

**PRIMA-SECTION 2-2022**

**“Modelling and Technological Tools to Prevent Surface and Ground-Water  
Bodies from Agricultural Non-Point Source Pollution Under Mediterranean  
Conditions”**

**NPP-SOL**

**The NPP-SOL Outward Strategy (M3)**

**Deliverable number: D5.1**

Project Acronym: NPP-SOL

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Project URL: <https://mel.cgiar.org/projects/npp-sol>

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## 1. Introduction

### Executive summary

The **Outward Strategy** is the primary reference for communication and dissemination activities within NPP-SOL project, aiming to provide a comprehensive framework for effective communication throughout the project's duration.

The present document will outline the **objectives** and **key messages**, identify **target audiences**, establish communication **channels** and **tools** and define **roles** and responsibilities in the implementation of the different activities. It will also provide useful inputs for monitoring and evaluation to ensure the effectiveness of communication activities and enable continuous improvement.

By implementing a well-defined communication strategy, the NPP-SOL project aims to raise awareness, facilitate knowledge transfer, promote the adoption of sustainable practices and technologies to prevent and reduce land and water salinization / pollution associated with agri-food activities.

This strategy will be available to all project partners for guidance. It has been developed with reference to PRIMA Programme communication and dissemination obligations.

The next chapters will delve into specific aspects of the strategy, providing detailed plans and actions for achieving the project's communication objectives.

## 2. Communication and dissemination strategy

### 2.1 Overview and strategic objectives

Given its **specificities** (*high amount of scientific content, four geographical target areas of case studies, segmented audience, differences in the environmental context etc.*), communication and dissemination activities are crucial to **maximize the impact** of NPP-SOL and shall be embedded into every stage of the project's life cycle.

The **Outward Strategy Plan** includes a detailed description of the methodology and tools that will be used in order to raise the interest of the stakeholders and target audience toward the technologies, the solutions and the knowledge base that will result from the project.

This document will serve as a practical and effective tool to maximize the impact of the communication and dissemination activities within NPP-SOL while providing to all partners useful inputs and guidelines on how to contribute to the communication and dissemination activities.

Therefore, these activities are meant to involve all partners, a large number of stakeholders and users thanks to the partners' networks, contacts and databases with the aim of enlarging project's network and foster participation in NPP-SOL activities.

The **dissemination** and **communication** activities will pursue the following strategic **objectives**:

### NPP-SOL COMMUNICATION AND DISSEMINATION OBJECTIVES

- |  |   |
|--|---|
| <p><b>1 PROMOTE</b><br/>activities, results and conclusions of NPP-SOL project, emphasizing its alignment with the PRIMA Programme goals</p> <p><b>2 SHOWCASE</b><br/>the effectiveness and benefits of site-specific best management practices and pollution-preventing technologies developed by the project and encourage their dissemination and exploitation.</p> <p><b>3 RAISE AWARENESS</b><br/>about:<br/><b>a)</b> non-point source pollution and its impact on water resources in the Mediterranean region;<br/><b>b)</b> NPP-SOL added values in economic, technical, environmental and social terms.</p> <p><b>4 ENGAGE</b><br/>stakeholders, including farmers, researchers, policymakers, and the general public, in discussions about sustainable agricultural practices.</p> | <p><b>5 SUPPORT</b><br/>Improve the level of understanding and support stakeholders and farmers in the adoption of the tools, technologies and agro-hydrogeological practices developed by the project.</p> <p><b>6 FACILITATE</b><br/>collaboration and knowledge exchange among stakeholders involved in water resource management and agricultural sustainability.</p> <p><b>7 DISSEMINATE</b><br/>the results to stakeholders beyond those directly engaged in the project and contribute to the scaling-up and scaling out of the models, technologies and good practices.</p> |
|--|---|

Fig. 1. NPP-SOL communication and dissemination objectives

The project's **outputs, outcomes, and impacts** will be disseminated and communicated, supported by all partners' experience, expertise, and networks, in **WP5**.

The aim is to build the capacity of the multiple stakeholders through **workshops, training with demonstration (learning-by-seeing and learning-by-doing), focus groups, and meetings** to discuss the socio-economic, agro-ecological, and governance matters related to the interventions.

This will promote the **transfer of scientific knowledge** and will guarantee that the project's **activities, results, outcomes and impacts** are shared extensively among and with the relevant stakeholders, decision-makers, researchers etc. and, therefore, adopted by the users and beneficiaries of the project's interventions.

Networking and cooperation with other research consortia, thematic living labs and groups, innovation projects conducting similar research in the Mediterranean region, as well as the policy makers engagement will be central.

The working language of NPP-SOL project is English. However, several communication products will be translated into the Partner's respective **languages** to be used locally and reach an increased number of people.

### **COLLABORATION WITH PRIMA PROGRAMME:**

It will be essential to collaborate with other PRIMA Foundation-funded projects and organizations focused on similar topics. Cross-promoting content will help expand NPP-SOL's reach and create a sense of community among related initiatives. Communication / dissemination activities, as well as social media efforts, will be coordinated with the PRIMA Programme's communication channels and activities to maximize visibility and alignment. The events and resources of the PRIMA Program will be crucial for reaching a wider audience.

## **2.3 Structure and approach of the Outward Strategy**

In this framework, the **Outward Strategy (WP5, Task 1)** aims at enhancing the interest of the selected target groups toward the project, raising awareness on sustainable management practices and technologies, disseminating the results achieved throughout NPP-SOL implementation period.

This document will be the primary reference for project-related communications activities, providing a description of:

- the **tools and channels** that will be used to the achieve strategic communication objectives and to ensure the spreading of projects results;
- **Specific audiences** to be addressed;
- **Strategic aspects**, peculiar to the project, to be considered for the communications/dissemination activities;
- **Guidelines** addressed to project partners to contribute to communication activities and to ensure a proper dissemination of project results, as well as the **actions to support SE and farmers** in the adoption of the tools, technologies and agro-hydrogeological practices developed by the project

These activities will also contribute to the **scaling-up, scaling-out** of the project's results, technologies, and best practices by creating tools and systems for **knowledge transfer** that could promote the exploitation of these results in the future and ensure their replicability in other regions in Europe, Africa or worldwide.

The current document is structured using the **WHY/ WHO/ WHAT/ HOW/ WHEN/ BY WHOM/ WHERE** approach with the implementation of a roadmap that will include the different outcomes to be achieved and the effort to be put in place.

**WHY:** (*purpose of the dissemination and communication activity*)

- **Promote the activities, results and conclusions** of NPP-SOL project, emphasizing its alignment with the PRIMA Programme goals.
- **Showcase** the effectiveness and benefits of site-specific **best management practices** and **pollution-preventing technologies** developed by the project and encourage their **dissemination** and **exploitation**.
- **Raise awareness** about **a) non-point source pollution** and its impact on water resources in the Mediterranean region; **b) NPP-SOL added values** in economic, technical, environmental and social terms.
- Engage stakeholders, including farmers, researchers, policymakers, and the general public, in **discussions about sustainable agricultural practices**.
- Improve the level of understanding and **support stakeholders and farmers** in the adoption of the tools, technologies and agro-hydrogeological practices developed by the project.
- **Facilitate collaboration** and **knowledge exchange** among stakeholders involved in water resource management and agricultural sustainability.
- **Disseminate the results to stakeholders** beyond those directly engaged in the project and contribute to the **scaling-up** and **scaling out** of the models, technologies and good practices.

**WHO:** (*What is the targeted audience and who should be involved in the communication/dissemination?*)

- Primary target audience**
  - NNP-SOL consortium and others Water Users Associations
- Secondary target audience**
  - Farmers
  - Local and business associations
  - The industry
- Scientific target audience**
  - Academia
  - International scientific community
  - Specific Research Networks
- Institutional target audience**
  - National authorities,
  - decision makers, policy-makers and stakeholders at local, Mediterranean, and EU level;
  - Funders
  - Other research projects related to NPP-SOL
- General target audience**
  - Media (at local, national and international level, specialized press)
  - Civil society

**WHAT:** (*What information /messages will be delivered?*)

- updates on the **project's activities**;
- achieved **outcomes** and **results** in different target areas of the project;



- **Focus on Best management practices, modelling tools, pollution preventing technologies** to increase the sustainability in the agro-ecology domain and **lower the negative impacts of pollution** on soil and water resources in the target areas;
- **Knowledge-transfer and promotion of** technology-driven solutions developed by the project, models and good practices to support their adoption, exploitation and **scaling-up / scaling-out**
- **NPP-SOL added values** in economic, technical, environmental and social terms.
- Collaboration and **partnership opportunities** for stakeholders interested in promoting sustainable agri-cultural practices.

