



## Marginal lands for Growing Industrial Crops

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#### Type

- |              |   |                          |
|--------------|---|--------------------------|
| <b>R</b>     | Document, report                        | <input type="checkbox"/> |
| <b>DEM</b>   | Demonstrator, pilot, prototype          | <input type="checkbox"/> |
| <b>DEC</b>   | Websites, patent fillings, videos, etc. | <input type="checkbox"/> |
| <b>OTHER</b> |   | <input type="checkbox"/> |

#### Dissemination Level

- |           |  |                                     |
|-----------|--|-------------------------------------|
| <b>PU</b> | Public   | <input type="checkbox"/>            |
| <b>CO</b> | Confidential, only for members of the consortium (including the Commission Services) | <input checked="" type="checkbox"/> |



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### **Publishable executive summary**

Deliverable 9.7 presents all promotional activities, instruments and materials, which were prepared, published and distributed within the framework of the MAGIC project. These include publications on the MAGIC project website, all social media activities via Twitter and LinkedIn as well as digital newsletters, leaflets, flyers, roll-ups, posters and related promotional materials. These serve the purpose of introducing the MAGIC project and its generated results to all identified groups of stakeholders and hereby optimize and increase the diffusion of those into the agricultural practice as well as encourage further scientific research in any related field.

## 1 Project-Website

The project website remains the main promotional instrument of the MAGIC project. It is available under <http://magic-h2020.eu> and provides access to all relevant project related information. A slider meanwhile shows examples of examined industrial crops.

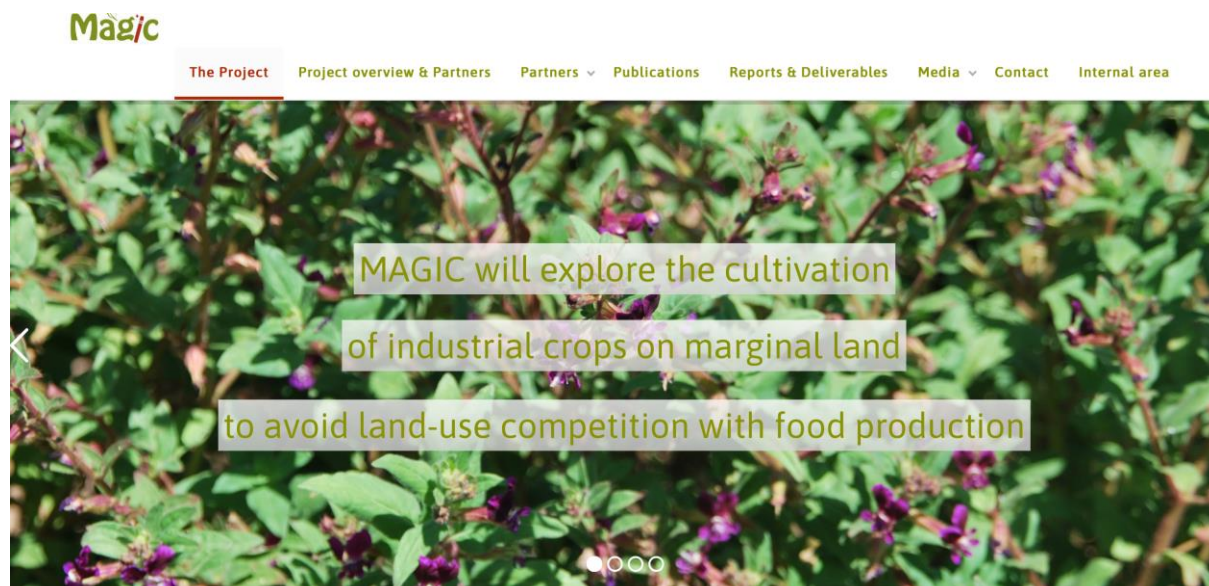


Figure 1: Impression MAGIC website frontpage

While the frontpage informs visitors about the project objectives and structure, it as well provides information on the planned activities and all participating project partners. In order to ensure a sufficient understanding of the project goals and strategy, relevant terms like “marginal land” and “industrial crops” are introduced and explained.



