



NBSOIL

Nature-Based Solutions
for Soil Management

Communication, Dissemination and Exploitation Plan– Middle version

Deliverable [D6.3]

27.11.2024



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Deliverable 6.3	Communication and Dissemination Plan / Exploitation Plan– middle version	
Related Work Package	WP6 – Communication, dissemination and exploitation	
Deliverable lead	REVOLVE	
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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) ¹	R	
Dissemination Level (PU, CO, CI) ²	PU	
Date last update	27.11.2024	
Website	nbsoil.eu	

Revision no.	Date	Description	Author(s)
0.1	01.05.2025	First version	Josep Crous-Duran (REV) Marta Castillo Sanchez (REV)
0.2	25.05.2024	Internal partner revision	Patricia Carbonell (REV)
1	27.05.2024	Internal project revision	Grzegorz Siebielec (IUNG)
2-3	27.11.2024	Update after 1 st reporting review	Josep Crous-Duran (REV) Marta Castillo Sanchez (REV) Elena Pareja-Serrano (AGRISAT) Anna Osann (AGRISAT)

Please cite this deliverable as:

Crous-Duran J., Castillo-Sanchez M., Pareja-Serrano E., Osann, A. D6.3 Communication, Dissemination and Exploitation Plan– Middle version. NBSOIL project funded under grant agreement n. 101091246 of the European's Union Horizon Europe programme. November 2024. Document available when approved by the EU at: nbsoil.eu

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
- DMP – Data Management Plan
- KER – Key Exploitable Result
- FAIR – FAIR principles: Findable, Accesible, Interoperable, and Reusable
- DMO – Data Management Officer
- IP – Impact Pathway
- MOOC – Massive Open Online Course



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1 History of changes – addressing evaluation comments

This deliverable has been updated on the 31th of November 2024 to address the evaluation comments received on the 23rd of September 2024:

In the Grant Agreement it is committed to developing a first update of the exploitation plan within this deliverable, which is missing. Regional media which are one of the main information channels for the end users in this field are not considered for the communication plan.

This updated version of the deliverable now includes the Exploitation Plan lead by AGRISAT (Chapter 14) as well as a list of regional media identified as key communication channels for disseminating the project's results (Chapter 10) and an initial list of scientific publications anticipated from the project (Chapter 9.1.5).



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2 Executive Summary

This deliverable presents the updated version of the Communication Plan for the next period, covering from month 19 (June 2024) to month 36 (November 2025). The document reviews the results achieved so far and offers rectifications and new actions to achieve the project's main objectives and the more specific dissemination goals in collaboration with project partners. The tactics employed in this plan revolve around utilizing various communication tools, channels, events, activities, and partnerships to achieve key results presented during the first period of the project (M1-M18) with a primary focus, for this second period, on communicating the launch of the project's main outcome: **the NBSOIL Academy**. The academy is scheduled to be presented at the beginning of June 2024 (5th June 2024), and the main communication goal is to promote its existence and reach the target of training 300 new or upskilling soil advisors. Additionally, the document provides an overview of the results achieved at M18 for the most relevant key performance indicators (KPIs), the revisiting of the internal channels used, and rectifications and new actions to take to ensure cohesive external communication and dissemination activities.

The present report also includes the middle version of the Exploitation Plan of the NBSOIL project lead by AGRISAT, that updates what was reported in the initial Exploitation Plan (Deliverable 6.5).

The Exploitation Plan aims to:

- 1) define the results and methods of the project, define the appropriate actions to help maximise the impact of NBSOIL, taking into account the legal aspects of ownership and intellectual property of the partners, the proposed markets for exploitation, and the potential end-users and barriers they may face;
- 2) and the identification of the potential for adaptation of these results beyond the project partnership and the duration of the project, framed within the Sustainability Plan.

This middle version of the Exploitation Plan includes:

- 3) A description of the methodology used by the NBSOIL consortium to develop the Exploitation Plan and the Sustainability Plan.
- 4) A description of the key exploitable results and methods of the project.
- 5) The Exploitation Plan with the actions to maximise the exploitation of these results.

The actions related to the Sustainability Plan will be included in the final version of this report in M36 (Deliverable 6.4).



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3 Expected impact

This Deliverable D6.3 Communication and Dissemination Plan – Updated version has been developed at month 18 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.

Under task T6.1 on Communication activities and T6.2 on Dissemination actions, which commenced in Month 1 and will persist throughout the project's duration, a diverse array of communication materials has already been developed to effectively communicate about the project and reach and engage current and aspiring soil advisors, farmers, researchers, and policymakers from various countries. These materials included in addition to a full website and social media channels other more traditional communication materials such as a project info sheet, a roll-up, poster, a project banner, among other materials such as the visioning cards, designed to be used as facilitating materials to start a discussion and help describe and define soil-related problems and solutions.

The NBSOIL Massive Open Online Course (MOOC), launched in November 2023, opened a wider dissemination path for NBSOIL. However, in Month 18, the launch of the NBSOIL Academy marks a very important milestone in the project, directing the communication efforts towards promoting the online course in order to achieve the goal of training 300 new soil advisors. New materials have already been created such as a dedicated section of the website and specific leaflet and presentation to promote it, together with a social media launching campaign and an introductory webinar. In the coming months, other supporting communication material for the eLearning platform and for wider dissemination of the Academy across local audiences will be developed, translating specific products to the NBSOIL Project languages. Additionally, other objectives of the project, such as increasing cover crop use by 10,000 farmers or establishing 20 soil health Living Labs and advising 7 local and regional administrative institutions (at NUTS-2 and NUTS-3 levels or below), will continue to be disseminated in parallel, in order to reach the expected goals of the project on this aspect.

To complement these communication and dissemination efforts, the Exploitation Plan plays a pivotal role in maximizing the impact of the NBSOIL project. This mid-term Exploitation Plan (section 14), developed in parallel, identifies and defines the key results and methods of the project, ensuring their uptake and long-term sustainability. A key focus is on ensuring that the project outputs achieve their intended impacts by addressing the legal aspects of ownership and intellectual property, exploring proposed markets, and identifying potential end-users and barriers.

The Exploitation Plan aims to establish a robust business strategy tailored to the Nature-Based Solutions (NBS) market, ensuring that the results can be adapted beyond the project partnership and duration. It highlights the transformative potential of the NBSOIL Academy, designed to promote practical knowledge and train advisors, which directly aligns with broader efforts to improve soil health across Europe. Furthermore, the plan emphasizes the identification and characterization of Key Exploitable Results (KERs), mapping pathways for their effective utilization, and laying the groundwork for their integration into long-term sustainability strategies.



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By combining communication, dissemination, and exploitation strategies, the NBSOIL project is poised to ensure its outcomes reach diverse audiences, generate sustainable impact, and advance its mission to improve soil health through Nature-Based Solutions.



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4 Introduction

The Communication and Dissemination (C&D) Plan serves as a central document for coordinating activities under Task 6.1 (Communication activities) and Task 6.2 (Dissemination actions) in the NBSOIL project. This plan provides a comprehensive framework for aligning communication and dissemination channels, activities, and tools to effectively share key information and results. By doing so, it ensures that project outcomes are communicated to the right stakeholders and that awareness is raised about Nature-Based Solutions (NBS) for improving soil health across Europe. Work Package 6 (WP6) plays a pivotal role in transferring the project's results and fostering their uptake to support the European Soil Health Mission.

To ensure the plan remains responsive and relevant, the initial communication objectives have been revisited and updated in Chapter 4, while insights into stakeholders and target groups have been refined in Chapter 5. Chapter 6 outlines updated messaging examples, emphasizing the alignment of main and sub-messages. Results achieved during the project's initial phase and anticipated outcomes in terms of key performance indicators (KPIs) are detailed in Chapter 7. Progress on communication channels, as well as future actions to implement the C&D Plan, is described in Chapter 8. Notably, media relations are addressed in Chapter 9, highlighting their dual role in engaging both general audiences (via mainstream media) and specialized groups (through trade and research publications). Additionally, the project's commitment to multilingual accessibility is presented in Chapter 10, detailing translation processes for making online courses and relevant materials available in multiple languages, including Polish, German, Dutch, French, Italian, Spanish, and English. Finally, Chapter 11 introduces the impact reporting process, which will inform updates to the C&D Plan for its final version, to be delivered in M36.

Aligned with the ambitions of the European Soil Health Mission, the NBSOIL project integrates knowledge and strategies for holistic soil health management through NBS, adhering to the IUCN Global Standard for Nature-Based Solutions (IUCN, 2020). As part of its comprehensive approach, the project is developing a blended learning programme to train soil advisors in applying NBS-focused agroecological principles. To achieve its objectives, the NBSOIL consortium has structured its efforts around four Impact Pathways (IP): building on prior research and open-source technologies (IP1); providing enablers for Soil Health Living Labs (IP2); developing user-friendly and inclusive soil monitoring and mapping tools (IP3); and integrating soil care into land management and decision-making processes (IP4).

To maximize the impact of these efforts, Task 6.3 focuses on exploitation, replication, and business planning for NBSOIL outputs. This task spans M18 to M36, ensuring that project results are effectively utilized while addressing legal, security, and intellectual property considerations. It also explores opportunities to adapt project results for broader use beyond the current consortium. The project aims to establish a robust business strategy tailored to the NBS market, ensuring proper exploitation pathways.

This report represents the mid-term update of the Exploitation Plan (Deliverable 6.5), refining and expanding on the initial version. It defines the key results and methods essential for achieving the project's expected impacts and lays the groundwork for the Sustainability Plan to be presented in the final version at M36 (Deliverable 6.4). This Sustainability Plan will ensure the long-term viability and widespread adoption of NBSOIL's exploitable outcomes, extending their benefits well beyond the project's conclusion.



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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 has been based on a comprehensive communication plan, that during the first 18 months of the project tried to 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.

This updated version of the initial plan will provide a review of the strategy followed during the first 18 months for a clear overview if all the communication channels, activities, and tools worked together to address the project's stakeholder groups and see if the approach of achieving goals considering the full cooperation of the coordinator and work package leaders, as well as all project partners' direct involvement and support was efficient enough.

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 goals listed here have been revised and adapted to suit the needs of the project from M18 onwards:

1. Provide communication tools and platforms for effective dissemination and engagement in the long term,
2. Raise awareness about and promote NBSOIL, its primary objectives and goals among target audiences
3. Build credibility and gain trust and support from stakeholders by showcasing the project's successes and achievements.
4. Create and maintain relationships with stakeholders, providing relevant and accurate information to them.
5. Support project partners in communicating and disseminating their work,
6. Promote the NBSOIL Academy to educate on sustainable soil practices, techniques, and methodologies to current and aspiring soil advisors and other relevant stakeholders.
7. Ensure knowledge transfer by disseminating project results, hosting workshops and training sessions, and creating online resources.

To achieve the objectives, the following actions were planned until M18 (Table 1). While these covered a wide array of communication activities, the consortium has always been flexible and has discussed with the



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communication team specific activities and key messages that arise throughout the project implementation. As the current approach has proven effective, the communication team will continue with similar activities from now until M36. However, additional emphasis will be placed on creating video material to support the Academy's development.

Table 1. Communication activities and delivery dates for the first 18 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 - MOOC implementation - Academy implementation	M6 M12 M17	Updated regularly
Social media content updates (Twitter and LinkedIn)	M1-M18	Number of posts: Twitter: 284 LinkedIn: 102
Press releases	Based on milestones	2x #1 Start of the project (M3) #2 NBSOIL Academy launch (M18)
E-newsletters	M4, M6, M9, M12, M15	#1 What is the NBSOIL Project about #2 The NBSOIL Website is Live #3 The second NBSOIL meeting takes place in Vienna #4 Start your Career in Soil Advice with Our Mooc #5 SoilHood: NBSOIL Academy enrolment now open!
Video material	M12	M10 – Webinar launch of the NBSOIL Massive Online Open Course (MOOC)
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 have been updated for this first reporting period and include actors like land managers and workers, the research community, local authorities, and decision makers. The communication and dissemination activities will ensure the transfer and capitalisation of project results and insights to these groups 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 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 webinar advertising the MOOC and the Academy 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.	Leaflets and social media posts advertising the MOOC training and the NBSOIL Academy 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 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 **Błąd! Nie można odnaleźć źródła odwołania.**). To ensure successful engagement, it is important to understand the stakeholders and their posture for change through a Stakeholder Analysis. In this regard, the plan was to during the first year of the project and based on the previous information develop a more detailed interest/influence matrix 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.

Despite this initial effort, the comprehensive stakeholder engagement process has not yet been completed due to the complex and multifaceted nature of the task. Effective stakeholder engagement requires an in-depth understanding of each stakeholder's interests, influence, and readiness for change. This process involves a quite an extensive data collection, analysis, and validation to ensure that all relevant stakeholders are identified and appropriately classified. Additionally, the development of tailored communication strategies and activities to engage these stakeholders effectively is a time-intensive task that necessitates careful planning and coordination. As such, the thoroughness and accuracy required for meaningful stakeholder engagement have necessitated a more extended timeline. This detailed stakeholder analysis and engagement process will be



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undertaken over the next months to ensure a comprehensive and effective approach, applied during the next project period (M18 to M36) and detailed and results presented in the final version of this Strategic Communication Plan due in M36 (Deliverable 6.4, M36, REV).



