



ManuREfinery

D 6.2

Initial Dissemination and Communication Activities



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CONTACT PERSON	Maria Eleni Tsinou- marytsinou.bioeasthub@gmail.com
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Deliverable author(s)	Maria Eleni Tsinou, Aikaterini Panailidou, Anastasia Zafeiroula Perouli, Marie Kubankova

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3.0	BIOEAST	16/02/2026	ITA	Updated version after review





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LIST OF ABBREVIATIONS

safe and sustainable by design, ABBREVIATION	FULL NAME
CBE- JU	Circular Bio-based Europe Joint Undertaking
WP	Work Package
KoM	Kick-off Meeting
CT	Communication Team
KPI	Key Performance Indicator
SSbD	Safe and Sustainable by Design







EXECUTIVE SUMMARY

This deliverable presents the initial communication and dissemination activities implemented within the framework of the ManuREfinery project during the first reporting period. The document builds upon the Communication and Dissemination Plan delivered in D6.1 and reports on the implementation status of the planned actions, the preliminary monitoring of Key Performance Indicators (KPIs), and the next steps foreseen for the upcoming project phases.

During the initial phase of the project, emphasis was placed on establishing the project identity, launching the main communication channels, and ensuring early visibility among relevant stakeholders. Initial dissemination actions were also undertaken through partner participation in selected events and outreach activities. Deviations from the original plan are explained in relation to the project's implementation stage. These early efforts are designed to ensure consistent, high-quality communication, raise awareness about the project's goals and expected impacts, and support the progressive engagement of relevant stakeholders throughout the project lifecycle.





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INTRODUCTION

This document, Deliverable D6.2 “Initial Communication and Dissemination Activities”, reports on the communication and dissemination actions implemented within Work Package 6 (WP6) of the ManuREfinery project during the initial reporting period.

The objectives of this deliverable are to:

- report on the implementation of communication and dissemination activities foreseen in D6.1,
- assess initial progress against the defined KPIs,
- identify deviations from the Communication and Dissemination Plan, where applicable,
- outline the next steps for subsequent reporting periods.

1. DESCRIPTION OF THE DOCUMENT AND OBJECTIVES- RECAP OF THE COMMUNICATION AND DISSEMINATION PLAN (D6.1)

The Communication and Dissemination Plan (Deliverable D6.1) defines the overall strategy, objectives, target audiences, tools and KPIs for communication and dissemination activities throughout the project duration.

The main objectives of the strategy include increasing awareness of the ManuREfinery project, ensuring consistent project identity and messaging, engaging relevant stakeholder groups, and supporting the dissemination and future uptake of project results.

This deliverable reports on the initial implementation of the actions defined in D6.1. This document constitutes Deliverable D6.2, “Initial Communication and Dissemination Activities”, produced within the framework of Work Package 6 (Dissemination and Communication). It presents an overview of the communication and dissemination actions carried out during the initial phase of the project, with the aim of establishing the foundations for systematic outreach and stakeholder engagement.





The document describes the main tools, channels, and materials developed, including the project's visual identity, digital presence, and internal coordination mechanisms among partners for communication-related activities. It also outlines the methodological approach adopted for organising and monitoring communication and dissemination actions, ensuring consistency with the project objectives and compliance with EC requirements.

The main objectives of this document are:

- To report on the communication and dissemination activities implemented during the early stage of the project.
- To document the establishment of the project's communication framework, including key messages, target audiences, and dissemination channels.
- To demonstrate compliance with the Grant Agreement and the planned activities as defined in the Description of Action.
- To provide transparency on the initial steps taken to ensure visibility of the project and engagement of relevant stakeholders.
- To serve as a reference point for future communication and dissemination activities throughout the project lifecycle.

2. COMMUNICATION TOOLS PREPARATION

Since the initiation of the ManuREfinery project, significant progress has been made in updating and developing the communication tools. The tools included various resources designed to facilitate consistent and effective dissemination of project information to different stakeholders.

2.1 ManuREfinery project website

The ManuREfinery project website, available at manurefinery.eu, serves as a communication hub for all C&D activities. It provides detailed information about the project, including its objectives, partners, ongoing activities, and news updates. During the reporting period, initial content was uploaded, including





general project information, objectives, consortium details and funding acknowledgement. The website operates under the terms of a [Privacy Policy](#), which is fully compliant with the General Data Protection Regulation (GDPR).

