



# Deliverable 5.1- Summary of CD&E activities in the 1<sup>st</sup> period - VERSION 1



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<b>Leader:</b>	CONSULAI
<b>Person in charge:</b>	Dina Lopes
<b>Author(s):</b>	Dina Lopes, Alexandre Falé
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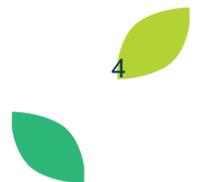
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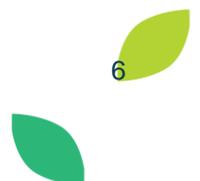
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## Glossary of Acronyms

<b>ACRONYM / TERM</b>	<b>Description</b>
<b>AP</b>	<b>Academic Partner</b>
<b>CD&amp;E</b>	<b>Communication, Dissemination and Exploitation</b>
<b>D</b>	<b>Deliverable</b>
<b>EC</b>	<b>European Commission</b>
<b>F2F</b>	<b>Farm-to-Fork</b>
<b>GDPR</b>	<b>General Data Protection Regulation</b>
<b>KPI</b>	<b>Key Performance Indicators</b>
<b>NI</b>	<b>Network Indicators</b>
<b>NT</b>	<b>National Team</b>
<b>PSG</b>	<b>Project Steering Group</b>
<b>SoMe</b>	<b>Social Media</b>
<b>WP</b>	<b>Work Package</b>
<b>WT</b>	<b>Work Task</b>
<b>CMS</b>	<b>Content Management System</b>



## Executive Summary

This deliverable presents the **Communication, Dissemination, and Exploitation (C,D&E) Plan** specifically tailored for the **NUTRI-CHECK NET** project, with the summary of activities that occurred during the first 18 month period (from January 2023 to June 2024).

Building upon the initial draft of the **C,D&E Plan** provided in the Grant Agreement, this report outlines the C,D&E strategy, target audiences, key messages, as well as the tools and channels that have been utilised to maximise the project's reach and impact.

The NUTRI-CHECK NET C,D&E Plan comprehensively outlines the activities foreseen, ensuring that all consortium partners understand, adopt, monitor, and easily implement the plan, as well as those undertaken during the first 18 months period. The project has leveraged modern information technologies, including web platforms, social media networks, and newsletters and email communication, alongside the more traditional methods such as articles in various media, events, networking opportunities workshops, conferences, training and educational activities. This multi-platform approach has effectively communicated the project's impacts, disseminated results, and ensured the exploitation of project outputs.

To facilitate the monitoring and evaluation of the plan's implementation, a set of established Key Performance Indicators (KPIs) had served as guidelines. The definition of these KPIs assured the continuous revision and improvement of the C,D&E Plan, allowing to adjust and review some of the figures initially previewed to more ambitious or to be more realistic ones.

The NUTRI-CHECK NET project recognizes the importance of using diverse communication channels and engagement methods to ensure widespread awareness and uptake of the project outcomes. By employing a robust C,D&E Plan, the project aims to effectively communicate, disseminate, and exploit the project outputs, thereby maximising its overall impact. During these first 18 months this impact was attained, with different activities and channels that will be further described in the next chapters.



## 1. Introduction

### 1.1 About CD&E Plan

The objective of NUTRI-CHECK NET is to establish a self-sustaining, multi-actor Thematic Network that promotes the adoption of best field-specific nutrient management practices across Europe. The project aims to address the urgent challenges of increasing crop productivity while reducing the use of synthetic fertilisers and minimising nutrient losses.

Effective communication, dissemination, and exploitation (C,D&E) are crucial components to maximise the impact of the NUTRI-CHECK NET project. To better understand the strategy outlined in this document, it is essential to reinforce the distinction between these three concepts. In essence, 'communication' involves promoting the project's actions and results, 'dissemination' entails making the results publicly available, and 'exploitation' involves the concrete utilisation of those results by various stakeholders.

The specific **objective of the Communication and Dissemination Work Package (WP 5)** is to create awareness and engagement within the multi-actor community through a participative approach involving all stakeholders. The work package will focus on effectively communicating and disseminating the project results through multiple channels, ensuring wide-reaching dissemination and maximising the impact and exploitation of the achieved outcomes.

The **Communication and Dissemination Work Package (WP) 5 is led by CONSULAI**, and is divided into following tasks:

- **T5.1 Definition of C,D&E strategy and tools** [Lead: Consulai; Contributors: All partners, except LAMMC; M2-M36]
- **T5.2 - Establish and maintain links with EIP-AGRI (including Focus Groups, Service Point, Operational Groups) and relevant TNs** [Lead: Arvalis; Contributors: All partners; M2-M36]
- **T5.3 - Disseminating outcomes of the project** [Lead: Consulai; Contributors: All partners, except LAMMC; M7-M36]
- **T5.4 – Exploitation of results & scaling up** [Lead: AUA; Contributors: Consulai, ADAS, Seges, Delphy, Teagasc; M12-36]

The success and impact of NUTRI-CHECK NET rely on end-users and stakeholders being aware of the project and informed about the generated results and knowledge. Communication raises awareness and encourages interaction, while dissemination and exploitation focus on sharing and utilising the project outcomes. During these first 18 months, there was a bigger focus on communication, as the results were not yet available to disseminate and exploit.

## 1.2 Purpose of the Communication Plan and Summary of 1<sup>st</sup> 18M

The objective of communication in NUTRI-CHECK NET is to capture the attention of diverse audiences as well as those who can directly benefit from the project. This encompasses farmers, farmers associations and producers' organisations, advisors & trainers, fertiliser companies, precision farming companies, laboratories, environmental agencies and government representatives, researchers, lecturers, and other members of the scientific community and civil society members who may wish to engage in specific project activities or simply stay informed about the project's progress.

The purpose of the Communication Plan in NUTRI-CHECK NET is to provide project partners with an overview of planned communication activities. It outlines the details of each activity, including what will be communicated, how it will be done, who the target audience is, and when it will take place. The plan also includes provisions for monitoring and updating activities as the project advances.

The role of NUTRI-CHECK NET partners is specifically addressed in the communication strategy. The plan aims to facilitate their participation in raising awareness of the project within their respective countries and attract stakeholders to follow the project's progress through their networks.

The summary of the first 18M CD&E activities will allow all the partners to visualise the activities already undertaken, its results, the ones still to come, and to monitor the KPIs established, adjust them if needed and taking corrective actions to overcome deviations.

## 1.3 Relation with other activities in the project

**CONSULAI** is leading **WP5 – Communication and Dissemination** on the **NUTRI-CHECK NET** project. Conceiving the **C,D&E Plan** and assuring its correct implementation is one of the main tasks of WP5. All **WP leaders** are supporting this implementation, and **all consortium partners** have an important role on communicating, disseminating, and exploiting the outputs, results and conclusions coming from this project.

Specific links have been established with all WPs as we are using the results of each WP to produce content and thus reach the largest number of people and target groups: WP1 – Stakeholder engagement, WP2 – Inventory of crop nutrition decision-making tools, WP3 – Evaluation of nutritional decision tools, WP4 – NUTRI-CHECK NET Platform and WP6 – Project Management.

During the first 18months of the project there was a focus on the stakeholder engagement (WP1), on the collation and evaluation of the national recommendation systems and tools to form an inventory (WP2) and on the establishment of the NUTRI-CHECK NET platform (WP4), already online, and linked with the project's website - <https://platform.nutri-checknet.eu/>.

## 1.4 Messages and information for communication

Communication has been focused mainly on NUTRI-CHECK NET as a project, what are the objectives and activities, how are they implemented and how is the project progressing, as well as information about specific project events. Communication has also addressed information on the **3-step checking approach to Nutrition Management of (1) Plan; (2) Check and adjust and (3) Review**, developed by the project (Whilst farmers generally consider the nutrient requirements of a crop by creating a Plan, they rarely Check and Adjust that initial plan, and only very recently have they discovered that harvest analysis can reveal how well their plans and adjustments have worked. The absence of checking and adjusting must lead to widespread un-optimised nutrient applications causing additional costs, pollution and compromised production levels).

Communication has included information relevant to stakeholders in the EU in general, as well as information that is specifically relevant at national level in the 9 participating countries.

## 1.5 Stakeholders and Target Audiences

The NUTRI-CHECK NET project aims to address the challenges of increasing crop productivity while reducing the use of synthetic fertilisers and nutrient losses across Europe. The project targets a wide range of **stakeholders**, including **farmers, farmers associations, advisors and trainers, fertiliser and precision farming companies, laboratories, environmental agencies, government representatives, researchers, and the scientific community**. Additionally, consumers and the **public** are considered important stakeholders due to their interest in sustainable agriculture and food production.

The project aims to engage and communicate with these diverse groups to promote the adoption of best practices in crop nutrition management and raise awareness about the project's activities and outcomes.

Engaging with consumers and the public, the NUTRI-CHECK NET project aims to foster transparency and accountability in the agricultural sector, specifically regarding crop nutrition. This approach can contribute to enhanced sustainability practices, improved crop productivity, and reduced reliance on synthetic fertilisers. Additionally, by emphasising effective communication and awareness-raising measures, the project seeks to reach a diverse range of stakeholders in a concise and engaging manner. This includes providing information in a popular language, ensuring it is brief, focused, and compelling enough to be shared among stakeholders, thereby generating a multiplier effect in promoting sustainable crop nutrition practices across Europe.

An analysis of the different target groups reached in the first 18 months of the project will be undertaken under section 3. Communication tools and channels, 3.1 Project website.

## 1.6 GDPR Compliance and user rights in relation to photos and videos

As we intend to use photos and videos in the NUTRI-CHECK NET communication and dissemination, GDPR and user rights must be taken into consideration by all partners.

All partners are bound by the NUTRI-CHECK NET Consortium Agreement to abide by GDPR. This includes compliant storage and processing of photographs and media related to their project activities in compliance with GDPR regulations. The Consortium Agreement states the rules for GDPR compliance:

*'Each Party is responsible for ensuring that their collection, processing and sharing of Personal Data and/or Special Category Data of Personal Data are in compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (the General Data Protection Regulation (GDPR)) and other applicant regulation on Personal Data. The Parties will therefore ensure the legal foundation for the Personal Data and ensure the contractual basis and take required security measures in accordance with GDPR before sharing any Personal Data and/or Special Category Data of Personal Data.'*

*The Parties agree that any sharing of Personal Data to the widest extent possible will be in completely anonymised form not containing any personal identifiable data and therefore not subject to GDPR. If it is not possible for the Parties to share Personal Data in completely anonymised form the Parties agree to use the EU provided templates for transfer of Personal Data and for processing of Personal Data cf. decision 2004/915/EC, decision 2001/497/EC and decision 2010/87/EU where applicable.'*

Any processes that relate to the storing or processing of data, including sensitive data and personal data, should be documented within the Data Management and IPR Plan along with clear guidance for the partners to follow. Guidance for collecting consent for media from events is found in appendix 6 of the Data Management and IPR plan.

