



## LIFE RecOrgFert PLUS

### Del\_07 – PROJECT WEBSITE AND SOCIALS

#### Project Information

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

#### Deliverable Information

<b>Deliverable n°</b>	07
<b>Deliverable title</b>	Project website and socials
<b>Action no.</b>	D1
<b>Action Leader</b>	SBS
<b>Authors</b>	Roberto Giovenco (SBS)
<b>Contributors</b>	All partners
<b>Reviewers</b>	Antonio Scialletti (SBS)
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#### Dissemination Level

PU	Public	<b>x</b>
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)	





Del\_07 Project website and socials

## 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

Deliverable Project website and socials describes how the project website has been developed and the social channels opened for LIFE RecOrgFert PLUS project. These tools be considered the most relevant dissemination tools to be used by the project consortium in order to reach a wide public and communicate project progress and results.

Therefore, the main content of this document is focused on the description of the project website and socials in terms of design, structure and contents.

## 2 Introduction

The development of the website of LIFE RecOrgFert PLUS project is one of the activities related to Action D dealing with Public awareness and dissemination of results.

SBS has been in charge of the development of the website and of the creation of social accounts; they will be responsible of the management and update of these platforms regularly during the project.

The website can be found in the following URL: <https://www.life-recorgfertplus.eu/>





### 3 Main Objectives

Project websites are one of the main communication tools of projects funded under the LIFE Programme. To ensure maximum visibility to the LIFE RecOrgFert PLUS objectives and results SBS has set up a project website registered in the “eu” domain and with intuitive URLs to increase hit rates: <https://www.life-recorgfertplus.eu/>

The design of the website builds upon the following criteria and considers suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

- I. **Visual communication:** use of colours and/or photos, web pages are easy to browse, information is kept short, and links are included to websites, publications, and so on.
- II. **Verbal communication:** the website uses simple phrasing, no jargon is used to attract the widest possible audience, e-devices are user friendly.
- III. **Visibility:** maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of the site, adding keywords to the web page metadata; use of frequently used keyword search phrases both in the metadata and in the content’s pages.
- IV. **Regular update of contents:** the website is maintained by SBS and the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, the use of social media (e.g. social networks such as Twitter and LinkedIn) has been considered.
- V. **Monitoring and feedback tools:** the website is linked to Google Analytics and Google Search Console to measure the number of visits and analyse the traffic both from a quantitative and quality point of view.





## 4 Description of work

### 4.1 Public website

LIFE RecOrgFert PLUS website provides:

- a brief overview of the project and further details about its objectives, structure and expected impacts;
- the composition of the project consortium, the links to the partners' websites and the contact of the project coordinator;
- access to the project public deliverables and to the dissemination material prepared (e.g. brochures, posters, press release and presentations);
- information about LIFE RecOrgFert PLUS news & events, such as project meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the LIFE Programme funding, also by the inclusion of the relevant logo claiming that "With the contribution of the LIFE Programme of the European Union LIFE20 ENV/IT/000229";
- ✓ the logo of LIFE RecOrgFert PLUS LinkedIn profiles;
- ✓ some LIFE RecOrgFert PLUS project details.



Figure 1: LIFE RecOrgFertPLUS website

The website has the aim of reaching the general public: for this reason, project website characteristics are:

- A good quality of visual communication (considering the use of colours and/or photos, web pages easy to browse, information kept short and so on);
- A precise verbal communication (simple but direct phrasing, all jargon words will be explained in a clear way to attract the widest possible audience);





## Del\_07 Project website and socials

- Regular update of contents (the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, with a coordinated use of social media - such as Twitter and LinkedIn).

To catch the widest audience, the languages of the website are UK English and Italian.

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.