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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 was presented in the first version of this document and has been refined in the current one. The sub-messaging for the upcoming 18 months is presented in Table 3.

Table 3. 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 sustainable 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, learn about the situation in different European countries, contributing to research, and developing new skills and knowledge related to sustainable land management and soil health. Additionally, participation in the project could lead to new opportunities for professional growth and career advancement. 4. Access to an exclusive training programme on nature-based soil advise: By participating in the pioneering NBSOIL Academy – a two-year training prototype aimed at empowering existing and aspiring soil advisor – you will engage with soil health and nature-based solutions experts, demonstration sites, advisory services, and other Soil Mission projects across the EU and associated countries to strengthen the knowledge and skills base to provide nature-based advice on soils across all land use sectors. that will



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<p>Educational Institutions and communities</p>	<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. 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 land management 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



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	<p>NBSOIL project, businesspeople can stay ahead of the competition and meet the growing demand for more sustainable products and techniques.</p> <p>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. 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>	<p>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.</p> <p>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.</p> <p>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</p>



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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 was 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. Since its launch in June 2023, the website has been updated with an "Academy" section, which includes information on the MOOC, the Soil Academy, and a glossary and visioning cards under the Knowledge Base section. Additionally, the Stories, In the Press, Newsletter, and Events pages have been regularly updated with new information. The Media Kit section, which has also been developed, groups the communication materials of the project, including FAQs, press releases, a poster, info sheet, visual identity, and logo pack among others.

Table 4. Objectives and KPIs related to the project website.

	Objectives	KPI	Target M12	Results M18	Target M36
Reach	To increase reach and to lead people to read content	Number of users	1,000 visits	1937 visits	10000 visits
	To reduce the number of users that leave the website	Bounce rate (Average 25%-65%)	65%	52%	50%
	To increase the number of loyal users for content	Number of returning visitors	15%	49%	45%
	To set focus on countries	Number of countries	8 EU Countries	8 EU Countries and beyond	8 European countries in the top 10 visitors' countries
Engage	Get quality and interest	Number of pages /sessions	>2	4.8	
	To increase, shows the content quality and interest	Session duration	>01:00	05:42	06:00
	To increase and to get people to contact/subscribe	Click-Through Rate	2%	50%	60%
	To value the visibility and website performance	Average position on Google search	10	Info not available for this period	10



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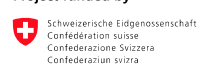
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Convert	Add a subscription to the newsletter.	Number of subscribers to the newsletter	100	588	1000
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8.2 Social media

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. Due to the latest changes in Twitter policy and analytics, some data is not available anymore and won’t be considered in the future.

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

	Objectives	KPI	Target Tw M12	Reached Tw M18	Target Tw M36	Target LK M12	Reached LK M18	Target LK M36
Reach	To increase the visibility of the project	Number of followers	300	858	1300	1,000	1931	3000
	To increase post quality	Engagement rate	/	6.75%	6%	<2%	6.65%	8%
	To increase visibility	Tweet/post impressions	15,000	Not available	/	/	105,460	250,000
Page visits		250	Not available	/	80	3,456	6,000	
Engage	To attract quality followers	Click rate	/	Not available	/	<2%	2.52%	<2%
	To increase awareness of the project	Number of shares/retweets	100	495 (M12) not available after M12		100	249	350
Convert	To increase the website traffic	Number of users from social media to the website	30	32	100	20	71	200

8.3 Newsletters

Each quarter, the NBSOIL communications team has sent a newsletter informing its subscribers about the project’s progress, upcoming events, and promoting project publications. The newsletters sent are:

[Newsletter #1 | March 2023 What is the NBSOIL Project about](#)

[Newsletter #2 | July 2023 NBSOIL Website is Live](#)

[Newsletter #3 | October 2023 The second NBSOIL meeting takes place in Vienna](#)



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[Newsletter #4 | December 2023 Start your career in soil advice with our MOOC](#)

[Newsletter #5 | April 2024 SOILHood: NBSOIL Academy enrolment is open!](#)

The objectives and KPIs of the newsletter are indicated in Table 6.

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

	Objectives	KPI	Target M12	Reached M18	Target M36
Reach	To increase the community	Number of subscribers	250	588	1000
		Open rate	50%	53%	50%
	To keep subscribers in the community	Bounce rate	2%	3%	3%
Engage	To increase awareness of the project	Click rate	18%	19%	20%
Convert	To get registration to events	Number of registrations	70	80	200

Beyond what was planned in the first version of this document, the NBSOIL communication team launched a LinkedIn newsletter to amplify the reach of the email newsletter. The first edition was launched in December 2023. The reach of the two issues sent up to date and the target for the upcoming 18 months have been added in table 7 below.

Table 7. Objectives and KPIs related to the NBSOIL LinkedIn newsletter

	Objectives	KPI	Target M12	Reached M18	Target M36
Reach	To increase the community	Number of subscribers	/	944	1500
	To keep subscribers in the community	Impressions	/	2987	6000
Engage	To increase awareness of the project	Engagements	/	62	100
Convert	Drive traffic to the newsletter links	Article views	/	578	700

8.4 Press releases

One of the two expected press releases have been sent to communicate about the project. The first one was released during the KoM and the second one is expected to come out for the NBSOIL Academy launch on 5th June 2024 as one of the key moments in the project during the first half.

The first press release is available here: <https://nbsoil.eu/media-kit/>



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As identified in the first version of the strategic communication plan, the intention was to define the specialised agents and publications to start increasing project awareness from the beginning. Find in table 8 the objectives and KPIs related to the press releases and in table 9 the list of publications identified related to the project:

Table 8. Objectives and KPIs of the press releases

	Objectives	KPI	Target M12	Reached M18	Target M36
Reach	To reach specialised press	Number of journalists in the list	150	NA	100
		Number of answers/interests shown	10	NA	7
Engage	To increase project awareness	Number of journalists present at the events	5	NA	10
Convert	To get published	Number of articles published	3	8	20

The NBSOIL communication team will focus more from M19 to M36 on the dissemination to the media and publications, to highlight among specialised and mainstream audiences the importance of soil health, the role of soil advisors in improving the health of our soils and the role of the project in training the new wave soil advisors in sustainable land management.

Table 9 Agents, media and publications to disseminate NBSOIL project results

	Media Name
Scientific journals	<p>Soil Biology and Biochemistry: This journal covers research on soil organisms, their processes, interactions, and biochemical reactions in soil.</p> <p>Soil Science Society of America Journal (SSSAJ): Published by the Soil Science Society of America, this journal covers a broad range of topics related to soil science, including soil health.</p> <p>Geoderma: Geoderma publishes research on soil science, focusing on soil processes, soil-landscape relationships, and the impact of human activities on soil.</p> <p>European Journal of Soil Science: This journal publishes research on all aspects of soil science, including soil health, soil chemistry, soil physics, and soil biology.</p> <p>Journal of Soil and Water Conservation: This journal focuses on soil and water conservation research, including topics related to soil health, erosion control, and sustainable land management.</p> <p>Agriculture, Ecosystems & Environment: While not exclusively focused on soil health, this journal often publishes research on the interactions between agriculture, ecosystems, and soil health.</p> <p>Soil Use and Management: This journal covers practical aspects of soil management, including soil health assessment, soil fertility, and sustainable soil management practices.</p> <p>Land Degradation & Development: While primarily focused on land degradation, this journal often includes research on soil health and restoration practices</p>
Non-scientific journals and	<p>The Ecologist: A magazine covering environmental news and analysis, focusing on sustainable living and ecological issues.</p> <p>Country Life: A British weekly magazine focusing on rural life, including farming, gardening, and countryside conservation.</p>

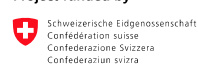


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	<p>Resurgence & Ecologist: A magazine that blends articles on environmental issues, social justice, and arts, providing in-depth coverage of ecological topics.</p> <p>Living Earth: The magazine of the Soil Association, which covers topics on organic farming, soil health, and sustainable agriculture.</p> <p>BBC Countryfile Magazine: A British magazine that accompanies the popular BBC TV show "Countryfile," focusing on rural and environmental issues.</p> <p>Landscapes Review: A magazine focusing on the preservation and appreciation of landscapes, including articles on soil conservation and land management.</p> <p>Permaculture Magazine: A publication dedicated to permaculture and sustainable living, featuring articles on soil health and sustainable farming practices.</p> <p>Green European Journal: A magazine that explores ecological and social issues in Europe, providing a platform for green politics and sustainability topics.</p> <p>The Land Magazine: A publication that focuses on issues related to land use, agriculture, and environmental stewardship.</p> <p>La Repubblica (Green & Blue): A section of the major Italian newspaper focused on environmental news and sustainability.</p> <p>Il Sole 24 Ore (Ambiente & Energia): The environmental and energy section of Italy's leading financial newspaper.</p> <p>L'Espresso: An Italian magazine that covers a range of topics including politics, culture, and the environment.</p> <p>El País (Planeta Futuro): The environmental section of Spain's leading newspaper, focusing on sustainability and environmental issues.</p> <p>ABC (Natural): The nature and environment section of the Spanish daily newspaper ABC.</p> <p>La Vanguardia (Natural): The natural and environmental section of the prominent Spanish newspaper.</p> <p>Polityka (Nauka i Środowisko): The science and environment section of a major Polish weekly magazine.</p> <p>Gazeta Wyborcza (Nauka i Środowisko): The environmental and science section of a leading Polish newspaper.</p> <p>Tygodnik Powszechny (Środowisko): A Polish weekly magazine covering various topics including environmental issues.</p> <p>De Volkskrant (Klimaat en Milieu): The climate and environment section of a major Dutch daily newspaper.</p> <p>Trouw (Groen): The green section of the Dutch newspaper Trouw, focusing on environmental issues.</p> <p>NRC Handelsblad (Duurzaamheid): The sustainability section of the prominent Dutch newspaper.</p> <p>Le Monde (Planète): The environmental section of France's leading newspaper.</p> <p>Le Figaro (Environnement): The environment section of the major French newspaper.</p> <p>Libération (Terre): The section of Libération focusing on environmental issues and sustainable development.</p> <p>Der Standard (Wissenschaft & Klima): The science and climate section of a leading Austrian newspaper.</p> <p>Die Presse (Wissenschaft): The science section of the Austrian daily newspaper, covering environmental topics.</p> <p>Profil (Umwelt): An Austrian magazine with a section dedicated to environmental issues.</p> <p>Neue Zürcher Zeitung (Wissenschaft): The science section of Switzerland's major newspaper, covering environmental and sustainability topics.</p> <p>Le Temps (Planète): The environmental section of the leading French-language newspaper in Switzerland.</p> <p>Tages-Anzeiger (Wissen): The science section of a major Swiss newspaper, covering ecological and environmental topics.</p>
Farmers magazine	<p>Farmers Weekly: While originating in the UK, Farmers Weekly also covers European agriculture extensively, offering news, analysis, and advice on crop production, livestock management, machinery, and market trends across Europe.</p> <p>Farm Europe: Farm Europe is a platform providing analysis and recommendations on European agricultural policy, market developments, and sustainability issues, aimed at farmers, policymakers, and stakeholders.</p> <p>Agrarheute (Germany): Agrarheute is a German agricultural magazine covering topics such as crop production, livestock farming, farm management, machinery, and market trends relevant to German and European farmers.</p>



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	<p>La France Agricole (France): La France Agricole provides news, analysis, and advice for French farmers, covering agricultural policy, crop production, livestock management, machinery, and market trends in France and Europe.</p> <p>Boerderij (Netherlands): Boerderij is a Dutch agricultural magazine offering insights and information for Dutch farmers, including crop production, livestock management, farm machinery, and market developments in the Netherlands and Europe.</p> <p>Top Agrar (Germany): Top Agrar focuses on practical advice and information for German and European farmers, covering topics such as crop cultivation, animal husbandry, machinery, and agricultural policy.</p> <p>Agriculteur Normand (France): Agriculteur Normand provides news, analysis, and advice for farmers in Normandy and beyond, covering topics such as crop production, livestock farming, agricultural policy, and market trends in France and Europe.</p> <p>L'Informatore Agrario (Italy): L'Informatore Agrario is an Italian agricultural magazine offering insights and information for Italian farmers, including crop cultivation, animal husbandry, agricultural policy, and market trends in Italy and Europe.</p> <p>Agroinformación: Agroinformación is a Spanish agricultural magazine that provides news, analysis, and advice for farmers and agricultural professionals in Spain. It covers topics such as crop production, livestock management, agricultural policy, market trends, and rural development issues specific to Spain. Agroinformación offers insights and information to help Spanish farmers make informed decisions and stay updated on the latest developments in the agricultural sector.</p>
<p>Newsletters and online repositories</p>	<p>Soil Science Professionals Soil Science Education IUSS - International Union of Soil Sciences Soil and Water Conservation Society Soil Carbon LOESS - Boosting literacy on soil health across Europe Soil Health / Soil Carbon Naturally Grown Agriculture and Organic Farming SUSTAINABLE AGRICULTURE Environment Alliance</p>
<p>EU reports</p>	<p>European Environmental Agency (EEA) Reports European Commission Scientific Reports Joint Research Centre (JRC) Reports European Soil Data Centre (ESDAC) Reports European Forest Institute (EFI) Reports</p>



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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 included seven main sections: 1. Home, 2. About, 3. Soil Academy, 4. Knowledge base, 5. Media, 6. Events and 7. Get involved. The updated version in M18 included a new homepage, an updated Soil Academy section (including the MOOC), new subsections under the Knowledge base (Glossary and Visioning Cards), updated form on the Get Involved to collect academy enrolments, and regular updates of the media and events sections.