Figure 2: Impressions MAGIC website project information

The website serves as a distribution tool for all information and achievements either gathered or developed in the framework of the MAGIC project. The presented content covers the following aspect:

- Project objectives and structure
- Project consortium
- Four MAGIC databases
- Publications (peer reviewed publications, presentations, conference proceedings, scientific training material, flyers, posters, banners)
- Public Reports and Deliverables
- Press releases
- Communication materials
- Videos
- Event Promotion
- Contact information
- Internal Area restricted to consortium members

Another overarching goal of the website was to make any form of relevant material available for download. These included scientific peer reviewed articles, conference proceedings, other publications in popular magazines as well as oral presentations at conferences. Up to this point in time (January 2022) the available scientific content of the website has been downloaded 1.139.389 times.



Figure 3: Promotional Material for download on the project website.



The most relevant contribution of the website still is the availability of all four MAGIC databases developed within the project.

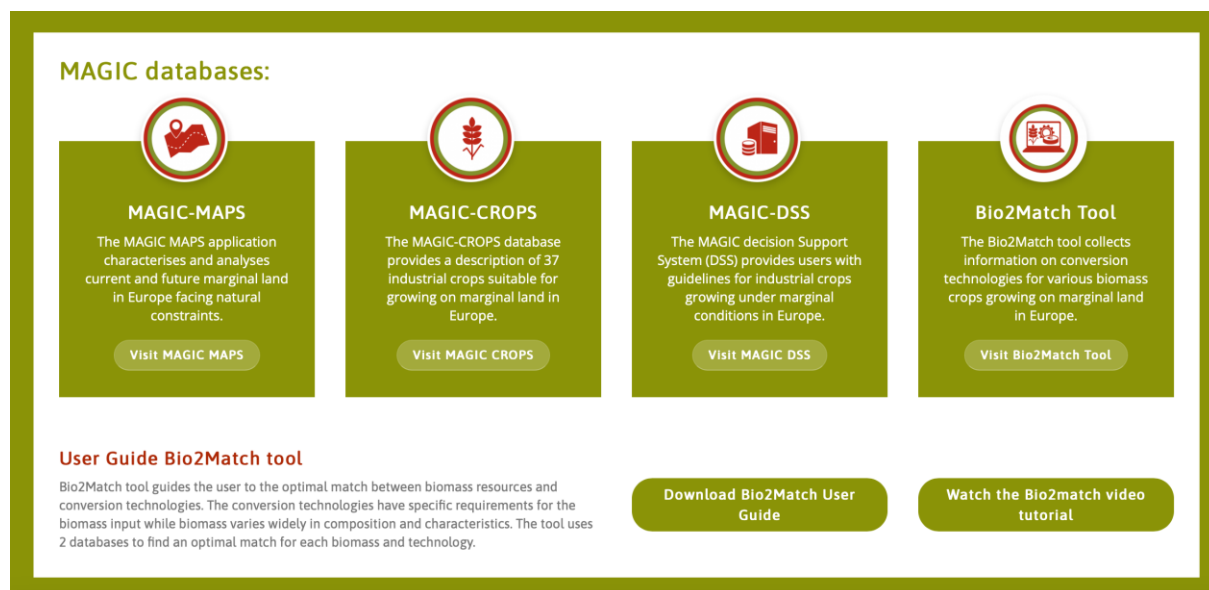


Figure 4: Four MAGIC databases available on the project website

These include the MAGIC maps, offering information on identified marginal land within Europe as well as its characteristics, MAGIC crops, which offers information on the characteristics of 37 different industrial crops as well the MAGIC DSS, the MAGIC decision support system, supporting farmers, farmers' associations and any other end user to make suitable decisions based on the MAGIC gathered information on crops, lands, technical requirements and harvesting techniques and equipment. The latest addition was the Bio2Match Tool which offers information on conversion technologies. The availability of the data bases was frequently and intensely advertised and promoted via the Social Media channels of all MAGIC partners and specifically NOVA.