The general events publication consent form on page 52 of the Data Management Plan, is also used as a standard for these events.

## 1.7 Overall Approach

The planned activities are shaped and adapted in response to feedback from multi-actor activities and engagements with external actors to the project.

To easily monitor and evaluate the implementation of the CD&E activities in first period, a set of established KPIs serve as a guideline, thus helping to ensure the continuous revision and improvement of the CD&E Plan, being this first Deliverable 5.1 – Summary of CD&E activities in first period, due date M18, the first of two formally established documents for monitoring the

CD&E activities. The second will be the Deliverable 5.2 – Summary of CD&E activities in second period, due date M36.

## 2. Visual Identity

The visual identity of NUTRI-CHECK NET acts as the face of the project to communicate the project qualities and content through icons, shapes, and colors. Below is a description of the logo and a summary of how and when to make use of the project logo, PowerPoint template and leaflets. All the rules for use are defined in the project's **Graphic Standards Manual**, available on the NUTRI-CHECK NET SharePoint.

### 2.1 Project logo

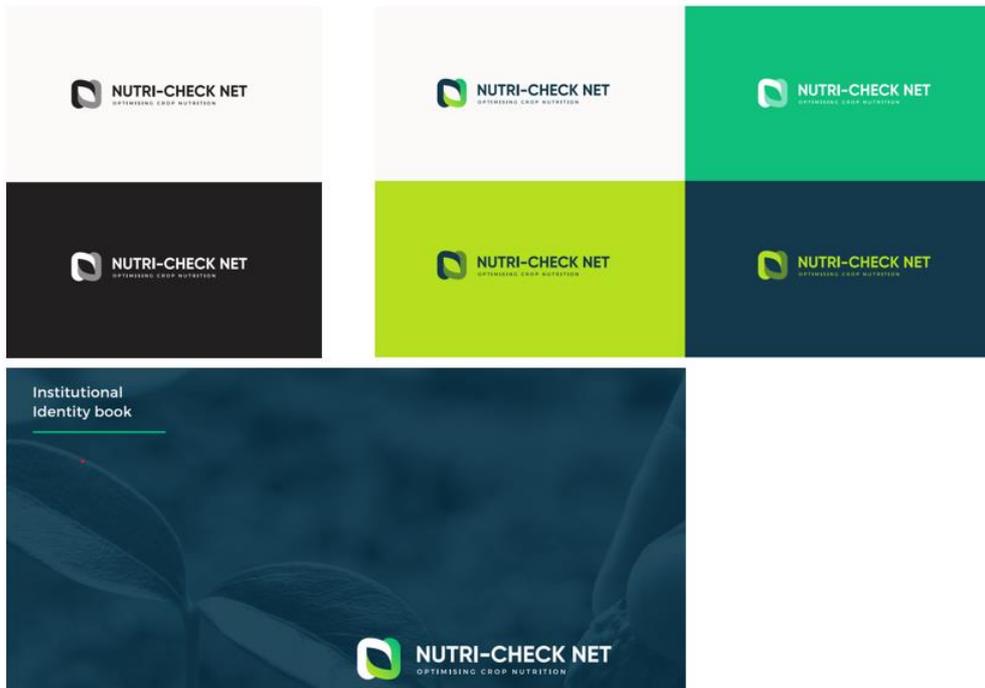
The logo (Figure 1) was developed in month 3 by CONSULAI, as the first identity of the project. Project partners were asked for feed-back in the process.

The NUTRI-CHECK NET logo is a visually striking representation that combines the letter "N" with a sense of connection. The design cleverly integrates the initial letter of "NUTRI-CHECK NET" to symbolize the project's core identity. The letter "N" signifies both the project's name and its emphasis on networking and collaboration. It embodies the interconnectedness and unity among farmers, advisors, researchers, and industry representatives, who work together to address the challenges of crop nutrition management. The logo serves as a powerful visual representation of the project's mission to establish a self-sustaining network for sharing knowledge and best practices in sustainable agriculture across Europe.



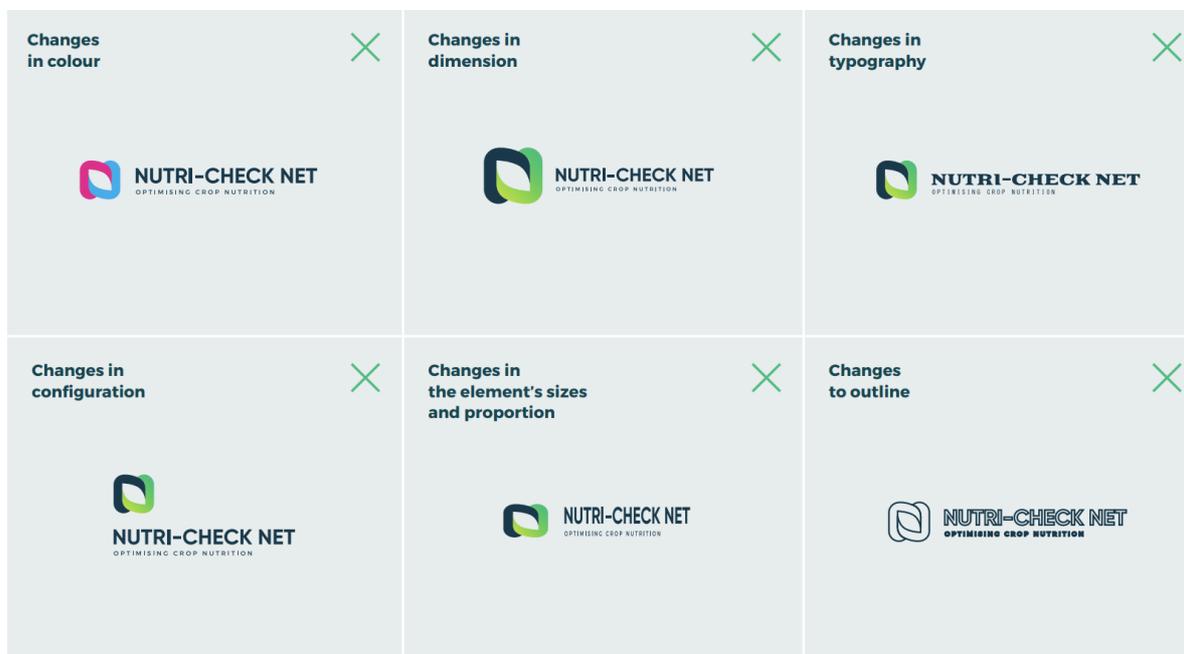
Figure 1 Figure 1- NUTRI-CHECK NET main logos

The logo can be used in 'positive' or 'negative' and a version of other colours was also developed, depending on the background of the relevant communication material. The **logos** and a **design guide (Institutional Identity Book)** are available on the project's **Consortium SharePoint** for use by all partners.



**Figure 2** NUTRI-CHECK NET positive/negative and colour versions of the logo and Institutional identity book

The NUTRI-CHECK NET institutional brand should be used only as indicated above, changes in its scale, placement, colour, or typography are not allowed. Below are some incorrect uses of the institutional brand.



*Figure 3 Incorrect uses of the institutional brand*

## 2.2 HEurope, UKRI logo and Disclaimer

All communication, materials and presentations must display the **EU and UKRI emblem** (Figure 4). When displayed with another logo, the EU and UKRI emblem must have appropriate prominence.



*Figure 4 Funding and UKRI logo*

Also, all communication materials must contain this disclaimer:

***Funded by the European Union and UK Research and Innovation (UKRI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, European Commission or UKRI. Neither the European Union, European Commission nor UKRI can be held responsible for them.***

## 2.3 PowerPoint and Word templates

A **PowerPoint and word template** for deliverables and milestones, minutes and agendas, in line with the NUTRI-CHECK NET logo, were developed by CONSULAI, also in month 3, and subsequently approved by the NUTRI-CHECK NET partners. The templates are available on the NUTRI-CHECK NET Consortium SharePoint.

The template is designed according to the EU guidelines.

### Visual identity: Responsibilities of project partners:

#### Responsibilities of CONSULAI:

**CONSULAI** ensures that:

- The logo is available on the NUTRI-CHECK NET Consortium SharePoint in relevant versions and high quality.
- The PowerPoint and word templates are available on the consortium SharePoint of NUTRI-CHECK NET.

#### Responsibilities of all NUTRI-CHECK NET project partners:

All partners must use the project logo, whenever publishing news about the NUTRI-CHECK NET project. Partners are also urged to promote the use of the project logo, whenever they share news items and media channels.

All project partners must use the EU-emblem of HEurope, the UKRI logo and the disclaimer for all communication and on all materials.

All project partners must use the PowerPoint and Word templates for all NUTRI-CHECK NET presentations and documents.

### 3. Communication tools and channels

**WP5** uses a **range of communication channels**, including the project **website** which acts as an overall repository of information (with **newsletters**, **videos** (available on the news section and with the NUTRI-CHECK NET YouTube channel acting as a repository for this format), **and printed communication materials** (e.g. press releases, articles, among others). The project website, together with the social media channels, are the major, large scope communication channels used in the NUTRI-CHECK NET project.

WP5 prepared a **project flyer**, a **poster template**, a **roll up** and a **press release**, in the **first 18 months of the project**. In the next months of 2024, **12 technical articles** shall be produced, to start disseminating the project results among specific stakeholder groups (farmers, advisors and policy makers) and at national level. These communication products have been shared through the project partners' communication channels to use channels with existing users and followers.

The most important communication tools, channels and materials are now the **website**, the **flyer**, the **newsletters** and **social media channels**, which have a summary in the next sub-chapters, including the partners' responsibilities.

#### 3.1 Project Website

The domain name for the NUTRI-CHECK NET website is: <https://www.nutri-checknet.eu>. The link <https://www.nutri-checknet.com> will also transfer the user to the .eu domain. The website is hosted by CONSULAI and will be maintained after the completion of NUTRI-CHECK NET, for at least 3 years. The use of cookies and the privacy policy are governed by the rules applicable to the CONSULAI website.

The website main objectives are:

- **Providing information about the project**
- **Stakeholders' engagement**
- **Raising awareness**
- **Providing resources**
- **Building a community**

A **1st version** of the webpage was developed according in **July 2023**, and it has been adapted whenever needed in the meantime. The NUTRI-CHECK NET website targets all stakeholders although some documents uploaded to the website may only be addressed to a specific target group. The structure of the website has been developed to make it easier to navigate and enter these subpages. The NUTRI-CHECK NET website will be supported by social media, newsletters and existing partner channels, during the length of the project.

The website will be continuously developed and kept up to date with results in terms of public deliverables, printed communication materials (posters and leaflets), press releases, scientific articles and online/printed articles in the media, newsletters, videos, highlights, events, publications, among others. This process will ensure that in **month 36** the project has a platform with a **complete record of information and all publicly available results**.