The main objective of the website is to continue offering 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 continue to be developed over time with an additional section dedicated to:

- The Soil health resources presenting information on soil health assessment, monitoring and mapping from WP4.
- Policy (Policy Navigator) based on the work developed within WP5.
- The NBSOIL Marketplace presenting results from WP6.

Also, additional functionalities will be added to the website according to the respective project deliverables and milestones and any other need identified during this second period.

Finally, and in order to ensure the project legacy, the project's website will remain publicly accessible and maintained for a duration of four years, even after the completion of the project.



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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 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 soon.

Twitter: The purpose of the Twitter account is to regularly engage with EU institutions, universities, researchers, research centers, and policymakers at all levels. However, in recent months, the perception of Twitter (now X) has changed, leading to a decrease in the general activity on this social network. Even though the project reached 850 followers in the first 18 months, the growth rate is expected to slightly decrease, with a total of 1300 followers anticipated by month 36.

LinkedIn: Like Twitter, LinkedIn also targets a professional audience, with a focus on disseminating NBSOIL research to relevant stakeholders. During this first period, the project has reached a total of 1,931 followers. Contrary to the trend expected for X, LinkedIn is projected to reach 3,000 followers by month 36, absorbing some of the influence lost by X.

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 has posted with a frequency of at least two posts a week reaching a total of 102 posts on LK and 284 on TW during the first 18 months. In terms of engagement rates, 6.75% and 6.65% has been reached for Twitter and LinkedIn respectively.

The social media content strategy has proven successful, with values higher than expected. In this sense, the strategy will continue to be adapted for each social media platform, covering 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 with a special emphasis on the Soil academy.
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.

An additional fourth type of content will be strongly considered, focusing on presenting activities, events, and results from other Soil Mission projects.

To increase efficiency, the NBSOIL communication team has created a Trello board that includes the monthly planning of social media posts. Additionally, social media training sessions will be considered for the partners to encourage more active engagement on social media channels.

9.1.3 Newsletter



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The NBSOIL project has an EU GDPR-compliant Mailchimp account, has been used to send out quarterly newsletters to subscribers (16 in total during the duration of the project). Until Month 18, 5 different newsletters have been distributed in Months 4, 8, 11, 13, and 17 to a current total of 1430 subscribers all aiming to be informative, inspiring and 'shareable' and include 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.

The newsletter sign-up form has been integrated into the website and has been 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.

In December 2023, the newsletter was also sent through LinkedIn. The newsletter page of the NBSOIL Project, titled "SoilHood," has reached 942 followers, surpassing the number of subscribers to the classic newsletter sent through Mailchimp (488 subscribers, 1430 total subscribers). So far, two issues have been published in the LinkedIn newsletter. The frequency and content will remain the same as the classic newsletter for future issues.

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 to contribute to dialogues on soil health management. In this sense is important for NBSOIL to participate in events of various scales, to ensure impact at the international level.

During the first 18 months, the project has been presented at several events. Table 10 presents a non-exhaustive list:

Table 10 List of events where NBSOIL was presented between December 2022 and May 2024

Event Name	Link	Date	Location
National Engagement Event Soil Mission, Nati00ns, edition 1	https://nati00ns.eu/events/nationaal-engagement-evenement-over-de-eu-bodem-missie-nederland	17 May 2023	Dronte, The Netherlands
EU AgriResearch Conference 2023	https://nbsoil.eu/event/the-2023-eu-agriresearch-conference/	31 May - 1 June 2023	Brussels, Belgium
Groundswell: The Regenerative Agriculture Festival	https://nbsoil.eu/event/groundswell-the-regenerative-agriculture-festival/	28 - 29 June 2023	Lannock Manor Farm, UK
European Mission Soil Week	https://nbsoil.eu/event/european-mission-soil-week/	21-23 November 2023	Madrid, Spain
EU CAP Network Seminar	https://nbsoil.eu/event/eu-cap-network-seminar/	21-22 February 2024	Vienna, Austria
South West Agritech Showcase	https://www.southwestagritech.org.uk/	20 April 2024	Exeter, UK



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EIP Agri Groups conference	https://nbsoil.eu/event/eu-cap-network-conference-eip-agri-operational-groups-innovation-in-practice/	6-8 May 2024	Estoril Portugal
National Engagement Event Soil Mission, Nat100ns, edition 2	https://nati00ns.eu/netherlands-nee-2024	14 May 2024	Giesbeek, The Netherlands
Centennial Celebration and Congress of the International Union of Soil Sciences	https://nbsoil.eu/event/centennial-celebration-and-congress-of-the-international-union-of-soil-sciences/	19-21 May 2024	Florence, Italy

An online form has been created for partners to report about the events they have attended or the upcoming ones that could be interesting for the project and/or they will attend themselves. In addition, guidelines about how to share with the Project's Communication Team news and events about the project activities have been developed and are available on the project's internal SharePoint to offer the possibility to share any news, pictures, or publications they wish to be shared through the website and social media.

In the upcoming 18 months, the NBSOIL Project aims to balance participation in high-level European and national events with local events that can support the engagement and promotion of the project among local stakeholders. The NBSOIL Academy will be the main driver for event organisation and participation over the next year and a half of the project. The Academy will reinforce synergies among project partners and external stakeholders, all working to boost sustainable land management practices to improve soil health in Europe.

As part of the training activities, NBSOIL partners will organise two online webinars per module (eight webinars from month 19 to month 36), plus one on-site event per project country (Spain, Italy, France, Austria, Poland, the Netherlands, and the United Kingdom) every six months (21 events from month 19 to month 36). Beyond this, the Academy will also enable collaboration with other Soil Mission projects (like Nati00ns, CURIOSOIL, Humus or AI4SoilHealth) or EU CAP Network and participation in events that can support the learning experience of the training participants, connecting them with other experts and stakeholders in their countries.

In Table 11 below, the communication team has compiled a non-exhaustive list of planned events for the upcoming months, with a special focus on the events that will take place within the NBSOIL Academy. More event opportunities will arise, and the communication team will be constantly looking for opportunities to share with project partners and vice versa.

Table 11 List of events where NSBOIL aims to participate between June 2024 and November 2025

Event Name	Link	Date	Location
NBSOIL Academy launch webinar	https://nbsoil.eu/event/nbsoil-academy-launch-webinar/	5 June 2024	Online
8th International Conference on Big Data/	https://nbsoil.eu/event/8th-international-conference-on-big-data/	10 - 14 June 2024	Bilbao, Spain
NBSOIL Academy Module 1 webinar 1	N/A	21 June 2024	Online
NBSOIL Academy Module 1 webinar 2	N/A	5 July 2024	Online



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NBSOIL Academy Module 2 webinar 1	N/A	October 2024	Online
NBSOIL Academy Module 2 webinar 2	N/A	November 2024	Online
European Mission Soil Week 2024	https://mission-soil-platform.ec.europa.eu/news-events/european-mission-soil-week-2024	12-13 November 2024	Brussels, Belgium
National on-site events (first semester of the Academy)	N/A	June - November 2024	Spain, Italy, France, Austria, Poland, the Netherlands, and the United Kingdom
NBSOIL Academy Module 3 webinar 1	N/A	February 2025	Online
NBSOIL Academy Module 3 webinar 2	N/A	March 2025	Online
National on-site events (second semester of the Academy)	N/A	December 2024 to May 2025	Spain, Italy, France, Austria, Poland, the Netherlands, and the United Kingdom
NBSOIL Academy Module 4 webinar 1	N/A	May 2025	Online
NBSOIL Academy Module 4 webinar 2	N/A	June 2025	Online
National on-site events (third semester of the Academy)	N/A	June to November 2025	Spain, Italy, France, Austria, Poland, the Netherlands, and the United Kingdom

9.1.5 Scientific publications

One of the key scientific outcomes of the project is the publication of at least 10 scientific articles in peer-reviewed journals. The Communications Leader requested that partners provide a list of expected publications for the upcoming reporting period. In response, Table 12 presents five provisional titles, including the authors, targeted journals, and the anticipated submission timelines.

Table 12. List of scientific publication produced with the findings of the NBSOIL project with orientative titles, authors, journals and submission periods.

Title	Authors	Journal	Submission period
Remote sensing for NBS forest site soil monitoring: a case study in Kumberg, Austria	Spiralski M., Kubiak K., Marciniak S., Kwasnik P., Kotlarz J (ILOT), Werni Ch (CAFS)	Remote Sensing	Q1 or Q2 2025



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Benchmarking the benchmark: a case-study in generating soil organic carbon benchmarks	Luca Bernardini, Christoph Rosinger, Katharina Keiblinger, Gernot Bodner (BOKU)	Geoderma	Q4 2024
Advances in Remote Sensing for Monitoring Soil Conditions in Forest Ecosystems: Techniques, Challenges, and Applications	Katarzyna Kubiak, Marcin Spiralski (ILOT), Joao Pompeu (BC3), Vincent Levavasseur (CNA) and Rafat Wawer (IUNG)	Transactions on Aerospace Research	Q1 2025
On-farm evaluation of soil-health oriented management measures on soil quality and health	Bodner Gernot, Yang Yu, Luca Bernardini, Christoph Rosinger, Katharina Keiblinger	Soil and Tillage Research	Q1 2025
Exploring spatial pattern of urban soil pollutants and related mitigation nature-based solutions	Enrico Borgogno-Mondino; Samuele De Petris, Enrico Chiesa; Silvia Comis; Silvia Celletti; Michela Schiavon; Elio Padoan (UNITO)	Land	Q2 2025

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 has allowed 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://manpulawypl.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.

As commented in point 7.4, during this next period the NBSOIL communication team will focus more on disseminating information to the media and publications to emphasize the importance of soil health among both specialized and mainstream audiences. This will highlight the role of soil advisors in improving soil health and the project's role in training the new generation of soil advisors in sustainable land management. In this sense Comms leader (REVOLVE) 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.

In this sense, and at the national level, relevant media outlets for disseminating the project's results are listed in Table 9. However, to achieve greater impact at the regional level, to those, additional media outlets were identified in the countries and regions involved in the project: the UK, Spain, France, the Netherlands, Austria (and Germany), Poland, and Italy.

10.1 United Kingdom

For effective dissemination of the results of the Soil Advisors Academy project in the UK, it is essential to engage with media outlets that specialize in soil, agriculture, and sustainability. Prominent platforms include **Farmers Weekly**, **The Farming Online**, and **Soil Association News**, (partner of the project) all of which provide extensive coverage of agricultural practices, soil health, and sustainable initiatives. Additional outlets like **Agri-Tech East**, **Horticulture Week**, and **Greenhouse Grower** focus on innovation and sustainable farming techniques. Regional media such as **Farmers Guardian**, **The Scottish Farmer**, and **The Northern Echo** offer strong ties to local farming communities. Key national organizations and publications like **National Farmers' Union (NFU)**, **Agriculture and Horticulture Development Board (AHDB)**, and **The Country Land and Business Association (CLA)** will help amplify the message to farmers and stakeholders. Furthermore, radio programs like **BBC Radio 4 (Farming Today)** and **Farm Radio** offer an excellent platform for reaching audiences interested in agriculture and sustainability topics. These channels are instrumental in ensuring the project reaches its intended audience in the UK.



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10.2 Spain

In Spain, to effectively share the results of the Soil Advisors Academy project, it is vital to engage with specialized media outlets focusing on soil, agriculture, and sustainability. Key platforms such as **Agroinformación**, **Revista Tierras**, and **Agrodigital** provide comprehensive coverage of agricultural innovation, sustainable farming, and soil management. Additional outlets like **iAgua**, and **Ecoticias** emphasize sustainable farming and environmental conservation. Regional media such as **Agronews Castilla y León**, **La Voz del Campo**, and **Revista Agricultura** have strong connections with local farming communities. National organizations and publications such as **COAG** and **Agropopular on Cadena COPE** are vital for reaching farmers and stakeholders involved in sustainable agriculture. Radio stations like **Mediterráneo Radio 3**, **Vida Verde Radio 4** provide an excellent platform for reaching listeners interested in environmental and agricultural topics. These media outlets will ensure the project reaches its target audience in Spain, fostering awareness and impact.

