



# NBSOIL

Nature-Based Solutions  
for Soil Management

# Website and initial communication materials

Deliverable [D6.1]

25.05.2023



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

Deliverable 6.2	Communication and Dissemination Plan – initial version	
Related Work Package	WP6 – Communication, dissemination and exploitation	
Deliverable lead	REVOLVE	
Author(s)	Josep Crous-Duran (REV)	Marta Castillo Sanchez (REV)
Contact	<a href="mailto:josep@revolve.media">josep@revolve.media</a>	
Reviewer	Grzegorz Siebielec (IUNG) <a href="mailto:gs@iung.pulawy.pl">gs@iung.pulawy.pl</a>	
Grant Agreement Number	101091246	
Instrument	Horizon Europe Framework Programme HORIZON-MISS-2021-SOIL-02	
Start date	01 December 2022	
Duration	48. months	
Type of Delivery (R, DEM, DEC, Other) <sup>1</sup>	DEC —Websites, patent filings, videos, etc	
Dissemination Level (PU, CO, CI) <sup>2</sup>	PU	
Date last update	25.05.2023	
Website	<a href="http://nbsoil.eu">nbsoil.eu</a>	

Revision no.	Date	Description	Author(s)
0.1	24.05.2023	First version	Josep Crous-Duran (REV) Marta Castillo Sanchez (REV)
0.2	28.05.2023	First project review	Grzegorz Siebielec (IUNG)

*Please cite this deliverable as:*

*Crous-Duran J., Castillo-Sanchez M. D6.1 Website and Initial communication. NBSOIL project funded under grant agreement n. 101091246 of the European's Union Horizon Europe programme. May 2023. Document available at: [nbsoil.eu](http://nbsoil.eu)*

<sup>1</sup> R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent filings, videos, etc.; OTHER=other

<sup>2</sup> PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## List of tables

Table 1. Objectives and KPIs related to the project website..... 16

## List of figures

No table of figures entries found.

## List of acronyms

MS - Milestone

WP – Work Package

NBS – Nature-based solutions

## Disclaimer

*The opinions expressed in this document are that of the authors' and in no way reflect the opinion of the European Union or the European Research Executive Agency (REA). The European Commission is not responsible for any use that may be made of the information this document contains nor for any errors, as these remain the responsibility of the authors. This document is produced by Task Leader REVOLVE and is under Creative Commons license Attribution-Non-Commercial-Share Alike 4.0 International (CC BY-NC-SA 4.0), meaning that partners can share or adapt the content herein for free as long as recognition is rightly attributed to the authors, as such: Title of figure/diagram, Source: NBSOIL. Therefore, all content may be used by partners for their communication purposes, and moreover, all partners are expected to read and deploy this communication strategy together.*

*REVOLVE as document leader and main responsible may not be held responsible for the level of engagement of each partner in implementing this communication strategy. The misuse or erroneous external use of the communication materials that may emanate from this deliverable, either purposely in adapting the content or unintentionally as transmitting in another language, is not the responsibility of the authors who will remain available to support all NBSOIL partners throughout the duration of this project for the implementation of this communication plan.*



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

<b>1</b>	<b>Executive Summary</b> .....	<b>5</b>
<b>2</b>	<b>Expected impact</b> .....	<b>6</b>
<b>3</b>	<b>Introduction</b> .....	<b>7</b>
<b>4</b>	<b>Visual Identity</b> .....	<b>8</b>
	4.1 Logo.....	8
	4.1.1 Logo versions .....	8
	4.1.2 Legibility, safe area and small versions of logos .....	8
	4.1.3 Monochrome + positive and negative small versions .....	9
	4.1.4 Do's and don'ts.....	10
	4.2 Typography .....	10
	4.3 Colours .....	11
	4.4 EU Disclaimer .....	12
<b>5</b>	<b>Social Media</b> .....	<b>13</b>
<b>6</b>	<b>Communication materials</b> .....	<b>14</b>
<b>7</b>	<b>Project Website</b> .....	<b>15</b>
	7.1 Website description .....	15
	7.2 Website development process .....	17
	7.3 Website map .....	17
	7.3.1 Home: nbsoil.eu/home .....	18
	7.3.2 About .....	19
	7.3.3 Soil Academy: <a href="https://nbsoil.eu/soil-academy/">https://nbsoil.eu/soil-academy/</a> .....	22
	7.3.4 Knowledge base .....	24
	7.3.5 Media.....	25
	7.3.6 Events.....	27
	7.3.7 Get involved.....	28



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 1 Executive Summary

Deliverable D6.1 is about Project website and initial communication materials tools and was delivered in Month 6 of the project (May 2023). The document is divided in three main sections containing the information related to: a) the development of the project's visual identity including logo and other graphical elements, b) the communication material developed to be used by the partner's of the project and c) the development and structure of the project's website.

A visual identity for the NBSOIL project was created to be used all throughout the project (Chapter 4). This visual identity includes the presentation of the logo of the project as the primary visual messenger of the project, based on the "horizon layers" that is related to the structure of the soil. This section also explains the typography to be used, the colour palette and the EU disclaimer including the EU finding message and the number of the gran agreement funding the project (n 101091246).

Chapter 6 lists all the documents that were developed for internal sharing, use for any communication about the project and stored internally at the project's Sharepoint channel. These documents are the Power point template, the word document deliverable template, the press release template, an informative power point project presentation, a scientific poster project template (A0 format), a project roll-up (85x200 cm) and a project leaflet.

Related to the project's website (Chapter 7), it provides information, data and materials about the project, its partners, its pilot projects and events, and other activities organised for the project and/or by the project partners. The website was developed using WordPress and is based on a responsive web design (RWD) suitable for different browsers and screen sizes, displaying a different and optimised interface depending on the device used to access the site. Currently, the website contains six sections (1. Home, 2. About, 3. Soil academy, 4. Knowledge Base, 5. Media, 6. Events and 7. Get involved) and will be constantly improved and updated.



