



NBSOIL

Nature-Based Solutions
for Soil Management

Communication and Dissemination Plan – initial version

Deliverable [D6.2]

30.05.2023



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Deliverable 6.2	Communication and Dissemination Plan – initial version	
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Author(s)	Josep Crous Duran (REV)	Marta Castillo Sanchez (REV)
Contact	josep@revolve.media	
Reviewers	Jacek Niedźwiecki (IUNG) Piotr Jurga (IUNG) Grzegorz Siebielec (IUNG)	
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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent filings, videos, etc.; OTHER=other

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



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List of acronyms

MS - Milestone

WP – Work Package

NBS – Nature-based solutions

C&D – Communication and Dissemination Plan



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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.



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1 History of changes – addressing evaluation comments

This deliverable has been updated on the 10th of October 2024 to address the evaluation comments received on the 23rd of September 2024:

“Good, however, it should also include academic conference plans and publication timeline.”

The communications team acknowledges the feedback and has incorporated it into this version of the document by adding information to Section 7, “Messages,” including a content timeline. Regarding the scientific publications calendar, a list of titles, authors, and potential journals will be included in the updated version of the Strategic Communication Plan by month 18 (D6.3, M18, REV, currently under review), when the research has reached a certain level of maturity, and authors can share more precise details regarding this information. Additionally, Section 9.1.4, “Events and Conferences,” now includes a plan for potential academic conferences to be attended, based on feedback from partners. However, the communications team is going further with this feedback and will include more detailed planning and information in Deliverable 6.3, which will be an update of the current Communications and Dissemination Plan, covering the project timeline from M18 to M36.



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2 Executive Summary

This deliverable presents the Communication Plan for the first year of the project and offers guidance on how to achieve the project's main objectives and the more specific dissemination goals to be reached together with the project partners. The tactics employed in this plan revolve around using and tapping into different communication tools, channels, events, activities, and partnerships to achieve key results. For example, reaching local communities and translating the messaging and content into the relevant languages (German, French, Polish, Dutch, Spanish and Italian) is a key aspect to reach a broader audience. The document also provides an overview of the most relevant key performance indicators (KPIs), internal channels and actions to ensure homogenized external communication and dissemination activities.



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3 Expected impact

This Deliverable D6.2 Communication and Dissemination Plan – Initial version (C&D Plan) was developed during the first 6 months of the NBSOIL project. In this task, REVOLVE has established a communication plan that identifies the needs, characteristics and best channels to communicate with the key stakeholders and wider audiences. A stakeholder analysis was completed comprising initial questionnaires to gather insights from partners and in-depth ‘market’ research to understand the key “enablers”, “leaders” and “multipliers”.

Under task T6.1 on Communications activities, and T6.2 on Dissemination actions beginning in M1 and continuing for the duration of the project, a variety of communication materials will be developed that will help reach and engage with potential soil advisors from different countries. The materials such as leaflets, brochures, press releases, and factsheets will highlight project information and current knowledge on nature-based solutions (NBS) practices and include some project results and recommendations. This will help us hit 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 (NUTS-2 and NUTS-3 level or below) on the topic.



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4 Introduction

As a central document for activities under Task 6.1 Communications activities and T6.2 Dissemination actions, the C&D Plan provides a clear overview of how all the project communication and dissemination channels, activities, and tools work together to share the key information and results from the NBSOIL project. Through this plan, Work Package 6 (WP6) will support the transfer of the project outcomes by ensuring key results and outcomes to reach the right stakeholders and by raising awareness about NBS for ensuring improved soil health in Europe.

Taking communication objectives as a starting point (Chapter 4), D6.2 begins by outlining the main stakeholder and target groups identified and presented in Chapter 5. The C&D Plan outlines main and sub-messaging examples (Chapter 6), followed by the key performance indicators (Chapter 7) and the communication channels that will be used to execute the plan (Chapter 8). Media relations will be a key aspect for any communication and dissemination effort, provide a bridge to connect to the general audience (through general news and media outlets) and to a more targeted audience (such as trade or research publications) and are briefly presented in Chapter 9. For this project, the online course and some relevant materials will be translated into Polish, German, Dutch, French, Italian and Spanish and some initial details of this action are given in Chapter 10. Finally in Chapter 11 the impact reporting process is outlined including how the information will be used in the updates for the C&D Plan in M18 and M36.



