



stratus.



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V1

D5.2 Project website

ADVISOR NETWORK FOR OPTIMAL FERTILISERS USE

Document Summary

Deliverable Title	D5.2 Project website
Version	V1
Deliverable Lead	INI
Related Work package	WP5
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Dissemination level

PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published on CORDIS project's page)

SEN – Sensitive, limited under the conditions of the Grant Agreement

Grant Agreement Number	101134711
Programme	HORIZON EUROPE
Start date of Project	01-02-2024
Duration	60 months
Project coordinator	INTIA

Version History

Version	Date	Author	Partner	Description
0.1	16/05/2024	Mirentxu Asín	INI	Draft version for review.
0.2	23/05/2024	Georgia Nikolakopoulou	AUA	Reviewed version by AUA.
0.3	28/05/2024	Mirentxu Asín	INI	Reviewed version by INI.
0.4	28/05/2024	Sonia Olza, Betty Casado	INI	Reviewed version by Quality Team.
1.0	30/05/2024	Georgia Nikolakopoulou	AUA	Reviewed deliverable.
1.0	30/05/2024	Mirentxu Asín	INI	First version.

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Abstract

This document describes the structure and specifications upon which the project website has been constructed and published. It also includes two templates to ensure any data published on the website is published with the owners' informed consent.

1. Introduction

The STRATUS website aims to make the project visible in the domain and constitutes one of the most important communication tools through which the project activities and results will be disseminated, during and after the project's lifetime. It provides general information about the project, news, events, public awareness materials, practice abstracts, and links to relevant platforms and networks. Managed by INICIATIVAS INNOVADORAS (INI), it includes sections for articles, main publications, and social media integration. The website will host around 70 popular articles, regularly updated by project partners and translated as needed to ensure broad accessibility and engagement. This section presents the key features of the project website.

Domain:

The domain <http://www.stratusproject.eu> has been protected.

Languages:

The main language of the STRATUS website is English. However, the dissemination materials will be available in all European languages. The partners are responsible for providing the translation in case local versions are required.

Design:

INICIATIVAS INNOVADORAS (INI) has developed the overall design of the website in line with the STRATUS logo and the corporate identity manual. A simple and attractive design, a streamlined menu with a limited number of sections, and images and infographics are at the basis of the STRATUS website.

Content Management System (CMS):

The CMS proposed by INI (WordPress) will be solely used by INI. In the Communication, Dissemination and Exploitation Plan (D5.1) a simple procedure is worked out for updating the webpages with the contribution of the partners' Communication Officers. This concerns mainly the NEWS, EVENTS and RESULTS sections.

Links:

All partners will ensure good cross-linking between the website and their sites.

Social media:

The website includes links to the STRATUS social media profiles (X, LinkedIn, Facebook, Instagram & YouTube), managed by INI.

Search engine positioning and web traffic analytics:

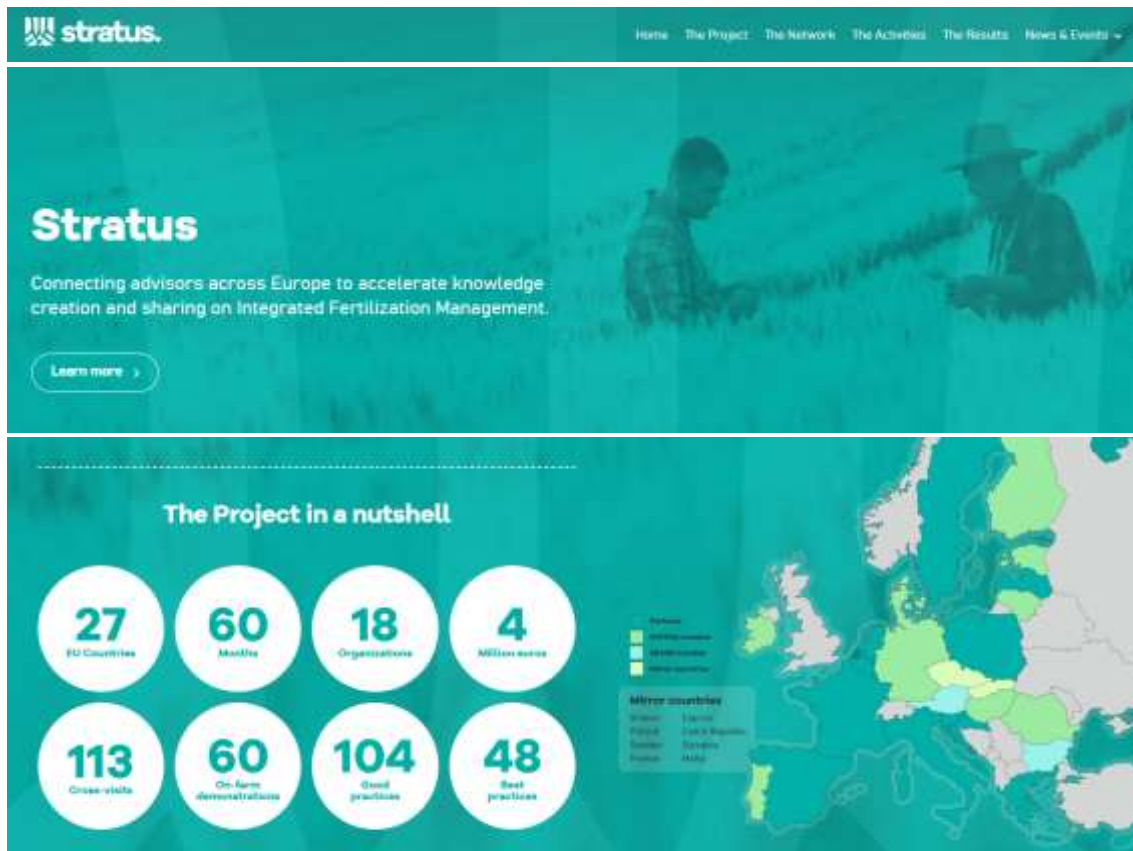
INI brings in the expertise to manage the SEO. The traffic will be monitored through Google Analytics.