**Co-funded by  
the European Union**


Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 2 Expected impact

This Deliverable D6.1 about *Project website and Initial communication materials* and was developed during the first 6 months of the Project as an output of Task 6.1 Communication and T6.2 Dissemination of the WP6 on Communication, Dissemination and Exploitation. The main objective was to create the presentation aspect of the project and the basic communication tools to propagate the objectives of the project and put the basis to disseminate its results. It is expected that the website developed will reach an audience of at least 5.000 visitors per year for four years to reach the targets of training 300 new soil advisors, ensuring cover crop use by 10K farmers, establishing 20 soil health Living Labs and advising 7 local and regional administrative institutions on the topic.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 3 Introduction

Deliverable D6.1 is about Visual identity for the project, project website and communication tools and was delivered in Month 6 of the project (May 2023) The document is divided in three main chapters containing the information related to: Chapter 4) the development of the project's visual identity including logo and other graphical elements, Chapter 5) the social media channels, Chapter 6) communication material developed to be used by the partners of the project and Chapter 7) the development and structure of the project's website.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 4 Visual Identity

A visual identity for the NBSOIL project was created and will be used all throughout the project. This will provide the main framework for all dissemination activities ensuring coherence and presenting a strong project image to multiple external stakeholders across Europe. This distinctive and memorable professional visual identity for NBSOIL and associated templates, was created by REVOLVE together with the co-ordinator (IUNG) and is presented in this Deliverable 6.1 (M6) but also was made available online on the Media Kit section.

### 4.1 Logo

The logo is the primary visual messenger of the project and is used in all the communication materials. A template pack/kit and use protocol enabled each partner to align their work with the visual identity of the project, under the guidance of REVOLVE for quality verification. This logo is represented in several colour/sizes versions.

#### 4.1.1 Logo versions

Vertical and horizontal version of the NBSOIL logo are represented in images 1 and 2.



Image 1. Vertical version of the NBSOIL logo



Image 2. Horizontal version of the NBSOIL logo

#### 4.1.2 Legibility, safe area and small versions of logos

To preserve the visual impact and integrity of the logo, there is a need to always maintain a buffer of space around it. In all applications(see image 3), the logo should be surrounded by clear space equal to the height of the letter 'N' and be reduced maximum to an specific size (image 4).



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research E.A.E.R.  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



Exclusion zone



Image 3. Exclusion zones for the NBSOIL logo

Minimum size online

Minimum size offline



Image 4. Minimum sizes suggested for the logo

## 4.1.3 Monochrome + positive and negative small versions

Different colour version of the logo are shown in image 5.

Positive version

Negative version

Negative monochromatic version

Positive monochromatic version



Image 5. Colour version of the NBSOIL log



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 4.1.4 Do's and don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo. Not accepted versions of the logo are presented in image 6.

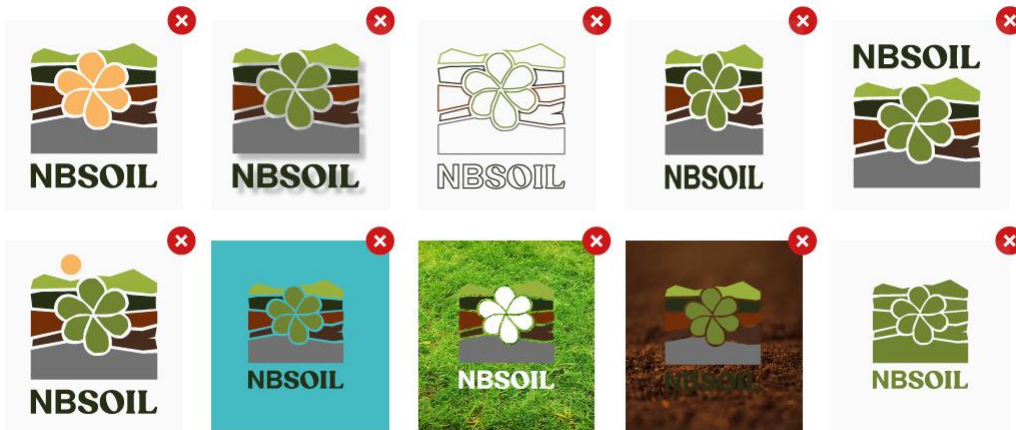


Image 6. Non accepted versions of the NBSOIL logo

## 4.2 Typography

The typography selected for any public communication material was: Recoleta. This Recoleta family can be used in four weights: Bold, SemiBold, Medium and Regular (see image 7).. Its use will be specific for headlines, subtitles, numerals, quotes or any other word intended to be highlighted. The Nimbus family can be used in three weights. It solves hierarchy issues in an easy and clean way. We will use Nimbus Sans L Regular for generic content and Nimbus Sans L Bold to highlight specific content (see image 8). In generic materials and documents that need to be edited and modified by any partner the project will use Arial (see image 9). With Arial we will avoid setbacks when working from computers that do not have the Recoleta or Nimbus fonts by system.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

**Recoleta Bold**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**Recoleta SemiBold**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**Recoleta Medium**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Recoleta Regular**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**Nimbus Sans L Bold**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

**Nimbus Sans L Regular**  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Nimbus Sans L Regular Italic*  
 abcdefghijklmanñopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789'?!"(%)#@/&<-+÷x=>\$€:;,.\*

Image 7. Recoleta typography usage

Image 8. Nimbus typography usage

**Title**  
Recoleta SemiBold

**Subtitle**  
Nimbus Sans L Regular

**Paragraph**  
Nimbus Sans L Regular

**Link**  
Green

**Quote**  
Recoleta SemiBold

**Bullets / Numbering**  
Nimbus Sans L Regular  
Green

**Bullets / Numbering**  
Nimbus Sans L Regular Italic

## The soil profile

### Soil horizons

Soils differ widely in their properties because of geologic and climatic variation over distance and time\*. Even a simple property, such as the soil thickness, can range from a few centimetres to many metres, depending on the intensity and duration of weathering, episodes of soil deposition and erosion, and the patterns of **landscape** evolution.

**“Nevertheless, in spite of this variability, soils have a unique structural characteristic that distinguishes them from mere earth materials”**

Wladyslaw Reymont

- Simple property
- Soil thickness
  1. Few centimetres
  2. Soil deposition and erosion

\* Source: The solid particles lost through leaching are deposited in the B horizon, which then can be regarded as a zone of illuviation (from Latin il, "in," and lavere).

Image 9. General typography usage for the NBSOIL project

## 4.3 Colours

The colour palette and usage finally selected is shown in Image 10 and image 11.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.