### 3.1.1 Structure of the Website

The website users should reach information intuitively and quickly (Figure 5). The structure is simple and user friendly. Project partners are encouraged to give feedback on their own user-experiences, as well as feedback from target groups.

The structure of the website can be seen below, and it contains a main menu with:

- **The project** - This section was divided in different sub-pages that explain the main information of the NUTRI-CHECK NET project, the objectives, the methodology, the content of the different WPs, and display the logotypes of all partners that link to their webpages - <https://nutri-checknet.eu/the-project/>



**The Project**

HOME > THE PROJECT

- Project Summary
- Project aim
- Specific objectives
- Impacts
- Stakeholder Engagement
- Work packages
- Project Partners

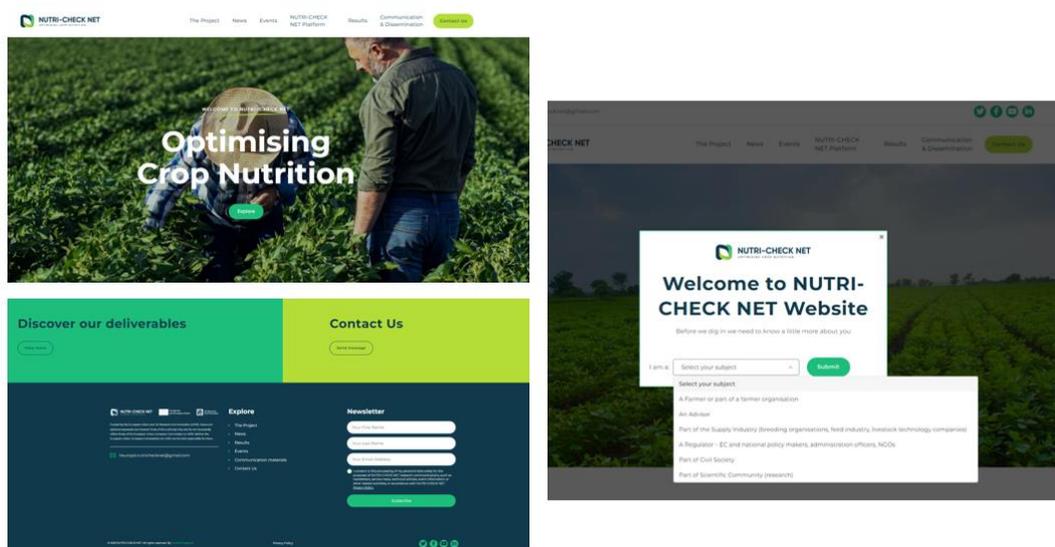
**Project Summary:**

Europe faces huge and urgent challenges of increasing crop productivity whilst reducing use of synthetic fertilisers and nutrient losses. This project is to establish a self-sustaining, multi-actor, Thematic Network called "NUTRI-CHECK NET" that builds farm-level adoption of best field-specific nutrient management practices across Europe. In nine countries farmers' Crop Nutrition Clubs (CNC) will identify and share the nature of their uncertainties about crop nutrition, their challenges and barriers to change. Decision-systems and nutrition tools (including commercial products, services, and recent research outputs) will be assembled by national experts from across Europe, including leading farmers, into a common online NUTRI-CHECK NET platform. CNCs will then evaluate the effectiveness of new protocols and tools selected from the toolbox to meet their main challenges. Thence they will co-create and adopt farm- and field- specific 'measure-to-manage' approaches that address their crop nutrition challenge(s). Evaluations of protocols and tools by farmers and experts will address their ease of use, trustworthiness, costs, and benefits. Initial and final evaluations will be shared across the Network to define 'best practices', which will be demonstrated and disseminated widely, including through liaison with other relevant Thematic Networks and EIP-AGRI. The toolbox and best practices will be held accessible and improvable in perpetua on EU-FarmBook. Widespread adoption of 'measure-to-manage' or 'check-to-change' approaches to crop nutrition will enhance nutrient recycling and crop productivity, whilst reducing synthetic fertiliser use and nutrient losses across Europe.

- **News** - This page provides a comprehensive collection of updates and information regarding the latest developments and progress in the project. This page serves as a valuable resource for accessing up-to-date information and staying connected with the ongoing progress of the NUTRI-CHECK NET project.

- **Events** - This section provides upcoming events, conferences, workshops, and seminars related to the project.
- **Results** - This page displays the public deliverables and milestones of the project, as soon as they are available and approved by the EU Commission.
- **Communication Materials** - This section is divided in different sub-pages that show different topics and activities of the project, press releases, flyer, newsletters. Some of these sub-pages are still under construction and will be presented as the contents are produced and made available to the public.

The website also has a **Contact Form**, to help users contact the project Coordination Team, and a **Newsletter Subscription Form**, to boost the number of subscribers and the awareness of the main target groups. Also, there is a voluntary **pop up**, where the user can select his/ her target group, that can help to characterize the different users of the website.



*Figure 5 NUTRI-CHECK NET website*

### 3.1.2 Key Performance Indicators & Monitoring of the Website

Regular monitoring of the website traffic and visitors' behavior has been conducted using a Content Management System (CMS) analytics tool. The primary objective is to optimise the webpage design and user-friendliness, ensuring a seamless experience for visitors and eliminating any design or navigation barriers. Partners are encouraged to provide feedback on any issues they encounter, and a user survey will be conducted if major barriers are identified to address and resolve the problems.

Since the webpage primarily serves as a documentation hub and content library for the project, the key performance indicators (KPIs) are not focused on increasing traffic or quantitative numbers. The main channels driving traffic to the webpage are the newsletter and social media. Therefore, the success of the webpage lies in its knowledge and utilization among partners, ensuring a continuous flow of new content.

### Responsibilities of project partners:

#### Responsibilities of CONSULAI:

CONSULAI is responsible for updating the website content on a regular basis, including project subpages, highlights (articles, press release, videos etc.) from the projects.

#### Responsibilities of all NUTRI-CHECK NET project partners:

To increase traffic to the project website and promote NUTRI-CHECK NET, all partners are obliged to provide information on NUTRI-CHECK NET or make a subpage on NUTRI-CHECK NET on their own organization websites, including a link to the NUTRI-CHECK NET website (<https://www.nutri-checknet.eu>)

To promote the use of the project website, partners are obliged to insert the project website link (<https://www.nutri-checknet.eu>) in e.g. press releases, online articles, videos and other online communication materials.

All partners will provide photos - throughout the project duration for the photo archive - that may be used for the NUTRI-CHECK NET communication and dissemination.

The website traffic is monitored through Google analytics every 3 months. The monitored KPIs are **Users**, considered to be the number of actual people that have visited the website **and Content Views**, that tracks the number of times a particular page or screen is viewed by a user. Below are the expected KPIs for the NUTRI-CHECK NET website, during the 3 years of the project.

**Table 1 Expected KPIs by M36 on the NUTRI-CHECK NET website**

Website	Users	Content views
Website KPIs	6,000	30,000

For the first reporting period of 18M (1st January 2023 – 1st July 2024) the project reached:

**Table 2 Expected Vs Achieved KPIs by M18 on the website**

Digital Tools & Materials	Expected (18M)	Achieved (18M)	Exp vs Ach (%)
Website users	3,000	1,800	60%
Website views	15,000	3,000	20%
Average time spent	-	2min39s	-

It is important to note that the website was only fully operational by M7, and we are evaluating the performance based on a total of 18 months. Consequently, we are counting the 18-month target even though the effective operational period has been shorter (11 months). If we considered the KPIs for 11 months the expected number of users would be 1,833 (in line with the achieved), while the number of the expected views would be 9,166 (still +60% above the achieved).

When comparing/ benchmarking with other projects where CONSULAI is involved and running the WP of Communication and Dissemination, we can check that the expected website views defined on the proposal phase were somehow too ambitious for a Thematic Network of 36 month and require an adjustment. This adjustment can be compensated with the impressions caught on social media channels, and with the audience reached by the Practice Abstracts (already sent and to be published soon by the CAP Network), the Technical Articles and the dissemination activities to be organised by the project until the end of this year.

The projects analysed were: Cocoreado; FairShare; i2connect; InnoVar; SUPER-G and OrganicTargets4EU, and the KPIs are shown in the table below, as well as the duration of each project.

**Table 3 Expected Vs Achieved KPIs by M18 on the website of different EU projects**

Project	Duration/ Type of Action	Website	Website KPIs	Expected (end of project)	Expected (18M)	Achieved (18M)	ExpVsAch (%)
<b>H2020 Cocoreado</b>	42 months/ CSA	<a href="https://www.h2020fairshare.eu/">https://www.h2020fairshare.eu/</a>	Website views	3,000	1285	No info	No info
<b>H2020 FAIRshare</b>	60 months/ CSA	<a href="https://www.h2020fairshare.eu/">https://www.h2020fairshare.eu/</a>	Website users	10,000	3,000	9,260	308 %
			Website views	20,000	6,000	16,372	272 %
<b>H2020 i2connect</b>	60 months/ CSA	<a href="https://i2connect-h2020.eu/">https://i2connect-h2020.eu/</a>	Website users	5,000	1,500	10,500	700 %
			Website views	10,000	3,000	16,500	550 %
<b>H2020 InnoVar</b>	54 months/ RIA	<a href="https://www.h2020innovar.eu/">https://www.h2020innovar.eu/</a>	Website users	4,000	1,200	630	53 %
			Website views	8,000	2,400	1,137	47 %
<b>H2020 SUPER-G</b>	60 months/ RIA	<a href="https://www.super-g.eu/">https://www.super-g.eu/</a>	Website users	10,000	3,000	No info	No info
			Website views	20,000	6,000	6,285	105 %
<b>HEurope Organic Targets4EU</b>	42 months/ RIA	<a href="https://organictargets.eu/">https://organictargets.eu/</a>	Website views	21,000	9,000	2,119	24 %
<b>HEurope NUTRI- CHECK NET</b>	36 months/ CSA TN	<a href="https://grazing4agroecology.eu/">https://grazing4agroecology.eu/</a>	Website users	6,000	3,000	1,800	60%
			Website views	30,000	15,000	3,000	20%

After analysing these numbers there was an approval from the Executive Board of NUTRI-CHECK NET to **decrease the number of website views to 20,000**, a number much more adjusted to the project length and that will not compromise the impact intended. The two projects that exceeded the target are focused on advisors, and usually reach much higher numbers than the ones that are farmers or research focused (as it is NUTRI-CHECK NET).

As previously explained this adjustment can be compensated with the impressions caught on social media channels, and with the audience reached by the Practice Abstracts (already sent and to be published soon by the CAP Network), the Technical Articles and the dissemination activities to be organised by the project until the end of this year.

Also, to improve these numbers, we plan to increase the number of results available on the webpage, including Public Deliverables, Technical Articles, Practice Abstracts and Factsheets/ Case studies, as well as updates of the future activities, which should drive higher engagement and more traffic.