The website plays an important role in raising awareness about the project and engaging a diverse audience. The project website will be continuously updated with news, results and dissemination outputs as the project progresses. In addition, dedicated tabs for each demonstration site will be created on the website. These sections will provide structured and up-to-date information on each demo, including an overview of the site, the valorisation pathway applied, the technologies used and the partners involved. As the project advances, the demo-specific tabs will also present key results, progress updates and visual material from the demonstration activities, supporting transparent communication of project developments and facilitating access to project outcomes for different stakeholder groups.

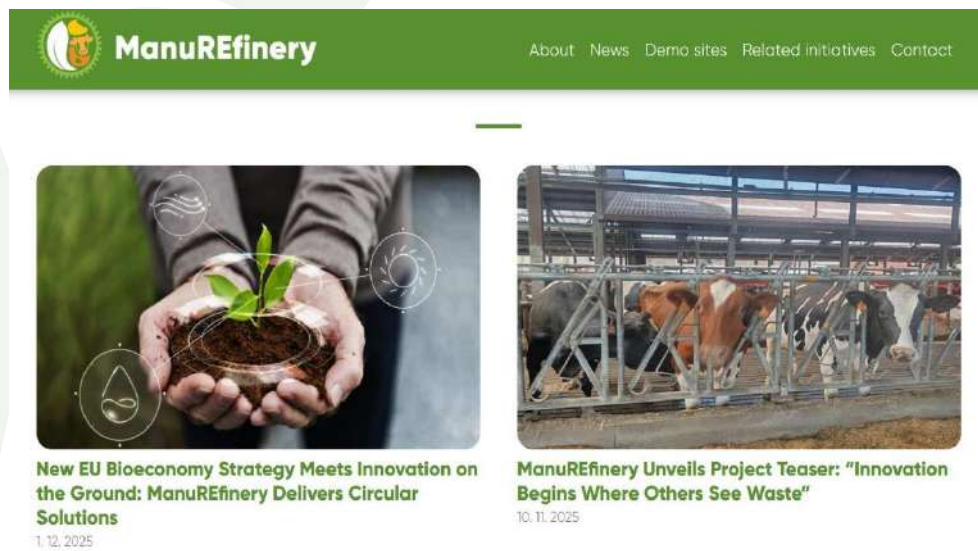


Figure 1 Screenshot of ManuREfinery's news section of the website

2.2 Project Identity and Branding

Posters, roll ups and other promotional materials foreseen in the Communication and Dissemination Plan were prepared in line with the established branding. Visual examples are presented in D6.1 and are not repeated here.





As part of the project's offline communication activities, new dedicated leaflets and demo factsheets are to be developed to support the promotion of the ManuREfinery project and its demonstration sites. These materials present the project concept, objectives and key technologies in a concise and accessible format, tailored for non-technical audiences. The leaflets and factsheets will be used during physical events, meetings and dissemination activities, facilitating direct engagement with stakeholders and supporting the visibility of the project and its demonstration activities.



Figure 2 Draft example of Demo 1 factsheet

2.3 Social Media Activities

Social media channels foreseen in D6.1 were activated to support project visibility and outreach. Activities during the initial reporting period focused on announcing the project launch, introducing the project objectives and consortium, and sharing initial outreach activities.

Quantitative indicators will be monitored on an ongoing basis and further assessed in subsequent reporting periods. The project's social media channels have collectively reached approximately **300 followers** by the reporting period, corresponding to around **50% of the target KPI** defined in the Communication and Dissemination Plan. This initial level of engagement reflects the early stage of project implementation, while providing a solid basis for further growth as communication and dissemination activities intensify and project results become available.





ManuREfinery social media Pages are in the following links:

- LinkedIn: www.linkedin.com/company/ManuREfinery
- X: www.x.com/ManuREfinery
- Facebook: www.facebook.com/ManuREfinery



Figure 3 LinkedIn profile of the ManuREfinery Project (January 2026)

When posting messages on LinkedIn the partner organisations, synergies with other projects, as well as CBE-JU and the European Commission are tagged as often as possible to achieve a greater reach.

Further, relevant hashtags such as: [#ManuREfinery](#) [#Bioeconomy](#) [#Innovation](#) [#Sustainability](#) [#CircularEconomy](#) [#Livestock](#) [#EnvironmentalManagement](#) [#HorizonEurope](#) etc. are used.

2.4 Participation in Events and Outreach Activities

Initial communication and dissemination activities focused on early-stage outreach, in line with the project's implementation phase. These included partner participation in conferences, workshops, and networking events, where the project concept and objectives were presented and discussed.