This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

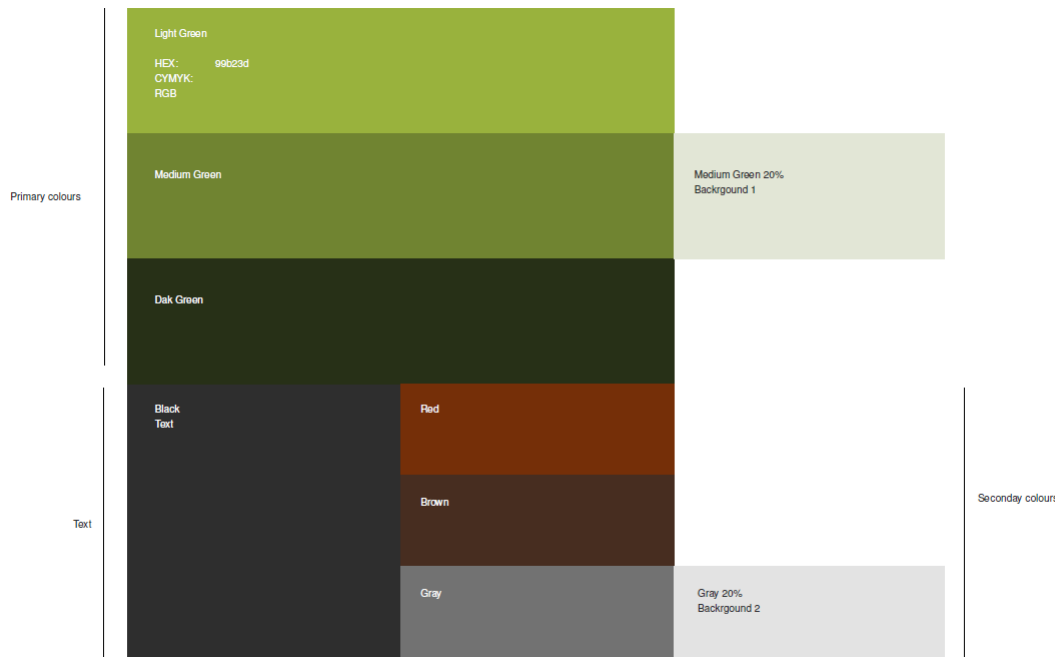


Image 10. Colour palette and usage for the NBSOIL

## 4.4 EU Disclaimer

All EU funded projects' communication must display the respective disclaimer. This disclaimer was stored internally in a folder next to the project logos and other visual identity elements.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Image 11. EU disclaimer to be used in all the NBSOIL communication materials

In addition to the EU disclaimer, all the external project documents should include the following statement:

*Funded by the European Union. Views and opinions expressed are however those of the autor(s) and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.*



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.



This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 5 Social Media

The social media channels created for the projects are: Twitter and LinkedIn. The specific banners, icons and images for these channels were developed and stored within the project's shared folder.

Website: [www.nbsoil.eu](http://www.nbsoil.eu)

Twitter: [@NBSOILproject](https://twitter.com/NBSOILproject)

LinkedIn: [NBSOIL Project](https://www.linkedin.com/company/nbsoil-project)



Image 12. Twitter account for the NBSOIL project

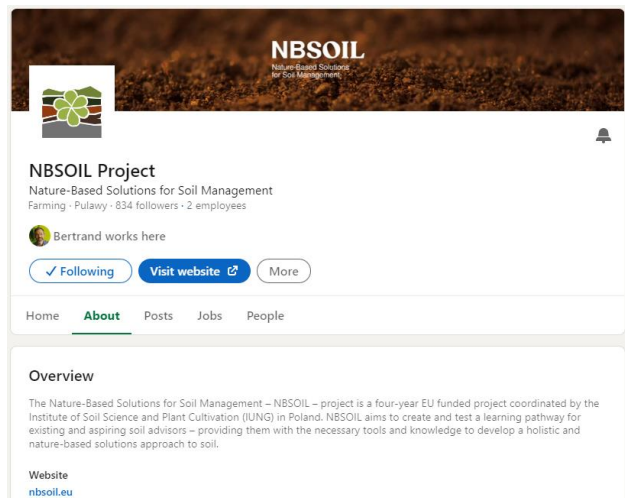


Image 13. LinkedIn account for the NBSOIL project



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

### Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 6 Communication materials

Derived from the project visual identity several documents were developed for internal sharing, use for any communication about the project and stored internally at the project's MS TEAMS channel. These documents are namely:

- Power point template
- Deliverable template.
- Press release template.
- Power point project presentation (EN)
- AO, A2 and A3 project presentation
- Scientific Poster (AO) template
- Project roll-up (85x200 cm)
- Project info sheet (EN)
- Media partnership template



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research-EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 7 Project Website

The NBSOIL website provides a brief, catchy and clear description of the project and its activities. It is a communication tool, promoting the project's goals and results to the NBSOIL audience and stakeholder groups including potential soil advisors, researchers and academia institutions, land managers and workers, businessmen in the agri-food supply area and policy makers at the local, regional and national level. The website will become the primary point of contact and information for the NBSOIL community. To do so, the website will incorporate:

- Explanation of the project's objectives and the division of the activities by work packages and tasks,
- Present the Massive Online Open Course (MOOC) at the Soil Academy section with its specific objectives and development process.
- Provide the latest knowledge on the 6 nature-based solutions applied to soil health considered in the project.
- Offer the latest news and events related to the EU Soil Mission for the Soil health community
- Act as a source of images and videos related to the project and other communication material (media kit, leaflets, posters, and newsletters)
- Offer information about the project partners and sister projects (EU projects funded under the same call)
- Redirect users towards the project's social media channels and newsletter (Twitter, LinkedIn and YouTube).

### 7.1 Website description

The tone used for the website content is simple, clear and straightforward, giving an overview of the NBSOIL both for stakeholders and the general public. The website is designed according to the NBSOIL visual identity guidelines presented in previous chapters, making the website instantly recognisable.

The website is based on WordPress and is designed, coded, developed, and managed by REVOLVE. The website provides access to information, data and materials about the project, its partners, its pilot projects and events, and other activities organised for the project and/or from the project partners.

The website is built with a responsive web design that is suitable for different browsers and screen sizes, displaying a different and optimised interface depending on what device is used to access the site. The template is designed in a horizontal structure using the NBSOIL visual identity, integrating a menu, horizontal sliders, static banners (e.g., a dedicated newsletter subscription), vertical thematic blocks, and a footer containing the required disclaimer and the contact information where the audience can easily contact via e-mail or social networks.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

The domain name is [www.nbsoil.eu](http://www.nbsoil.eu), since the beginning of the project a landing site with basic contact information was available. A more extended version went public end of May 2023 and it will be maintained during the duration of the project and for four years after it ends.

The initial version of the website delivered in M6 (end of May 2023) has seven main sections: 1. Home, 2. About, 3. Soil Academy, 4. Knowledge base, 5. Media, 6. Events and 7. Get involved. The homepage offers an overview of the project, presenting the project’s most important messages in a simple, catchy and clear way, with links to other sections for further information.

The website and its main sections will be developed over time as more content is developed. Additional functionalities will be added to the website according to the respective project deliverables and milestones. In order to ensure the project legacy, the project’s website will be publicly accessible and maintained for a duration of four years, even after the completion of the project.