## 3.2 Project Leaflet

A **project leaflet** for NUTRI-CHECK NET was created and approved by the Project Executive Board (PEB). The design of the leaflet aligns with the colors and fonts used in the project logo, maintaining a consistent visual identity. The text of the leaflet was translated into local languages by the national teams

(NT) if they deem it necessary for effective local communication. The responsibility for translating the text lied with the national teams, while CONSULAI handled the set-up and formatting of the leaflet.

The finalised leaflet was made accessible on the project website for easy access and dissemination – <https://nutri-checknet.eu/flyer/> .

### Responsibilities of project partners:

#### Responsibilities of CONSULAI:

CONSULAI is responsible for preparing a project leaflet in English, and an updated version either mid-term or towards the end of the project, e.g. to summarize outcomes and recommendations from NUTRI-CHECK NET. CONSULAI is responsible for receiving translations of the content and setting up national versions of the leaflets.

#### Responsibilities of all NUTRI-CHECK NET project partners:

Project partners are responsible for translating the leaflet content to local language and sending it to CONSULAI.

All partners will distribute the project leaflet at relevant project events, workshops and fairs to create awareness of NUTRI-CHECK NET.

## 3.3 Newsletter

**Newsletters** were developed for the NUTRI-CHECK NET project **using Mailchimp**, an all-in-one marketing platform. These newsletters will serve as an important communication and dissemination tool to engage with the project's stakeholders and target audiences. The primary objective of the newsletters is to create awareness about the project's scope, objectives, activities, and major outputs from each work package.

**CONSULAI**, in **collaboration with all partners**, is **gathering contributions and organising the content to create visually appealing newsletters** that effectively engage with the target audiences. The newsletters feature updates on the main activities and results of NUTRI-CHECK NET, highlight the involvement of end users and farmers, and showcase collaborations with other relevant EU initiatives.

The **external newsletters** will be **distributed biannually during the first 24 months and then every 4 months thereafter**. They will be accessible on the project website, with a subscription button readily available for interested individuals to sign up. Additionally, the newsletters will be shared on social media channels and promoted through partners' channels such as websites, social media platforms, newsletters, and events.

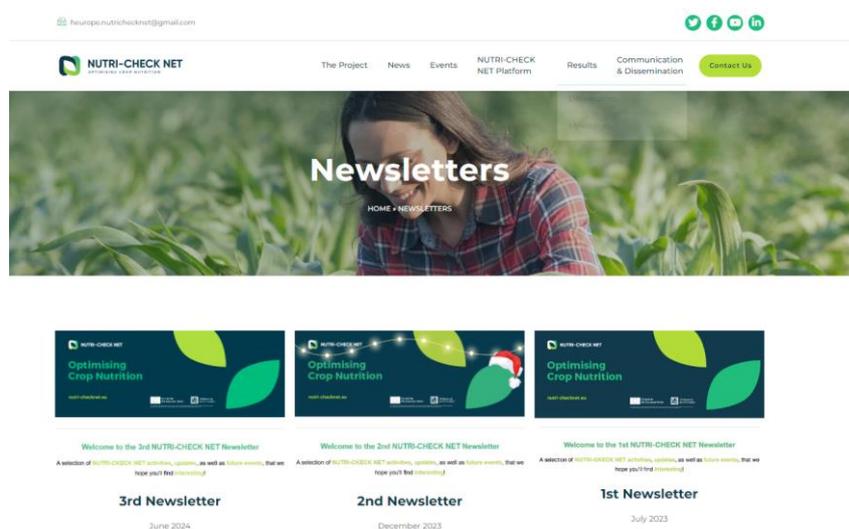
To kickstart the subscription list, partners collected specific contacts, ensuring compliance with GDPR regulations, and invite them individually to subscribe to the newsletter. Building on this initial list, the **NUTRI-CHECK NET** project aims to achieve a minimum of 350 subscribers by the end of the project, ensuring a wide dissemination of project updates and insights.

During the first 18 months of the project, there was a production of three newsletters:

- 1<sup>st</sup> newsletter - 3rd July 2023, sent to 34 people, with an opening rate of 49%
- 2<sup>nd</sup> newsletter - 22nd December 2023, sent to 49 people, with an opening rate of 45%
- 3<sup>rd</sup> newsletter - 28th June 2024, sent to 235 people, with an opening rate of 43%.

**Table 4 Expected Vs Achieved KPIs by M18 on the NUTRI-CHECK NET newsletter**

Digital Tools & Materials	Expected (18M)	Achieved (18M)	Exp vs Ach (%)
Newsletters Subscribers	200	234	117%



**Figure 6 NUTRI-CHECK NET newsletters on the website**

## Responsibilities of project partners:

### Responsibilities of CONSULAI:

Creating Mailchimp platform account; developing the newsletter design including to: gather partner contributions and project activity and working on the contents to simplify communication and ensure a proper dissemination to the target audiences.

### Responsibilities of all NUTRI-CHECK NET project partners:

Send to CONSULAI a quarterly update on their WP workflow, on their network activities and any other relevant information regarding their involvement within the NUTRI-CHECK NET project. CONSULAI will guide the WP leaders on the content of the update.

## 4. Social media strategy

### 4.1 Objective

The **NUTRI-CHECK NET Social Media platforms were created to:**

- Create awareness for the project and its scope;
- Engage and encourage people to visit our website;
- Encourage subscription of our newsletter;
- Boost participation in NUTRI-CHECK NET events;
- Share NUTRI-CHECK NET's results and outputs.

As the success of the NUTRI-CHECK NET project relies on effective dissemination of the projects' activities, results and outcomes as well as ongoing communication and engagement with different actors in society throughout the duration of the project, the **NUTRI-CHECK NET Social Media Strategy has the following specific objectives:**

- Tailor key messages to each social media platform for the different target audiences;
- Define a social media growth hacking strategy (see 4.4.6) by determining the key performance indicators;
- Reach an audience outside the consortium and achieve a larger community by M36 of the project. Reached audience refers to the number of people that viewed the project's accounts or posts. Impressions refers to the number of times that the project's posts/contents were seen.

A greater reached audience means that we are reaching a broader segment, and more impressions usually means that our content is interesting, and that people are seeing it multiple times. Some social media networks such as Twitter only measure impressions.

## 4.2 Target audiences for Social Media Channels

*Table 5 NUTRI-CHECK NET target audiences for Social Media channels*

Farmers	
<b>Interests</b>	Valuable insights on precision farming, sustainable practices, and nutrient management. Stay updated, learn best practices, connect with experts, and optimise your farming operations.
<b>Purposes</b>	The NUTRI-CHECK NET social media channels serve multiple purposes for farmers: Knowledge Sharing, Networking Opportunities, Updates on Tools and Resources, Case Studies and Success Stories, Stay Connected to the Project: Get the latest updates on NUTRI-CHECK NET activities, projects, and initiatives. Stay engaged with the project's progress and outcomes.
Farmers associations and producers' organizations	
<b>Interests</b>	Stay connected, informed, and actively contribute to the advancement of sustainable crop nutrition practices and the overall well-being of the agricultural community.
<b>Purposes</b>	Farmers' associations and producers' organizations can benefit from the exchange of knowledge, networking opportunities, policy advocacy, capacity building, and active engagement in the project's objectives, ultimately leading to improved crop nutrition practices and sustainable agriculture.

Advisors & Trainers	
<b>Interests</b>	Valuable knowledge, expand their professional network, stay informed about research findings, and actively contribute to the project's objectives.
<b>Purposes</b>	Offering information sharing, professional development opportunities, networking, access to tools and resources, promotion of best practices, and enhanced outreach. By actively engaging with these channels, advisors & trainers can stay updated, improve their skills, collaborate with peers, and effectively support farmers in achieving optimal crop nutrition practices.
Fertilisers Companies	
<b>Interests</b>	Opportunities for market insights, brand visibility, product promotion, thought leadership, networking, and customer engagement. Strengthen their position in the industry, enhance their reputation, and effectively cater to the needs of farmers and advisors in the realm of crop nutrition.
<b>Purposes</b>	Educate and raise awareness, promote their products, stay updated with industry developments, foster collaboration, provide customer support, and establish themselves as thought leaders in the field.
Precision Farming Companies	
<b>Interests</b>	Stay updated with industry trends, explore collaboration opportunities, share thought leadership, engage with customers, and participate in relevant industry events. They can strengthen their brand presence, build trust with their target audience, and contribute to the advancement of precision agriculture practices in alignment with the goals of NUTRI-CHECK NET.
<b>Purposes</b>	Achieve various purposes, including increasing awareness, promoting their products and services, establishing thought leadership, engaging with customers, networking with industry peers, staying informed about the latest industry updates, and promoting industry events.

Laboratories	
<b>Interests</b>	In stay informed about the latest research, collaborate with industry stakeholders, gain market intelligence, expand their professional network, and enhance their visibility and credibility in the field of nutrient analysis.
<b>Purposes</b>	Knowledge sharing, brand awareness, networking, industry updates, customer engagement, market intelligence, and professional development for laboratories. Strengthen their position in the nutrient analysis field and contribute to the overall goals of the NUTRI-CHECK NET project.
Environmental agencies and government representatives	
<b>Interests</b>	Enhance their knowledge, collaborate with stakeholders, stay informed about the latest developments, and contribute to the goal of sustainable nutrient management and environmental protection.
<b>Purposes</b>	Engage stakeholders, disseminate information effectively, foster collaboration, raise awareness, and support evidence-based policymaking in the field of sustainable nutrient management and environmental protection.
Researchers, lectures, and other members of the scientific	
<b>Interests</b>	Stay updated on research developments, connect with peers, share knowledge, enhance visibility, explore funding opportunities, and contribute to the advancement of nutrient management science.
<b>Purposes</b>	Lead to improved collaboration, increase visibility, enhanced professional development, and greater impact in the field of nutrient management.

## 4.3 Social Media Platforms

**Table 6 NUTRI-CHECK NET Social Media Platforms**

Platform	
Twitter	
<b>Link</b>	<a href="https://twitter.com/NUTRICHECKNET">https://twitter.com/NUTRICHECKNET</a>
<b>Purpose</b>	Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links. Engage via comments, mentions, retweets, likes and direct messages.