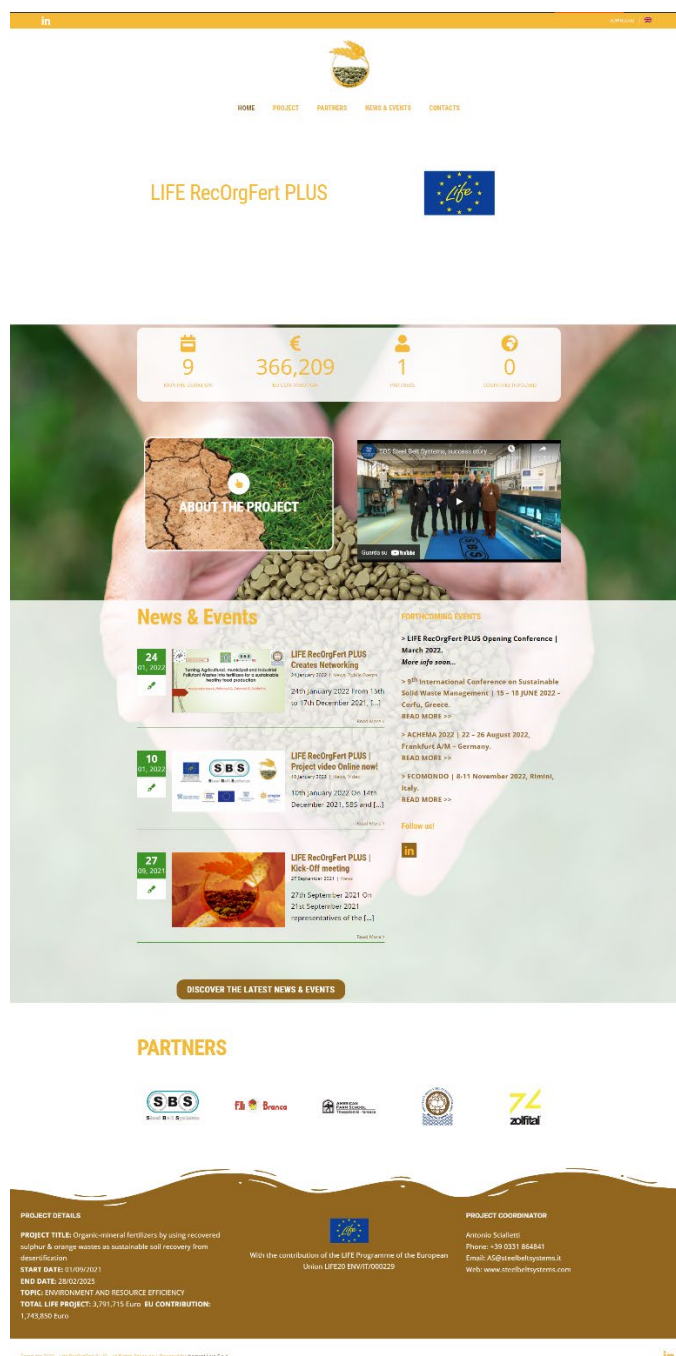


Figure 2: LIFE RecOrgFert PLUS Home page







## Del\_07 Project website and socials

➤ **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);

The screenshot displays the official website for the LIFE RecOrgFert PLUS project. The header features the project logo and navigation links: HOME, PROJECT, PARTNERS, NEWS & EVENTS, and CONTACTS. A prominent 'PROJECT' section describes the goal of recovering alkaline and infertile soils using a new organic-mineral fertilizer made from sulphur, bentonite clay, and orange powder. It highlights the project's contribution to the United Nations Sustainable Development Goals (SDGs), specifically climate change, environment, poverty, inequality, and quality of life. Below this, a grid of four key objectives is shown: 'Fertile land', 'Reverse the desertification process', 'Reduction in soil biodiversity', and 'No chemical components'. The 'Objectives' section further details the innovative approach of using orange waste and recovered sulphur, supported by seven circular icons representing specific goals like turning waste into fertilizer, setting up pilot processes, verifying positive effects on plant growth, reducing GHG emissions, verifying low environmental impact, providing economic opportunities, and demonstrating business model profitability. The footer contains project details: title, start/end dates, topic, total life project value, EU contribution, and contact information for the project coordinator, Antonio Scialletti. It also mentions the project's funding by the LIFE Programme of the European Union.

in

DOWNLOAD

HOME PROJECT PARTNERS NEWS & EVENTS CONTACTS

**PROJECT**

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, such as orange peels

LIFE RecOrgFert PLUS contributes to United Nations Sustainable Development Goals (SDGs) related not only to climate change and environment but also to poverty, inequality and quality of life ones, specifically:

**SUSTAINABLE DEVELOPMENT GOALS**

**Objectives**

**Fertile land** **Reverse the desertification process**

**Reduction in soil biodiversity** **No chemical components**

LIFE RecOrgFert PLUS introduces an 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.