Consortium partners participated in selected events and outreach activities relevant to the project's thematic scope. These actions aimed at increasing awareness of the project and initiating engagement with relevant stakeholders. Overall, the communication and dissemination activities implemented by the consortium demonstrate solid progress against the targets defined in the DoA. To date, **seven project partners (ITA, AGROCESA, UNIFI, UGENT, IPE, KIS, WAGRALIM) have actively participated in conferences, fairs, lectures and webinars**, contributing to the dissemination of the ManuREfinery project to relevant stakeholder groups. Through these activities, the project has reached an **estimated audience of approximately 1,400** people, representing a significant contribution towards the communication and dissemination KPIs set for this project phase and providing a strong foundation for further outreach as project results become available.

As project results become available, dissemination activities will increasingly target specialized scientific, technical and industrial audiences. A detailed overview of the events attended, including photographic evidence, is provided in Annex I.

2.5 Partner's role in communication

The involvement of the WP Leaders and Task Leaders in communication activities is vital for the efficient implementation of communication and dissemination actions within the ManuREfinery project. To support this process, a dedicated Communication Team (CT) was established, with each project partner nominating one person responsible for communication to facilitate information exchange and support the active promotion of project activities and results.

Initially, meetings of the Communication Team were organised on a bi-monthly basis. However, as the project progressed, it became clear that more frequent coordination was needed to ensure timely information sharing and better alignment among partners. For this reason, the Communication Team meetings were subsequently organised monthly, enhancing coordination and improving the effectiveness of communication and dissemination activities.

2.5.1 Communication Team

The main purpose of this subchapter is to support the activities of the Communication Team (CT). Each CT member acts as a direct contact point within their organisation, facilitating the collection of information on project activities and results and ensuring continuous information flow to the WP6 Leader.





The Communication Team is actively involved in the external communication of the project's development, implementation, outputs and deliverables. It supports the implementation of the project's communication strategy, which defines the main communication objectives, target stakeholder groups, communication activities, deliverables and the overall communication work plan.

During the project implementation, the composition of the Communication Team was updated to reflect changes within the consortium, including the addition of new partners and the replacement of partner representatives. These updates ensured continuity of communication activities and effective coordination across the consortium.

Table 1: Nominated CT Members

Name	Organisation	Country
BIOEAST	Mary Tsinou	CZ
ITA	Pablo Gonzalez	ES
UVA	Elisa Rodríguez	ES
UGENT	Alice Lanfranchi	BE
	Kevin Sabbe	
UNIZAR	Salvador Izquierdo	ES
GUASCOR	Elias Domingo	ES
SYSPRO	Miguel Carmody	ES
COLSEN	Jose Carvajal	NL
DETRICON	Wouter Naessens	BE
BIO2CHP	Dimitrios Mertzis	GR
INTERPROD	Elena Pitoiu	RO
DENVER	Silvia Badea	RO
CEGECO	Alba Comadrán	ES
	Jordi Montaña	
KIS	Špela Kodre	SI
FERTINAGRO	José Antonio Rodríguez	ES
CELIGNIS	Lalitha Gottumukkala	IE
	Oscar Bedzo	





IPE	Gabriela Bilevsky	RO
	Carmen Pauna	
UNIFI	Daniele Fiaschi	IT
ENCO	Aralda Torres	IT
WAGRALIM	Betty Milano	BE
INEUVO	Narinder Bains	UK
UECBV	Lara Berthelot	BE
	Zeev Noga	
HYDROHM	Pieter Naert	BE

3. MONITORING OF KPIS– INITIAL ASSESSMENT

The Communication and Dissemination Plan (D6.1) defines a set of KPIs to monitor the effectiveness of communication and dissemination activities.

During the initial reporting period, progress against KPIs indicates that activities are developing as expected for an early project phase. A preliminary qualitative assessment shows that the establishment of core communication tools has been achieved, while dissemination and outreach activities are ongoing. In the indicative tables below, N/A is used to describe either the absence of data at the time of submission of this deliverable or KPIs that are linked to activities in a more mature stage of the project. A more detailed quantitative assessment will be provided in future deliverables.

Table 2 describes the communication KPIs of the project that refer solely to online methods and channels of the project:

Table 2: KPIs of Online Communication

Description	KPIs	18M	Details
Website Visits	30000 visits	N/A	Technical issue during website development- to be amended





Downloads of Materials	1000 Downloads	N/A	
Articles in Press	15 Articles	13 articles in local/national press	Links in Annex 1
Social Media Networks	600 Followers	315 followers	(LinkedIn, Facebook, X)
ManuREfinery Brochures	2 Brochures	2	e-leaflet, roll up
Informative Contents- Blogs Posted	40 Posts	4 blog posts	news/events
E- Newsletters Shared with Subscribers	3 E- Newsletters	N/A	
E- Newsletter No. of Subscribers	200 Subscribers	N/A	
No. of Press Releases to the General Public	8 Press Releases	3	Kick- off and Consortium meetings
No. of Project Videos or Animation	3 Videos or Animation	1 teaser video	Published on YouTube and Project Website