<b>Audience</b>	Farmers, Farmers associations and producers' organizations, Advisors & Trainers, Environmental agencies and government representatives, Researchers, lectures, and other members of the scientific community
<b>LinkedIn</b>	
<b>Link</b>	<a href="https://www.linkedin.com/company/nutri-check-net/?viewAsMember=true">https://www.linkedin.com/company/nutri-check-net/?viewAsMember=true</a>
<b>Purpose</b>	Sharing the project's development and outputs, links to other social media channels and website, events etc. Engage via comments, likes and shares.
<b>Audience</b>	Researchers, lectures, and other members of the scientific community, Advisors & Trainers, Environmental agencies and government representatives, Laboratories, Precision Farming Companies
<b>Facebook</b>	
<b>Link</b>	<a href="https://www.facebook.com/profile.php?id=100093673246015">https://www.facebook.com/profile.php?id=100093673246015</a>
<b>Purpose</b>	Facilitating knowledge exchange and collaboration among researchers, practitioners, and stakeholders in nutrient management for sustainable agriculture.
<b>Audience</b>	Farmers, Farmers associations and producers' organizations, Advisors & Trainers, Fertilizers Companies, Precision Farming Companies, Laboratories, Environmental agencies and government representatives
<b>YouTube</b>	
<b>Link</b>	<a href="https://www.youtube.com/channel/UCZIFjL4rGD04wi0roStRe7w">https://www.youtube.com/channel/UCZIFjL4rGD04wi0roStRe7w</a>
<b>Purpose</b>	Sharing video. Engage via comments and likes/follows.
<b>Audience</b>	All target audiences, but more for Farmers, Farmers associations and producers' organizations

## 4.4 Content Strategy

CONSULAI will be responsible for creating content to the social media channels. We will use an online platform called “Buffer” to manage content and schedule posts.

### 4.4.1 Specific tasks and responsibilities

The responsibility for posting involves the following tasks:

- Send an email to all partners asking if they have any content to share;
- Make sure the content is not repeated;



- Be proactive in preparing content for each of the four media platforms including images and text, in line with the content guidelines.
- Examples of good contents include sharing our activities (field visits, workshops, etc.), events and successes; sharing activities and good practices related to the project scope; disseminate results of each task/WP.
- For the **NUTRI-CHECK NET** YouTube channel, all the videos produced by the partners (including music, photos or/and video credits) must be sent by email to CONSULAI ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or ([afale@consulai.com](mailto:afale@consulai.com)). CONSULAI will be responsible for editing and publishing the videos, aligned with the project identity.

The Buffer platform will be run by CONSULAI, which will be responsible for scheduling, publishing and managing the community in the different **NUTRI-CHECK NET** accounts. The community management includes post each of the contents at a scheduled time, and different tasks for each of the media platforms such as:

#### **On Twitter:**

- Check the homepage (and partners pages) for interesting tweets to potentially retweet if they relate to the project itself.
- Check for direct messages and respond if possible.
- Reply to comments on tweets.
- Respond to @s or mentions.
- Check who has followed us and follow them if appropriate.
- Only after some content has been created and there is a pinned tweet with links to the website actively follow people who fall into the project stakeholder group.

#### **On LinkedIn:**

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.

#### **On Facebook:**

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.
- Check who has followed or liked us and follow them if appropriate

Potentially find new people/ groups to follow/ like.

#### **On YouTube:**

- Reply to comments.

**LANGUAGE:** The main language will be English. If we are sharing content related to a specific event/workshop that was (as an example) in Portugal, we will kindly suggest to Portuguese partners to repost it on their channels on national language, to be more friendly for the participants to engage and share. This will be replicable in other countries' events.

#### 4.4.2 Responsibilities of other NUTRI-CHECK NET consortium individuals

- All NUTRI-CHECK NET consortium individuals should inform Dina Lopes ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or Alexandre Falé ([afale@consulai.com](mailto:afale@consulai.com)) from CONSULAI, of important events and publications, so that they can be included in posts.
- Use @NUTRI-CHECKNET when appropriate in personal or institutional posts.
- Use #NUTRICHECKNET for tweets. Key project staff could also add this # to their profile descriptions (this means anyone searching for the # will find relevant staff and tweets).

#### 4.4.3 Sharing Content

Any member of the NUTRI-CHECK NET consortium can share information to post on social media. If they have information about events, papers/articles or other materials that can be included in the content calendar, they should email ([dlopes@consulai.com](mailto:dlopes@consulai.com)) or ([afale@consulai.com](mailto:afale@consulai.com)).

Any member of the NUTRI-CHECK NET consortium can share any of the social media posts within their own feeds.

Tag @NUTRI-CHECKNET and use project #NUTRICHECKNET.

#### 4.4.4 Events and Calendar

There is an events calendar that will be populated with the key NUTRI-CHECK NET events. This is available on the project consortium SharePoint workspace. These events should be reported on social media platforms using event hashtags and pictures in real time.

Other events that partners and individuals are attending and presenting NUTRI-CHECK NET information or workshops/events that are part of the research process should be included in the event calendar and reported on social media. These can be both via the direct posts from the NUTRI-CHECK NET account and through each individual tagging NUTRI-CHECK NET and using appropriate hashtags.

#### 4.4.5 Key Performance Indicators (KPIs) and Monitoring of the Website

As social media are valuable channels to connect and build strong relationships with the project's target audience, defining KPIs is extremely important to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the

consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience, with the right key messages.

The main performance metrics (indicators) to monitor are:

- **Number of followers/subscribers** – important to evaluate the growth of the projects’ social media community;
- **Number of impressions** – refers to the number of times the project's content has been presented to an online audience and is important to evaluate the growth opportunity that the social media page has.

These metrics are registered every month and monitored every three months, to evaluate the progress and effectiveness of the social media strategy.

The goal is to achieve at the end of the project (M36) the following KPIs on the four Social Media channels: Facebook; LinkedIn; Twitter and YouTube (Table 6):

**Table 7 – Expected KPIs by M36 on NUTRI-CHECK NET social media networks**

Social Media	Followers	Impressions/ Content views
Social Media KPIs	1,000	8,000

By month 18 we have achieved the specific metrics, displayed below in Table 7.

**Table 7 Expected Vs Achieved KPIs by M18 on NUTRI-CHECK NET social media networks**

Social Media	Expected (18M)	Achieved (18M)	Exp vs Ach (%)
<b>Followers</b>	500	324	65%
<b>Engagements/Impressions</b>	4,000	12,208	305%

The project has met partially and exceeded one of the KPIs planned regarding social media. Despite the challenges presented, particularly on Facebook and X/Twitter where our number of followers has not yet met the expectations, the overall performance indicates that we are on the right track. As the same as the website, the social media channels were only fully operational by M6, and we are evaluating the performance based on a total of 18 months. Consequently, we are counting the 18-month target even though the effective operational period has been shorter (12 months). However, we remain dedicated to optimising our strategies, using the results and the contents that will come from the practice abstracts, articles

and factsheets as a booster to leverage our to further enhance our reach and engagement throughout the remaining project duration.

#### 4.4.6 Growth Hacking Strategy

- 1. Tailor content:** Start with content appropriate for the audiences of each of the social media platforms. Also ensure to check and search for other people and groups to follow and use targeted tagging to encourage sharing content.
- 2. Set measurable goals:** Monitor the social media usage and increase the number of photos and tweets in the first few months and begin to set reasonable targets for the rest of the project.
- 3. Test the approach:** Tailor the posts to a specific style for one month on one platform and adjust the time of posting.
- 4. Analyse performance:** Monitor analytics using the Hootsuite platform. These will be reviewed every 3 months.
- 5. Evaluate and change:** Use the analytics to monitor which posts are most engaging and if needed change the style of the posts. This could be done through regular team meetings based on this analysis.

#### 4.4.7 Key Messages/Target Audiences

**Table 8 NUTRI-CHECK NET Key Messages**

<b>Farmers</b>	
<b>Key messages</b>	Enhancing crop productivity and profitability through innovative agricultural practices; accessing valuable insights and resources for optimizing farm management and decision-making; improving sustainability and environmental stewardship in farming operations and empowering farmers with practical solutions for overcoming challenges and adapting to changing agricultural landscapes.
<b>Farmers associations and producers' organizations</b>	
<b>Key messages</b>	Strengthening collaboration and knowledge exchange among farmers' associations and producers' organizations; advocating for the interests and needs of agricultural communities at regional, national, and international levels; supporting capacity building and providing resources to enhance the effectiveness of farmers' associations and facilitating networking opportunities and sharing best practices for collective growth and success.
<b>Advisors &amp; Trainers</b>	
<b>Key messages</b>	Empowering advisors and trainers with cutting-edge knowledge and tools for effective agricultural practices; enhancing professional development and skills through training programs and workshops; providing valuable insights and guidance to support farmers in making informed decisions and facilitating collaboration and networking among advisors and trainers for mutual learning and exchange of best practices.
<b>Fertilisers Companies</b>	
<b>Key messages</b>	Optimising crop productivity and efficiency through innovative fertilisers and nutrient management solutions; enhancing sustainability and environmental stewardship in agricultural practices; providing tailored fertiliser solutions to meet the specific needs and challenges of farmers and promoting the adoption of precision application techniques for precise and efficient fertiliser use.

<b>Precision Farming Companies</b>	
<b>Key messages</b>	Unlocking the full potential of precision farming technologies to improve farm productivity and profitability; offering cutting-edge precision farming solutions for precise monitoring, data analysis, and decision-making; empowering farmers with advanced tools to optimize resource allocation, reduce costs, and maximize yields; driving innovation in precision agriculture to create sustainable and efficient farming practices.
<b>Laboratories</b>	
<b>Key messages</b>	Providing accurate and reliable laboratory testing services for precise analysis of soil, water, and crop samples; ensuring high-quality and trustworthy results to support informed decision-making in agricultural practices; partnering with laboratories to access advanced testing methodologies and expertise in agricultural research; supporting farmers and stakeholders with valuable scientific insights to optimize nutrient management and crop health.
<b>Environmental agencies and government representatives</b>	
<b>Key messages</b>	Collaborating to promote sustainable farming practices and environmental stewardship; providing valuable data and insights to inform evidence-based policymaking in agriculture and environmental protection; partnering with environmental agencies and government representatives to ensure efficient and effective implementation of regulations and initiatives; working together to achieve a balance between agricultural productivity and environmental conservation for a sustainable future.
<b>Researchers, lectures, and other members of the scientific</b>	
<b>Key messages</b>	Sharing cutting-edge research and innovative approaches in agriculture and nutrient management; promoting collaboration and knowledge exchange among researchers and scientists in the field of agriculture and nutrition; providing a platform to discuss and disseminate scientific findings and advancements in sustainable farming practices; supporting evidence-based decision-making and fostering a community of scientists dedicated to improving agricultural sustainability.

#### 4.4.8 Suggested Hashtag List

The Hashtags #NUTRICHECKNET and #HEurope are mandatory on all social media posts. The remaining hashtags should be chosen from the list below, as appropriate:

#AgriculturalSustainability, #NutrientManagement, #PrecisionFarming,  
#SustainableAgriculture, #InnovationInFarming, #FarmingSolutions, #SmartFarming

New hashtags can be added to this list, whenever appropriate, for example, partners can use hashtags in their own language, or in connection to particular events or regions, like the below:

#Beja, #Rennes, #Norwich

## 5. Editorial Materials

The different editorial materials expected to be developed during the project length are defined in the table below, as well as the responsibilities of each partner to produce it. A strategy of 'What, Who, When' was followed to better address these materials, and the majority of them are defined to be produced until the end of the second and the third year of the project.

