

Deliverable

Project Acronym: AgRemSO3il

Project full Name: Agrochemical remediation of farm soils by combining solarization and ozonation techniques

Grant Agreement No. LIFE17 ENV/ES/000203

D1 Project Website

Due date	September 30 th , 2018
Actual submission date	September 7 th , 2020
Project start date	July 7 th , 2018
Duration	48 months
Action(s) concerned	D1
Nature	Report
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Document history

Date	Author	Action	Status
15-09-2018	Rodrigo Arandi-Klee	1 st draft sent for revision	Draft
26-02-2019	Fulgencio Contreras	Approved by IMIDA	APPROVED BY PC

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Summary

The objectives of the Website we created for this project (<http://agremso3il.eu/>) are several. Firstly, we want to become an authoritative resource, by providing quality content on this website, regularly adding new information, establishing trust, marketing our site on other websites and social media related to the project's area of work. As a direct consequence of this, we also want to “build our brand/reputation”, which in our case means having a very active social media programme and online presence to spread the objectives and the essence of this project, in order to have more visibility, establish trust and gain credibility with existing and potential targets. In order to reach broader audiences and boost the interest of larger target groups, we aim at using the website also to create for instance E-mail marketing lists, webinars (if needed), and activities and content designed to give our visitor a reason to come back.

Finally, this website is the main communication and dissemination platform for this project, together with social media accounts, so our main objective is to increase awareness: we want to monitor how effective our website is in educating users about the project, since we are not really selling anything material. To do this effectively, we might consider the idea of surveying users before and after a redesign on how well they understand the project and its causes.

Introduction

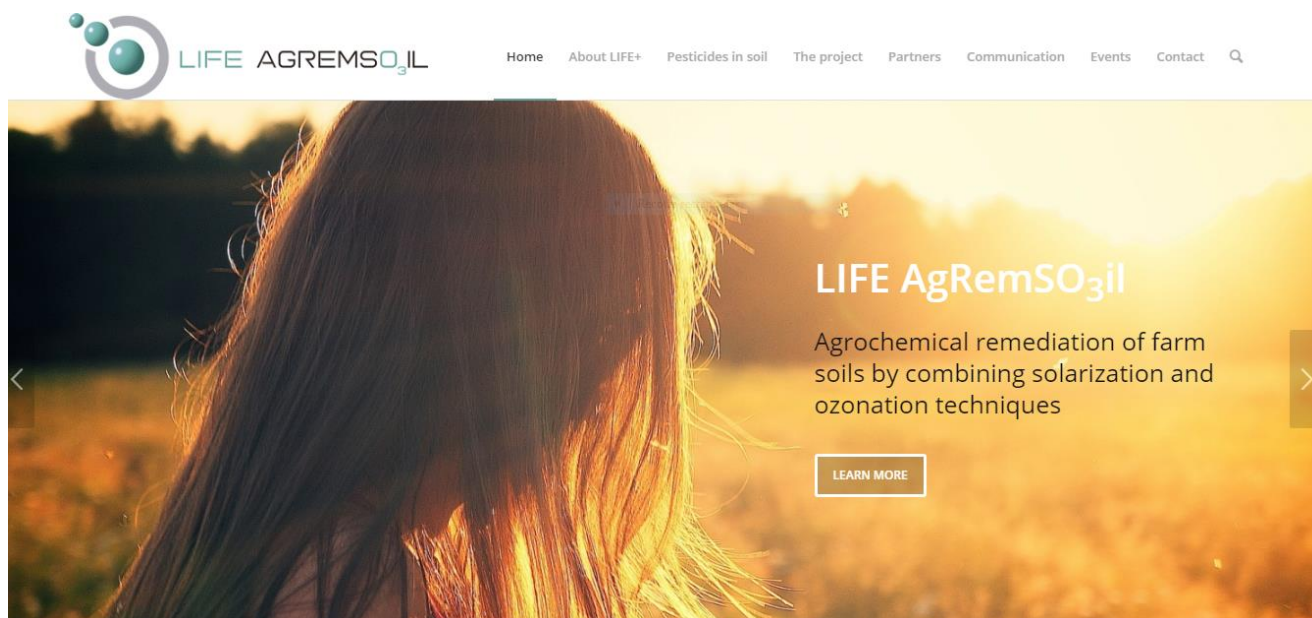
The AgRemSO₃il project is designed to develop and tune at farm scale a new technology and its associated techniques for the agrochemical remediation of farm soils by combining solarization and ozonation in situ. Thus, the innovation involves technological applications (new equipment) and the methods used (advanced oxidation processes as ozonation and H₂O₂; or solarization). Based on what was mentioned previously, it is very important the stakeholder engagement, since they need to know and understand the relevance of this project and the benefits they could get from its successful implementation. For these reasons, the website is the very first tool to create empathy and disseminate as much information as we can regarding the project itself and the related news.