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5 Communication objectives

The objective of the NBSOIL Communication and Dissemination Plan is to increase the project's impact and disseminate its outcomes to the right stakeholders through external communication, and to raise awareness about the value of NBS to improve soil health in rural, forest and urban settings together with climate change mitigation and adaptation, biodiversity enhancement, and human and animal well-being.

The strategy followed by the project is based on a comprehensive communication plan, that during the project will establish:

- 1) A strong visual identity representing the project's values and objectives, including graphic representations of healthy soils, threats to soil and their solution, soil structure and soil biodiversity, and the creation of the NBSOIL brand,
- 2) Data- and science-based storytelling techniques (such as narrative web pages, videos, podcasts and campaigns), rich in personal experiences, ambitious and inclusive
- 3) Target groups which are initially reluctant to NBS.

Following this strategy, this initial plan provides a clear first overview of how all the communication channels, activities, and tools work together to address the project's stakeholder groups. For the strategy to achieve the goals set out, it will need the full cooperation of the coordinator and work package leaders, as well as all project partners' direct involvement and support.

To evaluate the efficiency of the communication and dissemination activities, several goals and KPIs have been defined. KPIs are the metrics that give a clear and objective analysis of the results of the activities. Those metrics contribute to achieving the goals set up by the strategy. The communication and dissemination strategy aims to:

1. Provide communication tools and a platform for effective dissemination and engagement in the long term,
2. Raise awareness about and promote the project NBSOIL, its primary objectives and goals, in coherence with the needs of the lead and end-users,
3. Build credibility and gain trust and support from stakeholders by showcasing the project's successes and achievements and by providing relevant and accurate information to stakeholders, creating relationships with stakeholders.
4. Support project partners in communicating and disseminating their work,
5. Educate on new soil practices, techniques, methodologies farmers and other relevant stakeholders with the online course and other educational materials developed during the project.
6. Ensure knowledge transfer by disseminating project results, hosting workshops and training sessions, and creating online resources.

To achieve the objectives, the following actions are planned (Table 1). While these cover a wide array of communication activities, the consortium will need to further discuss key messaging and framing of the project,



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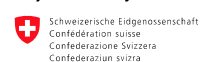
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and this strategy document will be updated midway through the project to reflect these discussions, and any updated activities.

Table 1. Communication activities and delivery dates for the first 12 months of the NBSOIL project.

Communication activity	Planned delivery date	Quantity/regularity
Leaflet	M6	1
Project's visual identity	M6	1
Project website and updates	M6	Updated regularly
Social media content updates (Twitter and LinkedIn)	M1	At least weekly post (52x)
Press releases	Based on milestones	2x (KoM and After 6 months depending on the relevant outputs).
E-newsletters	M4, M6, M9, M12	4x Quarterly
Video material	M12	1x project presentation video
Communication kit and guidelines	M10	1
Poster and rollups	M6	Updated regularly depending on the needs.



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6 Targeted audiences

During the proposal writing stage, the partners involved in the NBSOIL Project already identified a group of targeted audiences in addition to the materials and channels most suitable for being in contact with them. The targeted audiences for this project include land managers and workers, the research community, local authorities and decision makers presented in project. The communication and dissemination activities will ensure the transfer and capitalisation of project results and insights to these groups in order to ensure project objectives are met.

Table 2. Target audiences to be reached and materials and channels to be developed during the proposal writing phase of the NBSOIL project.

