

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



#HorizonEU

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
Deliverable:	D5.7. Graphic communication materials (both online and printed)		
Contractual delivery date:			
Actual delivery date:			
Type of deliverable	R (document, shapeless)		
Dissemination Level	PU (public)		
Authors:	MEDRAR		
Contributors:			
Version:	1.1		

History of change			
Version:	Author:	Date:	Comments:
0.1	MEDRAR	10/11/2024	Incomplete Draft Version
1.1	ASAJA	15/11/2024	Complete Draft Version
1.2	MEDRAR	28/11/2024	Final Version

The designations employed and the presentation material in this information product (deliverable) do not imply the expression of any opinion whatsoever on the part of the NUTRITIVE Consortium. Mention of specific companies, events, manufacturers' products does not imply that these have been endorsed or recommended by the NUTRITIVE Consortium.

The views expressed in this deliverable are those of the author(s) and do not necessarily reflect the views of the NUTRITIVE Consortium.

Third-party materials: Users wishing to reuse material from this work that is attributed to a third party, such as tables, figures or images, are responsible for determining whether permission is required for such reuse and for obtaining permission from the copyright holder. The risk of claims resulting from infringement of any third party proprietary component of the work rests solely with the user.

TABLE OF CONTENTS

1. INTRODUCTION	3
2. INITIAL REPORT ON C&D ACTIVITIES.....	5
2.1. CONTEXT	5
2.2. RELATION OF C&D ACTIONS WITH OTHER ACTIVITIES IN THE PROJECT	5
2.3. CONTRIBUTION OF PARTNERS	5
3. COMMUNICATION MATERIALS.....	6

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, NO_x) 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).

