



# Dissemination, communication and exploitation plan

Deliverable 8.1 – D35 – WP8

**DATE OF PUBLICATION: 01.12.2019**

**RESPONSIBLE PARTNER: EP**

**AUTHOR(S): MANON BALLESTER**



## OPTIMISING BIO-BASED FERTILISERS IN AGRICULTURE – PROVIDING A KNOWLEDGE BASIS FOR NEW POLICIES

*Project funded by the European Commission within the Horizon 2020 programme (2014-2020)*

### Deliverable 8.1 – D35 – Version 3 Work-package n°8

Version history			
V0.1	Initial version of the deliverable	Manon Ballester, EP	8.11.2019
V1	Revised version	Manon Ballester, EP	19.11.2019
V2	Revised version	Manon Ballester, EP	26.11.2019
V3	Final version	Manon Ballester, EP, reviewed by Kari Ylivainio, project coordinator	27.11.2019

Nature of the deliverable			
R	Report		X
Dec	Websites, patents, filling etc.		
Dem	Demonstrator		
O	Other		

Dissemination Level			
PU	Public		X
CO	Confidential, only for members of the consortium (including the Commission Services)		



## Acknowledgement

This report forms part of the deliverables from the LEX4BIO project which has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818309. The Community is not responsible for any use that might be made of the content of this publication.

LEX4BIO aims to reduce the dependence upon mineral/fossil fertilisers, benefiting the environment and the EU's economy. The project will focus on collecting and processing regional nutrient stock, flow, surplus and deficiency data, and reviewing and assessing the required technological solutions. Furthermore, socioeconomic benefits and limitations to increase substitution of mineral fertiliser for BBFs will be analysed. A key result of LEX4BIO will be a universal, science-based toolkit for optimising the use of BBFs in agriculture and to assess their environmental impact in terms of non-renewable energy use, greenhouse gas emissions and other LCA impact categories. LEX4BIO provides for the first-time connection between production technologies of BBFs and regional requirements for the safe use of BBFs.

The project runs from June 2019 to May 2023. It involves 21 partners and is coordinated by Luke (Luonnonvarakeskus - Natural Resources Institute Finland).

More information on the project can be found at: <http://www.lex4bio.eu>



## TABLE OF CONTENTS

I. INTRODUCTION .....	6
II. METHODOLOGY.....	7
III. H2020 GRANT AGREEMENT: DISSEMINATION & COMMUNICATION .....	7
IV. LEX4BIO DISSEMINATION & COMMUNICATION PLAN.....	8
Introduction.....	8
Strategy, target audience and messages.....	8
Communication & Dissemination Best Practices .....	10
Key word for communication .....	12
Communication management.....	12
Communication Tools.....	13
Dissemination activities and rules .....	16
Synergy and networking.....	17
GDPR rules .....	20
V. LEX4BIO EXPLOITATION PLAN .....	21
VI. OPERATIONAL VISION OF THE DEC PLAN .....	24
VII. CONCLUSION .....	25
VIII. APPENDIX 1 – REPORTING TEMPLATE.....	26
IX. APPENDIX 2 – COMMUNICATION DATABASE .....	27
X. APPENDIX 3 – GRAPHIC CHARTER .....	30

### List of figures

Figure 1 - Lex4bio social networks .....	15
Figure 2 - Lex4bio brochures .....	15
Figure 3 - Publication process .....	17
Figure 4 - German expert group attending the first National Dissemination Forum (NDF) on November 15, 2019 in Braunschweig .....	19



## List of tables

Table 1 - Target audiences .....	8
Table 2 - Milestones - WP8.....	12
Table 3 - Communication team .....	12
Table 4 - Communication tools .....	13
Table 5 - Scientific dissemination activities.....	16
Table 6 - Synergy activities .....	17
Table 7 - NDFs planned in 2019.....	18
Table 8 - Exploitation of the project results .....	22
Table 9 - Overview of the WP8 GANTT chart. ....	24
Table 10 - Personal costs and other budget categories linked to WP8.....	24



## D8.1: DISSEMINATION, COMMUNICATION AND EXPLOITATION (DEC) PLAN

### I. INTRODUCTION

This deliverable presents the dissemination, communication and exploitation activities linked to the LEX4BIO project. It is a strategic tool, which includes methods and channels by which a message is delivered to an audience in multiple locations.

The main objectives of the DEC activities are:

- To engage all relevant stakeholders and strategically selected target groups about activities and results of the project
- To inform and raise awareness about the project itself and project results
- To cluster and create synergies with relevant EU and national projects on nutrient recycling
- To ensure exploitation of project results and follow-up of the potential outcomes through policies and implementation

The plan will be regularly updated in order to be able to respond to new opportunities. The purpose of the DEC plan is to define in detail:

- The target groups and stakeholders,
- The messages that the LEX4BIO partners want to bring across,
- The materials and channels which are most suited to communicate the messages to the targeted groups of stakeholders,
- Guidelines and templates for consortium partners to disseminate and communicate about the project results,
- A planning and timing of the dissemination activities.

The dissemination plan will be tailored for each target group to optimise its effectiveness. It must be emphasised that dissemination and communications are ongoing processes for the entire project duration. The DEC plan will additionally provide advice on dissemination and exploitation activities during the project lifetime. The last version of the DEC plan in M48 will include a strategy for the maintenance of the communication materials and the exploitation of the results (maintain of the domain name, final version of the exploitation plan and table).

It will be updated regularly (every 6 months) especially regarding strategies for exploitation and knowledge management.



## II. METHODOLOGY

Dissemination and Communication activities play a key role within the LEX4BIO project in order to foster the impact towards acceptance and policy support of BBFs at the EU level, within the duration of its EC funded lifecycle as well as for the sustainability of the results after the end of the project.

Beside raising awareness regarding the results, activities planned in the DEC plan, especially regarding NDF, will contribute to the implementation of a joint policy roadmap to transfer the knowledge generated through LEX4BIO in concrete policy recommendations for enhancing utilisation of BBFs. Hence, only by reaching and clustering with the relevant stakeholders and other initiatives, with the right message, the project can be successful. To this end, a defined communication, dissemination and exploitation methodology is needed. The guiding principles include maintaining an ambitious and cohesive vision, while ensuring best means to deliver it in an effective and impactful way.

The Dissemination, Communication & Exploitation plan is developed to respond to the following strategic questions:

- What exactly do we want to say – and to whom? **Messages**
- Who, how, when, where? **Dissemination Strategy**
- How do we engage? **Argument**
- How do we exploit the results? **Exploitation framework**

## III. H2020 GRANT AGREEMENT: DISSEMINATION & COMMUNICATION

Dissemination & Communication are clearly defined, both in the rules of participation in the program H2020, as in the Grant Agreement signed between the LEX4BIO Consortium and the European Commission. The Communication Plan has been structured, on the acceptance of the following definitions of dissemination and communication. The Grant Agreement determines: “Each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).”.

Thus, distinguishing that dissemination is chiefly aimed at peers, usually other researchers working in the area of the proposed project, while communication is aimed at non specialists, including stakeholders whose interests are in potential application of the results.

Likewise, the LEX4BIO Consortium has adopted the definitions hereunder of research dissemination and research communication:

- **Research Dissemination:** distributing information to various audiences within the academic community and beyond in forms that are appropriate to their needs, often a one-way process.
- **Research Communication:** communicating research outputs to a range of intermediate and end users, through an iterative and multidirectional process involving a wide range of stakeholders from planning, implementation, monitoring and evaluation.