**HOW:** (*What are the mechanisms, tools and channels to support the communication/outreach activities?*)

- Design and implementation of a **visual identity** that fits well with the target audiences.
- Elaboration of a set of **communication tools** (leaflets, targeted factsheets, posters, newsletters, Infographics etc.) to disseminate the project.
- Setting up and update of a **Project website** to provide up-to-date information about the project's activities, outcomes and access to scientific material and resources.
- Use **Social Media** to provide visibility to the project initiatives, results and updates through specific campaigns and **virtual communication** activities.
- **Present the Project at scientific events**, exchanges with other projects, communication through the local media;
- Support the **Knowledge transfer** during trainings, webinars, meetings organized by the project;
- Use **KPIs** to measure, monitor and evaluate the success of the dissemination and communication activities.

**WHEN:** (*When the communication / outreach activities will be implemented?*)

NPP-SOL partners will ensure the timing of the dissemination activities are effective. Projects key activities, outputs and milestones will be accompanied by the relevant communication activities.

**Task 5.1.** The Outward Strategy (Leader: CIHEAM-IAM) (M1-M6)

**Task 5.2.** Upscaling, transferability and exploitation (Leader: CIHEAM-IAM Co-leader: MOAG) (M24-M36).

**Task 5.3.** Communication Activities (Leader: CIHEAM-IAM) (M1-M36)

**Task 5.4** Technical Capacity Building and Farmers Awareness (Leader: CIHEAM-IAM Co-leader: UNICA) - (M18-M34)

**Milestone 5** - NPP-SOL website - M6 with regular update

**Deliverable 5.2** - Dissemination and know-how transfer report with update - M14, M26 and M36

**Milestone 6** - Scientific technical training plan defined and validated - M6

**BY WHOM:** (*Who will be responsible for the communication / outreach activities?*)

CIHEAM IAM is responsible for the **WP5** - Dissemination and Communication and will coordinate the implementation of these activities.

In this framework, **CIHEAM BARI** is entrusted by CIHEAM IAMM with the performance of the communication / outreach activities as described in this document.

The **involvement of Partners and Stakeholders** in the communication flows is crucial in order to achieve best results.

**WHERE:** (Where will be the communication / outreach activities performed?)

The location of communication activities will be also taken into consideration. Target audiences will be reached at **local, regional, EU level** and beyond).

The approach of the NPP-SOL Outward Strategy has been condensed into a **MATRIX** that is included in the **Annex 1**.

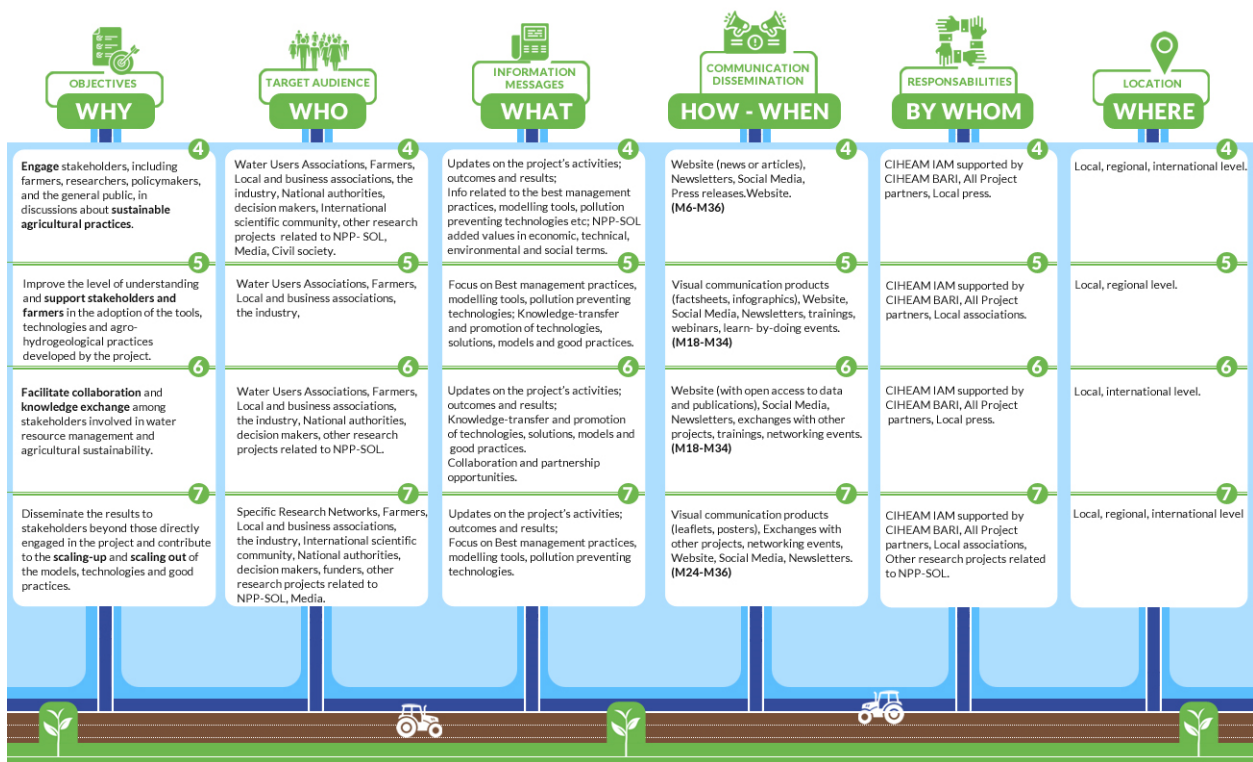
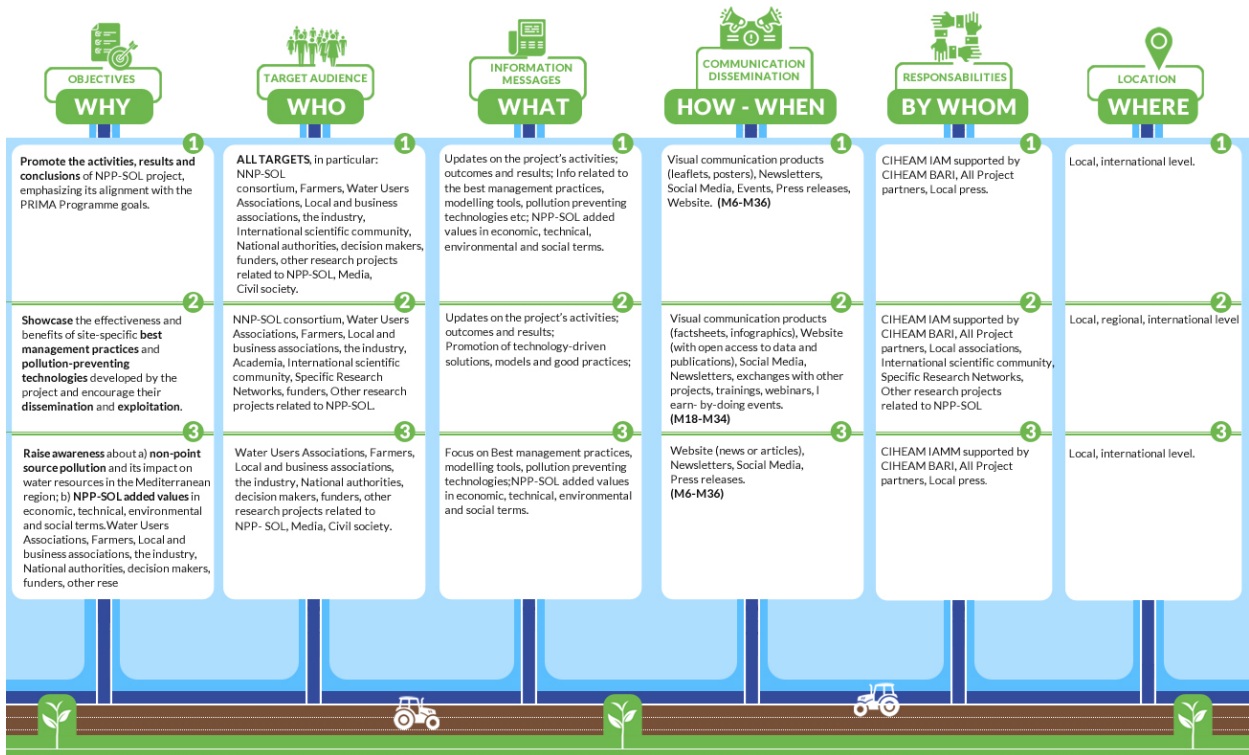