Turning orange waste and recovered sulphur into high-quality innovative organic-mineral fertilizer

Setting-up and correctly sizing the innovative pilot process

Tests to verify the organic-mineral fertilizer positive effect on germination and plant growth

Reducing the GHG emissions and improving soil health

Verifying in a "Life Cycle Approach" the low environmental impact of the new organic mineral fertilizers

Giving an opportunity for economic and social development in Sicily

Demonstrate the business model profitability

**PROJECT DETAILS**

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

**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

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

**PROJECT COORDINATOR**

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Web: www.steelbeltsystems.com

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Figure 3: LIFE RecOrgFert PLUS Project



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## Del\_07 Project website and socials

The label “Project” on the main menu introduces 4 subsections related to the project structure.

These subsections are:

- **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 quantity and quality of products, as well as sustainability of farming, by promoting the conservation of natural resources, protecting the soil and reducing the environmental impact;

**in** COMING SOON

**HOME PROJECT PARTNERS NEWS & EVENTS CONTACTS**

### 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.

**Data of the European Environmental Agency**

- 14 million hectares of European territories are affected by desertification
- 8% of European territories are at high risk of desertification
- 1/5 of Italian territories are at high risk of desertification

Moreover, **soil salinization** 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 practices are implemented because of the continuing need to produce food and raw materials through the adoption of unsustainable 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 aims to restore the degraded lands by using recovered sulphur and orange waste as sustainable soil recovery from desertification.

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**
- Chemical fertilizers**

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Figure 4: LIFE RecOrgFert PLUS Problem targeted



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## Del\_07 Project website and socials

- **Foreseen impacts:** it explains the impacts that this project has defined.