## IV. LEX4BIO DISSEMINATION & COMMUNICATION PLAN

### Introduction

The DEC plan of the LEX4BIO project “constitutes the reference document for all DEC implementation” (Grant Agreement, annex 1, WP8). More specifically, the activities of communication and dissemination of the project will contribute to the achievement of the following specific objectives. (Grant Agreement, annex 1, WP8):

- 8.1 Communicate about project activities to all relevant stakeholders
- 8.2 Cluster and coordinate activities to create synergies with related EU and national projects on nutrient recycling
- 8.3 Disseminate project outputs to relevant stakeholders and potential end-users of the outputs
- 8.4 Prepare the exploitation of the project results and the follow up of the potential outcomes through policies and implementation

### Strategy, target audience and messages

**Overview.** The DEC plan will target the audience foreseen in Grant Agreement, annex 1, “Dissemination & Exploitation of results” i.e.:

Table 1 - Target audiences

Target audience	Indicator	Activities implemented	Channels used
EC & national decision-making bodies, regulatory bodies	20	Recommendations on actions, programmes and communication Policy Roadmap (D8.5) Four specific presentations during seminars and international events, including policymakers Four articles published in non-scientific magazines	i) Conferences, seminars ii) Dedicated publications iii) Webinars
End-users (farmers, consumers)	5 000	Workshops & special content easily understandable as online information materials Visits to demonstration sites and field days (at least once during the project) Popular articles at national and local level	i) Events, meetings ii) Newsletters iii) Popular articles, media actions
Scientific community	100	At least 15 publications on the methodology, approach, solutions and results in peer-reviewed, international journals Participation to conferences and fairs 20 universities and 100 academics contacting regarding the project results Cooperation with other ongoing projects	i) Forum, conferences, fairs ii) Scientific publications





Industry	150	Interaction through NDF, contact with companies involved in fertilisers, biofertilisers, environmental protection and food safety Information and input to industries” own channels 15 stakeholders per country reached	i) Fairs, market exhibition ii) Dedicated publications, news iii) NDFs & workshops
----------	-----	--	--

#### ***Project general message***

**Bio-Based Fertilisers (BBF) have the potential to transform the agricultural industry by minimizing the environmental impact of existing fertilisers and improving sustainability through recycling of nutrient-rich side-streams (NRSS)**

Increased productivity of European agriculture after the Second World War was largely based on the use of mineral fertilisers, without considering its impact on the environment. Only in recent decades, protection of biosphere and food quality have gained more attention, both of which are heavily dependent on fertiliser application rate, fertiliser quality, as well as soil characteristics. Imported mineral phosphate and fossil energy-intensive nitrogen fertilisers cause major detrimental impacts on the environment, whilst nutrient-rich side-streams/organic waste remain under-used. By optimising usage of bio-based fertilisers (BBF) from side-streams, ensuring their safety, building evidence-based trust in their usage and developing legislative framework for their use, it will be possible to reduce dependence upon mineral/fossil fertilisers, benefiting the environment.

**LEX4BIO will enable developing a profound knowledge basis and new coherent methods to take full advantage of BBFs**

LEX4BIO will evaluate the fertilisation potential and other properties against national and EU fertilisation requirements of the most promising technologies for BBF production. This will provide essential tools for closing European nutrient cycles and contribute to ameliorating the impact of fertilisation on the environment.

**The most important impact of the project will be to provide a policy framework for the EU's transition to maximising fertiliser self-sufficiency by using BBFs.**

#### ***Specific identification, expectations and needs of the DEC target audience***

EC & national decision-making bodies, regulatory bodies. Involving European and national policy makers and regulatory bodies including NGOs, permitting and regulatory authorities (for instance ministries of Agriculture, Forestry, Rural development & Food, Ministries of Environment, Food authorities, Agencies for Health and Food Safety, National offices for Agriculture, DG Agri of the European Commission) will enable gathering feedback from the higher instance in charge of defining the standards and policies in the field of fertilisers. They are important agents in the implementation of changes at EU scale thanks to the evolvement of the legislation. Communications with these stakeholders will be formalised in a different deliverable **D8.5 “Policy Roadmap” (M8)** to ease these new policies’ development.

End-users (farmers, consumers). Involving farmers (in the form of direct contacts or more structured activities and cooperation with farmers unions and clusters through the implementation of the National Dissemination Fora) is of major importance for the project sustainability. End-user



involvement is a core principle in all projects even at early stage of research activities. Vice versa, early involvement of the final users is of major importance to reach successful results, positive effects on later stage acceptance and their role must be carefully considered with specific activities. Within LEX4BIO, two steps of end-users' involvement will be targeted:

1. Inputs from the end-users to the project: During the implementation of the field trials, considered as early stage strategy, once during the project, end-users will be invited to visit the demonstration sites. This will be an active commitment from the farmers enabling to gather direct and accurate feedbacks and start communicating regarding the project objectives.
2. Inputs from the project to the end-users: In addition, specific communication materials, especially press release in specialised magazine, information available online based prepared in layman language will enable maximising the impact of the project on this specific target.

**Scientific community.** Researchers, academics and specialists in the fields of research will be targeted by the communication strategy, in order to collaborate with further ideas, as well as utilizing the results and data collected from past and on-going field trials, including reanalyses with the novel methods presented in the LEX4BIO. These stakeholders will be involved in the project through i) the organisation of National Dissemination Fora and ii) through the implementation of a specific synergy strategy gathered in **D8.3 “Synergy report and action plan” (M8)** identifying collaboration mechanism with other EU funded projects.

**Industry.** A main task enabling the development of the work programme is building an inventory of current and novel promising BBFs and select them for trials and analysis conducted during the LEX4BIO project. For this inventory, linked with industries specialised in BBF production will be a main asset. In addition, Industry is an important link prior to farmers, the final decision makers for using BBFs. Hence, it is very relevant to include them through specific communication strategy. This will be based on selected event, direct communication and integration of major organisations in the National Dissemination Fora.

## Communication & Dissemination Best Practices

Successful communication strategy is based on a set of criteria that need to be fulfilled in order to maximise concretely the impact of the project and take advantages of the means at the disposal of the partners. In this regard, following best practices (BP) have been shared to reach the expected outcomes from the DEC plan:

### BP1 – CREATE AND PROMOTE ATTRACTIVE INFORMATION BASED ON SPECIFIC CONTENTS

As a research project, LEX4BIO will have a high amount of content to share to the different stakeholders. Depending on their interests towards the project, the contents to be delivered during communication & dissemination activities will be based on specifications of the target, means and media selected. Every item delivered should be based on relevant and attractive information, most of the time relying on scientific data and results. Especially regarding local and national dissemination activities, more specifically during the meetings of NDF (National Dissemination Fora), the main channel to reach directly the stakeholders identified above, the partners should base their communication on a specific and clear message from the project, taking into account the project themes and ambition, the interest of the audience, and the overall goal of LEX4BIO to act in the transition towards BBFs acceptance.



#### BP2 – SELECT THE COMMUNICATION & DISSEMINATION MEANS THAT FITS THE BEST WITH THE MESSAGE AND THE STAKEHOLDERS' EXPECTATIONS

Regarding the main message and the strategy developed in this deliverable, choosing the right local, national and international means (either on-line or off-line through organisation of events and stakeholders' meetings) to reach the target audiences identified above is mandatory. In details, either for global project communication or for local individual dissemination activities handled by the partners, following questions should be kept in mind:

- What is the selected communication mean expecting in terms of contents (pictures, short text, longer content ...)? **Improve the general knowledge of the consortium regarding the media expectations.**
- What are the local media available regarding the message I want to deliver? **Create a database of local media.**
- What are the interests of the stakeholders in the project? **Define the specific message and link it with the expectations of the communication & dissemination mean identified.**

#### BP3 – USE OFFICIAL COMMUNICATION MATERIALS TO BASE YOUR DEC ACTIVITIES

All tools and communication materials introduced here below and more in details in **D8.2 “Portfolio of communication materials and the general project website” (M6)** have been shared, commented and validated by the partners. All together, these elements form the media corner of the LEX4BIO and can be used as a basis for all communication and dissemination activities, to provide official contents and to complete specific technical presentations with more general information on the project itself.

#### BP4 – SHARE ALL NEW COMMUNICATION & DISSEMINATION MATERIALS WITH THE CONSORTIUM

LEX4BIO partners, according to the Consortium and Grant Agreement have agreed on a specific notice process regarding publications, at least 30 calendar days before effective publishing. Any objection shall be made in accordance with the Grant Agreement, in writing form to the coordinator, the Parties and EP.