Fig. 2. NPP-SOL Outward Strategy Matrix

## 2.4 Communication and Dissemination Roadmap

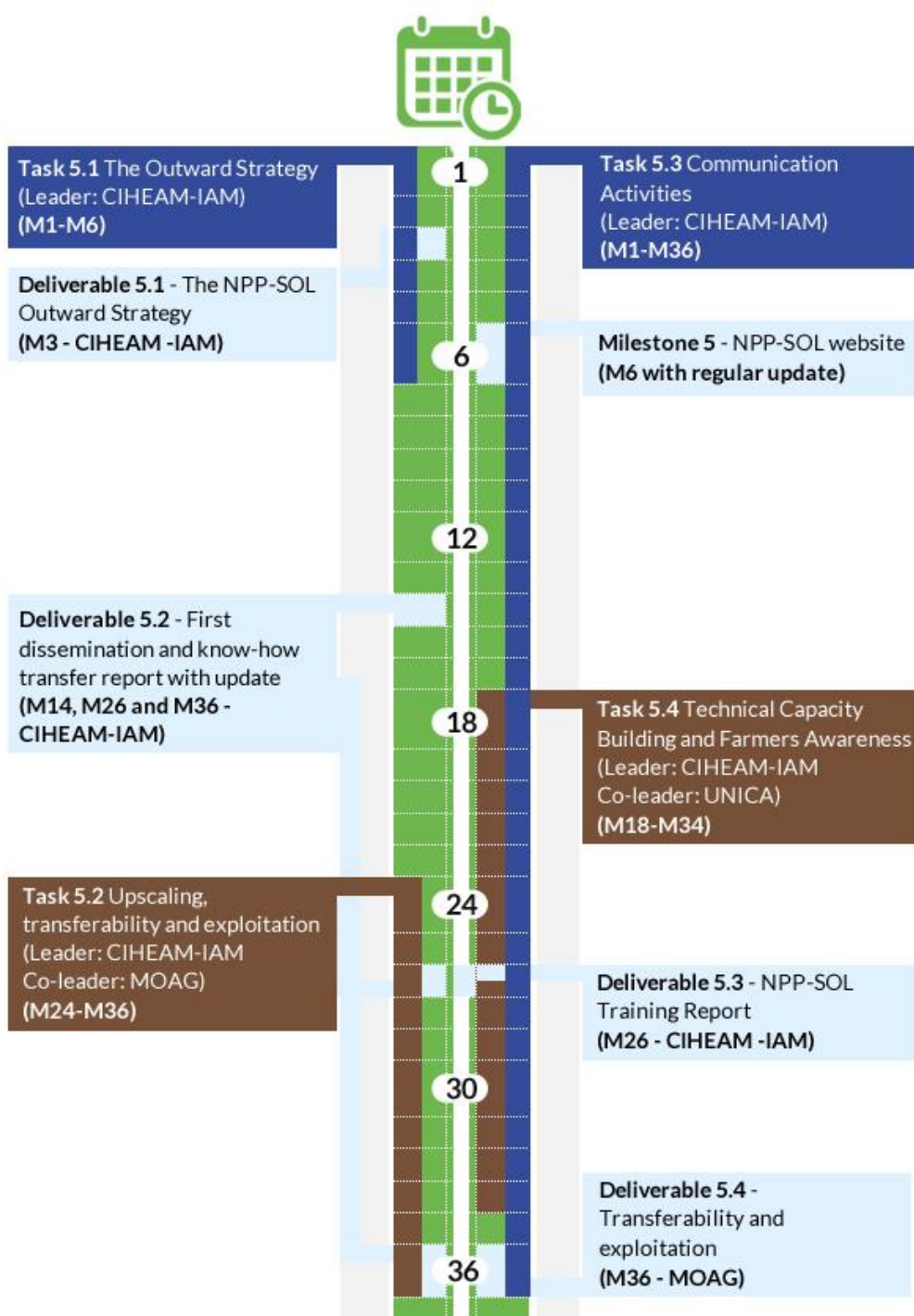


Fig. 3. - *TIMELINE of the NPP-SOL communication and dissemination activities*

## 2.5 Methodology

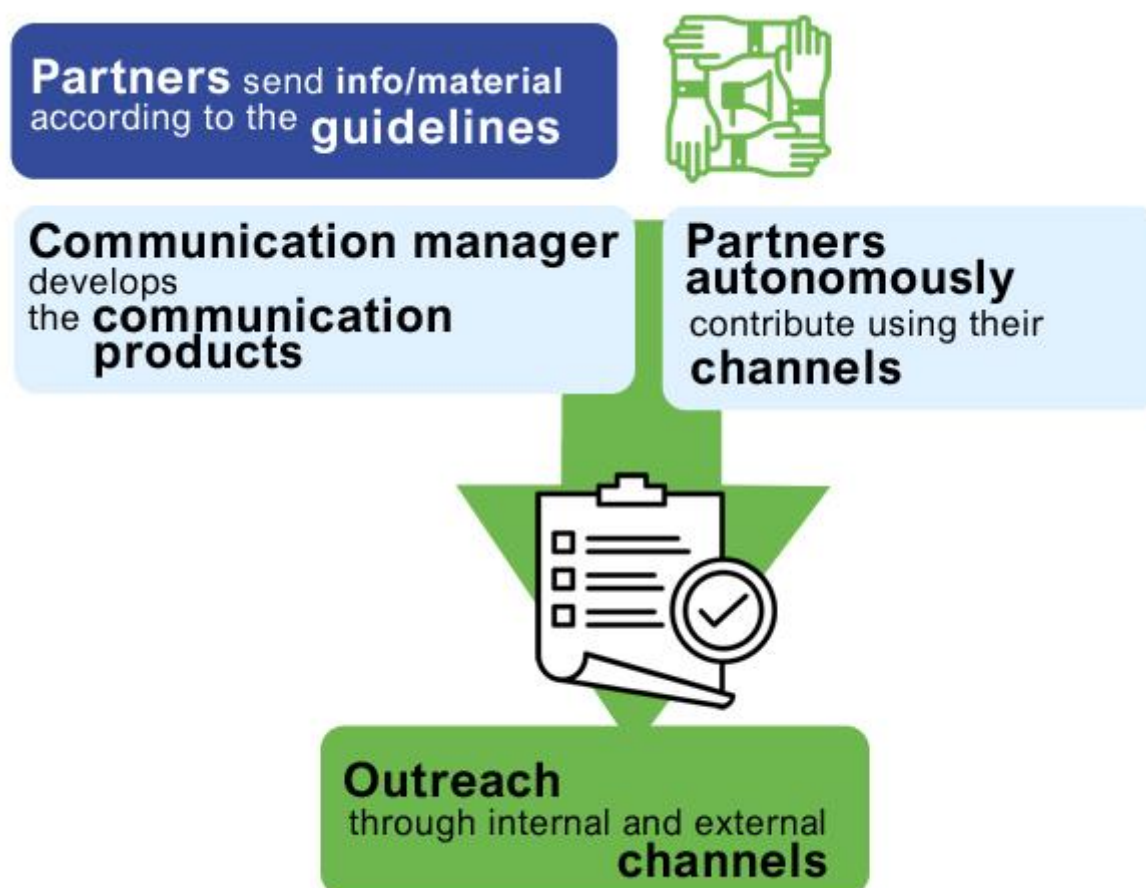
The involvement of Partners and Stakeholders in the communication flows is crucial in order to achieve best results.

The appointment of a **COMMUNICATION FOCAL POINT** within each Partner is highly recommended, to deal with the different languages, to support the project in gathering news and data at local level and to facilitate the relations with local press.

In order to make our communication efficient, **internal** and **external** levels of communication shall be considered.

Using the guidelines provided with this document (Annex 1,2,3 and 4), partners can actively contribute to a cohesive and impactful social media presence for the NPP-SOL project and fostering engagement with a wider audience.

Fig. 4. Communication Flows



### 3. Description of planned tools and communication activities

#### 3.1 - Preliminary assessment – Questionnaire for NPP-SOL Partners

The **dissemination and communication** activities within NPP-SOL project, will involve all Partners and a large amount of stakeholders and contacts thanks to the existing partners’ networks, contacts and databases with the aim of enlarging project’s network and increase the level of interest in the project’s activities.

As first step of this process, a **communication and dissemination assessment survey** (<https://survey.iamb.it/index.php/493379?lang=en>) has been submitted to all Partners to acquire **strategic information** and **data**, relevant for the development of the communication and dissemination activities.

