



## Deliverable D6.2 – DEC and Capacity Building Plan and Report, v1

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## Disclaimer

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## List of Abbreviations

EC	European Commission
DEC	Dissemination, Exploitation, Communication
JRC	Joint Research Center
EUSO	EU Soil Observatory
ESP	European Soil Partnership
REA	European Research Executive Agency
SMIP	The Soil Mission Implementation Plan
SWR	SoilWise Repository
R&I	Research and Innovation
CA	Consortium Agreement
IPR	Intellectual Property Rights
BIOS	BIOSENSE INSTITUTE
EV ILVO	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK
ISRIC	STICHTING INTERNATIONAL SOIL REFERENCE AND INFORMATION CENTRE
WU	WAGENINGEN UNIVERSITY
MU	MASARYKOVA UNIVERZITA
WR	STICHTING WAGENINGEN RESEARCH
ZALF	LEIBNIZ-ZENTRUM FUER AGRARLANDSCHAFTSFORSCHUNG

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CREA	CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA
VLO	VLAAMSE GEWEST
INRAE	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT
CIRAD	CENTRE DE COOPERATION INTERNATIONALE EN RECHERCHE AGRONOMIQUE POUR LEDEVELOPPEMENT
WE	WETRANSFORM GMBH
GAIA	GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION
NP	NEUROPUBLIC AE PLIROFORIKIS & EPIKOINONION
ELO	EUROPEAN LANDOWNERS' ORGANIZATION
KER	Key Exploitable results
D&C	Dissemination and communication

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## Abstract

Deliverable 6.2 DEC and Capacity Building Plan and Report, v1, the Communication and Dissemination plan comprise actions, tools, and channels to be used throughout the SoilWise project scope. The purpose of this document is to outline the strategy, to define means of communication, dissemination and exploitation tools and actions that will be done within the SoilWise project to reach a wide range of stakeholders.

The DEC plan v1 of the SoilWise project will be divided into three sections: 1. The communication section will focus in a wider promotion of the project results, communication will refer to the process of exchanging information, ideas, results, impressions of the SoilWise project; 2. Dissemination, in the context of the SoilWise projects, it will involve making project-related information available to stakeholders, the public, and the SoilWise target audience. These activities will include sharing research findings, project updates, and relevant data through various channels such as publications, presentations, websites, social media, or other means; 3. Exploitation, in the context of the SoilWise project, it will include leveraging the outcomes, outputs, or findings of a project to FAIR value, benefit stakeholders, and contribute to the project's overall goals.

This DEC plan is a living document; it will be updated with further information throughout the developments of the D&C plan of the project, with v2 (M18) and v3 (M48). Communication section: The SoilWise project's communication plan, spanning 48 months, focuses on collaborative knowledge sharing and soil preservation. It emphasizes three key messages: the transformative power of shared knowledge, co-creating a knowledge repository, and a roadmap for sustainable soil data communities. With a consortium of 15 partners across various institutions and countries, the plan aims to engage stakeholders through diverse channels. Addressing potential risks, the plan outlines DEC activities targeting researchers, land managers, policymakers, industry leaders, and the public. Objectives include raising awareness, promoting collaboration, building trust, supporting policy development, and ensuring soil health strategy implementation. The plan targets academia, land managers, policymakers, industry, advisors, and media, aligning with the SoilWise mission for Europe's soil health by 2030. Dissemination section: SoilWise's Dissemination strategy aims to make its open services widely accessible. Platforms include the project website, social media, newsletters, press releases, and partner events. Publication goals emphasize dissemination, impact, visibility, and engagement, with various types like scientific papers and infographics. The process involves research, authorship, design, distribution, and feedback-driven iteration. Target audiences range from researchers to the general public. The project commits to open access with balanced licensing. The Social Media Strategy focuses on LinkedIn, Twitter, and Facebook, targeting professional, diverse, and semi-professional audiences. Campaigns cover project promotion, organizational profiles, events/trainings, and publications, using #SoilWise for tracking. The timeline includes press releases, social media posts, newsletters, and events, ensuring coordination with project milestones. Exploitation section: SoilWise's Exploitation plan focuses on active participation in conferences, workshops, and webinars to engage diverse, however stakeholders which directly benefit the from project outputs. Partners will attend prominent events like the European Mission Soil Week, fostering collaboration and promoting the SoilWise project. The calendar outlines participation in key conferences, emphasizing biodiversity, agriculture, and environmental stewardship. Workshops within WP6 and participation in relevant external workshops aim to enhance science literacy and stakeholder understanding. The project commits to transparency by making summaries and results publicly accessible with a Creative Commons License.



# 1 Overview of the DEC plan

## 1.1 SoilWise objective

The SoilWise project is a pivotal initiative addressing the urgent concern of soil health in Europe. Recent assessments have revealed that an alarming 60-70% of European soils can be classified as unhealthy, highlighting a critical need for intervention and transformation. The Soil Deal for Europe, a far-reaching initiative, sets a bold objective: to ensure that 75% of EU soils are healthy or significantly improved by the year 2030. Achieving this ambitious goal hinges on several critical factors, foremost among them being access to reliable, harmonized soil data and knowledge collected at various levels, ranging from local to national and European.

SoilWise's primary mission is to provide an integrated, actionable platform that consolidates and enhances scattered and heterogeneous soil data and knowledge across Europe. This consolidation follows the principles of FAIR data (Findable, Accessible, Interoperable, and Reusable) and is pivotal to building trust, fostering willingness, and enabling the sharing and re-use of essential soil information. Over three distinct project development cycles, the core of our activities revolves around co-creation and co-validation, ensuring that the voices and insights of diverse stakeholders are thoroughly integrated.

## 1.2 DEC Plan strategy

To be able to understand the context under which the communication and dissemination plan has been designed, it is important to emphasize two main factors that had a huge impact on the structure of this plan: the lifespan and geographical scope of the SoilWise project. The SoilWise project will last 48 months during which three Deliverables will be developed in the framework of WP 6 - Deliverable 6.2 DEC and Capacity Building Plan and Report, v1 (month 3), Deliverable 6.3 DEC and Capacity Building Plan and Report, v2 (month 18), Deliverable 6.4 DEC and Capacity Building Plan and Report, v3 (month 48). Therefore, most of the segments of this plan cover the project lifespan, while some of the segments are designed in a way to cover the first 18 months while the other 40 months will be covered through D6.3. The geographical scope of the project also has a significant impact on the conduction of the plan. Communication within the SoilWise project works on three levels – European, national and local. Communication and dissemination activities will reach several stakeholders that interact at the European level, but there will also be activities related to specific User Cases with a more local and national focus. BioSense Institute (BIOS) will lead the DEC strategy with the support of all project partners. A Monitoring plan will be used to track the progress of DEC activities and its impact on the project visibility – which is presented to the partners and shared in the SharePoint folder of the project, where the partners are requested to add the activities related to DEC within the project. The communication and dissemination activities in the project will enable partners to interact with stakeholders via online and offline channels (events, webinars, online questionnaires, etc); to disseminate project results and outputs to target audiences; and to maximize the visibility of the Soil Mission and Soil Wise Repository (SWR) among all target groups.