#### BP5 – ENRICH YOUR COMMUNICATION WITH ON-FIELD EXPERIMENT AND CONCRETE RESULTS

As a research project, LEX4BIO relies on technical and scientific terms and contents. However, its main impact will be linked to the understanding of the project objectives by the whole value chain related to BBFs, from policy makers, to industries towards the final users as the farmers and the consumer. Hence, communication materials will need to be adapted regarding a layman language strategy. This will be eased by using storing telling practices, personal experiences and anecdotes, to recreate a proximity between the partners and their target audiences.

#### BP6 – FOLLOW THE ROADMAP AND AGENDA FOR COMMUNICATING

While defining the communication strategy, the frequency of publications, activities and events have been defined according to the **Table 4, Table 5, Table 6**, and to the individual strategies defined in *Erreur ! Source du renvoi introuvable.* It is of major importance that the partners commit to this agenda and anticipate the needs in terms of content drafting, validation process and notice prior to publication.



## Key word for communication

Bio-based fertilisers  
Fertilisation  
Circular economy  
Soil fertility  
Resource  
Preservation  
Policy roadmap

Food safety  
Nutrient cycle  
Waste recycling  
Phosphorus  
Sustainable agriculture  
Environmental impact  
Recovery

## Communication management

To implement a successful communication, dissemination & exploitation strategy, it is essential to identify a clear methodology and structure. This is based on the following requirements:

**Communication manager & key people.** Europroject oversees coordinating the communication & dissemination activities for the whole project, as WP8 leader. It will manage overall activities linked to delivering key messages during the project lifetime, internally and externally, as well as the achievement of the dedicated milestones:

Table 2 - Milestones - WP8

#	Milestone title	Lead	Due date	Means of verification
MS29	8.1. Project identity, DEC plan, online presence and materials ready	EP	M6	Visuals, accounts and some materials created, available and used by partners
MS30	8.2. Synergies identified and project cluster used for better cooperation	Luke	M4	Synergies identified and other projects contacted, cooperation methods agreed
MS31	8.5. Roadmap for policies defined	Luke	M8	Clear roadmap discussed and created

As WP8 leader, Europroject oversees creating and managing the visual identity of the LEX4BIO project. It will receive the contents to be published through the diverse communication means defined hereunder (web, social networks, newsletters). It will organize and animate the creation of the communication materials, offering to the partner a first structure of the design and contents to be developed. If any of the partners wants to carry out communication and dissemination activities, they must be communicated to Europroject and reported according to the **reporting template** (see in appendix 1) available on the Tiimeri workspace.

Specific identified people in charge of the communication are identified hereunder:

Table 3 - Communication team

Complete name	Entity	E-mail	Phone	Role
Manon Ballester	EP	<a href="mailto:manon.ballester@europroject.bg">manon.ballester@europroject.bg</a>	+359 2 943 11 76	WP8 leader
Laura Sibille	EP	<a href="mailto:Laura.sibille@europroject.bg">Laura.sibille@europroject.bg</a>	+359 2 943 11 76	Graphic designer
Miitta Eronen	Luke	<a href="mailto:miitta.eronen@luke.fi">miitta.eronen@luke.fi</a>	+358 (0) 50 571 68 34	Communication correspondent in Luke



**Patterns and design.** Europroject has developed a specific graphic charter (see in appendix 3 and D8.2 “Portfolio of communication materials and the general project website”) including all the rules for use of the logo, templates and colours linked to the Lex4bio project. This charter should be respected for each publication. In case of uncertainty regarding the usage of the templates, the partners should refer to the graphic team of EP for support.

**Communication database at European, local and national level.** A dissemination database available in this deliverable (**appendix 2**) has been developed to collect from the partner the information regarding their participation to dissemination activities especially events and NDF. Moreover, partners have shared their contacts at local scale for preparing a list to whom disseminate press releases and newsletters all over the project duration (according to the GDPR rules). This database will be updated every 6 months.

**Languages.** The official language of the project is English and hence all communication, either internal or external will be performed in this language. However, since the project is aiming at disseminating information, among other targets, to the farmers and other end-users, communicating in local language is necessary for specific messages and with specific communication means (during NDFs, local events, stakeholders meeting, and in attracting local media attention). If local translations are needed, each partner will oversee communicating to EP, based on editable templates, the complete contents in the language requested. EP will implement this information and communicate the last version of the communication materials.

Under agreement with the partners, the project website will however be only available in English. Posts in social networks will be also done in English except for specific requests made by the partners.

## Communication Tools

Table 4 - Communication tools

Communication tools		
DEC tool – Partner in charge	Partners’ contribution (aside from responsible partner)	Frequency
DEC plan – EP	Input on individual and local dissemination strategies	1
Logo – EP	Validation of the logo	1
Official project website – EP	Validation of the contents	Regular updates
Social media – EP	Input on individual news to share on the social networks, relaying news	Regular updates
Project brochure – EP	Validation of contents, translation in local languages if needed	2
Project newsletter – EP	Cross-cooperation on content definition, input and validation, collection of contact database	8
Press release & public articles – All	Individual local strategy	2 per year

The tools regarding communication & dissemination of the LEX4BIO project are briefly described hereunder. However, a complete deliverable D8.2 “**Portfolio of communication materials and the general project website**” is detailing their development and means of use.

**Logo.** The logo is the main graphic identity element and the key to build a successful graphic identity. It will be used in all material and documents related to the project. The logo has been designed and





presented prior to the Kick-off Meeting by Europroject. Different variations were presented to the partners in order to select the most appropriate version. The official logos of LEX4BIO, in colour and in black and white are available to all partners in Tiimeri.



**Use of the EU emblem.** All activities should contribute to the visibility of European funds among citizens. For this purpose, Article 29 and Article 38 of the Grant Agreement provides that: “Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results [Art. 29] / any communication activity [Art. 38] related to the action (including in electronic) must:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818309

- (a) display the EU emblem, and
- (b) include the following text:  
“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 818309”.”

In order to adhere to this rule, the following logos are available to all partners in Tiimeri, management platform dedicated to the LEX4BIO project.

**LEX4BIO website.** The project website is the main channel of communication to a large audience. The web portal will be a central tool for promoting the results. The website is developed by Europroject, and available from M6. All partners will contribute to its update with information about the project progress, related news, and events in their field of expertise.

All partners will collaborate to ensure the maximum visibility of the website, incorporating its link in all publications, emails and documents related to the project. The website will be available in English.

The web address is: [www.lex4bio.eu](https://www.lex4bio.eu). The website is more specifically described in the deliverable D8.2 “Portfolio of communication materials and the general project website”.

**Lex4bio social networks.** Social networks have become an important communication tool and will be especially considered to reach a large commitment of potential end users. They are a very suitable tool to increase the visibility of the results in the stakeholders’ community. LEX4BIO has active Facebook, Twitter and LinkedIn profiles. Europroject is in charge of publishing regularly news and information through the social networks, using solutions such as Hootsuite, to organise and optimise the publication process. Each partner can communicate information to be communicated through these channels.



Figure 1 - Lex4bio social networks

**Brochure.** The main objective of the project brochure is to provide the audiences with an attractive project overview, summarizing the main objectives and foreseen results of LEX4BIO. Two brochures will be developed during the project. The first one has been released in M3 and presents the general concept, objectives and activities. It is dedicated to global communication towards the stakeholders identified as target audience. It has been designed in English, under two formats: one for on-line dissemination and one to be distributed during project events, information days and visits. In addition, the brochure has been translated in German and Polish according to the local needs of the partners to convince and engage farmers. Likewise, each of the partners will cooperate in the online distribution of the brochure in its field of action through publication on their own websites and social networks, as well as additional websites and social networks of institutions with interest in the project (neighbourhood centres, consumer pages, blogs, etc.).



Figure 2 - Lex4bio brochures

**Newsletters.** The LEX4BIO newsletter will offer appropriate means to carry out direct communications and will be issued every six months. Results and experiences throughout the duration of the project, as well as all topics dealt during the National Dissemination Fora and synergy activities, will be published.

Main thematic areas to be addressed in the newsletters will be:

- Presentation of the project
- Announcements of the project's progress
- Dates, details, comments regarding project related conferences, meetings, events or publications.
- Project-related news, new initiatives, liaisons etc.



