

RE-LIVE WASTE- Improving innovation capacities of private and public actors for sustainable and profitable REcycling of LIVestock WASTE

## Communication and Dissemination Plan

<b>Project title and acronym</b>	<b>RE-LIVE WASTE</b>
<b>Work Package</b>	WP-2
<b>Deliverable n. and title</b>	D211 – Report on WP coordination
<b>Responsible Partner</b>	NRD-UNISS
<b>Participating partners</b>	MoA, CUT, SERDA,FAFS, SERECO, LAORE, ALIA, FGN, LA UNIO.
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<b>Dissemination level</b>	Partners; JS



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## Strategic overview and situation analysis

### Description

The goal of the WP Communication was to ensure a good communication of the project towards the target groups, the stakeholders and the general public through relevant and diversified project materials.

The project communication was goal-driven, i.e. oriented to achieve objectives and results.

The communication and dissemination activities of the project sought to disseminate project activities and results as widely as possible, at both domestic and regional levels.

Communication materials were produced in English and often translated into Spanish, Italian, Greek and Bosnian to facilitate access to information by all relevant stakeholders and target groups.

All materials were uploaded and made available for free on the project webpage, on the MED programme web-platform or on the Project's social network pages.

In order to guarantee the achievement of project results, the dissemination and communication activities were an integral part of most of the action's activities.

### Explanation

The project communication activities were implemented locally, nationally, and also at European level, thanks to the creation of specific communication teams.

A local communication team (LCT) in each territory involved had the responsibility of organizing communication activities locally.

The LCT representatives were included in an International communication team (ICT) with the responsibility of organising the international communication activities. The ICT was coordinated by Lead partner NRD-UNISS.

The communication manager (CM) was appointed by LP to ensure project communication on the Programme Web platform, within the programme project community and with horizontal projects. Through the CM, project partners gave an active contribution to the strategy of the related horizontal project and they secured regular information flows to horizontal projects, also during the pandemic emergency, by switching most of the activities to an “on line” mode.

A variety of communication materials were developed and produced, with an eye to the *multi-stakeholder approach* described in the Communication and Dissemination Plan.

## Tools: online collaboration tools

Project partners shared their materials on encrypted platforms to secure the information contained in the information and dissemination materials before their release.

An initial SWOT analysis was conducted during initial meetings to identify potential strengths, weaknesses, opportunities and threats in terms of communication, and the potential stakeholders interested, from time to time, to the project contents and results.

## Pursuing the Objectives

### Specific objective 1

**Stimulate private actors in the adoption of innovations for the profitable re-use of waste deriving from the livestock productive chain.**

### Communication objectives

- Raise awareness of private actors about the innovations to be adopted for the profitable re-use of waste deriving from the livestock productive chain through their active involvement in the testing phase, exchange visits, workshops and final seminar.
- Livestock SMEs involved in the project will become innovation drivers for their respective territories; therefore, the CM will provide them with specific

communication and dissemination materials to be shared with the other enterprises and SMEs.

### Implemented strategy

During the initial stage of the project, communication was developed using both online tools (such as graphic and audio-visual materials) and physical materials (such as flyers and brochures handed over during presence events).

However, after the beginning of the pandemic emergency and an initial suspension of communication activities due to the uncertainty of project activity continuation, the ICT and each LCT decided to switch to “online mode” and focused more and more on social media.

Social distancing required a different and more creative approach to funnel information in a smarter and more effective way.

- Social Media (Facebook, Twitter, Instagram);
- use of Zoom as the main platform to secure internal communication
- YouTube Live streaming to secure external communication;

Due to the social distancing requirements, no annual IGers’ gatherings could be organized.

The story telling via interviews and comic strips was made possible as a result of a coordination with the partners responsible for the Transferring Work Packages.

Communication was secured also during training sessions, workshops, exchange visits and open-doors events, as an horizontal activity involving all stakeholders.

### Specific objective 2

**Support public actors in the making of policies which recognize the effectiveness of fertilizers deriving from livestock waste and support the use of tested innovative practices.**

#### Communication objectives

- Raise awareness amongst policy makers about the economic and environmental benefits of the use of the innovative technologies tested, through the dissemination of the evaluation stage results;
- raise awareness of local, regional and national public authorities about the strengths and weaknesses of policies to foster livestock waste management innovation among SMEs;
- advocate public actors on the strategic policies they can set up in order to foster the implementation of innovative approaches for an effective livestock waste management, through their direct involvement in the

drafting of policy guidelines and organization of regional thematic round tables.

### Implemented strategy

During the initial stage of the project, communication was developed during the first workshops and site tours, resulting in a collection of short videos and photo galleries.