Table 3 describes the project KPIs that refer to off-line materials and responsibilities described in the project for communication purposes:

Table 3: KPIs of Offline Communication

Description	KPIs	M18	Details
Participation in Events and Fairs, Project Results Dissemination in Sectorial Journals and Magazines	2000 Stakeholders Addressed	1400 total audience	Derived from partner reports
Open Dialogue with Relevant Actors (with regular project news when possible)	6000 Stakeholders Addressed	N/A	
Collaboration with Past and Ongoing Related Projects	3 Projects (at least)	3 (Rural Biorefineries, Ellipse, BioBoost-Pro)	ongoing





Communication campaign via BIOEAST and WAGRALIM clusters	>500 Stakeholders Reached	N/A	
University Courses and Professional Workshops	3 Courses (+300 students trained)	N/A	
Professional Training Modules	2 Training Modules	N/A	
Participation and Presentation of ManuREfinery Results in Events, Sending Project Information to Contact Persons, Standardisation Working Groups and White Papers	1000 Recipients/Attendees	N/A	
White Papers for Policy Makers	1 Policy Brief in different language	N/A	
Publications in Peer Reviewed/ Relevant Journals, Contributions at International Conferences	8 Journal Articles	N/A	
Technical Publications in Industrial Journals	8 Technical Publications	N/A	

Some Project KPIs are specifically linked to the activities of the Demo Farms/ Sites. These are listed in Table 4 below and refer to events or materials which will be produced by the Demo Sites as the project progresses.

Table 4: Demo Site specific KPIs of activities and materials

Description	Project KPIs
Innovative Virtual Content	1 Published Virtual Content per Demo





Open Day	1 Open Day per Demo
Visits to the Demo Farms	2 Visits per Demo- 30 Participants each
Roundtable Meetings	2 Roundtables per Demo
Meetings with Livestock Primary Producers (from the countries where demos will be installed) to Showcase the Solutions	30 Meetings
2 Training Programmes per Demo (25 farmers per training)	200 Professionals Trained

3.1 Workshops and Events

BIOEAST HUB CR as WP Leader will closely monitor all workshops and events planned by project partners within the ManuREfinery project (as indicated in Table 5), likewise events that they wanted to participate in. A shared document was provided to make it easy for project partners to inform about the communication activities and will be continuously updated throughout the duration of the project.

Table 5: Project Events/ Workshops

Task	Description	Type of event	Approximate timing	Stakeholders involved (to invite/participate)
T6.2	Demo Farm 1 Open Day	Open Day for the Romanian Demo-Pig Farm (INTERPROD)	TBD	All Relevant Stakeholders
T6.2	Demo Farm 2 Open Day	Open Day for the Romanian Demo-Poultry Farm (DENVER)	TBD	All Relevant Stakeholders
T6.2	Demo Farm 3 Open Day	Open Day for the Spanish Demo- Pig	TBD	All Relevant Stakeholders





		Farm (Agrovall Farm)		
T6.2	Demo Farm 4 Open Day	Open Day for the Slovenian Demo-Cow Farm (KIS)	TBD	All Relevant Stakeholders
T6.2	Visits to Demo Farm 1	Organised Visit for the Romanian Demo- Pig Farm (INTERPROD)	TBD- 2 Visits	All Relevant Stakeholders
T6.2	Visits to Demo Farm 2	Organised Visit for the Romanian Demo- Poultry Farm (DENVER)	TBD- 2 Visits	All Relevant Stakeholders
T6.2	Visits to Demo Farm 3	Organised Visit for the Spanish Demo-Pig Farm (AGROVALLFARM)	TBD- 2 Visits	All Relevant Stakeholders
T6.2	Visits to Demo Farm 4	Organised Visit for the Slovenian Demo- Cow Farm (KIS)	TBD- 2 Visits	All Relevant Stakeholders

Partners reported several dissemination actions, including technical sessions, conference participation, and poster sessions. An overview is presented in Table 6.