**Table 9 NUTRI-CHECK NET Editorial Materials strategy of production**

Category	KPIs	Outputs	What?	Partners responsibilities	When
Editorial Materials	•No. of articles – 25 •Reached audience – 10,000	•25 articles	a. Articles in agricultural press and local magazine	a. 2 articles/ partner country + 5 by CONSULAI	a. Y2, Y3
	•No. of leaflets – 4	•4 leaflets	b. Leaflets (flyers that aggregate information about the project and sintesize the results)	b. CONSULAI	b. Y1, Y2, 2 Y3
	•No. of factsheets – 20 (5/ type of Target Group: I+II+III; IV+V+VI; VII; VIII) •Reached Audience - 6,000	•20 factsheets	c. Factsheets with major results directed to four bigger aggregated target groups	c. 2 factsheets/ partner	c. end of Y2, Y3
	•Practice abstracts – 100 •Reached Audience – 10,000	•100 EIP AGRI Practice Abstracts	d. Practice Abstracts to better engage farmers and advisors with the NUTRICHECK-NET community	d. 30 + 30+ 40 (3+3+4/ partner) Arvalis - definition of contents + submission to EIP-AGRI/ CAP Network	d. Y1 + Y2 +Y3

During the first 18 months of the project, the editorial materials produced were:

#### Flyers

2 flyers were produced by CONSULAI and made available to all partners and stakeholders on the project's website - <https://nutri-checknet.eu/flyer/> . Also, translated versions in national languages were made available to partners on request.



Figure 7 NUTRI-CHECK NET Flyers

**Posters**

1 editable poster was produced by CONSULAI and made available to all partners on the project’s SharePoint to be used in conferences, seminars and exhibitions.

**Practice Abstracts**

A first batch of **23 practice abstracts** were produced by different partners, being this work and the publication on the CAP Network platform managed by ARVALIS.

Table 10 NUTRI-CHECK NET list of Practice Abstracts 1st batch

Number	Title	Partner responsible
1	Nutrient management challenges in NL	Delphy
2	Nutrient management challenges in maize	Delphy
3	Nutrient management challenges in starch potatoes	Delphy
4	The principles of crop fertilization plan development according to LAMMC	LAMMC
5	Biochar performance on sandy loam Cambisol	LAMMC
6	Optimising nitrogen and sulphur fertilization for winter wheat	LAMMC
7	Effect of long-term fertilization on soil agrochemical properties	LAMMC
8	Straw management methods in intensive crop rotation	LAMMC
9	Wheat Nitrogen fertilization strategy in Greece	AUA
10	Crop sensing technology method to optimize fertilization in wheat	AUA
11	Crop sensing technology method to optimize fertilization in potatoes	AUA
12	Soil physic fertility : spade test (ISARA Method)	ARVALIS
13	Soil Physic Fertility : Slake Test	ARVALIS
14	Optimizing Crop Fertilization through Post-Winter Soil Mineral Nitrogen Stock Measurement	ARVALIS
15	Comparison of nutrient planning methods and assessing the effectiveness of nutrient use	LAAS
16	Managing Phosphorus nutrition using grain P measurements	ADAS
17	Managing N using grain protein as an indicator	ADAS
18	Grain analysis with benchmarking	ADAS
19	The prevalence of nutrient deficiencies as identified through grain analysis	ADAS
20	Leaf analysis	ADAS
21	N-min analysis in spring	SEGES
22	Automatic registration of applied nutrient amount in manure	SEGES
23	The slurry hydrometer : a quick and easy tool to accurately estimate the nutrient concentration	TEAGSC

## 6. Events, Networking & Exploitation

The different events expected to be organised during the project length are defined in the table below, as well as the responsibilities of each partner to produce it. A strategy of 'What, Who, When' was followed to better address these events, and the majority of them is defined to be organized until the end of the second and the third year of the project.

To help boost the exploitation potential of the NUTRI-CHECK NET Platform, the project will look into creating liaisons with other HE-funded projects, aiming to increase the exploitation of the generated outputs by sharing them with other endeavors, while ensuring its longevity and sustainability after the project's end. One of these instances will be realised by establishing connections with the EU-Farmbook, making use of the API that will be used to transfer data to the EU-Farmbook Knowledge Platform when it is launched, which will be developed as a centralised repository of results from Horizon Europe Projects.

At the time of submission of this deliverable, a new connection with the CODECS digital platform has been established. The CODECS platform is a repository of tools and research related to the sustainable digitalization of agriculture, compiling resources from different inventories and repositories to showcase them in a unified interface. The NUTRI-CHECK NET Platform will develop an API, which will be consumed by the CODECS platform to retrieve the entries under the "Available Tools & Services" element of the NCN inventory. This integration between the two platforms will be performed by M22 of this project, and more connections to other projects and platforms will be sought out thereafter. An exploitation workshop is planned to be organised until October 2024, to discuss the exploitation strategy with the partners and identify the Key Exploitable Results.

**Table 11 NUTRI-CHECK NET Events strategy of production**

Category	KPIs	Outputs	What?	Partners responsibilities	When
Events, networking and exploitation	No. Of Participants per: • webinar – 100	• 27 webinars	a. Webinars, of which 9 will be focused as training webinars, will be utilised to reach a wider audience of advisers and farmers at both EU and national levels. Webinar programs standard contents will be elaborated in English and turned to national languages under the responsibility of the partners	a. 3 webinars/ partner country	a. Y3
	• field day – 50	• 78 field days	b. Organisation of local dissemination events, with at least one field day held in association with each CNC per year	b. 1 field day/ partner country/ year	b. Y1, Y2, Y3
	• larger national event – 150	• 9 larger national events	c. Organisation of one larger national events in each country	c. 1 event/ partner country	c. Y3
	• conference/ seminar – 100	• 6 conferences/ seminars	d. Presentation of project results in national and international, technical and scientific conferences/seminars (at least 6 in total, during the full schedule of the project)	d. All partners	d. Y1, Y2, Y3

During the first 18 months of the project, the events organized were:

### Field Days

The different partners of the NUTRI-CHECK NET project organized **41 field days** during 2023 and 2024, aiming to discuss and demonstrate at field level the different crop nutrition management decisions with farmers, advisors, researchers, industry and other stakeholders belonging to the value chain:

- **ADAS (UK) – 12 field days**
- **Arvalis (France) – 7 field days**
- **CDR (Poland) – 4 field days**
- **CONSULAI (Portugal) – 2 field days**
- **Delphy (Netherlands) – 6 field days**
- **LAAS (Lithuania) – 4 field days**
- **SEGES (Denmark) – 3 field days**
- **TEAGASC (Ireland) – 3 field days**

In annex, tables with a thorough description of the field days organized/ partners are available.

## Conferences and Seminars

During the first 18 months of the project, 4 partners (Delphy, LAMMC, Seges Innovation, RSK ADAS and Teagasc) participated and disseminated the project in **9 conferences**.

**Table 12 NUTRI-CHECK NET Conference/Seminars participations**

Title	Description	Who?	Outcome
22. Participation in a conference	Topic: Soil health: what priorities? / Date: M12 / Partners Involved: LAMMC	LAMMC	Audience: 82
23. Participation in a conference	Topic: EJP SOIL science days and general meeting / Date: M18 / Partners Involved: LAMMC	LAMMC	Audience: 260
24. Participation in a conference	Topic: IFS 2023 Conference / Date: M12 / Partners Involved: Seges Innovation	Seges Innovation	Audience: 800
25. Participation in a conference	Topic: Yield Enhancement Network Conference / Date: M1 / Partners Involved: RSK ADAS	RSK ADAS	Audience: 200
26. Participation in a conference	Topic: Comifer Conference / Date: M11 / Partners Involved: RSK ADAS	RSK ADAS	Audience: TBA (to be accessed)
27. Participation in a conference	Topic: AHDB Agronomy Conference / Date: M12 / Partners Involved: RSK ADAS	RSK ADAS	Audience: TBA (to be accessed)
28. Participation in a conference	Topic: International Fertiliser Society (IFS) Conference / Date: M12 / Partners Involved: RSK ADAS	RSK ADAS	Audience: TBA (to be accessed)
29. Participation in a conference	Topic: Yield Enhancement Network Conference / Date: M12 / Partners Involved: RSK ADAS	RSK ADAS	Audience: TBA (to be accessed)
30. Participation in a conference	Topic: National Tillage Conference/ Date: M11/ Partners Involved: Teagasc	Teagasc	Audience: TBA (to be accessed)

## 7. Monitoring and updating of the C,D&E plan

### 7.1 Monitoring

Events/ Tasks	KPIs	Year1		Year2		Year3	
		Expected	Achieved	Expected	Achieved	Expected	Achieved
Digital Tools & Materials	Website users: 6,000 Average time: 2min Page views: 30,000 Newsletter subscribers: 400 E-book viewers: 400 No. of videos: 29						
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3	
Social media	Followers: 1,000 Engagements: 8,000						
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3	
Editorial Materials	No. of articles: 25 Audience reached: 10,000 Leaflets: 4 Factsheets: 20 Audience reached: 6,000 Practice Abstracts: 100 Audience reached: 10,000						
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3	
Events, Networking & Exploitation	No. of participants per webinar: 100 Field day: 50 Attendees/ final conference: 300 Larger national event: 150 Conference/seminar: 100						
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3	
Monitoring of CD &E Plan	Percentage of KPIs' deviation: < 10%						
	% Deviation	Y1		Y1+Y2		Y1+Y2+Y3	

A deviation of up to 10% of the established KPI's is acceptable, but any higher deviation will imply an adjustment of the current CDE strategy. The KPIS expected on each year were settled after every CDE tools and channels were implemented, and it was expected than in the first reporting period (18 months) the numbers are smaller. It is natural that the numbers will increase in the second half of the second year and in the third year, in line with the greater number of activities carried out.

The implementation of the dissemination plan is monitored with the evaluation of the defined Key Performance Indicators and the planned **Deliverables for the Communication and Dissemination Work Package:**

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D5.1	C,D&E activities in 1st period	WP5	3 - CONSULAI	R — Document, report	PU - Public	18
D5.2	C,D&E activities in 2nd period	WP5	3 - CONSULAI	R — Document, report	PU - Public	36

Also, the **Milestones for WP5** will be verified, using this verification to monitor the performance of the Communication and Dissemination activities:

Milestone No	Milestone Name	Work Package No	Lead Beneficiary	Means of Verification	Due Date (month)
6	Dissemination field days	WP5	3-CONSULAI	Attendee lists	36

During the first 18 months of the project and until the end of its completion, the WP5 Leader is continuously asking partners to fill in an Excel Template to register information about the communication and dissemination activities implemented, each 3 months. These activities include online and offline actions, publications, and participations in different events. For the scientific publications, articles and news published in journals, newspapers and magazines, specific data has been also requested each 6 months, all these according with the information reported on the EC Portal.