Target Audiences	Materials and channels
Soil advisors Private consultants Public extension services	Experts from Advanced Training Modules and Knowledge base, and Soil Nature Based Solution Handbook YouTube videos. Dissemination materials regarding uses of ARIES Soil Models and NBSOIL GIS Digital tool
Educational Institutions and communities Professional schools Universities Secondary schools NGO offering non formal education Communities of Practice	Flyers and memes advertising the MOOC Direct communication with stakeholders during design and training activities
Researchers Soil scientists Agronomists Ecosystem services modellers Agricultural economists Innovation and Technology Brokers	Theory of Change - living document Knowledge base - interactive Scientific publications in high-impact journals relevant to each discipline. Open access datasets and publications Collaborative knowledge transfer Knowledge base Mid-term and final forum fairs Results briefs Factsheets/info cards Data visualisation Participation in international scientific conferences and symposia
Land managers and land workers Landowners. Smallholders. Tenants/sharecroppers Agricultural labourers Foresters. Gardeners.	Flyers and social media posts advertising the MOOC and training activities targeting land managers Short videos Best practice guides from the Field Labs - how to participate, set-up process guidelines EIP AGRI practice abstracts Farmer demonstrations and awareness events Farming press, websites, newsletters Handbooks (how to) - Soil Nature Based Solutions Handbook Project blogs, social media and and interviews Communication toolkit: Envisioning card game
Multi Actor projects, Living Labs and Lighthouses EIP AGRI Focus and Operational groups	Invites to participate in training activities and present their work. Search for synergies regarding collaboration in specific tasks and participation in events.



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Businesses and land managers reluctant to FtF targets: Synthetic inputs suppliers: fertilisers, herbicides, pesticides .	Advocacy campaigns addressing the need for change, aligning with EU targets for reducing synthetic agricultural input dependencies. Targeting their communication and lobbying organisations such as: https://croplifeeurope.eu/ and farmer’s organisations aligned with agribusiness views such as COPA-COGECA
Local authorities and decision makers Cities, notably Milan Urban Food Pact signatories CAP paying Agencies Local Action Groups (LAGs)	Policy briefs Results overview on web dashboard Regional workshop challenge specific Stakeholder consultation and policy briefs EIP-AGRI practice Abstracts
Policy makers at national and EU level	Policy briefs Participation in EU Biodiversity events Briefings for policy review (CAP, organic production regulations) Interaction with EIT Knowledge Innovation Communities (notably Food and Climate)
Conservationists	Social media, website, newsletters Dissemination material regarding ARIES modelling for soil Card Game Contributed articles to association newsletters Participation in demonstration and awareness events Institutional open days National industry events International conferences and forums Field visits and workshops in the Field Labs Media coverage in specialised magazines: visual stories, articles
Consumers	Social media stories Website Short videos Newsletters Card Game Youth-oriented campaigns

Additionally, during the NBSOIL kick-off meeting held in Pulawy (Poland) end of January 2023 the Communication Lead Partner (REVOLVE) created and facilitated an initial group exercise with the partner representatives from all project work packages with the aim of providing a first stakeholder identification to integrate within the project (see Figure 1). To ensure successful engagement, it is important to understand the stakeholders and their posture for change through a Stakeholder Analysis. In this regard, during the first year of the project and based on the previous information a more detailed interest/influence matrix will be developed to help to classify project stakeholders by their interest (support and understanding) and influence (power and ability to persuade), helping to identify the stakeholder groups that participants considered to have high levels of both interest and influence. Also, during the exercise, the most appropriate communication channels to be used and activities to be organized (e.g., events and publications) will be further specified. The results will be published in the updated version of this Strategic Communication Plan due in M18 (Deliverable 6.3, M18, REV).



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Figure 1. List of stakeholders identified by the partners of the NBSOIL project.

Can you provide names of key stakeholders you would like to engage with during the project? ex: farmers assoc, policy-makers, NGOs...

30 Answers



Spatial planners	Farmers	policy makers
SEFARI	farmer associations, extentionists and NGOs	University
Innovative farmers field labs (UK)	Mayors	Municipalities
Regional Authorities (Mazovia Voivodeship)	Scientist Markus Puschenreiter Municipal Stakeholders Mining operators	Scientists
City planners	consumers	orchards managers association
civil organizations such as consumer protection associations	farmers	Profesional training
agronomists	Ministry of Agriculture representatives, local communities	lor
Uniterre Via Campesina Klima Allianz Critical zone observatories	Farming Advisory Scotland	FARM PEP
the Farm Forum	The Scottish Farmer	Organic News (UK)
Organic Research Centre newsletter (UK)	Farmers Weekly (UK)	Wicked Leeks



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7 Messages

Communication about the project will vary according to the target audience. For example, the messaging will differ when talking to a journalist, a farmer, or a policymaker. In this sense the project’s ‘golden paragraph’ is the most generic message that communicates the core purpose of the project. This paragraph should be used in all generic communications, and to maintain consistency it should not be modified. It is as follows:

The Nature-Based Solutions for Soil Management – NBSOIL – project is a four-year EU funded project coordinated by the Institute of Soil Science and Plant Cultivation in Poland. It aims to create and test a learning pathway for existing and aspiring soil advisors – providing them with the necessary tools and knowledge to develop a holistic and nature-based solutions approach to soil.