Figure 5: Examples Twitter promotion for the availability of MAGIC databases

## 2 Promotional Material

In order to allow and support a sufficient promotion of the MAGIC project and its objectives at conferences, related trade fairs and public events, NOVA created promotional material in the form of brochures and rollup banners. These were realized in physical printed form as well as in digital versions. While the first two project periods managed to frequently use and distribute the physical material, the third project period suffered with travel restrictions and cancellations of in-person events due to the security measures implied by the ongoing COVID 19 pandemic. In consequence, digital versions of these material became more relevant.



Figure 6: Print layout for the MAGIC brochure

The MAGIC brochure introduces the project objectives, the first three databases and as well as the related work-packages. It also included a QR code which led interested parties straight to the MAGIC website for more extensive information.



Figure 7: Magic rollup banner digital and physical



The same strategy applied to the produced MAGIC rollout banner. These were used for digital poster exhibitions of online and hybrid events as well as in physical form on conferences and trade fairs. It too included a QR code leading people straight to the project website.

All promotional materials are available for download

- on the project website
- in the MAGIC Zenodo community
- on the EC project site

## Additional posters publications

Throughout the project period various partners have also created additional scientific posters for poster exhibition. These posters too, are available for download on the project website and in the MAGIC Zenodo community. Some examples are shown below