All partners will participate in generating content for the newsletters. EUROPROJECT will be responsible for coordinating the work, collecting contributions from members and the edition of the newsletter. In order to reach the maximum potential audience, the consortium partners are encouraged to distribute the newsletters to their personal contacts. Aside from this, interested parties can also subscribe to the newsletter on the project's website.

**Press releases & public articles.** To reach larger audience at local level, and engage the farmers in the project, layman language articles will be published. These will be drafted by EP and Luke, sent for modifications, translation and adaptation to the partners that will be able to spread these articles through their local communication means.

## Dissemination activities and rules

Table 5 - Scientific dissemination activities

Scientific dissemination		
DEC tool – Partner in charge	Partners' contribution	Frequency
Participation to fairs and events – All	Each partner should promote LEX4BIO in local/national/international event	3 conferences & 2 fairs
Poster presentation – Scientific partners	Validation before presentation + provision of the graphic design by EP	During conferences & fairs
Scientific articles & Publications – Scientific partners	Validation process before publication	10

**Publication process.** LEX4BIO project is intended to have a great impact on the research background in the field of BBFs in Europe. To enhance the potential results of the project and to strengthen the exploitation plan, publications will be a core activity of the communication strategy. All publications related to LEX4BIO project will be developed according to the following rules:

- Open access requirements:** According to Grant Agreement (GA), LEX4BIO partners will have to provide open access to all scientific publications (including peer-review articles, conference proceedings, grey literature, etc.) generated during the project. Moreover, they must be stored in an Open Access repository integrated within the OpenAIRE infrastructure. Each publication should include the following acknowledgement: *This {book, article, paper, work, conference, ...} has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 818309. The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.* If the publication has been written in other language than English, the disclaimer should be translated.
- Notice process:** The publication process has been defined according to the Grant Agreement contents and is hence based on regular prior notices to avoid any IP or content issues. This process is presented hereunder:



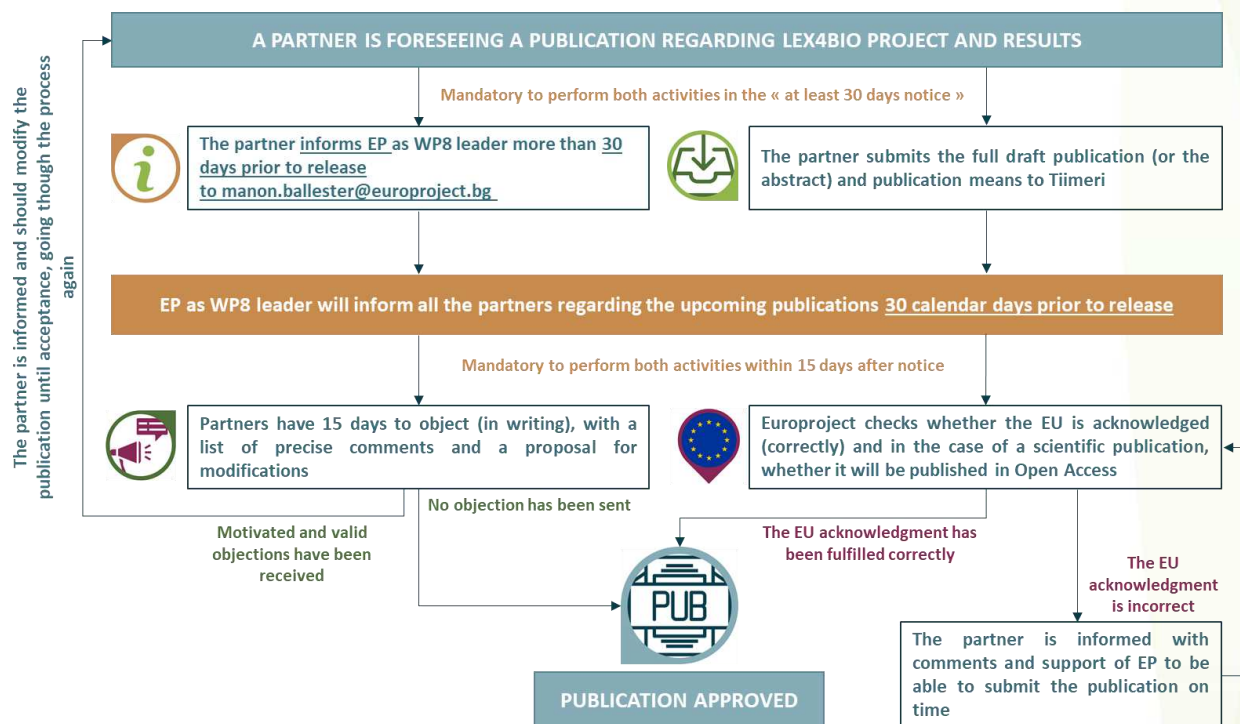


Figure 3 - Publication process

## Synergy and networking

Table 6 - Synergy activities

External networking strategy		
DEC tool – Partner in charge	Partners' contribution	Frequency
Synergy report – EP	Input on on-going projects	1
Partners' websites	Integration of LEX4BIO as section in existing webpages (either as a news, references, specific page ...)	1
Biorefine & ESPP SCOPE newsletters	Input on individual news to share through the external newsletters related to the project	Biorefine: one a month ESPP: 3 times per year
National Dissemination Fora – Scientific partners	Minutes of the NDF to define the LEX4BIO policy roadmap	10 per year

Synergies and networking opportunities will be identified in a specific deliverable **D8.3 “Synergy report and action plan” (M8)**. The synergy activities will be based on the following inputs:

1. **The coordinator, the project communication leader and the partners at their level will network with on-going projects:** a database of project (see appendix 2) has been drafted and is regularly (every 6 months) updated by EP with the support of the partners. EP is then getting in contact with the Communication leader of the identified projects to start cross-cooperation in terms of communication activities and technical inputs.



2. **The partners have the duty to communicate about LEX4BIO using their own communication means** (see appendix 2), to increase the visibility of the project within external to the consortium networks.
3. **Each partner in their dissemination strategy, should participate to 1 to 3 events during the project lifetime**, with a planned budget specified in this DEC plan. In addition, partners have identified specific physical meetings such as:
  - For Luke: Participation to Coordinators' day in Brussel in June and organizing the NDF meeting in Helsinki in December. Introducing LEX4BIO for the scientific community in two international conferences (IPW9 in Zurich and DGT conference in Vienna)
  - For Fibl: organize a workshop on closing nutrient cycles at Eurosoil conference, Geneva, August 2020; will organize a workshop on organic contaminants in recycled fertilizers in February 2021
  - For RUOKAVIRASTO: Informal discussions / meetings with risk managers to inform them of the ongoing project
  - For EP: Participation in networking activities in Brussels and Cooperation with Communication leaders of clustering EU projects during physical meetings potentially in Brussels.

Other activities will be highlighted in the appendix 2 in the future (with reporting every 6 months).

4. **Clustering with specific networks:** The Biorefine Cluster Europe and the European Sustainable Phosphorus Platform have been identified as core partners and main channels to communicate the project results. As such, LEX4BIO is providing them with the on-going news, events and outcomes of the project on a regular basis to enable publishing regularly information through their media.