As outlined in the pivotal paragraph, the main goal of the project is to develop a comprehensive learning path that will help cultivate a pool of skilled soil advisors. To achieve this objective, the messages tailored to different audiences emphasize the benefits of this course and how it can contribute to the improvement of soil health. By highlighting the relevance of the training to each group, the messages aim to spark interest and engagement among the target audience. Sub-messaging for different target groups is presented in table 3.

Table 3 Initial sub-messaging for different target groups of the NBSOIL project.

Target Audience	Sub message
Potential Soil advisors	<ol style="list-style-type: none"> 1. Join a community of soil health experts: The NBSOIL project brings together a community of soil health experts from diverse backgrounds, including researchers, farmers, agricultural organizations, and policymakers. As a soil expert, you can join this community to share your knowledge and expertise and collaborate with other experts in the field to improve soil health. 2. Access to cutting-edge research: The NBSOIL project is focused on developing and testing new and innovative techniques for soil health management. As a soil expert, you can benefit from access to cutting-edge research and resources that can enhance your knowledge and expertise in the field. 3. Opportunities for professional development: By participating in the NBSOIL project as a soil advisor, you can enhance your professional development by collaborating with other experts in the field, contributing to research, and developing new skills and knowledge related to sustainable agriculture and soil health management. Additionally, participation in the project could lead to new opportunities for professional growth and career advancement. 4. Access to an exclusive online course on soil health: As a soil expert and soil advisor for the NBSOIL project, you will have access to an exclusive online course on soil health and other tools develop within the project that will provide you with in-depth knowledge on sustainable soil management practices. The course will cover the latest research and techniques related to soil health, and you will have the opportunity to learn from experts in the field. This online course can help you stay up to date with the latest practices and improve your ability to provide recommendations to farmers.
Educational Institutions and communities	<ol style="list-style-type: none"> 1. Hands-on learning opportunities: The NBSOIL project provides hands-on learning opportunities for students interested in sustainable agriculture and soil health management. By participating in the project, students can gain practical experience in soil health management practices, such as cover cropping, crop rotation, phytoremediation, paludiculture and conservation tillage.



