



Optimisation of nutrient budget in agriculture



D6.1 Communication Plan



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Cover Delivery Report

Project Information	
Acronym	NutriBudget
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Authors	Giulia Pionponi (RISE), Laura Green (RISE)
Reviewers	Maarten De Coninck (IMPACT), Ivona Sigurnjak, Katrien Windels, Evi Michels (UGent)
Description	A detailed communication plan including the creation of a visual identity, procedures and standards for the NutriBudget project's communication.
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Version 1.1	<p>Draft of changes created by RISE upon the request of PO and external reviewers (04/06/2024):</p> <ul style="list-style-type: none"> (i) Section 6.2 further developed to elaborate more on messages for stakeholders (see updated Table 2) (ii) Section 7.4 initially on newsletter renamed into “Guest Articles” and its initial content moved to section 7.2 (iii) Section 7.3 signposts the intended development of the strategy to increase social media followers
Version 2.0	Final version submitted (21/06/2024)

Preface

Communication and Dissemination are a key part of the NutriBudget project and an essential requirement of the Horizon Europe programme to ensure that project activities, resources, and results are communicated to stakeholders in a clear, consistent, and effective manner.

Although the terms Communication and Dissemination may seem similar and the strategies to implement these two components may partly overlap, significant differences exist between these two activities. **Communication** starts at the outset of the project and continues throughout its lifespan with the aim to promote and communicate the action and inform about the results to multiple audiences in a simple way. To the other side, **Dissemination** is focused on making the action's results public by any means and the process starts only after these become available. Dissemination aims to transfer and circulate knowledge to the ones who can make the best use of it and further build on the project's results to maximise the impact.

WP6 '*Communication, Dissemination, Exploitation and Co-creation*', led by RISE Foundation, has as its main objective to raise awareness on the NutriBudget project, ensuring the best uptake of the results among all relevant stakeholders and creating the Nutri-actor network.

The first step and deliverable of WP6 is the Communication Plan (D6.1) which describes the overall communication goals and activities, including the visual identity, the planned target groups and the communication means. This deliverable will serve as a reference for project partners when conducting NutriBudget communication activities.

D6.1 is delivered in M3 and be followed by the D6.2, "*Dissemination and Exploitation Plan*" in M6, which will include the identification, analysis and segmentation of the target audience for dissemination, the selection of the dissemination techniques, and how to best channel the relevant results to the Nutri-actor groups.

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1. Introduction

The main objective of NutriBudget is to develop and implement a prototype of an integrated nutrient management platform, called NutriPlatform, in various regions across Europe, as a decision-support tool (DST) for farmers, advisors, European policy makers and regional authorities. The development of NutriPlatform (WP5) will be based on knowledge from existing (WP1) and new field-tested agronomic mitigation measures (WP4) linked to advanced NutriModels that integrate various nutrient models, common data standards (WP2) and relevant monitoring indicators (WP3). Thereby, NutriBudget will contribute to systemically optimise nutrient flow and budget across different agricultural production systems and regions in the EU to limit and reduce pollution due to the excessive use of nutrients and nutrient losses in the environment.

The NutriBudget work will be done in co-creation, according to a Nutri-Actor approach, with a consortium of 17 partners from 10 countries and relevant stakeholder groups.

To guarantee the best transfer of knowledge from the NutriBudget project, WP6 '*Communication, Dissemination, Exploitation and Co-creation*' developed *D6.1 "Communication Plan"* at M3, which will be followed by *D6.2 "Dissemination and Exploitation Plan"* at M6.

The D6.1, presents the Communication Plan which defines how communication will be rolled out during the implementation of the NutriBudget project. It includes methodology (Chapter 2) identification of the communication objectives (Chapter 3), a preliminary overview of key stakeholders (Chapter 4), the Visual Identity of NutriBudget (Chapter 5), as well as key messages (Chapter 6) and relevant channels and materials (Chapter 7) to guarantee the best awareness on NutriBudget amongst the audience.

Although the content of the deliverable is explicitly related to WP6, led by RISE and in close cooperation with IMPACT, the plan requires the full cooperation and active participation of the coordinator, work package leaders, and all project partners.

2. Methodology

As established in the Grant Agreement, RISE is responsible for developing the communication plan by M3. RISE proposed the first initial version at the beginning of November 2022 to the Coordinator of the project and to relevant communication experts of the consortium to get their views. Once, the final draft version was accepted, D6.1 was shared on the SharePoint with all partners. The partner's feedback is very important to guarantee full cooperation and for all to agree on the actions that will be taken during the project's lifetime.