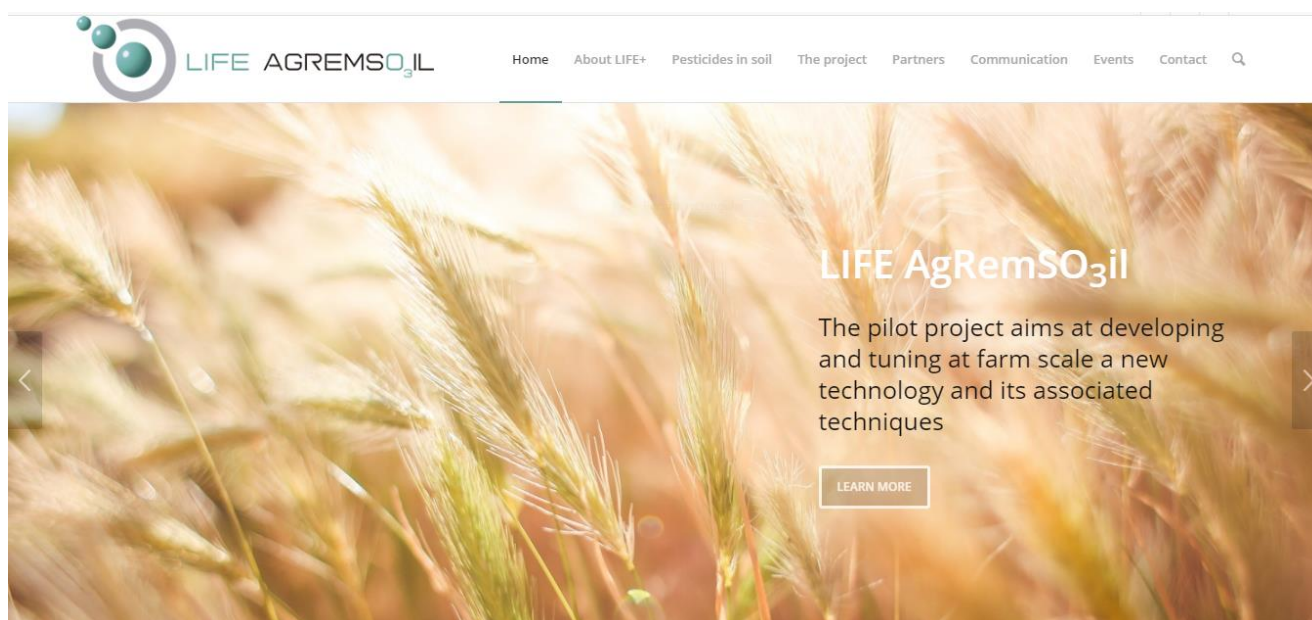
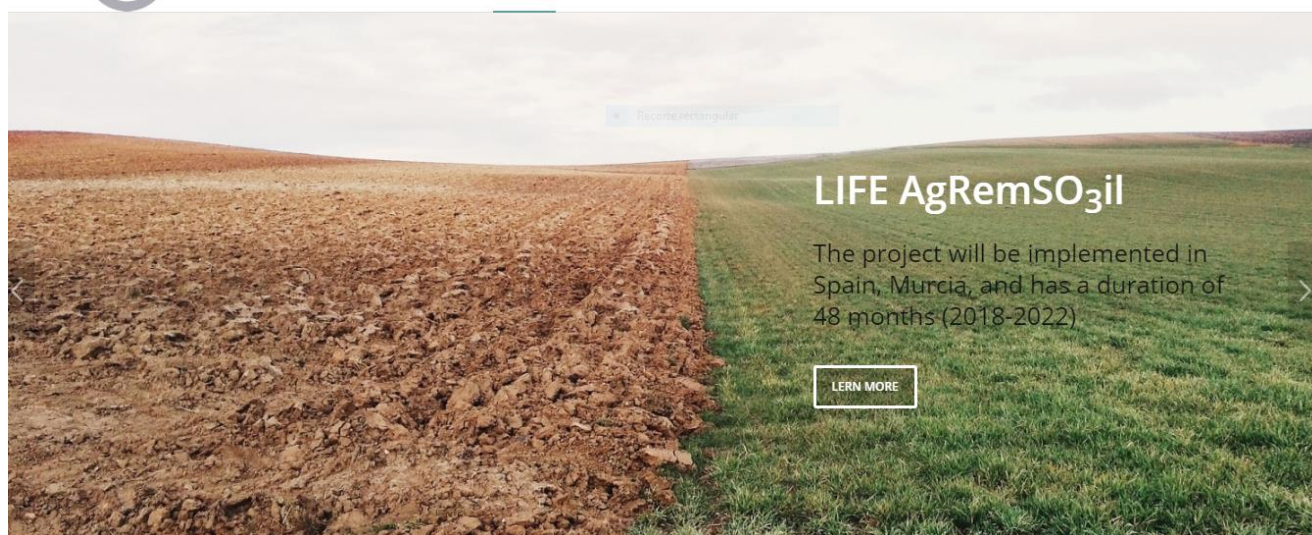
The aim of this document is to explain the strategy behind the website, how it was built and the criteria to manage it in a proper way. During the project's lifetime, market needs, or interests of potential stakeholders may change, which means that results that were not foreseen in the planning phase can develop too, or any other number of unknown variables can come up. So, we will monitor all these factors and review through regular updates/adjustments of aspects that will change.