2. Content and architecture

2.1 Homepage



The website's home page serves as the main entry point, providing an overview of the project's purpose and key updates. The opening screen prominently displays the project's main information, including a concise summary of its objectives and scope. A map illustrates the countries involved, offering a visual representation of the project's geographic reach.



The homepage also features a subsection showcasing the latest news from the project. This section highlights the three most recent news items, with older news accessible through the "News" section in the menu. This ensures that visitors are always presented with the most current and relevant updates upon arrival.



2.1.1 Footer



Shown at the bottom of each page, it includes a link to all social media channels, the main contact information to the coordinator, the EU logo and three links to the following information:

Legal notice:

This section contains information on the website owner as well as the legal applicable terms related to the following topics:

- information on intellectual and industrial property
- conditions and terms of registration and access to the website
- purpose and scope of the website
- personal data protection policy
- guidelines on linking to other websites
- responsibilities
- provision of the service
- image rights and disclaimer
- infringements
- validity
- jurisdiction and applicable jurisdiction

Data protection policy:

The detailed information about how personal data are processed and privacy is protected.

The following topics are covered:

- guidelines minors
- identification of the data processor
- types of personal data collected and purposes of collection
- duration for which the data is retained
- legal grounds for data processing
- type of data being processed
- entities to whom personal data may be disclosed
- data owners' rights
- measures taken to protect personal data
- policies regarding commercial communications by electronic means
- privacy policy update

Cookies policy:

An explanation of cookies, their purpose, the types, guidelines on how to set or disable cookies and the impact of cookies on user experience and privacy.

2.2 The project

The page "The project" provides detailed information about the STRATUS project, including its objectives, scope, and structure.

The project's overview page provides a high-level summary of the STRATUS project, including its main objectives and significance. This section is designed to give visitors a clear understanding of the project's purpose and scope at a glance.

Also, a detailed overview of the key objectives of the project is shown. This part lists the primary goals of STRATUS, presented clearly and concisely to ensure that visitors can easily grasp the project's aims.



The screenshot shows the 'Stratus Project' overview page. At the top, there is a navigation menu with links for 'Home', 'The Project', 'The Network', 'The Activities', 'The Results', and 'News & Events'. Below the navigation is a teal header with the title 'Stratus Project' and a brief description: 'STRATUS, running over 60 months, aims to connect advisors across Europe for exchanging knowledge creation and sharing on Integrated Fertilization Management, supporting farmers to bring this knowledge into practice to address the ambition of the Farm to Fork and Biodiversity Strategies, thus reducing nutrient losses to the environment while maintaining soil fertility.'

The main content area features a large image of a farmer in a field. To the right of the image is the heading 'How will Stratus enhance knowledge sharing in Integrated Fertilization Management?' followed by the 'Objectives' section. The objectives are summarized as: 'STRATUS aims at connecting advisors across Europe to support farmers bringing the knowledge on Integrated Fertilization management into practice, to achieve the ambition of the Farm to Fork and Biodiversity Strategies, thus reducing nutrient losses to the environment while maintaining soil fertility.'