For the implementation of the communication activities, RISE takes advantage of the Project Steering Group (PSG), a monthly meeting of the work packages leaders, dedicated to the updating of the project's progress. The PSG represents an opportunity for partners to discuss about the different activities that are being carried out, and to get feedback from their side. Also WP6 takes advantage of these meetings to ask for information related to communication activities, events and specific needs.

Moreover, if a specific issue arises that needs to be discussed in greater detail and with stricter deadlines, then a MS Teams meeting is conducted.

3. Objectives

This chapter identifies the objectives of the Communication Plan (D6.1) that form the basis for the development of the communication strategy. This communication strategy will be put in place by WP6 during the lifespan of the project, with the aim of raising awareness, fostering acceptance and facilitating uptake of NutriBudget's activities and results among multiple audiences.

3.1 Main Objective

The main objective of WP6 is to create the Nutri-actor network and involve various actors to maximise the co-creation, exploitation and final impact of the NutriBudget results. Moreover, WP6 is established to ensure that knowledge developed during the project is properly captured, and communication is effectively targeted and carried out systematically.

With this aim, D6.1 sets up the global communication strategy for improving knowledge on the current challenges of nutrient management in Europe, and how NutriBudget will contribute to optimise the nutrient budget in agriculture.

3.2 Specific Objectives







The specific objectives of D6.1 forming the basis of the communication strategy are:

- Identify the primary target audience.
- Define the visual identity, including Logo and Templates.
- Define key messages to increase awareness of multiple audiences about the main project objectives as well as to inform key stakeholders on the aims and expected final results of NutriBudget.
- Set up appropriate communication tools and channels to communicate the project's work, main activities and results, including, website, social media, animated video and the brochure.
- Support partners in communicating their work and create consistency between the various communication activities.

4. Target Audience

To guarantee the best communication of the project results, it is important to identify which stakeholder groups should be targeted, what to communicate to them and with which means. The identification of the stakeholders will be a continuous task throughout the project duration both at national and European level. NutriBudget project aims to reach a very vast audience, however not all actors have the same level of interest/influence in the project or may receive different impacts in their business activities. Thereby, depending on their level of interest and impact, stakeholders will be engaged through appropriate means. D6.2 “Dissemination and Exploitation” will develop a more detailed analysis and segmentation of the target audience for dissemination and selection of the appropriate dissemination techniques. D6.1 identifies the six relevant target groups, the main messages NutriBudget will communicate to them and the communication channels by which each group will be reached (Table 1).

Table 1 Target groups, key messages and communication channels of the NutriBudget project.

	TARGET GROUP	WHAT	CHANNELS
	1) Broad Civil society	Awareness about NutriBudget, its objectives and expected impacts	Website Social Media Newsletter Animated Video Brochures
	2) Farmers, including farm unions, cooperatives, landowners, young farmers groups	Implementation of mitigation measures tested in WP4, Better understanding of balanced nutrient management through NutriPlatform, Real cost and benefits of transiting to sustainable nutrient management	Website Newsletter Videos Workshops Farmer magazines
	3) Biobased community, Biogas plant , technology providers, manures processors	The results, business case, practical implementation of practices tested in WP4 and analyzed in WP5	Website Newsletter Social Media Workshops Biorefine Cluster Europe network
	4) Academics, researchers, modelers	The research results such as mitigation measure catalogue, NutriModels, etc.	Website Social media Webinars Newsletter Peer Review journal
	5) Food Industry	Through the NutriPlatform showing the possible emissions savings gained from effective nutrient management	Website Social media Newsletter Meetings
	6) Policy makers, and regulatory authorities (local, member states and European level)	The NutriPlatform will be a support for policy decision making, NutriBudget will elaborate policy recommendations to provide farmers with incentives	Webinars Conferences Meetings Policy workshops

5. Visual Identity

It is crucial to create a strong visual identity of the project that will be used by all project partners in the different communication materials/activities to guarantee consistency within the project. The Visual Identity includes the logo description, a quick set of guidelines on the font and colours codes, as well as the communication obligations and templates. All these materials are uploaded on the [SharePoint](#).

5.1 Logo

All official documents and dissemination materials must include the NutriBudget logo:



Figure 1 NutriBudget Logo.

All versions and formats are available on the [SharePoint](#). A black and white version to use on coloured backgrounds is also available there.



Figure 2 NutriBudget Logo in black and white version.