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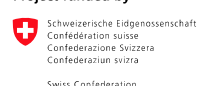
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	<ol style="list-style-type: none"> 2. Support for interdisciplinary learning: The NBSOIL project is a collaborative effort involving multiple stakeholders, including researchers, farmers, agricultural organizations, and policymakers. As such, the project provides opportunities for interdisciplinary learning and collaboration, where students can gain knowledge and skills from different fields of study. 3. Contribution to the future of sustainable agriculture: The NBSOIL project aims to promote sustainable agricultural practices that support soil health, which is critical for ensuring food security and environmental sustainability. By participating in the project, educational institutions can contribute to the future of sustainable agriculture and provide students with knowledge and skills that will be valuable in their future careers.
<p>Researchers Soil scientists Agronomists Ecosystem services modellers Agricultural economists</p>	<ol style="list-style-type: none"> 1. Access to an extensive research network: The NBSOIL project is a collaborative effort that brings together experts from various fields, including researchers, farmers, agricultural organizations, and policymakers. As a researcher, you will have the opportunity to collaborate with other experts in the field and contribute to a large-scale research network focused on soil health management. 2. Advancing the state of knowledge on soil health: By participating in the NBSOIL project, researchers can contribute to the development of new knowledge and insights on soil health. The project's focus on sustainable agricultural NBS practices and soil health offers researchers an opportunity to explore innovative techniques for soil health management, with the potential to advance our understanding of the topic. 3. Dissemination of research findings: The NBSOIL project aims to promote sustainable agricultural practices that support soil health. As a researcher, you can contribute to the project's research and can disseminate your findings to a broader audience, including other researchers, farmers, and policymakers. Additionally, your research could be helpful in order to inform sustainable agricultural practices and policies that support soil health management.
<p>Land managers and land workers Landowners. Smallholders. Tenants/sharecroppers Agricultural labourers Foresters. Gardeners.</p>	<ol style="list-style-type: none"> 1. Improve your soil health with NBSOIL: The NBSOIL project offers landowners the opportunity to improve soil health on their land. By adopting sustainable agricultural practices following a more agroecological approach and utilizing the insights and resources offered by the project, landowners can improve the health and productivity of their soil. 2. Participate in a community effort: The NBSOIL project is a community effort aimed at promoting sustainable agricultural practices and improving soil health. By participating in the project, landowners can collaborate with other stakeholders and contribute to a larger effort to promote more sustainable and resilient agriculture. 3. Enhance your farm's productivity: Healthy soil is essential for crop growth and productivity. By adopting sustainable practices promoted by the NBSOIL project, landowners can improve the health and productivity of their soil, leading to increased yields and profitability.
<p>Businesses in the agri-food sector Synthetic inputs suppliers: fertilisers, herbicides, pesticides .</p>	<ol style="list-style-type: none"> 1. Opportunity to collaborate with experts: The NBSOIL project brings together experts from various fields, including researchers, farmers, and policymakers. By participating in the project, businesspeople can collaborate with these experts and contribute to a larger effort to promote sustainable agriculture and improve soil health. 2. Stay ahead of the competition: As consumers become more environmentally conscious, sustainable agricultural practices are becoming increasingly important in the agricultural sector. By adopting more soil healthy practices promoted by the NBSOIL project, businesspeople can stay ahead of the competition and meet the growing demand for more sustainable products and techniques. 3. New business opportunities: The NBSOIL project promotes sustainable agricultural practices that can help create new business opportunities. By adopting these practices, businesspeople can create new products and services that appeal to consumers who value sustainable and environmentally friendly products.

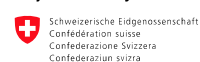


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	<p>Additionally, the project's focus on improving soil health can lead to the development of new technologies and innovations that could offer new business opportunities in the agricultural sector.</p>
<p>Local authorities and decision makers at a local, regional, national and EU level</p>	<ol style="list-style-type: none"> 1. Promote sustainable agricultural practices with NBSOIL: The NBSOIL project promotes sustainable agricultural practices that can help preserve the health of the soil while increasing productivity and profitability. By promoting these practices, authorities at all levels can contribute to a more sustainable agricultural sector, help preserve the environment and ensure good social conditions. 2. Access to expert knowledge and resources: The NBSOIL project brings together experts from various fields, including researchers, farmers, and policymakers. By participating in the project, authorities at all levels can access this expert knowledge and resources to inform their decision-making processes and promote sustainable agricultural practices in their area. 3. Foster collaboration between stakeholders: The NBSOIL project is a community effort aimed at promoting sustainable agriculture and improving soil health. By participating in the project, authorities at all levels can collaborate with other stakeholders, including farmers and agricultural organizations, to develop strategies and policies that support sustainable agriculture and soil health management. This collaborative effort can help foster a more sustainable agricultural sector and benefit the local, regional and national communities

Communication products will be developed throughout the project to reach the different target audiences identified in Table 3. In the first year and a half of the project, the communication team will focus on producing more informative and disseminative content for audiences that may not be as specialised in the topics of nature-based solutions and sustainable soil health management techniques, and will also aim to reach audiences that may be interested in joining the NBSOIL Academy, i.e. potential soil consultants, current land managers and land owners, and educational institutions and communities. The tentative content schedule is shown in Figure 2 and follows the initial knowledge shared by the project partners.

From month 24 of the project, the communication team will start integrating **the scientific publications and scientific knowledge produced** within the project in the communication and dissemination plan aiming to reach a more specialised audience. The project will be then in the position of sharing more tangible learning outcomes that can be appreciated by the research community. An initial scientific publication title, authors, journal and expected date of submission will be presented in the next update of this SCP (D6.3, M18, REV).