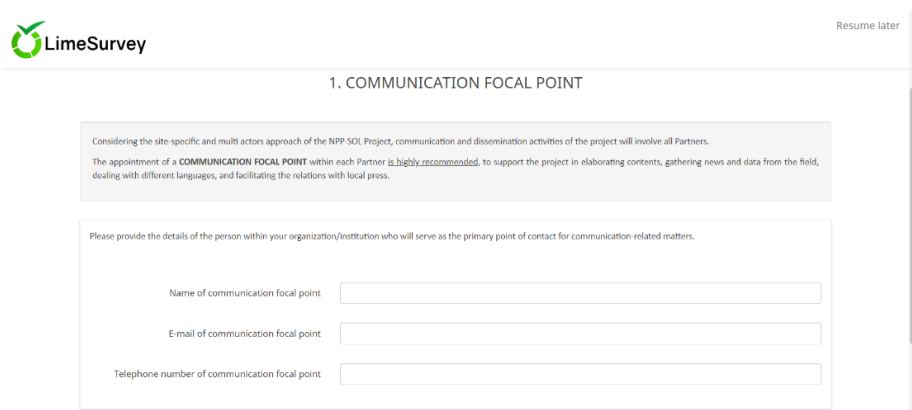


Fig. 5. Screenshot of communication and dissemination assessment survey

Moreover, this survey will gather information regarding communication-related aspects that that will be used to design and implement dissemination and communication activities effectively (*Keywords, existing communication channels within Partner Institutions, projects and events that could be linked to NPP-SOL, name and contacts of the communication focal point etc.*).

#### 3.2 - Project Visual Identity Kit – Logo, Project leaflet and Poster

A set of graphic **logos** and **visual identity** presentation has been created by CIHEAM Bari to represent and convey the image of the NPP-SOL project (Figure 3). The logo features a pictogram that visually represent the thematic areas related to the project.

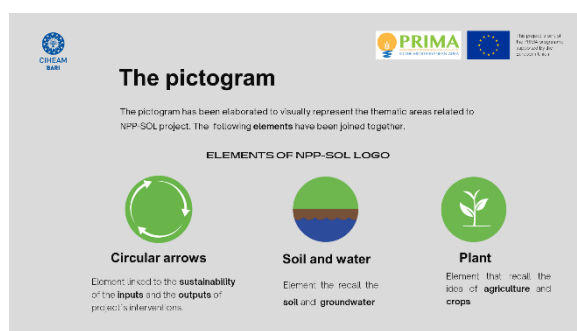


Fig. 6. Project Visual Identity

The logo will be used in all internal and external documents to communicate about project's activities and outcomes. It is available in **colours** and **black and white** in the following file formats: *.png*, *.pdf* and *.eps*.

The **name** and **logo** of the project, alongside the **PRIMA Programme logo** and **EU flag**, must be included in all communication and visibility products e.g. publications and/or any other printed/electronic material.

In addition to the EU emblem is very important to ensure the visibility of the EU funding, by including the following text "*This project is part of the PRIMA Programme supported by the European Union*".

For the usage of the logo, refer to the guidelines in **ANNEX 2 - NPP-SOL visual identity and logo**.

NPP-SOL communication materials (that will be uploaded in the repository of the project website) will also include a project **leaflet** and **poster** that will be used to promote the project during conferences, trainings or digital events.

These communication material shall also include the Partner logos when applicable.

### 3.3 - Project Public Website

**NPP-SOL public website** is one of the primary sources of information about the project and will also include news, events, public deliverables, scientific publications and the material used in the events where the project is presented (such as slides, videos, etc.).

It will be kept updated on a regular basis with the information coming from inside and outside the Consortium, acting also as a dissemination tools.

NPP-SOL website will showcase contents and information thanks to a clear and accessible design / structure.

In line with the project's visual identity (*ref. 3.2 - Project Visual Identity Kit*), the website's graphic layout includes all the elements necessary to comply with the general rules for communication and dissemination activities of projects funded under the PRIMA Foundation programme.

The **top navigation bar** includes: the project title and the link to the main social channels and the logo of the project.

The **menu bar** gives access, in addition to the home page, to the main web sections: About the project | Pilot areas | Resources | News & Events | Contacts.

The last page is only accessible upon registration of the project consortium members and gives access to a Cloud section, which serves as a repository for the exchange of documentation and private information by the members themselves.

#### 1) Menu and submenu area

- The '**About the project**' section gives an overview of the project including objectives, methodology, partners roles and expected results.
- The '**Pilot areas**' web section focuses the various sub-sections dedicated to the 4 pilot areas in which the project is implemented.
- The '**Resources**' section provides visitors with easy access to content of particular relevance to furthering project activities and it is divided into the following submenus:

- Deliverables
- Publications
- Newsletters
- Press room
- Communication kit

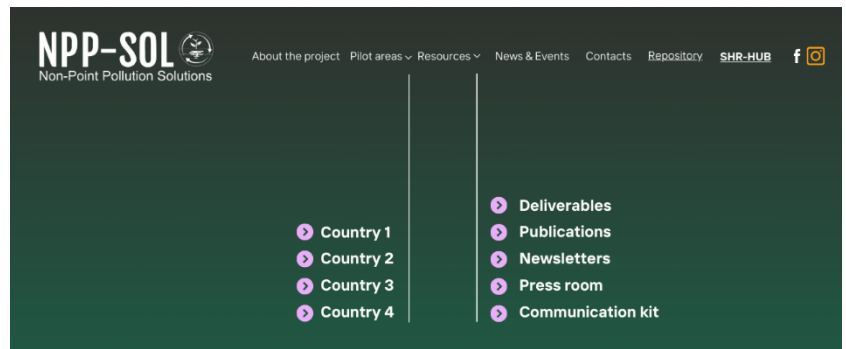


Fig. 7. Project website Mockups (1)

- The ‘**News & Events**’ menu collects detailed articles or news about past or future events.
- The ‘**Contacts**’ section collects the contact information of each project participant by sending them messages or requests for further information.

## Home page structure

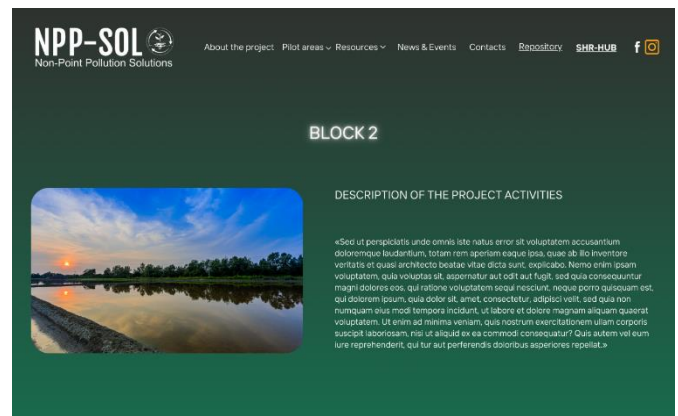
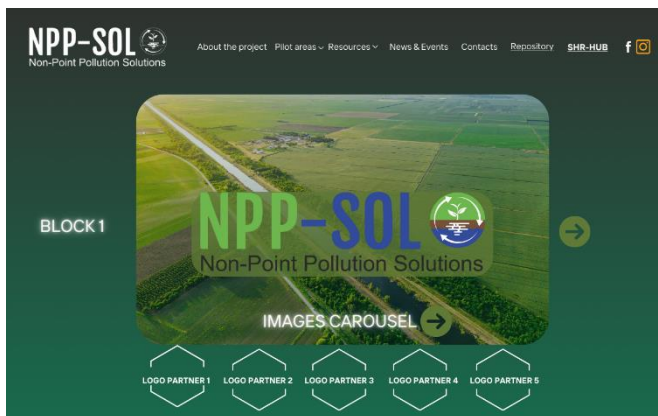


Fig. 8. Project website Mockups (2)

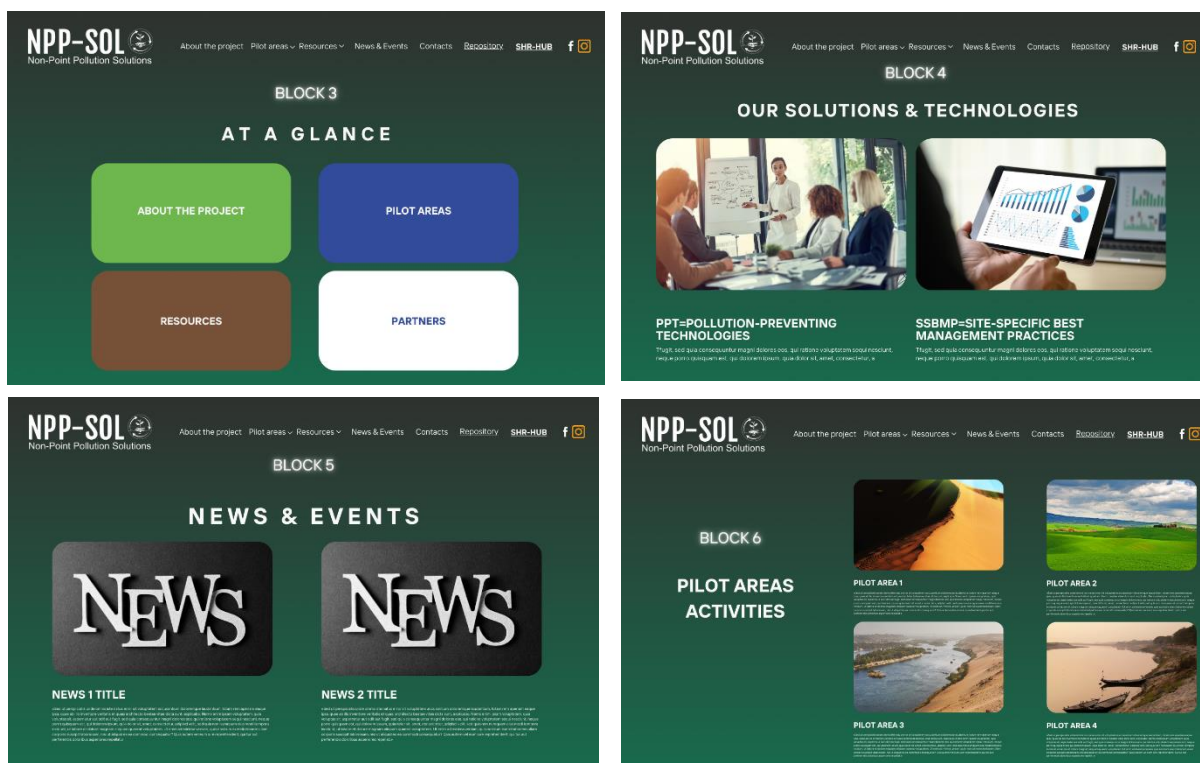
Schematically, the **home page** is structured in a full-page layout, comprising the following blocks starting from header:

- A carousel of images representative of the project, with the logo and acronym highlighted, under which the logos of the project partners are displayed.
- A summary description of the project activities and objectives to be achieved;
- An 'At a glance' section displaying, briefly recalling and linking the main sections of the website.
- A section dedicated to in-depth information on the project's activities, solutions and challenges.
- A News & Events section listing news and any other updates concerning project activities.
- A section highlighting the activities of the Pilot Areas by verifying the effectiveness of the methodology implemented to achieve the project objectives.

- The footer section briefly summarising contact information, navigation and social media links; copyright information, privacy policy and terms of service; and finally, newsletter subscription.

As from March 2024, the website is currently under construction and further updates will be provided during the implementation period.

Fig. 9. Project website Mockups (3)



*IMPORTANT: these images included in this paragraph have only the purpose of presenting the structure of the project website, the latter being constructed and implemented at a later stage.*

### 3.4 - Project Social Media Strategy

Aligned with milestones and events foreseen throughout the project timeline, the communication activities through social media platforms will be primarily implemented by NPP-SOL Communication Team of CIHEAM Bari with a strong contribution of Partners Communication Officers.

In line with the **targets** listed in the paragraph 2.1 (Overview and strategic objectives), the social media communication activities will be engaging the following public:

#### TARGET AUDIENCE:

1. **Stakeholders:** Researchers, academics, policymakers, NGOs, and international organizations involved in Mediterranean agriculture, water management, and food security.
2. **Practitioners:** Farmers, agricultural extension workers, water resource managers, and other professionals involved in the project's focus areas.
3. **General Public:** Individuals interested in sustainable agriculture, water management, and food security issues in the Mediterranean region.



In this context, the communication and dissemination via social will pivot on the following **general** and **specific key messages**:

## **GENERAL KEY MESSAGES**

- Importance of preventing non-point source pollution to safeguard water resources and promote sustainable agriculture.
- Innovation and technology-driven solutions developed by the NPP-SOL project to address agricultural pollution.
- Collaboration and partnership opportunities for stakeholders interested in promoting sustainable agricultural practices.
- Environmental, social, and economic benefits of adopting site-specific best management practices and pollution-preventing technologies.

## **SPECIFIC KEY MESSAGES:**

### **1. Addressing Water Pollution:**

*“NPP-SOL is dedicated to combating diffuse pollution of water bodies caused by Non-Point Source agricultural pollutants. By implementing innovative strategies and technologies, we aim to safeguard precious water resources in Mediterranean regions”.*

### **2. Aligned with Green Deal Initiatives:**

*“NPP-SOL is in line with the objectives of the Green Deal and Farm-to-Fork strategies, prioritizing sustainability and environmental protection while enhancing agricultural practices”.*

### **3. Integrated Approach:**

*“NPP-SOL integrates advanced modeling tools, site-specific best management practices, and pollution-preventing technologies to optimize soil, water, fertilizer, and crop management. This holistic approach ensures effective results tailored to local conditions”.*

### **4. Sustainability and Efficiency:**

*“All methodologies and technologies adopted by NPP-SOL are characterized by their sustainability, economic efficiency, and adherence to circular economy principles. We prioritize solutions that benefit both the environment and agricultural productivity”.*

### **5. Specific Objectives:**

*“The project's specific objectives include providing modeling tools for evaluating management strategies, co-designing site-specific best practices, implementing affordable pollution-preventing technologies, and fostering farmer awareness and technical capacity building”.*

### **6. Innovative Technologies:**

*“NPP-SOL introduces small-to-medium, cost-effective bioremediation and nature-based pollution-preventing technologies such as bioreactors, constructed wetlands, and anaerobic digesters. These innovations intercept and remove pollutants before they impact groundwater and surface water bodies”.*

## 7. Capacity Building and Awareness:

*“Farmer awareness and technical capacity building are essential components of NPP-SOL. We empower stakeholders such as Water User Associations, Environmental Agencies, and Water Resource Managers to apply and disseminate best practices, ensuring long-term sustainability beyond the project's lifespan”.*

## 8. Community Engagement:

*“NPP-SOL engages local communities, stakeholders, and decision-makers to foster collaboration and support for sustainable water management practices. Together, we work towards a healthier environment and thriving agricultural sector”.*

## CONTENT STRATEGY

Tailored content for different audiences will be produced through a multi-register communication approach: technical content for scientists and professionals and simplified, straightforward messaging, for farmers and the general audience.

Here below some examples of typology of contents that could be shared through social media:

- **Project updates:** to keep targets abreast of project progress, achievements, and milestones, fostering transparency and trust;
- **Educational content:** informative and engaging materials, infographics, and videos to elucidate key project concepts, methodologies, and findings;
- **Success stories, case studies,** and demonstrations of implemented practices and technologies;
- **Stakeholder engagement:** interviews, testimonials, and success stories of project collaborators, beneficiaries, and stakeholders to spotlight for cultivating a sense of community and ownership among stakeholders.

Visual content tends to capture more attention on social media. For this reason, visual engaging contents will be mainly used for telling the project's story: images, infographics, and short videos will better highlight key achievements, activities, and behind-the-scenes moments and showcase on-field activities, technologies, and success stories. Furthermore, the creation and publication of short videos will be considered to share success stories and positive outcomes resulting from the implementation of NPP-SOL strategies, as well as testimonials from farmers and technicians who have benefited from the project.

## SOCIAL MEDIA CHANNELS:

Partners will be provided with guidelines to develop project-related communication on their social media channels that aligns with the project's overall goals and communication objectives and ensures proper visibility of the project's activities, stakeholders, and PRIMA.

The project's results and communication products will be disseminated through the social media accounts of Consortium partners, including platforms such as social media, blogs, to reach a wide community of end-users.

Partners will receive guidelines to develop project-related communications on their social media channels, ensuring alignment with the project's overall goals and communication objectives, and ensuring proper visibility of the project's activities, stakeholders, and PRIMA. (**ref. ANNEX 3**)

A brief project description will be also provided in the guidelines for use in every social media post.

Additionally, a LinkedIn public group has been created to establish an official project presence on social media: [https://bit.ly/NPP\\_SOL](https://bit.ly/NPP_SOL). LinkedIn is the most suitable social media channel for sharing professional updates, research findings, and engaging with academic and professional communities. It offers networking opportunities targeting stakeholders and professionals in relevant fields:

1. **Targeted audience:** LinkedIn is a professional networking platform, meaning the users are primarily professionals, researchers, academics, and individuals interested in specific fields. Creating a LinkedIn group related to the NPP-SOL research project ensures that the audience is already interested in the subject matter.
2. **Professional environment:** LinkedIn offers a professional environment conducive to sharing research findings and engaging in meaningful discussions. Unlike other social media platforms, LinkedIn users expect and appreciate content related to research, industry updates, and professional development.
3. **Networking opportunities:** LinkedIn groups provide excellent networking opportunities. Members can connect with each other, share insights, and discuss the implications of the research findings. This networking aspect can lead to collaborations, partnerships, and further dissemination of the research results.
4. **Expertise showcase:** Researchers involved in the NPP-SOL project can showcase their expertise by actively participating in discussions, sharing relevant articles, and answering questions within the LinkedIn group. This helps establish credibility and authority within the field, attracting more attention to the research results.
5. **Content sharing:** LinkedIn groups allow members to share various types of content, including articles, presentations, videos, and infographics. Researchers can leverage these features to disseminate the results of the NPP-SOL project in diverse formats, making it more accessible and engaging to a wider audience.
6. **Notifications and updates:** LinkedIn groups provide notification features that alert members about new posts, comments, and discussions. This ensures that members stay updated on the latest research findings and can actively engage with the content as soon as it's shared.
7. **Data analytics:** LinkedIn provides analytics tools that allow group administrators to track engagement metrics such as views, likes, comments, and shares. Analyzing these metrics helps assess the effectiveness of the communication strategy and tailor future content to better meet the needs and interests of the audience.

