October 31st, 2024

Deliverable D7.2

Report on Communication and Dissemination Activities (first version)

WP7 Communication, Dissemination and Exploitation

NENUPHAR

New governance models to enhance nutrient pollution handling and nutrients recycling

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Executive summary

D7.2 (the first draft of the Report on Communication and Dissemination Activities) provides a comprehensive overview of the communication strategies, materials, actions, dissemination efforts, stakeholder engagements, and online outreach undertaken throughout the first year of the NENUPHAR project.

The report delves into the formulation and implementation of the Communication Strategy, which has been rolled out in accordance with the project's Communication, Dissemination and Exploitation Plan (D7.1). It further showcases the development of Communication Materials such as brochures, posters, roll-ups, PowerPoint presentations, and infographics aimed at effectively conveying project objectives and outcomes to the specific target groups identified in the Communication, Dissemination and Exploitation Plan.

Communication and Dissemination Actions are thoroughly detailed, encompassing articles, interviews, project videos, and participation in a wide array of events held across Europe. Additionally, dissemination efforts in the form of scientific publications, participation and organisation of scientific, training and educational events, and the creation of other outcome materials are included.

Stakeholder engagement, which aims to foster collaboration and knowledge-sharing among key stakeholders, is briefly introduced and the different forms it has thus far taken in the project, i.e. value chain workshops, end-user engagement events and replication workshops, are presented. Furthermore, the report delves into the realm of Online Outreach, highlighting the pivotal role of the project website, Social Media channels, newsletters, and other tools in facilitating communication, engagement, and dissemination activities since the launch of the project.

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List of abbreviations and acronyms

BCE – Biorefine Cluster Europe

CA – Consortium Agreement

CoA – Collaboration Agreement

CoI – Community of Interest

CoM – Community of Members

D – Deliverable

DoA – Description of Action

D7.1– Nenuphar Communication, Dissemination and Exploitation Plan

EC – European Commission

ESNI – European Sustainable Nutrient Initiative

FIMA – Feria Internacional de la Maquinaria Agrícola (Zaragoza)

GA – General Assembly

HEU – Horizon Europe – the 9th framework Programme of the EC for research, technological development and innovation activities.

IPR – Intellectual Property Right

KPI – Key Performance Indicators

M (+ number) – Month

NENUPHAR- New governance models to enhance nutrient pollution handling and nutrients recycling

PC – Project Coordinator

SP – Sister projects

WP – Work package

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1. Communication strategy

1.a Communication, Dissemination and Exploitation Plan

During M1 to M4, the 'Communication, Dissemination and Exploitation Plan' (D7.1) was developed and submitted for the NENUPHAR project. This overarching master plan provided a framework for all communication, dissemination and exploitation activities carried out in GO-GRASS, and project partners utilized this document as a reference.

1.a.1 C&D objectives and monitoring KPIs

Communication activities for the NENUPHAR project were established during the proposal phase, where specific objectives and target values were defined. The following target values are being monitored to ensure alignment with the project objectives. The table below outlines the objectives as stated in the Grant Agreement (Part B) alongside the current values achieved by M12, providing detailed information about the completed activities throughout this report.

Table 1: NENUPHAR C&D objectives and current status

HOW (Tool/activity)	WHEN	Evaluation	Target value	Reached M12
Project visual identity & captative logo, including QR code, common graphics and templates.	Ready by M1	Common public image/branding ensure visibility and recognition	Imagery in all communications	Yes
Project website. Giving public access to relevant non-IP-sensitive results, items, audio-visual content, deliverables, etc. Private area for internal use.	Launched by M6	Number of hits, country of provenance and online visits	10,000 hits/year from 20 countries	2,800 hits from 18 countries
Social media (Facebook, Twitter, LinkedIn, YouTube, WordPress). To increase outreach in partners existing online communities.	Launched by M1	Nº of posts	2,000 posts	85
		Nº of members	10,000 members	354
E-newsletters. To reinforce, provide up-to-date information and support exchanges with the project community. Uploaded on the project website.	From M4 (every 6 months)	Nº of subscriptions to the service	+150 subscribers	2
Project promotional material: leaflets, videos, posters, roll-up banner, factsheet, etc. Uploaded in electronic format to the project website and available for printing.	M2-M6 and M40-M48	Nº of brochure/ leaflets	+2,000	691
		Video visualization	+1,500	1,122
Scientific and technical publications. Peer-review scientific journals and	Along with deliverables	Nº of papers	+8	0

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HOW (Tool/activity)	WHEN	Evaluation	Target value	Reached M12
conferences proceedings Publishable version of deliverables in the project website.	and achievement of results	Downloads of technical project publications	+50	0
Cooperation with other projects to forge communication, promote synergies and establish cluster collaborations.	Along project lifetime	Collaborated EU related projects	+12	3
Social and professional networking with key sector associations, platforms and initiatives.	Along project lifetime	Collaboration agreements with relevant networks	+6	1
Press media contacts (TV, newspapers, radio, websites. etc.) either general or specialized at EU/international levels. A press kit will be developed containing writing identity, press release, general presentation, key messages, a list of FAQs and copyright free images.	On a regular basis throughout project execution	Nº of press releases	+25	0
		Mail-outs & downloaded newsletters (per release)	+500	1,114
On field site showcases. Open to general public, agencies and interested stakeholders. Dedicated presentations and workshops by local demo-teams.	Along project lifetime	Nº of showcases	+3	0
Conferences, workshops and events. Including the project final conference covering future strategy, expectations and exploitation measures.	From M6 (+1 per year)	Nº of attended conferences	+8	13
		Nº of organised workshops	+2	2
		Nº participants Final Project Conference	+100	NA

1.a.2 Visual identity

EEB, with the support of CIRCE and the contributions from the project partners, has developed a cohesive brand aesthetic strategy to enhance visibility and recognition of the NENUPHAR project. The primary objective is to ensure that all project documents, initiatives, and communications are easily identifiable, enhancing their impact and facilitating tracking of the project's narrative and progress. By maintaining consistency in style, format, and communication, the project develops a unique personality that resonates with a broader audience. This strategy aims to standardize and unify the graphic parameters for everyone representing NENUPHAR.

Below, some of the main concepts established already on the C&D plan (D7.1.). The use of this tools serves to establish a consistent and recognizable image for NENUPHAR across all communication tools, products, and events.

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The consortium has access to project logos, visual identities, and other communication resources at the project WP7 repository.

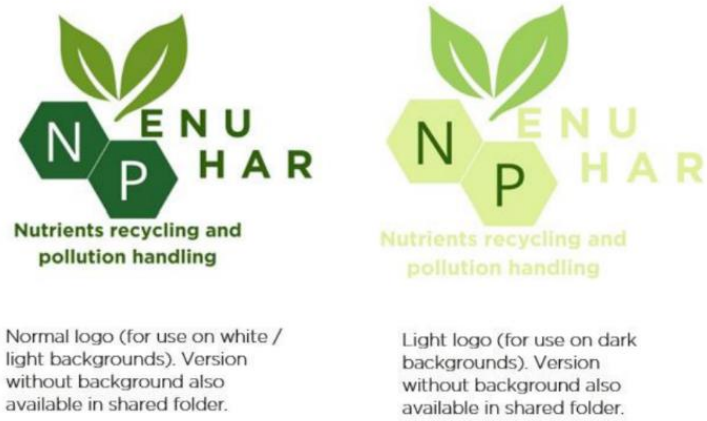
NENUPHAR Logotype

The final logo was created by EEB and was decided by the vote of all consortium members after the project kick-off- among the following possible options:

Figure 1: NENUPHAR's potential logos voted by the consortium

Below NENUPHAR's full logo selected is displayed in its two versions. Please, note that the full logo version includes the claim "Nutrients recycling and pollution handling". This logo will only be used when the available space guarantees the complete legibility of the claim. In case the space is limited, the simplified version of the logo (with no claim) must be used.

Figure 2: NENUPHAR logotype



Templates

To ensure consistency internally and in official reporting, templates for public and confidential presentations and communications were developed in M1. These templates ensure the transmission of a unified corporate image and are used consistently by all project partners.

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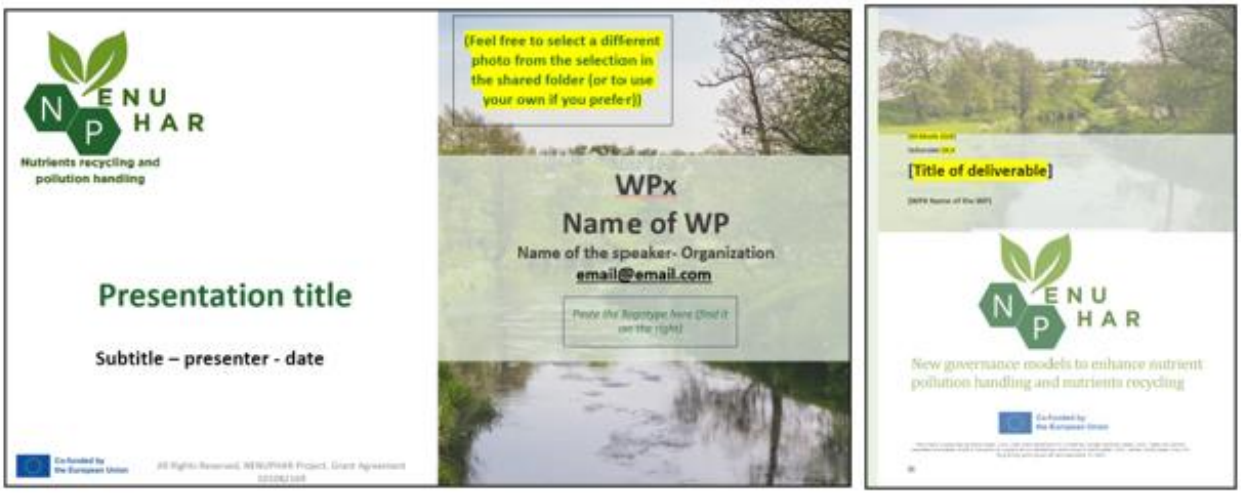
Figure 3: Project templates



Colours

For all publications, use standard black colour for normal text. For headings and sub-headings, we use #385623, and for captions (indicating Tables and Figures), we use #88a675.

Font

NENUPHAR utilizes the Calibri font, which is available as a default font in Microsoft Office.

For standard text in documents, we use Calibri (Body) at size 11 in black for general content, while headings are presented in green (#385623), consistent with the styles outlined in our templates. This font scheme is also applied to all public-facing communication materials.

Imagery

A mix of imagery – generic stock imagery reflecting themes relevant to the NENUPHAR project (rivers, farmland, manure, dairy farms, wastewater systems, etc) have been put at the disposal of the project partners for their use in the C&D materials. Project partners are also encouraged to use high-quality photos of the NENUPHAR project itself (e.g. demo cases, significant events/milestones, etc.). In addition, visuals and backgrounds have been provided to partners for their use in webinars and online calls. The images used for the project have been sourced through a paid-for subscription and their use complies with copyright regulations.