1. The Website

The strategy behind our website is not centred on selling our information, nor on just publishing content: it is more about us and our project and about communicating in a clear, specific and persuasive manner to our stakeholders needs. In order to do so successfully, what we want to do instead is work with our stakeholders to identify the major user types visiting the site, clarify what their needs/interests are and make sure the site's structure and design speak to those needs/interests. So, we want to get more visitors, strangers, someone who doesn't know about us, and this project to take the next step and to feel interested in what we do, because that is the way to increase awareness.

For this reason, we address broad audiences, not just scientific ones, by using a clear and simple tone of voice and communication style. "Storytelling" is key not only in our website's construction and development, but also in every communication and dissemination activity we do. The colours we used are all related to nature, the lands/fields and the environment in general – such as the green of the grass, the brown of the lands, the yellow of the sun etc. – which evoke the core of the project and its main purpose, improve the quality of the soils for a cleaner environment and a better life.





Figures No. 1,2,3 - The “Home” page of the website.

1.1 The first pages of the website: an introduction to the project

When we go to the project's website, the **Home Page** gives us the big picture about AgRemSO3il. As we can see in Figures No. 1,2,3 (in the previous paragraph) we want our visitors to get the basic knowledge about the project's objectives. As already said, being a scientific work, the objective is to make them gradually familiarise with it and understand it; that is why the Home Page contains the most relevant information about the purpose of the project, a very short and simplified explanation of the techniques used to achieve its purpose and a more generic part – “*Did you know?*” – which aims at providing visitors with general information from Eurostat data about the improper use of pesticides for soils all around Europe. This section is a crucial part of our “storytelling strategy”, because it helps people to quickly understand what are the main issues that AgRemSO3il can solve and to question themselves in a way that they want to find out and learn more. The logic behind this is to *drive visitors in this story* from the problem to its solution in a very direct and simplified way.