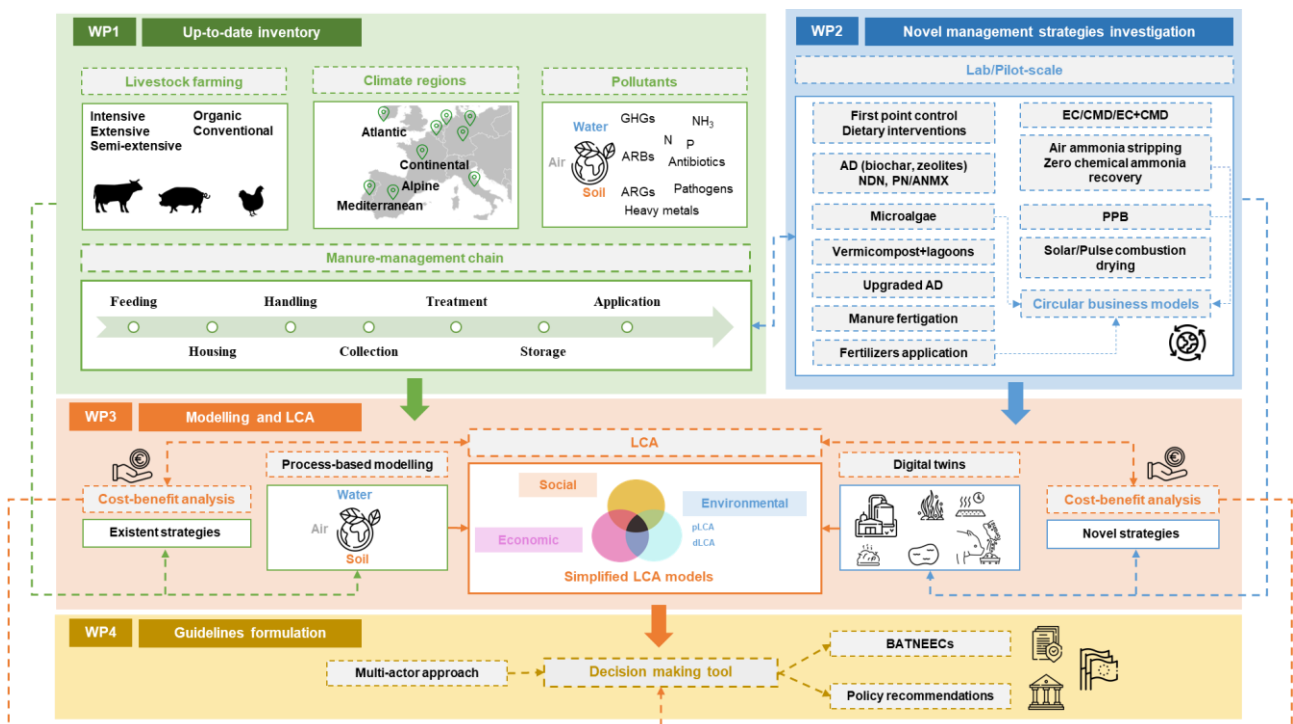


Figure 1. NUTRITIVE methodology.

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.

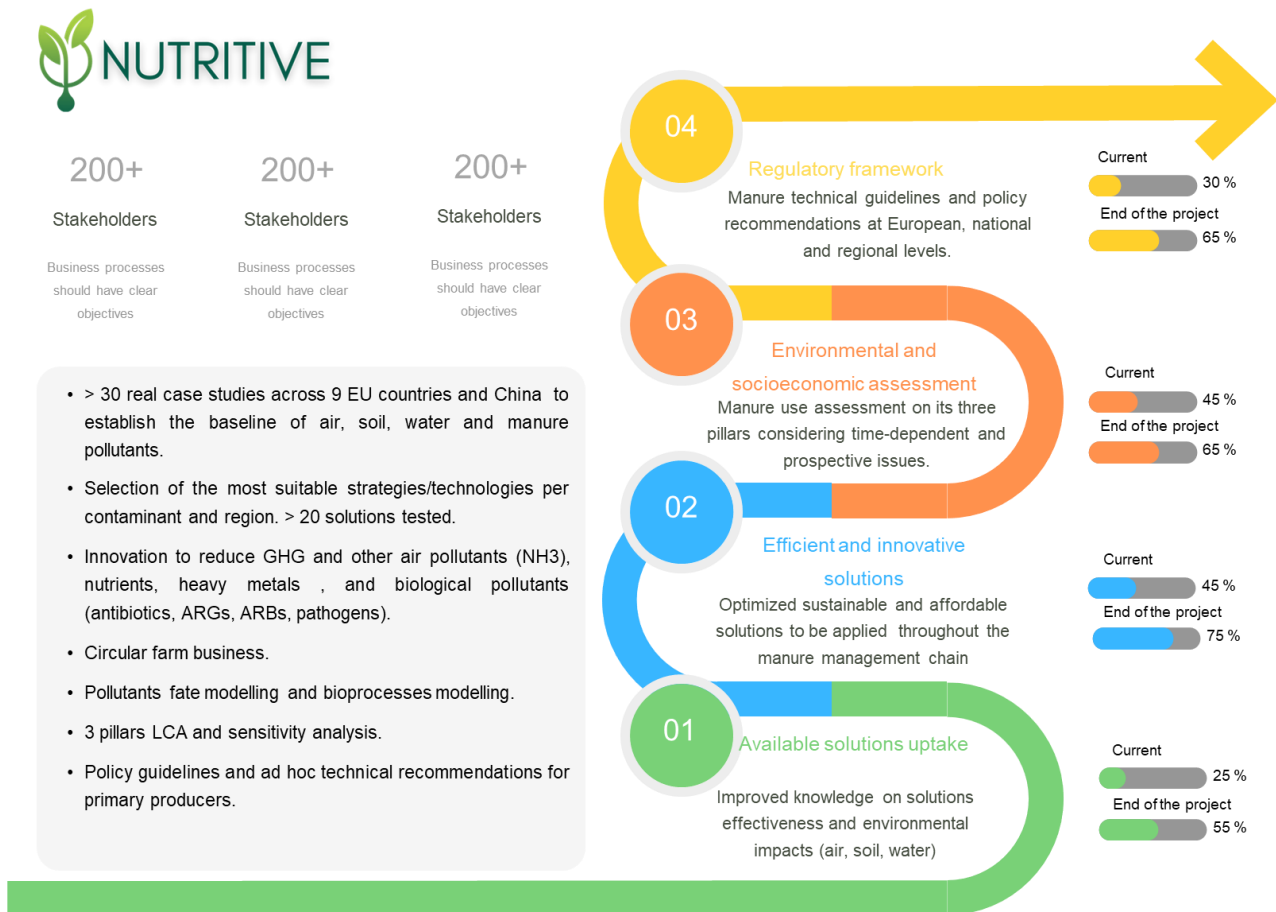


Figure 2. NUTRITIVE overview.