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Figure 4: Examples of images available for use in NENUPHAR C&D materials

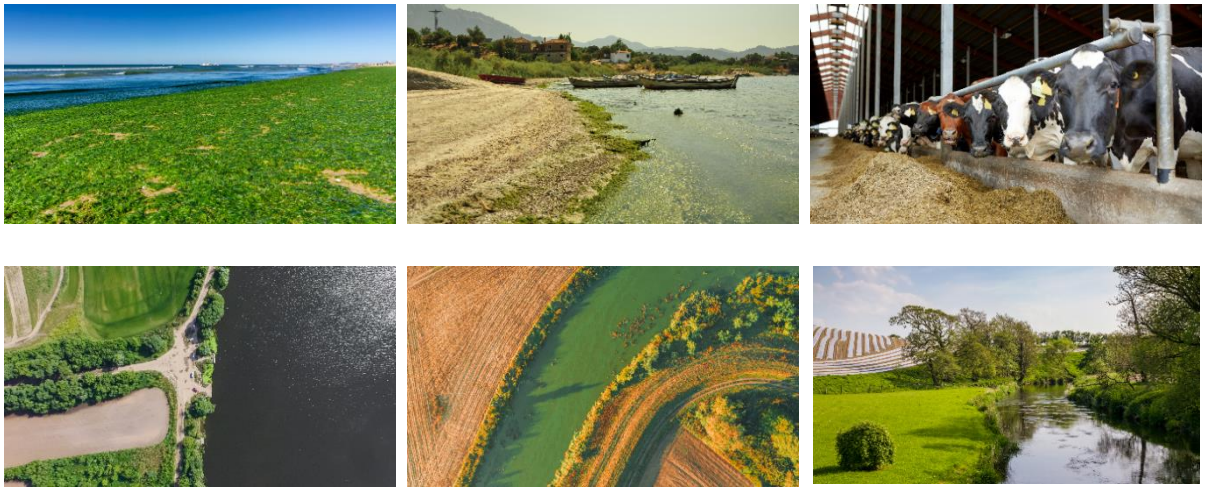

Figure 5: Examples of backgrounds for webinars and more

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2. Communication materials

2.a Project leaflet

In M8-10, a leaflet/brochure was developed to provide an overview of the Nenuphar project. The template of brochure has been made available to project partners and is open to necessary local modifications and translation into other languages. This material has been developed and printed for all partners of the project consortium, has been presented and disseminated at several events since its publication, including a number of high-level and well-attended conferences. At the project's first General Assembly meeting, partners were also presented with 30 leaflets each to take with them to support dissemination efforts at any events they may attend.

Figure 6: Project's leaflet in English

Figure 7: NENUPHAR leaflet in Slovak language modified for Danube demo-site displayed at the 49th International Agricultural and Food Exhibition Agrokomplex (Slovakia) in August 2024 (M10), attended by SUA

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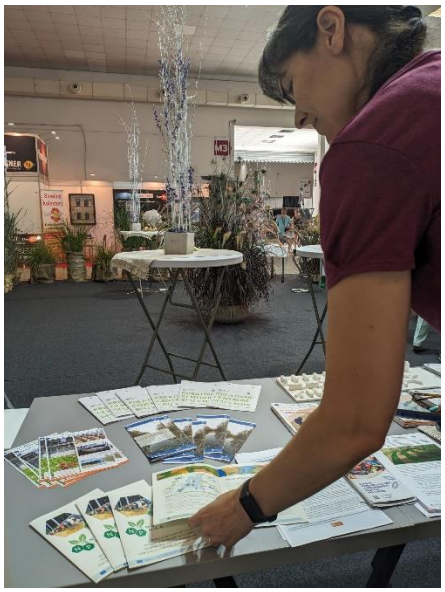
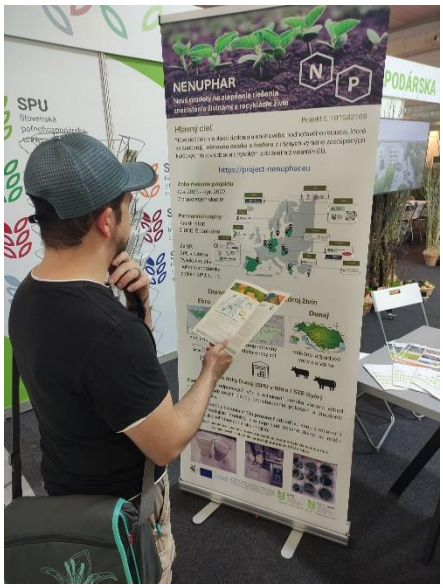
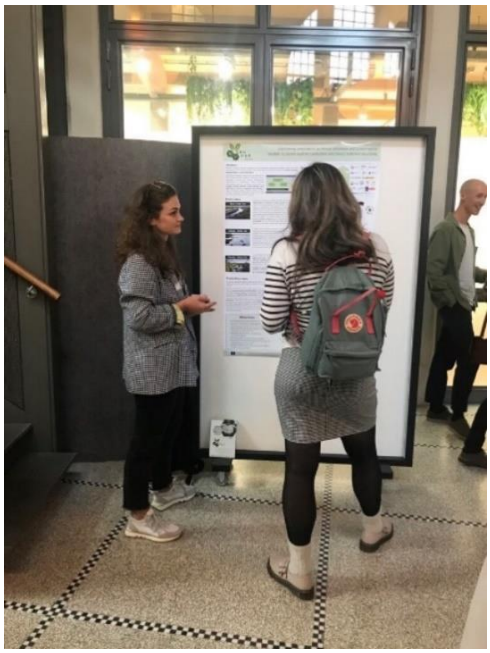




2.b Poster & roll-up banner

In M10, a scientific poster was developed and distributed to partners. This resource supports partners attending larger events and conferences who would like to present the objectives and remit of the project in more depth, whilst remaining engaging to curious new audiences.

Figure 8: NENUPHAR poster (left) and presentation (right) of the poster at ESNI 2024



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Additionally, in also in M8-10, a roll-up banner was developed for the project. The poster and roll-up have been made available to partners and has supported larger in-person events, supporting wider recognition of the project through the use of striking visual identity and simple design.

***Figure** 9: **NENUPHAR roll-up(left) and roll-up displayed** (right) at the General Assembly 2024 and ESNI 2024 in Brussels*

Figure 10: NENUPHAR roll-up in Slovak language displayed at various events in Slovakia: Field Day of Sustainable Agriculture in June (M8) (top left), the 49th International Agricultural and Food Exhibition Agrokomplex in August 2024 (M10) (top right), and 13th National Field Days (lower row).

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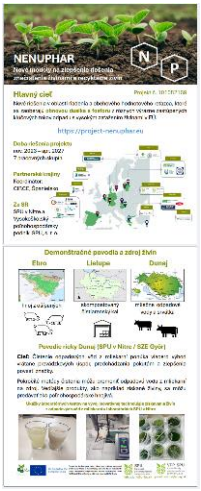

2.c Project videos

In M8, an introductory video was developed for the NENUPHAR project, which has been uploaded to the project YouTube channel, as well as the project website and social media accounts. The video (1,122 views to date) outlines the context in which the NENUPHAR project has been, focusing on the environmental harm caused by excessive amounts of nutrient pollution from several sources that is causing serious environmental and health consequences.

Figure 11: Project introductory video

NENUPHAR project partners are currently in the process of developing individual videos outlining each organisation's role in the project. These will be developed with the same visual effects, and will be uploaded to the project YouTube channel and posted across the project social media accounts as part of

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a series. This content will support the visibility of the project and enable wider audiences to get to know the various consortium partners and their respective roles in achieving a joint objective. These videos will also serve to support the visualisation of the work on demonstration cases being undertaken across diverse regions of Europe.

3. Communication actions

3.a Journalistic articles & news

In the first year of the NENUPHAR project, there has been a gradually growing interest in the project from the media across Europe. However, with the demonstration cases being undertaken in the project still in progress, it is to be expected that we have not yet reached significant media milestones, and that in the coming months and years, the work of the project will be covered more significantly.

To date, the project has enjoyed some regional coverage in 18 countries. This coverage has involved regular print media (particularly regional outlets), as well as other audiovisual media including television and radio.

In addition, the NENUPHAR project has been mentioned on a number of other online blogs and websites, as well as in other organisations' newsletters.

***Table** 2: Media mentions of the NENUPHAR project*

Media mentions of the NENUPHAR project				
Date	Country	Title	Media outlet / blog publisher	Link
27/12/2023	France	Agritech : innovation technologique au service de l'agriculture et de l'alimentation	L'yonne Republicaine	https://www.lyonne.fr/france-monde/economie/agritech-innovation-technologique-au-service-de-l-039-agriculture-et-de-l-039-alimentation_14428264/
12/02/2024	Spain	FIMA 2024: Programa, novedades y opiniones previas	Interempresas	https://www.interempresas.net/Agricola/Articulos/538797-FIMA-2024-Programa-de-eventos-y-jornadas-tecnicas.html
13/02/2024	Spain	La agricultura del futuro y prácticas innovadoras en reciclar suelos agrícolas se debaten en FIMA	Gente de Zaragoza	http://www.gentedigital.es/zaragoza/noticia/3772457/la-agricultura-del-futuro-y-practicas-innovadoras-en-

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Media mentions of the NENUPHAR project				
Date	Country	Title	Media outlet / blog publisher	Link
				reciclar-suelos-agricolas-se-debaten-en-fima/
13/02/2024	Spain	La FIMA debate sobre la agricultura del futuro y las prácticas innovadoras en el reciclaje de suelos agrícolas	Noticias De	https://www.noticiasde.es/aragon/la-fima-debate-sobre-la-agricultura-del-futuro-y-las-practicas-innovadoras-en-el-reciclaje-de-suelos-agricolas/#respond
13/02/2024	EU	The agriculture of the future and innovative practices in recycling agricultural soils will be discussed this Wednesday at FIMA	Europapress	https://www.europapress.es/aragon/feriazaragoza-01088/noticia-agricultura-futuro-practicas-innovadores-reciclar-suelos-agricolas-debaten-miercoles-fima-20240213195709.html
13/02/2024	Spain	Qué ver en la FIMA 2024: el programa de este miércoles 14 de febrero	Heraldo de Zaragoza	https://www.heraldo.es/noticias/aragon/zaragoza/2024/02/13/que-ver-fima-programa-miercoles-14febrero-2024-1710852.html
14/02/2024	Spain	Deshacerse de la contaminación y compartir conocimiento: objetivos en la segunda jornada de FIMA	Aragón Noticias	https://www.cartv.es/aragonnoticias/noticias/deshacerse-de-la-contaminacion-y-compartir-conocimiento-dos-objetivos-que-centran-la-segunda-jornada-de-fima?utm_source=rssfeed&utm_medium=feed&utm_content=annoticias&utm_name=feed
14/02/2024	Spain	NENUPHAR in TV programme "Buenos días Aragon"	Aragón TV	https://alacarta.aragontelevision.es/informativos/buenos-dias-aragon-14022024-0800
14/02/2024	Spain	Radio programme "De las Puertas al Campo"	Aragón Radio	https://www.cartv.es/aragonradio/radio?play=podcast/151526

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Media mentions of the NENUPHAR project				
Date	Country	Title	Media outlet / blog publisher	Link
06/03/2024	Spain	Proteger un recurso que se recupera en millones de años	Heraldo de Zaragoza	https://www.heraldo.es/noticias/economia/2024/03/06/proteger-un-recurso-que-se-recupera-en-millones-de-anos-1715480.html
02/04/2024	Cyprus	Min. Agriculture: Objective increase of primary sector in GDP and sustainability	Larnaka Online	https://larnakaonline.com.cy/2024/04/02/yp-georgias-stochos-afksisi-protogenous-tomea-sto-aep-kai-aeiforia/
03/04/2024	Cyprus	Minister sets sights on boosting agriculture's share in Cypriot GDP	Cyprus Mail	https://cyprus-mail.com/2024/04/03/minister-sets-sights-on-boosting-agricultures-share-in-cypriot-gdp/

3.b Interviews

We aim to conduct a series of interviews with expert stakeholders beyond the project consortium. This should help foster dialogue and strengthen partnerships, knowledge exchange and awareness raising among stakeholders and the general public across Europe.

Interviews will be written or audio-visually recorded (each lasting between 2-10 minutes), mostly in English or in the local language with English subtitles/translation.

Experts will be part of different stakeholder groups (NGOs/CSOs, authorities, academia and research, private sector, etc.) and address topics such as agriculture, circular economy, soil protection, animal welfare, water pollution and scarcity, technologies, rural development, etc.

These interviews will be published on the project's social media channels and website. They will take place over the full duration of the project (4 years).

3.c Attended events and conferences

NENUPAR partners have identified the most relevant events at the national, regional, and European levels, which they attend to disseminate the project's results, whether by making project presentations, posters, or exchanging information and communication materials with other participants. The table below outlines

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the events attended by NENUPHAR partners during the first year of the project, as well as the activities they have carried out to inform other attendees about NENUPHAR.