## **YOUTUBE:**

Videos, webinars, and tutorials showcasing project outcomes, interviews with stakeholders, and educational content shall be also posted on YouTube channels (which will be identified at a later stage) in order to be easily shared and provide further dissemination.

## **PROJECT HASHTAGS:**

### **Primary**

1. #NPPSOLProject
2. #PRIMANPPSOL
3. #WaterPollutionPrevention
4. #MediterraneanAgriculture

### **Secondary**

5. #SustainableAgriculture
6. #WaterManagement
7. #AgricultureInnovation
8. #FarmersEmpowerment
9. #CircularEconomyWater
10. #TechforCleanWater
11. #GroundwaterProtection
12. #AgroTechSolutions
13. #CleanWaterInitiative
14. #NPSAwareness
15. #SoilHealthMatters
16. #EcoFriendlyFarming
17. #WaterQualityMatters
18. #NatureBasedSolutions
19. #AgroHydrology
20. #FarmersAwareness
21. #Tech4Sustainability

## **MONITORING AND ASSESSMENT**

The performance of content related to NPP-SOL and posted by Consortium Partners on their social media channels and to NPP-SOL LinkedIn Group will be regularly analyzed using analytics tools.

Social media analytics tools will be utilized to track:

Engagement: monitoring likes, shares, reach and comments across social media platforms.

This will enable NPP-SOL Communication Team to refine the social media strategy based on what works best for the target audience.

### 3.5 - Factsheets and electronic newsletters

**Factsheets** will be one of the communication assets of the project and will be focused on specific topics (research outcomes such as models, technologies etc.), with the aim of spreading outcomes and best practices of NPP-SOL project. Factsheets will include **infographics** and other visual elements in order to communicate information and data in a simple and effective way.

The contents created for the website and press-releases will be included in the **electronic newsletters** that will be published every 6 months and uploaded on the website. These **contents** will be provided by the coordinator and by project partners from time to time and shall include:

- News regarding workshop, conferences or other events internal or external to NPP-SOL
- Press releases
- Articles
- Audiovisual (videos, photos)
- Other information/contributions that will be asked from the communication manager.

The **newsletters**, targeted to generic media, will be structured in an easy-to-understand format and language. This will further promote the communication of project results while increasing the engagement of potential stakeholders.

### 3.6 - Press releases and keeping relations with local media

Keeping the local press informed about the activities and achievements of the NPP-SOL project is important to ensure their dissemination to a wider public.

The following section contains some suggestions about **press releases** to be published during the reporting period (1 October 2023 – 1 October 2026).

Each Partner shall build and maintain **relationships with journalists**, providing them with relevant information and updates on the project's activities or results as needed.

The press release shall be drafted and sent to the local press by the Partner organizing or directly involved in the event/activity/outcome to be disseminated.

For this purpose, a **PRESS KIT TEMPLATE** is available in the ANNEXES.

The complete list of press releases (also in the Partners' local language) will be published on the project website in the "Press Releases" section.

#### **PRACTICAL EXAMPLES**

##### **1. How to write a press release**

To write a press release, follow the attached template and complete it using:

- Simple language describing the activity, event or project result to be communicated;
- Times New Roman font.

The file, in WORD format, shall be sent to journalists as an attachment to an e-mail. Include the same text in the body of the email.

It is also advisable to enclose:

a- Project sheet (available in the repository within the project website)

b- Representative images

Maximum 2 high resolution photos, respecting privacy and always citing the author/source.

## 2. Press relations

Involving the local press can be useful, e.g., when a particularly relevant activity/event is taking place.

Invitations to journalists should clearly include the project and Prima Programme logos and the EU emblem.

The person in charge or the organiser of the activity shall:

- Formulate the invitation to the event organised as part of the project;
- Draw up the list of media to which the invitation to attend will be sent;
- Draft the registration form to be signed by the journalists in order to collect contact information (name, surname, media, phone, e-mail);
- Prepare the press kit, which should include press release, project overview, any photographic material. Where possible, it is advisable to include information material in the press kit also in digital format (USB drive) and always in Word format.

Once the invitation to the event has been sent out, it is advisable to contact the editorial offices by telephone to ensure that a journalist is present.

During the event, use a project banner as a background if possible.

## 3. Interviews

Include the following statement "*This project is part of the PRIMA programme supported by the European Union*" in the text of interviews.

However, it is always advisable to send written material to journalists to avoid manipulation and/or misunderstandings.

Even in the case of telephone interviews, it is recommended to send the project sheet electronically.

Before publication, ask to read what the journalist has written to check the accuracy of the information contained in the article/interview. In the case of an interview, it is also possible to ask questions and answer them in writing.

### 3.7 - Project videos

The knowledge and results generated by the project will be condensed and highlighted using **audiovisual contents (video)** which shall be focused on specific topics or pilot areas of NPP-SOL project.

The **video** will be used to promote the project and communicate its activities and results to a broader audience and will be elaborated using materials (raw footage taken by camera or by smart phone) provided by partners and stakeholders.

Specific **guidelines** and suggestions will be shared with partners in order to elevate the quality of the material that will be provided.

### 3.8 - Communication Key Performance Indicators

The following **KPIs** will be used for the monitoring of each tool/channel/activity related to communication and to evaluate the success of the dissemination and communication activities.

<b>Tool</b>	<b>Item/Description</b>	<b>KPIs</b>
<b>Project Visual Identity Kit</b>	project visual identity kit	<b>1</b>
	Project leaflet	<b>1</b> in English and <b>4</b> in the other languages of consortium countries  Number of printed copies ( <b>≥10.000?</b> )
	Poster	<b>1</b> in English and <b>4</b> in the other languages of consortium countries
<b>Project Public Website</b>	NPP-SOL Website	Number of unique visitors to the Website ( <b>≥10.000?</b> )
<b>Social Media</b>	Project Social Media account on LinkedIn	Nr. of followers among all social networks: ( <b>≥2.000?</b> ) to be <b>evaluated</b> Nr. of posts on SNs: ( <b>≥200</b> )
<b>Factsheets and electronic newsletters</b>	Factsheets with infographics and electronic newsletters	6 Newsletters (every 6 months, from M6)  <b>50</b> News published by external pages  <b>4</b> Factsheets with infographics (one for each case study)
<b>Press release</b>	Press kit available for download	<b>1</b> in English and <b>4</b> in the other languages of consortium countries
<b>Project video</b>	NPP-SOL project video	<b>1</b> promotional video

## 4. Knowledge and Technology Transfer Activities (Dissemination)

### 4.1 - Open Access to scientific publications in international peer-reviewed journals

**Scientific papers** and **other publications** targeted to the research and academic communities, will be produced based on the results of the activities carried out within the project. These publications will show consistency with and complement the project deliverables. They will guarantee the dissemination of scientific knowledge produced by NPP-SOL to the international community.

With the aim of facilitating the dissemination and exploitation of project's results, the NPP-SOL website will host a **specific section** dedicated to scientific publications, studies and other relevant resources in complementarity with the SHR platform established by CIHEAM IAMM.

This will also increase the level of engagement and communication among partners and stakeholders, allowing a more fruitful collaboration within the project.

Given the high scientific relevance of the projects' analyses, project partners envisage publications in peer-reviewed, interdisciplinary and high-calibre journals (*e.g. Water Resources Research, Journal of Hydrology, etc.*), as well as in educational articles in local and regional journals. This will ensure the dissemination of the scientific knowledge produced by NPP-SOL to local communities.

Any dissemination activity and publication elaborated within the project, will have to include the specification that the **project has received Community research funding** and will have to display the **PRIMA consortium** and **European** emblem.

Knowledge management and Intellectual Property Rights (IPR) will be addressed in full compliance with the rules identified by the PRIMA Grant Agreement.

Prior to be submitted for the publication on the website, each paper, study or article, should comply with the Data Management Plan (DMP) of the Project and be respectful of the Intellectual Property Rights (IPR).

### 4.2 - Participation in scientific conferences, workshops, or networking events (Cooperation and joint initiatives with other PRIMA or H2020 projects)

In order to maximise the impacts of the project, NPP-SOL project will be properly disseminated through **scientific conferences, workshops, networking activities** (also organized by other PRIMA or H2020 projects). These events usually represent a good occasion to enlarge the stakeholder network and create synergies with other similar or complementary projects.