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).

The roll-up features a central image of a seedling in soil, framed by a circular graphic. The background includes a photo of a farm structure. The text and graphics are arranged as follows:

- Header:** "Funded by the European Union #HorizonEU Grant agreement No. 10113540"
- Logo:** "NUTRITIVE" with a stylized leaf icon.
- Description:** "iNnovative decision-making tool for defining the most sUitable manure management sTRategies to achieve a sustainable livestock farming sysTem during the whole ValuE chain"
- Our Top Priorities:**
 - ✓ Soil Fertility: Provides essential nutrients avoiding biodiversity soil problems
 - ✓ Odor Control: Reduction of harmful gas contaminants emissions
 - ✓ Prevent pollution: Avoid contamination of surface and groundwater
- Work Plan:** A flowchart showing the project structure:
 - WPS (Communication dissemination and exploitation) feeds into WP1 (Up-to-date inventory).
 - WP1 feeds into WP2 (Novel management solutions) and WP4 (Modeling and LCA).
 - WP2 and WP4 both feed into WP4.
 - WP4 leads to WP4 (Guidelines and policies).
 - WP6 (Project management) is connected to the overall process.
- Footer:** "www.nutritive.es", social media icons (YouTube, LinkedIn, X, Facebook), and logos for EU Partners (e.g., e-nose, TU Delft, sta, DETRICON, vito, ILVO, ARMINES, Regione Lombardia, ATB, medrar) and China Partners (e.g., various Chinese agricultural institutions).

Figure 3. NUTRITIVE roll-up.

Objective

Development of a decision support tool (DSS) to define efficient and sustainable manure management strategies.

KO #1
Create an updated inventory of manure management solutions.

KO #2
Investigate innovative and circular solutions to reduce emissions.

KO #3
Optimise management strategies to minimise environmental emissions.

KO #4
Assess the sustainability of manure management in environmental, economic and social aspects.

KO #5
Develop simplified life cycle assessment (LCA) models.

KO #6
Integrate knowledge into a decision making tool (DSS).

KO #7
Formulate technical guidelines and policy recommendations.

The NUTRITIVE project aims to address existing challenges by developing a decision-making tool capable of defining the most efficient and sustainable manure management strategy for a given livestock farm. This tool will consider environmental, economic, and social aspects to minimise atmospheric emissions and ensure soil and water quality. The results obtained will allow for the formulation of guidelines and technical recommendations focused on the development of future European policies on manure management.

Our partners:

EU Partners

China Partners

www.nutritive.es

Follow us on our social networks:

NUTRITIVE

iNnovative decision-making tool for defining the most sUitable manure management sTRategies to achieve a sustainable livestock farming sysTem during the whole ValuE chain

www.nutritive.es

Funded by the European Union
#HorizonEU
Grant agreement No. 10113540

Funded by the European Union
#HorizonEU
Grant agreement No. 10113540

Figure 4. NUTRITIVE brochure 1.