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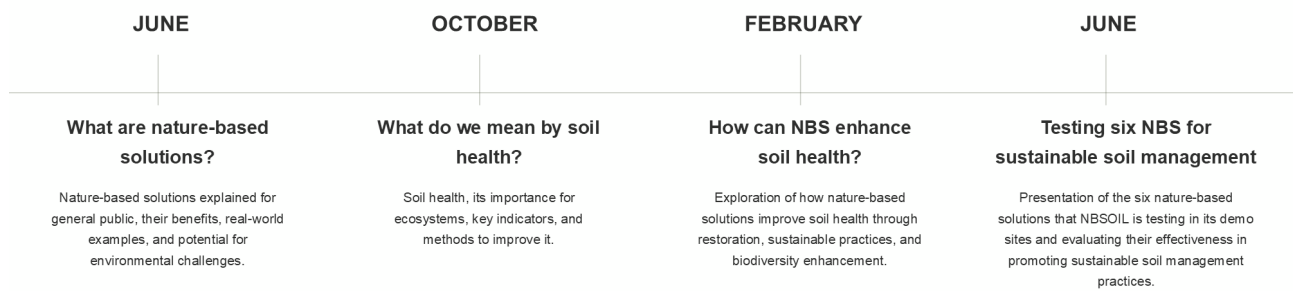
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Figure 2 Content timeline for NBSOIL first 18 months

NBSOIL

Content Timeline



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8 Key performance indicators

Key Performance Indicators (KPIs) in terms of communication impact and results are measurable metrics used to assess the effectiveness and success of communication efforts in achieving the specific objectives that were presented in Chapter 4. These KPIs provide valuable insights into the impact of communication strategies and tactics, helping the partners to redirect, if needed, their decisions to improve communication outcomes.

KPIs related to communication impact and results can be both quantitative and qualitative in nature, capturing various aspects of communication effectiveness. They are designed to measure the reach, engagement, and influence of communication initiatives, as well as their contribution to organizational goals.

8.1 Website

The website www.nbsoil.eu is the project’s main digital tool and has been launched during M6 of the project (May 2023); therefore, analysing the web traffic and the user journey is important to ensure efficient dissemination of project outcomes and findings. 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. The objectives and the performance indicators are presented in table 4.

Table 4 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



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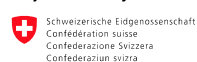
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8.2 Social media

Engagement on the project’s social media channels contributes to disseminating the project and understanding the project’s audience. The goal of the NBSOIL social media channels is to attract the follower audience to the project website and then to the data management, too. The expected objectives and KPIs for the social media channels are presented in Table 5. Objectives and KPIs associated to the NBSOIL social media channels.

Table 5 Objectives and KPIs associated to the NBSOIL social media channels.

Objectives		KPI	Twitter M12	LinkedIn M12
Reach	To increase the visibility of the project	Number of followers	300	1,000
	To increase post quality	Engagement rate	/	<2%
	To increase visibility	Tweet impressions	15,000	/
		Page visits	250	80
Engage	To attract quality followers	Click rate	/	<2%
	To increase awareness of the project	Number of shares/retweets	100	100
Convert	To increase the website traffic	Number of users from social media to the website	30	20

8.3 Newsletters

Each quarter, the NBSOIL communications team will send a newsletter informing its subscribers about the project’s progress, upcoming events, and promoting project publications. The objectives and KPIs of the newsletter are indicated in Table 6.



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Table 6. Objectives and KPIs related to the NBSOIL newsletter.

Objectives		KPI	M12
Reach	To increase the community	Number of subscribers	250
		Open rate	50%
	To keep subscribers in the community	Bounce rate	2%
Engage	To increase awareness of the project	Click rate	18%
Convert	To get registration to events	Number of registrations	70

8.4 Press releases

Two press releases will be sent to communicate about the project and different steps at key moments in the project during the first year. The first one was released during the KoM and the second one will be organized depending on the needs and outcomes of the project. However, the intention is to define the specialised agents and publications to start increasing project awareness from the beginning.