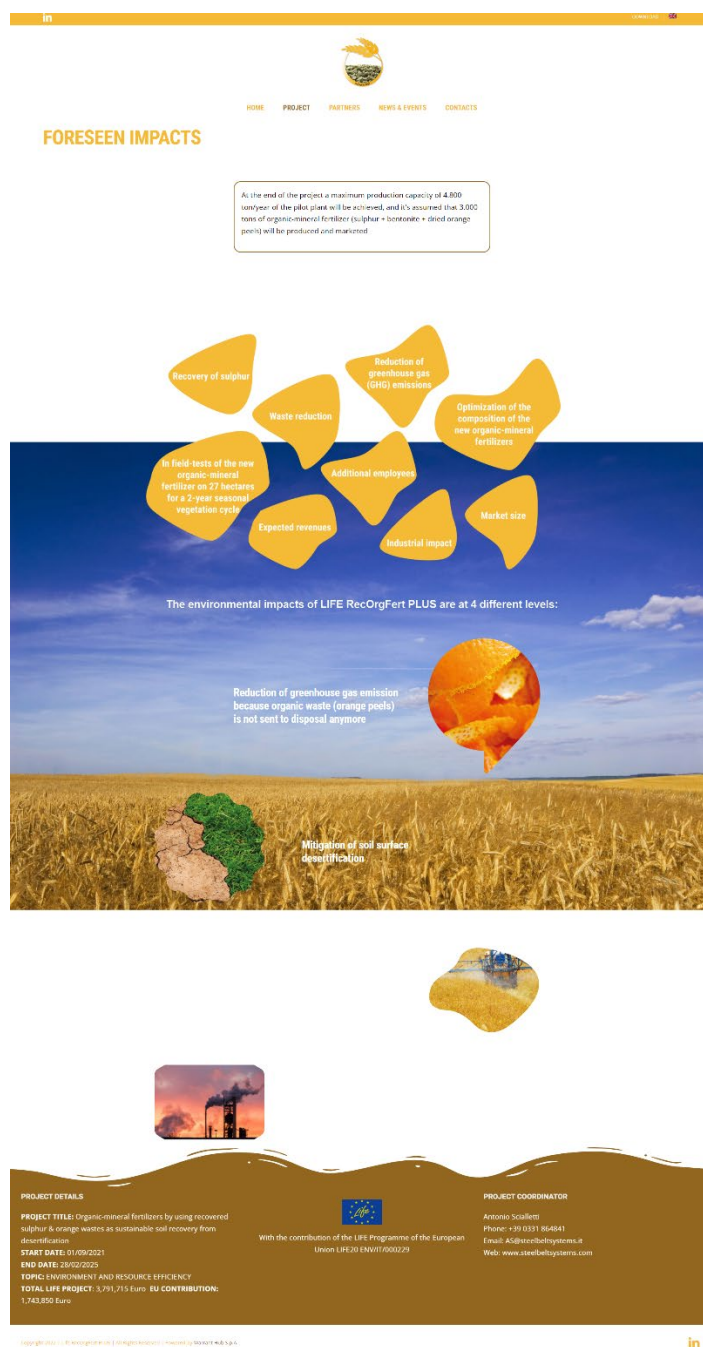


Figure 5: LIFE RecOrgFert PLUS Foreseen impacts





## Del\_07 Project website and socials

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



Figure 6: LIFE RecOrgFert PLUS Project progress



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## Del\_07 Project website and socials

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

in



HOMEPROJECTPARTNERSNEWS & EVENTSCONTACTS

PARTNERS



SBS was established in 1984 and it designs and builds directly continuous machinery equipped with stainless steel belts for a wide range of applications in continuous industrial processes. Since 1984 SBS has been involved in the design, construction and after-sales service of stainless steel strip industrial plants and, specifically, continuous process machinery, equipped with stainless steel strip, for a wide range of applications in industrial processes, chemical, petrochemical, food, plastic and powder coatings.

SBS counts more than 500 installations all over the world. SBS machineries are reliable, ergonomic, innovative and patented in the fields of:

- Oil & Gas: baking and pastillating units for a wide range of products' applications
- Chemical & Rubber: endless steel belt systems worldwide
- Food: continuous cooling and freezing conveyors with endless steel belts
- Powder Coating: complete process lines for powder coating production line applications
- Fertilizers: 24 specific installations worldwide in the production of fertilizers with full "turn-key lines".

SBS is the pioneer and the present worldwide leader in the pastillation/granulation technology of elemental components in several industries including Food and Fertilizers (fertilizers are produced in small granules to be dispersed on the soil).

**ROLE IN THE PROJECT:**

SBS coordinates and monitors the project. Its role extends specifically in the construction of a pilot plant with continuous mixing for the realization of the organic mineral fertilizer. It also has a role in the environmental impact assessment of the project and its subsequent commercial use.



F.lli Branca is a privately owned family company. It was founded in 1892 exclusively as manufacturer of citrate and lemon essential oil obtained manually with the traditional "sponge" extraction method. Following the initial success, the company extended its activity to include orange and mandarin processing for the production of juice concentrates, dried peels and the corresponding essential oils. Over the last 20 years the company experiences a tremendous growth thanks to continuous technological innovations and targeted investments, thus reaching the current dimensions which place the company in a leading position for the production and marketing of citrus derivate. Among citrus derivate there is the increasing importance of dried peel, and the company is constantly oriented to improve this process and to diversify its use.

F.lli Branca SpA supplies dried orange peel and carries out the case study involving its factory.

**ROLE IN THE PROJECT:**

F.lli Branca SpA supplies dried orange peels to be used to produce the new organic-mineral fertilizer. The company is also in charge of the formulation optimization.



The American Farm School Post-Secondary and Training Association (the institute) is a private, not for profit organization that focuses in the agrofood sector with the mission to educate youth and adults to become professionally accomplished in the latest aspects of agriculture, ecology, and the life sciences, and to make Greece, and its neighbours, a better place. To fulfil its mission, it introduces and applies research in the areas of land management, crop diversification, "smart" agriculture methodologies in plant and animal production located in its two 130ha farms. More recently, it develops distance learning courses to serve a growing interest of young people. The extension resulted to significant community development in Greece and abroad.

**ROLE IN THE PROJECT:**


The American Farm School is the executor of extended open field tests in an area of 12 hectares in Thessaloniki Greece with durum wheat following. The School also organises Opening event, promotion of transnational cooperation between Mediterranean countries and Balkan area.