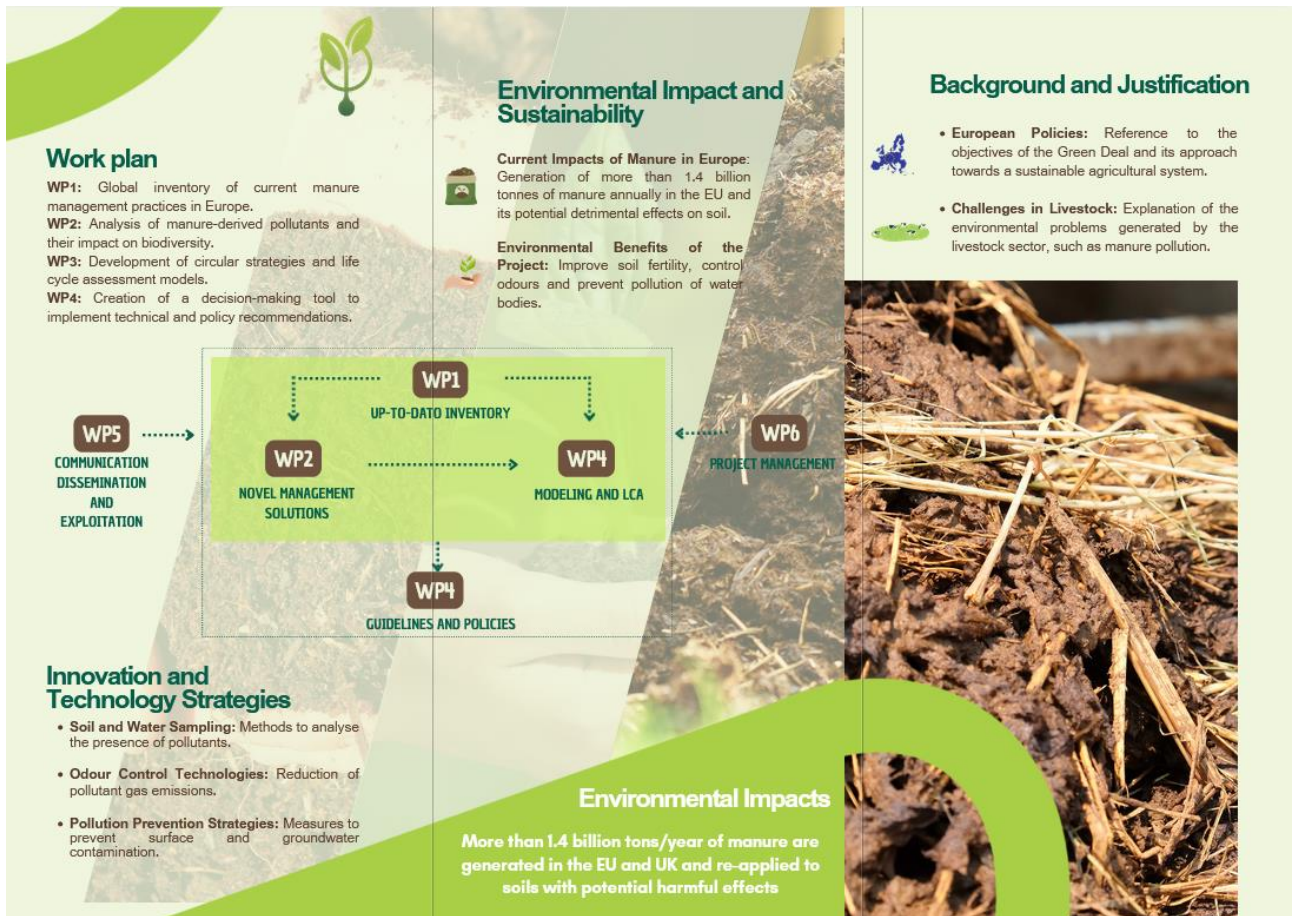


Figure 5. NUTRITIVE brochure 2.

The NUTRITIVE project aims to address existing challenges by developing a decision-making tool capable of defining the most efficient and sustainable manure management strategy for a given livestock farm. This tool will consider environmental, economic, and social aspects to minimise atmospheric emissions and ensure soil and water quality. The results obtained will allow for the formulation of guidelines and technical recommendations focused on the development of future European policies on manure management.

Objective

Development of a decision support tool (DSS) to define efficient and sustainable manure management strategies.

KO #1
Create an updated inventory of manure management solutions.

KO #2
Investigate innovative and circular solutions to reduce emissions.

KO #3
Optimise management strategies to minimise environmental emissions.

KO #4
Assess the sustainability of manure management in environmental, economic and social aspects.

KO #5
Develop simplified life cycle assessment (LCA) models.

KO #6
Integrate knowledge into a decision making tool (DSS).