The monitoring of KPIs in the first 18 months can be seen in the following table:

Type of CDE activity/channels	KPI	Expected (18M)	Achieved (18M)	%
<b>Digital tools and materials</b>	Website users	3,000	1,800	60%
	Website views	15,000	3,000	20%
	Newsletters subscribers	200	234	117%
	Videos	-	-	-
<b>Social Media</b>	Followers	500	324	65%
	Engagement	4,000	12,208	305%
<b>Editorial Materials</b>	No. of articles	8	-	-
	Articles audience reached	3,333	-	-
	No. of leaflets	2	2	100%
	No. of factsheets	7	-	-
<b>Events</b>	No. of practice abstracts	30	23	76%
	No. of field days	26	41	157%
	No. of conference/seminars	3	8	267%

As reported before the website users and views did not achieve yet the number foreseen as well as the followers on social media, and the total number of practice abstracts produced. More technical content will come from the different work packages in the next months, and this will allow to produce contents that will engage more stakeholders with the NUTRI-CHECK NET project. Also the production of videos only scheduled for the end of 2024, addressing one CNC/ partner country, will allow highlighting the optimisation of nutrient management in different crops as maize, potato and wheat throughout Europe.



## 8. Conclusions

This Deliverable aims to establish a comprehensive strategy for project communication, dissemination, and exploitation, and summarizing the CDE activities performed in the first 18 months of the NUTRI-CHECK NET project.

The document outlines both internal and external strategies, providing detailed explanations. To ensure clarity, it includes information on target groups, communication channels, and tools. Key Performance Indicators are presented to monitor the plan implementation.

Following the plan's execution, strong internal communication and dissemination are crucial to foster effective external strategy implementation. Partners are encouraged to use the different templates available in Word and PowerPoint format, to ensure a consistent internal communication, while also projecting a uniform project identity.

The different channels used are performing well, with an **audience reached** of **63,554**, in this first 18 months. Still, the website needs a booster and more dissemination of results to ensure that a broader audience is reached and that the impact of the project is attained. A multi-channel communication approach will be used, and a more active production of contents will be asked to all partners (as the CNC videos in each country), to ensure that the results of the project are well disseminated and exploited by the target groups, in these last 18 months of the NUTRI-CHECK NET project.

## Annexes

### A. Summary of the field days organized by partner

#### ADAS (UK)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	20 June 2023	Herefordshire, UK	Winter wheat	100	wheat farmers	Open Day at ADAS Rosemaund Site ( <a href="https://ahdb.org.uk/events/adas-and-ahdb-open-day-2023-herford">https://ahdb.org.uk/events/adas-and-ahdb-open-day-2023-herford</a> ). Sarah Kendall presented a poster on the NUTRI-CHECK NET project and discussed the aims & objectives with farmers, agronomists and industry representatives. She discussed the activities of the CNC West group.
1	28 June 2023	Hertfordshire, UK	Winter wheat, potatoes and maize	6500	agronomists and industry representatives	Groundswell event ( <a href="https://groundswellag.com/">https://groundswellag.com/</a> ). Sarah Kendall presented a poster on the NUTRI-CHECK NET project on the ADAS stand. She discussed the aims & objectives with farmers, agronomists and industry representatives.
1	06 February 2024	Nottingham Trent University, UK	Winter wheat, potatoes and maize	TBA	students	NUTRI-CHECK NTU Strawson Ltd Visit. Sarah Kendall, Scientific Co-ordinator of NUTRI-CHECK NET joined Crop Nutrition Club agronomist member Ian Holmes to host Agriculture students from Nottingham Trent University. Ian presented an overview of Strawson Ltd, a farming business that specializes in cereal and vegetable production in the UK and Sarah highlighted the challenges around nutrient management decision making and the need for farmers to optimise nutrient applications.
3	February 2024	Scotland, Nottinghamshire and Staffordshire, UK	Winter wheat and potatoes	TBA	wheat and potatoes farmers	The February meetings were used to discuss trial field selection and shortlist the nutrition monitoring tools of interest that would be trialed over the upcoming season as well as the trialing approach.
1	06 April 2024	Herefordshire, UK	Winter wheat	TBA	wheat farmers	AHDB Strategic Farm North Open Day ( <a href="https://ahdb.org.uk/events/adas-and-ahdb-summer-open-day-in-herefordshire">https://ahdb.org.uk/events/adas-and-ahdb-summer-open-day-in-herefordshire</a> ). ADAS demonstrated the NUTRI-CHECK NET project and the activities of the Crop Nutrition Clubs at an AHDB Strategic Farm North Field Day.
3	May 2024	Scotland, Nottinghamshire and Staffordshire, UK	Winter wheat and potatoes	TBA	wheat and potatoes farmers	The May meetings were an opportunity to meet on farm, look at the crop that the tools were being tested on and discuss the progress that the groups had made in trialing different tools, the positives/challenges they were experiencing for each tool and what they had learned.
1	18 June 2024	Fife, Scotland, UK	Winter wheat, potatoes and maize	TBA	wheat, potatoes and maize farmers	AHDB Strategic Farm Scotland Open Day ( <a href="https://ahdb.org.uk/events/strategic-cereal-farm-scotland-open-day-research-into-action">https://ahdb.org.uk/events/strategic-cereal-farm-scotland-open-day-research-into-action</a> ). ADAS demonstrated the NUTRI-CHECK NET project and the activities of the Crop Nutrition Clubs at an AHDB Strategic Farm Scotland Field Day.
1	04 July 2024	Dundee, Scotland, UK	Winter wheat, potatoes and maize	TBA	wheat, potatoes and maize farmers	Arable Scotland ( <a href="https://www.arablescotland.org.uk/programmes">https://www.arablescotland.org.uk/programmes</a> ), at the James Hutton Institute's Balruddery Farm. Laurie Abel, included the NUTRI-CHECK NET project on the ADAS stand and there was a distribution of the project's flyer.
12				6600		

TBA\* To be accessed

#### Arvalis (France)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	30 March 2023	Davenescourt, France	Wheat	80	wheat farmers	Field day at the "Terrière" plot. Partners of the Soil Fertility Observatory (OFS) analyzed a soil profile, presented the soil characterization process, and discussed the diagnostic and results of biological soil fertility analysis. They implemented indicators of physical, chemical, and biological soil fertility.
1	13 July 2023	Southern CNC, France	Wheat	TBA	advisors	Data analysis and 2024 campaign forecasts with advisors
1	20 October 2023	Southern CNC, France	Wheat	TBA	advisors	Analysis of 2023 results with advisors
1	27 October 2023	Southern CNC, France	Wheat	TBA	advisors	Analysis of 2023 results with advisors
1	03 November 2023	Southern CNC, France	Wheat	TBA	farmers	Presentation of 2023 results to farmers and preparation for the 2024 campaign
1	11 January 2024	Southern CNC, France	Wheat	TBA	advisors and farmers	Technical field day on fertilization management with advisors and farmers
1	28 March 2024	Davenescourt, France	Wheat	80	wheat farmers	Field day at the "Sablère" plot. Partners of the Soil Fertility Observatory (OFS) analyzed a soil profile, presented the soil characterization process, and discussed the diagnostic and results of biological soil fertility analysis. They implemented indicators of physical, chemical, and biological soil fertility.
7				160		

#### CDR (Poland)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	18 April 2024	Poland	Maize	TBA	maize farmers and advisors	Soil sampling using the zone method and assessment of soil health. Soil outcrops was made in one selected field, and the layout of zones in the field was examined in order to designate places for collecting soil samples for the purposes of precision fertilization recommendations depending on the mechanical composition of the soil and the soil type. Farmers and advisors became familiar with various types of soil and agricultural maps.
1	19 April 2024	Poland	Maize	TBA	maize farmers and advisors	Soil sampling using the zone method and assessment of soil health. Soil outcrops was made in one selected field, and the layout of zones in the field was examined in order to designate places for collecting soil samples for the purposes of precision fertilization recommendations depending on the mechanical composition of the soil and the soil type. Farmers and advisors became familiar with various types of soil and agricultural maps.
1	15 May 2024	Poland	Wheat	TBA	wheat farmers and advisors	Farmers and advisors learned about the effects of Renure fertilizers obtained from the processing of organic raw materials. The aim was to present the essence of natural fertilizers in the form of RENURE, taking into account environmental, production and economic issues. The second experiment concerned the use of coated fertilizer urea and with a urease inhibitor compared to pure urea.
1	15 June 2024	Poland	Wheat	TBA	wheat farmers and advisors	During National Field Days, the group learned about fertilization systems in experimental plots. A discussion was held among advisors, farmers and scientists on the future of precision fertilization.
4				TBA		



### CONSULAI (Portugal)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	02 July 2024	Coruche, Portugal	Maize	38	maize farmers and advisors	ANPROMIS training and field day at Herdade InovMilho, Coruche. The field event focused on the importance of monitoring crop nutrition through soil, foliar and grain analyses to correctly manage crop fertilisation. The first part of the event took place in the classroom and the second part consisted of going to the field to visualise some of the concepts presented in class.
1	03 July 2024	Coimbra, Portugal	Maize	20	maize farmers and advisors	ANPROMIS training and field day at Cooperativa Agrícola de Coimbra, HortoBeira. This event continued the previous day's event. The field event focused on the importance of monitoring crop nutrition through soil, foliar, and grain analyses to correctly manage crop fertilisation. The first part of the event took place in the classroom, and the second part involved going to the field to visualise some of the concepts presented in class.
<b>2</b>				<b>58</b>		

### Delphy (Netherlands)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	04 July 2023	Elsloo, Netherlands	Maize	TBA	maize farmers	Field demonstration in Elsloo: More corn with less fertilizer.
1	05 November 2023	Elsloo, Netherlands	Maize	TBA	maize farmers	Field demonstration in Elsloo: the experiment continues - more corn with less fertilizer.
1	13 December 2023	Potato CNC, Netherlands	Potato	TBA	potato farmers	We discussed the past year spoke about the overnutrition and malnutrition of potatoes we have seen through the year and about better use of different nutrition sources like Slurry or compost in relation to mineral fertilizers.
1	24 January 2024	Elsloo, Netherlands	Maize	TBA	maize farmers	Field demonstration in Elsloo: the results of the experiment "more corn with less fertilizer". We discussed the use of different covercrops to achieve better soil health and nutrient fixation options over the different used cover crops. In 2024 we will revisit this place to see the effects in the potato crop on this field.
1	07 February 2024	Potato CNC, Netherlands	Potato	TBA	potato farmers advisors and maize farmers	Field demonstration with several speakers.
<b>1</b>	<b>01 July 2024</b>	<b>Maize CNC, Netherlands</b>	<b>Maize</b>	<b>TBA</b>	<b>TBA</b>	
<b>6</b>				<b>TBA</b>		