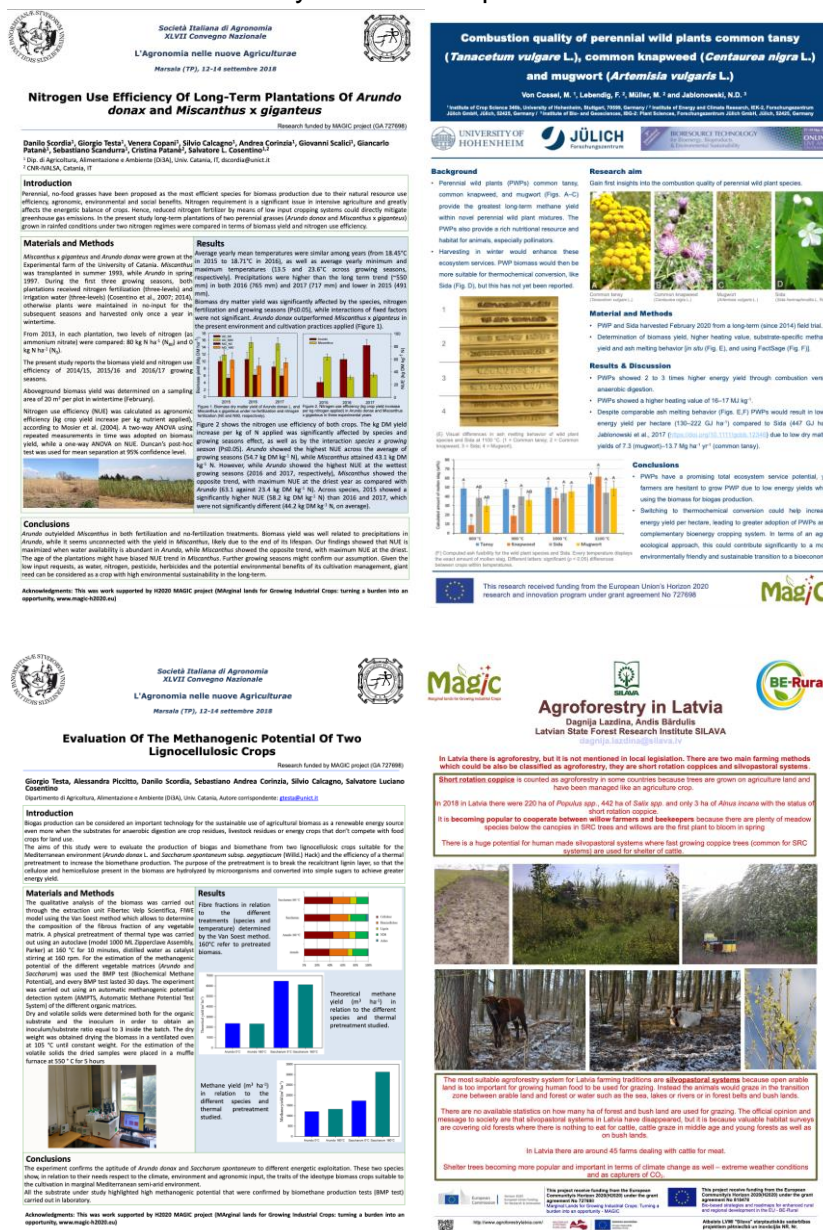


Figure 8: Examples of poster publications

### 3 Social Media

All activities of the MAGIC project, such as project news, newly available material, press releases and especially events and conferences were steadily and repeatedly promoted via Social Media, focussing on the Social Media platform Twitter as well as the Network Platform LinkedIn. As many of the consortium partners own a LinkedIn profile, some have joined specific groups within this very well-established social media business platform. The LinkedIn accounts of project partners were used as multipliers for the sharing of MAGIC related content with other members as well as within suitable groups. With this objective, the project partners identified suitable MAGIC related groups (e.g. agriculture, agronomic, Bioeconomy, etc.). MAGIC content was also shared via nova-Institute's own company LinkedIn profile (500 nova-Institute followers, 6000 followers of nova-Institute's CEO).

The same strategy was applied to the platform Twitter. Rather than establishing a Twitter list, the MAGIC consortium agreed it would have greater impact to gather project related and relevant hashtags that are highly suitable to the project. Therefore, a MAGIC hashtag (**#magich2020**), which is also printed on all communication materials was established. In order for #magich2020 to become a highly established indexation on the social media platform for crop projects in general, it was frequently used by all Twitter accounts connected with MAGIC. In addition, nova created a list with highly frequented hashtags, such as #marginallands, #industrialcrops or #bioeconomy, related to the project. Moreover, nova and the project partners regularly retweeted relevant partner tweets related to the project with their relevant accounts (@novaInstitut around 1000 followers; @biobased\_News around 2000 and @mkarus around 1000). In order to increase the attention of the project and to link the social media accounts of the consortium partners with MAGIC, nova recommended the use of relevant hashtags like #MAGIC or #magich2020 into the own profile description. While twitter itself shows lower interaction rates in comparison to other social media platforms, it is proven to increase the recognition of the presented information on other channels such as LinkedIn newsletters or website content.

During the entire project time frame the participating project partners executed **89 promotional activities through social media**, a majority of which used the platform Twitter. The full list with links is included in the final ECAS- sheet for the tracking of dissemination and communication activities.