As the website will archive all the project’s outputs: public deliverables, description of the work, information about the consortium, newsletters and press releases, visual material, and regular updates on the status of the project is very important to monitor the web traffic and the user journey to ensure efficient dissemination of project outcomes and findings. Some targets were presented at the Strategic Communication Plan of the project that are also presented shortly in Table 1.

Table 1. Objectives and KPIs related to the project website.

	Objectives	KPI	Target M12
Reach	To increase reach and to lead people to read content	Number of users	1,000 visits
	To reduce the number of users that leave the website	Bounce rate (Average 25%-65%)	65%
	To increase the number of loyal users for content	Number of returning visitors	15%
	To set focus on countries	Number of countries	8 EU Countries involved directly in the project
Engage	Get quality and interest	Number of pages /sessions	>2
	To increase, shows the content quality and interest	Session duration	>01:00
	To increase and to get people to contact/subscribe	Click-Through Rate	2%
	To value the visibility and website performance	Average position on Google search	10
Convert	Add a subscription to the newsletter.	Number of subscribers to the newsletter	100



Co-funded by  
the European Union

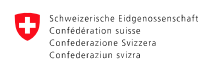
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government’s Horizon Europe funding guarantee grant number 10061997.

Project funded by



Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



## 7.2 Website development process

The website has been developed following a five-stage process:

1. Strategy phase
2. Wireframing phase
3. Copywriting and design phase
4. Development phase
5. Launch phase

During the strategy phase (week 1-2), the communications team developed a 'Website Project Brief' outlining the website's objectives, timeline, approach, mood board and tone, external references, website requirements, and sitemap.

During the second stage (week 3-4), the communication team developed the wireframes, which are the schematic representations of the website structure. By abstracting everything visual it focuses on:

- The structure of a website
- The hierarchy of information communication
- The user journey and funnel design

Following the wireframes, every page and element must be designed, and all the content written accordingly (week 5-7). At the end of this phase, the partner in charge (REVOLVE) organised a meeting with the project coordinator to discuss and revise all the design and text to be included.

Once the design and the copy were approved, the communications team developed the website structure according to the wireframes, design and copy, ensuring a responsive and errorless functionality of the website for the launch phase (week 8-12).

The finished website was launched on 31st May 2023 and can be found at: [www.nbsoil.eu](http://www.nbsoil.eu). REVOLVE will regularly updates the website over the project's duration and will take charge of its maintenance for four years after the project's end (week 13).

## 7.3 Website map

The initial version of the website delivered has seven main sections: 1. Home, 2. About, 3. Soil Academy, 4. Knowledge base, 5. Media, 6. Events and 7. Get involved (see image 14).



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

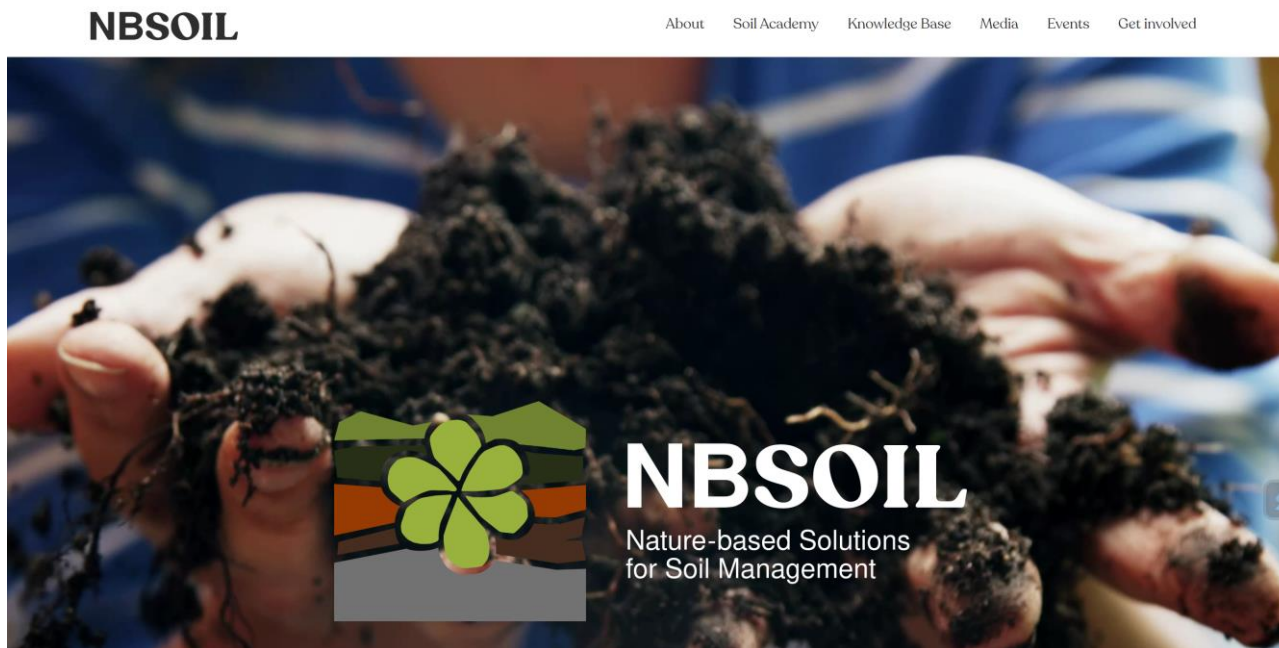


Image 14. Initial image shown at nbsoil.eu website

### 7.3.1 Home: [nbsoil.eu/home](https://nbsoil.eu/home)

The website's homepage provides an overview of the project's main areas of work, key facts, latest features from the 'Newsroom' and 'Events' pages, and a call to action for users to learn more about the other sections and subscribe to the newsletter and follow the project's social media channels. The homepage displays a menu to explore all webpages (see images 15 and 16).