10.3 France

To effectively share the results of the Soil Advisors Academy project in France, targeting specialized media outlets is crucial. Relevant platforms include **La France Agricole** and **Terre-net**. Additional outlets like **Agromedia**, and **Environnement Magazine** focus on environmental conservation and sustainability. Regional agricultural publications such as **La Voix du Nord**, **Le Républicain Lorrain**, and **L'Avenir Agricole** establish strong connections with local farming communities. Additionally, national organizations such as **FNSEA (Fédération Nationale des Syndicats d'Exploitants Agricoles)**, **Chambres d'Agriculture** help to further promote the project. Furthermore, radio stations such as **France Bleu** and RMC Découverte offer platforms for reaching listeners interested in agricultural and environmental topics. These media outlets will ensure the project reaches its target audience across France.

10.4 Netherlands and Belgium

To effectively disseminate the results of the Soil Advisors Academy project in The Netherlands and Flemish-speaking Belgium, it is essential to target specialized media outlets focused on soil, agriculture, and sustainability. In The Netherlands, key platforms include **Boerderij** and **De Volkskrant (Agriculture Section)**, which provide in-depth coverage of farming practices, soil health, and sustainable agriculture. Additional outlets like **Groentennieuws** and **Nieuwe Oogst** focus on innovations in sustainable farming. Regional media such as **Friesch Dagblad** and **Limburgs Dagblad** connect with farming communities in specific regions. In Flemish Belgium, key agricultural media include **Boerenbond**, **VILT (Vlaams Instituut voor Landbouw- en Visserijonderzoek)**, and **Landbouwleven**, which cover topics related to farming, soil management, and sustainability. Other important outlets such as **De Standaard (Agriculture Section)** and **Het Laatste Nieuws (Agriculture Section)** offer agricultural news with a focus on the Flemish region. Regional platforms such as **Zondag** focus on local agricultural communities. Key national organizations like **LTO Nederland** and **Boerenbond Belgium** play a crucial role in amplifying the reach. Additionally, radio stations such as **Radio 1 (Agri Business)** in the Netherlands and **Radio 2 (Flemish)** in Belgium provide an excellent platform for reaching listeners interested in agricultural topics. These media outlets will ensure the project reaches its target audience across both The Netherlands and Flemish-speaking Belgium, promoting sustainable agricultural practices and soil health initiatives.



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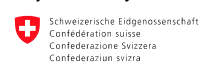
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10.5 Austria (and Germany)

To effectively disseminate the results of the Soil Advisors Academy project in Austria and Germany, it is essential to target specialized media outlets focused on soil, agriculture, and sustainability. In Austria, prominent platforms such as **Die Landwirtschaft** (Agriculture Magazine), **BauernZeitung** offer comprehensive coverage of soil management, agricultural innovation, and sustainable farming. Additional outlets like **Bio Austria** and **Top Agrar Austria** focus on organic farming and sustainability. Regional agricultural media such as **Der Standard (Agriculture Section)** and **Kurier** offer connections to local farming communities. In Germany, key outlets include **Top Agrar**, **Agra-Europe**, and **DLG e.V. (Deutsche Landwirtschafts-Gesellschaft)**, which provide coverage of agricultural innovations, soil health, and sustainability. Additional platforms like **AGRARTECHNIK** and **Landwirtschaftsverlag** focus on farming technology and sustainable agriculture. Regional agricultural media such as **Süddeutsche Zeitung (Agriculture Section)** and **NDR (Agriculture and Environment)** offer strong ties to local farming communities across Germany. Key national organizations such as **German Farmers' Association (DBV)** and **German Organic Farming Association (Bioland)** will help amplify the project's reach. Additionally, radio stations like **Deutschlandfunk (Agriculture and Environment)** and **ORF Radio 1** provide a broad platform for discussions on agricultural sustainability. These media outlets in Austria and Germany will ensure the project reaches its target audience across both countries, promoting awareness and engagement in sustainable agriculture and soil health initiatives.

10.6 Poland

To effectively disseminate the results of the Soil Advisors Academy project in Poland, it is necessary to engage with media outlets that specialize in soil, agriculture, and sustainability. Notable platforms include **AgroFoto**, **Puls Biznesu (Agriculture Section)** all of which provide comprehensive coverage of agricultural practices, soil health, and sustainable farming initiatives. Other outlets like **Polska Agencja Prasowa** (Polish Press Agency) and **Top Agrar Poland** focus on farming innovations and sustainability. Regional agricultural media such as **Głos Wielkopolski** and **Gazeta Wyborcza (Agriculture Section)** connect to local farming communities. Key national organizations such as **Krajowa Rada Izb Rolniczych** (National Council of Agricultural Chambers). Additionally, radio stations like **Radio RMF FM** and **Radio Opole** provide valuable platforms for reaching a wider audience interested in agricultural sustainability. These media outlets will help ensure the project reaches its target audience across Poland.

10.7 Italy

For effective dissemination of the results of the Soil Advisors Academy project in Italy, targeting specialized media outlets focused on soil, agriculture, and sustainability is essential. Key platforms include **AgroNotizie**, **L'Informatore Agrario**, and **Terra e Vita**, which provide detailed coverage of agricultural practices, soil health, and sustainable farming techniques. Additional outlets like **Coldiretti** focus on organic farming and sustainability. Regional media such as **Il Sole 24 Ore (Agriculture Section)** and **Corriere della Sera (Agriculture Section)** provide strong connections with local farming communities. National organizations such as **Confagricoltura** and **Legambiente** will help promote the project's outreach. Radio stations like **Radio Rai 1** and **Radio 24** offer excellent platforms for engaging audiences with content focused on agriculture and



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sustainability. These media outlets will ensure the project reaches its target audience in Italy, fostering greater awareness and engagement in sustainable soil management.



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11 Translations

The Deliverable 6.10 presented in M12 introduced the Translation Guidelines and Glossary of the NBSOIL Project. The Communication leader was the responsible for this task of coordinating the 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 and Spanish. A few selected dissemination materials will also 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.

The process of developing the translation guidelines and glossary started almost at the beginning of the project. REVOLVE, as the leader of the project communication and therefore of the translation task, assigned language focal points following the consortium distribution and the staff efforts by partners. Already in the project proposal, Soil Association, CDR, CAFS, AERES, CNA, University of Torino, ITAP, FiBL, IUCN, IUNG-PIB were assigned as contributors to this task. REVOLVE decided to directly involve the following partners as focal points for their respective local languages: CDR for Polish; CAFS for German; AERES for Dutch; ITAP for Spanish; CNA for French; and the University of Torino for Italian. They were informed about this role and confirmed during the first consortium meeting in Pulawy, Poland. These partners agreed and took the responsibility of translating or revising translations in their languages. In the future, they will have a key role during the NBSOIL Academy development, ensuring that all content included in Level 1 of the course is translated to the project languages.

However, these partners have already been actively involved in the translation of the NBSOIL Glossary, that emerged in response to the growing need for seamless communication in soil sciences across multiple languages. The NBSOIL Project team embarked on developing a comprehensive first version of a practical glossary containing forty-five soil-related terms and expressions. This initiative aims to bridge language barriers within the project and more broadly within the soil science community, facilitating effective communication and knowledge exchange across linguistic boundaries.

The practical glossary of soil-related terms is a valuable resource within the project, particularly ahead of the launch of the Soil Academy, as well as for researchers, educators, and practitioners in soil sciences worldwide. By promoting a standardised understanding of key concepts, the glossary facilitates fluid communication and collaboration, ultimately advancing collective knowledge in the field. This glossary represents a significant step towards fostering a global community of soil scientists who can engage in meaningful discourse regardless of language differences. It serves not only as a reference tool but also promotes inclusivity and cooperation in the pursuit of advancements in soil science on an international scale.



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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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13 Introduction to the Exploitation Plan

The NBSOIL project aims to generate meaningful impact and support the European Soil Health Mission by advancing knowledge and practical guidance in soil management. To achieve its ambitious objectives, the NBSOIL consortium has structured its efforts around four distinct Impact Pathways (IP):

- Building on prior research and open-source technology (IP1) to ensure that existing innovations are utilized effectively.
- Providing enablers for Soil Health Living Labs (IP2) to foster experimentation and collaboration.
- Developing user-friendly and inclusive soil monitoring and mapping tools (IP3) to empower a broad range of stakeholders.
- Integrating soil care into land management and decision-making processes (IP4) to embed sustainable practices into policy and practice.

This section represents the middle version of the Exploitation Plan, providing an update on the progress since the initial version (D6.5) and laying the foundation for the final Exploitation Plan (Deliverable 6.4) to be delivered at M36. This plan will ensure the long-term viability of the project's Key Exploitable Results (KERs) and facilitate their adoption after the project concludes.

The objectives of this middle version of the Exploitation Plan are as follows:

- To map the exploitable results of the NBSOIL project.
- To identify and characterize the Key Exploitable Results (KERs).
- To design the Exploitation Plan for each KER, maximizing their impact while addressing legal, intellectual property, and market-related challenges, as well as identifying potential end-users and barriers to exploitation.

This plan is organised as follows:

- Section 13.2 presents the methodology used by the consortium to define and map exploitable results, identify KERs, and develop the Exploitation Plan.
- Section 13.3 outlines the KERs identified at this stage of the project.
- Section 14 provides detailed definitions of each KER, including intellectual property considerations, ownership aspects, and the exploitation strategies developed for each. This section also highlights key markets, end-users, and potential barriers to the successful exploitation of the KERs.

Through this structured approach, the Exploitation Plan ensures that the NBSOIL project not only achieves its intended impacts but also establishes a pathway for sustainable, long-term adoption of its innovations in the field of soil health management.



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13.1 Definitions

In this section, the definition of some key concepts for the understanding of the present document are given.

First of all, **impact pathway (IP)** are defined as the logical steps towards the achievement of the expected impacts of the project over time, in particular beyond the duration of a project. A pathway begins with the projects' results, to their dissemination, exploitation and communication (Figure 1), contributing to the expected outcomes in the work programme topic, and ultimately to the wider scientific, economic and societal impacts of the work programme destination (European Commission, 2021).



Figure 1. Steps within the Impact Pathway (IP).

In the context of Horizon 2020:

Results refers to any tangible or intangible output of the project, such as data, know-how or information, that is generated in the project, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights (IPR). Project results can be reusable and exploitable (e.g. inventions, prototypes, services) as such, or elements (knowledge, technology, processes, networks) that have potential to contribute for further work on research or innovation.

Key Exploitable Result (KER) refers to an identified main interesting result which has been selected and prioritised due to its high potential to be “exploited” – meaning to make use and derive benefits- downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education.

KER category.

- **Publications.** Scientific publications.
- **Other publications.** Publications in different journals than scientific.
- **Data.** Dataset collected during the project.
- **Website.** Website.
- **Patent.** Patent obtained during the project.
- **Video.** Video created for the project.
- **Learning material.** Educational material like factsheets and learning materials created for the Academy. Skills and know-how (Expertise in carrying out assessments/analyses e.g. carbon footprint, water footprint, climate risk, running models, etc.).
- **Tool.** Technological solutions (e.g. hardware, infrastructure, equipment, product, software).
- **Methods.** Methodologies, protocols, operational procedures, processes.
- **Models and algorithms.** Models and algorithms created during the project.
- **Guidelines and recommendations.** Guidelines and recommendations for soil advisors or students.
- **Plans and strategies.**



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- **Standards.** Standardization activities.
- **Others**

Exploitation refers to the use of the results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.

Dissemination means the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications via any medium, industry, other commercial players and policymakers.

Target audience, i.e. end-users, are important concepts for the adequate definition of the exploitation and dissemination plan. From the Exploitation point of view, target audience can be defined as people or organisations, including project partners themselves that make concrete use of the project results. From the dissemination point of view, target audience are audiences that may take an interest in the potential use of the results (e.g. scientific community, industrial partner, policymakers) (European Commission et al., 2019). Then, clear concept of Intellectual Property are crucial. **Intellectual Property Rights (IPRs)** refers to the private legal rights that protect the creation of the human mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce. They are commonly divided into two categories: Industrial Property Rights (e.g. patents, trademarks, industrial designs, geographical indications) and Copyright and Related rights (e.g. rights of the authors/creators and those of performing artists in their performances, producers of phonograms in their recordings, and those of broadcasters in their radio and television programmes).

In the NBSOIL consortium, Soil advisors have been identified as the main beneficiaries of the project results. Research is planned to characterise them according to different possible perspectives, such as geographical spread, domains, type of activity, interest in the portfolio of results and level of influence. In addition, other possible stakeholder groups will be identified, such as: educational Institutions and communities, researchers, land managers and land workers, multi Actor projects, Living Labs and Lighthouses, EIP AGRI Focus and Operational groups, businesses and land managers reluctant to FtF targets, local authorities and decision makers, CAP paying Agencies, local Action Groups (LAGs), policy makers at national and EU level, conservationists, consumers, etc,

Ownership of Background Knowledge: The general scope is to grant to the consortium partners, responsible for the production of foreground knowledge, all access rights to the background knowledge required both for the implementation of the project, and for the use of the foreground royalty-free. It is the policy of the consortium to avoid third party products and results whose licenses restrict the sharing of information or the use for further research.

