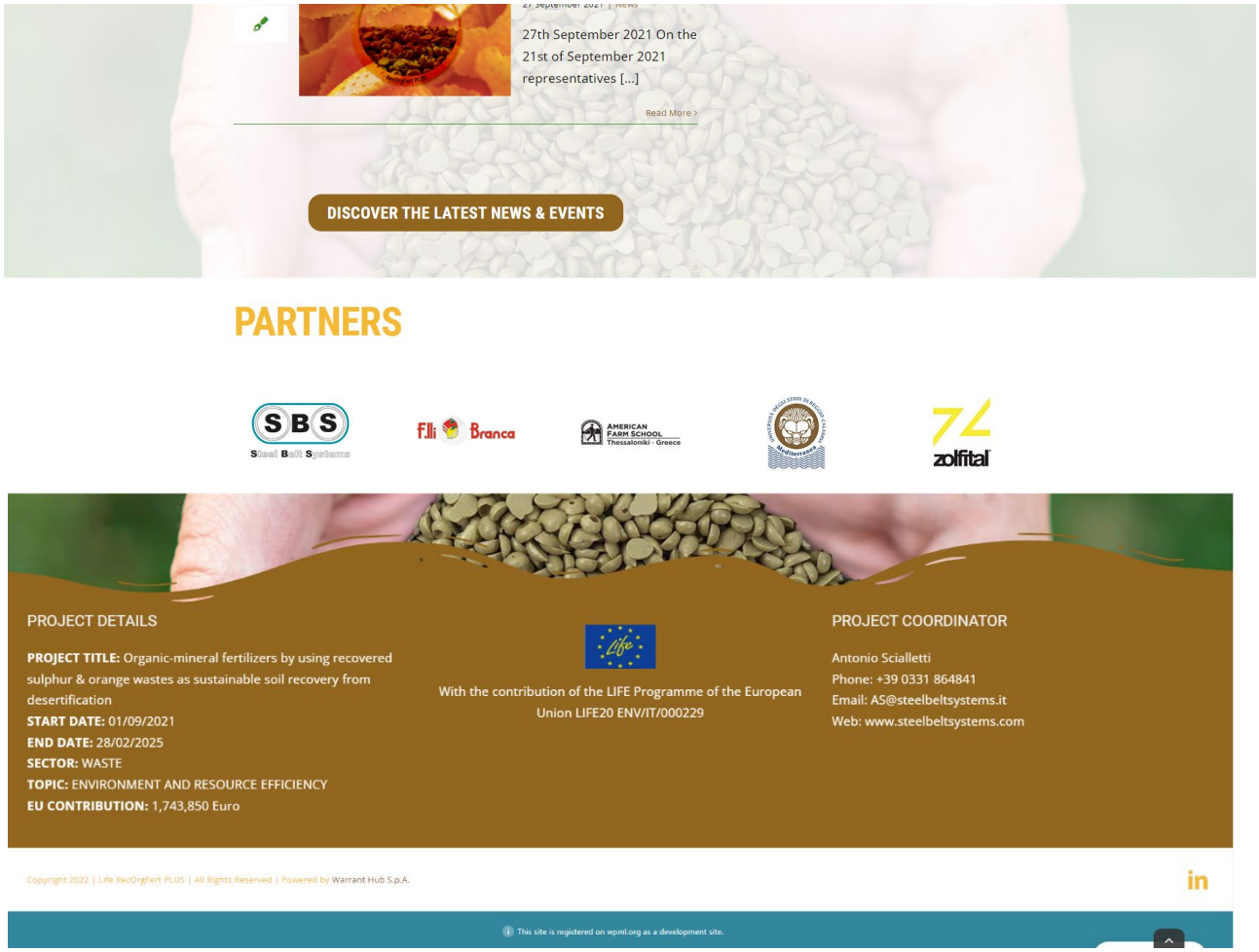

Figure 3: LIFE RecOrgFert PLUS home page

The following sections and information are envisaged at an early stage:

➢ **Home Page:** it includes a general description of the project, providing links to important and recent articles, news and pages

➢ **Project:** it includes generic information about the project, as its start/end date, its final aim and its importance for the United Nations Sustainable Development Goals (SDGs);

➢ **Target Problem:** it defines the Environmental problem targeted, specifically the explanation of agronomic techniques developed within LIFE RecOrgFert PLUS that can improve productivity, in terms of both quantity and quality of products, as well as sustainability of farming, by promoting the conservation of natural resources, protecting the soil resources and reducing the environmental impact

➢ **Foreseen Impacts:** it explains the impacts that this project has defined

➢ **Project Progress:** it shows how much project actions are improving and their status

➢ **Partners:** it shows the description of the consortium and the role of each partner

➢ **News and Events:** it informs about events, opportunities, meetings, and conferences, as well as relevant external events

➢ **Publications**: it contains a list of titles and dates with the reference link to the articles or news that magazines / newspapers / research centres dedicated to the project

➢ **Contacts**.

The header of the website contains a button to switch the language from Italian to UK English and vice-versa.

Moreover, the header of the website contains other specific sections:

- **Social media**'s link
- **Download:** a section where all users can download the project Communication Kit.