Table 3: Attended conferences and events by consortium's partners until M12

Attended conferences and events					
Name	**Place**	**Date**	**Partner**	**Activities done**	**Number of attendees**
FIMA 2024	Zaragoza, Spain	13–17. 02.2024	CIRCE	• Communicating NENUPHAR to other participants at the fair • Organization of NENUPHAR workshop (see section 4.b) • Local TV interview with Barbara Palacino (PC)	167,564
PRO-FEM	Vic, Spain	16–17.05.2024	UVIC	• Poster presentation	200
13th National Field Days	Dvory nad Žitavou, Slovakia	05–06.06. 2024	SUA	• Roll-up presentation by members of SUA team • Communicating NENUPHAR to other participants at the event	10,000
Field Day of Sustainable Agriculture	Kolíňany, Slovakia	19.06.2024	SUA-UF	• Roll-up presentation by Pavol Findura • Communicating NENUPHAR to other participants at the event	40
AGROKOMPLEX NITRA	Nitra, Slovakia	15–18.08.2024	SUA	• Roll-up presentation by members of SUA team • Leaflets presentation • Communicating NENUPHAR to other participants at the event	66,419
ESNI 2024	Brussels, Belgium	18–19.09.2024	CIRCE, UVIC-UCC, DRAXIS, EEB, SUA, SZE, DRAXIS, CAYC, ZSA, LBTU, NRDA, AKI	• Communicating NENUPHAR to other participants at the event • Poster presentation • Project presentation at the plenary session • Project workshop (see section 4.b) • Establishing synergies with sister projects	140

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Attended conferences and events					
Name	**Place**	**Date**	**Partner**	**Activities done**	**Number of attendees**
Educational Event - Latvian Drainage Association	Latvia	20.09.2024	LBTU	• Presentation of NENUPHAR Project	150
5th stakeholder meeting "Water-energy-food-ecosystem Nexus: policy assessment and governance roadmap for the Lielupe River Basin"	Riga, Latvia	2.10.2024	LBTU	• Networking with other projects of the Horizon Europe programme and sharing information and activities carried out in the NENUPHAR project.	20
European Sustainable Phosphorus Platform 5th Conference	Lleida, Spain	08–10. 10. 2024	BETA, EEB	• Presentation of scientific poster	250
Working Group ECOSTAT WFD CIS	Athens, Greece	15-16.10.2024	EEB	• Contribution to WFD CIS deliverable on nutrient boundaries and the group work programme 202502027 • Discussion on presenting Nenuphar results at next meeting	40

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Attended conferences and events					
Name	**Place**	**Date**	**Partner**	**Activities done**	**Number of attendees**
Salón del Gas Renovable	Valladolid, Spain	01–02.10.2024	CIRCE	• Communicating NENUPHAR to other participants at the event • Project presentation by Alejandro Fresneda, CIRCE, at round table about uses of digestates.	3,600
Day for Soil	Vieska and Žitavou, Slovakia	17.10.2024	SUA-UF	• Project presentation by Pavol Findura	40

Figure 12: Pictures of partners attending conferences

From left to right: María Ángeles Alfonso (CHE), Inés Samperi (CAYC), Barbara Palacino (CIRCE), María Perez (GEST) & Nagore Guerra and Carla Febrer (UVIC-UCC) at NENUPHAR workshop in FIMA (Feb 24)

Lubos Jurík (SUA) at AGROKOMPLEX (Aug 24)

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Alejandro Fresneda (CIRCE) at Salón del Gas Renovable (Oct 24)

Attendees to ESPP (Oct 24)

Project partners at NENUPHAR workshop in ESNI conference (Sept 24)

Sara Johansson, Senior Policy Officer for Water Pollution Prevention at the EEB, during the 5th European Sustainable Phosphorus Platform Conference in Spain (Oct 24)

Pavol Findura at Day for Soil (Oct 24)

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3.d Press releases

To ensure broader communication of NENUPHAR activities, a minimum of 25 press releases is foreseen over the duration of the project. It aims at reaching different media outlets in Europe but also worldwide.

At M12, no press releases have been developed considering the early stage of the project and the fact that we do not yet have significant project results to disseminate through the media. At the moment, the EEB is establishing a strategic plan to reach out to the press, especially at national level in each demo-site and replication site as well as at EU level. The consortium is gathering media outlets contact at both levels and will then proceed to reaching out to those outlets in a coordinated manner.

Press releases will ensure the proper dissemination of results, events and main achievements of the partners.

4. Dissemination actions

4.a Scientific publications

Given we are still in the early stage of the project, scientific publications have not yet been published and disseminated. Consortium partners maintain the goal to produce at least 8 scientific publications (according to the IPR protection strategy and to the GA and CA) in dedicated journals and magazines fully Open Access. More details regarding these publications will be explained in the next report. Currently, internal discussions to plan future publications are ongoing, and as the project's demonstration cases proceeds to yield results, these will be published in parallel. NENUPHAR consortium is aware of the Open Access requirements of the programme, with guidance around how to ensure compliance with this provision being provided by the project coordinator, CIRCE.

By the time this report is being prepared, the development of the first project publication is ongoing and at peer-review stage: Marta Lenartowicz, Ľuboš Jurík: *Growth medium effect on Scenedesmus obliquus biomass production*. It is an abstract submitted to the Scientific Conference of PhD. Students organised by SUA in Nitra, which will be held on 14 November, 2024 (https://vkd.uniag.sk/home).

4.b NENUPHAR organised events

The NENUPHAR consortium is committed to organizing different project workshops along the project plan:

[1] 3 workshops with representatives of the 5 regional clusters will be held in the three main demos-sites to share practical and successful examples of nutrient management strategies and governance models.

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[2] 4 workshops will be organized at EU level to foster collaboration and synergies among stakeholders, enhancing the dissemination of NENUPHAR project results. By engaging with various projects, platforms, and initiatives, these workshops will establish a strong network that supports the project's goals and broadens the understanding of its outcomes across diverse regions.

[3] All previous will be complemented with capacity building programs, and regional workshops will be organized to increase the awareness levels of the organizations at every institution level, include the strategy to reach key stakeholders (e.g. farmers) and society as a whole.

By the time this report is drafted, NENUPHAR partners have been able to promote the three first project workshops, the first belonging to categories [2] and the second and third to [3]. The following table gathers the activities organised so far. After the table, more development on each of the events organised by NENUPHAR is available.

Table 4: Activities organised by NENUPHAR by M12

Events organised							
Format (internal / external)	Name	Place	Date	Partners	Number of attendees	Geographic scope of attendees	Type (Scientific, dissemination, training, etc.)
Workshop (external)	Innovative Practices to Improve Nutrient Management and Recycling in Agricultural Soils	FIMA Conference, Zaragoza, Spain	14.02.2024	CIRCE UVIC CHE CAYC GEST	25	Spain	Dissemination
Workshop (external)	WP4 Assessment of regulatory and economic instruments	ESNI Conference, Brussels, Belgium	17.09.2024	CIRCE	39	Worldwide	Dissemination
Academic master's study program	Course "Restoration of Disturbed Water Ecosystems"	Kaunas, Lithuania	09.09.2024	VMU	18	Lithuania	Training

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Events organised							
Format (internal / external)	Name	Place	Date	Partners	Number of attendees	Geographic scope of attendees	Type (Scientific, dissemination, training, etc.)
"Hydraulic Engineering" (external)							
Academic masters study programme "Scientific Actualities" (external)	Course "Environmental, Water and Land Engineering"	LBTU, Riga, Latvia	11.10.2024	LBTU	9	Latvia	Training

NENUPHAR Workshop "Innovative Practices to Improve Nutrient Management and Recycling in Agricultural Soils" (Zaragoza, February 14th, 2024)

The objective of the workshop was to showcase the work being carried out within the NENUPHAR project. In particular, the focus was on understanding the situation in the Ebro River basin, current practices of farmers and livestock producers, the regulatory framework, and the pilot plant being developed to valorize manure and digestate using a stripping system.

The workshop was promoted by CIRCE and counted on speakers from UVIC-UCC, CHE CAYC, and GESTCOMPOST. The workshop was held as part of FIMA 2024 (International Agricultural Machinery Fair), a major agricultural event in Zaragoza, Spain. FIMA provided an ideal platform for the NENUPHAR project to reach key Spanish stakeholders, including farmers, agricultural professionals, and industry experts.

Key topics discussed included:

- **Biofertilizers in Agriculture:** Legal frameworks for the use and commercialization of biofertilizers were discussed, highlighting regulations at the European and national levels, as well as their potential in organic farming.

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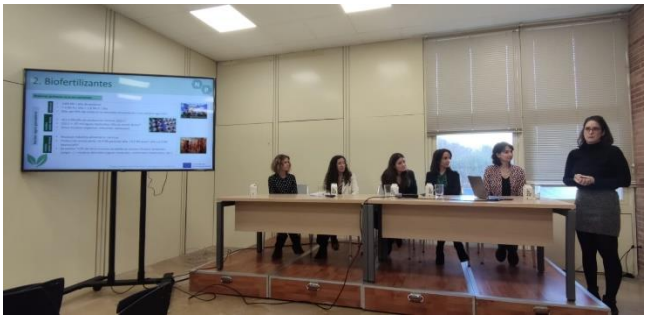
- **Circular Economy in the Canal de Aragón y Cataluña:** A presentation explored how the agricultural sector can implement circular economy principles by using organic nitrogen from manure to meet crop needs, reducing dependence on mineral fertilizers and minimizing environmental impact.
- **Diffuse Pollution in the Ebro Basin:** An analysis of nutrient pollution in water bodies due to agricultural runoff was presented, with a focus on controlling nitrogen and phosphorus losses.
- **Pilot Plant in Spain:** The session showcased the GESTCOMPOST plant, designed to valorize pig manure and digestate using a stripping system to recover ammonia for use as a fertilizer, contributing to waste-to-resource conversion.

The event ended with an open debate to discuss other solutions and regulatory frameworks related to nutrient management.

Figure 13: NENUPHAR workshop in FIMA Conference



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NENUPHAR Workshop "Hands-on nutrient management: barriers and opportunities in EU & regional legislation and economic strategies" (Brussels, September 18th, 2024)

The scope of the session focused on nutrient management, with an emphasis on identifying barriers and opportunities within European and regional legislation and economic incentives. This workshop was framed under NENUPHAR's WP4 *Assessment of regulatory and economic instruments*, and it was aimed at discussing tools for improving nutrient pollution management, particularly nitrogen and phosphorus, across various regions in Europe.

The workshop was held as part of the European Sustainable Nutrient Initiative (ESNI) Conference promoted by the BioRefine Cluster Europe. This conference provided an ideal platform for the NENUPHAR workshop, as it convenes leading experts in nutrient cycling to promote collaboration among European entities involved in nutrient recycling. The event facilitated the exchange of valuable experiences and helped identify knowledge gaps, guiding future research efforts in the field.

Figure 14: Projects participating in ESNI Conference

The NENUPHAR workshop not only aimed to disseminate the latest project developments, but also to actively involve participants by facilitating discussions on relevant policies and strategies in their respective countries. NENUPHAR partners had the chance to meet with leading experts and professionals working in the field, which worked in groups, moderated by consortium experts, to analyze three types of waste: manure, sewage sludge, and dairy wastewater. These small-group discussions allowed for the identification of regulatory gaps, economic instruments, and practical experiences, providing additional insights to complement the project's findings and promote nutrient recovery across different national and regional contexts.

The primary conclusion of the workshop was that a significant challenge in EU regulation is the lack of contextual adaptation to the specific circumstances of each territory. The narrow perspective of policymakers and the excessive regulation impede the advancement of new business models. EU legislation is effective in controlling water pollution and protecting the environment. However, it has the unintended consequence of disadvantaging smaller farmers, who often have lower production levels and greater resource needs and promoting larger enterprises. There is a need for improved communication

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between the primary sector and policymakers. There should be policies that promote new circular business models using existing technologies, knowledge, and resources. Identifying cost-effective solutions and promoting value chain business models is crucial.