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

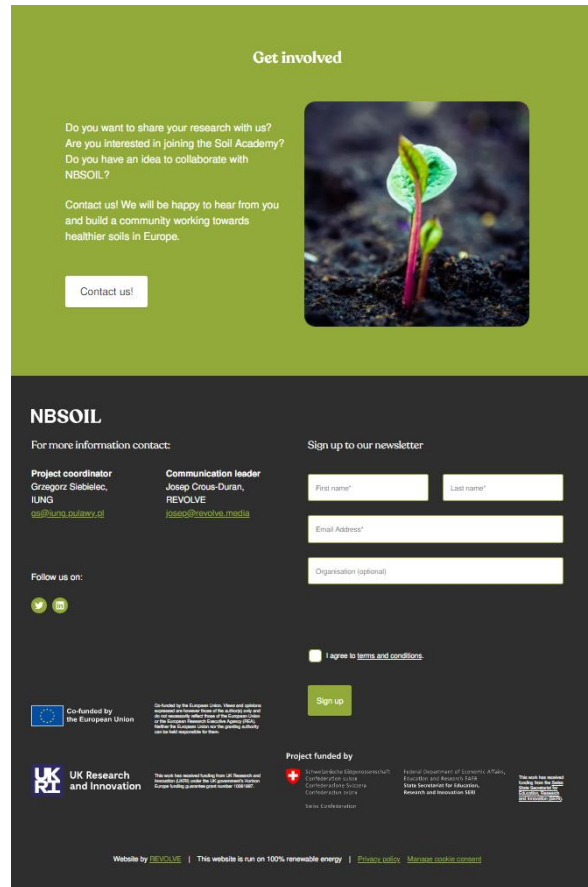
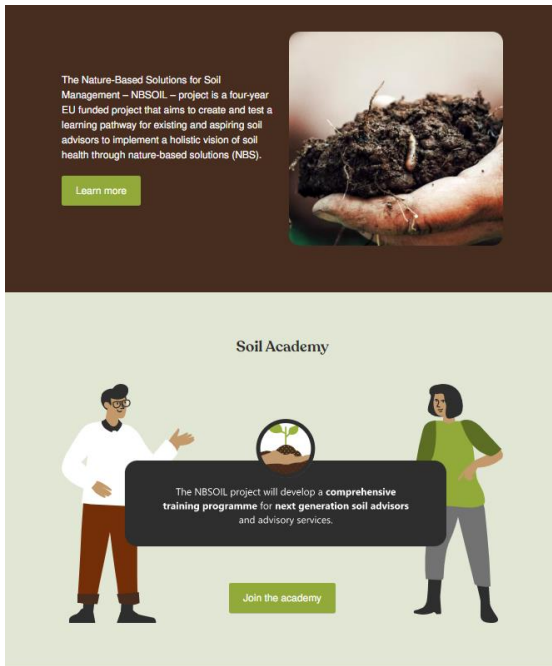


Image 15. Sections of the home page of NBSOIL website

Image 16. Get involved section at the homepage of the NBSOIL website and footer including the contacts and funding programs

## 7.3.2 About

The top banner menu offers the possibility to access the 'about' page that includes three different sections. First, the proper "about" information that describes the project, its objectives, main outcomes, workload distribution, the partners of the consortium and their geographical location and the NBSOIL related projects. The second sections included more detailed information on the different work-pages of the project, responsibilities and related deliverables. The last section presents a Question and Answers section with some main information related to the project (see images 17-21).



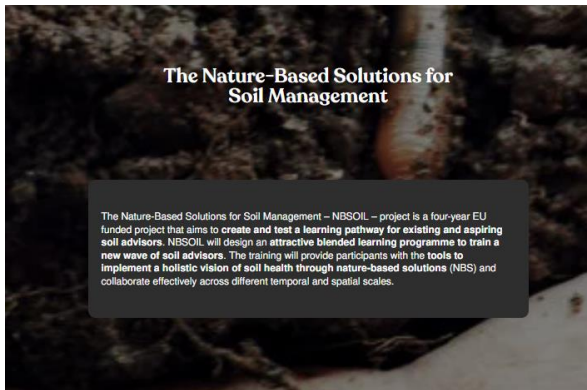
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.



This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



Coordinated by the Institute of Soil Science and Plant Cultivation (IUNG) in Poland and comprising 14 partners from 8 European countries, the project is funded under the EU Mission 'A Soil Deal for Europe' contributing to the objective of leading the transition towards healthy soils by 2030. Soil is crucial for sustaining life on earth and combating climate change. However, it tends to take a backstage seat in the policy sphere. NBSOIL will reposition soil health as one of the core topics in food systems discussions.

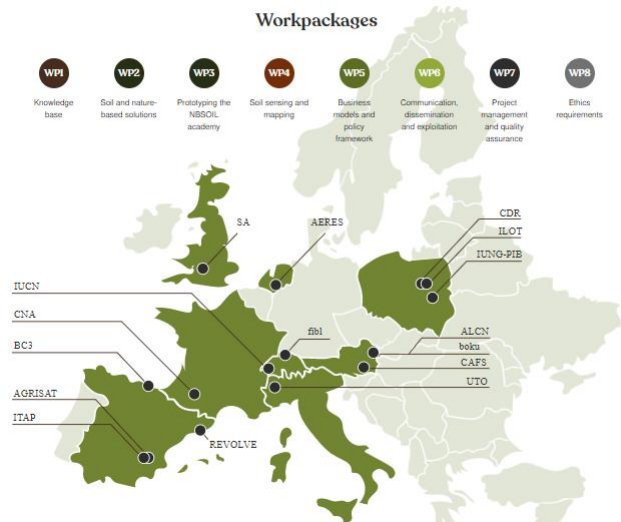


Image 17. Sections of the About page showing NBSOIL general information

Image 18. Sections of the About page showing NBSOIL main outcomes expected and partners locations



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation: SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

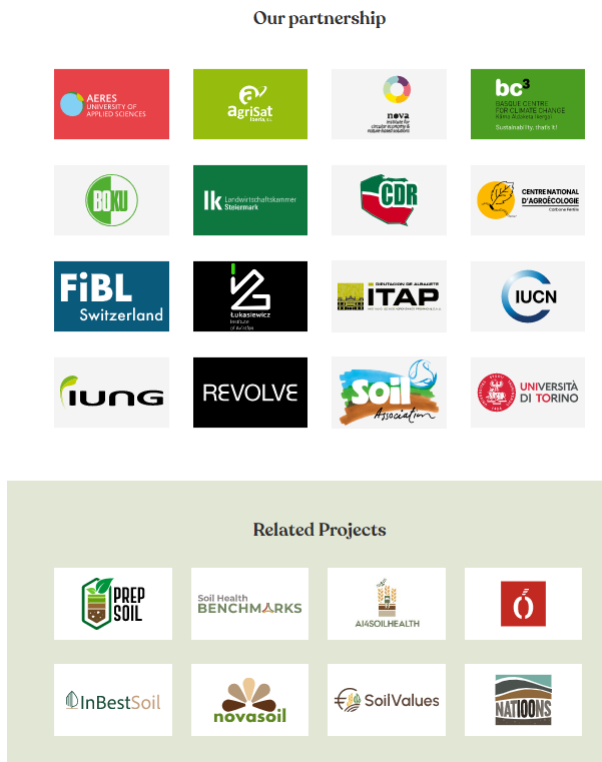


Image 19. Sections of the About page showing NBSOIL partners and related projects