4.7.3 Social media

Social Media accounts will be created on the two major professional-oriented social networks (LinkedIn and Twitter) to disseminate information about the project and interesting information in the field of mineral organic fertilizers and environmental issues. Social media channels will allow the project to share catching messages for quick dissemination purposes and establishing a virtual dialogue, with the same channels, to relevant stakeholders, including relevant projects/initiatives. A LinkedIn account is already available at the following link:
https://www.linkedin.com/company/life-recorgfert-plus

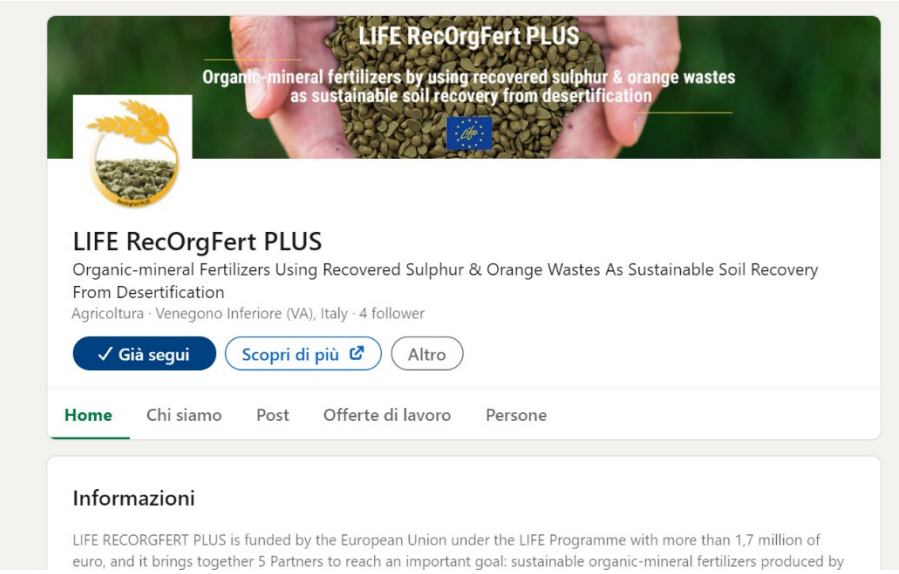

Figure 4: LIFE RecORgFert PLUS on LinkedIn

A Twitter account will be created as the second step of project promotion. Use of Twitter will be focused on broadcasting relevant LIFE RecOrgFert PLUS news, calls, events, and partners activity. The final aim of the Twitter's page is to increase project awareness, disseminating key results and outputs particularly to the general public and civil society. The page will be implemented with an editorial plan every 3 months to achieve a proficient level of engagement and correctly define each post.

4.7.4 Notice Board

A notice board has been created both in English and Italian languages. The clear design and images make it easy to understand the project's objectives and expected impacts. Boards will be erected near the entrance of each partners' premises and near the pilot plant in Sicily.

Figure 5: LIFE RecOrgFert PLUS Notice Board – ENG

Figure 6: LIFE RecOrgFert PLUS Notice Board - ITA

4.7.5 Roll up

A roll up has been created with the aim of promoting the project during conferences and events. The roll up includes the project logo, the LIFE Programme acknowledgment, a short description of the project followed by images and the partners logos.

Figure 7 LIFE RecOrgFert PLUS rollup

4.7.6 Brochure

The main objective of the project brochure is to provide LIFE RecOrgFert PLUS audiences an attractive and written project overview and a summary of the main project objectives and characteristics.

The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on LIFE RecOrgFert PLUS Consortium. All partners' logos are also displayed.

The brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated. The brochure is available for download, in English and Italian, on LIFE RecOrgFert PLUS website in the "DOWNLOAD" page.

Figure 8: LIFE RecOrgFert PLUS Brochure – ENG

Figure 9: LIFE RecOrgFert PLUS Brochure - ITA

4.7.7 Press Release

The first press release consists of a general description of the project to be used as communication tool for the press. An English and an Italian version have been written by the Project Coordinator.

This is the Press Release text in English:

FROM DRIED ORANGE PEELS TO ORGANIC FERTILIZER

The European Commission allocates 1.7 million euro for pilot line of LIFE RecOrgFert PLUS Project

LIFE RecOrgFert PLUS started in September 2021 and lasts 42 months. It is funded by the European Union under the LIFE Programme with more than 1.7 million of euro, and it brings together 5 Partners to reach an important goal: sustainable organic-mineral fertilizers produced by an innovative production process.

The project implements an innovative pilot production process converting dried orange peels and Sulphur (obtained from the desulphurization of natural gas and oil) into an organic-mineral fertilizer for a sustainable recovery of soils, an eco-friendly agriculture, while reducing Sulphur gas emission in the atmosphere.

The project gives evidence of a circular economy business model for the recycling of the local waste and supporting SBS Steel Belt Systems SRL as medium-size innovative enterprise with 2 plants: one in Varese (North of Milan, Italy) and the second in Messina (Sicily, Italy).

The organic-mineral fertilizers produced with this process are used to reverse the desertification: decreasing pH and re-introducing organic matter in the soil. These fertilizers are a sustainable substitute of chemical fertilizers.