Figure 15: NENUPHAR workshop at ESNI

NENUPHAR Training during the Master Study Programme "Hydraulic Engineering" - Study Course "Restoration of Disturbed Water Ecosystems" (Sept 24)

A presentation on the NENUPHAR project, implemented by the Water Engineering Department of the Vytautas Magnus University (VMU), was delivered to 18 students in the academic master's study program "Hydraulic Engineering" as part of the course "Restoration of Disturbed Water Ecosystems" on September 9, 2024, by Arvydas Povilaitis (representative of VMU and NENUPHAR partner).

NENUPHAR Training during the Master Study Programme "Environmental, Water and Land Engineering" - Study Course "Scientific Actualities" (Oct 24)

The presentation on the NENUPHAR project and other research projects implemented by the Institute of Landscape Architecture and Environmental Engineering of LBTU has been given to 9 students of the academic master's study programme "Environmental, Water and Land Engineering" as part of the study course "Scientific Actualities" on October 11, 2024, by Ainis Lagzdins **(representative of LBTU and NENUPHAR partner). The presentation is available and can be send or shared otherwise upon a request.**

4.c Published deliverables

To support the project dissemination objectives, several deliverables have been designated as public and will be uploaded to the project website and Open Access repositories following approval from the European Commission. The table below lists the NENUPHAR public deliverables submitted by month 12. Future updates to the C&D progress report will include links to the relevant repositories for easy access, as well as any new reports delivered by the consortium.

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Table 5: Deliverables on public dissemination level M0-M12

Deliv. no	Deliv. Name	WP	Lead beneficiary	Delivered date	Published
D2.1	Successful practices for nutrient pollution management	WP2	AKI	19.04.2024	Not approved yet
D4.1	UE Policies and regulations baseline analysis	WP4	UVIC-UCC	31.10.2024	Not approved yet
D4.2	Definition of current policies and competencies of demo cases	WP4	CIRCE	31.10.2024	Not approved yet
D7.2	Report on Communication and Dissemination Activities (first version)	WP7	EEB	31.10.2024	Not approved yet

The full overview of public deliverables that will be generated by NENUPHAR consortium can be found in Annex 5 of this report.

4.d. Final event

At the end of the project, a high-profile public event will be organized to showcase the lessons learned, project outcomes, and key exploitation strategies of NENUPHAR. This event will be open to all kind of publics, with invitations extended to major stakeholders, institutional authorities, and key organizations. To further enhance the appeal and ensure strong attendance from the industrial community, prominent keynote speakers will be invited to address the audience. In parallel, a targeted promotional campaign will be launched across NENUPHAR's social media channels.

The venue and exact date of the final event will be determined by the General Assembly, with the organization being managed collaboratively by the project coordinator and EEB, with support from all project partners.

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5. Stakeholder engagement

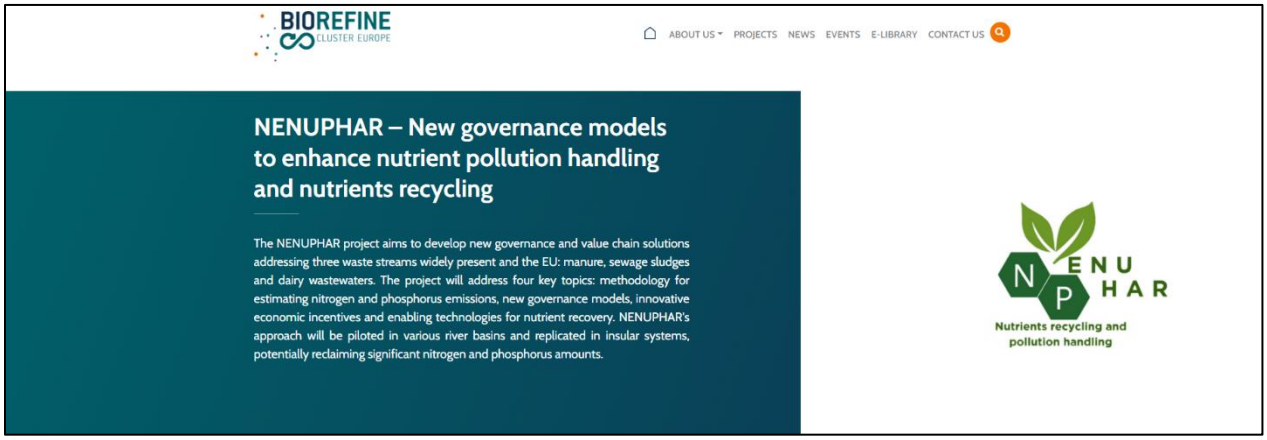
5.a Engagement with Sister Projects and EU Platforms (T7.4)

The NENUPHAR project is proactively engaging with other relevant platforms and ongoing projects with the objective of leveraging mutually reinforcing dynamics and relationships to enhance the reach of the project by increasing its visibility among larger, broader and more diverse audiences.

The NENUPHAR project has already signed a formal cooperation agreement with Biorefine Cluster Europe (BCE), an EU-level platform that seeks to connect stakeholders and like-minded projects, and which has a focus on sustainable resource management and circular economy solutions.

The agreement provides several advantages for the NENUPHAR project. NENUPHAR can benefit from increased visibility by engaging in joint events and sharing its communication plans through BCE's networks. The project will also gain access to BCE's support in disseminating its deliverables via the BCE publications archive, which will be facilitated by BCE's IT support and editorial review. Furthermore, participation in the International Steering Group allows NENUPHAR to have a voice in collaborative initiatives, fostering a dynamic and evolving partnership that can adapt based on member feedback and needs. As an example of relevant result already obtained out of this agreement, NENUPHAR have actively participated in ESNI 2024, and we hope to remain involved in future editions.

Figure 16 NENUPHAR Project announced by the BCE Platform



Throughout the project, NENUPHAR partners aim to replicate the collaboration established with BCE with other relevant European platforms to ensure maximum visibility for the project and connect with more

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initiatives and sister projects. Future updates in the matter will be reported in next versions of WP7 deliverables.

In parallel, sister projects (SP) are also being reached through consortium partners, online and on-site at events or simply by mapping using platforms such as CORDIS. The concept note outlining the key steps for building the engagement with SP and EU Platforms is available to all partners in the consortium. Each milestone and the way to reach it are explained in that document.

A part of the developed overall strategy to reach SP and EU platforms is listed below:

- Setting up the list of SP and EU Platforms relevant to the work of the NENUPHAR project
- Identifying means to reach SP and EU Platforms: events, consortium partners, existing relationships, etc.
- Establishing a first contact with the SP contact point via mail or in person
- Organising a first meeting to explore areas of alignment the potential common activities
- Circulating the collaboration agreement and signing it
- Engaging in common communication and dissemination activities
- Organising regular meetings to maintain alignment and coordination of efforts

A mapping Excel table, a guideline document, a mail template and a collaboration agreement have been developed and made available to the whole consortium.

So far, seven SP have shown an interest in signing a collaboration agreement (either during an in-person discussion or an organised online meeting). More projects have been contacted based on the mapping done in the last months. However, we are still in the phase or organising introduction meetings and agree upon common activities.

The contacted sister projects are the following:

- Fer-Play (agreement reached and CoA signed)
- Syneco Malta (agreement reached, CoA signed)
- Walnut (agreement reached, CoA pending)
- EU-Farmbook (agreement reached, CoA signed)
- SOILUTIONS (agreement reached, CoA pending)
- Nutri-know (agreement reached, CoA pending)

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- Phoster (agreement reached but project ended so no CoA will be signed – we are exploring collaboration with two other projects led by the same lead partner and starting in 2025)
- Renu2cycle (agreement reached, CoA pending)
- NutriBudget (agreement reached)
- Stratus (meeting planned)
- ACTIONr (contacted)
- UPcycle (contacted).

Figure 17: Logos of the SP met during M0-M12

Once an agreement has been reached with sister projects, each project will advertise the other one on its social media and website thanks to a small section containing the logo and a short description. The table below outlines some of the key activities foreseen to be undertaken with each SP.

Table 6: Examples of joint communication and dissemination actions with sister projects

Communication actions with sister projects	Dissemination actions
• Online campaigns: social media, etc. • Newsletter • Events (online, in person)	• Co-organise online seminars and various events • Contribute to publications • Align projects' annual meeting to facilitate knowledge exchange better

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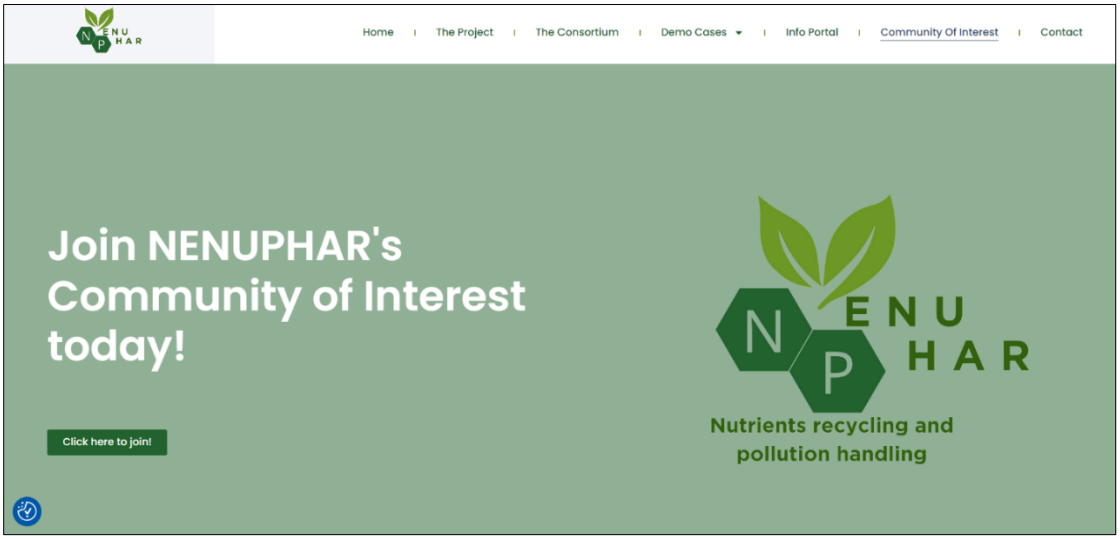
5.b Community of Interest (T7.3)

NENUPHAR has launched and continues to widen its 'Community of Interest' (CoI). This CoI is a 'multiplier group' serving to add critical mass beyond the consortium by bringing additional stakeholders from non-participant regions, fostering a continuous dialogue over time between the consortium and other actors from regions not directly covered by NENUPHAR.

An online form to be filled in by interested parties to join the CoI has been developed and can be found on the website, supported with its own dedicated page. Potential interested stakeholders are also met and introduced to the CoI during events. Thus, and in addition, to support sign-ups at events and meetings, a QR code for this specific online form has been created.

Figure 18: Community of Interest feature on the project's website



The assessment and monitoring of the steps to undertake to make people join the CoI and the number of members will both be reviewed on a regular basis in order to adapt the strategy in case the results are not satisfactory and not only reach the objective of 50 members, but also go way further it.

To date, **46 members have already joined the CoI**, coming from Europe, the MENA region, North America, South America, and Asia. They represent the following stakeholder groups: practitioners, decision-makers, civil society, academia and research, authorities and government, and private sector in the broad sense.