## 1.3 Key Messages

Our key messages serve as the foundation of our communication efforts, driving home critical points that underscore the mission of the SoilWise project, the SWR.

The key objectives/messages which need to be communicated throughout the development of the SWR are:

- Unlocking soil health potential through knowledge sharing, by emphasize the transformative power of collaborative knowledge sharing and highlight the project's role in unlocking insights that can positively impact soil management.
- Safeguarding soils together by communicating the collective effort in co-creating a knowledge repository. This could be achieved by stressing the importance of safeguarding soils through shared knowledge and collaborative initiatives.
- Finally, a Roadmap for Sustainable Soil Data Communities will be designed. Outlining the project as a guiding roadmap toward building sustainable communities focused on soil data and conveying the commitment to fostering practices that ensure the long-term health and productivity of our soils.

Finally, our mission aligns directly with the 2030 goals of the Soil Mission, and we are committed to working to achieve these ambitious objectives. Through these key messages, we aim to inspire, inform, and engage a diverse audience in our collective efforts to address soil health in Europe and promote the Soil Mission

## 1.4 Potential risks and mitigation measures

The project acknowledges and actively addresses a range of potential risks to ensure its success. It recognizes the importance of robust coordination with other projects and initiatives, aiming to mitigate weak coordination through the development of an Engagement Plan in Month 3 (M3) that will be continuously monitored for adaptability (WP7, WP5, WP6). To avoid competition and a proliferation of systems, the project commits to collaborative efforts with ongoing and future projects, promoting alignment and coordination in regular meetings with the REA (WP2, WP3). JRC will be continuously engaged through overlapping the project's objectives to the EUSO requirements for the soil repository as a central hub of data and knowledge from the Sol Mission projects (WP4). Finally, stakeholder engagement is prioritized, with attention given to business models and governance to ensure active and willing participation from countries and stakeholders (WP4, WP1). The iterative co-design process, following a multi-actor approach, mitigates the low-to-medium risk of the Repository's functionalities not aligning with target groups, ensuring user-centric design. Additionally, the project actively manages risks associated with intellectual property conflicts, delays in schedules, and potential personnel issues through strategies such as early identification, effective IP management, dynamic rescheduling, agile life cycle adoption, and the allocation of human resources from diverse project partners. These comprehensive measures aim to enhance the project's resilience and adaptability in addressing potential challenges.

## 2 Communication

### 2.1 Communication Strategy

The SoilWise DEC Plan provides a strategic framework for consortium partners to effectively communicate, disseminate, and exploit the project's objectives and outcomes. It aims to ensure the project's sustainability by promoting soil health and data conservation, sharing project achievements, and extending the project's impact beyond its initial scope. The plan has two main pillars:

1. Project-level DEC activities these activities relate to the project as a whole, including all WPs which include online promotion, engagement with similar projects, and participation in events to raise awareness about SoilWise. It defines target audiences, tailored messages, and communication channels. A Social Media Strategy is also outlined to guide online engagement.
2. User case-level DEC plans, in collaboration with WP6, cater to the specific needs of each user case. They include activities like demonstration events and knowledge sharing. User Case Leaders from WP6 oversee these activities.
3. Target groups DEC activities: SoilWise identifies diverse target groups crucial for the success of its objectives. These groups include farmers, landowners, regional and local authorities, researchers, technology providers, and research and innovation networks. The plan aims to engage these stakeholders in knowledge exchange, infrastructure development, enhanced access to soil-related data, and informed decision-making in soil management. Additionally, SoilWise seeks to involve land managers, smart farming advisors, technology providers, and the business sector to facilitate the uptake of innovative solutions, create new business opportunities, and contribute to the EU Soil Observatory. The overarching goal is to build a collaborative ecosystem involving a wide range of stakeholders to address soil health and land degradation challenges effectively.

### 2.2 Communication Objectives

The success of the SoilWise project depends on a well-defined communication and dissemination strategy that aligns with our overarching objectives:

- **Raise Awareness:** Increase public and stakeholder awareness about the urgency and significance of soil health issues in Europe while promoting SWR as a tool for this objective.
- **Promote Collaboration:** Facilitate collaboration among diverse stakeholders, including national governments, the European Commission, researchers, land managers, industry leaders and others
- **Build Trust:** Establish trust within the community by making soil data and knowledge FAIR and transparent, fostering a culture of openness and shared responsibility.
- **Support Policy Development:** Contribute to science-based decision-making at National and European level, such as the Soil Monitoring Law Ensure Implementation: Encourage the broad adoption and implementation of soil health strategies by policy makers, researchers, industry, and land managers.

### 2.3 Communication Networks

The SoilWise consortium comprises all the essential participants needed to attain the project objectives, displaying a well-rounded blend of expertise, entity types, and geographical representation. It is composed of 15 partners from 8 EU countries, encompassing a diverse array of institutions such as universities, research institutes, technology and AgTech providers, software developers, advisors to farmers, and governmental

organizations supporting policy development and monitoring. This diverse composition is fundamental to realizing the project objectives, utilizing the extensive network provided by the partners to engage relevant stakeholders, generate impact, and ensure the sustainability of the repository. Furthermore, all partners within the consortium will take an active role in the communication and dissemination activities of the project. To actualize its objectives, SoilWise will unite a comprehensive group of partners, some of whom fall into more than one category:

- 7 European research institutes and universities, namely, EV ILVO (<https://ilvo.vlaanderen.be>), ISRIC (<https://www.isric.org>), BIOSENSE (<https://biosens.rs>), WR (<https://www.wur.nl>), WU (<https://www.wur.nl>), MU (<https://www.muni.cz>), INRAE (<https://www.inrae.fr>), ZALF (<https://www.zalf.de>), CIRAD (<https://www.cirad.fr>), CREA (<https://www.crea.gov.it>) with substantial research capacity across various domains, including soil protection and management, agriculture, food, environment, climate mitigation and adaptation, forest and urban management, soil health, land degradation, biodiversity, geoinformation, and data management/visualization, EO, and more.
- 6 Infrastructure providers, namely, WE, EV ILVO, WR, NP (<https://www.neuropublic.gr>), ISRIC, ZALF) offering significant resources in terms of High-Performance Computing (HPC), Cloud computing, machinery, as well as Long-Term Soil Experiments.
- 2 Technology/AgriTech SMEs and Companies, namely, WE (<https://wettransform.to>) and NP highly experienced in developing advanced data and knowledge-powered services for Agri-food, environment, and soil management.
- 2 Organizations and companies representing Land Managers, specifically Agri-food professionals (farmers), and landowners, namely, GAIA (<https://www.c-gaia.gr>), ELO (<https://europeanlandowners.org>), actively engaging end-users in co-designing and testing project outcomes.
- 4 Public organizations with expertise in Agri-food, Planning, and Environment, namely, VLO (<https://www.vlaanderen.be>), EV ILVO, INRAE, CREA).
- 1 Independent foundation with a mission to serve the international community as a custodian of global soil information (ISRIC).