The project's results, best practices, modelling tools and technologies will be presented at these events to promote the exchange of knowledge on sustainable agricultural practices and pollution-preventing technologies, while encouraging their dissemination and exploitation in other contexts.

In order to do so, Consortium partners shall present the project by using the NPP-SOL **communication tools** (*leaflets, posters, targeted factsheets, etc.*) as a support.

Several **initiatives** and **events** will be identified by project partners for the dissemination activity.



### 4.3 - Capacity building and Training activities

Communication and dissemination will also address several activities aimed at Capacity building and Training of the stakeholders.

These will include working groups, methodology workshops and **technical capacity building** for advancing the capabilities of Stakeholders to adapt and manage the **technologies** and **best practices** developed in the project (*Task 5.4 Technical Capacity Building and Farmers Awareness*).

**Technical capacity building** will be also addressed to the technicians who will have the role of supporting farmers for the application of site-specific best practices and technologies beyond the project duration.

The following **training activities** are foreseen during the project:

- 5 Trainings on the **Modelling Tools**
- Pollution-Preventing technologies** maintenance and technical regulation **trainings** (for each Case Study)
- Involvement and assistance to farmers for the **knowledge transfer** and **adoption of Best Practices** (3 half-day demonstration events)

**Targets:** Technicians from WUA, EA and WRM, Farmers

Communication / dissemination will be supporting the technical capacity building activities with the following actions:

- The preparation of a **detailed plan** for the on-site training courses to be organized for each case study (M18-24);
- Identification and invitation of **stakeholders** and **participants** (M18-34);
- **Communication** for the trainings and events (M18-34).

### 4.4 - Final main outreach event

NPP-SOL will organize a **final main outreach event** to be held possibly during the final conference of the project.

This will be the most significant event since it will provide the chance to showcase the majority of the outcomes and goals attained throughout the project.

The date for this event will be decided in a later stage as well as the stakeholders and institutional representatives to be invited.

Prima Foundation will be involved in advance in order to obtain support for sharing the project outcomes and help in achieving a significant impact.

#### 4.5 - Dissemination Key Performance Indicators

The following **KPIs** will be used for the monitoring and evaluation of the outreach activities.

Tool	Item/Description	KPIs
<b>Open Access to scientific publications in international peer-reviewed journals</b>	Number of publications uploaded on the website	(≥?) to be evaluated
<b>Training activities</b>	5 Trainings on the Modelling Tools 4 Pollution-Preventing technologies trainings 3 demonstration events	Number of participants to each training
<b>Presentations at EC events, exchanges with other projects, communication through EC media and channels</b>	Collaboration/demo with similar projects, meetings with NCPs and other networks	≥ 20
<b>Final main outreach event</b>	final main outreach event might organized at the end of the project	1


## 5. ANNEXES



### ANNEX 1 - NPP-SOL Outward Strategy Matrix

OBJECTIVES <b>WHY</b>	TARGET AUDIENCE <b>WHO</b>	INFORMATION MESSAGES <b>WHAT</b>	COMMUNICATION DISSEMINATION <b>HOW - WHEN</b>	RESPONSIBILITIES <b>BY WHOM</b>	LOCATION <b>WHERE</b>
1 <b>Promote the activities, results and conclusions</b> of NPP-SOL project, emphasizing its alignment with the PRIMA Programme goals.	1 <b>ALL TARGETS</b> , in particular: NNP-SOL consortium, Farmers, Water Users Associations, Local and business associations, the industry, International scientific community, National authorities, decision makers, funders, other research projects related to NPP-SOL, Media, Civil society.	1 Updates on the project's activities; outcomes and results; Info related to the best management practices, modelling tools, pollution preventing technologies etc; NPP-SOL added values in economic, technical, environmental and social terms.	1 Visual communication products (leaflets, posters), Newsletters, Social Media, Events, Press releases, Website. <b>(M6-M36)</b>	1 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local press.	1 Local, international level.
2 <b>Showcase the effectiveness and benefits</b> of site-specific <b>best management practices and pollution-preventing technologies</b> developed by the project and encourage their <b>dissemination and exploitation</b> .	2 NNP-SOL consortium, Water Users Associations, Farmers, Local and business associations, the industry, Academia, International scientific community, Specific Research Networks, funders, Other research projects related to NPP-SOL.	2 Updates on the project's activities; outcomes and results; Promotion of technology-driven solutions, models and good practices;	2 Visual communication products (factsheets, infographics), Website (with open access to data and publications), Social Media, Newsletters, exchanges with other projects, trainings, webinars, I earn-by-doing events. <b>(M18-M34)</b>	2 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local associations, International scientific community, Specific Research Networks, Other research projects related to NPP-SOL	2 Local, regional, international level
3 <b>Raise awareness</b> about a) <b>non-point source pollution</b> and its impact on water resources in the Mediterranean region; b) <b>NPP-SOL added values</b> in economic, technical, environmental and social terms. Water Users Associations, Farmers, Local and business associations, the industry, National authorities, decision makers, funders, other rese	3 Water Users Associations, Farmers, Local and business associations, the industry, National authorities, decision makers, funders, other research projects related to NPP-SOL, Media, Civil society.	3 Focus on Best management practices, modelling tools, pollution preventing technologies; NPP-SOL added values in economic, technical, environmental and social terms.	3 Website (news or articles), Newsletters, Social Media, Press releases. <b>(M6-M36)</b>	3 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local press.	3 Local, international level.

OBJECTIVES <b>WHY</b>	TARGET AUDIENCE <b>WHO</b>	INFORMATION MESSAGES <b>WHAT</b>	COMMUNICATION DISSEMINATION <b>HOW - WHEN</b>	RESPONSIBILITIES <b>BY WHOM</b>	LOCATION <b>WHERE</b>
4 <b>Engage stakeholders</b> , including farmers, researchers, policymakers, and the general public, in discussions about <b>sustainable agricultural practices</b> .	4 Water Users Associations, Farmers, Local and business associations, the industry, National authorities, decision makers, International scientific community, other research projects related to NPP-SOL, Media, Civil society.	4 Updates on the project's activities; outcomes and results; Info related to the best management practices, modelling tools, pollution preventing technologies etc; NPP-SOL added values in economic, technical, environmental and social terms.	4 Website (news or articles), Newsletters, Social Media, Press releases. Website. <b>(M6-M36)</b>	4 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local press.	4 Local, regional, international level.
5 <b>Improve the level of understanding and support stakeholders and farmers</b> in the adoption of the tools, technologies and agro-hydrogeological practices developed by the project.	5 Water Users Associations, Farmers, Local and business associations, the industry,	5 Focus on Best management practices, modelling tools, pollution preventing technologies; Knowledge-transfer and promotion of technologies, solutions, models and good practices.	5 Visual communication products (factsheets, infographics), Website, Social Media, Newsletters, trainings, webinars, learn-by-doing events. <b>(M18-M34)</b>	5 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local associations.	5 Local, regional level.
6 <b>Facilitate collaboration and knowledge exchange</b> among stakeholders involved in water resource management and agricultural sustainability.	6 Water Users Associations, Farmers, Local and business associations, the industry, National authorities, decision makers, other research projects related to NPP-SOL.	6 Updates on the project's activities; outcomes and results; Knowledge-transfer and promotion of technologies, solutions, models and good practices. Collaboration and partnership opportunities.	6 Website (with open access to data and publications), Social Media, Newsletters, exchanges with other projects, trainings, networking events. <b>(M18-M34)</b>	6 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local press.	6 Local, international level.
7 Disseminate the results to stakeholders beyond those directly engaged in the project and contribute to the <b>scaling-up and scaling out</b> of the models, technologies and good practices.	7 Specific Research Networks, Farmers, Local and business associations, the industry, International scientific community, National authorities, decision makers, funders, other research projects related to NPP-SOL, Media,	7 Updates on the project's activities; outcomes and results; Focus on Best management practices, modelling tools, pollution preventing technologies.	7 Visual communication products (leaflets, posters), Exchanges with other projects, networking events, Website, Social Media, Newsletters. <b>(M24-M36)</b>	7 CIHEAM IAM supported by CIHEAM BARI, All Project partners, Local associations, Other research projects related to NPP-SOL.	7 Local, regional, international level

## ANNEX 2 - NPP-SOL visual identity and logo








This project is part of the PRIMA programme supported by the European Union



# NPP-SOL

“Modelling and Technological Tools to Prevent Surface and Ground-Water Bodies from Agricultural Non-Point Source Pollution Under Mediterranean Conditions”


## Presentation of NPP-SOL logo and visual identity






This project is part of the PRIMA programme supported by the European Union



**First Version**



**Updated Version**

## Logo History

In addition to the **first version** that was elaborated at the beginning of the project, an **updated version** has been conceived.