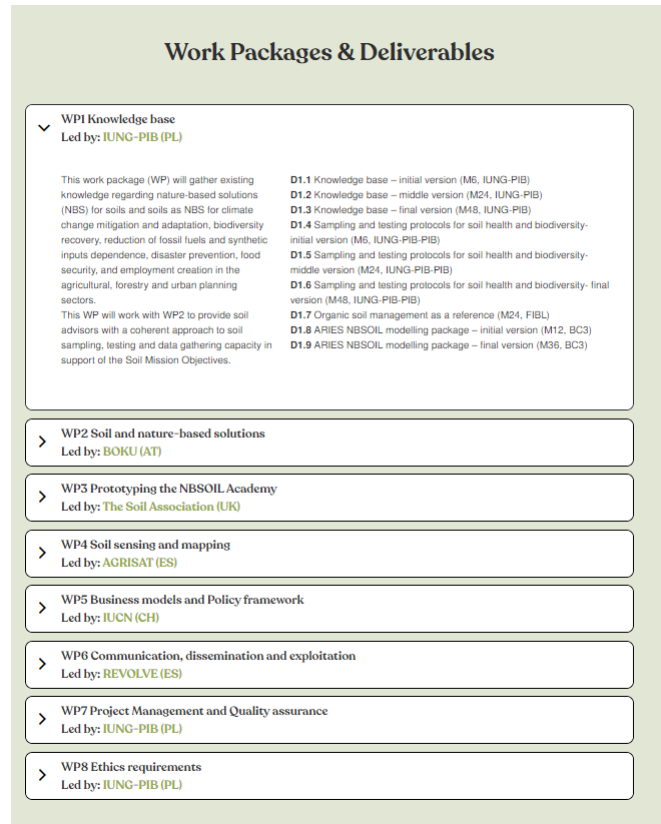


Image 20. Section of the About section showing the different Work-packages and Deliverables

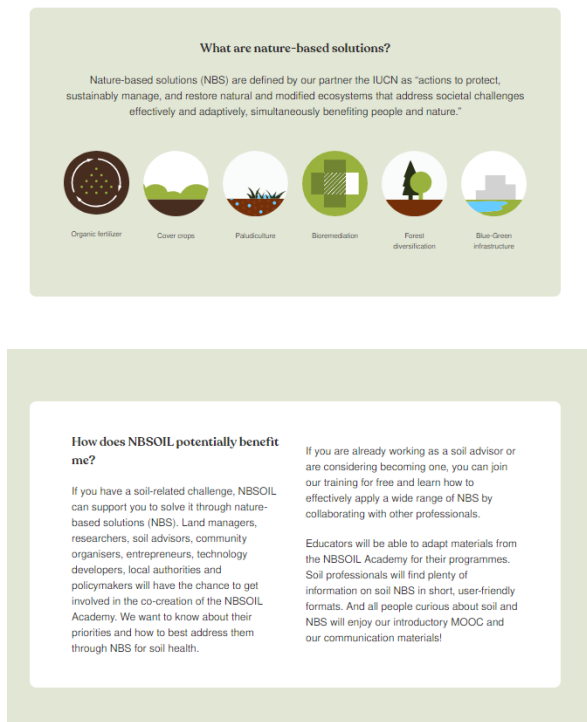


Image 21. Questions and Answers section of the About page

### 7.3.3 Soil Academy: <https://nbsoil.eu/soil-academy/>

The Soil Academy section is a key section in the NBSOIL website as it will be the door to access the training for soil advisors, cornerstone of the project. For that reason, it is the first section after about in the top menu, giving it more prominence. The page for the moment showcases the main ideas for the advance course, highlighting the multilingual aspect of it. Until the course is not ready to accept enrolment from participants, interested users are redirected to a sign-up form to show their interest and receive a personalised notification once the enrolment is open (see image 22).



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by

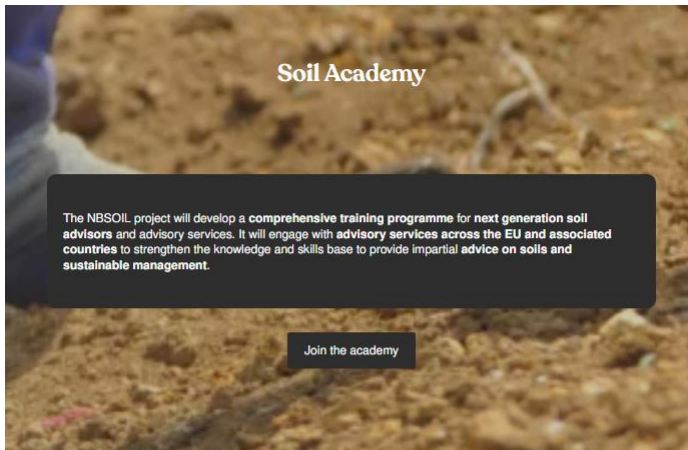


Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



This training programme will include an  
Introductory Massive Open Online Course (MOOC)

Modules

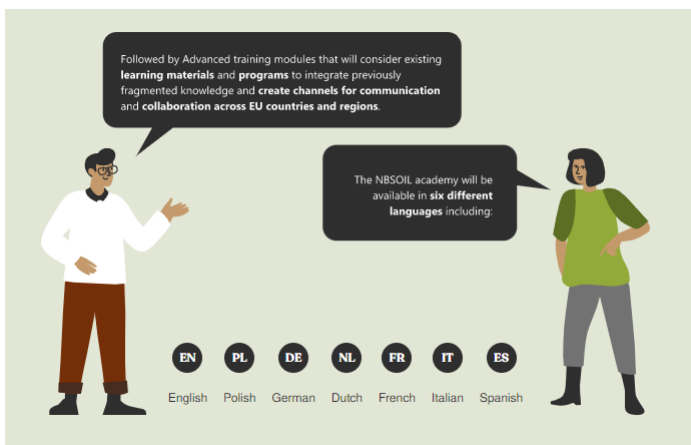
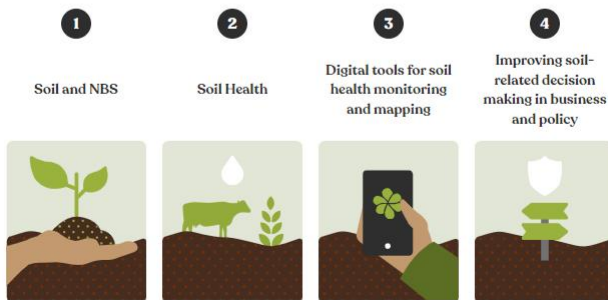


Image 22. General overview of the Soil Academy section of the NBSOIL website



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

Project funded by

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## 7.3.4 Knowledge base

The knowledge base is another of the key outcomes of NBSOIL project. The project will gather existing knowledge regarding nature-based solutions (NBS) for soils and how these can be beneficial for society (see image 23). This section will showcase that portfolio of NBS for soil health addressing the EU Mission Soil objectives (see image 24). The website section for now on focuses on explaining the six multifunctional practices that will be tested as NBS in the project and their benefits (see images 25 and 26). The section will keep growing gathering the resources collected by the NBSOIL Project partners, such as the NBS Handbook, the glossary and the Soil Health Monitor.