LIFE RecOrgFert PLUS addresses the “Thematic priorities for Resource Efficiency, including soil and forests, and green and circular economy” referred to “Soil Thematic Strategy” to reverse the desertification and to prevent the use of chemical fertilizers that could pollute the soil within the priority “Thematic priorities for Air quality and emissions”.

At the end of the LIFE Project the two goals will be reached:

1) Testing in extended open fields the new type of fertilizer: 27 hectares for vegetables and durum wheat,

2) Develop, manufacture, and install the scalable and modular industrial pilot line with continuous process production.

The Consortium is coordinated by SBS Steel Belt Systems SRL - an engineering and production company specialized in the design and manufacturing of steel belt systems for continuous industrial processes - and other 4 entities: 2 Companies (F.lli Branca and Zolfital), one Agricultural Farm & School (The American Farm School Post-Secondary and Training Association in Greece) and the Università Mediterranea degli Studi di Reggio Calabria (Agricultural Faculty).

Each partner has a specific role in the project: SBS acts as a coordinator to implement a continuous pilot plant for the production of the organic-mineral fertilizer and also to define the impact assessment and the commercial exploitation. Zolfital and F.lli Branca contributes with the raw materials, respectively Sulphur and dried powder from dried orange peels. The American Farm School and the University contributes respectively for the execution of extended field tests in Thessaloniki (Greece), and for the scientific testing & analysis of the new organic-fertilizer and chemical/biochemical analyses on treated soils with the consequent characterization and certification of the new fertilizer.

PROJECT COORDINATOR

Antonio Scialletti

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www.life-recorgfertplus.eu

LIFE RecOrgFert PLUS

Organic-mineral fertilizers by using recovered sulphur & orange wastes as sustainable soil recovery from desertification

PROJECT DETAILS

ACRONYM: LIFE RecOrgFert PLUS

START DATE: 01/09/2021

END DATE: 28/02/2025

TOPIC: Environment and resource efficiency

TOTAL LIFE PROJECT: 3,791,715 Euro

EU CONTRIBUTION: 1,743,850 Euro

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www.life-recorgfertplus.eu

With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229

Figure 10: LIFE RecOrgFert PLUS Press Release ENG

This is the press release text in Italian:

UN FERTILIZZANTE ORGANICO-MINERALE CONTRO LA DESERTIFICAZIONE DEI TERRENI

La Commissione Europea stanzia 1,7 milioni di euro per il Progetto LIFE RecOrgFert PLUS

LIFE RecOrgFert PLUS è iniziato a settembre 2021 e avrà una durata di 42 mesi.

Il progetto LIFE, che ha ricevuto un contributo dalla Commissione Europea di oltre 1,7 milioni di euro, riunisce 5 partner provenienti da 2 diversi paesi Europei per raggiungere un obiettivo importante per l'ambiente: implementare un innovativo impianto di produzione che converte scarti organici agricoli (la polpa e la buccia di arancia) e zolfo (ottenuti dalla desolforazione di gas naturale e petrolio) in un fertilizzante organico-minerale per un recupero sostenibile del suolo, un'agricoltura eco-compatibile, e una riduzione delle emissioni di Zolfo nell'atmosfera.

Il progetto rappresenta un modello di business ad economia circolare per la valorizzazione degli scarti locali che supporta un'idea innovativa dell'azienda SBS Steel Belt Systems SRL, che presenta due impianti industriali: uno a Varese e l'altro a Messina. Il progetto introduce un approccio innovativo per l'utilizzo della polvere essiccata ricavata da arance spremute e la gestione dello zolfo recuperato, dimostrando così che la combinazione di componenti organici e minerali in un fertilizzante unico soddisfa le esigenze di resa delle colture, rappresentando anche un sostituto sostenibile dei fertilizzanti chimici.

LIFE RecOrgFert PLUS affronta, all'interno dell'azione *Ambiente ed uso efficiente delle risorse,* la "Priorità tematica" europea di *efficienza nell'uso delle risorse - compresi suolo e foreste - e nell'economia verde e circolare*. L'obiettivo rientra infatti fra le azioni per invertire la desertificazione e impedire l'uso di fertilizzanti chimici che sono solitamente propensi a rilasciare residui chimici nel suolo. In questi termini il progetto risponde anche alla "Priorità tematica" *per la qualità dell'aria e le emissioni.*

Entro la fine del progetto, l'obiettivo di LIFE RecOrgFert PLUS è:

1) Testare il nuovo tipo di fertilizzante in campo su 27 ettari con ortaggi e grano duro;

2) Sviluppare, costruire, installare un un impianto pilota industriale che sia scalabile, modulare, replicabile e caratterizzato da un processo di produzione continuo.