5.2 The Graphic Image

The NutriBudget logo has been developed with the NutriBudget concept as its basis:

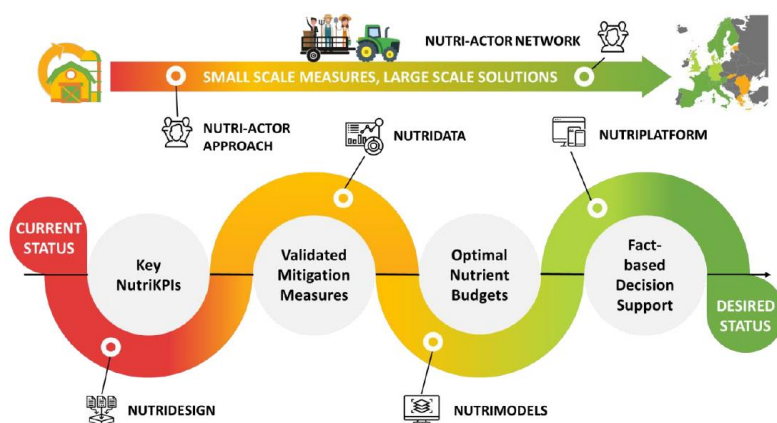


Figure 3 NutriBudget Concept.

NutriBudget devised an interdisciplinary and holistic concept based on five pillars:

*“I. **Nutridesign** (which NutriKPIs to measure), II. **NutriData** (which existing mitigation measures data to collect and new data to generate), III. **NutriModels** (how to model the integrated impact across nutrients, farming systems and spatial scales), IV. **NutriPlatform** (how to translate this to a DST for farmers and regional authorities) and the transversal V. **Nutri-Actor approach** (how to co-create this with users and various actors according to a multi-actor approach), to help Europe transition from the current to the desired nutrient status with balanced spatial agronomic and environmental targets.”*

The logo represents, in an **abstract way**, this transition, where the open circle is the current situation that NutriBudget wants to change, while the green leaf is the final desired status. In the middle, we have the NutriBudget process. The open circle means that the current status can still be changed. The smaller circle in the centre refers to the new NutriModels that NutriBudget will create.



5.3 Font and Colour Codes

The font for the Deliverable Template must be Arial 10 pt.

The Colours to use for NutriBudget dissemination materials are the following ones:

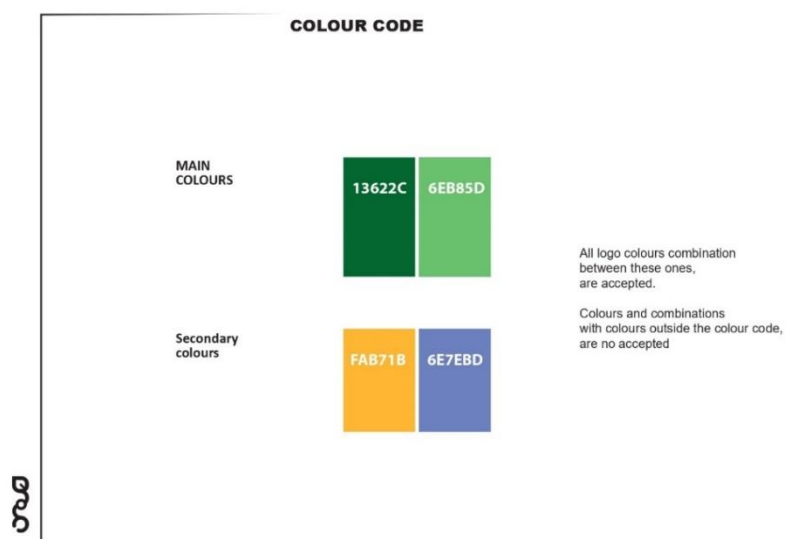


Figure 4 Colour Codes.

Colours can be found with the following RGB codes:

- RGB: Red 19, Green 92, Blue 44 = **13622C**
- RGB: Red 110, Green 184, Blue 93 = **6EB85D**
- RGB: Red 250, Green 183, Blue 27 = **FAB71B**
- RGB: Red 110, Green 126, Blue 189 = **FAB71B**

Or you can find them automatically in the [Deliverable template](#) under “Theme Colours”, first line of colours (Figure 5).

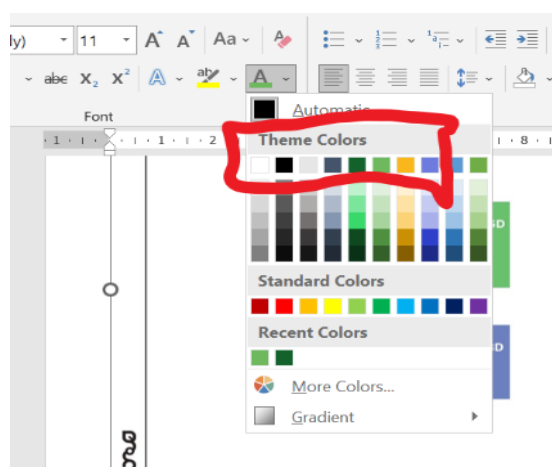


Figure 5 Theme Colours in Word.