KO #7
Formulate technical guidelines and policy recommendations.

Innovation and Technology Strategies

- Soil and Water Sampling:** Methods to analyse the presence of pollutants.
- Odour Control Technologies:** Reduction of pollutant gas emissions.
- Pollution Prevention Strategies:** Measures to prevent surface and groundwater contamination.

Innovative decision-making tool for defining the most suitable manure management strategies to achieve a sustainable livestock farming system during the whole Value chain

Environmental Impacts

More than 1.4 billion tons/year of manure are generated in the EU and UK and re-applied to soils with potential harmful effects

Work plan

WP1: Global inventory of current manure management practices in Europe.
WP2: Analysis of manure-derived pollutants and their impact on biodiversity.
WP3: Development of circular strategies and life cycle assessment models.
WP4: Creation of a decision-making tool to implement technical and policy recommendations.

Our Top Priorities:

- ✓ Soil Fertility
Provides essential nutrients avoiding biodiversity soil problems
- ✓ Odor Control
Reduction of harmful gas contaminants emissions
- ✓ Prevent pollution
Avoid contamination of surface and groundwater

Environmental Impact and Sustainability

Current Impacts of Manure in Europe: Generation of more than 1.4 billion tonnes of manure annually in the EU and its potential detrimental effects on soil.

Environmental Benefits of the Project: Improve soil fertility, control odours and prevent pollution of water bodies.

Our partners:

EU Partners

China Partners

www.nutritive.es

Figure 6. NUTRITIVE poster 1.

NUTRITIVE

iNnovative decision-making tool for defining the most sUitable manure management sTRategies to achieve a sustainable livestock farming sysTem during the whole ValuE chain

The NUTRITIVE project aims to address existing challenges by developing a decision-making tool capable of defining the most efficient and sustainable manure management strategy for a given livestock farm. This tool will consider environmental, economic, and social aspects to minimise atmospheric emissions and ensure soil and water quality. The results obtained will allow for the formulation of guidelines and technical recommendations focused on the development of future European policies on manure management.

www.nutritive.es

Our Top Priorities:

- ✓ Soil Fertility
Provides essential nutrients avoiding biodiversity soil problems
- ✓ Odor Control
Reduction of harmful gas contaminants emissions
- ✓ Prevent pollution
Avoid contamination of surface and groundwater

Innovation and Technology Strategies

- **Soil and Water Sampling:** Methods to analyse the presence of pollutants.
- **Odour Control Technologies:** Reduction of pollutant gas emissions.
- **Pollution Prevention Strategies:** Measures to prevent surface and groundwater contamination.

Work plan

WP1: Global inventory of current manure management practices in Europe.
WP2: Analysis of manure-derived pollutants and their impact on biodiversity.
WP3: Development of circular strategies and life cycle assessment models.
WP4: Creation of a decision-making tool to implement technical and policy recommendations.

Environmental Impact and Sustainability

Current Impacts of Manure in Europe: Generation of more than 1.4 billion tonnes of manure annually in the EU and its potential detrimental effects on soil.

Environmental Benefits of the Project: Improve soil fertility, control odours and prevent pollution of water bodies.

Our partners:

EU Partners: eagasc, TU Delft, eta, DETRICON, vito, ILVO, RMINES, Regione Lombardia, ATB, aif, medrar, USC, ainia, Associazione Agraria, alfa, cecooggo

China Partners: [Logos of Chinese partners]

Objective

Development of a decision support tool (DSS) to define efficient and sustainable manure management strategies.

KO #1
Create an updated inventory of manure management solutions.

KO #2
Investigate innovative and circular solutions to reduce emissions.

KO #3
Optimise management strategies to minimise environmental emissions.

KO #4
Assess the sustainability of manure management in environmental, economic and social aspects.

KO #5
Develop simplified life cycle assessment (LCA) models.

KO #6
Integrate knowledge into a decision making tool (DSS).

KO #7
Formulate technical guidelines and policy recommendations.

Environmental Impacts

More than 1.4 billion tons/year of manure are generated in the EU and UK and re-applied to soils with potential harmful effects

NUTRITIVE

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.