## 2.4 Target Audiences

Our communication and dissemination efforts are tailored to a range of key audiences:

- Researchers (soil scientists, data experts and other interested parties): Sharing knowledge and promoting data sharing among the research community.
- Land Managers and -landowners: Supporting the practical implementation of soil health strategies.
- National Governments: Informing and collaborating with EU member states to achieve the Soil Deal for Europe goals.
- European Union: Engaging with EU institutions to influence policy development.
- Industry Leaders: Encouraging sustainable soil practices in agriculture and related sectors.
- General Public: Building public awareness and engagement in soil health issues.

*Table 1 - Target Groups within SoilWise*

Target group	Benefits/Key messages
<b>Primary target groups</b>	

Target group	Benefits/Key messages
<b>Academia/Researchers</b>	Research institutes and centers, scientists and innovation services at universities are catalysts of innovation. These organizations are contributing with data and knowledge of soil science which can be ingested by the SWR. By joining forces with others active in the more practical land use activities, soil science experts will have a huge impact on SWR and the selection of relevant data sets. They can also benefit from the SWR as a source for R&I.
<b>Land managers / Landowners</b>	Farmers’ associations, landowners’ organizations, forestry associations, etc. will act as messengers of the SoilWise project to their members. The landowners are both sources of data and beneficiaries of knowledge from the SWR, directly or indirectly to the Soil Mission projects. The European Landowners’ Organization is part of the consortium, to give landowners across Europe (agriculture, forest, active land management) a voice in the project.
<b>Policy makers/National Governments/EU Commission</b>	Local, national and European authorities will benefit from the SWR in terms of knowledge based on the most comprehensive soil science results. The data and knowledge management components of the SWR will support decision making and policy change towards healthier soils.
<b>General Public</b>	By contributing to Mission’s objectives, SoilWise has a significant long- term impact on soil health status and thus on the entire society. Though not directly representing use cases in the project, the citizens will be reached through the DEC plan implementation, raising soil science literacy and giving back to the main contributors to the funding mechanisms of EC.
<b>Secondary target groups</b>	
<b>Industry</b>	By involving industries, SoilWise will investigate the need for data on soil health and other soil qualities in Europe, will explore how sustainable soil management can be profitable for different stakeholders, and how businesses can work together with different stakeholders to take effective action on soil health across sectors and land uses. SoilWise has a comprehensive ambition to activate various land use types, including industrial and post-industrial land. The goal is to make all types of soil useful, even those with lower organic matter. SWR will be publicly open and thus facilitate the creation of new business models that will contribute to an innovative market with the objective of safe-guarding soil.
<b>(Soil) advisors</b>	Soil advisors, agricultural advisors, forestry consultants, urban planners and other relevant advisors will act as consumers of SoilWise knowledge gathered in

Target group	Benefits/Key messages
	in SWR. It is also beneficial for them to acquire new knowledge beneficial to their clients.
<b>Media</b>	Local, national and regional media will help increase the visibility of the project, its activities and value for stakeholders and create a feedback loop with the target audiences identified here.

## 2.5 Social Media Strategy

### 2.5.1 Objectives

To make use of the opportunities that social media offers, a blueprint of the means of social media communication will be introduced. This strategy aims at outlining which target groups will be addressed via which social media channels and with what purpose.

### 2.5.2 Social Media Channels - analysis

An analysis of the project's specificities and the functionalities and characteristics of each of the outlined social networks – Facebook, Twitter and LinkedIn – will be made to show that they offer different beneficial sides and can have a potential unique use within the SoilWise project. The results are presented in Table 3. This social media analysis will be used to define a detailed and systematic plan of actions for social media use.

*Table 2 - Social media analyses and recommendations for use within SoilWise*

Social Media	Functionalities and features – pros and cons	In the context of SOILWISE	Target group
LinkedIn	<p><b>PROS:</b> Primarily caters to a professional user base.</p> <p>Facilitates the prospect of professional connections among its members.</p> <p>Encourages engagement in group conversations. We have created a LinkedIn Group dedicated to the <a href="#">SoilWise project</a></p> <p><b>CONS:</b> It tends to be more widely embraced in the</p>	<p>Foster a substantive and professional discourse focused on the effective dissemination of project-related news and developments. This should be conducted through engaging discussions that serve to:</p> <p>Promote meaningful conversations surrounding project updates.</p>	<p>Targeting a business-oriented audience comprising agricultural institutions, organizations, agricultural groups, networks, and policy makers.</p>

	<p>business world than in academia.</p>	<p>Cultivate a network of connections among project participants.</p> <p>Enhance the reach and engagement with graduates and post-graduates.</p>	
Twitter	<p><b>PROS:</b> Enables quick and effortless communication.</p> <p>Widely popular with a substantial user base.</p> <p>Convenient use of Twitter lists for following news and interaction.</p> <p>Suitable for event back-channelling.</p> <p><b>CONS:</b> Constraints on space and media sharing.</p> <p>Tweets have a relatively short lifespan in terms of searchability.</p>	<p>Stimulate Interest with Posts/Tweets: Create engaging posts and tweets to spark interest and disseminate ongoing news and activities.</p> <p>Cultivate a Project Community: Foster a sense of community around the project while delivering relevant news to practitioners, policy makers, scientists, and the general public.</p> <p>Live Conference Coverage/Post-Conference Review: Offer live conference streams and comprehensive post-conference reviews to maintain audience engagement and awareness.</p>	<p>A diverse audience consisting of practitioners, policy makers, scientists, and the general public.</p>
Facebook	<p><b>PROS:</b> Effective for sharing various media types, such as pictures and videos.</p> <p>Boasts a large user base, offering extensive reach and connectivity.</p> <p>Allows the creation of events with user</p>	<p>Cultivate engagement and pique interest by:</p> <p>Disseminating up-to-the-minute news and ongoing activities through well-crafted posts.</p> <p>Sharing pertinent multimedia content either within posts or</p>	<p>Targeting a semi-professional audience with a focus on engaging the general public, farmers (particularly within Facebook groups), and practitioners.</p>

	<p>invitations, fostering engagement.</p> <p>Provides a community-like atmosphere for interaction.</p> <p><b>CONS:</b> Lacks a highly professional environment and is primarily utilized for personal social interactions.</p>	<p>organized in separate albums.</p> <p>Elevating the project's sense of community through the creation and promotion of events.</p> <p>Enhancing communication by forming groups for group messaging.</p> <p>Offering valuable insights and analytics for page development and growth.</p>	
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The SoilWise social media accounts on Facebook, Twitter and LinkedIn have been actively used to communicate on project activities and disseminate project results and relevant events. The Twitter, Facebook and LinkedIn statistics show that SoilWise posts reach the scientific audience, which is not surprising as the majority of the project's network consists of representatives from academia, EU organisations and other EU projects. During the first 3 months of project implementation, by the second month of the project (November) the SoilWise has gained 2K impressions on its Twitter account, whereas on Facebook and LinkedIn accounts, SoilWise's publications have gained 792 post reach and 2.2K post impressions on LinkedIn, with 80 Unique Visitors.