Table 6: External events/ workshops

Partner	Activity	Type (C/D)	Date	Target audience	Tool/Evidence
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BIO2CHP	Webinar organised by Copilot project	C	22/5/2025	All relevant stakeholders	Presentation
ENCO	Webinar organised by BRILIAN project. This webinar explores how biorefineries can act as hubs that stimulate rural economic growth, create sustainable jobs, and promote environmental stewardship.	C	5/5/2025	Stakeholders in the bioeconomy, rural development experts, entrepreneurs, and agricultural associations looking to explore the potential of biorefineries in unlocking sustainable growth in rural areas.	Presentation: Biorefineries and Local Prosperity: Unlocking Economic and Social Gains
ITA	20th Conference on Sustainable Development of Energy, Water and Environment System. SSbD Preliminary Analysis for Bioproducts	C	7/10/25	Academic	Poster





	obtained by ManuREfinery: A Small Scale Biorefinery for Farms				
ITA	1st SENTIATEC H CONGRESS. DETECTION, MEASUREMENT AND CONTROL OF EMERGING RISKS DETECTION, MEASUREMENT AND CONTROL OF EMERGING RISKS Applying the SSbD Livestock Waste Valorisation	C	22/10/25	Academic	Oral Presentation
ITA/AGROCES A	Jornada I+D: Retos, Oportunidades y Necesidades en el Sector Porcino	D	27/1/25	Technical staff related to companies in the primary production of pigs	Description of project objectives and main technologies to develop
UNIFI	Conference: Bridging Engineering and Applied Psychology	D	27/2/25	Researchers and professors in the field of	Addressing the New Challenge of Social Acceptance to Build Progress, Decency and Sustainability in





	<p>Enhancing Transdisciplinarity: The New Challenge of Social Acceptance to Build Progress, Decency and Sustainability</p> <p>ONE DAY INTERNATIONAL CONFERENCE Psychology of Sustainability and Sustainable Development: Challenges to Move Forward MANUREFINERY Horizon Project</p> <p>ONE-DAY INTERNATIONAL CONFERENCE Psychology of Sustainability and Sustainable</p>	<p>D</p> <p>D</p>	<p>11/12/2025</p> <p>3/6/2025</p>	<p>engineering and Organizational Psychology and Psychobiology</p> <p>Researchers and professors in the field of engineering and Organizational Psychology and Psychobiology, PhD and MSc students in Psychology of Sustainability</p>	<p>the field of Manurefinery Project</p> <p>MANUREFINERY as a Prototype of Challenges of Real Contexts for Sustainable Development</p> <p>IAAP Special Project Promoting Decent Work for All MANUREFINERY Horizon Project</p>
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	Development: Preparing the ground beyond the Agenda 2030 for a Sustainable Sustainability			Researchers and professors in the field of engineering and Organizational Psychology and Psychobiology, PhD and MsC students in Psychology of Sustainability	
UGENT	IFIB 2025	C		Relevant academic audience	Poster session
IPE	ANNUAL BIOEAST BIOECONOMY CONFERENCE, Bucharest, Romania, 9 -	D	9-10/4/2025	Researchers, representatives of local and regional authorities	Small scale decentralized biorefinery demo sites in Romania - ManuREfinery Project





	10 april 2025			s, civil society	
IPE	9th CERS - Central European Conference in Regional Science, "Sustainability-driven territorial development. Challenges for CEE Cs", Cluj-Napoca, Romania	D	27-29/11/25	Professors and researchers from interdisciplinary fields related to the sustainable development	Economic and environmental aspects of animal husbandry for certain EU countries
WAGRALIM	Workshop "Biotechnology potential in animal health"	D	14/1/2026	Researchers, farmers cooperatives, companies, SMEs	A workshop dedicated to animal nutrition and ways to improve it. Discussions focused on innovative ingredients, products derived from co-products, and the growing role of biotechnologies as enabling technologies in animal nutrition. The exchanges were closely aligned with the objectives of ManuREfinery, which aims to valorise agricultural and agri-food co-products through innovative and sustainable





					biorefinery approaches.
KIS	Lecture at EUREM (European Energy Manager-education)	C	10/9/25	Academic / All relevant stakeholders	Photograph of lecture presentation in Annex.

Note: C = Communication; D = Dissemination. Classification reflects the reporting sheets and the initial-phase nature of the activities.

4. CLUSTERING ACTIVITIES AND COOPERATION WITH OTHER PROJECTS AND INITIATIVES

ManuREfinery has started organizing clustering activities with related international, national, or regional projects, networks, clusters and initiatives based in Europe. Efficient communication of the ManuREfinery project requires a close cooperation with related Horizon2020 and Horizon Europe CSAs, RIAs, IAs, EC tenders, and initiatives in particular projects. To increase audience reach, the efforts will take the form of intra-reference in each project’s website, sharing posts, flowing of news and opportunities to engage among our consortia, and newsletters. ENCO as WP5 leader and BIOE as WP6 leader will coordinate the involvement of all partners and the exploitation of all EU initiatives and networks (e.g., BIOEAST Thematic working groups), as well as the networking with EU-related projects to secure the widest possible impact of the project.