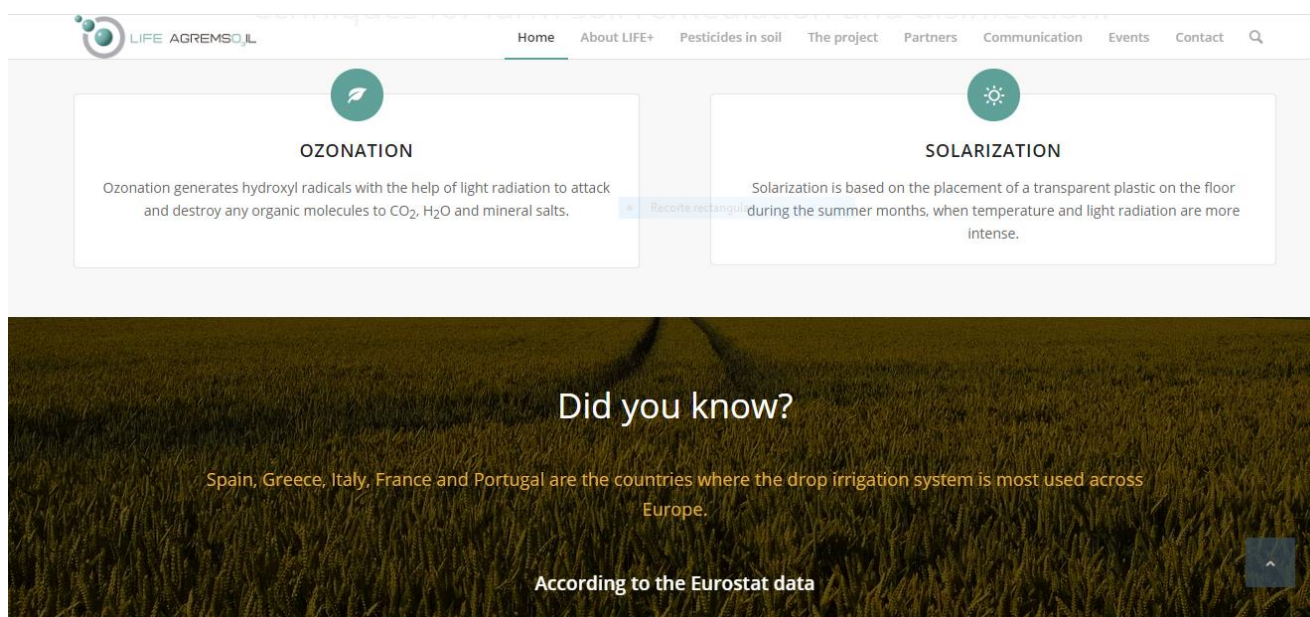


Figure No. 4 – taken from the Home page, one of the news appearing in the sliding pictures

The second page of the website is “**About Life+**”, and it is basically focused on explaining that LIFE programme is the EU’s funding instrument for the environment and climate action, that is why AgRemSO3il belongs to it. This way, visitors can get more information about all the programmes that LIFE is supporting.

The LIFE programme is the EU's funding instrument for the environment and climate action.

The general objective of LIFE is to contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing projects with European added value.



LIFE began in 1992 and to date there have been four complete phases of the programme (LIFE I: 1992-1995, LIFE II: 1996-1999, LIFE III: 2000-2006 and LIFE+: 2007-2013). During this period, LIFE has co-financed some 3954 projects across the EU, contributing approximately €3.1 billion to the protection of the environment.

The European Commission (DG Environment and DG Climate Action) manages the LIFE programme. The Commission has delegated the implementation of many components of the LIFE programme to the Executive Agency for Small and Medium-sized Enterprises (EASME). External selection, monitoring and communication teams provide assistance to the Commission and EASME. The European Investment Bank will manage the two new financial instruments (NCF and PF4EE).



Figure No. 5 – “About Life+” Page

The third page of the website is “**Pesticides in soils**”, where we can find again the section “*Did you know?*”, since it is directly connected to the main problem that this project aims at solving, soils contamination caused by pesticides.

This page clearly explains an environmental issue that is affecting all of us but that seems to be forgotten – *a silent problem* - so it proposes AgRemSO₃il as a solution. It is evident that this is the main page in terms of increasing awareness and engagement with our stakeholders, because if we do not manage to make everyone understand what we are trying to fight against, we cannot get the attention of a broader public. So, our dialogue and story start from an aware knowledge of the environmental issues we are addressing.

The occurrence of pesticides in soil is a highly significant environmental problem, increased by the vast use of pesticides worldwide and the absence of remediation technologies at full-scale.

Many studies on soil contamination, in the UE, find persistent pesticide residues in farmlands, even years after their application.

