Graphic communication materials (both online and printed)

Deliverable D5.7

INNOVATIVE DECISION-MAKING TOOL FOR DEFINING THE MOST SUITABLE MANURE MANAGEMENT STRATEGIES TO ACHIEVE A SUSTAINABLE LIVESTOCK FARMING SYSTEM DURING THE WHOLE VALUE CHAIN

Proposal number: 101135400-2

Deliverable D5.7 – Graphic communication materials (both online and printed)			
Deliverable Number	D5.7	**Lead Beneficiary**	1-MEDRAR
Deliverable Name	Graphic communication materials (both online and printed)		
Type	DEC – Website, patent, filings, videos, etc.	**Dissemination Level**	PU-Public
Due Dae (month)	6	**Work Package No**	WP5

Grant Agreement No:	**1011135400**	**Project acronym:**	**NUTRITIVE**
Project Title:	**INNOVATIVE DECISION-MAKING TOOL FOR DEFINING THE MOST SUITABLE MANURE MANAGEMENT STRATEGIES TO ACHIEVE A SUSTAINABLE LIVESTOCK FARMING SYSTEM DURING THE WHOLE VALUE CHAIN**		
Financing scheme:	HORIZON-CL6-2023-ZEROPOLLUTION-02		
Project coordinator:	**MEDRAR**		
Principal beneficiary:			
Project start date:	11/07/2024	**Duration of the project:**	48 month
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Contributors:			
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1.1	ASAJA	15/11/2024	Complete Draft Version
1.2	MEDRAR	28/11/2024	Final Version

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1. INTRODUCTION

Livestock farming is a key sector that involves 40 % of the total agricultural activity in Europe. representing a total value for products equal to € 170 billion. However, there is an increasing concern due to livestock farming's contribution to environmental pollution since it generates more than 1.4 billion tonnes/year of manure leading to significant greenhouse gases (GHG) and air pollutants emissions (NH3, NOX)as well as to soil and water contamination caused by hazardous manure chemicals and biological contaminants (called here emerging contaminants). In this context extensive effort has been carried out for years to assess the detrimental effects of farming systems and to develop abatement methods to be implemented. However, despite major advancements, many fundamental issues are beyond the scope of existing legislation.

The main objective of NUTRITIVE is to develop a decision-making tool (DSS, decision support system) able to define the most efficient and sustainable (in its three pillars: environmental, economic, and social) manure management strategies for a given livestock farm limiting manure air emissions as well as soil and water contaminants. This will allow for the formulation of technical guidelines and recommendations that will support policy makers with enhanced knowledge to establish requirements for future European policies.

To fulfil this objective, the project is divided into six work packages (WP): WP1 Up-to-date inventory; WP2 Novel management strategies/technologies investigation; WP3 Modelling and Life Cycle Assessment (LCA); and WP4 Guidelines formulation; WP5 Communication, dissemination, and exploitation; WP6 Management (Figure 1).