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5.c Community of Members

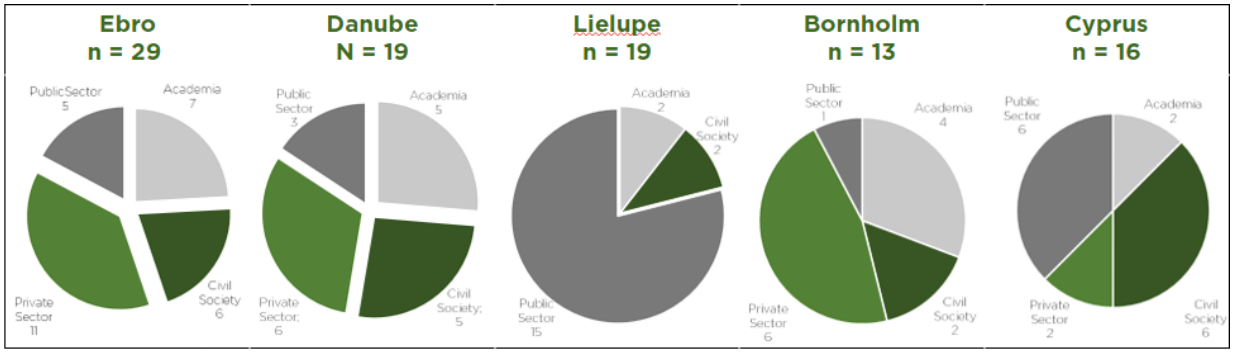
The CoM is a group of stakeholders with a high level of interest in the project that will form a critical group for the compilation of site needs and will work as a critical group to validate the different governance solutions and nutrient management practices defined in the project.

In order to define the potential members of the CoM, the first step was to define the level of interest in the project by the different demonstration site managers. The definition of the CoM in each NENUPHAR regional cluster, their characteristics and the envisaged engagement activities and a vision to outline the required practices to mitigate nutrient pollution in the regions will be defined in Task 2.4.

A stakeholder's analysis was developed in T2.2. a comprehensive stakeholder mapping was conducted using a three-step methodology. This process identified key players, assessed their influence, and helped us understand their role in nutrients management. The stakeholder analysis aims to provide an overview of different stakeholders related to NENUPHAR project and to assess their position in the context of nutrient management. Then, the most relevant stakeholders in each demo-site are identified to explore their interest in participating in the project activities, and to become part of the Community of Members (CoM).

First, a database template was developed to ensure consistent and effective stakeholder engagement across NENUPHAR's five regional clusters. It integrates different stakeholder information that is considered important to understand actors' context of each demo-site. The data collection from the stakeholders in each regional cluster was made by each demo-site leader with the support of local partners. Here the responsible partner per each demo-site. After the demo-site' partners filled in the template, a revision was done by UVIC-UCC. To achieve a comprehensive analysis, UVIC-UCC employed a data visualisation approach. By creating different figures, the team was able to identify potential gaps in stakeholder representation. This visualization served to highlight areas where additional engagement might be required to ensure a truly inclusive project environment. The objective was to achieve a balanced representation of stakeholder types and levels of engagement. The process not only ensured accurate representation but also fostered a robust group of highly engaged stakeholders, who will form the core of the CoM and drive collaborative and more impactful project development.

Figure 19: CoM results per Demo-site. Results from D2.2



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The purpose of the CoM is to strengthen governance processes to support the transition to circular nutrient management at each demonstration site. The CoM will include stakeholders with a high level of interest in the project, representing different sectors such as academia, civil society, public and private sectors. One CoM will be established for each demo site, and stakeholders will be required to sign an expression of interest that includes a GDPR clause. A visioning workshop will serve as the first engagement to launch the CoM, which is planned for late 2024 or early 2025. The workshop will be held at the river basin level, with the option of additional smaller meetings at the national or regional level, depending on agreement. Decisions will also need to be made on whether replication sites, such as Bornholm and Cyprus, will follow the same process now or later.

During the General Assembly held in September 2024, a workshop was developed to define the characteristics of each CoM. Several points were discussed by the demo site partners:

- The location and date of the first CoM in each demo site.
- Confirmation of the stakeholders who will participate in the CoM and who will be responsible for contacting them.
- The agenda of the CoM based on the given template.
- Identification of the challenges in each demo site to be discussed in the CoM workshop.
- Steps to follow for the organization of the CoM workshop.

Figure 20: Partners workshop on the CoM during the General Assembly in Brussels (Sept. 24)

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5.d Broader stakeholder engagement

Stakeholder surveys

Within the Task 4.2, a questionnaire on national and regional regulatory barriers related to nutrients has been disseminated to external stakeholders, in particular, the questionnaire has been shared with the stakeholders from each regional cluster, collected in Task 2.2 (Stakeholders mapping). The complete results of the questionnaire will be included in deliverable 4.2, with the rest of the task information.

A link to fill in the questionnaire has been sent to the stakeholder emails collected by UVIC-UCC in WP2.

The questions are designed to address the most relevant legislation related to nutrient management and nutrient pollution in the different countries where the stakeholders are from. Some questions give the user the opportunity to explain their experiences of legislation on these issues, and to comment on the barriers and opportunities they identify.

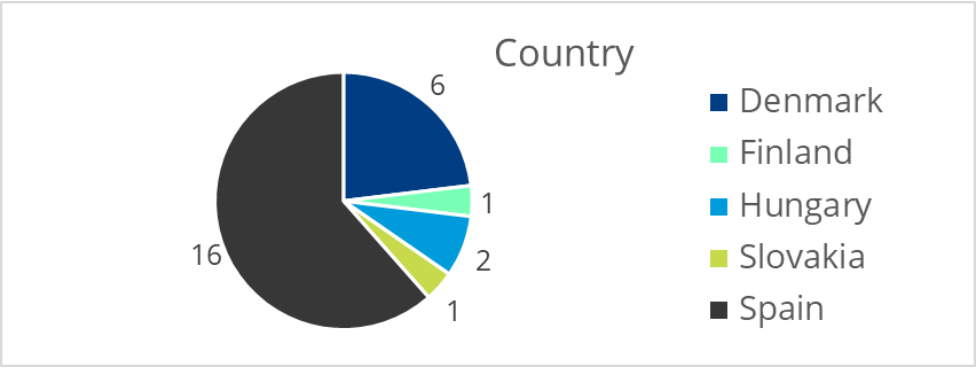
The most effective communication channels were identified to distribute the questionnaire and ensure a high response rate. These channels include social media platforms of the NENUPHAR project and targeted email lists for key stakeholders (collected within NENUPHAR Task 2.2). In this case, the channels used have been:

- Social media: X (formerly Twitter) and LinkedIn. The questionnaire is free to any stakeholder that want to contribute.
- Mailing: Contact lists from each demo case and replicator were used for targeted email distribution to stakeholders in the sector.

The questionnaire was launched in the first days of August 2024 and the deadline to contribute is the final of September. The survey format was Google Forms.

The final number of respondents was 26. About the profile:

- 5 countries participated (Denmark, Finland, Hungary, Slovakia, Spain)



- 14 different regions

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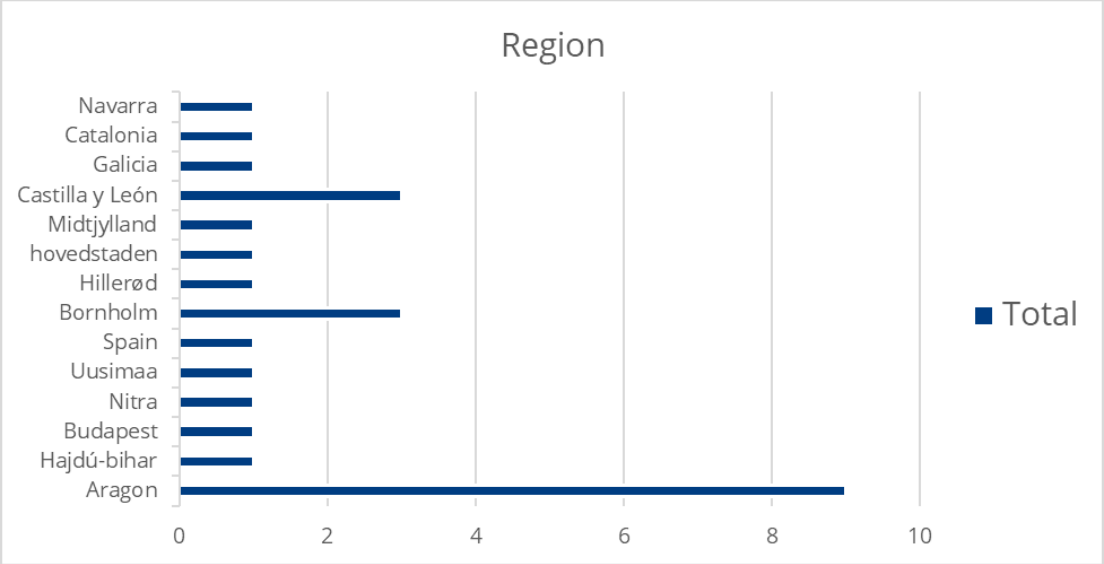
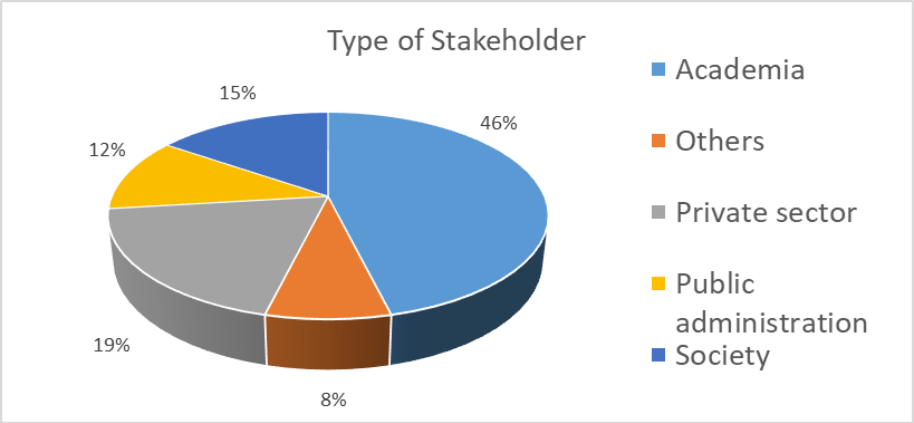


- 5 types of stakeholders (Academia, Private sector, Public administrations, Society, Others)



The questionnaire reveals several key perspectives on legislation and nutrient management. The main findings are:

1. **Involvement in nutrient management**: Out of 26 responses, 19 participants indicated that they are involved in activities related to nutrient management (wastewater treatment, agriculture, fertilizer production, etc.), while 7 have no experience in this field. Nutrient recovery in waste treatment and agriculture were prominent topics.

2. **Regulatory barriers**: 17 out of 26 participants indicated that they had encountered barriers related to nutrient-related legislation. The most frequently mentioned barriers included restrictions on nutrient application, especially in vulnerable areas, inconsistencies and overlapping regulations, and complex bureaucratic processes for obtaining permits. The lack of

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equity in regulating organic versus mineral fertilisers and the low acceptance of certain nutrient management practices by farmers were also highlighted.

3. **Financial or technical support**: 13 participants indicated that there are financial or technical support mechanisms, although most considered them insufficient or limited. Programmes such as subsidies for biogas production and support for research into livestock waste management were mentioned, but they do not cover all the needs of farmers.

4. **Suggested improvements**: 20 out of 26 participants suggested improvements to the regulatory framework. Among the proposals, they highlighted increasing financial and technical support, the need for greater consistency in regulations, and stricter controls on the correct application of fertilizers. They also suggested more equitable regulation between organic and mineral fertilizers.

5. **Success stories**: 17 participants mentioned knowing of successful nutrient recovery projects, such as the EU-funded **Nutri2Cycle**, **Sea2land**, and **Fertimanure** projects, as well as local and national initiatives. Those who did not know of any examples suggested the need to further promote the circular economy in irrigated areas.

In summary, the questionnaire highlights active involvement in nutrient management but also identifies significant regulatory barriers, insufficient support, and the need to improve the legislative framework to foster more sustainable practices.

6. Online outreach

6.a Website

At the start of the project (M6) the project website was launched. Since the launch, it has been updated regularly with new online tools, output and content about the project and its progress as well as relevant events and milestones.

