



DELIVERABLE

On-Farm Events

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¹Nature: R = Report, P = Prototype, D = Demonstrator, O = Other, E = Ethics

²Dissemination level: PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Restraint UE = Classified with the classification level "Restraint UE" according to Commission Decision 2001/844 and amendments

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Description: 12 On-farm events on pilot farms to expand in clusters

Creating awareness on a new technology is challenging. The many layers of benefits from the solution may complicate the communication but providing a holistic solution to several of the agricultural challenges is also a major opportunity. Attracting and maintaining interest from potential customers, stakeholders and policy makers is key to successful commercialisation. N2's communication strategy is built on three pillars; the value proposition, environmental impact and corporate milestones connected to the development of the technology.

Participating at farm events, as well as hosting farm events on pilot farm is key in spreading awareness on the N2 Technology and it is also a key point in our risk mitigating actions. By organising farm events we ensure that we showcase our innovation to potential customers and engage other important stakeholders. In a risk adverse industry, this is essential. For new innovations, the concept of "seeing is believing" is particularly important. To be able to demonstrate how the technology works through farm events has been very valuable and ensured that N2 Applied now have potential customers lined up, as well as supporters within the government and agri-food industry.

Due to the slow pace in the regulatory environment, it has also been important to invite policy makes to farm events.

Due to the covid-19 pandemic, the execution of farm events have taken some more time than originally planned, but with increased focus on this the past months, we are proud that we have achieved our goals on hosting and participating at farm events. An overview of the events is presented on the next couple of pages.

Overview of events:

1. 27th and 28th 10/22 Precision Agriculture Days 2021 at Van Den Borne Farm, Netherlands

As part of Precision Agriculture Days 2021 organised by our pilot farmer Jacob van den Borne, our technology was showcased. The event has around 500 visitors over the two days and it was a valuable event to connect with stakeholders in the Netherlands. Trond Lund and Henk Aarts attended from N2 Applied.



2. 26/10/21 External stakeholder event at Holly Green Farm, UK

In October 2021, N2 Applied, together with Arla Foods UK, hosted a stakeholder event at Holly Green Farm. Policy makers from Department for Environment, Food & Rural Affairs (DEFRA), influencers from Soil Association, as well as policy makers from Natural England (the government's adviser for the natural environment in England) were invited. There were in total around 20 attendees. See photos below.

N2 representatives present: Trond Lund, Chris Puttick, Nick Humphries and Rune Ingels



3. 09/11/2021 COP 26 delegation to Nether Lethame Farm (Alex Fleming), UK

In relation to the UN Climate Change Conference (COP26) in Glasgow we hosted a delegation from the conference at our pilot farm, Nether Lethame. Chris Puttick hosted the delegation from our side.



4. 26/11/2021 Opening of new Farm at Buskerud VGS, Norway

The official opening of the new farm at Buskerud VGS (Upper Secondary School), took place in November 2021. The dairy farm is top of the class in modern practices, and the aim is to train and introduce students to new and environmentally friendly practices in dairy farming. An N2 pilot has been placed in the newly built innovative farm. There were around 50 participants at the opening and our founder, Grete Sønsteby and Head of Business Development, Trond Lund were present to showcase our technology to the stakeholders that were present. Including both dairy farmers and policy makers. See photos below.

See video from the event [here](#) (in Norwegian), featuring the N2 applied technology from 5.30 minutes.



5. 22/03/22 More Biogas event, Sweden

To connect with stakeholders in Sweden we hosted an event at our pilot site, More Biogas. This was done in collaboration with our research partners at Swedish Agricultural University (SLU). Trond Lund and our agronomist Kenny Brown represented N2 at the event.



6. 23/03/22 Farmers visit to Van den Borne, Netherlands

As a key part of our commercialisation strategy reaching out to farmers through the agri-food industry is key. We have had several meetings with Unilever, whom we came in contact with through the EIC GHG Co-creation programme. The meetings led to a farm visit for Unilever farmers to our pilot farm Van den Borne in the Netherlands. Together with representatives from Unilever the farmers were introduced to the N2 technology and a discussion on how our technology can be implemented in a Climate emissions program at Unilever was had. Our Director for Europe, Henk Aarts hosted the farmers.



7. 11/04/22 Stakeholder event at the Nether Lethame farm, UK

The N2 Team worked hard to plan and invite stakeholders to an event at our pilot farm, Nether Lethame Farm in Scotland. Invitations were sent to our leads in the CRM system and we got a high level of engagement. We held both a morning and an afternoon session and saw a total of



20 attendees. The full UK team with Chris Puttick, Keith Stewart and Gareth Coates was present at the event.

8. 02/06/22 Buskerud VGS Open Day, Norway

An open day was hosted at Buskerud VGS's modern dairy farm to showcase the innovative technologies and equipment. The event saw more than hundred attendees and several N2 team members were present. This event was the first event where the newly assembled new generation N2 machine was shown to the public. See photos below.





9. Farm event at Foloum Biogas, Denmark

N2 Applied with partners hosted a successful farm event at Foloum Biogas with more than 70 attendees. The visitors saw the N2 Unit in operation and listened to presentation by representatives from the N2 Team. Trond Lund and Kenny Brown were present as N2 representatives.



10. 16/08/22 Policy event at our Test Centre at Svene, Norway

On 16th of October we were lucky to host the Norwegian Secretary of Municipalities at our Test Centre at Svene. The group showed true interest and we believe our message on including the N2 technology in support schemes for reducing climate emissions was clear. Helen Due, along with our founders Grete Sønsteby and Rune Ingels hosted the policy makers.



11. 07/09/22 Policy event at Holly Green Farm, UK

N2 hosted a visit to its longest-running UK pilot farm site by members of the country's Environment, Food and Rural Affairs (EFRA) Committee as part of its Food Security inquiry.

The inquiry, which is due to be completed by the end of this month, is looking into factors currently affecting food supply chains and food prices in the UK, including the war between Russia and Ukraine, both of which are major exporters of chemical fertiliser. The committee is made up of Members of Parliament from across political parties.

In the visit to Holly Green Farm in Buckinghamshire last Thursday, committee members were given a tour of the N2 Unit, and adjacent slurry management and storage facilities. They also heard about how the science and technology behind the Unit has been developed, and tested in multiple independent trials.

Our founders, Grete Sønsteby and Director for Europe, Henk Aarts hosted the MPs.

See photos from the visit below (including a smell test) and our news release on the visit [here](#).



12. 20/09/22 Farm Technology Event at Apelsvoll Farm (NIBIO)

The Norwegian Institute for Bioeconomy Research (NIBIO) hosted a farm event on their R&D farm Apelsvoll with the main topic on precision farming. N2 Applied was invited to showcase and present our technology to stakeholders. There were around 200 attendees at the event. Håkon Rognlien and Kenny Brown were the N2 representatives.