UNIRC was born in 1968 and now it combines tradition with an orientation towards the future. Located on the Messina Strait, at the heart of the Mediterranean Area, it's an internationally reputed European research University and it provides high-quality education for both domestic and international students. UNIRC has, currently, 6 departments: Agriculture, Heritage-Architecture-Urbanism, Architecture, Law, Economics and Human Sciences, Civil, Energy, Environmental and Material Engineering, Information Engineering, Infrastructure and Sustainable Energy.

**ROLE IN THE PROJECT:**

Prof. Muscolo Adele is the Scientific coordinator of this project, and Professor of Soil Ecology Pedology and Soil Chemistry at the Department GESol of Agriculture. Since 1988 she investigates connections between soil chemistry, biochemistry and function in regulating ecosystem-level processes. In particular, UNIRC and the Scientific coordinator use and test the new organic-mineral fertilizer, analyze chemical and biochemical characteristics of treated soils, focus on crop quality assessment and on characterization and certification of the fertilizer. Finally, they handle paper and article publications.



ZOLFITAL is the link between production of Sulphur and its use. It takes the Sulphur from refineries, where otherwise it would be burned producing CO<sub>2</sub>, and it sulphurates it into a raw material which is useful for different industries. ZOLFITAL is exercising an essential function of link between the phase of Sulphur production and the utilization market. ZOLFITAL's Sulphur is used in the Industry for production of sulphuric acid and caprolactam, for sulfonation process, for other industries and for agricultural purposes. In fact, ZOLFITAL does not limit itself to the Sulphur marketing activity but it works in the field of logistics and products transfer flows. Due to its more than fifty years of experience and its always updated knowledge of the needs of every consumers, ZOLFITAL can boast the possession of a very deep know-how of the Sulphur sector and it is able to utilize the most suitable and convenient means of transport: road or railways tankers, solid Sulphur by sea, etc. to reach the important multinational customers wherever they are building long-term trust with its recurring customers.

**ROLE IN THE PROJECT:**

The company has a big sulphur plant and warehouse in Priolo-Sicily, within the project ZOLFITAL exercises the essential function of link between the phase of Sulphur production (refineries, crude and natural gas extraction plants) and the utilization for the new organic mineral fertilizer.

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Figure 7: LIFE RecOrgFert PLUS Partners

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## Del\_07 Project website and socials

➤ **News and Events:** It informs about events, opportunities, meetings, and conferences, as well as relevant external events.

**NEWS & EVENTS**

**24 01, 2022**  
Turning Agricultural, municipal and industrial Pulverised Waste into fertilizers for a sustainable healthy food production  
**LIFE RecOrgFert PLUS Creates Networking**  
24th January 2022 From 15th to 17th December 2021, [...]  
[More info soon...](#)

**10 01, 2022**  
**LIFE RecOrgFert PLUS | Project video Online now!**  
10th January 2022 On 14th December 2021, SBS and [...]  
[READ MORE >>](#)

**27 09, 2021**  
**LIFE RecOrgFert PLUS | Kick-Off meeting**  
27th September 2021 On 21st September 2021 representatives of the [...]  
[READ MORE >>](#)

**FORTHCOMING EVENTS**

- > **LIFE RecOrgFert PLUS Opening Conference | March 2022.**  
[More info soon...](#)
- > 9th International Conference on Sustainable Solid Waste Management | 15 - 18 JUNE 2022 - Corfu, Greece.  
[READ MORE >>](#)
- > **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 8: LIFE RecOrgFert PLUS News and Events







## Del\_07 Project website and socials

The label News and Events contains a subsection:

- **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.