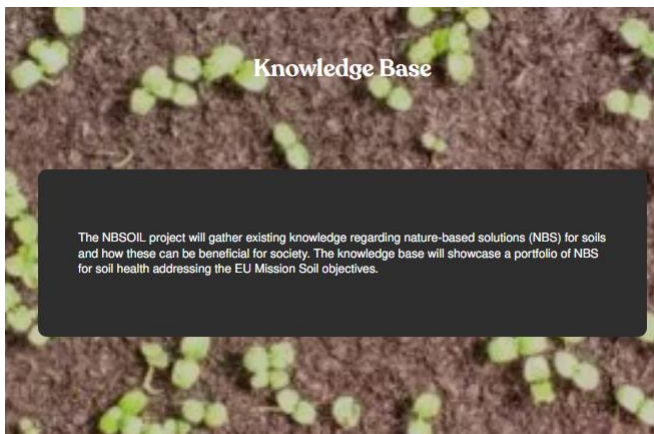


Image 23. Knowledge base presentation section

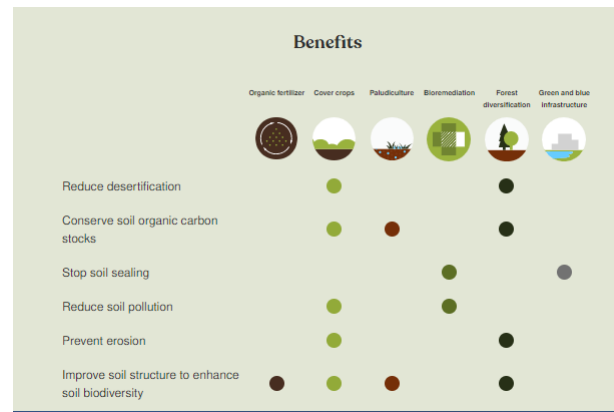


Image 24. Benefits provided by the NBS solutions

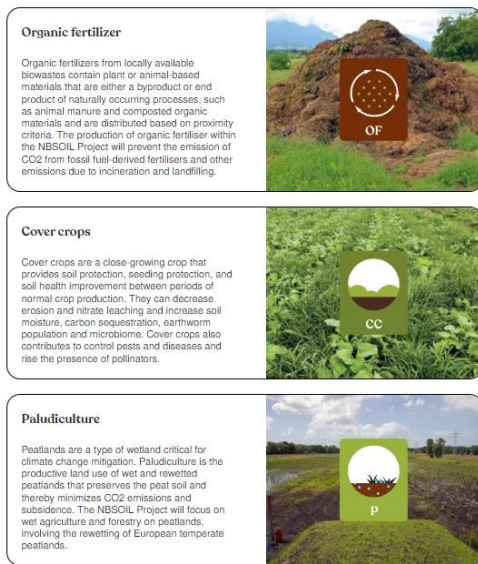


Image 25. First three Nature-based solutions icons and descriptions

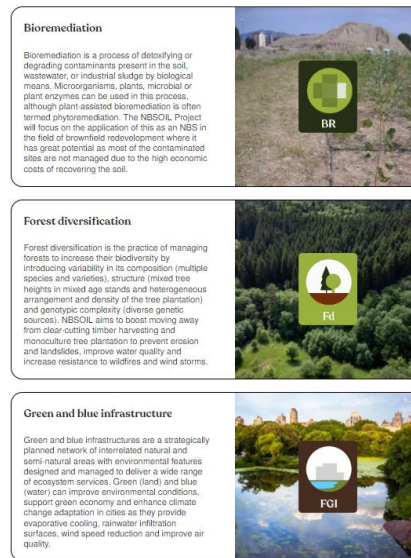


Image 26. Last three Nature-based solutions icons and descriptions

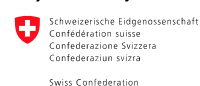


Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



## 7.3.5 Media

The Media section is the fourth one in the top menu of the website gathering the project news (stories), the press clippings (In the press), the project media kit and the quarterly newsletters.

### Stories

The Stories section gathers the latest news and stories related to the NBSOIL project, such as follow up news related to participation at events, project activities in the pilot sites or milestones like the co-creation workshop. The section will have a language filtering feature giving the option to add news and stories in any of the seven NBSOIL languages: English, Polish, German, Dutch, French, Italian and Spanish.

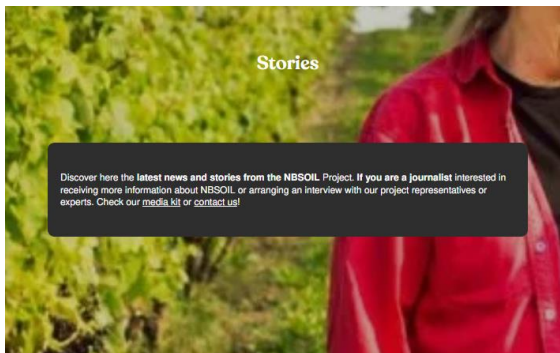


Image 27. Stories section presentation



Image 28. Stories already included in the launch version of the website

### In the press

The In the press page under Media section gathers the press clippings of the project. The communication team is constantly monitoring the impact of the NBSOIL Project in media outlets and updating regularly this section of the website to give visibility to what the media says about the project. The section has the feature of filtering by language, focusing on the seven NBSOIL Project languages.



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

#### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

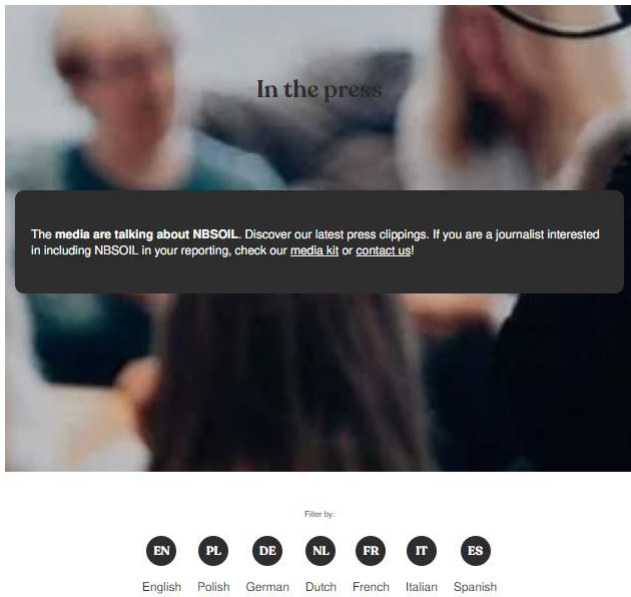


Image 29. In the press section presentation



Image 30. Articles already included in the launch version of the website

## Media Kit

The Media Kit is an essential section when reaching out to journalists and external stakeholders with an interest in talking and communicating about the project. The Media Kit will be a dynamic section adapting to the needs of communicating about on different stages of the project. For the moment, it gathers the FAQs, newsletter, press releases, infosheet, visual identity and logo pack.