### LAAS (Lithuania)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	28 May 2024	Kėdainiai, Lithuania	winter wheat, corn and potato	TBA	winter wheat, corn and potato farmers	In the field visits there was a discussion about what influences the joint decisions of farmers to choose one or another fertilization methods, what challenges each member of the group faces. Thoughts on the advantages and disadvantages of each fertilization method used were also shared. Part of the farms plan fertilization according to the recommendatory norms, part according to soil research. Farmers also plan the fertilization of plants according to the variable norms of PK fertilizers, and N sensors and precision spraying during the vegetation of plants are also used. During the discussion about the reliability of fertilization methods, farmers liked the idea of determining the amount of nutrients in plants before harvesting, so that they compare the accumulated nutrients in the harvest with the nutrients introduced with the help of fertilizers. There are other field visits planned, to see what different fertilization technologies are applied (winter wheat, corn and potatoes), and where the amount of nutrients in the harvest will be monitored.
1	29 May 2024	Raseiniai, Lithuania	winter wheat	TBA	winter wheat farmers and advisors	A field visit in the Raseiniai district was held, where the problem of soil pH regulation for better absorption of nutrients by plants is relevant. Most CNC members lime their soils, then fertilizing with mineral fertilizers is also more effective. Some farms carry out fertilizing only with organic fertilizers, some study the mineral nitrogen of the soil for more accurate norms of nitrogen, not only at the beginning but also during vegetation, before carrying out fertilizing with nitrogenous fertilizers. Framers were interested in identifying nutrients in yields as a method by which comparisons of fertilization technologies used could be evaluated.
1	06 June 2024	Raseiniai, Lithuania	winter wheat	TBA	winter wheat farmers and advisors	A field visit in Raseiniai was held, during which the observed fields of winter wheat were examined. The farmers introduced the group members to the system of fertilization of plants used in the monitored fields and the work performed: fertilization, use of plant protection products, regulation of plant growth. There were discussions about the norms of fertilizers and the timing of fertilization, the use and expediency of different plant protection products.
1	06 July 2024	Raseiniai, Lithuania	winter wheat	TBA	winter wheat farmers and advisors	A field visit in Raseiniai CNC was held, during which the observed fields of winter wheat were examined. The farmers introduced the members of the group about the system of fertilization of plants used in the monitored fields and the work performed: liming, fertilizing with mineral fertilizers, use of plant protection products, regulation of plant growth. There were discussions about liming, fertilizer norms and fertilization time, the use and expediency of different plant protection products.
<b>4</b>				<b>TBA</b>		

### SEGES (Denmark)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	07 June 2024	Zealand, Denmark	spring barley	TBA	spring barley farmers and advisors	Field day at phosphorus experiment in Zealand. There was an observation of the experiments and talk about the background and preliminary results and had a general discussion about phosphorus. Including phosphorus in biochar, position-specific phosphorus allocation, crop response to phosphorus deficiency, methods for determining phosphorus status, and phosphorus-mobilizing cover crops. We first meet in the biochar experiment and then walked to the nearby experiment with position-specific phosphorus supply. The main focus was effect of P application for spring barley, in fertilizer, organic fertilizers and from biochar. Conclusions from this discussion was that we need more research on the availability of P from biochar, as we see high variability of P from biochar. Another subject was fertilization of late sown spring barley, leaching of N and losses from denitrification from early application in spring sown crops because of extreme amounts of rain.
1	10 June 2024	Jutland, Denmark	diverse crops	TBA	farmers and advisors	One presentation about Nutri-Check project, one presentation about Phosphor. We discussed the effect of different phosphorus sources for cash crops and how new analysis for phosphorus in soil may give better results and thereby better and more adjustment the amount of Phosphorus used in the Northern part of Jutland, where there are local difficulties for uptake of phosphorus in plants. We looked at 1 experiment with different ways for slurry application in a regenerative field. Also the Nutri-Check project was presented and the value of having a network for sharing knowledge about plant nutrition was discussed. It was concluded that the soil analysis for phosphorus is not precise enough in the northern and southern part of Jutland. New type of soil analysis method is on its way to be approved for legal use by the Danish farming ministry and the local advisers look forward to use that for nutrient management at the Danish farms. Regenerative farming is still a very new way of farming in Denmark. It is difficult to find a way for slurry application on Danish fields without making a disturbance in the soil surface.
1	12 June 2024	Ytteborg, Denmark	spring barley	50	spring barley farmers and advisors	Field visit at the Ytteborg field station. The main subject of the event was "Slurry is gold". Ytteborg field station demonstrated different applications methods using two types of slurry. A thick cattle slurry and anaerobically digested slurry. SEGES highlighted the effect of dry matter content and application method on nitrogen use efficiency (NUE). Five teams of around 50 people came by a field trial in spring barley with slurry application where we talked about the aim of the study, the different slurry treatments and what we expect from the trials. It was demonstrated how N <sub>2</sub> O measurements is carried out in the trials. We discussed practice today and why application methods in spring barley probably need to change moving forward to support a more sustainable crop production in the future. It was concluded that the anaerobically digested slurry varies in content and viscosity. Consequently, the farmer needs to take this variation into account before application to be able to maximize NUE.
<b>3</b>				<b>50</b>		

### TEAGASC (Ireland)

Number of field days	Date of field days	Location	Crop	Number of participants	Target Groups	Description
1	14 September 2023	Southern CNC Farm, Ireland	winter wheat	TBA	winter wheat farmers and advisors	Field visit in one farm of the Southern CNC. Dr David Wall gave a talk on Soil Health at one of the CNC (South) member's farm. The talk consisted of maintaining soil health concerning management on different soil types. These included aspects such as using fym to help relieve compaction, cultivation techniques and right timing measures to prevent compaction and how controlled traffic farming can help reduce compaction on a field scale.
1	31 January 2024	Kilkenny, Ireland	winter wheat	TBA	winter wheat farmers and advisors	Field visit at the National Tillage Conference. Cathal Redmond gave a talk at the national tillage conference on the NUTRI-CHECK NET project and the tools and technologies open to farmers to help increase the precision of their crop nutrition. Tools spoken about included leaf analysis, grain analysis, soil sampling, the national recommendation system and NDVI cameras in crops for assessing chlorophyll.
1	06 June 2024	Kilkenny, Ireland	winter wheat	TBA	winter wheat farmers and advisors	Field visit in Kilkenny, Ireland. Dr David Wall and Mr Mark Plunkett gave talks at a research and education farm in Kilkenny, Ireland on fertilizer use efficiency to a group of farmers including members of the West CNC. The content of the talks included improving fertilizer use efficiency, the correct storage of fertilizer for minimising product degradation and losses of N through volatilisation and the correct way to calibrate and set up fertilizer spreaders to ensure the correct rate is being applied and the spreading pattern is accurate.
<b>3</b>				<b>TBA</b>		



## **B. How to communicate the NUTRI-CHECK NET project:**

- 1 - Use one of the templates exists in the NUTRI-CHECK NET SharePoint;
- 2 - If there is no template for the purpose, use the Word Document Template and adapt it;
- 3 - Never forget to use NUTRI-CHECK NET and the EU Funding + UKRI logotypes, as well as the Horizon Europe disclaimer, as described in 2.;
- 4 - Keep a record of the event attended, with the participant's list, programme, and other documents distributed;
- 5 - If you are invited to present the NUTRI-CHECK NET project in a Workshop/Seminar/Conference:
  - i. Communicate it to the project's Coordinator (AUA) and to the project's Communication Team Leaders (CONSULAI);  
Prepare your presentation using NUTRI-CHECK NET Power Point Template;
  - ii. Ask someone to take photos of your presentation and during the event;
  - iv. Keep a record of the event attended, with the participant's list, programme, and other documents distributed;
  - v. Send these documents and photos to the project's Communication Team Leaders (CONSULAI).

6 - Contact the Communication Team Leaders if you have questions:

**CONSULAI - Alexandre Falé or Dina Lopes**

E [afale@consulai.com](mailto:afale@consulai.com); [dlopes@consulai.com](mailto:dlopes@consulai.com)

**C. Table of Communication activities and tools to be used, targeted audiences and related Key Performance Indicators (KPI)**

Category	Communication strategies	Communication tools and channels	Target audiences	KPIs	Outputs
<b>Events, networking and exploitation</b>	<ul style="list-style-type: none"> <li>• Webinar programs</li> <li>• Organisation of local dissemination events in each partner country, with at least one field day held in association with each CNC per year. Each field day will aim to attract approximately 50-60 attendees</li> <li>• Organisation of a larger national event in each participating country</li> <li>• Presentation of project results in national and international technical and scientific conferences/seminars</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Dissemination materials</li> <li>• Social media networks</li> <li>• EIP-AGRI Platform</li> <li>• H2020 and HEurope linked projects platforms</li> <li>• National partners platforms</li> </ul>	<ul style="list-style-type: none"> <li>• I., II., III., IV., V., VI., VII., VIII</li> <li>• I., II., III.,</li> <li>• I., II., III., IV., V., VI., VII., VIII</li> <li>• VIII.</li> </ul>	<ul style="list-style-type: none"> <li>No. of Participants per:               <ul style="list-style-type: none"> <li>• webinar – 100</li> <li>• field day – 50</li> <li>• larger national event – 150</li> <li>• conference/ seminar – 100</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 27 webinars (of which 9 will be focused as training webinars)</li> <li>• 78 field days</li> <li>• 9 larger national events</li> <li>• 6 conferences/seminars</li> </ul>
<b>Monitoring of C, D &amp; E plan</b>	The CD & E Plan will be monitored and evaluated using Indicators for Impact Evaluation and KPIs	<ul style="list-style-type: none"> <li>• NUTRICHECK-NET internal management</li> <li>• HEurope Monitoring &amp; Exploitation report</li> </ul>	<ul style="list-style-type: none"> <li>• NUTRICHECK-NET consortium partners</li> <li>• HEurope External M&amp;E / Auditing</li> </ul>	<ul style="list-style-type: none"> <li>• % of KPIs deviation &lt; 10%</li> </ul>	<ul style="list-style-type: none"> <li>• CD&amp;E Plan and Execution Report</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>• Preparation of printed materials, to distribute by partners and in the hybrid final conference</li> <li>• Open access to all NUTRICHECK-NET communication and dissemination materials</li> <li>• Link with EIP-AGRI at EU level</li> <li>• Link with H2020 and HEurope projects</li> <li>• Link with CAP networks and OGs at national level</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Dissemination materials</li> </ul>	<ul style="list-style-type: none"> <li>• I., II., III., IV., V., VI., VII., VIII</li> <li>• I., II., III.</li> </ul>	<ul style="list-style-type: none"> <li>• Reached audience – 10,000</li> <li>• No. of leaflets – 4</li> <li>• No. of factsheets – 20 (5/ type of Target Group : I+II+III; IV+V+VI; VII; VIII)</li> <li>• Reached Audience - 6,000</li> <li>• Practice abstracts – 100</li> <li>• Reached Audience – 10,000</li> </ul>	<ul style="list-style-type: none"> <li>• 4 leaflets</li> <li>• 20 factsheets</li> <li>• 100 EIP AGRI Practice Abstracts</li> </ul>