In the upcoming phase of the SoilWise social media strategy implementation, we have outlined a series of campaigns aimed at strengthening the project's social media presence and fostering greater engagement within our network. These campaigns include:

- **Project promoting campaign:** This campaign will provide an overview of the project's structure – USER CASES, SWR creation, news and information, project's current stage of implementation, and information about the institutions involved. It will run during the lifespan of the project, with one post per week on Twitter, Facebook, and LinkedIn, aligning with the seven work packages.
- **Organizations of the Project:** Adding a human touch to our social media presence, this campaign will introduce the organizations behind SoilWise, showcasing their professional profiles and research interests as well as their main activities and their quote on the topic combining soil and data. It will run concurrently with the other news on social media, with one post per week on the three major platforms.
- **Events/Trainings with stakeholders:** This campaign aims to highlight the different case-study areas of the project and the purpose and outcomes of the workshops and trainings which will be held for the project stakeholders. The duration will be the entire project lifespan, with one post per week on Twitter, Facebook, and LinkedIn.

**SoilWise Publications:** This campaign will feature all project research papers and deliverables. Scientific findings of SoilWise will be introduced to both the general public and the scientific community in an engaging and interactive manner. Each scientific article will have a series of posts introducing and raising awareness about the



publication related to SWR or other, followed by a thread of posts on the most significant findings. This campaign will run throughout the entire lifespan of the SoilWise project.

Each of these campaigns will be associated with a designated hashtag #SoilWise, allowing our audience to easily follow and engage with posts related to specific campaign themes. These initiatives are designed to enhance our social media presence and create deeper connections with our stakeholders and the public.



Figure 1 SoilWise LinkedIn Page



Figure 2 SoilWise Twitter / X Page

## 2.6 Social media materials

The SoilWise logo undergoes a careful and deliberate development process, capturing the essence of the project's commitment to soil health and environmental sustainability. Inspired by the natural hues of soil and the environment, an earthy colour palette is thoughtfully selected, incorporating variations of brown and green. The central symbol within the logo is crafted to visually represent the interconnectedness of soil particles or the intertwining of roots and plant life, evoking a sense of vitality and unity. The typography chosen complements the symbol, maintaining readability while aligning with the project's identity. Through a feedback-driven iterative process, the logo is refined to ensure resonance with stakeholders and convey the intended message. The final design harmoniously blends earthy colours, with shades of brown representing different soil layers and green hues symbolizing the vibrancy of nature. The logo is designed to be versatile, effective across various mediums, and adheres to brand identity guidelines, ensuring consistency in its application. Overall, the SoilWise logo stands as a visual representation of the project's mission, encapsulating the significance of soil health and its interconnected relationship with the natural world.



*Figure 3 SoilWise Logo*



*Figure 4 LinkedIn, Twitter, Facebook cover photos*

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### Meet the SoilWise Consortium Partners

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**ISRIC - World Soil Information**  
[www.isric.org](http://www.isric.org)



ISRIC - World Soil Information is an independent foundation with a mission to serve the international community as a custodian of global soil information.

In the SoilWise project, ISRIC is leading the Co-designing a user driven SoilWise Repository activity.



“Vocabulary alignment is an important aspect when exchanging soil data between countries, but even more when you interact with other domains.  
A typical example is the pedo-transfer-function.”



An open-access knowledge and data repository to safeguard soils  
No.101112838



Funded by  
the European Union

*Figure 5 Meet the partners social media campaign example*

## 3 Dissemination

The overarching objective of the Dissemination activities is to facilitate the widespread accessibility of SoilWise open services for both data providers and data users. This will be achieved by establishing and maintaining dedicated dissemination channels and tools throughout the project's duration. These platforms include the SoilWise website, various social media accounts, a comprehensive C&D toolkit, informative newsletters, press releases, and active participation in events organized by project partners. The scientific and technical results will be made publicly available through the D&C platforms. The SoilWise repository will be featured on the website and act as an engagement tool with the stakeholders. The first pilot projects and users that will demonstrate the iterations of the architecture will also be presented in the context of to the GDPR.

Furthermore, the project will engage with the communication and dissemination channels of consortium members, as well as collaborate with relevant projects. The project will also tap into the extensive networks of partners, such as the European Landowners' Organization (ELO), an organization representing 27 landowners' associations across Europe, a collective membership of 2.3 million individuals.

### 3.1 Dissemination Strategy

Publications are a vital component of the dissemination efforts. They serve as a means to share the knowledge and insights generated by the SoilWise project with a wide range of stakeholders, including researchers, policymakers, industry leaders, and the general public. This chapter outlines our Publication Strategy, highlighting the principles that will guide our publishing efforts and ensuring the timely and effective dissemination of valuable project findings.

### 3.2 Our Publication Strategy is guided by the following objectives:

- Dissemination: To share the project's research findings, outcomes, and insights with a broad audience.
- Impact: To influence policy development, research directions, and practical soil health practices.
- Visibility: To raise the profile of the SoilWise project and establish it as a trusted source of information.
- Engagement: To encourage collaboration and co-creation of needs to achieve soil health on a wide scale, with a wide range of stakeholders by also facilitating its usage.

### 3.3 Dissemination categories

The SoilWise Consortium will produce a variety of publication types for different audiences and objectives:

- Scientific Papers: In-depth research articles for the academic and research community.
- Reports: Comprehensive project reports that provide a detailed overview of findings and achievements.
- Policy Briefs: Summaries of key project findings and policy recommendations
- Guides and Toolkits: Practical resources for land managers and industry professionals.
- Infographics and Visual Content: Eye-catching and easily digestible materials of the latest results, for the general public.

### 3.4 Dissemination Process

Our publication process is a multifaceted journey that encompasses several key stages. It all begins with the vital phase of **Research and Data Collection**, where we meticulously gather and analyse data and research findings,

laying the groundwork for our developing the SWR and therefore, for our publications. We then move to **Authorship and Review**, ensuring the integrity and quality of our data and the content.

The next stage involves the public display - **Design and Layout**, where we dedicate efforts to create visual and graphical elements that enhance the overall readability and engagement of our publications. Effective design is pivotal in conveying complex information in an accessible manner.