Figure 9: LIFE RecOrgFert PLUS Publications

## ➤ Contacts.

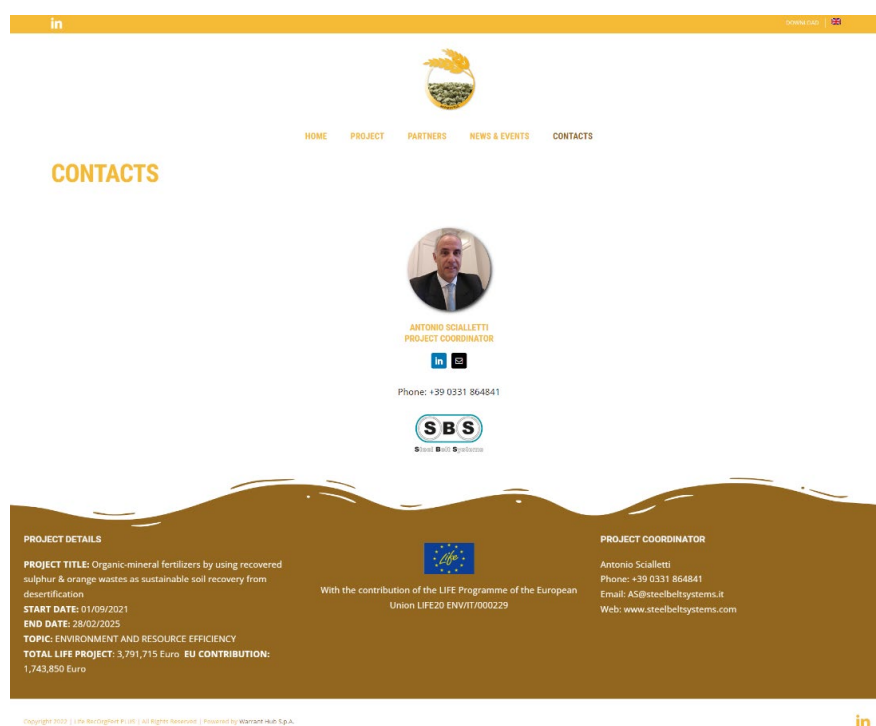


Figure 10 LIFE RecOrgFert PLUS Contacts



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## Del\_07 Project website and socials

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.



Figure 11 LIFE RecOrgFert PLUS Download

### 4.1.1 Website management and further development

The website management is in charge of the project Dissemination Manager who will update the website according to the Project Communication and Dissemination Strategy.

The website key performance indicators will be tracked and circulated to the project management board on regular basis. Google analytics will be used to track the number of visits and to analyse trends in the behaviours of visitors to the project's website.

All updated will be posted with frequency depending on activities delivered by the project plan.







## 4.2 Social media

The social media strategy will need to be flexible and to follow the developments and progresses of the project. The strategy will be evaluated regularly, and modifications will be made where necessary to meet the objectives of communication and dissemination of LIFE RecOrgFert PLUS.

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> .

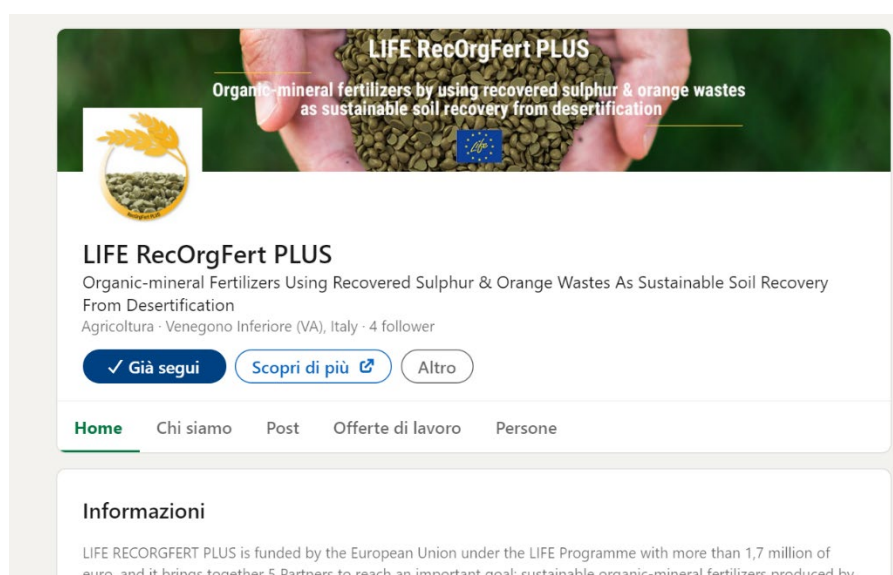


Figure 12 LIFE RecOrgFert PLUS LinkedIn

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.





## 5 Conclusions

This deliverable has outlined the approaches and early-stage activities that are fundamental for the dissemination and communication actions of LIFE RecOrgFert PLUS. All the improvement of the strategy will follow project needs and progresses.