Deliverable 9.7  
Title: Promotional Report

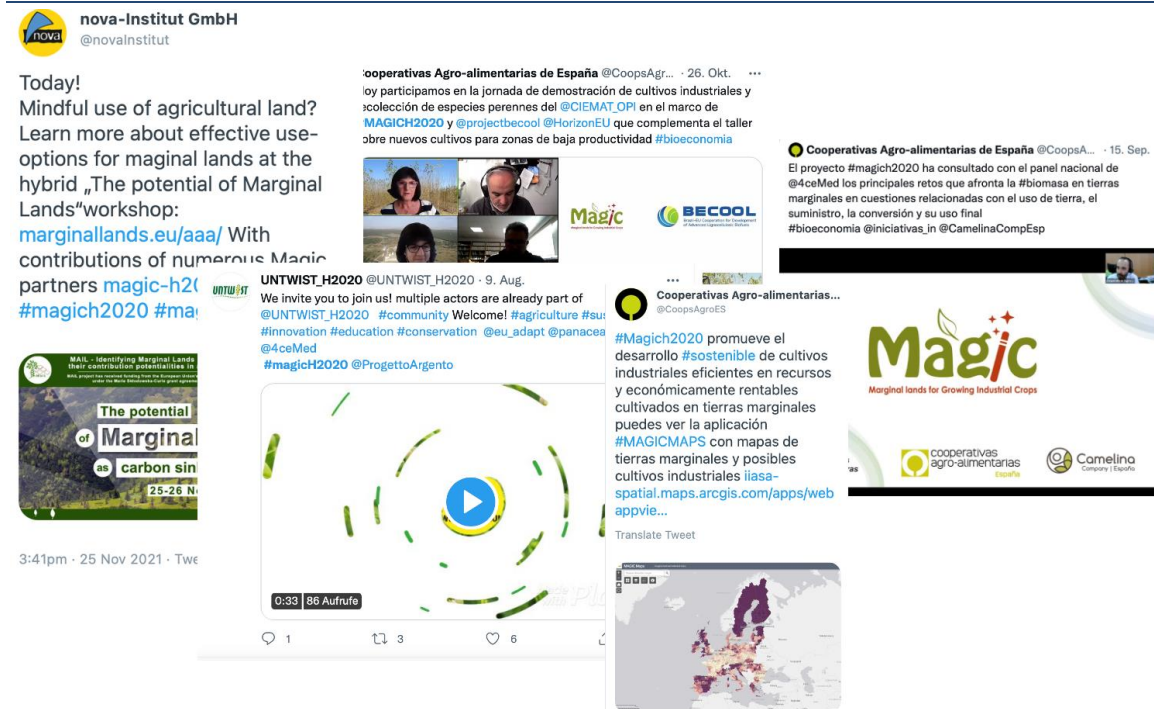


Figure 9: Impressions Social Media Promotional Activities

## 4 Press Releases

Within the first project period nova published two press releases about the project objective and strategy. These were promoted by all participating project partners through social media, as well as the well-established online news platforms bio-based News ([www.news.bio-based.eu/](http://www.news.bio-based.eu/)) and Renewable Carbon News (<https://renewable-carbon.eu/news/>). While the nova newsletter reaches 16.000 monthly readers, the Renewable Carbon News portal reaches 150.000 monthly readers from industry and related scientific fields. NOVA further uses the well-known and very established press distribution network Zimpel, reaching relevant contacts in media and press, while also allowing a precise targeting of specific scientific fields and related publishing mediums. Press releases were additionally promotion via the project website and other newsletters of consortium partners.

Further press articles were also published by other project partners, informing the public about the implementation of MAGIC-MAPS, MAGIC-CROPS, MAGIC DECISION SUPPORT SYSTEM (DSS) and the MAGIC-Bio2MatchTool on the project website. Some of these were written in Spanish language, targeting specifically regional and national farmers and agricultural organizations. All to date published press releases -17 in total- were uploaded in the press release section of the project-website, which is available under the following link (<http://magic-h2020.eu/press/>).

PR Titel	PR Link
El CEDER participará en un proyecto de la UE sobre cultivos rentables	<a href="http://soriatv.com/13/01/2017/el-ceder-participaran-en-un-proyecto-de-la-ue-sobre-cultivos-rentables/">http://soriatv.com/13/01/2017/el-ceder-participaran-en-un-proyecto-de-la-ue-sobre-cultivos-rentables/</a>
El CEDER de Lubia (Soria) estudiará la introducción de cultivos rentables en tierras agrícolas marginales	<a href="http://soriatv.com/13/01/2017/el-ceder-participaran-en-un-proyecto-de-la-ue-sobre-cultivos-rentables/">http://soriatv.com/13/01/2017/el-ceder-participaran-en-un-proyecto-de-la-ue-sobre-cultivos-rentables/</a>
Nuevo proyecto de investigación de la UE para el CEDER de Lubia	<a href="http://sorianoticias.com/noticia/2017-01-13-nuevo-proyecto-investigacion-ue-ceder-lubia-36884">http://sorianoticias.com/noticia/2017-01-13-nuevo-proyecto-investigacion-ue-ceder-lubia-36884</a>
El CEDER de Lubia (Soria) estudiará la introducción de cultivos rentables en tierras agrícolas marginales	<a href="https://noticiasdelaciencia.com/art/22635/el-ceder-de-lubia-soria-estudiara-la-introduccion-de-cultivos-rentables-en-tierras-agricolas-marginales">https://noticiasdelaciencia.com/art/22635/el-ceder-de-lubia-soria-estudiara-la-introduccion-de-cultivos-rentables-en-tierras-agricolas-marginales</a>
De Gregorio se reúne con la responsable de Energía del CIEMAT (	<a href="http://sorianoticias.com/noticia/2017-03-01-de-gregorio-se-reune-responsable-energia-ciemat-37934">http://sorianoticias.com/noticia/2017-03-01-de-gregorio-se-reune-responsable-energia-ciemat-37934</a>
Cultivos rentables en tierras marginales	<a href="https://www.ambientum.com/ambientum/agricultura/cultivos-rentables-en-tierras-marginales.asp?hilita=%27magic%27">https://www.ambientum.com/ambientum/agricultura/cultivos-rentables-en-tierras-marginales.asp?hilita=%27magic%27</a>
Daliba Apvārsbis 2020 projekta MAGIC sapulce	<a href="http://www.silava.lv/sakums.aspx">http://www.silava.lv/sakums.aspx</a>
EU research project MAGIC – Marginal Lands for Growing Industrial Crops: Turning a burden into an opportunity kicks off	<a href="http://news.bio-based.eu/eu-research-project-magic-marginal-lands-for-growing-industrial-crops-turning-a-burden-into-an-opportunity-kicks-off/">http://news.bio-based.eu/eu-research-project-magic-marginal-lands-for-growing-industrial-crops-turning-a-burden-into-an-opportunity-kicks-off/</a>