Confidentiality: Any material of a confidential nature supplied to the project will remain strictly for the information of project participants and such information will not be forwarded to any other parties without explicit authorization from the information proprietor.

Ownership and protection of Foreground: Foreground protection will be pursued through an open-source licences by foreground owners. All documents will be available through a Creative Commons licence. Initially, all software project results will be Open Source. The code is foreseen to be published in GitHub and the products will be publicly and freely available. Data and models created by BC3 within the project will be integrated in k-LAB. Specific end user licence agreements (EULAs) will regulate access to the data and models



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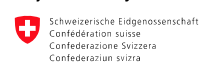
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in a fair and equitable manner that recognises the contributions of the inventors and the institutions, as well as those of other stakeholders. It will be performed together with Task 7.4 “Data Management Plan”.

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Emphasis will be given to specific IP-related risks and opportunities that will be put forward in the Consortium Agreement (CA). The Agreement will carefully follow the EU's broad recommendations on the management of IP and knowledge transfer, and partners have agreed to the following preliminary principles:

Access rights to Foreground: Consortium members will grant on a royalty-free basis access rights regarding foreground that is required to achieve the project objectives. The terms of access rights for use (exploitation and further research) will be agreed before signing the contract.

Market analysis. The selection and knowledge of the appropriate market for each product is essential to properly target the dissemination efforts and exploitation plan of the project's KERs. Thus, in this section relevant markets will be identified by the NBSOIL consortium mainly focused on supply NBS for land management, the need for specialised advisors, and the potential of digital tools for offering training and advice services. In addition, the potential end-users of the results and the barriers identified by the consortium members that could hinder the uptake of their exploitable results are also included.

In the NBSOIL consortium, the Environmental Consultancy Services (ECS) market, the Nature Based Solutions (NBS) market and the educational offer have been initially identified as relevant markets to target project's exploitable outputs that will be updated with inputs from the partners. On the final list, research will be carried out for:

- (i) Analysis of the current situation of market.
- (ii) Description of market size and growth rate.

Description of market trends and drivers.

Barriers. Possible barriers for the dissemination and acceptance of the project products will be identified. Initially, and given that the basis of the project is to train soil advisors and to connect with other projects and databases for cooperation and co-creation of solutions that add up to the consequence of impacts, an important task is the analysis of possible conflicts of interest, in order to create a win-win situation. For the latter a specific task has been defined in Task 7.4 for the Data Management.

Sustainability Plan. The sustainability plan will be presented in this second part of this deliverable and will describe the plan for the sustainability of the project results after the end of the project. Firstly, the intentions of the project partners to implement the KERs in their areas of work. This includes a description of the KERs identified, their main end-users and the benefits brought, the main obstacles, as well as the necessary activities



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and timetable. The intentions of the project partners to continue, maintain and disseminate the KERs are then recorded, as well as the respective forms of dissemination and the necessary resources and time.

Finally, **sustainability** focuses on the performance of developing, creating, or marketing a product or process; creating and providing a service; or using them in standardisation activities.

13.2 Methodology

This section describes the methodology adopted by the NBSOIL project partners to implement the Key Results Exploitation Plan (KER) identified at this stage of the project. This methodology is presented in Figure 1.



Figure 2. Steps within the Impact Pathway (IP).

The methodology adopted was divided into three main phases:

- (1) Identification and characterisation of the project KERs by the lead authors. The Key Project Results (KERs) identified at this stage of the project.
- (2) Definition of the Exploitation Plan.
- (3) Definition of the Sustainability Plan.

Each stage was carried out with the input of the partners collected through specific questionnaires. The main stages and the questionnaires used in each of them are described below. The methodology adopted for the Sustainability Plan will be included in the final version of this document (Deliverable 6.4).

13.2.1 Stage 1. Definition of KERs

The first stage of the Exploitation Plan is to identify and characterise key exploitable results to achieve the impact pathways defined for the NBSOIL project, based on previous research results and available open source technology (Impact Pathway 1 (IP1)), to provide Soil Health Living Lab enablers (IP2), to make soil monitoring and mapping technology user-friendly and inclusive (IP3), and to integrate soil care into all land management and land-related decision-making processes (IP4).

To this end, the process has been divided into two main steps, as shown in Figure 3:

- (1) Identification of the KERs of the project.
- (2) Define the key aspects of the KERs to develop the Exploitation Plan.



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Figure 3. Scheme of the workflow for the Exploitation and Sustainable Plan of NBSOIL's KERs.

A KER is a result of primary interest to the project, which was selected and prioritised because of its high potential to be exploited - meaning to make use of and gain benefits from - in the value chain of a process or product solution, i.e. an important contribution to policy, further research or education. The criteria used to identify a KER included:

- Technical feasibility of the exploitable result.
- The interest of the project consortium partners in commercial and non-commercial exploitation of the results.
- Market expectations of the results. KERs are those significant results that could represent a new business or research activity for the partners involved.

The definition of the key aspects of the KERs for the development of the Exploitation Plan has been created from the input of the Exploitation Committee of each KER, collected through Questionnaire A (Q.A). The Exploitation Committee consists of the authors of each KER and the main collaborators in the development of each KER. The Exploitation Committee should agree on the formal and descriptive aspects that best fit the primary intended use of each KER to ensure the best way to achieve market acceptance of the project results to ensure that the knowledge generated in the project is exploited and disseminated.

The Q.A. is designed to capture the primary intended use of each KER in terms of objectives, characteristics, or value proposition. The Q.A. is detailed in Section 3.1.1. If necessary, the proposed methodology will be carried out iteratively during the project to incorporate possible changes that have arisen during the development of the results.

13.2.1.1 Questionnaire A

The first questionnaire (Q.A, Table 1) was designed to collect the main intention of use of each KER. Q.A is divided into 5 main sections:

- (1). Identification of results: title.
- (2). Development context within the project: tasks, deliverables and partners involved; Development involvement.
- (3). Aspects of intellectual property requirements and ownership.
- (4). Description of the results: category, features, objectives, value proposition, novelty.
- (5). Intended use: type of commercialisation, main and alternative uses, needs covered.



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Table 13 Questionnaire A (Q.A)

n°	Question	Description
Identificación de resultados		
1	What is the title of the Exploitable Result?	Title that best represent the exploitable result.
Contexto de desarrollo		
2	Who is the partner(s) responsible of the Exploitable Result?	Partners declared as main authors or contributors to the development of the Exploitable Result (ER), who form the Exploitation Committee, with the IPR of this ER.
3	In which tasks of the NBSOIL project the Exploitable Result is being developed?	Task of the NBSOIL project, in which the ER was developed.
4	In which deliverables of the NBSOIL project the Exploitable Result is reported?	Deliverable of the NBSOIL project reporting on the ER development tasks.
Aspectos de los requisitos de propiedad intelectual y titularidad		
5	Do you intend to protect your result with some form of Intellectual Property Right (IPR)?	Description of the Intellectual Property Right (IPR) of the exploitable result (if applicable).
6	Are you the exclusive owner of the exploitable result?	Declaration of ownership of the exploitable result.
7	If you are not the exclusive owner of the result, who are the other partner(s) that are owner(s) of this result?	Declaration of sharing ownership of the exploitable result.
8	If you are not the exclusive owner of the result, how have they contributed to the development of your exploitable result?	Description of the contribution to the development of the exploitable result if sharing ownership.
9	If you are not the exclusive owner of the result, what are their responsibilities/rights regarding this project result?	Description of way of sharing ownership of the exploitable result.
10	If you are not the exclusive owner of the result, do you plan to have a joint ownership agreement with them?	Action plan for sharing ownership of the exploitable result.
11	Confidentiality	Description of the confidentiality of the exploitable result, whether the result is not public or whether the user has to sign a confidentiality agreement.
12	Is there any background Intellectual Property (IP) related to the exploitable result?	Description of the background Intellectual Property (IP) related to the exploitable result (if applicable).
Descripción de los resultados		
13	Which is the category of the Exploitable Result?	Category of the result like: publications/other publications, data, website, patent, video, learning material, tool, methods, models and algorithms, guidelines and recommendations, plans and strategies, standards, others.
14	Could you give a description of the Exploitable Result?	Short description of the exploitable result.
15	Which is the feature(s) of the Exploitable Result?	Features refers to the key innovation features that represent a competitive advantage that distinguish the exploitable result from current solutions.
16	Which is the objective(s) of the Exploitable Result?	Objectives of the exploitable result that cover some Impact Pathway (IP) foreseen in the NBSOIL project.



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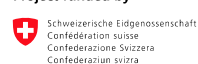
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17	Which is the value proposition(s) of the Exploitable Result?	A value proposition is a statement, which identifies, clear, measurable and demonstrable benefits consumers get when buying a particular product or service. It should convince consumers that this product or service is better than others on the market. What does your solution do better, what are the benefits considering what your user/customer wants, how does your solution solve his/her problem better than alternative solutions. What distinguishes the KER from the competition/current solutions?
18	What is new in the Exploitable Result?	Description of the novelty of the exploitable result compared to other existing results.
Intención de uso (tipo comercialización, main and alternative uses, necesidades que cubre)		
19	What is the intended type of exploitation of the Exploitable Result?	Indication of type of exploitation: commercial or non-commercial.
20	Who are the main potential customers and/or end-users who could be interested in this result? Please describe in more detail.	
21	Which would be the main use (model use) of the Exploitable Result?	
22	Which would be alternative use(s) of the Exploitable Result?	
23	Why the Exploitable Result is important ?	
24	What needs does the Exploitable Result meet?	Benefits for each end-user group, explain why they might want to use the result, for what purpose. Describe the “value proposition” for customers. What does your solution do better, what are the benefits considering what your user/customer wants, how does your solution solve his/her problem better than alternative solutions, what distinguishes the KER from the competition / current solutions?

13.2.2 Stage 2. Exploitation Plan

The second stage of the Exploitation Plan is to identify the actions that will help to maximise the exploitation of the NBSOIL project's KERs and thus maximise the impact of the project. For this purpose, the process has been divided into three main stages, as shown in Figure 3.



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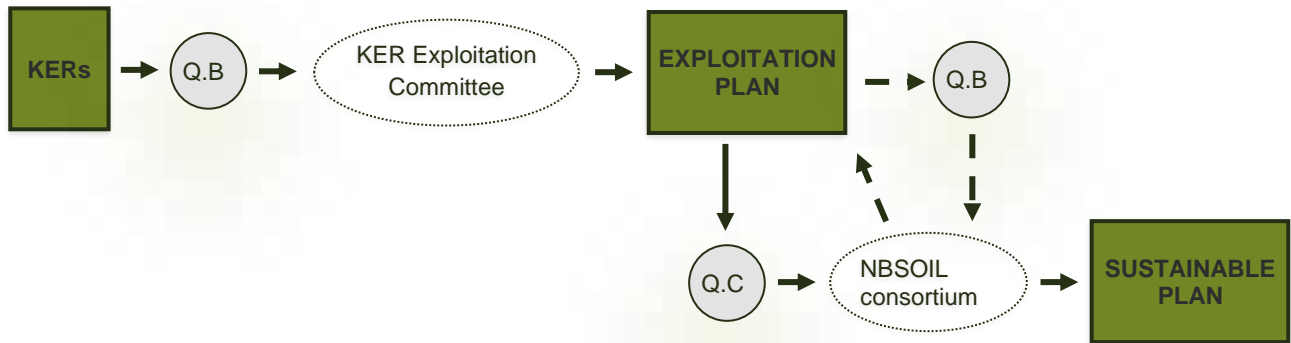


Figure 4. Scheme of the workflow for the Exploitation and Sustainable Plan of NBSOIL’s KERs.

The first phase focuses on the definition of the Exploitation Plan by the Exploitation Committee of each KER (see Section 3.1) to capture the exploitation intent that best fits the main use intent of each KER and to ensure the best way to achieve market acceptance of the project results. This perspective has been collected through the Questionnaire B (Q.B).

The Q.B. is designed to capture the main exploitation intention of each KER such as main markets and end-users, as well as possible barriers and risks and measures to overcome them. The Q.B. is described in detail in Section 3.2.1.

The second phase focuses on identifying the exploitation opportunities for each partner. For this purpose, the Q.B. was used to collect the exploitation intentions of each KER by each external partner of the Exploitation Committee.

13.2.2.1 Questionnaire B

The second questionnaire (Q.B, Table 2) was designed with the objective of collecting the main exploitation intention of each KER from both the Exploitation Committee and the external partners. Q.B. is divided into 3 main sections:

- (1). Exploitation pathways: identification of end-users and relevant markets and selection of exploitation pathways.
- (2). Risks and barriers: detection of potential barriers and risks for the exploitation of KERs and description of actions needed to overcome them.