Below the image and text is a section titled 'STRATUS will' which lists three key objectives:

1. Create a digital platform providing an inventory of 20+ wide-Scale Practices on optimal fertilizer use and steering guidelines for advisors to draw Nutrient Management Plans.
2. Identify all Best Practices and key success factors for their replicability across the EU as well as the barriers affecting their acceptance and adoption, taking into account economic, environmental, and social aspects.
3. Support advisors and farmers in the exchange of knowledge, equipment, and key challenges for practices around optimal fertilizer use through the development of activities and materials covering 25 member states of the European Union.


















stratus

Home The Project The Network The Activities The Results News & Events

Cross-cutting Work Packages


- The Work Package for Communication, Dissemination, and Exploitation will:
 - Ensure effective external communication and transfer of STRATUS outcomes to ensure their use and replicability
 - Engage with advisors and farmers so that the Good Practices, Research Innovations, and Best Practices identified and shared by the STRATUS networks address their real needs and concerns
 - Convey the project output to stakeholders (especially advisors, farmers, policymakers, and academia) and encourage their use for generating the expected impacts towards the reduction of nutrient losses and use of fertilizers
- The Work Package for Coordination and Management will:
 - Ensure the implementation of the project according to the work plan, Grant Agreement (GA), and Consortium Agreement (CA), with a strong economic direction and linking with existing EU projects
 - Ensure proper management of data, describing the data management life cycle for the data to be collected, processed and/or generated in the project

Partners

 <p>INTIA Instituto Nacional de Tecnología e Infraestructura Agroalimentaria SA</p>	 <p>CDR Agricultural Advisory Centre in Denmark</p>	 <p>AUA Agricultural University of Athens</p>	 <p>CAFS Chamber of Agricultural Faculty of Gävle</p>
 <p>INI Instituto Innovación SA</p>	 <p>ZLTO Southern Agriculture and Horticulture Organisation</p>	 <p>VEGEPOLYS VALLEY</p>	 <p>AC3A Fédération des Chambres d'Agriculture de l'Alsace</p>
 <p>EURAS European Association for Agricultural and Rural Advisory Services</p>	 <p>SEASN South Eastern Europe Advisory Service Network</p>	 <p>RT Regione Tirasia</p>	 <p>EV ILVO Eenheidsinstelling voor het Instituut voor Landbouw en Visserijonderzoek</p>
 <p>WR Wageningen University & Research</p>	 <p>HIS-F HG Hushhings sálkapet Service Akkreditatag</p>	 <p>UGENT University of Ghent</p>	

Other initiatives

You can find here information about projects and initiatives with which STRATUS has synergies and collaborated towards increasing its impact in the topics addressed together.



BBioNets

BBioNets is a thematic network that relies on, promotes and further subsidises the work carried out by CCA-AGRI Operational Groups (OGs) with regards to the management and/or processing of agricultural and forest biomass with B2B. Its objective is to create primary producers all over Europe to embrace and adopt B2Bs that will enable them to reduce GHG emissions, make better use of underutilised biomass, create new diversified economic, reduce costs through circular practices, increase farm-level sustainable management, and create/develop new value chains.

2.3 The network


STRATUS will create an EU-wide advisory network through the creation of **three transnational sub-networks** in which trained advisors will collect a Good Practices (GPs) and Research Innovations (RIs) on optimal fertiliser use and will identify Best Practices (BPs) as the result of the systemic feasibility assessment of the GPs and RIs. These subnetworks are presented in this part of the website and all the news items related to them will be also linked here.




STRATUS will ensure the integration of the advisors in the Member States Agricultural Knowledge and Innovation Systems (AKIS) as well as adapt the project work to the local conditions through the creation of **10 Communities of Practices (CoPs)**, in 10 partner countries. These CoPs will be established with local AKIS actors, following a multi-actor approach. All news items related to them will be also linked here.

Fertiliser Innovation Network on Precision farming

Why address "Precision farming" in an Advisory Fertiliser Innovation Network?




Related content




Fertiliser Innovation Network on Biobased Fertilisers

Why address "Bio-based fertilisers" in an Advisory Fertiliser Innovation Network?




Related content




Fertiliser Innovation Network on Soil Quality


Why address "Soil Quality" in an Advisory Fertiliser Innovation Network?



Related content



Communities of practices




Community of Practice

- Spain
- France
- Italy
- Germany
- Poland
- Sweden
- Denmark
- Finland
- Belgium
- Netherlands
- Austria
- Czechia
- Slovakia
- Slovenia
- Hungary
- Croatia
- Bulgaria
- Romania
- Greece
- Portugal
- Malta
- Cyprus

STRATUS will ensure the integration of the advisors in the Member States' Agricultural Knowledge and Innovation Systems (AKIS) as well as adapt the project work to the local conditions through the creation of 12 Communities of Practices (CoPs), in 12 partner's countries. These CoPs will be established with local AKIS actors following a multi-actor approach.

A Community of Practice is a multi-actor group composed of relevant regional/national (RN) AKIS members meeting regularly to improve and share their knowledge, advisory methods and skills in support of Integrated Fertilisation Management practices. Its function is to make the STRATUS network part also of the regional/national AKIS of each partner country.

Who integrates each Community of Practice?