This problem has an international dimension because it affects other environmental areas and has a significant impact on the safety of feed and food (the major source of entry of these compounds into the food chain is through contaminated soil).

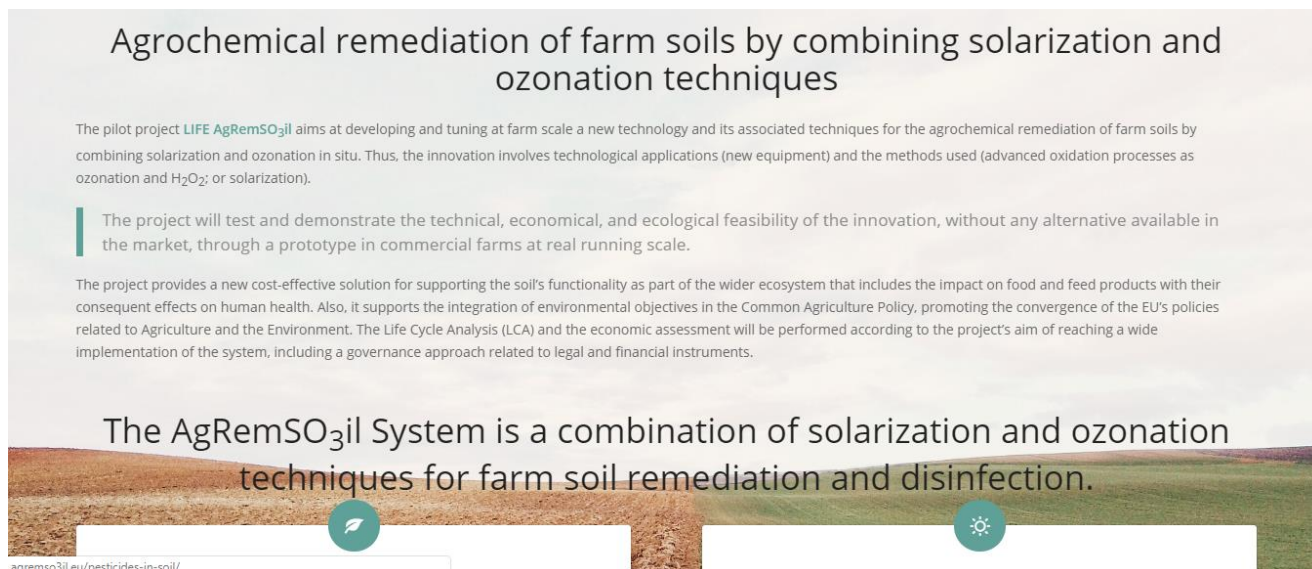
This silent problem is not usually in the list of environmental concerns despite its impact in the vast global agriculture surface, its respective surrounding environment and food safety, maybe because the lack of a current technology available.

The AgRemSO₃il project offers the possibility of having at our disposal a new technology providing a solution.



Figure No. 6 – “Pesticides in soils” Page

The fourth page “**The Project**”, seems to answer to the question “Why” of the previous page. Indeed, it is a more detailed explanation of AgRemSO₃il’s mission and techniques to solve the problem outlined in the previous pages. It is a more discursive approach to the project aimed at better explaining what has been anticipated in the Home Page.



Agrochemical remediation of farm soils by combining solarization and ozonation techniques

The pilot project **LIFE AgRemSO₃il** aims at developing and tuning at farm scale a new technology and its associated techniques for the agrochemical remediation of farm soils by combining solarization and ozonation in situ. Thus, the innovation involves technological applications (new equipment) and the methods used (advanced oxidation processes as ozonation and H₂O₂; or solarization).

- The project will test and demonstrate the technical, economical, and ecological feasibility of the innovation, without any alternative available in the market, through a prototype in commercial farms at real running scale.

The project provides a new cost-effective solution for supporting the soil's functionality as part of the wider ecosystem that includes the impact on food and feed products with their consequent effects on human health. Also, it supports the integration of environmental objectives in the Common Agriculture Policy, promoting the convergence of the EU's policies related to Agriculture and the Environment. The Life Cycle Analysis (LCA) and the economic assessment will be performed according to the project's aim of reaching a wide implementation of the system, including a governance approach related to legal and financial instruments.