5. **National Dissemination Fora:** Partners from research institutes/universities from EU countries (Finland, Denmark, Germany, Poland, Austria, Hungary, Switzerland, Netherland, Belgium and Spain) have the goal to set up NDF once a year for knowledge-exchange among relevant stakeholders. Participants in NDF represents ministries of agriculture and environment, advisory services, farmers union and representatives from industry and NGOs (e.g. fertiliser industries, research institutes, nutrient platforms, universities, associations of organic farmers), securing dissemination at large to all relevant stakeholders and establishing strong communication channels for dialogue and mutual inspiration. The minutes of the NDF in 2019 will be the basis for drafting the Policy Roadmap due in M9 by Luke. The following NDF are already foreseen for 2019:

Table 7 - NDFs planned in 2019

National dissemination forum			
Partner	Date of venue	Country of Venue	Format
BOKU, PROMAN, AGRANA	Second half of November	Austria	2h30 of conference with presentation of the project and roundtable discussion
Luke	December	Finland	2h30 of conference with presentation of the project and roundtable discussion
JKI	Nov 15, 2019	Braunschweig, Germany	3h conference with presentation of the project, the German contribution to it, and roundtable discussion with experts

<b>UCPH</b>	June 27th 2019	Denmark	Part of the annual 1-d meeting of the Fertilisation Network, organised by the Danish National Advisory Service (SEGES), present new ideas, results and discuss current challenges in fertilisation, fertiliser use and technologies for either producing or applying fertilisers. The LEX4BIO project was presented, together with the Nutri2Cycle EU project, and feedback received.
<b>FiBL</b>	December or January	Switzerland	1.5 h meeting with presentation of project and round table discussion
<b>UP</b>	End of January 2020	Hungary	The agenda of the Hungarian NDF is currently under discussion with UP
<b>PAS</b>	December 14, 2019	Poland	2h of open discussion regarding the following issues and questions, based on knowledge exchange: <ul style="list-style-type: none"> <li>• What are the main obstacles for reaching the targets of LEX4BIO?</li> <li>• What kind of benefits/risks do you see in the use of BBFs?</li> <li>• Measures for optimizing/enhancing the use of BBFs</li> </ul>
<b>UG</b>	June 19 <sup>th</sup> 2019	Belgium	LEX4BIO was presented in a meeting focusing on sustainable nutrient management
<b>UvA</b>	To be defined	The Netherlands	Agenda and organisation currently under discussion
<b>US</b>		Spain	

The first NDF in Germany, has been organised on November 15<sup>th</sup>, 2019. After round of introduction, the project Lex4Bio was introduced with specific description of WP2, WP3 and WP5. After each presentation, questions were addressed to the experts, which were discussed. In addition, in line with LEX4BIO synergy strategy, the **Nutri2Cycle** project has been presented. It was agreed that there will be a number of synergies that shall be further explored between JKI and Thuenen Institute.



Figure 4 - German expert group attending the first National Dissemination Forum (NDF) on November 15, 2019 in Braunschweig



### GDPR rules

LEX4BIO project will comply with the latest requirements of the GDPR framework. Hence, for all contents sent based on a collected database of potential recipients, the following process will be applied:

1. The contacts will be stored in an internal database, shared only between PC and WP8 leader, stored locally. These contacts will be used only to require a formal consent on integrating the personal information in largest dissemination & communication campaign.
2. Through this consent formal request, a strict policy will be applied regarding the suppression of all email addresses and personal information from the internal database that will disagree with the use of their information in full compliance with GDPR rules. The contacts not responding to the consent campaign will be also rejected as positive, active consent will be required.
3. The newsletter and other project information will hence be sent only to the contacts that have given their written formal and positive consent of their interest to receive LEX4BIO materials



## V. LEX4BIO EXPLOITATION PLAN

LEX4BIO is expected to have a vast impact on the sustainable production and use of organic residuals and bio-based fertilisers in Europe. **The objective is to develop a strategy which will ensure effective exploitation of project outputs and sustainability of the proposed solutions to replace mineral fertilisers and increase resources efficiency through three sub-objectives:**

- 1) Results are transferred successfully, and the knowledge is applied;
- 2) There is an increased potential for impact from the transfer
- 3) It is possible to measure and demonstrate the impact of the transfer.

***Methodology.*** The exploitation plan is based on the preliminary draft presented in the H2020 LEX4BIO proposal, where diverse results have been identified for exploitation at larger scale that will be regularly updated and refined as stated in this deliverable D8.1 every 6 months, depending on the results of the project, and exploitation opportunities appearing. As WP leader, EP has overseen drafting this exploitation plan methodology and will collect the main needs, requirements and inputs from the partners. Luke, as project coordinator and task leader of T8.4 “Knowledge management: exploitation, technology transfer and IPR management”, will communicate with EP each important results to be registered in the DEC plan.

***Preliminary draft of the exploitable results to be generated by the LEX4BIO project.*** During setting-up stage, 4 main results have been identified with high potential for exploitation during and after the end of the project:

- **Analyses and analytical testing methods:** the methods are mature, tested and ready for implementation, but have currently only scarcely been applied to BBFs and European soils. Proposed methods will be developed, tested and validated during the project and will be considered compliant if they can be applied to a majority of BBFs and European soils, and if they give valid, robust and repeatable results.
- **Advanced compliance methods for BBF and soil testing:** they will be disseminated during the project through the EAB and NDF. Full implementation of the new compliance methods at European and Member State level will, however, take time after the project has finished, apart from the project participants having a commercial interest in spreading the new methods. Additional associated partners such as the **ESPP** and the **International Nitrogen Initiative (INI)** will provide additional dissemination channels to different key stakeholders after the end of the project.
- **Satellite-based spectral imaging and the new models developed in LEX4BIO for variable rate optimisation of BBF:** These results will be exploited by developing improved prediction models, combined with novel soil testing and root growth data, which can provide more accurate fertiliser recommendations for a wide range of plant nutrients and guidance for the better formulation and use of BBFs.
- **Policy roadmap and regulatory-linked deliverables:** The expected outputs of LEX4BIO have significant potential for exploitation, both in a push to promote the EU Strategy for a Circular Economy, as well as supporting and driving the implementation of EU Fertilising Products Regulation in the coming years. The convention for comparable LCAs of fertilizing materials from primary and secondary resources, the models of logistic and socioeconomic impacts from regional redistribution, processing and use of BBFs, will all be extremely useful to guide and drive new policies and regulatory instruments.





These results will be updated using the following table:

*Table 8 - Exploitation of the project results*

Results	Targets	Exploitation opportunities within LEX4BIO	Exploitation opportunities outside LEX4BIO
Analyses and analytical testing methods			
Advanced compliance methods for BBF and soil testing	DGT , EUF and modified OlsenP evaluated for improved soil P testing		
Satellite-based spectral imaging and the new models for variable rate optimisation of BBF			
Convention for comparable LCAs of fertilizing materials			
Models of logistic and socioeconomic impacts			





**IPR management strategy.** The management of IPR is strictly ruled by the Consortium Agreement (CA) which includes all provisions related to the management of IPR including ownership, protection and publication of knowledge, access rights to knowledge and pre-existing know-how as well as questions of confidentiality, liability and dispute settlement.

In the CA, the Partners have identified the background knowledge included and excluded. The CA regulates the ownership of results. The knowledge acquired in the course of the project shall be considered as a property of the contractor generating it, and in this sense the originator is entitled to use and to license such right without any financial compensation to the other contributors. If the features of a joint invention are such that it is not possible to separate them, the contributors could agree that they may jointly apply to obtain and/or maintain the relevant rights and shall make effort to reach appropriate agreements in order to do so.

The CA also regulates the transfer of results ownership. Each Signatory Party may transfer ownership of its own Foreground following the procedures of the Grant Agreement Article 30. Each Signatory Party may identify specific third parties it intends to transfer the ownership of its Foreground to in Attachment to the CA. The other Signatory Parties hereby waive their right to prior notice and their right to object a transfer to listed third parties according to the Grant Agreement Article 30.1 The transferring Party shall, however, at the time of the transfer, inform the other Parties of such transfer and shall ensure that the rights of the other Parties will not be affected by such transfer. Any addition after the signature of the CA requires a decision of the Executive Board Committee.

**Reminder – Ownership & protection of results – Annex 1 GA**

1. The background brought into the project by each partner will be listed in the Consortium Agreement. When planned in the tasks, access to background is given royalty-free to other partners for the implementation of the tasks.
2. Results shall be owned by the partner who generated them. Each partner is responsible for ensuring fulfilment of its obligations under the Grant Agreement regarding results, by making arrangements with any third parties that could claim rights to them.
3. Whenever results have been produced jointly between two or more partners, the ownership of the results is to be shared among the partners who have carried out the work. The terms of the joint ownership, protection and share of ownership is to be agreed in writing in a joint ownership agreement.
4. Each partner is responsible for examining the possibility to protect any results, which can be expected to be commercially or industrially exploited. When deciding on the protection, the partner must consider its own legitimate interests and the interests of the other partners. The partners will ensure that adequate steps towards protection are taken prior to exploitation, dissemination and communication, preventing unapproved public disclosure of results, tools, products and services.
5. Access rights to results are granted on a royalty-free basis for further research and on fair and reasonable conditions if needed for commercial exploitation.