Il Consorzio è coordinato da SBS Steel Belt Systems SRL, società specializzata nella progettazione e produzione di sistemi a nastro in acciaio per processi industriali continui. Il consorzio è composto da altri 4 partner: 2 aziende (F.lli Branca e Zolfital) e 2 istituti di ricerca (The American Farm School Post-secondary and Training Association e Università Mediterranea degli Studi di Reggio Calabria). Ogni partner ha un ruolo specifico nel progetto: SBS agisce come coordinatore per implementare un impianto pilota per la realizzazione del fertilizzante organico-minerale. Zolfital e F.lli Branca contribuiscono rispettivamente a creare un legame tra la fase di produzione dello zolfo (raffinerie, impianti di estrazione di gas e greggio) e il suo utilizzo per il nuovo fertilizzante organico-minerale e a fornire scarti organici da utilizzare per la produzione del nuovo fertilizzante. L'American Farm School e l'Università Mediterranea di Reggio Calabria contribuiscono rispettivamente all'esecuzione di test di campo a Salonicco (Grecia) e alla fase di analisi scientifica e di esecuzione e validazione dei test del nuovo fertilizzante con analisi chimico/biochimiche su terreni trattati, con conseguente caratterizzazione e certificazione del nuovo fertilizzante.

UN FERTILIZZANTE ORGANICO-MINERALE CONTRO LA DESERTIFICAZIONE DEI TERRENI

La Commissione Europea stanzia 1,7 milioni di euro per il Progetto LIFE RecOrgFert PLUS

LIFE RecOrgFert PLUS è iniziato a settembre 2021 e avrà una durata di 42 mesi.

Il progetto LIFE, che ha ricevuto un contributo dalla Commissione Europea di oltre 1,7 milioni di euro, riunisce 5 partner provenienti da 2 diversi paesi Europei per raggiungere un obiettivo importante per l'ambiente: implementare un innovativo impianto di produzione che converte scarti organici agricoli (la polpa e la buccia di arancia) e zolfo (ottenuti dalla desolforazione di gas naturale e petrolio) in un fertilizzante organico-minerale per un recupero sostenibile del suolo, un'agricoltura eco-compatibile, e una riduzione delle emissioni di Zolfo nell'atmosfera.

Il progetto rappresenta un modello di business ad economia circolare per la valorizzazione degli scarti locali che supporta un'idea innovativa dell'azienda SBS Steel Belt Systems SRL, che presenta due impianti industriali: uno a Varese e l'altro a Messina. Il progetto introduce un approccio innovativo per l'utilizzo della polvere essiccata ricavata da arance spremute e la gestione dello zolfo recuperato, dimostrando così che la combinazione di componenti organici e minerali in un fertilizzante unico soddisfa le esigenze di resa delle colture, rappresentando anche un sostituto sostenibile dei fertilizzanti chimici.

LIFE RecOrgFert PLUS affronta, all'interno dell'azione *Ambiente ed uso efficiente delle risorse,* la "Priorità tematica" europea di *efficienza nell'uso delle risorse - compresi suolo e foreste - e nell'economia verde e circolare*. L'obiettivo rientra infatti fra le azioni per invertire la desertificazione e impedire l'uso di fertilizzanti chimici che sono solitamente propensi a rilasciare residui chimici nel suolo. In questi termini il progetto risponde anche alla "Priorità tematica" *per la qualità dell'aria e le emissioni.*

Entro la fine del progetto, l'obiettivo di LIFE RecOrgFert PLUS è:

1) Testare il nuovo tipo di fertilizzante in campo su 27 ettari con ortaggi e grano duro;

2) Sviluppare, costruire, installare un un impianto pilota industriale che sia scalabile, modulare, replicabile e caratterizzato da un processo di produzione continuo.

Il Consorzio è coordinato da SBS Steel Belt Systems SRL, società specializzata nella progettazione e produzione di sistemi a nastro in acciaio per processi industriali continui. Il consorzio è composto da altri 4 partner: 2 aziende (F.lli Branca e Zolfital) e 2 istituti di ricerca (The American Farm School Post-secondary and Training Association e Università Mediterranea degli Studi di Reggio Calabria). Ogni partner ha un ruolo specifico nel progetto: SBS agisce come coordinatore per implementare un impianto pilota per la realizzazione del fertilizzante organico-minerale. Zolfital e F.lli Branca contribuiscono rispettivamente a creare un legame tra la fase di produzione dello zolfo (raffinerie, impianti di estrazione di gas e greggio) e il suo utilizzo per il nuovo fertilizzante organico-minerale e a fornire scarti organici da utilizzare per la produzione del nuovo fertilizzante. L'American Farm School e l'Università Mediterranea di Reggio Calabria contribuiscono rispettivamente all'esecuzione di test di campo a Salonicco (Grecia) e alla fase di analisi scientifica e di esecuzione e validazione dei test del nuovo fertilizzante con analisi chimico/biochimiche su terreni trattati, con conseguente caratterizzazione e certificazione del nuovo fertilizzante.

PROJECT COORDINATOR

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www.life-recorgfertplus.eu

Con il contributo del Programma LIFE dell'Unione Europea LIFE20 ENV/IT/000229

Figure 11: LIFE RecOrgFert PLUS Press Release ITA

4.7.8 Project Templates

Project templates are reserved documents that will be used internally by partners to develop a common documentation. These documents will not be shared on the project website, but they will be available inside the project private area.

4.7.8.1 Meeting presentation template

A LIFE RecOrgFert PLUS meeting template was created to have a common graphic identity and structure during internal meetings.