1. ADVISORS

2. RESEARCHERS

3. FARMERS

4. INDUSTRY NETWORKS

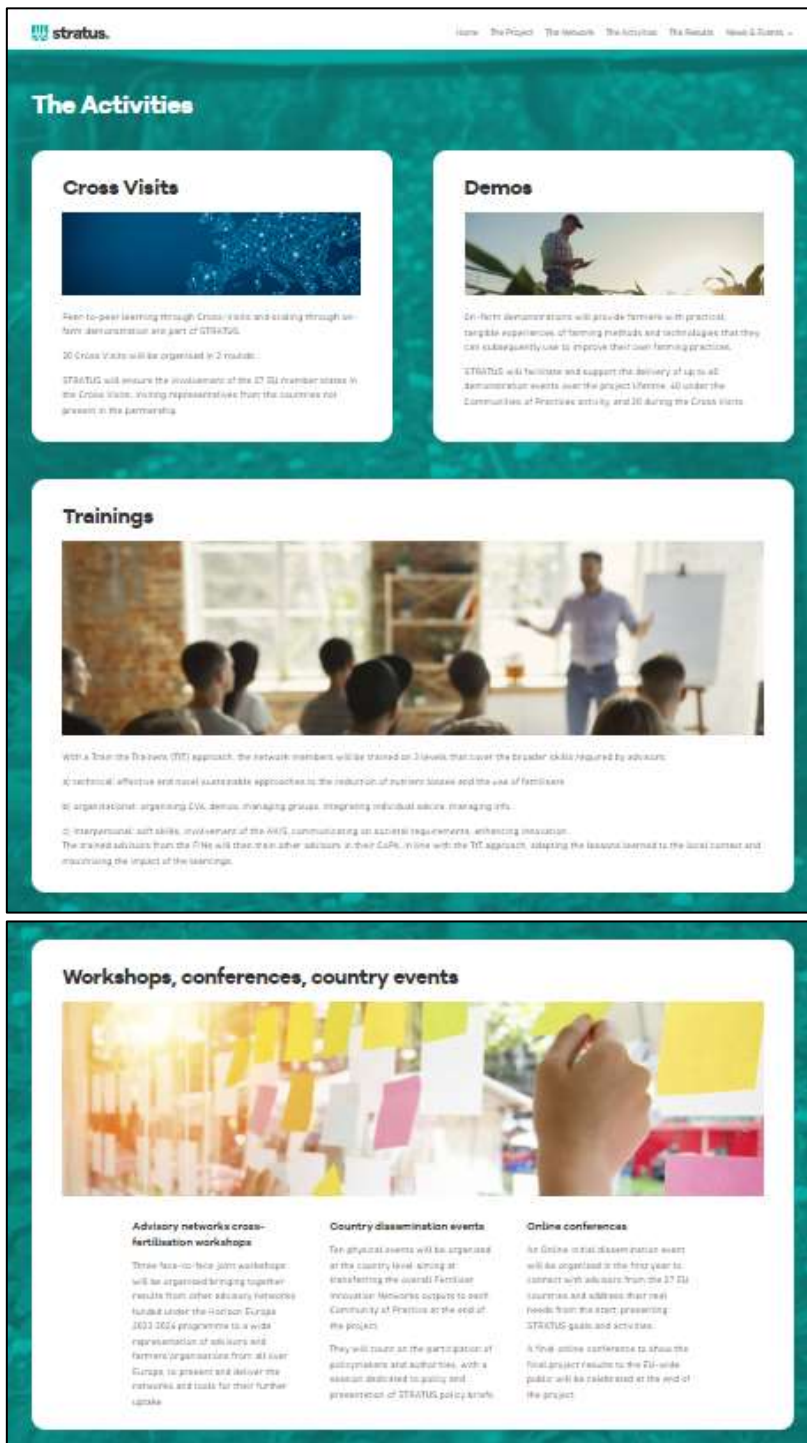
5. AGENCIES

The Communities of Practices (CoPs) will be managed by the advisors involved in the Fertilisation Innovation Network (FIN) that act as Innovation Drivers in their local ICM AKIS.

The CoPs will follow the multi-actor approach and include regional and national policy makers and relevant education organisations along with other AKIS actors such as farmers, industry and researchers.

2.4 The activities

Throughout the project lifetime, several cross-visits, demos, trainings, workshops and other events will be organized by STRATUS partners. This information is presented in this section and all news items related to these events will be linked here.



The Activities

Cross Visits

Peer-to-peer learning through Cross Visits and visiting through on-farm demonstration are part of STRATUS.

30 Cross Visits will be organised in 2 rounds:

- STRATUS will ensure the involvement of the 27 EU member states in the Cross Visits, inviting representative from the countries not present in the partnership.

Demos

On-farm demonstration will provide farmers with practical, tangible experience of farming methods and technologies that they can subsequently use to improve their own farming practices.

STRATUS will facilitate and support the delivery of up to all demonstration events over the project lifetime, 40 under the Committee of Practice activity and 30 during the Cross Visits.