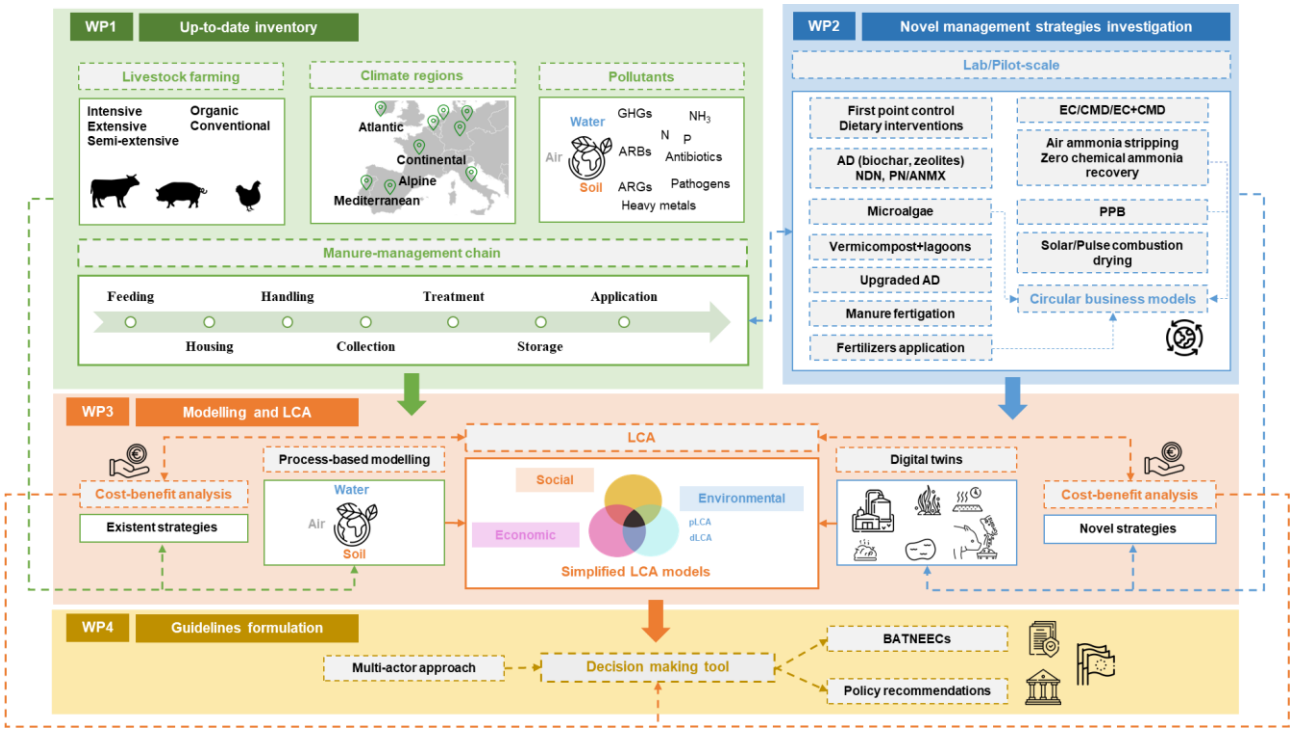

Figure 1. NUTRITIVE methodology.

NUTRITIVE anticipates a wide spread of the project outcomes, with the synthesis of the consortium as a baseline: 22 partners (4 Chinese) from 8 different countries across Europe, covering 6 climatic regions (2 Chinese ones), representing the whole supply chain experts, from animal feed to soil application.