The AgRemSO₃il System is a combination of solarization and ozonation techniques for farm soil remediation and disinfection.

agremso3il.eu/pesticides-in-soil/

Figure No. 7 – “The Project” Page

1.2 The last pages of the website: communication and dialogue with the public

From the fifth page “**Partners**”, all the pages are more focused on a more active interaction with the publics, because they do not contain other information about the project only, but they aim at strengthening the empathy with our visitors after having spread knowledge and awareness about AgRemSO₃il.

The 4 main partners are presented.



Instituto Murciano de Investigación y Desarrollo Agrario y Alimentario

Project Coordinator and Project Manager

The Murcia Institute of Agri-Food Research and Development (IMIDA) is a public body of research, with an autonomous condition, established in 2003 from a former structure for research, which dated from 1883.

IMIDA owns 11 locations for experimentation, with a total surface of 70 ha and 200 people as staff; in 2013 the approximate budget was 11.000.000 Euros, with around 90 projects in progress, 100 technical and scientific publications, and 100 congress contributions.

The **main objective** of the institution is to support the research and the technological development in the sectors: agriculture, forest, food, aquaculture and any other way of industrial cultivation, through the development of five sub-programmes:

- Implementation of agricultural and food projects in RTD.
- Training of researchers and technologists.
- Acquisition and improvement of the R+D infrastructure.
- Support to other research public bodies in the Region as complement to the regional programme.
- Office for Technology Transfer.

More information: www.imida.es



Agencia Estatal Consejo Superior de Investigaciones Científicas (CSIC)

The Spanish National Research Council (CSIC) is the largest public institution dedicated to research in Spain and the third largest in Europe. Belonging to the Spanish Ministry of Science, Innovation and Universities through the Secretary of State for Universities, Research, Development and Innovation, its main objective is to develop and promote research that will help bring about scientific and technological progress, and it is prepared to collaborate with Spanish and foreign entities in order to achieve this aim.

CSIC plays an important role in scientific and technological policy, since it encompasses an area that takes in everything from basic research to the transfer of knowledge to the productive sector. Its research is driven by its centres and institutes, which are spread across all the autonomous regions, and its more than 15.000 staff, of whom more than 3.000 are staff researchers and the same number again are doctors and scientists who are still training. CSIC has 6% of all the staff dedicated to Research and Development in Spain, and they generate approximately 20% of all scientific production in the country. It also manages a range of important facilities; the most complete and extensive network of specialist libraries, and also has joint research units.

More information: www.csic.es



IDConsortium S.L.

IDConsortium is a consultancy firm founded in Seville, Spain, in 2009 with the aim of helping researchers and businesses to internationalise and showcase their R&D by joining international consortiums to pursue different lines of research, development and innovation. The firm is an offshoot of IDAction S.L., a company with wide experience in managing R&D, innovation and investment projects.

IDConsortium promotes the dynamization and internationalization of clusters and sectorial organizations in national and international scope.

Due to their experience and involvement in various international innovation projects they provide strategic advice in the following areas: Industrial Biotechnology, Advanced production systems in Agriculture, Livestock and Aquaculture based on Industry 4.0., Innovative systems and practices to promote active, healthy and sustainable ageing.

More information: www.idconsortium.es



Novedades Agrícolas S.A.

Novedades Agrícolas S.A. was founded in 1978 and although initially it began manufacturing and installing trickle watering systems, it soon evolved by incorporating new business lines, directly related with intensive production, such as the installation of greenhouses, screens, construction of gardens, large parks and green spaces, heating, substrates, humidification, climate control, osmosis, reservoirs, etc.

Novedades Agrícolas developed into a pioneer company in Spain, constantly growing and absolute leader in its sector, as well as becoming the Spanish company with most international projection in this field through its international & Greenhouses Department APR Greenhouses & Technology.

The mission of Novedades Agrícolas is to investigate, develop and discover solutions to make the different stages of plant growing more profitable, productive and efficient, as well as to assist in the continuous improvement and transmission of know-how to our staff and our clients. In this way we grow together.