It is structured around six main sections to feature in the most efficient and understandable way the solutions developed within the project, from technological innovations implemented across the three demonstration sites, to an info portal showcasing upcoming events, recent publications and relevant news, and a direct link promoting the project's Community of Interest, making space for and inviting stakeholders beyond the project's immediate regional focus. It also contains embedded videos published on the NENUPHAR YouTube page, as well as links to the project's social media channels (X/Twitter, LinkedIn and YouTube).

The project website is an ever-evolving source of information, and the primary interface between the project and our audiences.

As of 25 October 2024, it had **2,800 visits from 18 countries.**

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Figure 21: Project website (homepage sections)

6.b Social networks

At the start of the project, social media accounts were set up to promote the work of the project and the dissemination of progress and deliverables to a wider, global online audience. To date, the project has a LinkedIn and X (formerly Twitter), which have content posted on their pages regularly. In addition, a YouTube channel has been set up to accommodate videos linked to the project.

The content of the posts is developed with periodic input into the project communications calendar from project partners to ensure that all activity and engagement on social media channels captures and accurately reflects the actions being taken and events being attended by all project partners.

Figure 22: Project social media accounts (LinkedIn, X and YouTube)

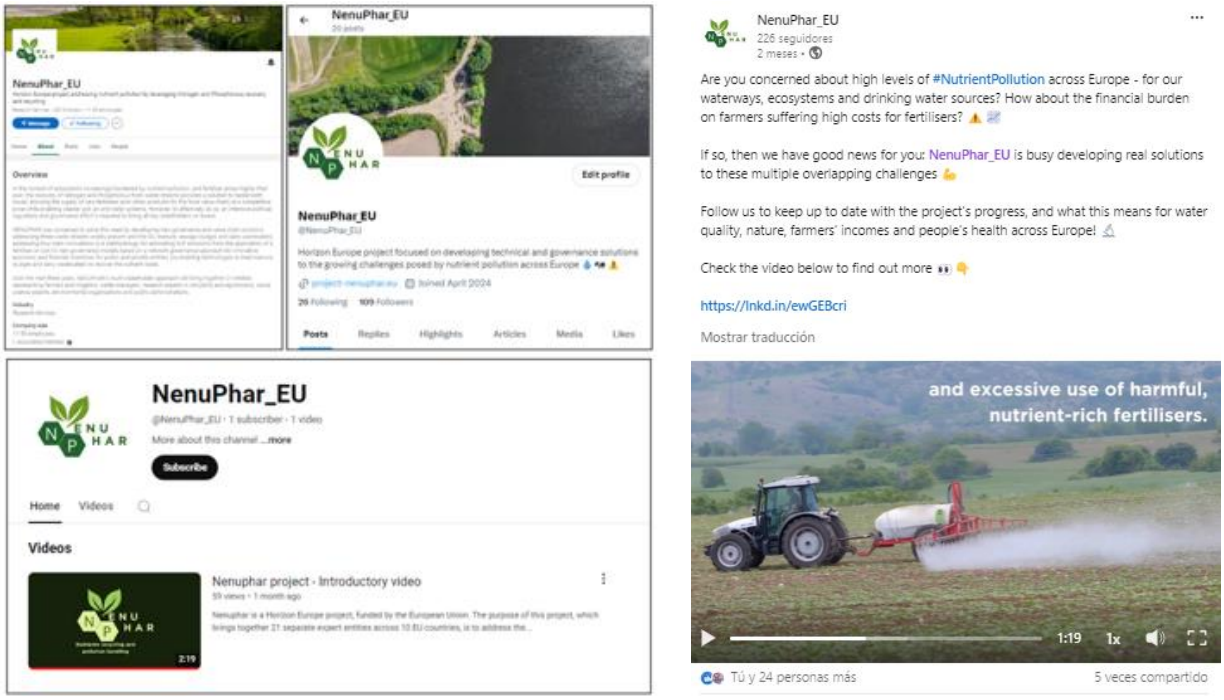

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Table 7: Current metrics of the social media channels of the NENUPHAR Project

Social media channels and newsletter									
Channel	Link	Number of followers	Number of posts	Reactions	Views	Comments	Impressions	Reposts	Tags
LinkedIn	https://www.linkedin.com/company/nenuphar-eu	219	23	577	1,604	9	16,378	20	14
YouTube	https://www.youtube.com/@NenuPhar_EU	1	1	0	59	0	58	0	0
X	https://x.com/nenuphar_eu?lang=en	107	20	86			3,249	17	

In addition to the posts made specifically for the project's website and social media channels, partners are participating in communication and dissemination efforts by posting articles and news on their own websites and social media channels. Between M0 and M12, all partners included, more than 60 other posts were created and shared. The full overview of those posts is available in Annex 2, as part of the monitoring tool developed by the EEB in the framework of the WP7.

6.c Newsletters

In M6 of the project, we launched the first biannual newsletter through the NENUPHAR Mailchimp account. At the time of writing, the **Mailchimp newsletter has 54 subscribers,** while the first biannual newsletter posted on LinkedIn got over **1,000 impressions and was read through over 70 times.**

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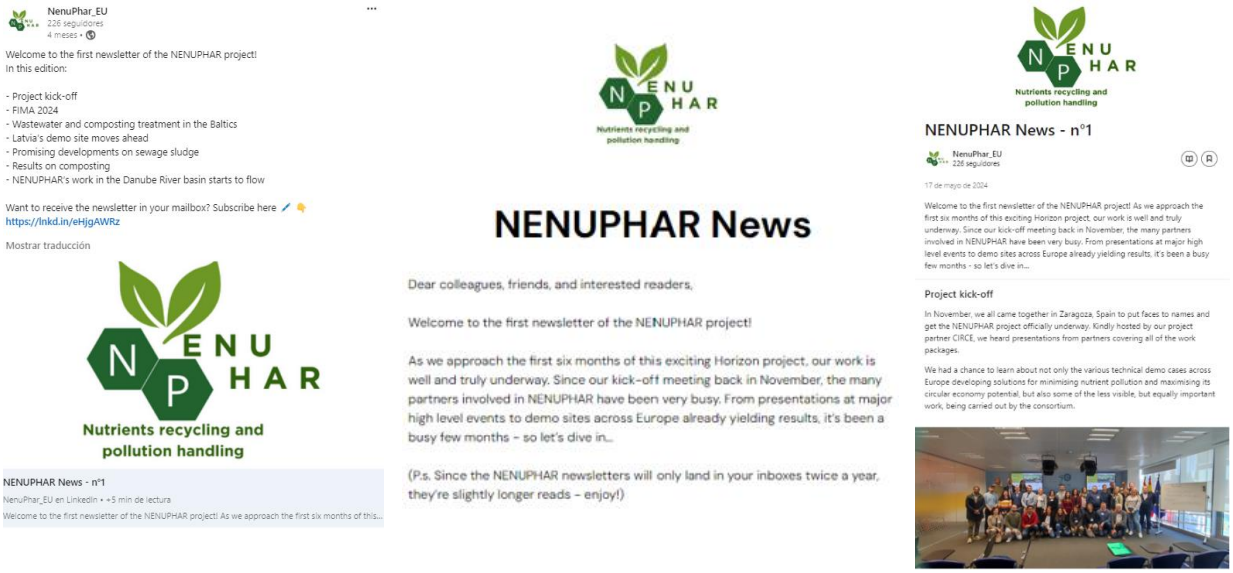
Figure 23: Project newsletter



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7. Conclusions

This first report on Communication and Dissemination (C&D) activities highlights the NENUPHAR project's foundational progress in engaging stakeholders, establishing project visibility, and building networks essential for advancing nutrient pollution management and recycling across Europe. The activities outlined reflect the commitment to the Communication, Dissemination, and Exploitation Plan (D7.1) and adhere to the Horizon Europe framework by integrating key communication tools, engagement strategies, and dissemination actions aligned with the project's objectives.

Communication Strategy Implementation

From M1 to M12, the NENUPHAR consortium established a cohesive visual identity and C&D strategy, encompassing logos, templates, brochures, and an array of materials for consistent project branding. The project website, launched in M6, has served as the main portal for information dissemination, offering access to non-IP-sensitive project outcomes and attracting an initial 2,800 visits from 18 countries. Social media channels, including LinkedIn, X (formerly Twitter), and YouTube, provided further outreach, supporting regular updates on project milestones and events.

Communication and Dissemination Actions

Over the first year, NENUPHAR participated in several high-profile events, notably FIMA 2024 and the ESNI Conference, facilitating engagement with over 200,000 participants combined, as well as hosting workshops on nutrient management and recycling best practices. Journalistic articles and initial media mentions in 18 countries have built awareness, with expectations for further media engagement as the project advances. Scientific publications and press releases remain in early development stages, but the consortium has set the groundwork for increased activity as pilot data becomes available.

Stakeholder Engagement

A core priority has been fostering active stakeholder involvement through the Community of Interest (CoI) and Community of Members (CoM), providing ongoing forums for dialogue, input, and knowledge exchange. The CoI now includes 46 members spanning Europe, North America, the MENA region, and Asia, representing academia, civil society, industry, and government sectors. Engagement with sister projects and EU platforms, notably the Biorefine Cluster Europe (BCE), has strengthened NENUPHAR's visibility and expanded collaboration opportunities. Additionally, stakeholder surveys on nutrient regulation barriers, conducted as part of T4.2, yielded valuable insights, helping identify key challenges in regulatory frameworks and opportunities for improvement.

Online Outreach

The project's online presence is reinforced through social media and biannual newsletters, promoting the project's advancements and disseminating outputs widely. Metrics indicate growing engagement, with LinkedIn achieving over 16,000 impressions and the first newsletter gaining over 1,000 views. Online

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outreach continues to expand, supporting NENUPHAR's visibility within the EU research community and beyond.

Future Outlook

Looking forward, NENUPHAR will intensify its C&D efforts by increasing media engagement, publishing results from demonstration cases, and continuing to build a community of stakeholders and project collaborators. With growing insights from event participation and stakeholder feedback, the consortium will refine its approach to better address challenges faced by smaller stakeholders, promote policy alignment with regional needs, and support value chain integration in nutrient recycling. Through sustained collaboration with sister projects, the project will leverage synergies to broaden impact and reinforce nutrient pollution handling efforts across Europe.

The NENUPHAR project has laid a strong foundation for its communication and dissemination activities, with early successes in stakeholder engagement and visibility efforts. These initiatives place the project on track to fulfill its objectives, enhance EU nutrient management practices, and promote circular economy solutions. As NENUPHAR progresses, continued C&D activities will be essential in amplifying project outcomes and advancing the project's contributions to sustainable nutrient governance within the EU.

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8. Annexes

ANNEX 1 NENUPHAR Comms Hub – Comms Calendar

Figure 24: Comms Calendar in the NENUPHAR Comms Hub (extract)

Comms calendar

This is a communications calendar. It should be filled in ahead of events/launches/publications so that all these relevant milestones can be communicated on and promoted in advance of them happening.

Date (DD/MM/YY)	Name of the activity	Type of activity (directly related to the Nenuphar project)		Partner attending / promoting	Role of the partner	Country	Notes
14 September 2024							
15 September 2024							
16 September 2024							
17 September 2024	GA meeting Brussels						
18 September 2024	ESNI Conference						
19 September 2024	ESNI Conference						
20 September 2024							
21 September 2024							
22 September 2024							
23 September 2024							
24 September 2024							
25 September 2024							
26 September 2024							
27 September 2024							
28 September 2024							
29 September 2024							
30 September 2024							
01 October 2024	Salon del gas renovable (Spain)	Conference		CIRCE	Project presentation	Spain	
02 October 2024	Salon del gas renovable (Spain)	Conference		CIRCE	Project presentation	Spain	
03 October 2024							
04 October 2024							
05 October 2024							
06 October 2024							
07 October 2024							
08 October 2024	5th European Sustainable Phosphorus Conference (ESPC5)	Conference		UVIC-UCC	Presenting a Poster	Spain	
09 October 2024	5th European Sustainable Phosphorus Conference (ESPC5)	Conference		UVIC-UCC	Presenting a Poster	Spain	
10 October 2024	5th European Sustainable Phosphorus Conference (ESPC5)	Conference		UVIC-UCC	Presenting a Poster	Spain	
11 October 2024							

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ANNEX 2 NENUPHAR Comms Hub – Comms Monitoring

Figure 25: Monitoring of posts and articles made by project's partners

C&D monitoring

This document is designed to assist the management and monitoring of NENUPHAR's C&D activities. Please use this document to outline important dates that should be known for communication and dissemination purposes. This will allow sufficient social media posts, visuals, etc. to be prepared well in advance. Not sure if you should choose Communication or Dissemination from the drop-down menu? Have a look at this brief overview for guidance on the right choice.