Once the publications are ready, we embark on **Distribution and Promotion**. Leveraging diverse channels, including our project website, social media platforms, and relevant networks, we disseminate our work widely to reach a diverse and extensive audience.

Finally, our process is marked by **Feedback and Iteration**. Actively seeking input from stakeholders and the users of SWR, we use this feedback to continually refine and improve our future publications. This iterative approach ensures that our content remains current, relevant, and valuable to our audience. Capacity building and these kinds of iterative activities will be widely distributed through the communication channels of project partners and involved stakeholders, relevant professional networks, traditional media (radio, newspapers/magazines), local/national/regional internet portals, magazines issued by the partners (ex. ELO) podcasts (ex. BIOS), Facebook/LinkedIn groups (ex. ISRIC) on specific topics related to the project, etc.

### 3.5 Dissemination Tools and Channels

We will utilize a variety of communication tools and channels to reach our target audiences:

- **Website:** One of the central online communication tools within SoilWise is the project website ([www.soilwise-he.eu](http://www.soilwise-he.eu)). A central hub for project updates, resources, and data access, providing information to all stakeholders. It was developed to act as an information hub about the project's aims, goals, beneficiaries, activities and results. The website is as a prime public dissemination tool making the project deliverables and published materials available to the wider public. The events organized by SoilWise or of relevance to the project are also announced through the website and reflected in a dedicated news section. Detailed information on website structure is available in D6.1 SoilWise Project website.
- **Social Media:** Leveraging platforms such as Twitter, LinkedIn, and Facebook for timely updates, news, and community engagement. SoilWise has established an online presence on three social media platforms, which are being actively used for spreading news and information about the project. The primary channel that is being used is the [LinkedIn profile](#) @SoilWise Project. This account is also used for spreading relevant information and engaging with the agriculture ecosystem. In order to reach more diverse target audiences, SoilWise accounts were set up on two additional platforms—[Facebook](#) and [Twitter](#) which also serve as channels for sharing information about the project achievements and events. Newsletters: Regular newsletters to keep stakeholders informed about project results and highlights. Newsletter as a strong digital marketing tool will be issued bi-annually to inform stakeholders about SoilWise outputs, including papers, scientific advances, innovations, attended meetings and conferences, as well as future plans and events
- **Press Releases:** Announcements to share major milestones and events using social media channels, the website, newsletter posts, etc.
- **Webinars and Workshops:** Online events for knowledge sharing and stakeholder engagement. Since the project is committed to enhance stakeholder engagement and empowerment through a multifaceted approach, it focuses on identifying the specific needs and capacity gaps of stakeholders when it comes to applying the SWR. To achieve this, the project will employ a combination of webinars, training sessions, and workshops, with at least one training session per year and a minimum of two workshops during the project's

duration. These workshops will be strategically integrated into key user communities' events and further enriched by the resources offered at ISRIC- World Soil Museum. The aim is to provide stakeholders with a comprehensive understanding of how the project's products and services can be tailored to their unique requirements. The topics of the workshops will be defined in the course of the project, but the focus will be on co-creating with stakeholders on the requirements, feedback and performances of the repository.

- Publications: Scientific papers, reports, and policy briefs to disseminate findings and insights. The activities of the project will be translated into a range of promotional materials tailored to specific target audiences, which will encompass publications, press releases, and other mediums. Ultimately, the outcomes of these endeavours are expected to be encapsulated in deliverables D6.2, and D6.3. In doing so, the project underscores its commitment to capacity building, knowledge dissemination, and the empowerment of stakeholders in their effective use of the SWR, with the ultimate aim of fostering a more sustainable and informed community of soil management practitioners.

### 3.6 Timeline and Milestones

First 12 months of the project:

- Some of the major events which are planned within the project scope include refining the repository usage scenarios for which a series of workshops will be conducted, planned for **M6**
- Additionally, the refinement of the architecture of the repository following the usage scenarios is planned for **M8**, which will be heavily disseminated as the preliminary version of SWR.

Second year of the project:

- The subsequent phases encompass the development, integration, and validation, as well as the demonstration phase. Key events include the end of the integration and validation phase in the first development cycle, the end of the demonstration phase, and the delivery of the strategy for FAIRness and KM in WP3 and WP2, scheduled for the period **M13-M18**
- The delivery of the SWR is planned for **M18** and the beginning of the exploitation phase, since it will be available for stakeholder usage and feedback provision.
- Finally fostering a network of relevant projects, exploiting results among stakeholders, capacity building and building SoilWise business models in **M24**, which will last until the end of the project.

Third and fourth year of the project:

- The activities of knowledge deployments is brought to an end (**M46**)
- Integration with EUSO, population, sharing will be finalized in **M48**
- User case planning, implementation and analysis of impact in the period **M34-M46**
- Working on policy briefs, IPR Management and constant DEC activities which end in **M48**

### 3.7 KPIs for stakeholder engagement

To ensure a steady and well-coordinated dissemination schedule, we will establish a timeline with milestones for the release of various publications. This timeline will be closely linked to the project's overall progress and key developments.

*Table 3 - Action plan related to publication within SoilWise*

Type of activity	KPI per period of time	Engagement
Press releases	Roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project)	Develop a content calendar for the first quarter, outlining key topics and posting frequency.
Social networks activity	1 post per week is expected, around 50 new Twitter followers every 6 months average of over 500 impressions per Tweet average of 20 people reached per post on Facebook minimum 20% click-through rate on  Add videos of presentations and similar to YouTube and SlideShare channels for partner usage/ success stories & interviews	Create social media profiles on platforms such as Twitter, LinkedIn, and Facebook. <ul style="list-style-type: none"> <li>• Promoting events</li> <li>• Introducing the project (User cases, activities related to the Repository)</li> <li>• Promotional campaigns</li> <li>• News on relevant topics</li> </ul>
Promotional materials	Whenever necessary an updated or translated version of the promotional materials will be created	2 sets of brochures, posters, leaflets, one-pagers
Website media center	Updated regularly to include new information and multimedia materials as they come 4 000 pageviews of the website per year	Promoting the website to the users/potential users of SWR and wider community
News and Events on the website	Minimum 1 per month (depending on project outputs)	All events related to soil data, activities of the partners
Publications in relevant media	Minimum 2 per year	TV & radio appearances
Attendance of conferences	At least 4 national and at least 1 international conference during the project lifespan	Events attended and organized by the partners/reported in news and events on the website and social media
Electronic newsletter	1 issue per year	Announcements on SWR/user cases/testimonials/success stories, etc.