Trainings

With a Train the Trainers (TTT) approach, the network members will be trained on 3 levels that cover the broader skills required by advisors:

- Technical effective and social sustainable approaches to the reduction of nutrient losses and the use of fertilisers
- Organisational, organising EUV, demos, managing groups, integrating individual advice, managing risks.
- Interpersonal, soft skills, involvement of the ARI, communicating on national requirements, enhancing innovation.

The trained advisors from the 27 EU will then train other advisors in their CoPs, in line with the TTT approach, adapting the lessons learned to the local context and maximising the impact of the trainings.

Workshops, conferences, country events

Advisory networks cross-fertilisation workshops

Three face-to-face joint workshops will be organised bringing together results from other advisory networks funded under the Horizon Europe 2023-2024 programme to a wide representation of advisors and farmers/organisations from all over Europe, to present and deliver the networks and tools for their further uptake.

Country dissemination events

Ten physical events will be organised at the country level, aiming at disseminating the overall Fertisave innovation. Networks outputs to each Community of Practice at the end of the projects.

They will focus on the participation of policymakers and authorities, with a session dedicated to policy and presentation of STRATUS policy briefs.

Online conferences

An Online initial dissemination event will be organised in the first year to connect with advisors from the 27 EU countries and address their real needs from the start presenting STRATUS goals and activities.

A final online conference to show the final project results to the EU-wide public will be held at the end of the project.

2.5 The results

The next page illustrates the expected outcomes section, where visitors can find information about the anticipated results and long-term impact of the project.

Platform:

All materials are going to be organised and widely shared through a digital platform developed in an integrated environment. In this section, there will be a presentation and a link to the platform.

Good practices:

STRATUS will deliver 104 Good practices and Research Innovations. There will be a link to all of them.

Research Innovations:

STRATUS will deliver 104 Good practices and Research Innovations. There will be a link to all of them.

Best practices:

STRATUS will deliver 48 Best Practices on optimal fertilizer use adapted to the different regions of the project. There will be a link to all of them.

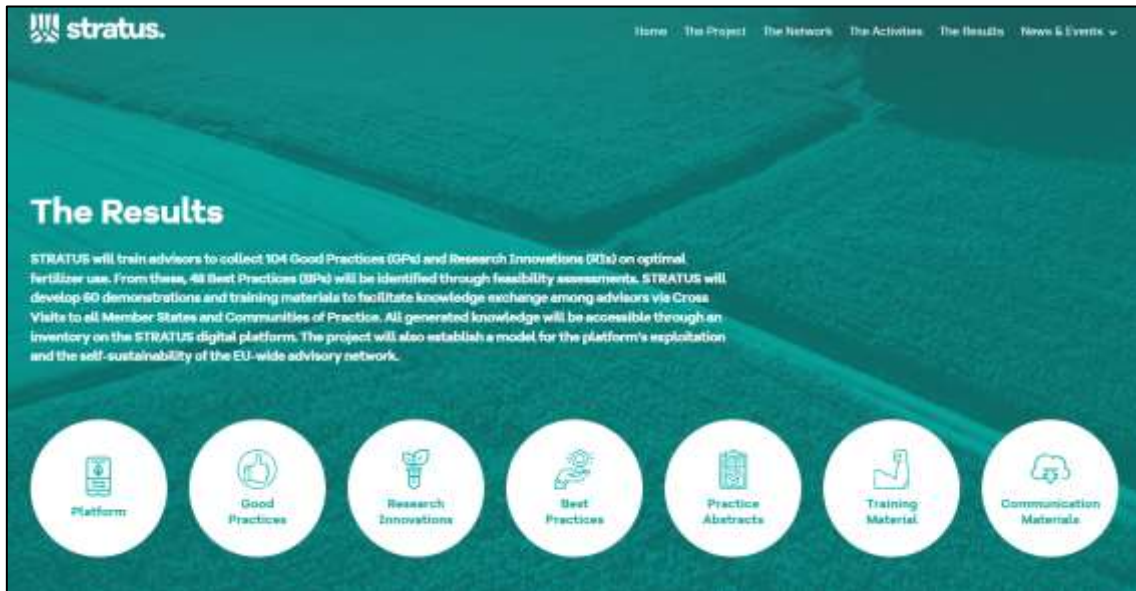
Practice abstracts:

The 60 practice abstracts produced by the project will be available for download here.

Communication materials:

At the launch of the website the materials provided are:

- The STRATUS logo in all its versions.
- The STRATUS Corporate Identity Manual.
- The STRATUS flyer: currently only the English version is available. It will be translated into the different European languages.
- The STRATUS roll-up.
- The STRATUS Word template.
- The STRATUS PowerPoint template.







 **Research Innovations**

Building on the EU-wide project advisory network STRATUS will identify and collect **Good Practices** and **Research innovations** on relevant topics related to effective and novel approaches for the reduction of nitrogen losses and responsible use of fertilisers, generating well-documented and easily accessible information for advisors and other actors. STRATUS will deliver 100 Good practices and Research innovations.