This project is part of the PRIMA programme supported by the European Union

## About the Logo

While the lettering has been left unaltered, the acronym of the project has been filled using the **green** and **blue** colours, the same used in the pictogram that has been completely edited.

The **pictogram** visually represents the thematic areas related to NPP-SOL project.



This project is part of the PRIMA programme supported by the European Union

## The pictogram

The pictogram has been elaborated to visually represent the thematic areas related to NPP-SOL project. The following **elements** have been joined together.

### ELEMENTS OF NPP-SOL LOGO



#### Circular arrows

Element linked to the **sustainability** of the **inputs** and the **outputs** of project's interventions.




#### Soil and water


Element that recall the **soil** and **groundwater**



#### Plant

Element that recall the idea of **agriculture** and **crops**



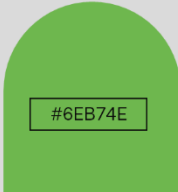



This project is part of the PRIMA programme supported by the European Union

## Color palette

The following **colours** have been used for the logo:


- Green:** to recall the **environment** and **agriculture**
- Blue:** to recall the **water** resources
- White:** to recall the **irrigation**
- Brown:** to recall **soil** and **agriculture**



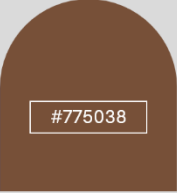
#6EB74E




#ffffff



#334b9b






#775038



**NPP-SOL**  
Non-Point Pollution Solutions

COLOR PALETTE FOR LOGO USAGE




This project is part of the PRIMA programme supported by the European Union

## Logo Font

**Aa**




**ARIAL**

The original font for the logo was **ARIAL**, one the most used "standard" typefaces for "normal" computer usage. The **ARIAL** font has been used also for the updated version.




**NPP-SOL**  
Non-Point Pollution Solutions

ARIAL					
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	li	Jj	Kk	LI
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09


   This project is part of the PRIMA programme supported by the European Union

## Logo Variations


In addition to the horizontal colored version, the logo has been also elaborated in:






**VERTICAL**



**GREYSCALE**



**WHITE**

   This project is part of the PRIMA programme supported by the European Union


## Logo Positioning

The logo can be generally placed on the **upper side** of the page (depending on the type of document: on the left, center or right based on where it is best suited).


**PRIMA logo** and **EU Emblem** should be always displayed and the following text should be included: ***"This project is part of the PRIMA Programme supported by the European Union"***

**NPP-SOL logo**, **PRIMA logo** and **EU Emblem**, could be also placed on the same row.

When displayed together with another logo, the **PRIMA logo** and the **EU emblem** must have appropriate prominence.






✓



✓

**SOME EXAMPLES OF LOGO POSITIONING**



This project is part of the PRIMA programme supported by the European Union

## Recommendations

**1**

DO NOT change the colors of the logo. Use only the colors in the palette.

**2**

DO NOT add shadows or effects.

**3**

Always include **PRIMA logo** and **EU Emblem**

**4**


DO NOT crop the logo.


**5**

DO NOT rotate the logo.

**6**


DO NOT use tint or opacity.






This project is part of the PRIMA programme supported by the European Union

**Download the Resources**



Click here to access the Project's repository

X
-

Estimated time left: 00:12  
Downloaded: % 0



Non-Point Pollution Solutions

The Project logo and logo and visual identity are available on the Project's repository:

<https://cloud-nppsol.iamm.ciheam.org/index.php/s/tcNpNzCwnyMJBoq>



## ANNEX 3 - NPP-SOL social media GUIDELINES

### Introduction:

The following guidelines aim to provide a structured approach to social media communication for the NPP-SOL project through Consortium Partners' social media accounts, ensuring effective dissemination of project goals, engagement with stakeholders, and promotion of project outcomes. The guidelines are tailored to address the diverse audiences and strategic aspects outlined in the project documentation.

By adhering to these guidelines, partners can contribute to a cohesive and impactful social media presence for the NPP-SOL project, effectively communicating its objectives and fostering engagement with a wider audience.

1. Maintain consistent content and visual identity elements, such as logos, colors, and messaging, along with a short description (below), to reinforce the project's identity and ensure consistency and accuracy in communication.
2. Ensure all social media content aligns with the general and specific objectives of NPP-SOL.
3. Create engaging and informative content highlighting the goals, achievements, and impact of the NPP-SOL project, including updates, success stories, and relevant industry news.
4. Incorporate project-specific hashtags into social media posts to increase visibility and reach a wider audience interested in the project's topic.
5. Tag project partners (handles below), the PRIMA Programme, relevant collaborators, and stakeholders in social media posts to foster collaboration and amplify the project's reach across different networks.
6. Prioritize visual and easily shareable content, including infographics, images, and videos, to enhance engagement and comprehension.
7. Include clear calls to action in social media posts, prompting followers to learn more about the project, visit the project website, or engage with project-related events and initiatives.
8. Regularly monitor social media channels for engagement, comments, and inquiries related to the NPP-SOL project, responding promptly to foster interaction and address any concerns.
9. Explore opportunities for cross-promotion and collaboration with other project partners or relevant organizations to expand the reach and impact of NPP-SOL project communication efforts.
10. Share before-and-after visuals of project interventions to demonstrate progress and impact effectively.
11. Track and analyze the performance of social media posts related to the NPP-SOL project using analytics tools and align social media reporting with project reporting requirements to demonstrate the impact and value of social media efforts in achieving project goals.

### **TAG to partners with handles**

At the moment UNIBAS, CIHEAM IAMM and CIHEAM Bari tag and handles are provided, further information will be included at a later stage.

On every tweet or post related the NPP-SOL Project, it is recommended to **tag**:

#### **CIHEAM BARI:**

FACEBOOK: @CIHEAMBari

<https://www.facebook.com/CIHEAMBari>

INSTAGRAM: @ciheam\_bari

[https://www.instagram.com/ciheam\\_bari?igsh=MTZrOHp4bWEzYzBsbA==](https://www.instagram.com/ciheam_bari?igsh=MTZrOHp4bWEzYzBsbA==)

LINKEDIN: CIHEAM Bari

<https://www.linkedin.com/company/ciheambari>

X: @CIHEAMBari

<https://twitter.com/CIHEAMBari>

#### **UNIBAS:**

FACEBOOK: <https://www.facebook.com/UniBasilicata/>

INSTAGRAM: [https://www.instagram.com/uni\\_basilicata](https://www.instagram.com/uni_basilicata)

LINKEDIN: <https://www.linkedin.com/school/universitabasilicata/>

X: <https://twitter.com/UniBasilicata>

#### **CIHEAM MONTPELLIER:**

FACEBOOK: @Ciheam - IAMM

<https://www.facebook.com/ciheam.iamm>

INSTAGRAM: @ciheam\_montpellier

[https://www.instagram.com/ciheam\\_montpellier/](https://www.instagram.com/ciheam_montpellier/)

LINKEDIN: <https://www.linkedin.com/school/ciheam-iamm/>

X: @CIHEAMIAMM

<https://twitter.com/CIHEAMIAMM>

#### **PROJECT DESCRIPTION FOR SOCIAL MEDIA POSTS:**

##### **ABOUT NPP-SOL**

NPP-SOL, funded by PRIMA, tackles Mediterranean water pollution from agricultural non-profit source NPS pollutants. Using advanced techniques, it develops region-specific solutions to prevent contamination, aligning with the Green Deal and Farm-to-Fork strategies for sustainable agriculture and environmental care.

##### **ABOUT NPP-SOL (short)**

NPP-SOL project, part of PRIMA Programme, aims to prevent diffuse pollution in Mediterranean water bodies from agri non-profit source pollution. It develops tailored solutions, aligning with Green Deal and Farm-to-Fork for sustainability.

## ANNEX 4 - PRESS KIT TEMPLATE

### Press release

#### TITLE

**If it is possible, under the title, write 5-6 lines in which you explain very briefly the event you are promoting and do it in bold.**

You start the text by saying that in date... in the place of... The presentation event of .....will be held at .....

The objective of the meeting

is .....

Or: The event follows the launch of the project .....of which entities .....institutions etc. are part.

Explain which project you are dealing with very briefly.

The event of the day ... will be attended by .... names and institutions that represent ... in order of importance.

Or: The works will be opened by

Will follow the speeches of

Please put an email and a phone number on the bottom of the page to contact for further information.

Use the project logo as in this example or the project logo if you have it.

Write everything in Word and use Times New Roman and if you have a programme, send it in Word too.

**NPP-SOL** | [XXXX@XXXX.XXX](mailto:XXXX@XXXX.XXX) [www.XXXX.XX](http://www.XXXX.XX) phone number: xxxxxxxx

## References

PRIMA Programme communication and dissemination obligations: <https://prima-med.org/>