Table 14 Questionnaire B (Q.B)

n°	Question	Description
Exploitation pathways		
19	What is the intended type of exploitation of the Exploitable Result?	
20	Who are the main potential customers and/or end-users who could be interested in this result? Please describe in more detail.	
21	Which would be the main use of the Exploitable Result?	
22	Which would be alternative use(s) of the Exploitable Result?	
23	Why the Exploitable Result is important ?	
24	What needs does the Exploitable Result meet?	
25	What actions have you planned, that will ensure the exploitation of your project result(s)?	
26	Have you identified the potential market(s) of your result? If yes, please specify.	
Risks and barriers		
27	Are there any barriers to the uptake of your result?	
28	What are the identified risks regarding the exploitation of your result(s)?	
29	Can you identify any mitigation measures for these risks?	

13.2.3 Stage 3. Sustainability Plan

Finally, the third stage is the Sustainability Plan (Figure 2). The Sustainability Plan will be carried out at an advanced stage of the project, before its completion, taking into account all project partners to ensure the exploitation of the results - up to four years after the end of the project - by using them in new research activities; developing, creating or commercialising a product or process; creating and providing a service; or using them in standardisation activities. The Sustainability Plan will be included in the final version of this document (Deliverable 6.4). A third questionnaire Q.C will be designed for this purpose, see Section 3.3.1.

13.2.3.1 Questionnaire C

The third questionnaire (Q.C, Table 1) is designed to collect data on the design and sustainability performance of KERs:

- Identification of exploitable KERs after the project.
- Review of KER characterisation.
- Review of intellectual property issues.
- Select appropriate exploitation pathways.
- Investigate of relevant markets and target end-users and customers.
- Identify potential barriers.
- Outline necessary actions.



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13.3 Key Exploitable Results (KER)

The list of KERs identified among the NBSOIL consortium partners is presented in Table 15.

Table 15 List of Potential Exploitable Results (PER) of NBSOIL project identified by the project's partners.

KER	Exploitation Committee	Category	Exploitation type	IP
Introductory MOOC	CNA, SA	Learning material	Non-commercial	IP1
Academy – advanced modules	CNA, ITAP	Learning material	Non-commercial	IP1, IP2, IP3, IP4
Soil Academy – Module1 'Soil and NBS'				IP1
Soil Academy – Module2 'Interactive innovation and Living Labs'	SA	Learning material	Non-commercial	IP2
Soil Academy – Module3 'Digital tools for soil health monitoring and mapping'	AgriSat	Learning material	Non-commercial	IP3
Soil Academy – Module4 'Improving soil related decision making in business and policy'				IP4
NBSOIL Visioning Cards	REVOLVE	Learning material	Commercial	IP4
Handbook – Soil Nature Based Solutions	IUCN			IP1
NBS Guidelines	IUCN	Guidelines and recommendations	Non-commercial ⁽²⁾	IP1
Soil Sensing Handbook	UNITO, AgriSat	Publications, Learning material; Guidelines and recommendations	Non-commercial	IP3
Spatial planning and soil NBS toolkit	IUCN, UNITO	Methods	Non-commercial	IP4
ARIES Soil Module	BC3	Tool	Non-commercial	IP3, IP4
GIS Tool	AgriSat	Tool	Non-commercial	IP3, IP4
Marketplace – collaborative platform	CNA	Website	Non-commercial	IP1, IP2
<p><i>Learning material: Educational material like factsheets and learning materials created for the Academy. Skills and know-how (Expertise in carrying out assessments/analyses e.g. carbon footprint, water footprint, climate risk, running models, etc.); Publications: Scientific publications; Tool: Technological solutions (e.g. hardware, infrastructure, equipment, product, software); Methods: Methodologies, protocols, operational procedures, processes; Website: website.</i></p>				

The KERs include the non-commercial intention of the results, and the main intention of the project to provide open source knowledge and technology. Thus, the results are primarily learning materials and guidelines that are expected to be used on a non-commercial basis, in line with one of the main principles of the project to



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provide open educational materials. The tools and websites are complementary results to the learning materials.

It is worth noting the particularity of the Academy that covers the 4 IPs defined for the project, with each Advanced Module focusing on one of them:

- Module 1: Soil and NBS, related to IP1.
- Module 2: Soil Health Living Labs Facilitation, related to IP2.
- Module 3: Digital tools for soil health monitoring and mapping, related to IP3.
- Module 4: Improving soil-related decision-making in business and politics, related to IP4.

In the definition of the Academy, CNA, the leader of its development, has reported that the description is very restrictive as there are other topics within the Advanced Modules: Moreover, the specificity of these modules is that they can be considered as individual KERs. Therefore, the definition of the Academy as an exploitable key result and its exploitation and sustainability plan is agreed within the NBSOIL project consortium to be made in two main steps:

- (a) The first step will focus on the individual modules as they have their own description, end-users and market interest.
- (b) The Academy will then be defined on the basis of the description and exploitation and sustainability plan of the modules.

Thus, the modules are considered independent for the definition of the Exploitation Plan.

The remaining KERs cover the 4 IPs defined for the project as described below:

- IP1, based on previous research and available open source technology. Introductory MOOC, Handbook-Soil Nature Based Solutions, NBS Guidelines and Marketplace-collaborative platform.
- IP2, providing Soil Health Living Lab facilitators. Marketplace-collaborative platform.
- IP3, making soil monitoring and mapping technology user-friendly and inclusive. Soil Sensing Handbook, ARIES Soil Module, and GIS Tool.
- IP4, integrating soil care into all land management and land-related decision-making processes. Spatial planning and soil NBS toolkit, ARIES Soil Module, GIS Tool, and NBSOIL Visioning Cards.

The following is the consensus of the Exploitation Committee of each KER regarding the characterisation of each KER and the exploitation intention (Section5).



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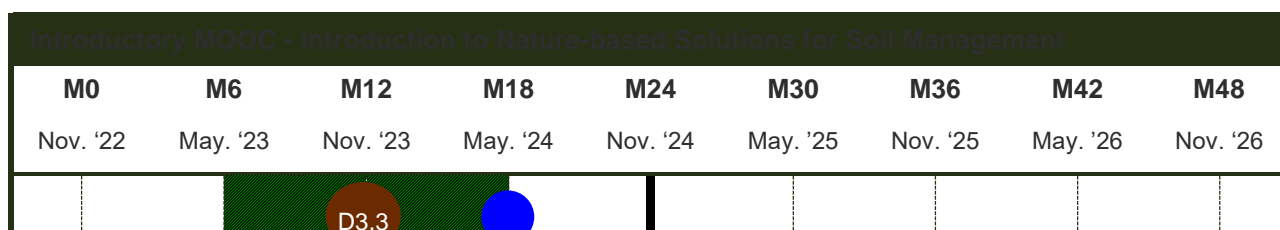
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14 Exploitation Plan

14.1 Introductory MOOC- Introduction to Nature-based Solutions for Soil Management

Developing context. The Introductory MOOC – Introduction to Nature-based Solutions for Soil Management is a KER categorised as learning material developed with the aim of achieving the IP1 defined in the project. This KER has been developed within Task3.2 - Introductory MOOC between M6 and M18 as shown in Table 16 and is therefore a completed KER at this stage of the Project.

Table 16. Timeline development of the Introductory MOOC – Introduction to Nature-based Solutions for Soil Management by CNA and SA (Exploitation Committee) within the Task3.2 (shaded) and deliverable D3.3 (circle) related to the exploitable result.



The development of the Introductory MOOC was communicated in Deliverable 3.3 in M12 by means of a public document. The Introductory MOOC was available on the project website since month M18 (<https://vdt-en.thinkific.com/courses/intro-nature-based-solutions-soil-health>).

The development of the Introductory MOOC was led by CNA with contributions from SA. CNA and SA have declared joint ownership and are therefore both part of the Exploitation Committee of this result.

Intellectual Property. Regarding the Intellectual Property Requirements, both have declared that they do not intend to protect the result with any Intellectual Property Rights (IPR). The person who associated a work with this deed has dedicated the work to the public domain by waiving all of his or her rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law. You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. Deed: CC0 1.0 Universal (<https://creativecommons.org/publicdomain/zero/1.0/>). However, there is an inconsistency regarding the confidentiality of the outcome that needs to be discussed.

The Introductory MOOC Exploitation Committee has stated that there is no Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER Introductory MOOC as:

The Introductory MOOC is **described** as an introductory Massive Open Online Course (MOOC) about Nature Base Solutions (NBS) in the context of Soil Health improvement in agriculture, forest, and urban available at:



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<https://vdt-en.thinkific.com/courses/intro-nature-based-solutions-soil-health> and since October 2024 on the NBSOIL Academy Moodle (online learning platform) space. It is composed of self-paced course: texts - videos - +20 quizzes - fictional case studies.

The main **feature** of this KER is that it is a blended learning program, accessible to all audience (but with a focus for aspiring and current soil advisors) to learn key concepts of application of NBS in a European context.

The **objective** of this KER is to raise literacy about Nature-based solutions focusing on soil among the general public; and to actively engage soil advisors, land managers and other stakeholders in discussions regarding soil health, how to improve it and the advantages of an agroecological approach relying on Nature-based solutions.

The **value proposition** of this KER is that it is a 6hr self-paced online course -available in 7 languages (EN, DE, FR, IT, ES, NL, PL) -introducing key Nature-based solutions for agricultural, forestry, industrial and urban soils health in a European context. Its introductory nature aims to engage anyone interested in the topic, but the most relevant audiences for it are aspiring (and current) soil advisors. It counts with texts, videos, and more than 20 quizzes and fictional case studies.

The **novelty** of this KER is (a) to bring different Nature-based solutions and sectors of soil management (agriculture, forest, urban and industrial soils) and (b) its “European DNA” as it has been developed by European actors; and, very relevantly, the solutions proposed respond to and are well suited to address European reality and needs (a European project, built by EU partners, translated into 7 languages, rallying EU use cases).

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the Introductory MOOC.

This KER has been developed to meet the **needs** of: Explain why soil is important, describe the goals and key actions of the EU Soil Mission, describe the role of soil advisors and their different profiles, define NBS for sustainable soil management. Then it is **important** for a better understanding and promotion of the importance of the soil and how they can be regenerated naturally.

In this way, the Exploitation Committee has described its **main use** as: Learning material about key Nature-based solutions for soil health in agricultural, forestry, industry and urban contexts; Self-learning course to discover or increase NBS knowledge and how to effectively apply them. While the main audience are soil advisors (novice or experienced), its introductory nature makes it relevant to anyone who has a soil-related challenge that can be solved through Nature-based solutions, for example, source for land managers, researchers, community organisers, entrepreneurs, technology developers, local authorities and policymakers.

And this KER can be **alternatively used** for:

- Extra resource for soil health-focused courses that do not necessarily cover Nature-based solutions in depth.
- Resource for those aiming to gather practical information on soil-health solutions to influence third parties like -but not limited to- local authorities, land managers, policy makers or developers.
- Model of an effective way to share complex information in an accessible way that could be used by different actors (researchers, citizen science, interested parties) to disseminate knowledge to address the climate emergency challenge for a variety of audiences in one resource.

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER:**



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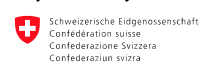
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- Civil society: (a) Anyone interested in Soil Health and/or NBS; (b) Any aspiring soil advisor", farmers, students from university.
- Private sector: Farmers, soil advisors, technicians, soil analysis company or laboratories.
- Public sector: collectivities.
- Researchers: Research centers/Institutes.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- The MOOC has been launched in December 2023. It will be open for an indefinite period, for free, so beyond the NBSOIL project duration. Access will be possible through the marketplace, beyond the NBSOIL website.
- Translate MOOC and upload it on other platform.
- Training to gardeners in city town.

Risks and barriers. The risk and **barriers** identified are:

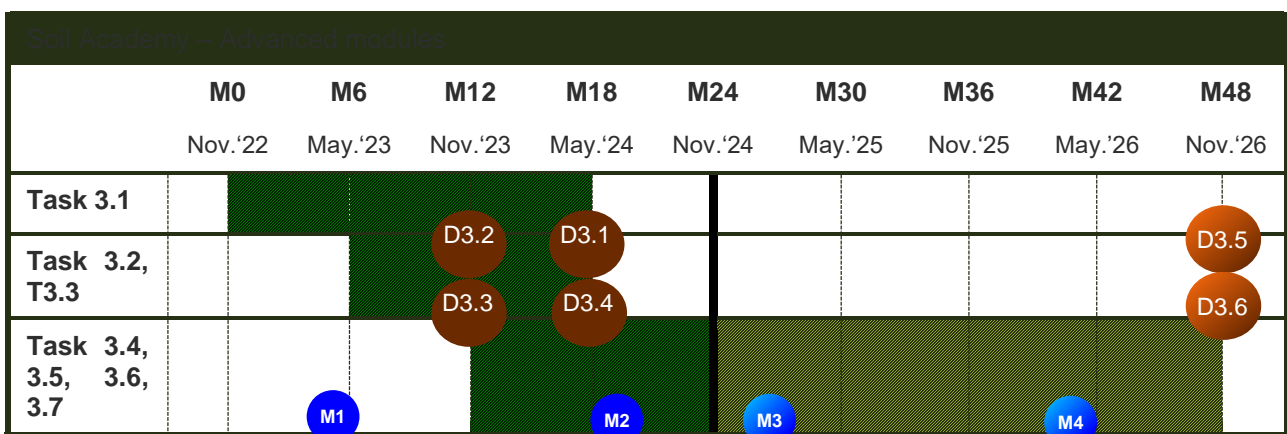
- Other on-line courses on similar topics.
- Translations.
- Age (computer "friendibility").