5.4 Communication Guidelines

- All communication materials should include the NutriBudget logo and refer to the website (available by December 2022) (www.NutriBudget.eu), [linkedin](#) and [Twitter](#).
- All official material should display the logo of the EC (see below) and the following sentence: "This work was supported by the European Union's Horizon EUROPE project NutriBudget (grant agreement No. 101060455)."



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- All official materials should include a reference to the consortium:



Figure 6 Consortium Logo's.

This image is available on [the NutriBudget SharePoint](#)

5.5 Templates

All official documents, communication and dissemination materials must be created according to the NutriBudget templates, which will be available on the [SharePoint](#) by M6.

- Word Deliverable Template (Annex I)
- Power Point Template
- Brochure (see section 6.6)

A style guide with the already mentioned specifics will also be inserted on the SharePoint and specifically shared with all partners.

6. Communication messages

The identification of key messages is essential to ensure coherence within project communications. Partners are encouraged to include the messages below in communications about the project.

6.1 Main Messages

Short Slogan(s):

- Optimise nutrient budget in agriculture
- Towards a more carbon and nutrient efficient agriculture in Europe.

Long Slogan:

NutriBudget will help agriculture to intensify sustainably in order to meet the demands of optimising yields without compromising environmental integrity or public health.

About the project:

- NutriBudget will develop and implement a prototype of an integrated nutrient management platform, called NutriPlatform, in various regions across Europe, as a decision-support tool for farmers, advisors, European Policy makers and regional authorities.
- In line with Zero Pollution and Farm to Fork Strategy, NutriBudget evaluates best-practices and develops guidelines to limit nutrients losses and reduce environmental pollution while improving nutrient use efficiency, soil health, resilience and agronomic production.
- NutriBudget will contribute to systemically optimise nutrient management across different agricultural production systems and regions in the EU, to reduce pollution due to the excessive use of nutrients and nutrient losses to the environment.
- NutriBudget operates in co-creation, according to a Nutri-actor approach, where a consortium of 17 partners from 10 countries engages with stakeholders in order to build and strengthen a community of practice. Co-creation will be designed according to the relevant stakeholder's needs and expectations, providing innovative ways of knowledge sharing and networking.

Main issue:

- Nutrients such as nitrogen (N) and phosphorus (P) play an essential role in agriculture. To meet the demands of a growing population, agriculture intensified over the past decades with an increase of machinery and nutrient use. While this intensification allowed a great rise of food production, it also led to substantial negative impacts on human health, biodiversity, water, air, and soil quality, contributing to climate change.

6.2 Specific Messages

Table 2 Specific Messages of the NutriBudget project.

Target Groups	Messages
1) Broad Civil Society	<ul style="list-style-type: none"> Agriculture needs more sustainable and balanced nutrient management to reduce negative environmental impacts on climate, biodiversity, water, air, and soil quality. NutriBudget aims to help farmers to balance economic and ecological targets across value chains by developing a first-of-its-kind integrated nutrient management platform, called NutriPlatform.
2) Farmers	<ul style="list-style-type: none"> NutriBudget directly engages with farmers to develop a user-friendly decision-support tool for nutrient management, called NutriPlatform. The free of charge NutriPlatform will guide farmers to adopt the most suitable agronomic measures for optimising nutrient use on their farms, with the aim to maximise profitability alongside reducing environmental costs. NutriBudget offers a range of resources to help farmers implement mitigation measures on their own farms, including demonstration visits to the project's pilot farms, practitioner manuals and demonstration videos. This showcases the practical application and impact of the measures being tested in the project and will help to reduce any perceived risks.
3) Biobased Community	<ul style="list-style-type: none"> Industry needs to obtain a stable supply of quality feedstock across Europe, ensured by an optimised agronomic production within safe environmental boundaries. NutriBudget, including the NutriModels and NutriPlatform, supports the adoption of strategic and operational management measures that contribute to increases in nutrient recovery and recycling from wastes, alongside enhancement of soil health and reduction of negative impacts to the environment. Through pilot projects and evidence-based assessments, NutriBudget will generate new data relevant to the biobased community, providing new insights into nutrient optimisation measures that can be widely implemented.