WAGRALIM as Task 6.4 Leader will continue networking with relevant projects and initiatives with the support of all project partners. A template for project partners was provided that collected the information about relevant projects and initiatives. The results are summarised in the table below.

Table 7: Networks, projects, or related initiatives ¹

¹ This table will be constantly updated with more projects in the same field.





Project / Initiative	Description	Partners involved (if any)
Rural BioReFarmeries	Green BioReFarmeries- Small-scale Circular Green Biorefineries for increasing farmer sustainability and competitiveness and building resilient rural areas	(Funded under the same Call as ManuREfinery)
ECOLOOP	Optimising renewable energy in rural areas for a sustainable and circular economy	KIS
LIFE4ADAPT	Slovenia's Strategic Integrated LIFE Project for Adaptation	KIS
CHANDELIER	Enhanced vehicular biomethane production at small-medium scale using lignocellulosic agrifood waste in rural areas	ITA
ROOTLINKS	Addresses the main obstacles holding Primary Producers back from full participation. The value chains have the potential to deliver real benefits: recycling energy and nutrients, promoting sustainable production systems, creating new business models, and generating fresh revenue streams for rural areas.	BIOEAST
ELLIPSE	Waste2Value Alliance: brings together several projects dealing with the valorisation of waste. ManuREfinery could be part of this alliance.	ENCO
BioBoost-Pro	BioBoost-Pro is a Northwest Europe initiative promoting bioponics, a circular farming method that replaces petrochemical fertilizers with organic nutrients derived from manure. Through pilot projects, practical tools, and stakeholder training, it	-





	supports a more sustainable, resource-efficient, and less polluting agricultural system.	
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This activity will continue during the project's lifetime to ensure the visibility of the ManuREfinery project and its results. The above-mentioned table with public contacts will also be fully utilized for link building and e-marketing, hereby the visibility of the ManuREfinery project will increase.

4.1. Collaboration with sister project Rural BioReFarmeries and joint campaign

During the reporting period, an exchange was initiated between the ManuREfinery project and the Rural BioReFarmeries project to explore potential synergies and collaboration opportunities. The discussion focused on the respective key objectives, technological approaches and implementation strategies of both projects. While Rural BioReFarmeries focuses on small-scale, decentralised green biorefineries converting locally sourced biomass into high-value products such as human-grade protein, bio-based packaging and clean energy, ManuREfinery concentrates on manure valorisation pathways, with overlap identified in the liquid manure valorisation line.

The exchange highlighted common areas of interest and complementary approaches, leading to the identification of potential synergies, particularly in relation to technology development, dissemination of results and stakeholder engagement. Opportunities for joint communication and dissemination actions were discussed, including the organisation of a joint event or workshop, to showcase shared themes and lessons learned.

Further action points include the preparation of a joint press release to formally announce the collaboration, mutual following and coordination of social media activities, and the establishment of a shared working file to track events and collaboration opportunities. In addition, follow-up actions were identified to facilitate communication coordination, including the exchange of contact details for communication and dissemination representatives from both projects.

Currently, both projects are in the middle of creating an online video campaign, introducing both projects and how they align as well as their contribution in waste management and valorisation. The first video of the campaign is planned to be published during the first weeks of March.





4.2. Collaboration with ELLIPSE Project

During the reporting period, the ManuREfinery project-initiated collaboration activities with the ELLIPSE (CBE-JU) project, with a focus on strengthening synergies in communication, dissemination and exploitation. As leader of WP8 in ELLIPSE, ENCO presented ongoing efforts to foster collaboration among EU-funded projects working on waste valorisation, biomaterials and bio-based solutions.

The exchange identified several areas of common interest, including joint communication and dissemination actions, coordinated awareness campaigns, and participation in shared events and workshops. Emphasis was placed on exploring opportunities for joint initiatives such as coordinated social media campaigns, joint events and demonstration workshops, and the potential preparation of policy briefs addressing challenges related to waste treatment and biomaterials.

In addition, the possibility for ManuREfinery to engage with the Waste2Value alliance, a network of projects focusing on waste valorisation, was discussed to further increase visibility and impact. Further collaboration opportunities include shared event mapping, exchange of stakeholder engagement tools (such as surveys on barriers to biomaterial uptake), and joint awareness-raising activities targeting industrial and policy stakeholders.

Overall, this collaboration provides a strong basis for enhanced cross-project communication, increased outreach and alignment of dissemination efforts, supporting the broader objectives of the circular bioeconomy.