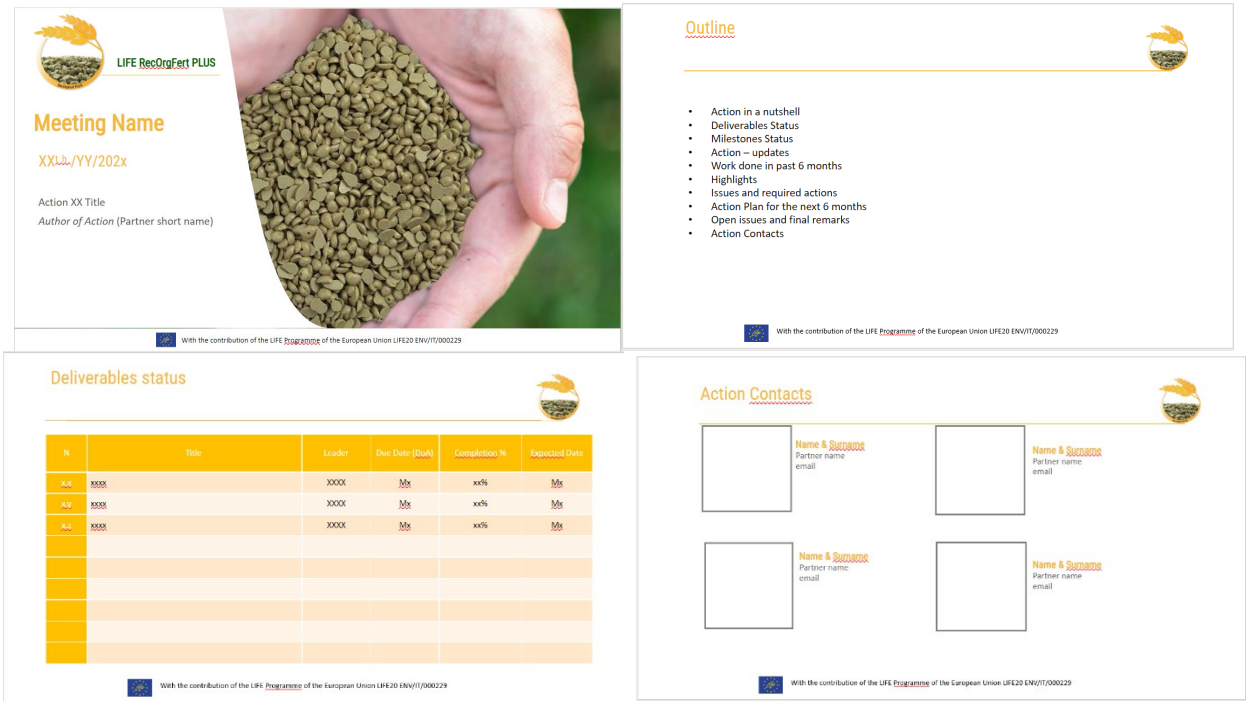


Figure 12: LIFE RecOrgFert PLUS template for project meetings

4.7.8.2 Project presentation template

A LIFE RecOrgFert PLUS project presentation template was created to allow partners to disseminate results effectively about the project. The Power Point template is composed by a pre-filled presentation of the project that can be used by each partner in case of participation to an event in which the project has to be explained in detail; moreover, some empty slides give the opportunity to each partner to customize the presentation, adding contents related to their activity inside the project.