4) Researcher and academics	<ul style="list-style-type: none"> NutriBudget will develop two integrated first-of-its-kind NutriModels to improve current models on nutrient budget and flows across different scales: one top-down approach to model nutrient flow from Europe to the regional farm scale and another bottom-up approach to model soil dynamics to the farm scale. NutriBudget will standardise the way forward to further improve the integrated NutriModels from a more systemic perspective and to quantify the effect of certain mitigation measures and to fill data gaps.
5) Food Industry	<ul style="list-style-type: none"> NutriBudget will help promote and support more sustainable nutrient management across the entire agro-food value chain by developing a scientific fact-based framework to quantify the impact of certain agronomic mitigation measures. NutriBudget will develop a decision-support tool for optimising nutrient management, called NutriPlatform. This platform guides farmers to implement efficient cost-effective nutrient management strategies that facilitate the reduction of greenhouse gas emissions in the agri-food supply chain. The initiative supports additional environmental goals by reducing negative impacts on biodiversity, water, air, and soil quality.
6) Policy Makers	<ul style="list-style-type: none"> NutriBudget will engage stakeholders to develop a decision-support tool for optimising nutrient management, called NutriPlatform. This platform supports the EU's goal to reduce nutrient losses by 50% by 2030, as outlined in the Farm to Fork strategy. By integrating farm level data and providing tailored evidence-based recommendations, NutriPlatform will promote efficient nutrient use and support sustainable agriculture by reducing negative impacts to biodiversity, water, air, and soil quality. NutriBudget will develop realistic policy recommendations based on legal, environmental and agronomic assessments and findings from the pilot site experiments, including the real cost for farmers of the proposed practices. The policy recommendations will help to remove regulatory and financial barriers and reward farmers with the public goods derived from transiting to efficient nutrient management. The policy recommendations will be e-developed in at least 3 policy areas: the Common Agricultural Policy (CAP), Environmental regulations and/or directives (eg. the Nitrates Directive), and carbon farming / EU emissions trading schemes. NutriBudget will join public consultations promoted by the European Commission, to ensure that the NutriBudget findings are taken into account by relevant policy makers.

7. Communication channels

In this section, the first media and communication tools to be developed are identified, including online channels and print materials. In the course of the project development, these tools may be modified, or others implemented, depending on the needs and requirements identified.

7.1 Press Release

A project press release (Annex II) has been written by RISE and sent on 20th October 2022 to the RISE Foundation mailing list, including Horizon Magazine, to launch the project.

Partners were encouraged to include a paragraph on their role in NutriBudget in their country and translate it in their language to pick up the interest of local press. Some partners have already translated and published it on their channels, while others are still in the process. RISE will monitor and support all partners in the translation and dissemination of the respective Press Release.

The press release will be published also on the NutriBudget website, once it is online, on the Biorefine Cluster Europe, and on the website of each partner.

RISE will work to have the final project conclusions and recommendations published, where possible, through Brussels media channels such as Euractiv, Agrafacts, Politico, etc.

Another press release will be sent at the end of the project.

7.2 Website

A NutriBudget website with the domain of www.NUTRIBUDGET.eu will be ready by the end of January 2023. It will be designed in an easy and friendly way to make sure that interested stakeholders can find the information they are looking for.

The website will be the main communication channel to keep all the NutriBudget's followers informed about the advancements in the project through regular posts and news. It will serve also as a mean to share the deliverables and milestones of the project as well as others dissemination materials which will be produce by NutriBudget during the life of the project.

The articles to be featured in the News section of the website will include:

- Summaries of project events, conferences, meetings, workshops
- Announcements of the project's progress
- Launch of Publications

The website will be also linked with the Social Media where the followers can be updated on the very latest activities.

All partners are invited to share in their websites and social media all communication activities of NutriBudget to strengthen the awareness of the project and achieve a broad audience.

The website structure can be seen in Table 3.

Table 3 Website sections of the NutriBudget project.

Website section	Objectives
Home: this section includes an overview of the project, logo, animated video, social media, pictures.	Provide a general overview of the project (the problem statement, solutions, project objectives, expected impacts)
Consortium	Recognise the value and role of each partner in the project and make the respective institutions/ organisations visible.
News	Post regular news items, articles and updates on the project progress
Events	Provide information on past and upcoming NutriBudget events
Media (resources)	Share all the materials produced by NutriBudget, including deliverables and milestones.
Pilot Regions	A dedicated page where 5 pilots are presented
NutriPlatform	Description of the NutriPlatform

7.3 Social Media

Twitter and LinkedIn are the most professional social media channels to keep stakeholders updated on project progress and results, as well as to strengthen the network between partners and all the actors interested in the field of nutrient budgets in agriculture.

For this reason, IMPACT created a [Twitter](#) and [LinkedIn](#) NutriBudget page.