RESEARCH INNOVATION Integrated fertilisation management (grey literature review based innovative solution that has been shown promising through research but still needs to be implemented by the advisors.

 **Best Practices**

STRATUS will conduct a two-step analysis process to identify **Best Practices** on optimal fertilizer use adopted in the different regions of the project.

BEST PRACTICE- A Good Practice or Research innovation that has been selected through the **systemic feasibility analysis**. STRATUS will deliver 50 best practices.



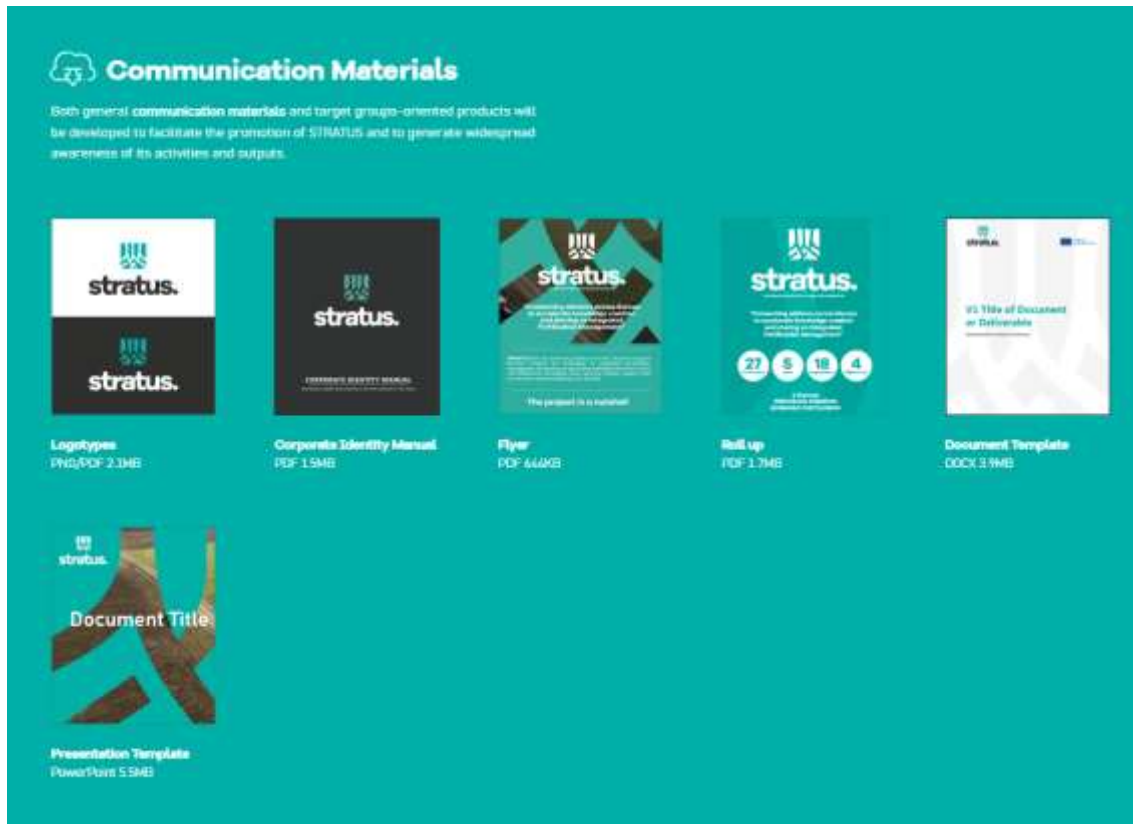

 **Practice Abstracts**

Practice abstracts are short summaries (200-300 words) that describe activities/recommendations/practices related to Integrated Fertilisation Management that can be used by the end-users (agribusiness/farmers) in their daily practice. STRATUS will deliver 50 practice abstracts.