## 4 Exploitation

The successful implementation and impact of any research project extend beyond its scientific findings. Exploitation, in the context of the SoilWise project, encompasses a strategic and dynamic approach to actively disseminate, apply, and maximize the benefits of its outcomes. As SoilWise delves into the realm of soil health, its Exploitation plan serves as a roadmap for engagement, collaboration, and knowledge-sharing. By participating in conferences, workshops, and webinars, the project aims not only to share its scientific discoveries but also to foster an inclusive environment for stakeholders from diverse backgrounds. The project aims to have long-lasting impact beyond the 48 months. The commitment to collaboration extends to the co-creation of the SWR. Through workshops involving stakeholders, SoilWise aims to tailor the repository to meet the specific needs and requirements of its diverse user base and make sure that the repository will be improved and add value after the project ends. This approach ensures that the SWR becomes a valuable resource, contributing to informed decision-making and sustainable soil management practices. Make concrete use of results for commercial, societal and political purposes (activities with specific outcome in mind, for example repository for JRC to use as a platform for the Soil Mission projects, the SWR as a platform to engage the stakeholders from the use cases, a co-design workshop etc.)

### 4.1 Open Access and Licensing/IPR

We are deeply dedicated to the fundamental principles of open access in our publication approach. Our commitment to open access means that we will consistently endeavour to provide unrestricted and free access to our publications for the broader public, whenever it is feasible. Also, we are dedicated to the GDPR and protection of data which will be linked to our repository. Therefore, during the entire process of the exploitation of the SoilWise project, the data and licencing will be managed with full protection, especially since our goal within the project is to make the data available for as much core stakeholders as possible.

In line with these principles, we are thoughtful in selecting appropriate licensing options. Our objective is to strike a balance that ensures the widest possible dissemination of our work while still upholding the integrity of intellectual property rights and data ownership. This approach acknowledges the significance of intellectual property and data rights while striving to make valuable research and information accessible to as many people as possible. This strategy will contribute to long lasting impact beyond the project cycle.

The commitment to open access to knowledge and research findings reflects a dedication to the principles of transparency, collaboration, and the greater good of society. This approach acknowledges that the open sharing of information goes beyond immediate benefits and extends to fostering innovation and collective efforts across various fields. By embracing open access, SWR will express a belief in the democratization of knowledge, ensuring that information is not confined to privileged circles but is made available to the public at large. This inclusivity is essential for the dissemination of information to diverse audiences, including researchers, policymakers, educators, and the general public. The emphasis on responsible and ethical pursuit of open access signifies a commitment to maintaining the integrity of research and scholarly activities. This involves adhering to ethical standards, ensuring the accuracy and reliability of information, and upholding the principles of academic integrity.

### 4.2 Stakeholder engagement

The exploitation strategy for the SoilWise project will be centred on effectively leveraging its results for tangible benefits in commercial, societal, and political realms, particularly through stakeholder engagement. This

involves actively involving external stakeholders from the SoilWise interactive stakeholder network, including notable institutions and initiatives across Europe. SoilWise will tap into the soil community and act as a gathering point for all the diversity of projects (data providers and consumers) to support reaching the objectives of the actors.

The primary aim is to heighten awareness, garner support, and amplify impact by establishing a platform for sharing project findings through various channels such as scientific/best practice papers and webinars. Concurrently, the stakeholder network will play a vital role in aggregating information on the latest advancements in Soil Knowledge and Data Management. This information will be instrumental in refining and adjusting project activities, ensuring they stay aligned with the evolving landscape.

Functioning as a scientific advisory board from the project's inception, the network will engage with a diverse range of stakeholders, both within Europe and on the international stage. Notable collaborators include entities which were already mentioned, like JRC, EUSO, ESP, REA, EJP SOIL, and others. This collaborative approach aims to maximize the project's impact by fostering valuable partnerships, disseminating results broadly, and addressing the dynamic challenges and opportunities within the realm of Soil Knowledge and Data Management.

To support these engagement efforts, an integrated Engagement Plan will be implemented, ultimately contributing to the desired outcomes outlined in D6.1, D6.2, and D6.3 of the project. In summary, the exploitation strategy is designed to strategically utilize project outcomes for widespread benefit, emphasizing collaboration, knowledge dissemination, and adaptability to advancements in the field. The entire strategy will be deployed between **M1** – starting with stakeholder mapping (template in Annex) to **M24** – when the network fundamentals will be in place.

## 4.3 Participation in conferences, scientific and business events

### 4.3.1 Active and past conferences in M3

Up to this deliverable submission, SoilWise coordinator ILVO, together with the project partners ISRIC World Soil Information and Masaryk University will attend the European Mission Soil Week, organized by the European Commission's Directorate-General for Agriculture and Rural Development (DG AGRI) in collaboration with the EU-funded project PREPSOIL and the Joint Research Centre - EU Soil Observatory (EUSO), which is scheduled to take place from **November 21 to 23, 2023**. This important conference will be hosted locally by INIA-CSIC at the central facilities of the Spanish National Research Council (CSIC) in Madrid, Spain, during the Spanish Presidency of the EU Council. This is also a follow up from EUSO Stakeholder Forum, where SoilWise had a keynote presentation, while JRC highlighted the need of the Soil Mission Projects' data management plans in accordance with the SWR.

The European Mission Soil Week serves as a prominent European event that brings together a diverse group of stakeholders from the European soil community. This includes researchers, policymakers, farmers, foresters, spatial planners, landowners, land managers, businesses, organizations, and the general public. The primary focus of this gathering will be to engage in discussions about the challenges involved in ensuring the health and sustainability of soils within the European Union. It's an opportunity for collaboration and knowledge-sharing to address these crucial issues, especially to promote the SWR and the SoilWise project itself.

### 4.3.2 Planned conferences

The calendar planned for the next few years is marked by significant events in the fields of biodiversity, agriculture, and environmental stewardship. Notably, the Biodiversity Conference and Regional Forum for

Agriculture are recurring highlights in November, offering platforms for discourse on crucial issues. The ELO General Assembly convenes annually, fostering collaboration and decision-making. In 2024, the Annual Meeting of the European Geosciences Union in April and the Centennial celebration of the International Union of Soil Sciences (IUSS) in May add depth to the schedule. Recognizing excellence, the Soil Award and the Forum for the Future of Agriculture occur in March. This comprehensive itinerary continues through 2025 and 2026, emphasizing the ongoing commitment to environmental sustainability and agricultural innovation. These are a few examples where the project partners have confirmed already their presence and in which they will also represent SoilWise. More conferences and meetings on digitalization in agriculture, data spaces, soil health and sustainable farming practices are foreseen on short and longer term. These are events that aim to disseminate and communicate latest developments in SoilWise and foster a community that engages with the project throughout its activity and afterwards.