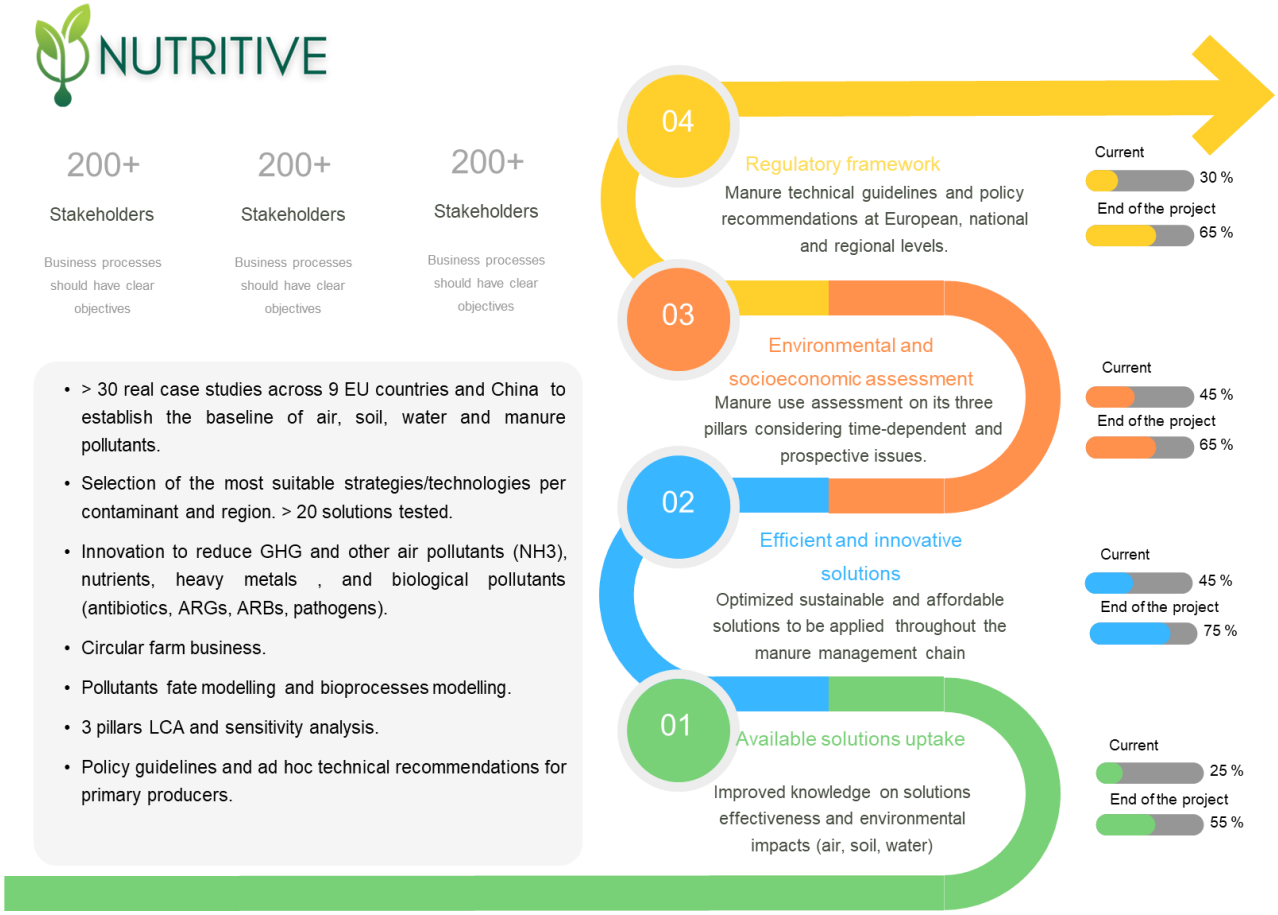

Figure 2. NUTRITIVE overview.

2. INITIAL REPORT ON C&D ACTIVITIES

2.1. CONTEXT

The Communication and Dissemination Plan (C&D Plan), initial version delivered on M3 (D5.2) and updated on M6 (D5.3) provides a framework and timeline for all actions that support the dissemination efforts needed to inform, promote and communicate activities and results to citizens, stakeholders and media; and to make knowledge publicly and freely available to those who can learn and benefit from the results (e.g. scientists, industry, public authorities, policy makers, civil society, etc.). It also supports the uptake and engagement of stakeholders in relevant project activities (e.g. clustering activities or training sessions). This document describes the main communication channels and activities planned during the implementation of the NUTRITIVE project, identifying the target groups and specifying the roles and responsibilities of the project partners. The Plan will be a living document. Specific activities will be regularly updated by the WP leader (MEDRAR), and the Communication and Dissemination Plan will be reviewed and updated regularly (at least every 6 months). Key Performance Indicators (KPIs) have been created to monitor the impacts of the communication and dissemination actions. This document describes the different activities carried out during the first 6 months of project execution in line with the C&D Plan.

2.2. RELATION OF C&D ACTIONS WITH OTHER ACTIVITIES IN THE PROJECT

Communication materials are related with WP1, WP2, WP3 and WP4, tasks, and subtasks; and framed into WP5 communication actions.

2.3. CONTRIBUTION OF PARTNERS

MEDRAR, as the coordinator entity, and WP5 Communication, Dissemination and Exploitation leader is the main contributor of the content provided in this document along with ASAJA with the support of all NUTRITIVE partners.

3. COMMUNICATION MATERIALS

Communication materials containing specific information about the project were developed. These include one roll-up (Figure 3), two brochures (Figures 4 and 5), and two posters (Figures 6 and 7).

Figure 3. NUTRITIVE roll-up.

Figure 4. NUTRITIVE brochure 1.