**Exploitation strategy at the end of the project.** This section will be developed within the project duration and completed by the end of LEX4BIO. It will include if necessary, a reminder on business and commercial strategy initiated from the results of the project.

## VI. OPERATIONAL VISION OF THE DEC PLAN

Table 9 - Overview of the WP8 GANTT chart.

WP8 – Dissemination Communication EP		2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48
	T8.1: DEC plan			D8.1			R			R			R			R			R			R			F
	T8.2: Com. materials			D8.2																					
	T8.3: Synergy report				D8.3																				
	T8.4: Newsletters			D8.4			D8.4			D8.4			D8.4			D8.4			D8.4			D8.4			D8.4
	T8.5: Policy roadmap					D8.5																			

Table 10 - Personal costs and other budget categories linked to WP8

Partner short name	WP8 efforts	Travel for conference and events	Fees and materials
Luke	9	14 640 EUR	13 400 EUR
PM	5	2 430 EUR	450 EUR
JKI	2	1 560 EUR	800 EUR
UCPH	1	3 120 EUR	1 200 EUR
BOKU		6 090 EUR	2 400 EUR
UvA	2	2 340 EUR	900 EUR
UHOH	2	2 530 EUR	800 EUR
FiBL	1	2 580 EUR	1 200 EUR
US		1 900 EUR	1 000 EUR
UP	2	2 640 EUR	400 EUR
UG		1 680 EUR	520 EUR
NGI		2 320 EUR	700 EUR
UH	1	1 640 EUR	
AII-RG	1	1 010 EUR	400 EUR
ECP		590 EUR	
RUOKAVIRASTO		1 530 EUR	500 EUR
SC		440 EUR	
EP	18	1 400 EUR	2 500 EUR
FS		1 100 EUR	400 EUR
PAS	1	1 840 EUR	9 810 EUR
AG		700 EUR	





## VII. CONCLUSION

Updates version of this DEC plan will be produced for each reporting period at least, and every 6 months as noted in the work programme and in Grant Agreement – Annex 1, in order to fix the communication strategies to the activities carried out reports on the activities carried out.

From M6 to M18, the main strategy will be for EP, as WP8 leader, to develop the basic communication materials, and match the guidelines contained in the Communication and Dissemination Plan and the communicative actions performed by the partners. EP will collect suggestions and proposals from WP leaders and will update this document in order to solve any critical issues and to improve the Plan.

From M18, more active strategies will be applied especially regarding the Exploitation section.

It is important to highlight that this DEC plan is completed by:

- D8.2 “Porfolio of communication materials and the general project website” to be published in M6
- D8.3 “Synergy report and action plan” to be published in M8
- D8.4 “Project newsletters compiled” to be published in M48 based on regular release (every 6 months) of the project newsletter
- D8.5 “Policy roadmap” to be published in M9



## VIII. APPENDIX 1 – REPORTING TEMPLATE

### COMMUNICATION & DISSEMINATION REPORT LEX4BIO – WP8

- Name of the event or - Name of the publication	
- Date and place of venue or - Date of publication	
Description of the audience (geographical scope, stakeholders reached ...)	
Partners involved	
- Short description of the relevance with Lex4bio project - Information on Lex4bio communicated during the event or within the publication - Expected result of the activity	
Copyright for picture use if needed + <b>include the pictures in the Tiimeri folder</b>	

## IX. APPENDIX 2 – COMMUNICATION DATABASE

DEC activities on 6 months				
Partner	Date	Type of activity	Link	Comments
Luke	Regular	On-line/off-line		Distribution of LEX4BIO flyer for the relevant stakeholders.
JKI	Jul-19	On-line	<a href="https://www.julius-kuehn.de/presse/presse-meldung/news/pi-nr-23-projektstart-biobasierte-duenger-sollen-kuenftig-mineralduenger-ersetzen/">https://www.julius-kuehn.de/presse/presse-meldung/news/pi-nr-23-projektstart-biobasierte-duenger-sollen-kuenftig-mineralduenger-ersetzen/</a>	Announcement of the Lex4bio project on the JKI webpage and on the twitter account
JKI	Jul-19	On-line	<a href="https://www.bmel-forschung.de/index.php?id=842">https://www.bmel-forschung.de/index.php?id=842</a>	Release of project description in journals especially in the BMEL journal "Forschungsfelder" (Journal of the Federal Ministry of Agriculture)
UHOH	Regular	On-line/off-line		Distribution of LEX4BIO flyer for the relevant stakeholders.
UHOH	Jul-19	On-line	<a href="https://www.uni-hohenheim.de/kurz-gemeldet-news?no_cache=1&amp;ttnews%5Btt_news%5D=44274">https://www.uni-hohenheim.de/kurz-gemeldet-news?no_cache=1&amp;ttnews%5Btt_news%5D=44274</a>	Short communication of project on UHOH's website
FIBL	Regular	On-line/off-line		Distribution of LEX4BIO flyer for the relevant stakeholders.
RUOKAVI RASTO	Regular	On-line/off-line		Distribution of LEX4BIO flyer for the relevant stakeholders.

Synergies with ongoing projects		
Project acronym	Coordinator	Description
<u>Systemic</u>	Wageningen University	Creation of a roadmap to facilitate solutions for biowaste in the EU
<u>Agrocycle</u>	UCD School of Biosystems and Food Engineering, Agriculture & Food Science Centre Belfield	AgroCycle is a ca. €8 million (ca. €7 million from the European Commission, ca. €1 million from the Government of The People's Republic of China) Horizon 2020 research and innovation project addressing the recycling and valorisation of waste from the agri-food sector.
<u>Agrimax</u>	Georgios Chalkias – IRIS	Agrimax is an EU-funded project that is developing and demonstrating the production of multiple, high-value products from crop and food-processing waste. The project is also developing economically competitive routes to the

		commercialisation of these products, using flexible, and possibly cooperatively run processing facilities.
<b><u>B-FERST</u></b>	Fertiberia SA (Spain)	Bio-based FERtilising products as the best practice for agricultural management SusTainability The B-FERST project seeks to make a significant contribution to addressing the challenges of delivering on the EU's ambitions for sustainable agriculture. This shift will require the more-efficient use of existing resources in the farming and fertiliser sectors, improved sourcing, logistics and biochemical characterisation of biomass feedstocks and improvements to the quality and fertility of soils.
<b><u>SUSFERT</u></b>	Austrian Institute of Technology (AIT) - Günter Brader	Developing multifunctional fertilisers for phosphorus and iron supply
<b>Agriplus Hohenlohe</b>	Steinbeis Europa Zentrum / Agroenergie Hohenlohe	EU-funded (EIP-agri) national project with the aim of increasing the efficiency of arable farming in the Hohenlohe region by nutrient recovery from farmyard manure; validation of the efficiency of the fertilization strategy in practical crop production (UHOH is a partner)
<b><u>BonaRes</u></b>	Ute Wollschläger, UFZ, Germany	"BonaRes" is short for "Soil as a sustainable resource for the bioeconomy". In this funding initiative of the German Federal Ministry for Education and Research (BMBF) the focus is on the sustainable use of soils as a limited resource. The ultimate goal of BonaRes is to extend the scientific understanding of soil ecosystems and to improve the productivity of soils and other soil functions while developing new strategies for a sustainable use and management of soils.
<b>KTI PyroPhos</b>	Anders Nättorp, FHNW, Switzerland	Development of alkali pyrolysis for removal of heavy metals and production of a market-grade P-K fertilizer from sewage sludge
<b><u>RELACS</u></b>	Lucius Tamm, FiBL, Switzerland	WP3 of RELACS aims at identifying sustainable sources for plant nutrition in organic agriculture.
<b><u>Organic+</u></b>	Ulrich Schmutz, Coventry University	WP5 of Organic+ aims to reduce the current dependency of organic agriculture on manure from non-organic farms and other animal derived fertilisers, on peat for horticulture and on fossil-fuel derived plastic mulch
<b><u>Recycle4Bio</u></b>	Else Bünemann, FiBL, Switzerland	Recycle4Bio investigates the impact of recycled fertilizers on yields, nitrogen efficiency and soil quality in organic farming in a field experiment.
<b><u>FertiCycle</u></b>	University of Copenhagen	The FertiCycle project is an EU-funded Marie S. Curie European Training Network aiming to train 15 early stage researchers (PhDs) to develop new processes for production of bio-based fertilisers, recycling wasted resources and to estimate the market potential and sustainability challenges of their production and use.
<b><u>Nutri2Cycle</u></b>	University of Ghent	NUTRI2CYCLE will use an integrated approach to enable the transition from the current (suboptimal) nutrient household in European agriculture to the next-generation of agronomic practices, characterized by an improved upcycling of nutrients and organic carbon. The underlying principle is that Nutrient Use Efficiency can be significantly improved by integrating on-farm techniques and systems that allow better reconnection between