Figure 13: LIFE RecOrgFert PLUS project presentation

4.7.8.3 Deliverables template

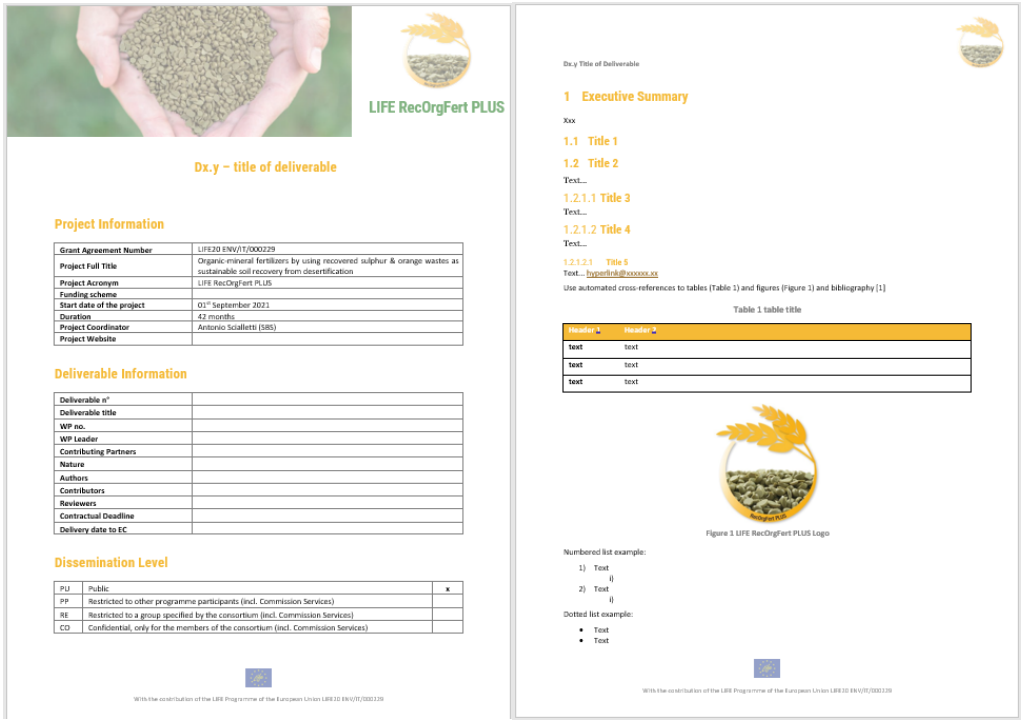
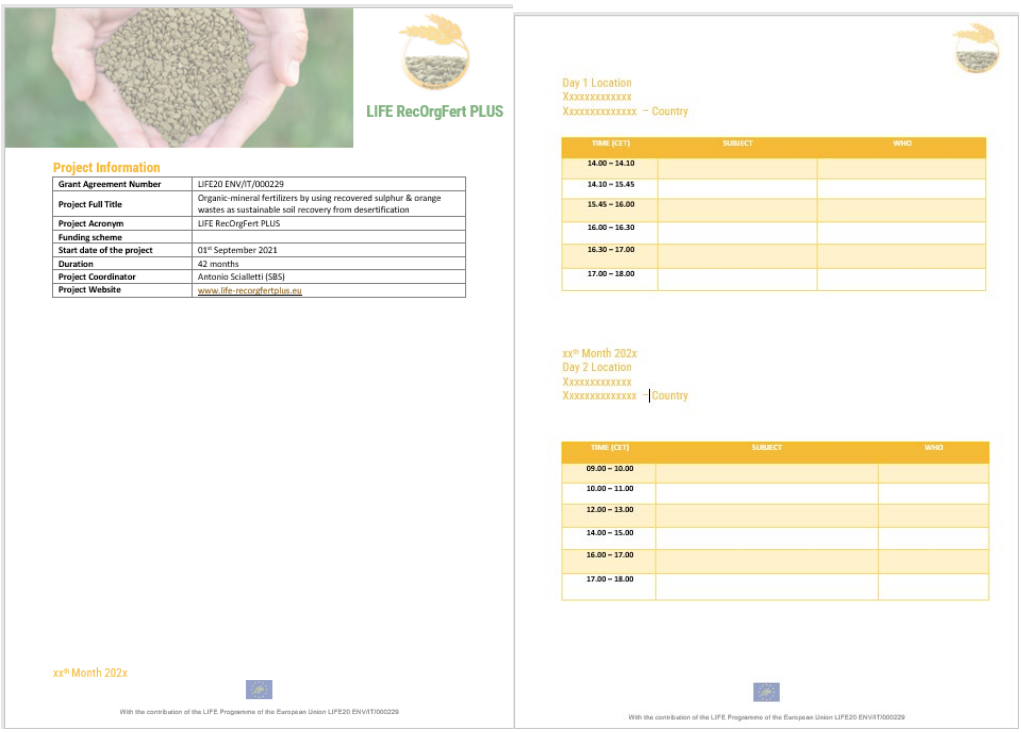


Figure 14: LIFE RecOrgFert PLUS deliverable template

4.7.8.4 Meeting Agenda template



LIFE RecOrgFert PLUS

Project Information

Grant Agreement Number	LIFE20 ENV/IT/000229
Project Full Title	Organic-mineral fertilizers by using recovered sulphur & orange wastes as sustainable soil recovery from desertification
Project Acronym	LIFE RecOrgFert PLUS
Funding scheme	
Start date of the project	01st September 2021
Duration	42 months
Project Coordinator	Antonio Scialletti (SBS)
Project Website	www.life-recorgfertplus.eu

xxth Month 202x

With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229

Day 1 Location
Xxxxxxxxxxxxx
Xxxxxxxxxxxxxx – Country

TIME (CET)	SUBJECT	WHO
14.00 – 14.10		
14.10 – 15.45		
15.45 – 16.00		
16.00 – 16.30		
16.30 – 17.00		
17.00 – 18.00		

xxth Month 202x
Day 2 Location
Xxxxxxxxxxxxx
Xxxxxxxxxxxxxx – Country

TIME (CET)	SUBJECT	WHO
09.00 – 10.00		
10.00 – 11.00		
12.00 – 13.00		
14.00 – 15.00		
16.00 – 17.00		
17.00 – 18.00		

With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229

Figure 15: LIFE RecOrgFert PLUS meeting agenda template

4.7.8.5 Project Minutes template

LIFE RecOrgFert PLUS

XXXXXXX MEETING – MX

Minutes

Project Information

Grant Agreement Number	LIFE20 ENV/IT/000229
Project Full Title	Organic-mineral fertilizers by using recovered sulphur & orange wastes as sustainable soil recovery from desertification
Project Acronym	LIFE RecOrgFert PLUS
Funding scheme	
Start date of the project	01st September 2021
Duration	42 months
Project Coordinator	Antonio Scialletti (SBS)
Project Website	www.liferecorgfertplus.eu

Meeting Information

Date	
Location	
Start time	
End time	
List of Annexes	
Recorder	Name Surname (PARTNER SHORT NAME)
Reviewers	Name Surname (PARTNER SHORT NAME)