 **Training material**

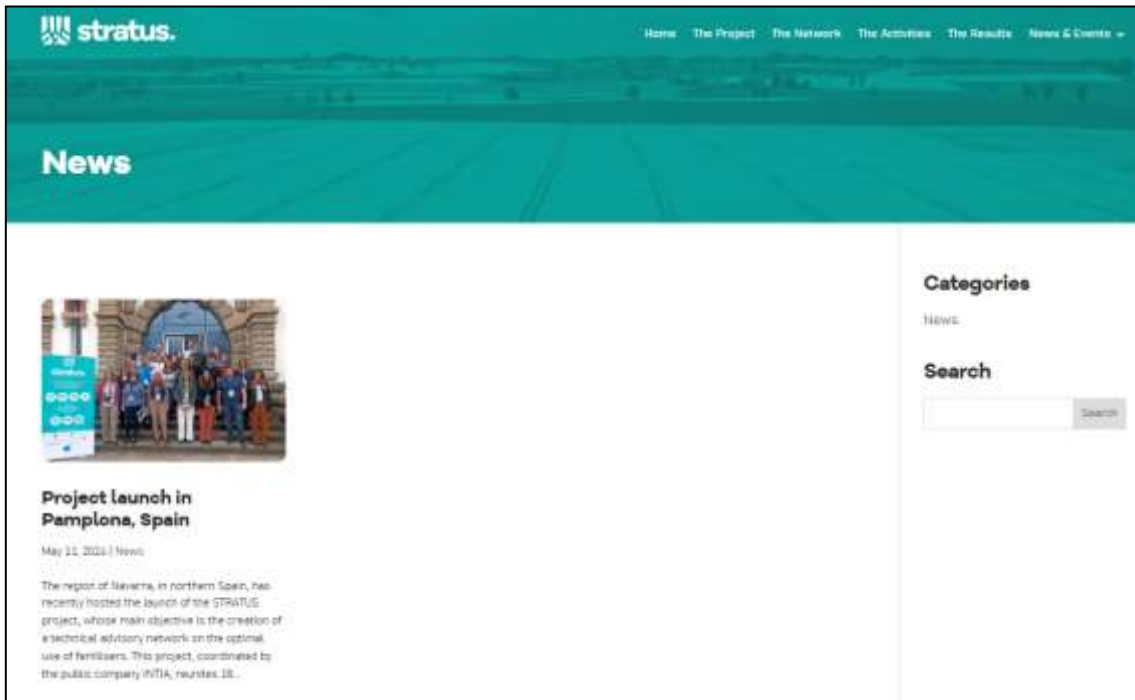
Specific material will be produced for the training in different formats such as leaflets, videos, programs, web presentations adapting to the needs of advisors and outside content as 3 levels: technical, organisational, and entrepreneurial.





2.6 News & events

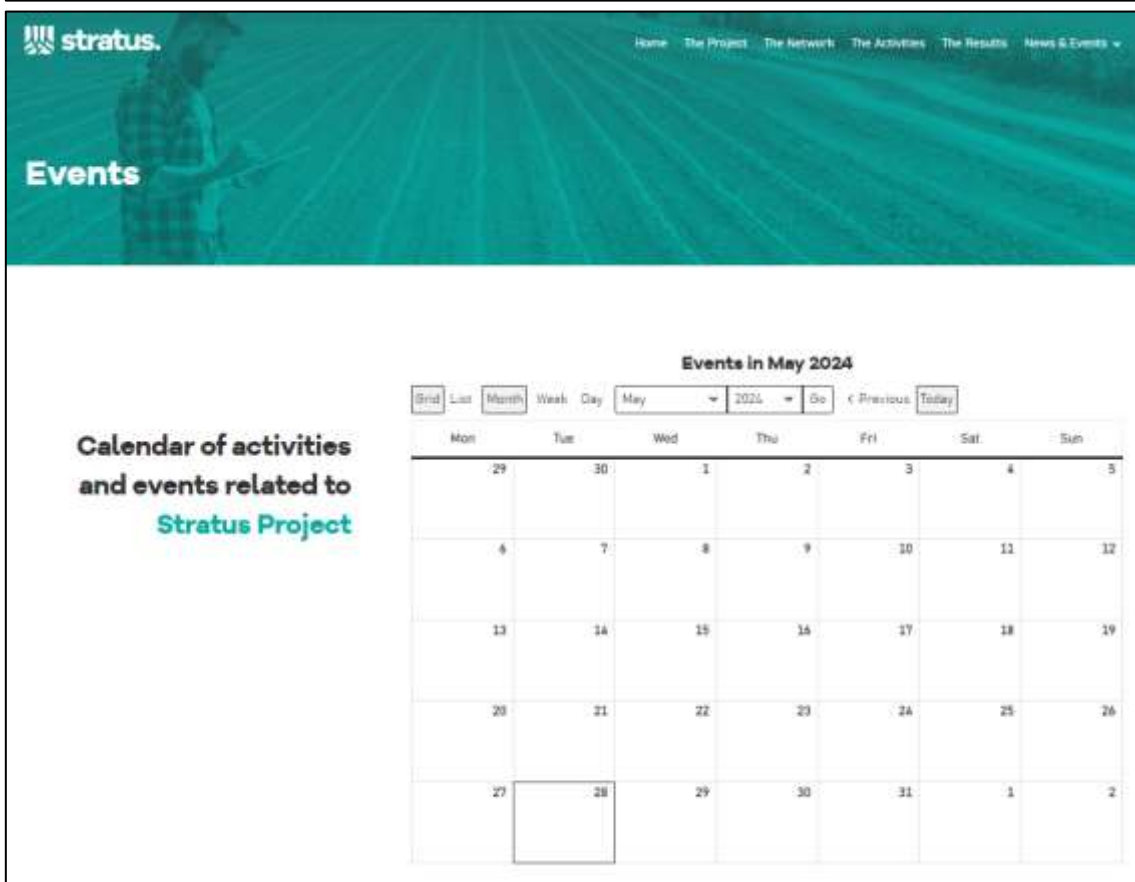
All project news is compiled in a dedicated news section. The series opens with the first news item on the Kick-off Meeting held in February. Upcoming news items will be displayed in chronological order with the most recent news items on top.