### 4.3.3 Workshops and webinars

Promoting science literacy is a key objective, and the project emphasizes the active engagement of relevant stakeholders to enhance their understanding of scientific information. One of the forms of exploitation is by organizing workshops within WP6 and participating in workshops of interest to exploit the results of the project and the SWR. By facilitating better access to and comprehension of scientific content, the initiative aims to improve expertise among stakeholders. The project commits to transparency and knowledge sharing by making summaries and results from co-creation sessions, research infrastructure (RI) labs evaluation workshops, and training sessions publicly accessible through the project's website. Importantly, to encourage widespread reuse and sharing of knowledge, all materials will be licensed under Creative Commons License, reflecting a commitment to maximizing accessibility and fostering increased stakeholder involvement in scientific matters.

## 4.4 Soil Mission and Other projects

The project will actively seek collaboration opportunities with other projects and established networks such as EJP Soil, PREPSOIL, ORCaSa, ESP, GSP, EUSO WGs, and the 2022-01 SOIL MISSION calls (04, 05, 06, 07, 09). This collaborative approach will serve to enhance training and knowledge-sharing initiatives among a wide range of stakeholders. Moreover, it will significantly extend the reach of their training materials by utilizing the SoilWise website as a central hub for dissemination.

The SoilWise DEC Plan aims to maximize its impact by customizing dissemination approaches for various stakeholder groups and collaborating with similar projects. This involves tailoring messages, channels, and activities for each group. Collaboration with relevant projects will be guided by mutual interests and involve a step-by-step plan for engagement.

The overarching aim of this endeavour is not only to facilitate the sharing of knowledge but also to foster continuous expansion and growth within the project, ensuring that its impact and reach continue to evolve over time. Therefore, SoilWise will organize workshops for stakeholders, and other interested parties to co-create the SWR and understand with the most important stakeholders, firstly what are their needs, their requirements in terms of data and therefore understand how the SWR could have a maximized impact. The stakeholder mapping exercise will take place in WP6 in collaboration with WP1, for the purpose of co-creating the SWR repository.

All dissemination and communication tools will maintain used throughout the project for a minimum of 5 years after the project's completion. This extended maintenance period is intended to ensure ongoing visibility of

SoilWise results. The SWR is aimed to be integrated by EUSO after the end of the project, which will assure the continuation of the project's objectives. The maintenance will include:

1. Regular Updates: The project website will receive regular updates with posts and newsfeeds; Open-access results and dissemination materials such as booklets and posters will remain available for viewing and downloading.
2. Partner Contact Information: Partner contact details will be updated every semester, facilitating engagement with key internal, external, and potential stakeholders.
3. Web-Based Communication Channels: Other web-based communication channels, including LinkedIn, Facebook, Twitter, and SlideShare, will be actively used to share project outputs. These channels will feature the Monitoring Framework and other project results.
4. Collaboration: SoilWise will actively collaborate with relevant initiatives and projects to share updates and create new synergies, strengthening connections with the broader community.
5. SWR integrated in JRC's EUSO as a data and knowledge platform for the EU Soil Mission projects.

This approach ensures that SoilWise's achievements and information will remain accessible and relevant for an extended period, fostering continued engagement and collaboration with stakeholders.

## 5 Reporting

### 5.1 Reporting to EU commission

Reporting plays a crucial role in monitoring the progress of communication and dissemination activities within the SoilWise project. These reports on communication and dissemination are integral to the project's documentation and are incorporated into two technical reports as well as the final report on project implementation. The first technical report was to be submitted at the conclusion of the initial reporting period (M18), while the second technical report will be presented at the conclusion of the second reporting period (M36). The final report is scheduled for submission at the conclusion of the third reporting period (M48). These reports will outline the evolution of communication and dissemination activities, detailing the actions undertaken and the objectives accomplished during the respective reporting periods.

To ensure the timely and systematic tracking of all partners' communication and dissemination activities, a Dissemination and Communication Reporting table was established early in the project's development. This table serves to standardize and streamline the reporting process among all consortium members and undergoes regular updates. For reference, the template for this table is attached to this document as Annex 1. This structured reporting mechanism aids in maintaining transparency and accountability while ensuring that the project's communication and dissemination efforts align with the established objectives and timeline.

### 5.2 Reporting to project partners

Using SharePoint to report to project partners is an effective way to streamline communication and collaboration while providing transparency and access to project-related information. A SharePoint site specifically for the project has been created on the ILVO server. This site will serve as the central hub for all project-related activities, including reporting. Within the SharePoint site, document libraries have been set for storing project reports, updates, and related documents. Standardized report templates have been designed, so all reports have a consistent format and structure. This ensures that partners can quickly locate the information they need for reporting.

## 5.3 Deliverables of the project

The SoilWise project, under the HORIZON-MISS-2022-SOIL-01 initiative, outlines a comprehensive set of deliverables across various work packages, showcasing a meticulous plan for the development and integration of data management (DM) and knowledge management (KM) components. The deliverables include usage scenarios, repository architecture details, and reports on strategies for FAIRness (Findable, Accessible, Interoperable, and Reusable) of soil data. Additionally, the project addresses the sensitive nature of certain information with EU classified deliverables. The timeline extends from the initial stages of development to the deployment and evaluation phase, with a focus on open dissemination, sensitivity considerations, and adherence to EU classification standards. Furthermore, the project includes deliverables related to repository infrastructure, components, APIs, and data and knowledge resources. The plan encompasses user case guidelines, deployment and evaluation reports, usage best practices, and replication guidelines. Additionally, it incorporates elements of dissemination, capacity building, intellectual property rights, business models, and project management, ensuring a well-rounded and transparent approach to achieving the project's goals. The detailed schedule and dissemination levels demonstrate a systematic and organized framework for the SoilWise project's execution.

## 6 DEC plan KPIs

### 6.1 Social media

Looking ahead, our focus is on building upon this solid foundation to foster even greater engagement and impact. The journey to 1,000 followers on social media and 400,000 impressions is just the beginning, and we are committed to further expanding our reach and influence in the future. Our goal is not only to increase the numbers but also to deepen the quality of our connections with our audience. Collaborative initiatives, innovative campaigns, and interactive content formats are on the horizon, aimed at creating a dynamic and participatory community.

*Table 4 - Social media expected impact results*

Metric	Expected value
Reached audience on all social media accounts	1.000 followers
Number of engagements	400k impressions

### 6.2 Training and educational activities

The comprehensive suite of materials, including two sets of brochures, posters, leaflets, and one-pagers, serves as a foundational resource for effective communication. These materials not only convey key information but also bridge linguistic gaps, ensuring accessibility across diverse audiences within the consortium. Additionally,

the arsenal of webinars, trainings, and events, totalling ten webinar sessions with materials available online, is a testament to our commitment to knowledge dissemination and capacity building.