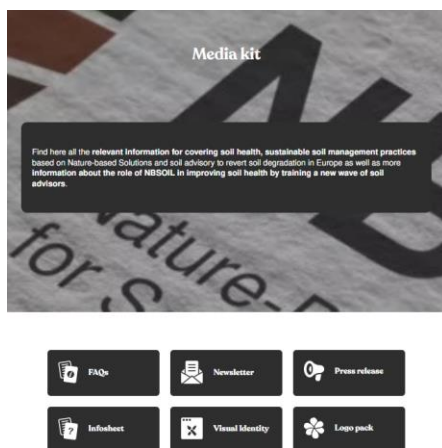


Image 31. Aspect of the Media Kit section and the information available included



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## Newsletter

The NBSOIL Project will be sending a quarterly newsletter with project updates to any stakeholder interested and registered to the Mailchimp list. The newsletter section in the website will work as a repository of the newsletters during the project duration and used for communication and dissemination purposes to attract new subscribers and share further the project activities and milestones.

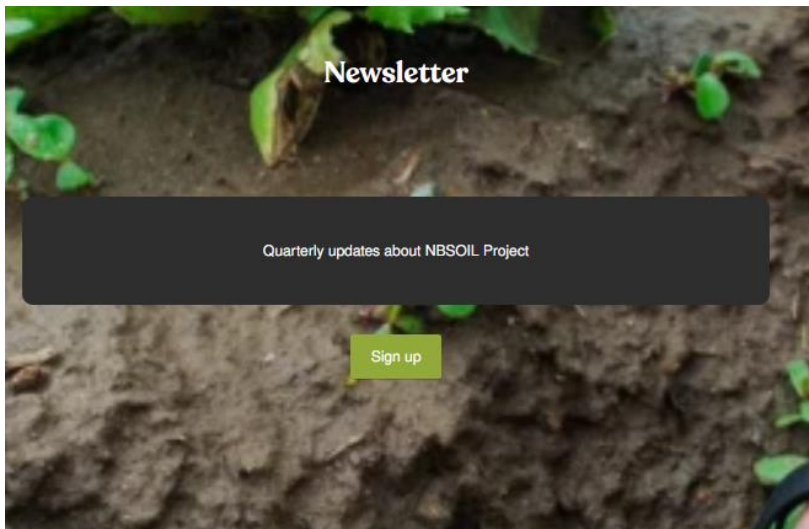


Image 32. Newsletter section presentation



Image 33. First newsletter already available on the section.

## 7.3.6 Events

The Events section is the fifth one in the website menu. The section showcases in a visual and appealing way relevant events for the NBSOIL audience. The section gathers upcoming and past events where the project is participating or participated but also external projects that can be relevant for the website users and social media community of NBSOIL.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**

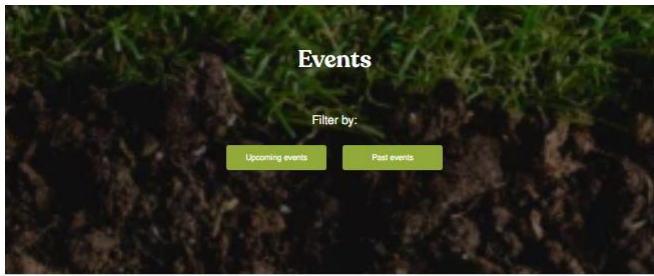


Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAE  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).



## Upcoming events



Upcoming events  
31 May – 1 June 2023  
**The 2023 EU AgriResearch Conference**  
Brussels, Belgium  
[Read more](#)



Upcoming events  
7 – 9 June 2023  
**International Microbiome Congress 2023**  
Murcia, Spain  
[Read more](#)



Upcoming events  
19 – 23 June 2023  
**5th WASWAC World Conference**  
Olomouc, Czech Republic  
[Read more](#)



Upcoming events  
19 – 23 June 2023  
**European Climate Change Adaptation 2023**  
Dublin, Ireland  
[Read more](#)

Image 34. Event section and first events added to the website.

## 7.3.7 Get involved

The Get Involved section is the last one on the top menu being the least important in the menu. However, it is an important section because it contains the registration form for the interested users in the Soil Academy course.



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



**UK Research  
and Innovation**

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

### Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research: EAER  
**State Secretariat for Education,  
Research and Innovation SERI**

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

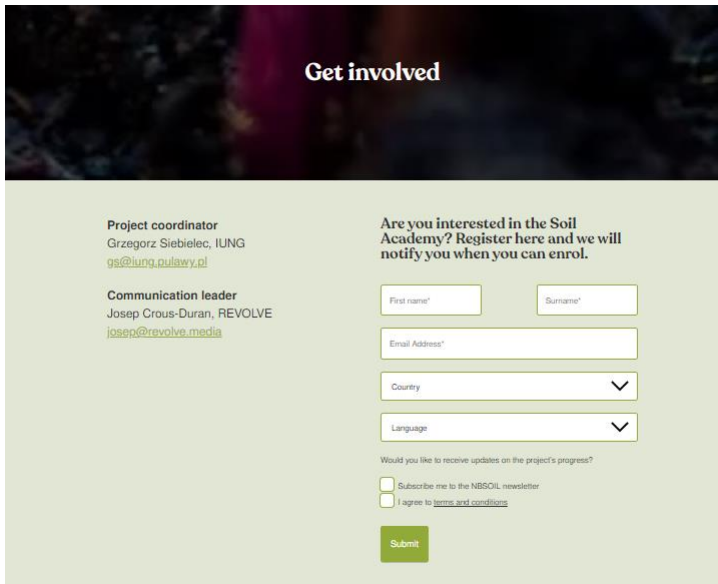


Image 35. Get involved section including coordinator and communication leader details and online form for interested users for the Soil Academy.



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



UK Research  
and Innovation

This work has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant number 10061997.

**Project funded by**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Education,  
Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).