Communication	Dissemination
About the **project** and **results**	About **results only**
Multiple audiences *Beyond the project's own community (include the media and the public)*	**Audiences that may use the results** in their own work *e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers*
Inform and **reach out to society**, show the benefits of research	**Enable use** and **uptake** of **results**

Name of the activity	Type of activity (directly related to the Nenuphar project)	Date (DD/MM/YY)	Communication or dissemination	Partner attending / promoting	Role of the partner	Country	Relevant link(s) to communication / dissemination	Impact values (ex. N° attendees to the event, likes&shares of media posts, etc
NENUPHAR in radio programme "De las Puertas al Campo" (Aragon Radio) (From min 5:00)	Other (specify in name of activity)	14/02/2024	Communication	CIRCE	Organiser	Spain	https://www.carty.es/aragonradio/radio?play=podcast/1s1526	Aragon Radio has approx. 87.000 listeners/monthly (difficult to estimate the numbers for this programme on 14/02)
NENUPHAR in TV programme "Buenos días Aragón" (Aragón TV) (From min 13:00)	Other (specify in name of activity)	14/02/2024	Communication	CIRCE	Organiser	Spain	https://alacarta.aragontelevision.es/informativos/buenos-dias-aragon-14022024-0800	Aragon TV has a daily audience of approx. 330.000 people (difficult to estimate the numbers for this programme on 14/02)
NENUPHAR' Project description on Steinbeis website (in English)	Other (specify in name of activity)	05/02/2024	Communication	SIG	Organiser	Germany	https://www.steinbeis-europa.de/en/projects/addressing-nutrient-pollution-and-increasing-fertilizer-prices-through-innovative-waste-stream-recovery-solutions-nenuphar	
NENUPHAR' Project description on Steinbeis website (in German)	Other (specify in name of activity)	05/02/2024	Communication	SIG	Organiser	Germany	https://www.steinbeis-europa.de/de/projekte/innovative-loesungen-zur-naehrstoffrueckgewinnung-aus-abfallstroemen-nenuphar	
Linkedin post about NENUPHAR's KoM	social media post	06/12/2023	Communication	CIRCE	Organiser	Spain	gesendet am Mittwoch, 19. Juni 2024 09:15	1706
X post about NENUPHAR's KoM	social media post	06/12/2023	Communication	CIRCE	Organiser	Spain		103
Facebook post about NENUPHAR's KoM	social media post	06/12/2023	Communication	CIRCE	Organiser	Spain	[illegible]	114
Linkedin post about FIMA Conference (preconference)	social media post	08/02/2024	Communication	CIRCE	Organiser	Spain	https://www.linkedin.com/feed/update/urn:li:activity:7161335799733541890	992
X post about FIMA Conference (preconference)	social media post	08/02/2024	Communication	CIRCE	Organiser	Spain	https://twitter.com/fCIRCE/status/1755572437280776542	309
Facebook post about FIMA Conference (preconference)	social media post	08/02/2024	Communication	CIRCE	Organiser	Spain	[illegible]	112
Linkedin post about FIMA Conference (postconference)	social media post	19/02/2024	Communication	CIRCE	Organiser	Spain	https://www.linkedin.com/feed/update/urn:li:activity:7165259056121679872	2215
X post about FIMA Conference (postconference)	social media post	19/02/2024	Communication	CIRCE	Organiser	Spain	https://twitter.com/fCIRCE/status/1759495429660590307	103
Facebook post about FIMA Conference (postconference)	social media post	19/02/2024	Communication	CIRCE	Organiser	Spain	[illegible]	124
Linkedin post about FIMA and Nenuphar in Aragon Radio	social media post	24/02/2024	Communication	CIRCE	Organiser	Spain	https://www.linkedin.com/feed/update/urn:li:activity:7170808028313477712/	3199
Facebook post about FIMA and Nenuphar in Aragon Radio	social media post	24/02/2024	Communication	CIRCE	Organiser	Spain	[illegible]	104
Website publication	other	01/12/2023	Communication	CIRCE	Organiser	Spain	https://www.fcirce.es/noticias/circe-reafirma-su-compromiso-innovacion-y-sostenibilidad-agricola-fima-2024	56
Nenuphar's event in FIMA "Prácticas innovadoras							https://fundacioncirce.sharepoint.com/:f:/r/sites/FR_UE_HE_2023_NENUPHAR/Documentos%20compartidos/Gen	

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	A	B	C	D	E	F	G	H	I
18	Website publication	other	01/12/2023	Communication	CIRCE	Organiser	Spain	https://www.fcirce.es/noticias/circe-reafirma-su-compromiso-innovacion-y-sostenibilidad-agricola-fima-2024	56
19	Nenuphar's event in FIMA "Prácticas innovadoras para mejorar la gestión de nutrientes y su reciclado en suelos agrícolas."	event	14/02/2024	Dissemination	CIRCE	Organiser	Spain	https://fundacioncirce.sharepoint.com/:f:/r/sites/PR_UE_HE_2023_NENUPHAR/Documentos%20compartidos/General/K.%20WP7%20Dissemination/e.%20Dissemination%20actions/a.%20240214_FIMA24-Zaragoza%20(Spain)?csf=1&web=1&e=dRuSfI	Around 35 attendees
20	X post about Nenuphar poster at PRO-FEM congress	social media post	24/05/2024	Communication	UVIC-UCC	Participant	Spain	https://x.com/BETA_TechCenter/status/1793918302412300526	Around 200 attendees
21	PRO-FEM Congress event	event		Dissemination	UVIC-UCC	Participant	Spain		Around 200 attendees
22	Linkedin post about Nenuphar poster at PRO-FEM congress	social media post	28/05/2024	Dissemination	UVIC-UCC	Participant	Spain	https://www.linkedin.com/posts/betatc_vic-horizoneurope-activity-7201166205217320960-veIe?utm_source=share&utm_medium=member_desktop	Around 200 attendees
23	13th National Field Days in Dvory nad Žitavou, Slovakia - national exhibition on varieties, plant protection and plant nutrition, agricultural technology and livestock. SUA was one of the presenters. We presented banner in our stand.	event	04/06/2024 - 05/06/2024	Communication	SUA	Organiser	Slovakia		Around 10000 attendees (https://dnipola.sk/)
24	Publishing the name of the project linked to EU project profile in the list of Horizon Europa projects on the UNI website. Adding link in June/ 2024 to sign in for the newsletter	other	since 09/01/2024	Communication	SUA	Organiser	Slovakia	https://www.uniag.sk/sk/horizont-europa	
25	Website publication	social media post	01/11/2023	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/projects/nenuphar-jauni-parvaldibas-modeli-uzlabotai-augu-baribas-vielu-apsaimniekosanai-un-atkartotai-izmantosanai/	The website attracts on average around 900-1000 hits per month
26	Website publication	social media post	01/12/2023	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/projects/nenuphar-projekta-uzsaksanas-aktivitates/	The website attracts on average around 900-1000 hits per month
27	Website publication	social media post	10/01/2024	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/projects/nenuphar-projekta-latvijas-un-lietuvas-partneru-tiksanas-saulos/	The website attracts on average around 900-1000 hits per month

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	A	B	C	D	E	F	G	H	I
28	Website publication	social media post	12/02/2024	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/projects/vizite-liepajas-notekudenu-attirisanas-iekartas-nenuphar-projekta-ietvaros/	The website attracts on average around 900-1000 hits per month
29	Publication in Farmers' Parliament magazine for members	social media post	14/03/2024	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/wp-content/uploads/2024/03/Nenuphar-2024.pdf	The magazine has a circulation of 1000 copies. Additionally, the NENUPHAR page is available on website.
30	Website publication	social media post	18/04/2024	Communication	ZSA	Organiser	Latvia	https://zemniekusaeima.lv/projects/aicinam-pieteikties-lielupes-upes-baseina-saimniecibas-jauna-produkta-komposta-notekudenu-dunu-iestradei-laukos/	The website attracts on average around 900-1000 hits per month
31	Publication in Farmers' Parliament newsletter	social media post	08/05/2024	Communication	ZSA	Organiser	Latvia	The publication included link to the website: https://zemniekusaeima.lv/projects/aicinam-pieteikties-lielupes-upes-baseina-saimniecibas-jauna-produkta-komposta-notekudenu-dunu-iestradei-laukos/	The newsletter is sent to around 835 members
32	Publication in Farmers' Parliament newsletter	social media post	16/05/2024	Communication	ZSA	Organiser	Latvia	The publication included link to the website: https://zemniekusaeima.lv/projects/aicinam-pieteikties-lielupes-upes-baseina-saimniecibas-jauna-produkta-komposta-notekudenu-dunu-iestradei-laukos/	The newsletter is sent to around 835 members
33	Field Day of Sustainable Agriculture at SUA-UF	event	19/06/2024	Communication	SUA-UF	Organiser	Slovakia	https://www.uniag.sk/sk/aktualne-informacie/polny-den-na-vpp-sa-zameral-na-temu-udrzatelneho-polnohospodarstva	
34	Meeting with BCE for engaging NENUPHAR in the cluster	other	14/06/2024	Communication	CIRCE	Organiser	EU	https://www.biorefine.eu/	
35	Website publication	other	01/02/2024	Communication	LUKA	Organiser	Latvia	https://www.lwwwwa.lv/jauni-parvaldibas-modeli-uzlabotai-augu-baribas-vielu-apsaimniekosanai-un-atkartotai-izmantosanai-nenuphar/	
36	Facebook post about event	social media post	09/02/2024	Communication	LUKA	Organiser	Latvia	https://www.facebook.com/lwwwwa.lv/posts/pfbid02FWww5QweBCdjirg7GUWTyQZpREnejE1oN6ueype79Be6WyN9d5DXtShMSELzAkNAl	
37	Facebook post about project start	social media post	15/01/2024	Communication	LUKA	Organiser	Latvia	https://www.facebook.com/lwwwwa.lv/posts/pfbid02zLw1L6PXwcnB8vnjCfBXbsSPhQf55xPyFK3eWZeaauhpQ5HhdH2aLqJ1QnaScBoDl	
38	Facebook post about SUA visit in Hungary in June 2024	social media post	05/08/2024	Communication	SUA	Organiser	Slovakia	https://www.facebook.com/share/p/VFi6pQgTH9VzYbs5/	23 likes (on 3/10/2024)
39	Instagram post about SUA visit in Hungary in June 2024	social media post	05/08/2024	Communication	SUA	Organiser	Slovakia	https://www.instagram.com/p/C-S7v13v4np/?igsh=MTZtcHFrZzc1ZW92cA==	48 likes (on 14/10/2024)