EU research project MAGIC – Marginal Lands for Growing Industrial Crops: Turning a burden into an opportunity kicks off	<a href="https://www.clib2021.de/news/news-der-mitglieder?id=410">https://www.clib2021.de/news/news-der-mitglieder?id=410</a>
Lanzamiento del proyecto europeo de investigación MAGIC: tierras marginales para producir cultivos industriales	<a href="http://www.agronewscastillayleon.com/lanzamiento-del-proyecto-europeo-de-investigacion-magic-tierras-marginales-para-producir-cultivos">http://www.agronewscastillayleon.com/lanzamiento-del-proyecto-europeo-de-investigacion-magic-tierras-marginales-para-producir-cultivos</a>
Notiks monogrāfijas par plantāciju mežiem Latvijā atvēršanas pasākums	<a href="http://www.silava.lv/73/section.aspx/764">http://www.silava.lv/73/section.aspx/764</a>
La Convención de Cooperativas Agro-alimentarias analizará las tendencias en producción, industria, comercialización y consumo	<a href="http://www.agro-alimentarias.coop/noticias/ver/Nzg2Mw==">http://www.agro-alimentarias.coop/noticias/ver/Nzg2Mw==</a>
Marginal Lands for Growing Industrial Crops: Turning a Burden into an Opportunity	<a href="http://www.besustainablemagazine.com/cms2/marginal-lands-for-growing-industrial-crops-turning-a-burden-into-an-opportunity/">http://www.besustainablemagazine.com/cms2/marginal-lands-for-growing-industrial-crops-turning-a-burden-into-an-opportunity/</a>
Reunión de la red PANACEA en Madrid	<a href="http://www.agro-alimentarias.coop/noticias/ver/ODA00A==">http://www.agro-alimentarias.coop/noticias/ver/ODA00A==</a>
Become a "citizen scientist" and protect the environment with your smartphone	<a href="http://news.bio-based.eu/become-a-citizen-scientist-and-protect-the-environment-with-your-smartphone/">http://news.bio-based.eu/become-a-citizen-scientist-and-protect-the-environment-with-your-smartphone/</a>
Cooperativas Agro-alimentarias e INTIA organizan una jornada sobre cultivos no alimentarios el 12 de marzo en Madrid	<a href="http://www.agro-alimentarias.coop/noticias/ver/ODM3Mw==">http://www.agro-alimentarias.coop/noticias/ver/ODM3Mw==</a>
Cooperativas Agro-alimentarias e INTIA organizan una jornada sobre cultivos no alimentarios el 12 de marzo en Madrid	<a href="http://www.agro-alimentarias.coop/noticias/ver/ODQwOA==">http://www.agro-alimentarias.coop/noticias/ver/ODQwOA==</a>

Table 1: Full List of Press Releases



## 5 Newsletter

Partners have actively distributed MAGIC related project news and press releases via their newsletters. These included event promotions, invitations to demo days and work-shops as well as the implementation of new databases or website features.