		1) animal husbandry provided flows and 2) plant production requirements.
<b>SoildiverAgro</b>	Universidad de Vigo - David Fernández Calviño	Soil biodiversity enhancement in European agroecosystems to promote their stability and resilience by external inputs reduction and crop performance increase
<b>ReNu2Farm</b>	Katharina Laub - IZES GmbH	The ReNu2Farm project is designed to increase the recycling rates for the plant nutrients nitrogen (N), phosphorus (P) and potassium (K) in the primary food production chain in Northwest Europe (NWE). Up to now, farmers have essentially been using artificial fertilisers, for which the EU is heavily dependent on imports. Moreover, the production of artificial fertiliser requires large amounts of energy. Paradoxically, however, there are several regions with a nutrient surplus in NWE. There are also technologies for recovering those nutrients, but until now they have remained little-used by farmers.
<b>VALUEWASTE</b>	Gemma Castejón Martínez	VALUEWASTE proposes an integrated approach in urban biowaste upcycling for the production of high-value biobased products, developing the first complete solution to fully valorise biowaste that can be replicated across Europe. We will implement three new value chains that will use urban biowaste as raw material for its valorisation into high-value end products in a cascading process, generating economic, social and environmental benefits: food & feed proteins and other ingredients, and biobased fertiliser.

Events relevant to Lex4bio updated every 6 months			
Name of the event	Date of venue	Country	City
<b>3rd IWA Resource Recovery Conference (RR2019)</b>	8 - 12 September 2019	Italy	Venice
<b>World BioEconomy Forum  </b>	11 - 13 September 2019	Finland	Ruka
<b>Nutri2Cycle Summer School Transition towards a more carbon, nitrogen, and phosphorus efficient agriculture in Europe</b>	16 - 19 September 2019	Belgium	Ghent
<b>Diffusive Gradients in Thin Films 2019</b>	18 - 20 September 2019	Austria	Vienna
<b>COMIFER RMT Fertilisers and Environment workshop on fertiliser management and circular economy for organic residues</b>	19 September 2019	France	Paris
<b>Sustainable Agriculture &amp; Food Systems Summit (SAFS-2019)</b>	26 - 28 September 2019	Germany	Berlin
<b>Fifth European Conference on Sludge Management (ECSM 2019)</b>	6 - 8 October 2019	Belgium	Liege
<b>SOIL ORGANIC MATTER - 7th International Symposium</b>	6 - 11 October 2019	Australia	Adelaide
<b>Financing the Bioeconomy: From bottleneck to breakthrough</b>	8 October 2019	Belgium	Brussels
<b>ESPP workshop Wastewater phosphorus removal tomorrow: ambitions and reality</b>	9 October 2019	Belgium	Liège



<b>ECOMONDO 2019</b>	5 - 8 November 2019	Italy	Rimini
<b>CIRCULAR AGRI FOOD SUMMIT</b>	7 November 2019	The Netherlands	Wageningen Campus
<b>3rd Annual Congress on Soil, Plant and Water Sciences</b> Theme: "Invention of new significant tool for sustainable growth in soil, plant and natural resources on earth."	11 - 12 November 2019	Spain	Madrid
<b>European Biosolids &amp; Organic Resources Conference &amp; Exhibition</b>	19 - 20 November 2019	United Kingdom	Manchester
<b>ManuREsource 2019 - Manure as a sustainable resource</b>	27 - 29 November 2019	Belgium	Hasselt
<b>IFS Agronomic Conference 2019</b>	12 - 13 December 2019	United Kingdom	Cambridge
<b>Phosphates 2020 conference</b>	8 - 10 March 2020	France	Paris
<b>European Agricultural Forum</b>	20 - 21 March 2020	Poland	Jasionka
<b>The 8th International Nitrogen Initiative Conference</b>	3 - 7 May 2020	Germany	Berlin
<b>4th European Sustainable Phosphorus Conference (2020)</b>	15 - 17 June 2020	Austria	Vienna
<b>Eurosoil</b>	24-28 August 2020	Switzerland	Geneva
<b>Organic World Congress</b>	22-25 September 2020	France	Rennes

## X. APPENDIX 3 – GRAPHIC CHARTER



<https://www.lex4bio.eu/>



# Graphic Charter



Funded by the Horizon 2020  
Framework Programme of the European Union

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818309 (LEX4BIO). This output reflects only the author's view and the European Union cannot be held responsible for any use that may be made of the information contained therein.

# Summary

**B**io-based fertilisers (BBF) have the potential to transform the agricultural industry by minimising the environmental impact of existing fertilisers and improving sustainability through recycling of nutrient-rich side-streams (NRSS).

The overall objective of the project Optimising bio-based fertilisers in agriculture – Providing a knowledge basis for new policies (LEX4BIO) is to realise this potential by decreasing European dependency on finite and imported, apatite-based phosphorus (P) fertilisers and energy-intensive mineral nitrogen (N) fertiliser.

This will be achieved by developing a profound knowledge basis and new coherent methods to take full advantage of BBFs. For this purpose, LEX4BIO will focus on the most promising technologies for BBF production and evaluate their fertilisation potential and other properties against national and EU fertilisation requirements.

This will provide essential tools for closing European nutrient cycles and contribute to ameliorating the impact of fertilisation on the environment.

The most important impact of the project will be to provide technologies for developing safe BBFs, together with a policy framework for the EU's transition to maximising fertiliser self-sufficiency by using BBFs, while minimising risks to the environment, ensuring food and feed safety and supply, and protecting human health.



# Logo



## Meaning of Lex4Bio

The idea behind the Lex4Bio is to produce knowledge for optimising the use of bio-based fertilizers and this information can be then used for legislation (LEX) in order to better utilize BIO-based fertilizers.

## Why this logo

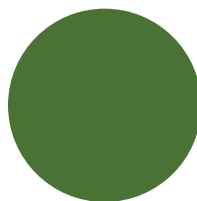
This logo represents a field with the sun upon «LEX4BIO», surrounded by 2 arrows, which turn clock-wise. It symbolizes several ideas through the use of green & light brown colours:

- Fertile & organic fields
- Recycling

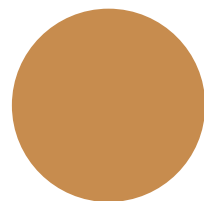
With this logo, LEX4BIO conveys an healthy and positive message.



#91B74D

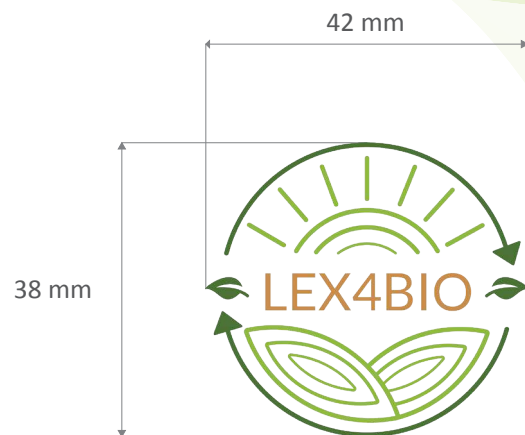


#4D7138



#C58B52

## Construction for a font size 21



## Typography: Lato

It was late summer in 2010 and Łukasz Dziedzic, already one of the most renowned typeface designers, was about to finish a commission for a huge banking corporation.

What he had been working on for the previous six months was a type family which would later be named Lato; very clean and elegant, not too distracting, with a touch of warmth, and reminiscent of summer (which it is named after – ‘lato’ is the Polish word for summer).