5. DEVIATIONS FROM THE PLAN

No major deviations from the Communication and Dissemination Plan were identified during the initial reporting period. With the agreement of the coordinator, activities not yet implemented are due to the early stage of the project and remain planned for future periods.

6. LESSONS LEARNED

The initial implementation phase highlighted the importance of coordinated reporting of communication and dissemination activities among consortium partners. Improved internal coordination mechanisms will support more efficient reporting in future periods.

7. NEXT STEPS



THE PROJECT IS SUPPORTED BY THE CIRCULAR BIO-BASED EUROPE JOINT UNDERTAKING AND ITS MEMBERS.
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them. Grant agreement ID: 101157679





For the next reporting period, the following communication and dissemination actions are foreseen:

- **Regular and enriched updates of the project website**, reflecting project progress, pilot implementation, and emerging results. Website content will be progressively expanded as demonstration activities advance, providing timely and transparent information to stakeholders.
- **Presentation of the process of developing and implementing the demonstration sites**, highlighting key steps, challenges, and lessons learned. This material will not only support communication activities but will also feed into future **exploitation and replication efforts**, providing valuable insights for similar applications beyond the project, in line with WP5 activities.
- **Increased and more coordinated social media activity**, including targeted campaigns and thematic posts aligned with project milestones, pilot operation, and early results. These activities will aim to enhance engagement and broaden the project's online reach.
- **Systematic collection and documentation of partner-led dissemination activities**, ensuring consistent reporting and improved monitoring of communication and dissemination of KPIs across the consortium.
- **Preparation for the dissemination of initial project results** will become available following the implementation and operation of the pilots at the demonstration sites. As tangible results emerge, communication and dissemination efforts will be intensified through events, online channels and dedicated project materials







ANNEX I – COMMUNICATION AND DISSEMINATION SUPPORTING MATERIAL

This annex presents selected photographic material and communication outputs, including leaflets and visual materials, provided by consortium partners who participated in communication and dissemination events during the reporting period. The material serves as supporting evidence of the project’s outreach activities and illustrates partner engagement in promoting the ManuREfinery project to relevant stakeholders across different events and platforms.

1. **Poster** - Annual International Conference on Bioeconomy of the countries that are part of the BIOEAST initiative - "Central-Eastern European Initiative for Knowledge-based Agriculture, Aquaculture and Forestry in the Bioeconomy" (9–10 April 2025 at the Academy of Agricultural and Forestry Sciences in Bucharest, Romania)

"Small-scale decentralized biorefinery demo sites in Romania – ManuREfinery Project"



Figure 4 Poster of the ManuREfinery Project

2. **Webinar** organized by the **Pilots4U powered by COPILOT project**, featuring a presentation by one of the ManuREfinery partners, **BIO2CHP (22ndth May 2025)**. Approximately **26 people** attended the webinar, coming from different sectors linked to bioeconomy. The webinar explored how biorefineries can act as hubs that stimulate rural economic growth, create sustainable jobs, and promote environmental stewardship. Experts from BRILIAN, ManuREfinery and Pilots4U projects discussed how biorefineries can drive innovation and sustainability in rural areas by capitalizing on local resources. This webinar was essential



The leaflet is a vertical document with a dark background and white and yellow text. At the top, it features logos for IAAP (International Association of Applied Psychology), the Italian Association of Psychology, ManuREfinery, and the University of Florence. The main title is 'ONE-DAY INTERNATIONAL CONFERENCE Psychology of Sustainability and Sustainable Development: Preparing the ground beyond the Agenda 2030 for a Sustainable Sustainability'. Below this, it specifies the date 'June 3, 2025' and the location 'Aula Magna of the Rectorate, University of Florence, Italy'. A 'Program' section lists the schedule from 8:30 to 18:00, including registration, institutional greetings, an introduction by Annamaria Di Fabio, three keynote lectures by Marc A. Rosen, Daniela Finetti, and Emanuele Gaviano, a lunch break, a round table, and final reflections. At the bottom, it lists the scientific committees and sponsors, including the European Union and the Bio-based Industries Consortium.

Figure 6 Conference Leaflet (UNIFI)

- Report of the event by Prof. Marc Rosen, who was a "special guest", on the [Perspectives Magazine](#).



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PERSPECTIVES

edited by Annamaria Di Fabio

Perspective

By Prof. Marc A. Rosen¹

This new column presents view points, reflections and prospective indications of excellent colleagues, privileged witnesses, influential voices useful for a constructive approach in relation to the current challenges in research and intervention.