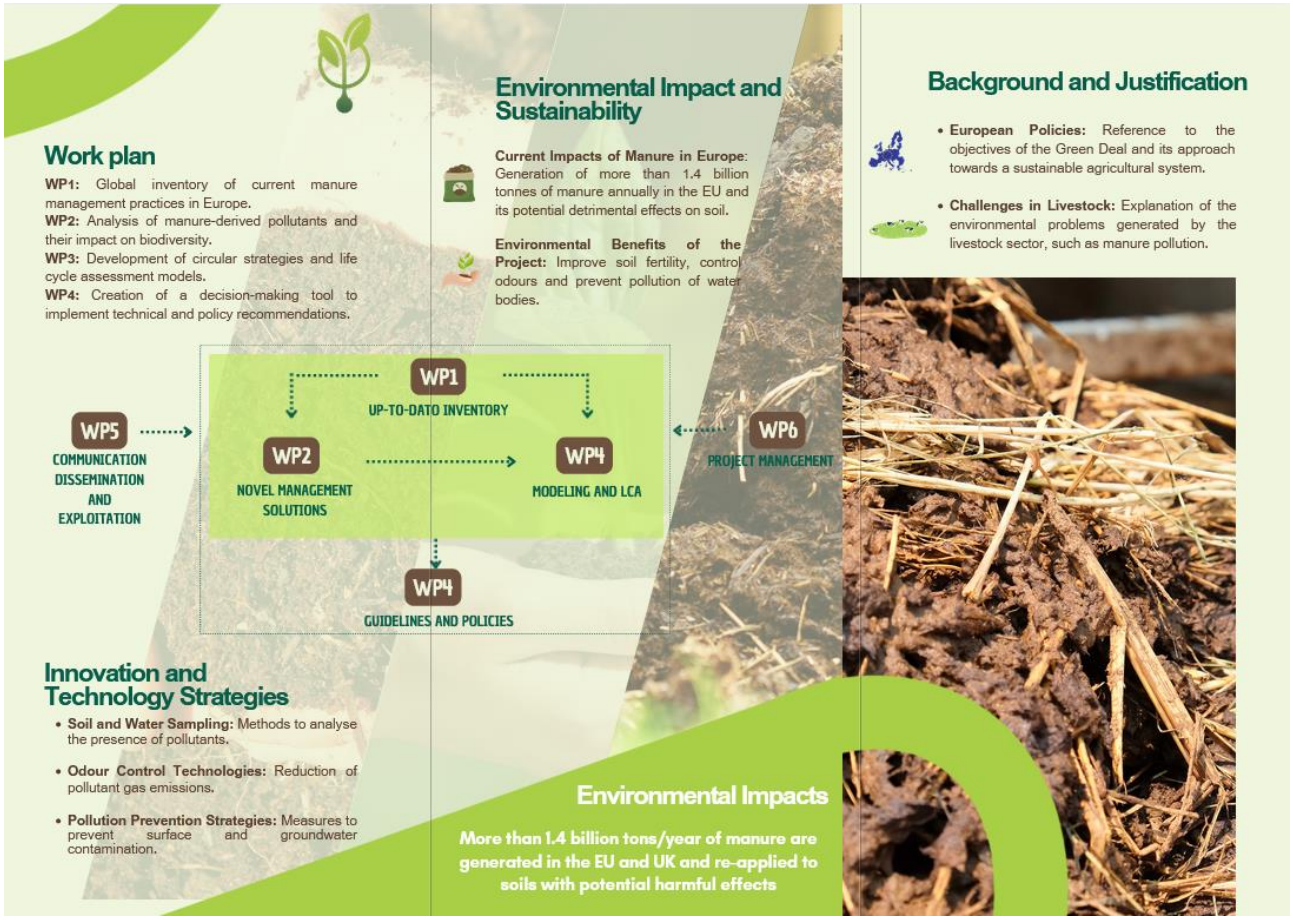

Figure 5. NUTRITIVE brochure 2.

Figure 6. NUTRITIVE poster 1.

Figure 7. NUTRITIVE poster 2.

These materials are ready for printing and will be distributed among the partners for attendance at the different communication and dissemination activities they will attend throughout the project.