Document Log

With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229

XXX Meeting – Mx -minutes

Day 1 – Month – DDth YYYY – XXXXX MEETING – Mx

TIME (CET)	Title	PARTNER SHORT NAME
		Name & Surname
Resume of the session		

TIME (CET)	Break

TIME (CET)	A1	PARTNER SHORT NAME
		Name & Surname
Resume of the A1 status		

TIME (CET)	A2	PARTNER SHORT NAME
		Name & Surname
Resume of the A2 status		

TIME (CET)	A3	PARTNER SHORT NAME
		Name & Surname
Resume of the A3 status		

TIME (CET)	A4	PARTNER SHORT NAME
		Name & Surname
Resume of the A4 status		

TIME (CET)	A5	PARTNER SHORT NAME
		Name & Surname

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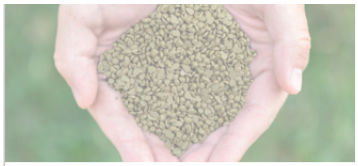
Figure 16: LIFE RecOrgFert PLUS minutes template

4.7.8.6 Participant list template



LIFE RecOrgFert PLUS

LIFE RecOrgFert PLUS
MX Meeting

Attendees List
XX[th] Month 202x – Remote Meeting

PARTNER SHORT NAME	NAME & SURNAME	PARTICIPATION
1-SBS		
2-BRACA		
3- AFAM		
4-UNIRC		
5-ZOLFITAL		

With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229

Figure 17: LIFE RecOrgFert PLUS participant list template

4.8 Scientific publications and technical articles

Project's results will be published in scientific journals (from UNIRC) and technical articles (from SBS) to make them available to the research community, to industrial stakeholders, to agricultural players that can be interested in the use of the new organic-mineral fertilizer. Articles on the topic, aims and outcomes of LIFE RecOrgFert PLUS will be published by independent magazines in Italy (i.e. "Informatore Agrario", "Agricoltura" and "Italian food tech") and in selected magazines in Southern Europe ("Agricultura" in Greece and "Diario de Biocultura in Spain). A press strategy will be implemented in order to spread the project concept both on local generalist press, European specialized press and technical publications.

These papers will be available for consultation and download inside the project website in the dedicated page entitled "Publications".

4.9 Conferences and Events

Three conferences will be organized to present the outcomes of LIFE RecOrgFert PLUS project to a wide group of representatives from industry, research and governments and to receive feedbacks from key stakeholders, namely:

- **Opening International Conference** organized by AFARM with the specific aim to promote transnational synergies between organization of the EU Mediterranean and the Balkan area. The Opening conference is foreseen for March 2022, and it will be held online.

- **Mid-term Workshop Conference** organized in Reggio Calabria by UNIRC with the involvement of relevant Academic players with the main focus to show technical achievement of the project

- **Closing Conference** organized by SBS in Rome in cooperation with Italian Industrial Associations with the main focus to show commercial and business opportunities related to the project.

Several events will be attended from Project Partners having oral presentations and/or posters (i.e. Global Phosphate & Compound Fertilizer, Industry Development Conference, Africa Fertilizer Agribusiness Conference, Sulphur and sulphuric acid, International Fertilizer Industry Association (IFA) Annual Conference and IFA Strategic Forum.

4.9.1 Events already attended

SBS and UNIRC have implemented 3 actions related to Communication from 1st September 2021 to 31st December 2021:

- On the 4th and 5th of November and on the 23rd of November 2021, SBS took part to the **Welcome Meeting organized by CINEA** in Brussels where they were able to network with other LIFE Projects members.
- From the 15th to the 17th of December 2021, UNIRC and SBS participated online to the **International Conference on "Integrated Approaches towards Sustainable Management of Environment for Safe Food, Nutrition and Improved Health"**, organized by Department of Ecological Studies and International Centre for Ecological Engineering & Department of Food and Nutrition University of Kalyani (Pakistan) in collaboration with Kochi University (Japan), Institute of Hydrobiology of the NAS of Ukraine (Ukraine), University Sains Malaysia (Malaysia) and Hanoi University (Vietnam). Prof. Muscolo by UNIRC made a speech on "Turning Agricultural, Municipal and Industrial Pollutant Wastes into fertilizers for a sustainable healthy food production".

4.9.2 Planned Events

A first non-exhaustive list of relevant future events of relevance for project results dissemination are provided below.

- **EUROPEAN MINERAL FERTILIZER SUMMIT**: the event will be held in London and online on 23rd-24th March 2022. Mr. Antonio Scialletti has already participated to the same interesting event in year 2019. The project LIFE RecOrgFert PLUS will make a speech participating actively to the event.
- **International Conference on Nutraceuticals and Food Chemistry**, 28-29 March 2022 in Roma-Italy.
- **4th Global Recycling Expo**, June 27-28, 2022, Zurich, Switzerland.
- **9th INTERNATIONAL CONFERENCE ON SUSTAINABLE SOLID WASTE MANAGEMENT,** 15-18 June 2022 Corfù, Greece.
- **ECOMONDO 2022**: Ecomondo is the reference exhibition in Europe for the green economy transition and for the new business models in recycling and re-use and the next event will be in Rimini from 8th to 11th of November 2022.