A Social Media communication strategy will be set up for ensuring coherent and constant dissemination materials and shared with the consortium in relevant meetings. As part of this strategy, the consortium will be contacted on a regular basis to gather relevant content to include. Furthermore, a schedule of posts will be planned in advance where possible, to ensure that posts are regular and followers remain engaged. More specifically the following approaches are followed:

- An online form was developed to gather content from partners, which is distributed to the consortium monthly.
- To maintain engagement of audiences, two series of social media content (PhD student projects and pilot region case studies) were pre-prepared and planned in a calendar. These supplemented general news and updates to ensure that consistent and regular posts are made.
- Partners and other projects (in the same research field) are requested to share NutriBudget content on their websites where possible, and to tag NutriBudget in their posts.
- NutriBudget aims to re-share relevant content from other projects that deal with similar research topics, with the aim of building synergies between projects and to further increase exposure of the project

7.4 Guest Articles

News on NutriBudget will be shared in existing newsletters and networks linked with nutrients topic, to reach multiple stakeholders at the regional and national level such as:

- **Biorefine Cluster Europe:** The BCE is a network of EU projects working on the field of bio-based resource recovery. Nutrient recycling is one of the cornerstones of this network to promote research and innovation. The cluster is managed and coordinated by Ghent University and includes many of the NutriBudget consortium members, such as IMPACT. BCE will help NutriBudget to interlink to other major European initiatives and to increase the visibility and awareness of the project.
- **European Landowners' Organisation:** ELO is committed to promoting a sustainable and prosperous countryside and to increasing awareness relating to environmental and agricultural issues. Engaging various stakeholders, ELO develops policy recommendations and programmes of action as well as organises interdisciplinary meetings gathering together key actors from the rural sector and policy makers at the local, regional, national and European level. Some members of the NutriBudget consortium are partners of ELO in other European projects, which will support NutriBudget to strengthen its network.
- **European Sustainable Phosphorus Platform:** ESPP ensures knowledge sharing, experience transfer and networking for opportunities in the field of phosphorus management. ESPP circulates information by newsletters, website, conferences and publications, promotes Platform Members' activities, and contributes to define a long-term vision for phosphorus sustainability in Europe. Consortium partners such as PROMAN and YARA, are also partners of ESPP, which will further help support NutriBudget to build its network.

All partners are invited to support the dissemination of NutriBudget news within their local network.

7.5 Animated Video

WP6 coordinates the production of an impacting short animated video showcasing NutriBudget general information to give a short but concise idea of what the project is about in a way that everyone with technical and non-technical background can understand. This video will be done in English and shared on the NutriBudget website and social medias. The animated video will be ready by M4.

IMPACT and RISE have written the script for the creative company by which they will produce a first storyboard. The script and the storyboard are available on the [SharePoint](#), therefore, WP6 can receive feedback from each partner.

7.6 General Brochure

RISE will design a general brochure to present NutriBudget (M4), which will be used by all partners throughout the project's duration. It will include general information about the project like the objectives, the expected impacts, the outputs, the partners, the value of the project, contact information and the EU phrase regarding the funding. The main objective of the project leaflet is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics.

The brochure will be written in English and translated in local languages by each partner. It will be printed to be distributed in conferences, events, workshops where partners will participate. The brochure will contain the most relevant information of the project (example given in Figure 7). A nice template and layout will be design by end of December 2022.

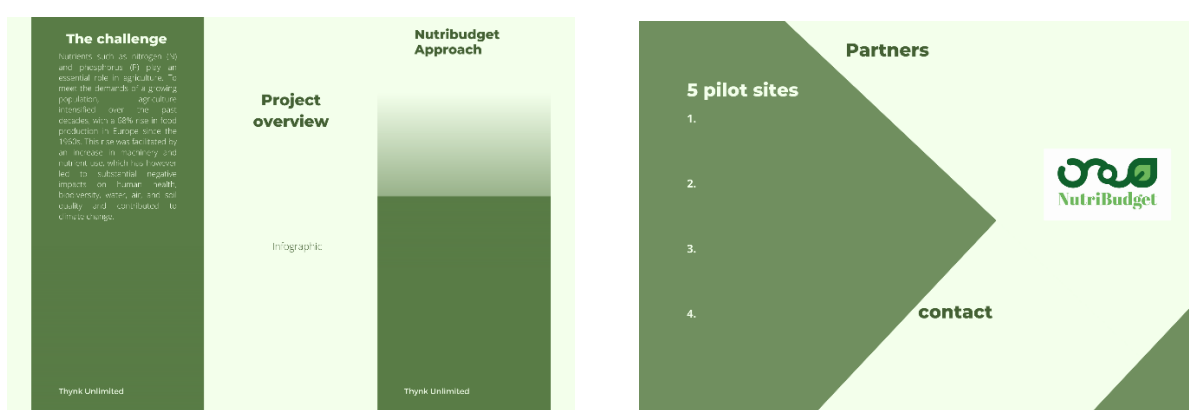




Figure 6 Brochure example.