This series of contributions is opened by Prof. Marc A. Rosen following his participation in the international scientific event *One-Day International Conference «Psychology of Sustainability and Sustainable Development: Preparing the ground beyond the Agenda 2030 for a Sustainable Sustainability»*, IAAP Special Project «Promoting Decent Work for All» and MANUREFINERY Horizon Project (June 3, 2025) at the Aula Magna of the Rectorate of the University of Florence (Italy). His considerations are precious for all of us for reflection and considering how to move forward.

I enjoyed thoroughly the one-day international conference «Psychology of Sustainability and Sustainable Development: Preparing the ground beyond the Agenda 2030 for a Sustainable Sustainability», IAAP Special Project «Promoting Decent Work for All» and MANUREFINERY Horizon Project, held 3 June 2025 at the Aula Magna of the Rectorate of the University of Florence, Italy, and found it both very interesting and quite useful. I have several observations, to convey at the close of the conference.

First, I am extremely grateful to and thank sincerely Prof. Dr. Annamaria Di Fabio, Full Professor of Work and Organizational Psychology, Psychology of Sustainability and Sustainable Development, Department of Education, Languages, Intercultures, Literatures and Psychology (Psychology Section), University of Florence, Italy for organ-

¹ Past President, Engineering Institute of Canada, Canada Professor (and Founding Dean from 2000-03) Faculty of Engineering and Applied Science, Ontario Tech University, Oshawa, Ontario; Editor-in-Chief, Sustainability; Editor-in-Chief, Biofuels; Editor-in-Chief, European Journal of Sustainable Development Research.

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Figure 7 Report of the event in Perspectives Magazine

5. IFIB 2025 Poster participation



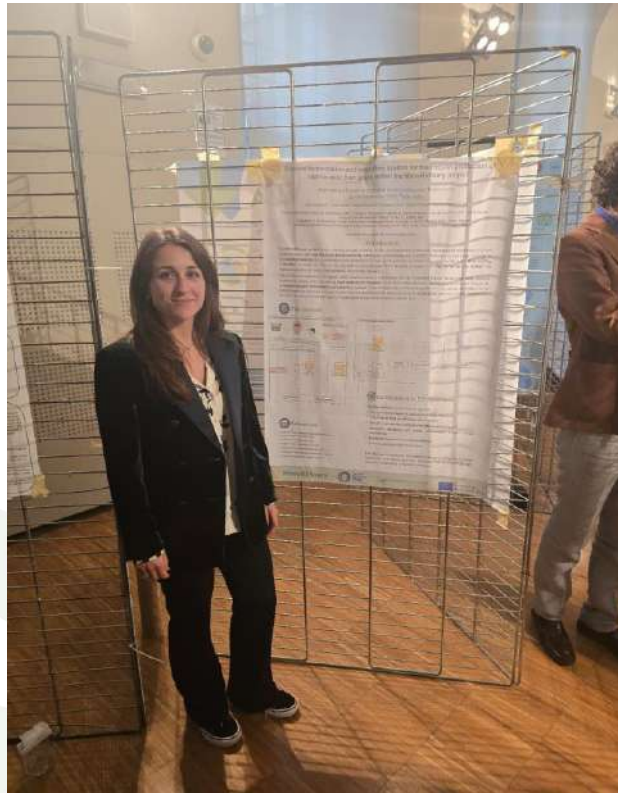


Figure 8 IFIB Conference

6. 20th Conference on Sustainable Development of Energy, Water and Environment System.





Figure 9 SSBD Preliminary Analysis for Bioproducts obtained by ManuREfinery: A Small Scale Biorefinery for Farms (Poster)

7. 1st SENTIATECH CONGRESS. DETECTION, MEASUREMENT AND CONTROL OF EMERGING RISKS





Figure 10 DETECTION, MEASUREMENT AND CONTROL OF EMERGING RISKS: Applying the SSbD Livestock Waste Valorisation

8. Workshop dedicated to animal nutrition (WAGRALIM)





Figure 11 Poster of the Workshop





Figure 12 Workshop (WAGRALIM)

9. Articles published in local/ national websites

Regarding the publication of articles in local/national media, ITA has published on the following websites:

[Aragón Hoy](#), [Heraldo](#) ([Pub. 1](#), [Pub. 2](#)), [europapress](#), [Interempresas](#), [Crónica Aragón](#), [El Diario Aragonés](#), [NoticiaDeAragón](#), [Interempresas](#), [Actualidad Económica](#), [EuroCarne](#), [Diario AltoAragón](#), [Aragón Radio](#).

10. Lecture at EUREM (KIS)





Figure 13 Lecture at EUREM (KIS- 10/9/2025)





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