Then, some **mitigation actions** can be giving more visibility using social medias, or advertise on the European ""touch"" of the project."

14.2 Soil Academy – Advanced modules

Developing context. The Soil Academy - Advanced modules is a KER categorised as learning material developed with the aim of achieving the IP1, IP2, IP3, and IP4 defined for the project. This KER was developed within WP3 between M1 and M46 as shown in Table 17.

Table 17 Timeline development of the Soil Academy – Advanced modules by CNA, SA, and ITAP (Exploitation Committee) within the tasks of WP3 (shaded) and the deliverables (circle) related to the exploitable result.



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The development of the Soil Academy - Advanced modules were communicated in public documents D3.1 in M18, D3.2 (M12), D3.3 (M12) and D3.4 (M18), and will be finalised in D3.6 (M48). The Soil Academy - Advanced modules will be available on Moodle from month MXX.

The development of the Soil Academy - Advanced modules has been lead by CNA with contributions from SA and ITAP. CNA, SA and ITAP have declared shared ownership and therefore both are part of the Exploitation Committee for this result. However, the above tasks involve other partners who have not yet declared ownership as the modules are being developed during this phase of the project. The final result will be detailed in the final version of this document.

At this stage of the project development, the Exploitation Committee is composed of CNA, SA and ITAP.

Intellectual Property. Regarding intellectual property requirements, the discussion is in progress at this stage of the project. CNA declare not intention to make in open. And ITAP Copyright and Related rights by the European Commission.

Regarding confidentiality of this KER, ITAP is declared as not have the only ownership, and share it with other partners: SA, AERES, CNA CDR, CAFS, REVOLVE, IUCN, UTO, FiBL, ILOT, AGRISAT, IUNG-PIB, that participate generating and integrating knowledge to which share responsibilities/rights regarding Knowledge authors and information gatherers, in the co-creation. As mentioned above, the modules are under development and the discussion is still open.

At this stage of project, the Exploitation Committee of the Soil Academy - Advanced modules has declared that there are Intellectual Property (IP) background associated with this KER, including utility model, research trials and elaboration of research projects to obtain current knowledge.

Characterisation. The Exploitation Committee has characterised the KER Soil Academy – Advanced modules as:

The Soil Academy – Advanced modules is **described** as Academy make it possible to generate knowledge for future actors, while at the same time having a living lab allow to implement the practice of this theoretical knowledge. In this way, they are useful for future actors, as they will be able to obtain an economic benefit from this facilitation.

The main **feature** of this KER is that it is The Academy consists of the development of a comprehensive training program for the next generation of soil consultants, consisting of an advanced course with 4 modules and 3 different levels. Online e-learning self-paced courses with texts, videos & quizzes & fictional case studies. Module 1 was launched in summer 2024. Module 2 is to be released in Q4 2024 and other modules in 2025. Each module is composed of 3 courses corresponding to 3 levels of knowledge. All courses are/will be available on the NB SOIL academy learning platform.

The **objective** of this KER is to raise interest and engage aspiring soil advisors, land managers and other stakeholders in discussion regarding soil health and the advantages of an agroecological approach relying on NBS. Level 1 course is very general and provide information about the topic of the module. Levels 2 & 3 are going deeper in the reflexion and analyses and provide many case studies to be as much connected as possible to reality. The goal is to train 300 participants to complete the training program and create a network of next generation soil advisors to support the implementation of the Soil Health Mission.

The **value proposition** of this KER is that it is (a) proposing quality content regarding NBS for free, (b) raise interest in the Soil Advisor role and its importance for coming decades. // (ITAP) Need help. Provides, for the



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first time, a very complete free academy on soil health that reaches all of Europe as it is available in 8 different languages.

The **novelty** of this KER is (a) to bring together different NBS and sectors of soil management (agriculture, forest, urbane and industrial soils). (b) The European DNA of the project. (c) Students can specialise their knowledge by focusing on specific parts of the course in Level 2 and Level 3. Has 4 very comprehensive modules that include new digital tools useful for the agronomic sector, while including regulatory policies, combined with a more practical approach.

Use model. The Exploitation Committee has agreed on a **non-commercial exploitation** of the Soil Academy – Advanced modules.

This KER has been developed to meet the **needs** of: Explain why soil is important, describe the goals and key actions of the EU Soil Mission, describe the role of soil advisors and their different profiles, define NBS for sustainable soil management. // Need to train specialised advisors, and to fill knowledge gaps and integrate knowledge that exists but is currently fragmented. Then it is important for better understanding and promotion of the importance of the soil and how they can be regenerated // Because there are many gaps in knowledge and that there are no professionals specialized in soil advisory.

In this way, the Exploitation Committee has described its **main use** as: To follow courses for free and learn how to effectively apply a wide range of NBS. Open to soil advisors (novice or experienced) and anyone who has a soil-related challenge that can be solved through NBS. To train advisors, technicians and farmers in soil health, as there are 3 levels.

And this KER can be **alternatively used** for: Land managers, researchers, soil advisors, community organisers, entrepreneurs, technology developers, local authorities and policymakers can all follow this course (not only soil advisors).

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER:**

- Civil society: (a) Anyone interested in Soil Health and/or NBS; (b) Any aspiring soil advisor", to broaden the general knowledge of this subject.
- Policy makers and Public Authorities: This knowledge could be introduced in public advisory bodies, or as mandatory CAP courses.
- Private sector: farmers, soil advisors, technicians.
- Public sector: This knowledge could be integrated in public universities/schools related to agriculture for a better training of students in soils and NBS. Collectivities.
- Researchers: This knowledge could help to train researchers in soils, opening the possibility of new lines of research.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Courses will be open for an indefinite period of time, for free (i.e. beyond the NBSOIL project duration). Access will be possible through the marketplace, beyond the NBSOIL website.
- Prepare the content for Moodle and set up the platform for uploading it.
- To ensure that the knowledge generated reaches potential interested parties.



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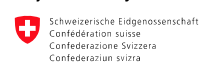
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- To engage students to finish the course.
- Milestones: MS2 Soil Health online tool and initial version of Soil and NBS handbook launched. Existing training resources for soil advisors identified. NBSOIL MOOC launched; MS3 Start of advanced training with 300 participants; MS7 The Final projects of training participants are completed and presented. The NBSOIL marketplace collaborative platform is launched.
- KPI: KPI5 Engage 500 students in an introductory MOOC and 300 advisors in the advanced modules; KPI7 Present at least 30 Final Projects addressing Soil Health and NBS.
- Estimate costs: We cannot estimate the costs of the people in charge of generating the content. The costs of Moodle implementation are around 15000€ (which includes the payments for the preparation and management of Moodle including the server – 7600€ and the uploading of one level of content in one language – 4000€).
- Source costs: HORIZON-MISS-2021-SOIL-02-08, project NBSOIL (101091246)
- Expected impact: MI1. Soil literacy, awareness and societal appreciation of the vital functions of soils are significantly increased and result in wide societal engagement on soil health. MI2. The links between healthy soils, nutritious and safe food and a healthy environment are better understood. MI3. Land managers, industries, consumers and society at large work together and take effective action on soil health across sectors and land uses, as informed by best available science, thereby significantly alleviating not only the immediate pressure on soils but also on the surrounding environment including water bodies. MI4. Robust soil monitoring programmes and common definitions are in place (based on common, harmonised and comprehensive measurements) and allow land managers and public authorities to take effective actions based on up-to-date information from all Member States and Associated Countries.

Risks and barriers. The **barriers** identified are:

- Lack of interest and adherence to the course on the part of participants. Measures: To make the academy as attractive and interactive as possible for the actors, as well as newsletters that encourage them to continue with the course.
- To generate knowledge that is so broad, general and not very applicable to different soil problems. Measures: Working on specific cases in each country.

The **risks** identified are worthless result-performance lower than the market needs.; It is easy to counterfeit NBSOIL content.; That it is totally abandoned, or no help is given to the interested actors once the project is finished.; Unrealistic standards and unachievable goals.

Then, some **mitigation actions** can To establish permanent channels of contact between all stakeholders to listen to the demands that are being made at any given time.; Watermarking the content.; That some entity, such as the European Commission, take responsibility for the correct functioning of Academia.; Reaching compromises with stakeholders.



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14.3 Soil Academy - Advanced Module 1

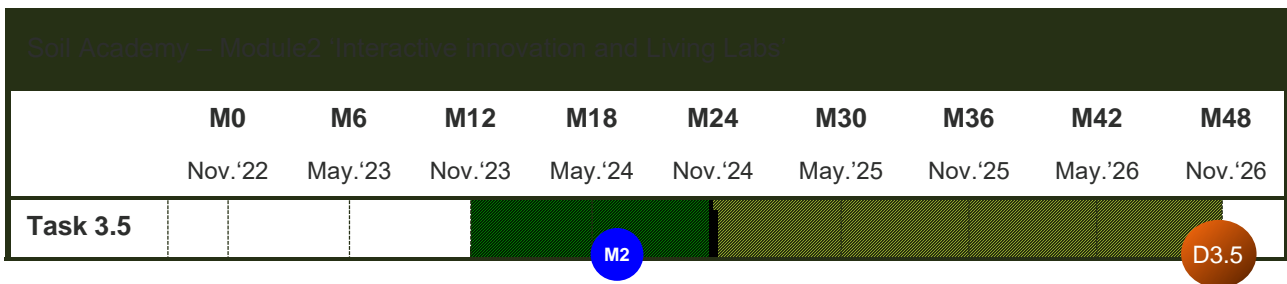
Developing context. The Soil Academy – Module1 is a KER categorised as learning material developed with the aim of achieving the IP1 defined in the project.

This KER has not yet been described. It will be reported in the final report.

14.4 Soil Academy : Advanced Module 2

Developing context. The Soil Academy – Module2 ‘Interactive innovation and Living Labs’ is a KER categorised as learning material developed with the aim of achieving the IP1 defined in the project. This KER has been developed within Task3.5 – Soil Health LL Facilitation Advanced between M12 and M48 as shown in Table 18.

Table 18 Timeline development of the Soil Academy – Module2 ‘Interactive innovation and Living Labs’ by SA (Exploitation Committee) within the Task3.5 (shaded) and D3.5 (circle) related to the exploitable result.



The results of the Soil Academy – Module2 ‘Interactive innovation and Living Labs’ will be communicated in the D3.5 in M48 by a public document. This is available in the MOODLE of the Academy to students register for the course from M18.

The development of the Soil Academy – Module2 ‘Interactive innovation and Living Labs’ was lead by SA with the contribution of FiBL, and UNITO. SA has declared the ownership of this result and therefore forms the Exploitation Committee of this result.

Intellectual Property. Regarding the Intellectual Property Requirements, there is no declaration on the intention to protect the result with some Intellectual Property Right (IPR). SA reported that “This module would fall rather under the category of Creative Commons (rather than specific IP, but we do not have expert knowledge on this topic, so the final form remains to TBC”. Then, this question needs to be discussed by all partners involved in the Academy, i.e. the four advanced modules. The strategy adopted by Introductory MOOC can be evaluated to be adopted.

SA declared no confidentiality on this result.

El Comité de Explotación del Soil Academy – Module2 ‘Interactive innovation and Living Labs’ no ha declarado respecto a antecedentes de Propiedad Intelectual (PI) relacionados con este resultado explotable.



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The Soil Academy – Module2 ‘Interactive innovation and Living Labs’ Exploitation Committee has stated that there is no Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER Soil Academy – Module2 ‘Interactive innovation and Living Labs’ as:

The Soil Academy – Module2 ‘Interactive innovation and Living Labs’ is **described** as provides information, strategies and tools to upskill those interested in implementing interactive innovation processes for NBS implementation_ with a focus on Living Labs methodologies, as they are the ones identified as key systems by the Soil Mission.

The main **features** of this KER is that it is an online module, hosted in Moodle, focusing on: (a) Interactive innovation (II) processes in general_; (b) Living Labs (LLs); (c)What they are, how they develop, key actors, governance and business models; (d) Through short itemised classes, quizzes, tools and case studies, students can learn about II and LL_ identify if they are the right models to investigate and/or implement specific nature-based solutions_ and, if they are, know how to kickstart the process.

The **objective** of this KER is to Provide students with the necessary know-how and tools to: (a) Learn about, understand and explore interactive innovation process as a frameworks to explore and implement nature based solutions; (b) Learn about, understand and explore Living Labs and what they entail and their suitability to explore and implement nature based solutions; (c) Identify whether these frameworks are best suited to implement nature-based solutions within environments/communities; (d) Provide the knowledge, tools and strategies to support Living Lab creation across the EU, especially those aligned with the EU Soil Mission to support the goal of 100 Living Labs and Lighthouses.