Annexes


Annex 1 Deliverable Template



Optimisation of nutrient budget in agriculture




DX.X Deliverable title



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Cover Delivery Report

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Lead Beneficiary	RISE
Authors	Giulia Piomponi (RISE)
Reviewers	Maarten De Coninck (IMPACT), Ivona Sigumjak, Katrien Windels, Evi Michels (UGent)
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Version 0.2	
Version 1.0	

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2

Preface (Arial 16)

Arial 16 (please use Heading 1 for the main title and the green colour: RGB: Red 19, Green 92, Blue 44 = 13622C)

Font: Arial 10

In this section you need to explain the context of the deliverable within the NutriBudget project, such as:

- The tasks carried out
- The related work packages to this deliverable

Summary

Font: Arial 10

In this section you need to summarise the main key elements of EACH and EVERY section of the deliverable.

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1. Introduction

Font: Arial 10

In introduction please provide:

- A short background related to this deliverable
- An introduction to the MAIN topics of the deliverable.

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You just need to update the fields and the changes will be done automatically

List of Abbreviations

GA	Grant Agreement
PO	Project Officer

2. Methodology

Arial 16 (please use Heading 1 for the main title and the green colour: RGB: Red 19, Green 92, Blue 44 = 13622C)

Font: Arial 10

This section must explain the way the deliverable was produced, such as:

- models used,
- data gathering,
- literature analyses,
- stakeholder meetings

Table 1 Overview of mitigation measures. Arial 10

Category	Shortlist title	Proposed Pilot Country	Tools/ technique

2.1 Objectives (Arial 14)

Arial 14 (Please use Heading 2 for subsection 1 and the green colour: RGB: Red 110, Green 184, Blue 93 = 6EB85D)

2.1.1 Colours Codes (Arial 12)

Arial 12 (Please use heading 3 for subsection 2 and heading 4 for other subsections, with the green colour: RGB: Red 110, Green 184, Blue 93 = 6EB85D)

The Colours to use for NutriBudget dissemination materials are the following ones:

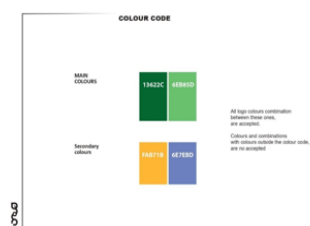


Figure 1 Colour Codes.

Colours can be automatically found on the Deliverable templates on the theme colours button

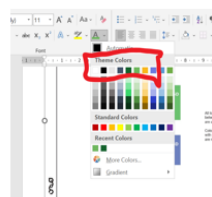


Figure 2 Theme Colours in Word.

or with the following RGB codes in "more colours button":

- RGB: Red 19, Green 92, Blue 44 = 13622C
- RGB: Red 110, Green 184, Blue 93 = 6EB85D
- RGB: Red 250, Green 183, Blue 27 = FAB71B
- RGB: Red 110, Green 126, Blue 189 = 6C7BBD yellow and purple are secondary colours that can be used for charts, tables, icons etc.

4. Results

ARIAL 10

Please present in main results of this deliverable.

5. Discussion

ARIAL 10

Please discuss the main findings/results of this deliverable.

6. Conclusions and recommendations

ARIAL 10

Please present:

- the main findings
- key messages
- detailed issues that the deliverable delivers to other/ later project activities.
- Recommendations
- Lesson learnt

Annexes

ARIAL 10

If there is an annex please include it here (ex. Calculations done for the results showed in this report).

Annex 1. xxxxxxxxxxxxxxxx

Annex 2. xxxxxxxxxxxxxxxx

List of References

Please use the APA citation style. In the following link you have the examples for everything. For the references please use 1.5 of line spacing and number the references by alphabetical order.

Arial 10 and 1.5 line spacing

1. Kübler-Ross, E. (with Bynock, I.). (2014). *On death & dying: What the dying have to teach doctors, nurses, clergy & their own families* (50th anniversary ed.). Scribner. (Original work published 1969)
2. Lyons, D. (2009, June 15). Don't *Tune* us: It's geeks versus writers. Guess who's winning. *Newsweek*, 153(24), 27.