Project launch in Pamplona, Spain

May 11, 2024 | News

The region of Navarra, in northern Spain, has recently hosted the launch of the STRATUS project, whose main objective is the creation of a technical advisory network on the optimal use of fertilizers. This project, coordinated by the public company INIA, neurates IS...

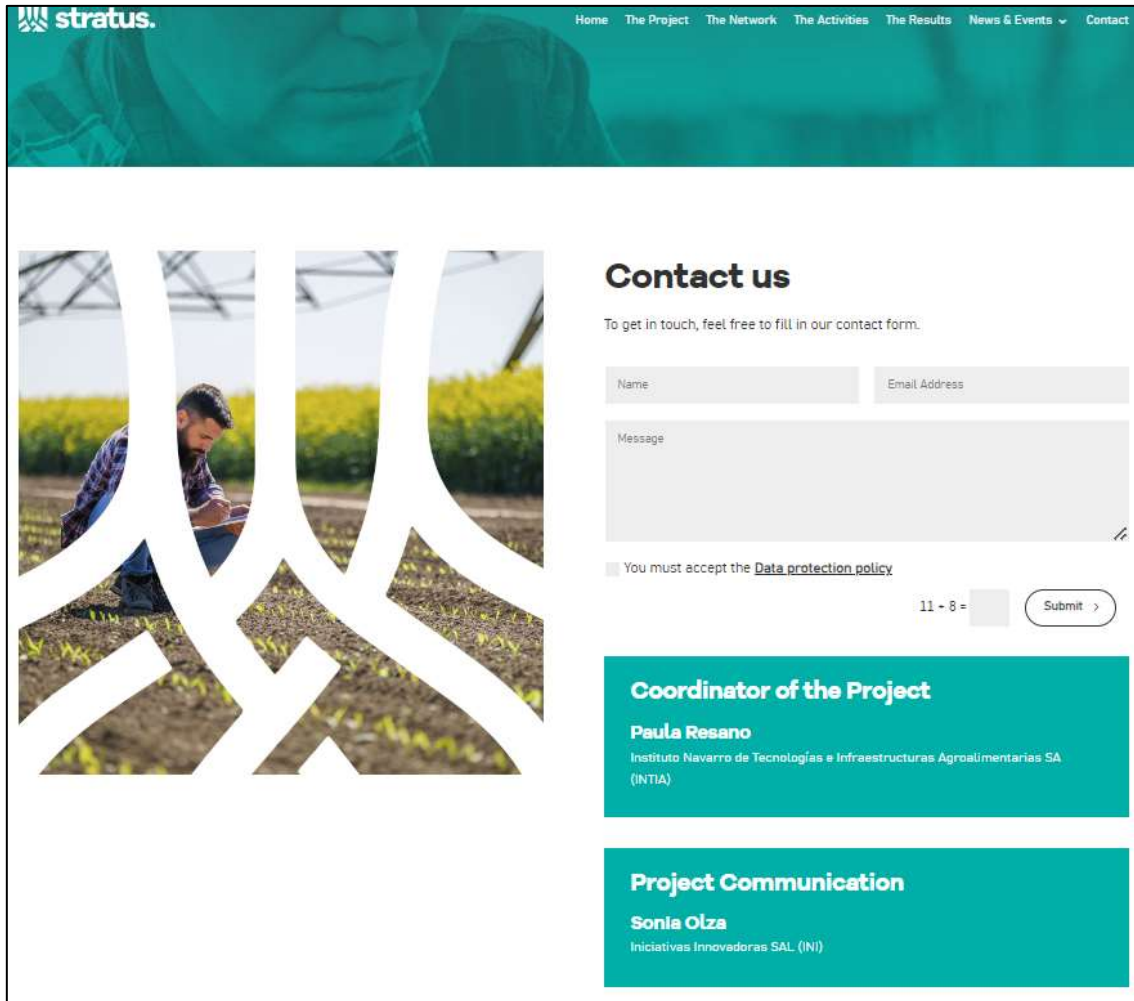


Calendar of activities and events related to Stratus Project

Events in May 2024

Grid	List	Month	Week	Day	May	2024	Go	← Previous	Today
Mon	Tue	Wed	Thu	Fri	Sat	Sun			
29	30	1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30	31	1	2			

2.7 Contact



Through “Contact” section, visitors are given the opportunity to contact the project through a “send us an email” form or to contact the key partners:

Coordinator of the project: Paula Resano

Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA (INTIA)

Project communication responsible: Sonia Olza

Iniciativas Innovadoras SAL (INI)



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