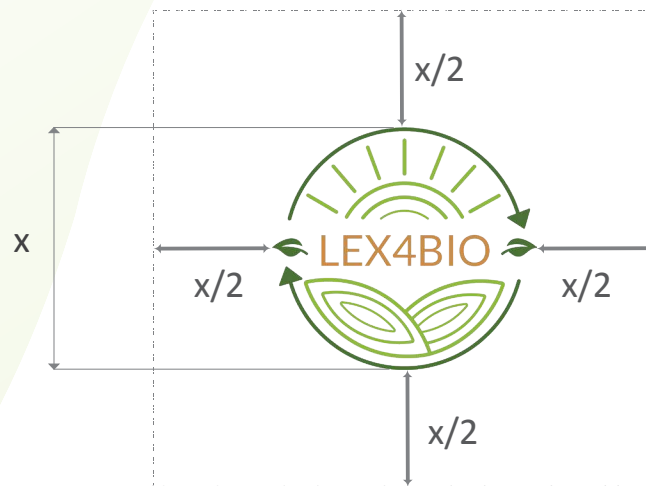
Thanks to an agreement with Google, the type family was made not only publicly available but also for a very appealing price: for free. It was published with the Open Font License (OFL), meaning that not only can every user download it and use it for their own purposes (even commercial) for free, but it was also made available for bundling, modifying and redistribution.

## What if the logo needs to be smaller than 100px?

If the logo needs to be used in small format - under 100px - it is authorized to use only the

## Protection zone

Area around the logo inside which you can not write or add a picture.



## What you cannot do with this logo



Distortion



Rotation



Put the logo in a box



Change colors

## Allowed declinaisons

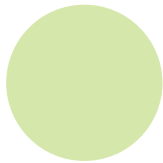
No color declinaison is allowed except for black & white



# Colors

## Institutional palette

For Graphics, Design & typography . Similare shades are also accepted.



#D7E6AE



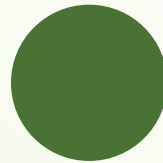
#BAD780



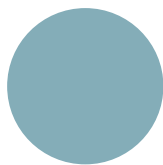
#91B74D



#709945



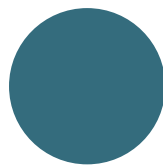
#4D7138



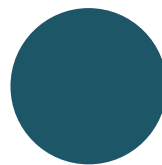
#86ADB7



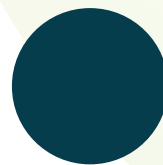
#568694



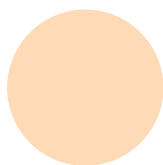
#376C7B



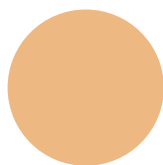
#093D4C



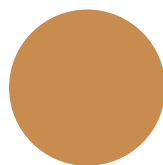
#0C3D4B



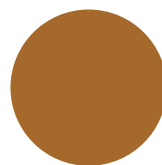
#FDD9B8



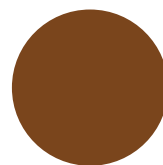
#EDB887



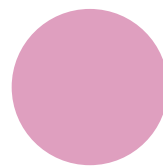
#C58B52



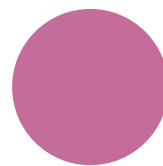
#A46931



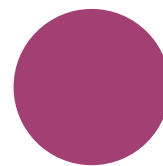
#794521



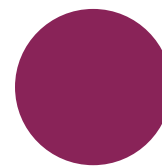
#DEA0BE



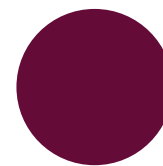
#C36E9A



#A14272



#872657



#630F38

# Typography

## Calibri

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets.

Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

azerty AZERTY

Regular

*azerty AZERTY*

*Italic*

**azerty AZERTY**

**Bold**

Usual font size:

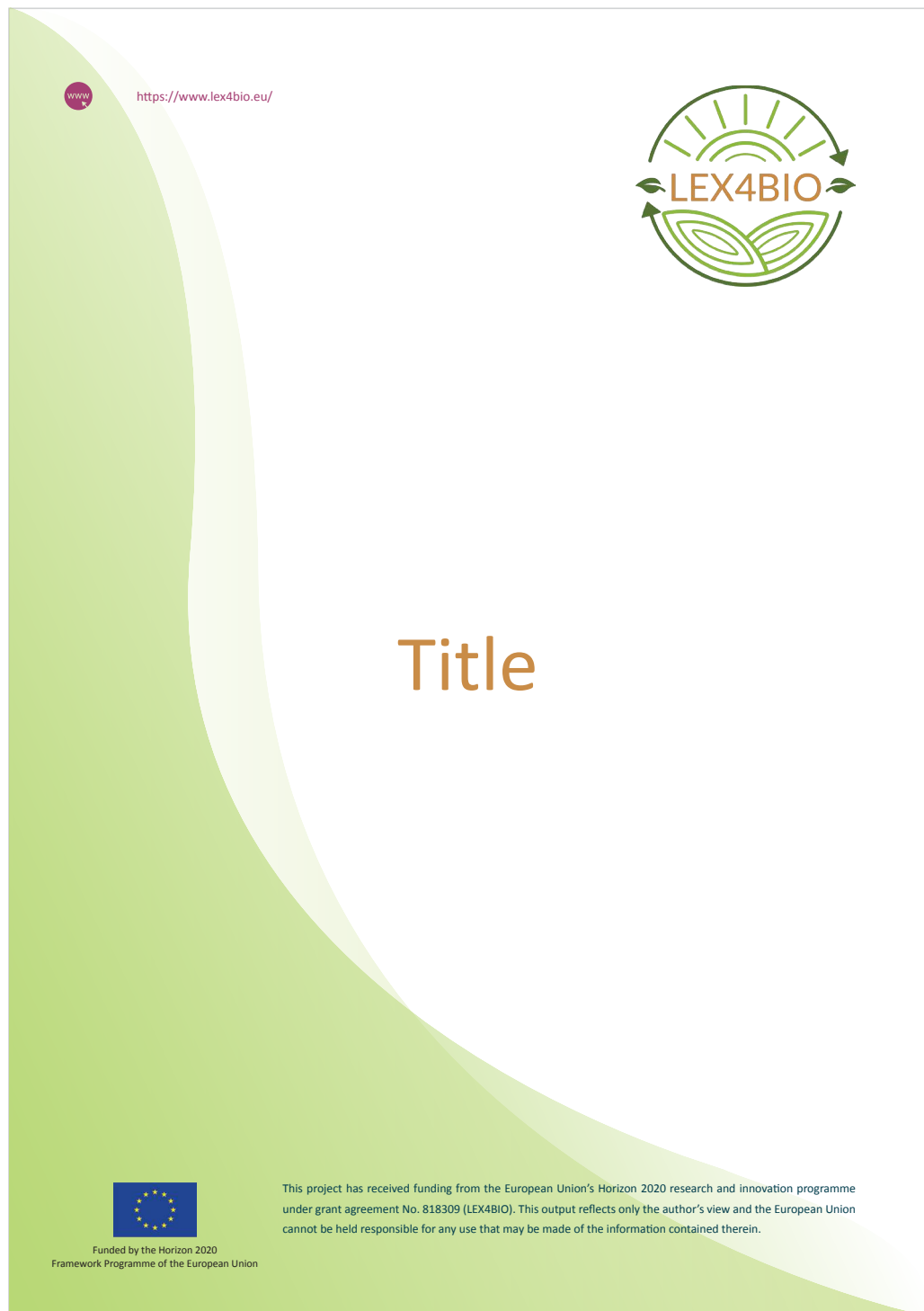
12

Used for:

Titles  
Heading  
Logo

# Stationnary

Word document - Title page



## Word document - Headletter



<https://www.lex4bio.eu/>



## Powerpoint - Title slide



**Title 1**

**Title 2**

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818309

 <https://www.lex4bio.eu/>



## Powerpoint - slides

Title 1

Title 2

Text

 <https://www.lex4bio.eu/>



Title 1

Title 2

Text

 <https://www.lex4bio.eu/>



## Stationery set