Titel	Link	Date
Invitación #SeminariosCoops: Nuevos cultivos para zonas de baja productividad. Martes, 13 de octubre, 16.00 h	<a href="https://app.getresponse.com/view.html?x=a62b&amp;m=qXyJV&amp;mc=rP&amp;s=7GmOCL&amp;u=wBwcy&amp;z=EQkyJiO&amp;">https://app.getresponse.com/view.html?x=a62b&amp;m=qXyJV&amp;mc=rP&amp;s=7GmOCL&amp;u=wBwcy&amp;z=EQkyJiO&amp;</a>	07.10.20
Gracias por su asistencia al Seminario Web_ Nuevos cultivos para zonas de baja productividad	-	14.10.20
Newsletter: Webinar: Non-food crops for European marginal areas	<a href="https://app.getresponse.com/view.html?x=a62b&amp;m=qpG9i&amp;mc=99&amp;s=7GmOMg&amp;u=wBwcy&amp;z=ECfnhZt&amp;">https://app.getresponse.com/view.html?x=a62b&amp;m=qpG9i&amp;mc=99&amp;s=7GmOMg&amp;u=wBwcy&amp;z=ECfnhZt&amp;</a>	24.10.20

Table 2: List of Newsletters dedicated to MAGIC

Besides the partner newsletter, relevant information was also distributed via the newsletter of the nova-Institute reaching 16.000 monthly readers from related scientific communities as well as 150.000 monthly readers via the related carbon focused news platform Renewable carbon news. An example of a newsletter articles is shown below and available under the following link <https://renewable-carbon.eu/news/eu-research-project-magic-marginal-lands-for-growing-industrial-crops-turning-a-burden-into-an-opportunity-kicks-off/>



The screenshot shows a newsletter article from 'RENEWABLE CARBON NEWS'. The article is dated 14 July 2017 and is titled 'MArginal Lands for Growing Industrial Crops – Turning a burden into an opportunity'. The sub-headline is 'EU research project MAGIC kicks off'. The text describes a kick-off meeting for the EU-funded MAGIC project, led by the Greek Centre for Renewable Energy Sources and Saving (CRES). It mentions that the project aims to promote sustainable development of resource-efficient and economically profitable industrial crops on marginal lands. A photograph shows a group of people in a meeting room. The article concludes by stating that a Decision Support System (DSS) will be developed with the active involvement of farmers and end users.

Figure 10: Impressions Newsletter article on renewable carbon news

## 6 Videos

During the third reporting period various partners, but especially Spanish Co-ops and CIEMAT, have taken the effort to record webinars, online events as well as on site trainings, demo-days and workshops and make the material available to interested stakeholders in the form of online videos. These videos were distributed through the partners social media accounts and are also implemented on the project's website in an additional video section, available through the following link <http://magic-h2020.eu/videos/>. In the final project days an additional website section was created, dedicated to videos linking to all available video material of the MAGIC-project. These videos can also be searched for through the well-known video platform YouTube. In order to increase the probability for interested stakeholders to find the offered material, the videos include English subtitles and use English and Spanish video-titles. A list of recently published videos is shown below.

- <https://www.youtube.com/watch?v=v6t5ddd6-KM&t=8s>
- <https://www.youtube.com/watch?v=Dn61pyHsoT8>
- [https://www.youtube.com/watch?v=EpKw1\\_-M3Qw&t=1s](https://www.youtube.com/watch?v=EpKw1_-M3Qw&t=1s)
- <https://www.youtube.com/watch?v=2euohJ-6F5k>
- <https://www.youtube.com/watch?v=rCzQLAbFWQs>
- <https://www.youtube.com/watch?v=P0VqmQdfrSw>
- <https://www.youtube.com/playlist?list=PL8y6SSLIEATF78RZVahaWXHlxDIPJcnYp>



Figure 11: Impressions promotional videos on workshops and demo days

## 7 Conclusion

All executed activities targeted multiple stakeholder groups and covered various channels and instruments. Due to the ingoing covid 19 pandemic a clear focus was set on the digital distribution of information and gathered project results via social media, digital newsletters and the project website.