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	A	B	C	D	E	F	G	H	I
								et-de-l-039-alimentation_14428264/	
51	Facebook post about NENUPHAR's KoM	Social media post	22/11/2023	Communication	SZE	Organiser	Hungary	https://www.facebook.com/share/p/SVYzBugBor8QGpZy/	4&3 likes&shares
52	Linkedin post about NENUPHAR's KoM	social media post	11/12/2023	Communication	SZE	Organiser	Hungary	https://www.linkedin.com/posts/agricultural-and-food-research-centre_sze-szeaaezkk-nenuphar-activity-7133066335571296256-eeos?utm_source=share&utm_medium=member_desktop	16&3 likes&shares
53	Linkedin post about NENUPHAR's General Assembly meeting	social media post	27/09/2024	Communication	SZE	Organiser	Hungary	https://www.linkedin.com/posts/agricultural-and-food-research-centre_esni2024-tebike-esni2024-activity-7245502980571992065-2318?utm_source=share&utm_medium=member_desktop	7 likes, 1 shares
54	Facebook post about NENUPHAR's General Assembly meeting	social media post	27/09/2024	Communication	SZE	Organiser	Hungary	https://www.facebook.com/share/p/C3iSPVdzGNDw5Vva/	17 likes, 4 shares
55	Promotion of the NenuPhar Community of Interest via EcoDaLLi	social media post	17/09/2024	Communication	SIG	Organiser	Danube region	https://www.linkedin.com/posts/ecodalli-project_nutrientpollution-activity-7241700612411637760-poHx?utm_source=share&utm_medium=member_desktop	8 likes, 1 repost
56	Promotion of the NenuPhar Community of Interest via Steinbeis Europa Zentrum	social media post	24/09/2024	Communication	SIG	Organiser	Europe/International	https://www.linkedin.com/posts/steinbeis-europa-zentrum-sez-_nutrientpollution-activity-7242468723456884736-f0ZY?utm_source=share&utm_medium=member_desktop	4 likes
57	SUA in Nitra rewards outstanding employees	social media post	10.10.2024	Award to the SUA project leader Prof. Jurík for the NENUPHAR project	Organiser	Slovakia	Award for the project with the highest alocated funds (recognition at SUA level)	https://www.linkedin.com/posts/elena-aydin-5a305114_sua-in-nitra-rewards-outstanding-employees-activity-7250108099175346177-L3TT?utm_source=share&utm_medium=member_desktop	
58	Promotion of the NenuPhar Community of Interest via FlashPhos	social media post	13/10/2024	Communication	SIG	Organiser	Europe	https://www.linkedin.com/feed/update/urn:li:activity:7243200970708500048	8 likes, 1 repost, 1 comment
59	Day for Soil - The event was organized by Ekopolis Foundation and it focused on regenerative agriculture and agroforestry. The managing director of SUA-UF Prof. Pavol Findura (co-organiser and partner institution of the event) informed the participants about the role of SUA-UF in creating and testing a new technology for extracting nutrients - nitrogen and phosphorus - from dairy wastewater within Danube demo-site.	other	17/10/2024	Communication	SUA-UF	Participant	Slovakia	https://contao.uniag.sk/sk/aktualne-informacie/na-odbornom-programe-dna-pre-podu-v-arborete-mlynany-sa-podielal-aj-vpp/	
60								https://www.lbtu.lv/lv/projekti/apstiprinatie-projekti/202	

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60	Website publication	other	01/11/2023	Communication	LBTU	Organiser	Latvia	https://www.llbtu.lv/lv/projekti/apstiprinatie-projekti/2023/jauni-parvaldibas-modeli-uzlabotai-augu-baribas-vielu	
61	Website publication	other	11/12/2023	Communication	LBTU	Organiser	Latvia	https://www.llbtu.lv/lv/rekts/2023-12-11/projekte-nenuphar-uzsaksanas-tiksanas-saraksts	
62	Website publication	social media post	05/12/2023	Communication	VMU	Organiser	Lithuania	https://www.vdu.lt/en/vmu-scientists-have-launched-new-project-nenuphar/	
63	Website publication	social media post	05/12/2023	Communication	NRDA	Organiser	Lithuania	https://nrda.lt/nenuphar/	
64	Linkedin post about NENUPHAR participation in EENI	social media post	16/10/2024	Communication	CIRCE	Organiser	Spain	https://www.linkedin.com/posts/circe-centro-tecnologico_esni2024-innovaciaejn-sostenibilidad-activity-7251952845430677504-ycJN?utm_source=share&utm_medium=member_desktop	48 likes (on 22/10/2024)
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ANNEX 3 NENUPHAR Comms Hub – Events Monitoring

Figure 26: Monitoring tool of organised and attended events and meetings

	A	B	C	D	E	F	G	H
1	Events / meetings monitoring		**Guidance**: Please use this sheet to record any events / meetings that have taken place in the context of the NENUPHAR project. This will assist in the monitoring and reporting of activities throughout the project.					
2	**Event/meeting title**	**Website (if applicable)**	**Place (city, country)**	**Date (DD/MM/YY)**	**Project partner(s) in attendance**	**Social media (especially LinkedIn)**	**Comments**	
3	SZE visiting SUA		Nitra, Slovakia	08/12/2023	SZE, SUA		Meeting within WP 3.4 (Danube Region demo site)	
4	FIMA 2024							
5	SUA visiting SZE		Mosonmagyaróvár, Hungary	10/06/2024	SZE, SUA	https://www.facebook.com/share/p/VFr6pQgTH9Vz2Yhs/ https://www.instagram.com/p/C-S7vt3v4np/?igsh=MTZtcHFrZzc1ZW92cA== https://www.fzki.uniag.sk/sk/aktualne-informacie-reader/navsteva-uks-v-madarsku/ https://www.fzki.uniag.sk/en/news-and-events/visiting-colleagues-in-hungary-within-the-nenuphar-project/	Meeting within WP 3.4 (Danube Region demo site)	mentioned also in NENUPHAR comms monitoring
6	13th National Field Days	https://dripola.sk/	Dvory nad Žitavou, Slovakia	04/06/2024 - 05/06/2024	SUA in Nitra			mentioned also in NENUPHAR comms monitoring
7	Field Day of Sustainable Agriculture		Koliňany, Slovakia	19.06.2024	SUA-UF	https://www.uniag.sk/sk/aktualne-informacie/polny-den-na-vpp-sa-zameral-na-temu-udrzatelneho-polnohospodarstva		mentioned also in NENUPHAR comms monitoring
8	AGROKOMPLEX NITRA	https://agrokomplex.sk/en/agrokom	Nitra, Slovakia	15.-18.8.2024	SUA in Nitra	https://www.facebook.com/FZKISPUNitra/posts/897991922346945?ref=embed_post	Presentation of the project using banner and leaflets	mentioned also in NENUPHAR comms monitoring
9	Nenuphar GA meeting		Brussels, Belgium	17-18 September	All project partners		Meeting held at the EEB office, Brussels	
10	ESNI 2024	https://www.biorefine.eu/news/es	Brussels, Belgium	18-19/09/2024			Project workshop to be organized. GA to be held in parallel	
11	European Sustainable Phosphorus Platform 5th Conference	https://www.phosphorusplatform.e	Lleida, Spain	8-10.10 2024	EEB, others?			
12	Salón del Gas renovable	https://www.salondelgasrenovable.com/	Valladolid, Spain	1-2/10/2024	CIRCE		Barbara is participating in a roundtable presenting NENUPHAR project and particularly the stripping system.	
13	Presenting the project at the event organized by the Latvian Drainage Association	event	20/09/2024	Communication	LBTU	Participant	Latvia	
14	Presenting the project at the 5TH stakeholder meeting "Water-energy-food-ecosystem Nexus: policy assessment and governance roadmap for the Lielupe River Basin" of the NEXOGENESIS project of the Horizon 2020 programme	event	02/10/2024	Communication	LBTU	Participant	Latvia	
15	Presenting the NENUPHAR project to students of the academic masters study programme "Environmental, Water and Land Engineering" as part of the study course "Scientific Actualities "	event	11/10/2024	Communication	LBTU	Organiser	Latvia	
16	European Week of Regions and Cities	https://cor.europa.eu/en/plenaries-events/flagship-events/european-week-regions-and-cities	Brussels, Belgium	07/10/2024	CIRCE	Participant	CIRCE participated in the stand of the Aragon Region, and we distributed leaflets of NENUPHAR at the fair	
17								
18								
19								
20								
21								

Comms calendar (upcoming)!! | NENUPHAR comms monitoring | **Events monitoring** | EU level Sister Projects | +

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ANNEX 4 NENUPHAR Comms Hub – KPI Tracker

Figure 27: KPI Tracker tool

C&D KPI tracker

Objective	Evaluation	KPI / Target	Responsible for tracking progress	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4	2025 Q1	2025 Q2	2025 Q3	2025 Q4	2026 Q1	2026 Q2	2026 Q3	2026 Q4	2026 Q1	2026 Q2	2026 Q3	2026 Q4	2027 Q1	2027 Q2	2027 Q3	2027 Q4
Visual identity and logo	Common public image / branding ensure visibility and recognition	Imagery in all communications	EEB	Yes	Yes																			
Project website	Number of hits, country of provenance and online visits	10,000 hits/year from 20 countries	EEB																					
Social media	Nº of posts	2,000 posts	EEB																					
	Number of members	10,000 members	EEB				EEB: 306																	
E-newsletters	Nº of subscriptions to the service	150 (plus) subscribers	EEB																					
	Nº of newsletters / year	2	EEB			EEB: 1		EEB: 1																
Project promotional material	Nº of brochure/leaflet Video visualization	2,000, 1,500	EEB				EEB: 630																	
Scientific and technical publications	Nº of papers & Downloads of technical project publications	8 papers, 50 downloads	EEB																					
Cooperation with other projects	Collaborated EU related projects	12 (plus)	EEB																					
Social and professional networking	Collaboration agreements with relevant networks	6 (plus)	EEB			CIRCE: 1 with EPC																		
Press media contacts and engagement	Nº of press releases	25 (plus)	EEB				EEB: 3																	
	Mail-outs & downloaded newsletters (per release)	500 (plus)	EEB																					
On field site showcases	Nº of showcases	3 (plus)	EEB																					
Conferences, workshops and events	Nº of attended conferences	8 (plus)	EEB	EEB: 1	EEB: 1	EEB: 1	EEB: 2	EEB: 1																
	Nº of organised workshops	2 (plus)	EEB				CIRCE : 1 (EISN)																	
	Nº participants at Final Project Conference	100 (plus)	EEB																					

NENUPHAR comms monitoring | Events monitoring | EU level Sister Projects | NENUPHAR news | KPI tracker

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ANNEX 5 Public Deliverables of the project

Figure 28: List of public deliverables

Deliv. no	Deliv. Name	WP	Lead beneficiary	Due date (Month)
D2.1	Successful practices for nutrient pollution management	WP2	AKI	6
D2.4	Best practices for the implementation of governance models	WP2	UVIC-UCC	18
D3.2.	Benchmarking and techno-economic analysis of the different valorisation solutions	WP3	CIRCE	21
D3.4	Online GIS Platform	WP3	DRAXIS	28
D4.1	UE Policies and regulations baseline analysis	WP4	UVIC-UCC	12
D4.2	Definition of current policies and competencies of demo cases	WP4	CIRCE	12
D4.4	Methodology for innovative business models	WP4	UVIC.UCC	21
D5.2	Results from LCA, LCC and s-LCA on the demosites	WP5	DRAXIS	42
D5.3	Lessons learnt and recommendations to the main regional clusters (first version)	WP5	ZSA	21
D5.5	Lessons learnt and recommendations to the main regional clusters (final version)	WP5	ZSA	42
D6.1	Experience exchanges and twinning between NENUPHAR regional clusters	WP6	AKI	39
D6.3	Training design and materials for regional stakeholders	WP6	AKI	39
D6.4	NENUPHAR Guidebook	WP6	CIRCE	42
D7.2	Report on Communication and Dissemination Activities (first version)	WP7	EEB	12
D7.4	Cooperation and engagement with other projects and initiatives (first version)	WP7	EEB	42

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Deliv. no	Deliv. Name	WP	Lead beneficiary	Due date (Month)
D7.5	Report on the activities of the CoI	WP7	AKI	42
D7.8	Report on Communication and Dissemination Activities (final version)	WP7	EEB	42
D7.10	Cooperation and engagement with other projects and initiatives (final version)	WP7	EEB	42

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