Table 7 Objectives and KPIs of the press releases

	Objectives	KPI	Target M12
Reach	To reach specialised press	Number of journalists in the list	150
		Number of answers/interests shown	10
Engage	To increase project awareness	Number of journalists present at the events	5
Convert	To get published	Number of articles published	3



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9 Communication and Dissemination channels

To get the messaging out to the right people (targets) in the stakeholder and cluster groups, it is important to get the correct channels in place. The NBSOIL Communication and Dissemination Plan includes both external and internal channels to reach and engage the respective audiences.

9.1 External channels

Starting with the tools and platforms used to communicate and disseminate the NBSOIL project, the Communication team will develop and manage the following:

9.1.1 Website

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. The domain name is 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 will be developed over time with an additional section dedicated to the policy. 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.

9.1.2 Social Media

The NBSOIL project uses Twitter and LinkedIn to build its community of followers and professionals. Partners are encouraged to engage with these channels and invite their colleagues to follow, like, share, and comment. The NBSOIL communication team will be constantly analysing the trends in the countries where the project is



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developing its activities and among the target audiences. In that way, the team will have information and will be open to the possibility to shift towards other platforms in the near future.

Twitter: The purpose of the Twitter account is to regularly engage with EU institutions, universities, researchers and research centres, as well as policymakers at all scales.

LinkedIn: Like Twitter, LinkedIn will target this professional audience, with a focus on disseminating NBSOIL research to the relevant stakeholders.

The communication team aims to achieve the following objectives by using the described social media channels:

- Create an informative and educational platform where people feel involved, they are engaged, comment on posts, and recommend us to other interested profiles.
- Engage with universities and institutes that are educating on the project related topics as well as with relevant stakeholder platform to get students for the MOOC and soil academy.

To achieve those goals, the NBSOIL social media team will post with a frequency of at least two posts a week. The content strategy will be adapted for each social media platform that NBSOIL is present. The content strategy will cover three main types of content:

1. Internal content (directly related to the NBSOIL Project): newsletter, reports, articles, events, kick-off meetings, and general assemblies, results and outcomes, press releases, and the launch of the platform.
2. External content (not directly related to the NBSOIL Project): scientific publications, podcasts, articles, videos, PDFs, and external events, among others
3. Quiz/questions: engaging quizzes or playing with images

The NBSOIL communication team has created a TRELLO board including the monthly planning of social-media posts.

9.1.3 Newsletter

The NBSOIL project has an EU GDPR-compliant Mailchimp account, which will be used to send out quarterly newsletters to subscribers (16 during the duration of the project). The newsletter sign-up form has been integrated into the website and will be promoted through social media. The website sign-up form includes a terms & conditions section, where users can access the privacy policy to understand how their data and information will be used. The first external newsletter was sent out in April 2023, and all newsletters aim to be informative, inspiring and 'shareable'. It includes NBSOIL highlights; informative and educational content on the project's concepts (such as the six nature-based solutions the project will focus on); relevant research documents, reports and tools; and external news from the EU Mission Soil or related projects and initiatives.



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9.1.4 Events and conferences

Events are an important part of NBSOIL's dissemination efforts, as this enables the project to showcase the results, experiences and best practices generated by the project. The project aims to regularly participate in high-level European and local events to demonstrate the success stories from the pilot projects and contribute to dialogues on sustainable soil health management. In this sense is important for NBSOIL to participate in events of various scales, to ensure impact at the international level. Some previously identified events are the IUCN World Conservation Congress, the EU Green Week, and the One Planet Summit on Biodiversity will be considered for the next 12 months.

Academic conferences are also an important arena to disseminate the project outcomes and give visibility to the knowledge and practices tested within NBSOIL. The project will rely on research partners like the University of Torino, BOKU, Agrisat, IUNG or Aeres University to represent NBSOIL at scientific conferences and for this the communication team has identified already some major conferences happening in Europe in the coming months. These are: the annual EGU General Assembly happening (April 2023), the EU AgriResearch Conference (May-June 2023), the 5th WASWAC World Conference (June 2023), the Wageningen Soil Conference (August 2023), the ICOBTE&ICHMET conference (September 2023), the 6th International Symposium of Soil Physics (January 2024) or the Centennial Congress of the International Union of Soil Sciences (IUSS, May 2024) as well as some of the EJP Soil National Hubs events. The communication team will encourage and support the participation of the consortium in these events and any other news opportunities that might arise after the delivery of this plan. However, the communication team will remain also available to support the partners in any other academic conference in which they think it would be beneficial to present NBSOIL.