However, after the beginning of the pandemic emergency and due to the more and more common use of “home working” and “smart working”, communication activities accompanied only online events organized to involve local stakeholders.

During the final conference, for the purpose of information and dissemination of results, the online mode was enriched by the support of professional interpreters, which facilitated the transfer of information to people with poor English language proficiency.

### Specific objective 3

**Improve transnational cooperation and connections between the actors of the quadruple helix (research bodies, businesses, public authorities, civil society) and other stakeholders.**

### Communication objectives

- Improve knowledge and know-how exchange between actors of the quadruple helix (research bodies, businesses, public authorities, civil society) and other stakeholders, at local, national and international level;
- Improve dialogue between the actors involved in livestock waste management at local, national and international level;
- Create experience sharing spaces among quadruple helix actors on field practices deriving from previous and current EU projects.

### Implemented strategy

The organization of interviews by the CM and professional journalists with policymakers, members of the academia, farmers and representatives of the civil society and the Arts, facilitated the communication and dissemination of project contents.

## WP coordination

WP coordination secured the completion of the following activities and the development of the relevant deliverables:

### Activity 1 - Setting up common methodologies for action

#### *Deliverable 2.1.1*

Project Communication Plan. The communication plan will orient all project communication activities and will be managed by the CM.

### Activity 2 – Creation of communication teams

#### *Deliverable 2.2.1*

Communication teams set-up.

### Activity 3 – Project short video

#### *Deliverable 2.3.1*

Project short video. A project short video will be produced according to the guidelines provided in the Manual.

### Activity 4 – Production of communication and dissemination materials

#### *Deliverable 2.4.1*

Communication and dissemination materials: brochures, posters, gadgets, widgets, booklets, videos.

### Activity 5 – Social network profiles creation and update

#### *Deliverable 2.5.1*

Creation of social network profiles and channels.

### Activity 6 – Project Long Video

#### *Deliverable 2.6.1*

Production of a project long video.

### Activity 7 – Provision of information and data to horizontal projects

#### *Deliverable 2.7.1*



Reports for the horizontal project: The reports will include main project info and outcomes.

## Activity 8 – Provision of information and data for Programme communication activities

### *Deliverable 2.8.1*

Provision of information and data for Programme communication activities

## Activity 9 – Feeding web platform

### *Deliverable 2.9.1*

Web platform content

## Activity 10 – Participation in external events

### *Deliverable 2.9.1*

External events participation reports.

## 4. Tailor messages

The following messages were developed by each partner in English and in their native language. Examples of the materials are included in D.2.5.1 “Communication and dissemination materials”:

### **The partnership has advantages over other options**

- Support of public (regional) institutions which aim at streamlining policy-making processes.
- Working with partners with substantial experience on pilot-scale integrated systems for livestock waste treatment for the production of struvite.

### **Struvite has potential advantages over other options**

- Reduction of environmental pollution
- Promote a new business model to increase revenues
- Enhance the quality of life (reducing the spreading of odors)

### **Networking and communication via mass media**

- waste management is a hot topic that still needs practical solutions to promote:
  - a higher quality of life for local societies
  - farm sustainability
  - animal welfare
  - a positive image of the industry as a sustainable generator of income

## Economic benefits

- The process may promote a circular economy and employment based on sustainable agriculture.
- Worldwide shortage of phosphorus threatens global food supply

## Technical benefits

- A reliable, cost-effective method to manage the nitrogen load of soils. Other techniques destroy nitrogen instead of reusing it
- Increasing the livestock waste use standard
- Flooding the market with safe compost made from livestock waste

# COMMUNICATION ACTIVITIES CARRIED OUT AFTER THE FINAL CONFERENCE

The communication activities of the event will continue beyond the final event, until the final day available for the project.

Activities include press releases and interviews. Here is a list that will be complemented before the end of the project:

Radio broadcast in Italy:

- Radiolina, project commercial, 17-19 April 2021

Participation in radio programmes:

- Radio Els Ports. 28 April 2021, 12.20-13.00 h
- Programa el Forcat. Radio Valencia. 27 April 2021 (live), 19.30 h

## Press release

**Mediterráneo** / <https://www.elperiodicomediterraneo.com/comarcas/2021/04/27/planta-segorbe-innova-abono-purines-49806237.html>

**Valencia Plaza** / <https://valenciaplaza.com/bruselas-financia-innovadora-planta-purines-segorbe-la-unio>

**Europa Press** / <https://www.europapress.es/comunitat-valenciana/noticia-unio-participa-proyecto-consigue-fertilizante-organico-calidad-partir-purines-cerdo-20210427122447.html#:~:text=abril%20de%202021-.La%20Uni%C3%B3participa%20en%20un%20proyecto%20que%20consigue%20un%20fertilizante,de%20los%20purines%20de%20cerdo&text=Los%20resultados%20son%20%22muy%20prometedores,ser%20una%20alternativa%20t%C3%A9nicamente%20viable%22>