More information: www.novedades-agricolas.com

Figures No. 8,9,10,11 – “Partners” Page

The sixth page is “**Communication**”, and it includes all the main news and content related to the project, to what we are going to do for it, being one of the main partners of the project, and to anything that is relevant in terms of dissemination. In this page, we publish interesting news at European level about “Agri-food” and Environmental news in general, because we believe that in order to boost interest and awareness towards AgRemSO₃il, we also need to keep our visitors informed about anything that happens and occurs in this field, by spreading related content news and increasing their general interest, curiosity and knowledge about such topics. Moreover, in this way we can drive more traffic to the website. We aim at creating an information platform that attracts both visitors that are already sensitive to these topics and new ones, by spreading articles, creating videos, newsletters, press releases and by submitting public deliverables. In addition to this, all the content we publish in this page, is also shared through our social media accounts.

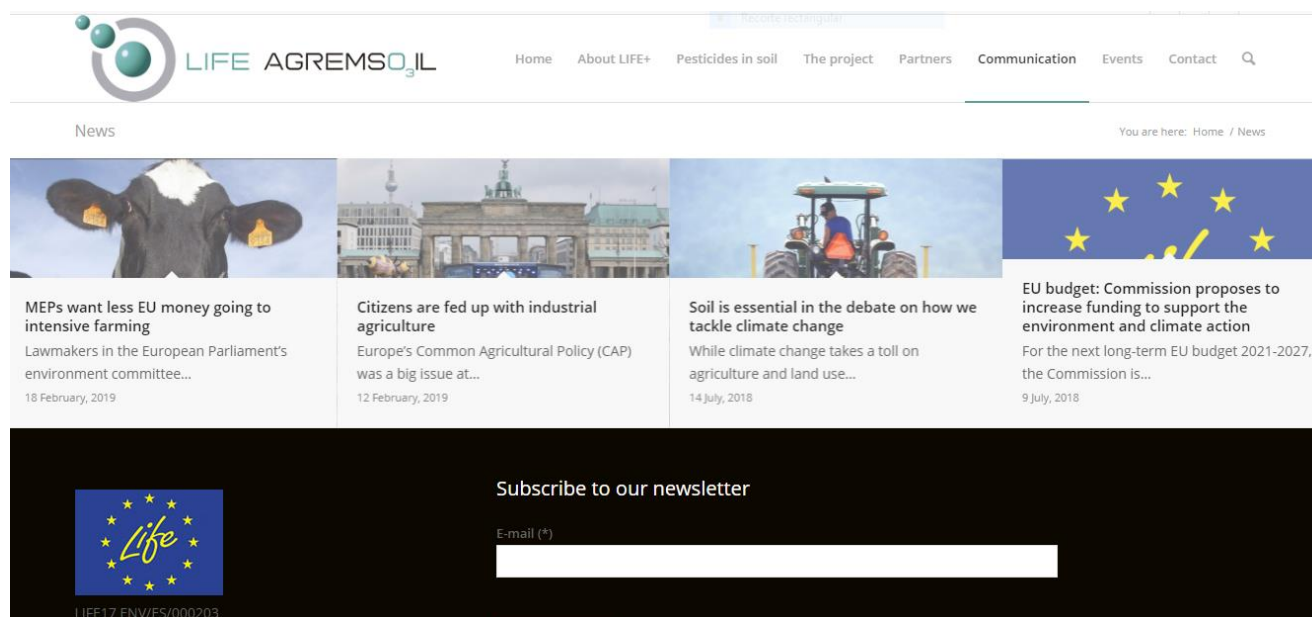


Figure No. 12 – “Communication” Page

Finally, in the last two pages of the website, we have one page dedicated to **“Events”**, in which we will make any relevant event/conference organised for AgRemSO₃il public in our calendar, so that visitors can be well-aware of our initiatives and we can enhance their participation. In the last page **“Contacts”**, we invite people to be actively involved in the project, by inviting them to subscribe to our newsletter and to simply be in touch with us by providing us with their personal details. This is crucial for collaboration activities or simply to spread more and more information.

2. Challenges

- Providing visitors with a great User Interface and User Experience: being able to keep on creating content that is always up-to-date, appealing and allowing visitors to find out information without any pain/issue and from any device, creating a flawless experience
- Increasing traffic to the website and getting new subscribers to increase our visibility
- Having a broader geographical reach to engage with more varied targets