*Table 5 - Training and educational activities expected impact results*

Metric	Expected value
Materials	2 sets of brochures, posters, leaflets, one-pagers, etc (translated to all consortium languages)
Webinars/Trainings/Events	7 stakeholders (WP6) and capacity building workshops (WP6).
	10 webinars' material available online
Co-creating workshops	3 sessions organized

### 6.3 Editorial materials

Our extensive communication strategy includes a diverse range of avenues for disseminating information and insights. Eight press releases and numerous press articles contribute to our media presence, reaching a broad audience through coverage in various outlets. With a strategic outreach to ten media outlets, we ensure widespread coverage and visibility. To impact policy at various levels, we have produced ten policy briefs specifically tailored for local, national, and EU policymakers. This targeted approach aims to influence decision-making and drive positive change through well-informed policy recommendations.

*Table 6 - Editorial materials expected impact results*

Metric	Expected value
Press releases	
Press articles	8
Media outlets	10
Non-specialized publications-articles published on the website	6

Policy briefs for local, national EU policy makers	10
Peer reviewed papers & conferences contributions.	10

## 6.4 Digital tools and materials

Our anticipated metrics form the backbone of our communication strategy, delineating clear expectations for our outreach efforts. With an expected 10,000 total visitors to our website, we aim to create a robust online presence, ensuring that our content reaches a broad and diverse audience. Simultaneously, a strategic approach to newsletters, with a targeted release of four and a goal of 2,000 subscribers, underlines our commitment to regular and meaningful engagement. These metrics serve as key performance indicators, allowing us to gauge the success of our communication endeavors. As we strive to meet and exceed these benchmarks, our overarching objective is to not only disseminate information effectively but also to cultivate a dynamic and engaged community around our mission and initiatives.

*Table 7 - Digital tools and materials expected impact results*

Metric	Expected value
Website	
Number of visitors in total	10.000
Newsletter	
Number of newsletters	4
Number of subscribers	2.000

## 6.5 High-level events and campaigns

Additionally, a minimum of three dissemination events, specifically targeting all SoilWise stakeholder groups, underscores our dedication to ensuring that our findings are communicated comprehensively. Participation in 45 events during the project lifespan, including prestigious forums like the EUSO Stakeholder Forum and the FarmDemo Conference, highlights our proactive engagement with diverse platforms. Moreover, the commitment to disseminate among at least 5 EU networks reinforces our dedication to contributing to broader discussions and initiatives at the European level.

*Table 8 - Events and campaigns with external stakeholders*

Metric	Expected value
Demonstration activities to boost knowledge sharing and replication of results	15
Dissemination events targeting all SoilWise stakeholder groups.	Minimum 3
Events (such as EUSO Stakeholder Forum, FarmDemo Conference, events organised by other Soil Mission projects)	45
Dissemination among EU networks	5



## ANNEX

SoilWise  
Dissemination and communication activities

Please list only activities directly linked to the SoilWise project

Dissemination and communication activities										
Type of dissemination and communication activities (DROP-DOWN MENU)	Description of dissemination and communication activities (if selected 'OTHER' in previous column)	Purpose of the communication activity	Nature of the activity (online, face to face, hybrid)	Type of FIRST main audience reached (DROP-DOWN MENU)	Land use type (if applicable)	Name of the organisation reached	Type of SECOND main audience reached (if applicable) (DROP-DOWN MENU)	Type of THIRD main audience reached (if applicable) (DROP-DOWN MENU)	Other (if selected 'other' audience)	Year(s) (DROP-DOWN MENU)
social media post -other	Item on project page of ISRIC website	Promotion of the project	online	Scientific Community	Not Applicable	ISRIC - World Soil Info	Academia			no

Figure 6 Preview of DEC Reporting table

activity organized jointly with other project(s)?

who (DOWN MENU)	Name of the project	Estimated number of persons reached	Lead SOILWISE partner	SOILWISE partner(s) (co)organised	Title of item, presentation, meeting attended etc.	Place (if, case of this item is from a hybrid event)	Year	Date of event (e.g. 01.06.2023)	Link (for online or hybrid activity)	Other notes
		5000	ISRIC	ISRIC / BioSense	SoilWise		2023	30-10-2023	<a href="https://www.isric.org/project">https://www.isric.org/project</a>	It contains a description of SoilWise project on the ISRIC project website.

Figure 7 Preview of DEC Reporting table part 2

We made a **stakeholder mapping template** and asked the project partners, to fill in the relevant stakeholders and potential users for the SoilWise Repository. The file is online, and the partners started populated the template, however, the data could not be displayed due to GDPR.

Nr	submitted by <i>person name of project partner</i>	Category <i>stakeholder group topic</i>	Country	type of stakeholder <i>organisational form</i>	Stakeholder (group)name	Contact person <i>Name and surname</i>	contactdetails <i>email/phonenummer</i>
72							
73							
74							
75							
76							
77							
78							
79							

Figure 8 Stakeholder mapping menu part 1

engagement level	topic they are interested in	discipline/ land use type	involved in which project (optional)	involved in relevant networks
<i>engagement to the SoilWise Repository development</i>	<i>free field</i>	<i>their main topic</i>	<i>relevant projects they participate in</i>	<i>free field</i>

Figure 9 Stakeholder mapping menu part 2

N	O	P	Q	R	S
soil scientist	engagement level	topic they are interested in	discipline/ land use type	involved in which project (optional)	involved in relevant networks
<i>yes/no</i>	<i>engagement to the SoilWise Repository development</i>	<i>free field</i>	<i>their main topic</i>	<i>relevant projects they participate in</i>	<i>free field</i>

Figure 10 Stakeholder mapping menu part 3

**PRESS RELEASE**

Release date



**PRESS RELEASE HEADLINE (uppercase and bold)**

(Optional ~~subheadline~~ – sentence case)

City, State, Month Date - should summarize the most important information to share about the event or other occasion for publication of press release. Depending on the occasion the sentences should be either catchy or strictly informative containing answers to 4W+H questions – WHO, WHAT, WHEN, WHERE and HOW. (one or two sentences, three lines max, can be *italic*)

**Body**

**The first paragraph** should contain quotes or announcements that will explain what is presented in the first paragraph. This paragraph should present WHY this is important for target audiences. (three sentences max)

In **the second paragraph** interesting statistical data should be presented in order to support the statements and explanation of the previous paragraph. (two sentences).

**The third paragraph** should bring the announcement on future plans and actions in not more than two sentences (if there should be a quote, even better).

In **the last paragraph**:

The overall objective of the ~~SoilWise~~ project is to make existing and new knowledge and data on soils easily findable, accessible, interoperable, and reusable in a long-term knowledge and data repository. The repository will be powered by strategies for soil data and knowledge collection, processing, visualization and exploitation, following a ~~multifactor~~ co-design and co-validation processes with all key user groups and R&I (Research and Innovation) outcomes. This project has received funding from the Horizon Europe research and innovation ~~program~~ under Grant Agreement No 101112838.

**Press release should not exceed one page and at the bottom of the page information about contact person and project’s webpage and social media should be given.**

NOTE: The most important institutions mentioned in press release can be hyperlinked.

Figure 11 Press release template