**20 Minutos** / <https://www.20minutos.es/noticia/4675010/0/la-unio-participa-en-un-proyecto-que-consigue-un-fertilizante-organico-de-calidad-a-partir-de-los-purines-de-cerdo/>

**Innovagri** / <https://www.innovagri.es/actualidad/nuevo-fertilizante-organico-de-calidad-a-partir-de-los-purines-de-cerdo.html>

**Agronews CV** / <https://www.agronewscomunitatvalenciana.com/el-proyecto-relive-waste-consigue-un-fertilizante-organico-de-calidad-partir-de-los-purines-de>

**El Periòdic.com** / [https://www.elperiodic.com/unio-consigue-fertilizante-organico-calidad-partir-purines-cerdo\\_743344](https://www.elperiodic.com/unio-consigue-fertilizante-organico-calidad-partir-purines-cerdo_743344)

**Castellón Plaza** / <https://castellonplaza.com/consiguen-desarrollar-en-segorbe-un-fertilizante-organico-de-calidad-a-partir-de-los-purines-de-cerdo>

**Agronews CyL** / <https://www.agronewscastillayleon.com/la-unio-consigue-un-fertilizante-organico-de-calidad-partir-de-los-purines-de-cerdo>

## **COMUNICATO STAMPA**

### **Conferenza finale del progetto RE LIVE WASTE “Economia circolare e sostenibilità nell'allevamento del bestiame” 19-20 aprile 2021**

16 aprile 2021

**SASSARI.** Il 19 e 20 aprile alle 10.00, in modalità telematica nel rispetto delle normative anti COVID-19, si terrà la conferenza finale del progetto “RE-LIVE WASTE”. Il progetto finanziato dall’Unione Europea nell’ambito del Programma Transnazionale “Interreg MED” 2014/2020, è dedicato allo sviluppo di impianti innovativi per la gestione e il riutilizzo dei reflui zootecnici in territori caratterizzati da un forte radicamento delle attività di allevamento di bovini e suini. Coordinato dal Nucleo di Ricerca sulla Desertificazione (NRD) dell’Università di Sassari, RE-LIVE WASTE riunisce 9 partner provenienti da 4 dei 13 Paesi europei partecipanti al programma Spagna, Cipro, Bosnia Erzegovina e Italia). Il progetto ha realizzato tre impianti pilota di produzione della struvite (IT, SP e B&H) e ne ha potenziato un quarto già esistente (CY); ha facilitato l’adozione di buone pratiche da parte di attori privati coinvolti nel progetto. Inoltre, ha predisposto le linee guida politiche. Nel corso dei tre anni, e in particolare nell’ultimo, sono state molteplici le occasioni promosse per facilitare la cooperazione tra gli attori della cosiddetta quadrupla elica: enti pubblici, imprese, mondo della ricerca e società civile, tra cui workshop tematici, tavole rotonde politiche, visite agli impianti. La pandemia da COVID-19 ha visto i partner impegnati nella sperimentazione di nuove modalità di coinvolgimento degli stakeholder, attraverso interviste online, tour virtuali, riunioni su piattaforme on line.

Il fertilizzante prodotto all'interno degli impianti pilota è stato testato a livello agronomico su due varietà selezionate *Lactuca sativa* L. e *Raphanus sativus* L. I risultati della sperimentazione sono molto positivi. Inoltre, sono state condotte le analisi ambientali ed economiche sulle attività pilota per valutare sia l'impatto sull'ambiente della produzione del fertilizzante, sia la sostenibilità economica dell'investimento.

Parteciperanno all'evento finale esponenti del mondo politico regionale, rappresentanti del programma INTERREG MED, di agenzie di comunicazione e ricerca, di giornali e progetti "affini" che si occupano della gestione dei rifiuti. La discussione tra i partners che presenteranno gli esiti del progetto e gli ospiti favorirà il dialogo per delineare insieme possibili scenari futuri.

L'evento si terrà interamente in lingua inglese, sarà presente un servizio di traduzione in italiano e spagnolo.

[Registration form](#)

[Agenda](#)

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**Sito ufficiale:** <https://re-livewaste.interreg-med.eu/>

**Facebook/Twitter/Instagram:** @relivewaste

Canale

YouTube:

[https://www.youtube.com/channel/UC508zXz\\_qLxSntD9Nb-ofaQ](https://www.youtube.com/channel/UC508zXz_qLxSntD9Nb-ofaQ)

**Hashtag ufficiali:** #relivewaste #interregmed #greengrowth #struvite #iloveslurry #medgreengrowth #livestockwasterocks

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