Optimisation of nutrient budget in agriculture

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The Consortium:



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Annex 2 Press Release



A NEW PLATFORM TO OPTIMISE NUTRIENT MANAGEMENT IN THE EU: LAUNCH OF THE NUTRIBUDGET PROJECT

Brussels, 14th of September 2022,

Launched on the 1st of September 2022, the NUTRIBUDGET project will develop a prototype of an integrated nutrient management platform that contributes to optimise nutrient use across different agricultural production systems and regions in the EU with the aim to reduce pollution and nutrients losses.

Nutrients such as nitrogen (N) and phosphorus (P) play an essential role in agriculture. To meet the demands of a growing population, agriculture intensified over the past decades, with a 68% rise in food production in Europe since the 1960s. This rise was facilitated by an increase in machinery and nutrient use, which has however led to substantial negative impacts on human health, biodiversity, water, air, and soil quality and contributed to climate change.

It has been documented that achieving an optimal nutrient management in the EU agriculture is crucial for the sustainability of the sector. Currently, two thirds of the excessive N and P levels in waters originate from fertilisers in agriculture as well as half of the emissions of nitrogen pollutants, contributing to environmental pollution and global warming¹. On the other hand, the industrial production of chemical fertilisers is energy intensive and increases EU's dependency on natural gas, while phosphorus rock is on the list of critical raw materials. The environmental costs of nutrient pollution in the EU have been estimated to range between 70-320 billion EUR annually²; highlighting the importance of the European Commission's Green Deal's objectives to reduce nutrient losses by 50% and fertilizer use by 20% by 2030³.

How can this be achieved without compromising food production? NUTRIBUDGET will help agriculture to intensify sustainably in order to meet the demands of optimising yields without compromising environmental integrity or public health.

NUTRIBUDGET will contribute to systemically optimise nutrient flows and budgets across different agricultural production systems and regions in the EU to limit and reduce pollution due to the excessive use of nutrients and nutrient losses in the environment.

To achieve this, NUTRIBUDGET will work to develop and implement a prototype of an integrated nutrient management platform, called **Nutriplatform**, in various regions across Europe, as a decision-support tool (DST) for farmers, advisors, European policy makers and regional authorities.

¹ European Commission, "Call for evidence: Nutrients – action plan for better management", Ref. Ares (2022)2306028 - 29/03/2022.

² The European Nitrogen Assessment Sources, Effects and Policy perspectives, Cambridge University Press, 2011.

³ European Commission, EU Action Plan: 'Towards Zero Pollution for Air, Water and Soil', Brussels, 12.5.2021

The Nutriplatform will be based on knowledge from existing and new field-tested agronomic mitigation measures linked to advanced models, data standards and indicators. NUTRIBUDGET will also manage 5 pilot regions (4 nutrient hotspots and 1 nutrient deficient area) in 4 different climate zones across the EU. The models will operate at different scales with specific validated technological or nature-based mitigation measures within a financially viable transition route towards the desired nutrient status, as described in the Zero Pollution Action Plan and the Farm to Fork Strategy.

NUTRIBUDGET will consider all stakeholders in the process, placing emphasis on co-creation with the help of a consortium of 17 partners distributed throughout 9 EU countries and Switzerland.

The project receives funding from the European Union's Horizon Europe research and innovation actions (RIA) under grant agreement No **101060455**.

The consortium:

1. **UNIVERSITEIT GENT (UGent) (Project's coordinator)**, GENT 9000, Belgium,

and the following other beneficiaries:

2. **YARA INTERNATIONAL ASA (Yara)**, Oslo 0277, Norway,
3. **LUONNONVARAKESKUS (LUKE)**, HELSINKI 00790, Finland,
4. **ARVALIS INSTITUT DU VEGETAL (ARVALIS)**, PARIS 75116, France,
5. **BETA TECHNOLOGICAL CENTRE (UVIC-UCC)**, BARCELONA 08500, Spain,
6. **WAGENINGEN UNIVERSITY (WU)**, WAGENINGEN 6708 PB, Netherlands,
7. **STICHTING WAGENINGEN RESEARCH (WR)**, WAGENINGEN 6708 PB, Netherlands,
8. **THE RURAL INVESTMENT SUPPORT FOR EUROPE FOUNDATION (RISE)**, BRUXELLES 1040, Belgium,
9. **UNIVERSITA DEGLI STUDI DI MILANO (UNIMI)**, MILANO 20122, Italy,
10. **PROMAN MANAGEMENT GMBH (PROMAN)**, AUERSTHAL 2214, Austria,
11. **SVERIGES LANTBRUKSUNIVERSITET (SLU)**, UPPSALA 750 07, Sweden,
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17. **FORSCHUNGSINSTITUT FÜR BIOLOGISCHEN LANDBAU STIFTUNG (FIBL)**, Switzerland.



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