4.10 Video

A Project Videos will be implemented on YouTube to show project achievements and results with the aim of sharing, with the widest audience, "The LIFE RecOrgFert PLUS story". The project video is foreseen for November 2024.

On December 14th, 2021, SBS and Confindustria (Italian Entrepreneurial Association) shouted a preliminary VIDEO focused on the main objectives and expected impacts of LIFE RecOrgFert PLUS. In this video, SBS explains how the project was born and what its main objectives are with the development of this innovative organic-mineral fertilizer. It is possible to watch the video in Italian language at the following link: https://youtu.be/LhxH0t_HUrs

4.11 Newsletters

At least four newsletters will be delivered: the newsletters are targeted to EU professional audience and other stakeholders whose references will be supplied by the partners and further collected during every public event and/or meeting.

4.12 Networking with other projects

At the beginning of the project, SBS will contact the coordinators of relevant projects to find synergies with LIFE RecOrgFert PLUS. The coordinators of the projects will be invited as speaker at the dissemination events organized by the consortium. This action is necessary to support LIFE RecOrgFert PLUS concept spreading.

4.13 After-LIFE Plan

The “After-LIFE Plan” will set out the prosecution of project’s activities and how the dissemination and communication of the results will continue after the end of project with the following tasks:

- Keep the project website regularly updated for at least 3 years after the project ending;
- Organize meetings and plant visits with stakeholders to encourage the development of similar projects and good practices by other players of the agri-business sector;
- Updating the mailing list and following mailing service to stakeholders;
- Gathering of stakeholder feedbacks through a dedicated evaluation form that will be prepared and shared on the website or directly e-mailed to the stakeholders;
- Dissemination on relevant National and EU networks.

5 Monitoring and evaluation of Communication and Dissemination

In order to ensure the quality and high degree of effectiveness of the dissemination activities, the regular monitoring of the project progress is needed to evaluate what has been accomplished and what is still to be done. This will allow SBS to check if the overall communication and dissemination strategy is adhered to or not.

The Communication Plan may be re-oriented depending on the actions that have been undertaken and what is still missing. A sufficient flexibility is indeed required to allow activities to adapt to project developments. The potential problems or difficulties will be detected as early as possible to create effective adaptation measures.

5.1 Dissemination Phases

Dissemination Activity	Timing
Dissemination and Communication plan	12/2021
Project Website and Socials	01/2022
Project Communication KIT: Logo, Brochure, Press release, Roll-up and Poster	01/2022
Opening International Conference	03/2022
Mid-term Workshop Conference in Reggio Calabria	09/2023
Project Video	11/2024
Closing Conference in Rome	12/2024
Layman's report	02/2025
After-LIFE plan	02/2025

Table 2: Dissemination Phases

5.2 Target Indicators

The targets of the Dissemination and Communication action are:

- 10.000 of visits for the website
- 1.000 like on socials
- 10 Presentations at seminars and events targeting a global audience of more than 4.000 people
- 8 participated fairs and conferences targeting the distribution of more than 1.000 project leaflets
- 300 copies of Layman's report distributed
- 200 Stakeholders contacted during Project events and meeting
- 4 Press and news releases
- 3 events organized in the context of the project and attended by at least 50 participants each

5.3 Monitoring of Communication and Dissemination impacts

A Dissemination Register has been developed and stored inside the Consortium's private area with the aim of tracking all the Dissemination and Communication activities performed and the results achieved. This exel file is foreseen as a "living document" that will be regularly updated with events done and foreseen; a stakeholder's sheet will take track of the stakeholders and contacts reached during conferences, events and networking activities.

EVENTS DONE

ID	Partner	Type of activity	Title (of presentation, poster, lecture, etc)	Event (name of conference, exhibition, course, etc)	Date	Place	Type of Audience	Size of audience	Countries addressed	Status	UPLOAD Abstract (final vers)	UPLOAD Presentation or Poster (final vers)	Short Comment for Website and Social Media
1													
2													
3													
4													
5													
6													
7													
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24													
25													

FORTHCOMING EVENTS

ID	Partner	Type of activity	Title (of presentation, poster, lecture, etc)	Event (name of conference, exhibition, course, etc)	Date	Place	Type of Audience	Size of audience	Countries addressed	Status	UPLOAD Abstract (final vers)	UPLOAD Presentation or Poster (final vers)	Short Comment for Website and Social Media
1													
2													
3													
4													
5													
6													
7													
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21													
22													
23													
24													
25													

STAKEHOLDERS

ID	Name	Surname	Email	Event (name of conference, exhibition, course, etc)	Date	Flyer distribution	Layman's report
1							
2							
3							
4							
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6							
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Figure 18: Dissemination Register

6 Conclusion

LIFE RecOrgFert PLUS Communication material, website and socials are the main tools to be used for dissemination and communication purposes. They will be periodically updated by SBS with the contribution of all the partners of the project. The updates on the website will be related to new conferences and events in which the project will participate, news and/or publications related to the project, images and updates from project meetings; public deliverables will be uploaded in the download section. Finally, a section dedicated to the results of the project will be created in which the data and images of the materials and technologies developed in the project will be published. Also, the poster and the brochure will be updated with the project results.