An online form will be created for partners to more easily inform about other events that could be interesting for the project and/or they will attend themselves, in addition to offering the possibility to share any news, pictures, or publications they wish to be shared through the website and social media.

9.2 Internal Channels

Successful external communication and dissemination activities require strong internal communication. In this sense the use of a specific Sharepoint site of the project will allow the partners to exchange documentations and will provide with a place to store internal documents and information. IUNG, the project coordinator organisation, has created that shared space and is responsible for ensuring a smooth coordination with all project partners when using it. Link to NBSOIL Sharepoint folder:

<https://manpulawyp1.sharepoint.com/sites/NBSoil/>

On the other hand, the communication team has identified one focal point per partner that helps coordinate all communication-related requests and activities of the NBSOIL project. These focal points are part of the Comms Team that will meet once per quarter in what is called the "Comms call". These quarterly calls are meant to give regular group updates and encourage active participation from the WP6 partners to design activities, provide helpful materials, and share communication references. The online internal communication platform also decreases and limits the use of emails, saving time and energy. During these calls, short trainings are given on how to use the project social media channels, Trello boards, or other platforms aiming to increase the project's visibility.



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10 Media Relations

The approach followed will consider the idea that for project results and outputs to have a strong and lasting impact they must be properly communicated to the different stakeholders. In this respect, the media plays an indispensable role since it acts as a window into what is happening on the ground and can effectively engage with relevant stakeholders. Over the coming years, the NBSOIL project, led by REVOLVE, will have to build a strong relationship with different media outlets at a local, national, and international level to get the right messages to the right target audiences. Media outlets can also help the project reach new audiences that would otherwise be hard to reach.

The NBSOIL project in this sense will develop a Media Relations Strategy outlining the steps needed to build and maintain a dynamic and productive relationship with the traditional and modern media to have a bigger and more widespread impact. Traditional media includes television, radio and newspapers while modern media includes blogs, social media, podcasts, magazines, and other livestreaming platforms (Twitch, YouTube, etc.). To stay up-to-date and engage with younger audiences, traditional media outlets have had to increasingly digitalise their content and make it more accessible, meaning that the line between traditional and modern media is becoming more and more blurred. The important takeaway is that the current media landscape is complex and ever-evolving and people get their information and knowledge from a variety of sources – with some being more data-driven than others.



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11 Translations

This task will coordinate translation and adaptation of all project materials, notably learning materials. To train soil advisors and reach land managers effectively it is essential to translate NBSOIL materials and notably the learning materials into the project languages: English, Polish, German, Dutch, French, Italian, Spanish. A few selected dissemination materials will be translated to Romanian, Danish and Greek. These materials include the project identity materials (leaflets, posters, roll-ups and factsheets), audiovisual content such as project's video, webinars, workshops (subtitles), practice abstracts and any other important output from the project such as the interactive tools. REVOLVE will coordinate this task with the support of the local partners to ensure the use of correct scientific, technical and local terms. In this sense, at the end of the first year of the project (M12) Deliverable 6.10 on Translation guidelines and Glossary will offer a practical glossary of soil related terms and expressions in the project's languages in English, Polish, German, Dutch, French, Italian and Spanish together with recommendations on translation to enable fluid communication and the same use of concepts and terms.



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12 Impact Reporting

Impact is measured both qualitatively and quantitatively. The suggested structure of the impact report is depending on the needs of the project and is adapted to the main communications objectives to be reached. In this sense the initial structure propose is the following:

- Contents: updates on website and other comms channels.
- Overview/“At a glance”
- Social Media: Twitter, LinkedIn (KPIs and growth rate/month)
- Newsletter: Subscriber growth and geographical outreach
- Website: Traffic, downloads, outreach
- In the press and Media relations
- External events: digital media highlights overview

The communication leader REVOLVE will lead and develop the design and layout of the report and will present its quarterly during the WP6 internal meetings, also called “Comms calls.” The template and results will also be made available in the WP6 Comms SharePoint channel. The quantitative data on the website will be collected via MATOMO and the Social Media channels through their own internal quantification tools.



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