The **value proposition** of this KER is that it provides (aspiring) soil advisors with practical knowledge, tools and strategies to understand what interactive innovation processes in general and Living Labs in particular are and be able to identify if they are suitable models/frameworks to explore and/or implement specific nature-based solutions ideas in their communities/environments. If they are, this module provides knowledge, tools and strategies to get the interactive innovation/LL process started identifying how to: identify and refine the initial idea, engage stakeholders, agree governance and business models, develop an actionable plan and identify communication strategies and plans.

The **novelty** of this KER is (a) this module consolidates knowledge from older and current EU projects focusing on co-creation, interactive innovation and Living Labs in one space_ and directs students to these other projects. By doing this, students can have a EU-wide grasp on what these methodologies involve, how they are being used, and can expand their knowledge (and toolbox) by exploring the original material further if they want to.

Use model. The Exploitation Committee has agreed on a **non-commercial exploitation** of the Soil Academy – Module2 ‘Interactive innovation and Living Labs’.

This KER has been developed to meet the **needs** for: better understanding of interactive innovation processes, especially Living Labs. Need for tools and strategies to identify if II and/or LLs are the best tools to explore and implement soil-focused solutions at landscape and/or regional scale. Support users in their early exploration of what LLs are and what their requirements are. Then it is important for EU projects focusing on soil



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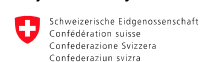
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management and recovery have identified interactive innovation models in general, and Living Labs in particular, as effective and long lasting models to explore and implement nature-based and soil focused solutions across the EU, especially as they allow participants to devise implementation at scale while still taking into account the specificities at a regional scale. However, there are very few introductory level courses allowing practitioners and students to learn about these models and assess whether these are the best suited models for their exploration or implementation of solutions. This module addresses this gap, providing a comprehensive and practical course focusing on these models it is also based on recognised and validated EU project findings, and signposts to these projects, increasing awareness of the breadth of experiences available across the continent.

In this way, the Exploitation Committee has described its **main use** as: learning about what interactive innovation in agriculture, in particular Living Labs: what they are, why they are relevant, how these processes evolve, what the key actors are and relevant models to implement them. Those participating in the module will explore tools and strategies to determine whether these models are the right framework to explore and/or identify nature-based solutions; and be able to use these frameworks, tools and strategies to start exploring specific projects, especially those aiming to implement nature-based solutions. This will support the EU Soil Mission goal of creating 100 Living Labs and Lighthouses across Europe.

And this KER can be **alternatively used** for: anyone interested in interactive innovation and/or Living Labs can benefit from studying this module, whether their main goal is to explore/implement nature-based solutions or to focus on other topics.

Therefore, the Exploitation Committee has identified as **end-users or potential costumers** of this KER:

- Civil society: Students and teachers from university.
- Others: Other target users might be identified in coming months.
- Private sector: Soil advisors.
- Public sector: Soil advisors.
- Researchers: Research centres/Institutes.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Identifying existing resources of soil health advisory services to define a roadmap to upskill advisory services; Milestone: Project Deliverable D3.2 (M12);
- Co-creation workshops with Soil Health experts and facilitators to co-design learning materials and support the delivery of the advanced module; milestone: Two co-creation workshops by M18 and Milestone 4 (present the advanced module program and get feedback)
- Delivery of module 2, including translations of level 1; milestone: Project Deliverable D3.4 (M18 - ITAP) Advanced training modules learning materials - initial version and Deliverable D3.5 - Advanced training modules learning materials - final version (M48 - ITAP)
- Revision of experts feedback_ and update accordingly; milestone: Deliverable D3.6 - Insights from practice sessions and Final Projects.



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Risks and barriers. The risk and **barriers** identified are:

- Translations; mitigation: We have worked with partners to provide translations of level 1_ level 2 and 3 remain to be addressed
- Long term availability of the module on Moodle; mitigation: TBC.

Not **mitigation actions** yet identified.

14.5 Soil Academy: Advanced Module 3

Developing context. The Soil Academy – Module3 is a KER categorised as learning material developed with the aim of achieving the IP3 defined in the project.

This KER has not yet been described. It will be reported in the final report.

14.6 Soil Academy : Advanced Module 4

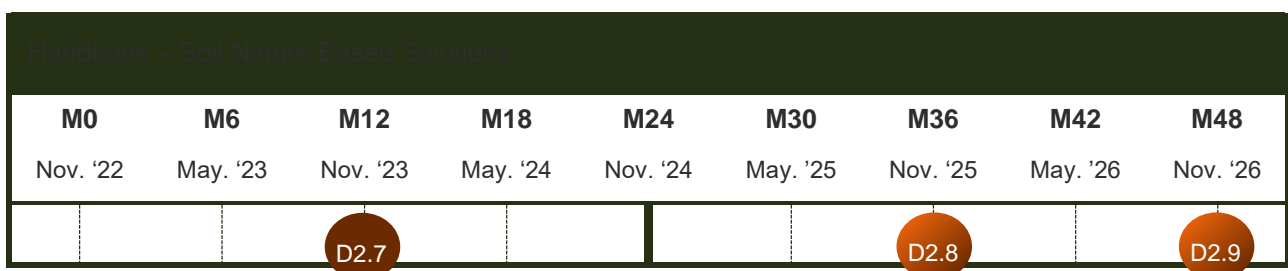
Developing context. The Soil Academy – Module4 is a KER categorised as learning material developed with the aim of achieving the IP4 defined in the project.

This KER has not yet been described. It will be reported in the final report.

14.7 Handbook – Soil Nature Based Solutions

Developing context. The Handbook – Soil Nature Based Solutions is categorised as CATEGORY developed with the aim of achieving the IP1 defined for the project. This result has been developed between month 6 and 12.

Table 19 Timeline development of the Handbook – Soil Nature Based Solutions by IUCN (Exploitation Committee) within the TASK(S) (shaded) and DELIVERABLE (circle) related to the exploitable result.



The development results of the Handbook - Soil Nature Based Solutions were reported in Deliverable D2.7, D2.8, and D2.9 in M12, M36, and M48 by a public document lead by BOKU. The development of the Handbook



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– Soil Nature Based Solutions has been led by CNA and therefore conform the Exploitation Committee for this result.

Intellectual Property. Regarding intellectual property requirements, there is no report yet regarding to protect the result with some Intellectual Property Right (IPR).

IUCN has reported **confidentiality** of this result.

At this stage of project, the Exploitation Committee of the Handbook – Soil Nature Based Solutions has not declared that there are Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER Handbook – Soil Nature Based Solutions as:

The Handbook – Soil Nature Based Solutions is **described** as edit as a reference handbook and commercialise both as e-book and in paper edition, including a short version. Edit as a reference handbook. Like all project results, the e.book is offered for free. Possibility to prepare and commercialise printed editions, including expanded or abridged versions. In total around 100 practices will be presented. The EIP - AGRI format will be used.

The main **features** of this KER have not yet been known.

The **objective** of this KER has not yet been known.

The **value proposition** of this KER has not yet been known.

The **novelty** of this KER has not yet been known.

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the Handbook – Soil Nature Based Solutions.

The **needs** and **importance** of this KER are not yet known. Similarly, main use and alternative used are not yet known.

The Exploitation Committee has not yet identified **end-users or potential costumers of this KER.**

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- To be used as a funnel to point users to other contents which are not free?
- To be made available to government entities that will then "offer" it to advisors (CDR in Poland of instance)

Risks and barriers. The risk and **barriers** identified are:



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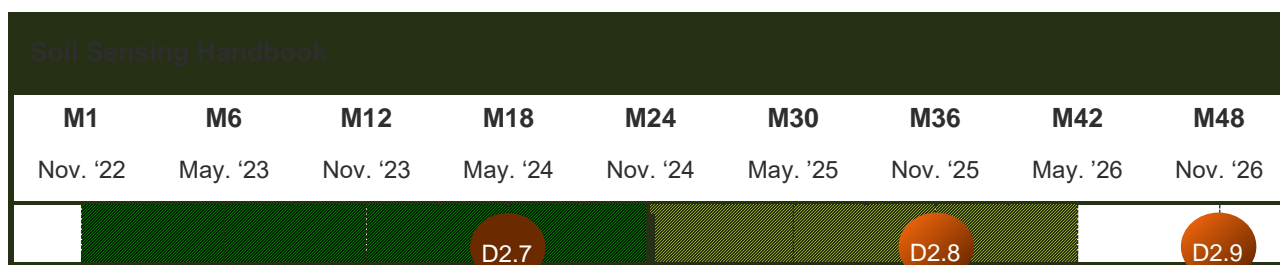
- Language.

Not **mitigation actions** are translation.

14.8 Soil Sensing Handbook

Developing context. The Soil Sensing Handbook is a KER categorised as publications, learning material or guidelines and recommendations developed with the aim of achieving the IP3 defined for the project. This KER was developed within the Taks4.1 between M1 and M42 as shown in Table 20.

Table 20 Timeline development of the Soil Sensing Handbook by AgriSat together with UNITO, ITAP, ILOT and IUNG – PIB (Exploitation Committee) within the Taks4.1 (shaded) and D4.1, D4.2, D4.3 in M18, M36, and M48 (circle) related to the exploitable result.



The development of the Soil Sensing Handbook was communicated in public documents D4.1, D4.2, D4.3 in M18, M36, and M48.

The development of the Soil Sensing Handbook has been led by AgriSat together with UNITO, ITAP, ILOT and IUNG – PIB. AgriSat have declared shared ownership and therefore both are part of the Exploitation Committee that needs to be confirmed.

Intellectual Property. Regarding intellectual property requirements, authors has declared sharing ownership between the Exploitation Committee, AgriSat, UNITO, ITAP, ILOT and IUNG – PIB that work together in the co-creation of the Soil Sensing Handbook. Likewise, the Exploitation Committee has declared an intention to protect the result with some Intellectual Property Right (IPR), like Copyright and Related rights. It needs deeper discussion between the Exploitation Committee, but some strategy as the Academy allows you to copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. Deed: CC0 1.0 Universal (<https://creativecommons.org/publicdomain/zero/1.0/>), as well as thinking on publication.

The confidentiality of this KER needs to be discussed.

The Exploitation Committee of the Soil Sensing Handbook has declared that is needed to discuss about the Intellectual Property (IP) background associated with this KER.



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Characterisation. The Exploitation Committee has characterised the KER Soil Sensing Handbook as:

The Soil Sensing Handbook is **described** as Edit as a reference handbook and commercialise both as e-book and in paper edition, including a short version. Provide a short description of your exploitable results if it is a new one or if you are not agreeing with the description given.

The main **features** of this KER were not described, Exploitation Committee needs help.

The **objective** of this KER is to Create a structured book aimed at providing knowledge about remote/proximal sensing and GIS tools for surveying soil properties.

The **value proposition** of this KER is that it is Need help.

The **novelty** of this KER is (a) the handbook is a collection of the main existing methods and instruments for soil sensing.

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the Soil Sensing Handbook.

The needs covered by this KER needs to be discussed. It is **important** for because it synthetises many concepts from different issues (remote sensing, pedology, etc.).

In this way, the Exploitation Committee has described its **main use** as: Provide guides to soil advisors for properly using soil sensing instruments/tools.

And this KER can be **alternatively used** for: need help.

The Exploitation Committee agreed on a **non-commercial exploitation** of the Introductory MOOC that:

- Then end-users or potential costumers
 - Private sector: Farmers, agronomists, soil advisors, etc.
 - Researchers: Academia members
- In the potential market:
 - Need help.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Triple Performance Platform.
- Level3 Academy.
- Institutions (e.g. CDR).
- New courses (paid).

Risks and barriers. The risk and **barriers** are not yet described, as well as **mitigation actions**.



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14.9 NBSOIL Visioning Cards

Developing context. The NBSOIL Visioning Cards is a KER categorised as learning material developed with the aim of achieving the IP4 defined for the project. This KER was developed within the Task6.1 – Communication between M1 and M48 as shown in Table 21.

Table 21. Task3.2 (shaded) and deliverable D3.3 (circle) related to the exploitable result Introductory MOOC – Introduction to Nature-based Solutions for Soil Management.

NBSOIL Visioning Cards								
M1	M6	M12	M18	M24	M30	M36	M42	M48
Nov. '22	May. '23	Nov. '23	May. '24	Nov. '24	May. '25	Nov. '25	May. '26	Nov. '26
		D6.8		D6.9				

The development of the NBSOIL Visioning Cards has been communicated in public documents D6.8, and D6.9 in M12 and M24. The development of the NBSOIL Visioning Cards has been led by REVOLVE, as sole author. REVOLVE compose the Exploitation Committee of this result.

Intellectual Property. Regarding intellectual property requirements, authors has declared intention of protect the result with some Intellectual Property Right (IPR), like Copyright and Related rights. REVOLVE is declared as sole ownership and no confidentiality.

The Exploitation Committee of the NBSOIL Visioning Cards has declared that is needed to discuss about the Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER NBSOIL Visioning Cards as:

The NBSOIL Visioning Cards is **described** as develop visualisation and training sessions using the game. Offer the basic set of cards online and commercialise printed, water protected cards to be used in different contexts, including outdoors. Provide a short description of your exploitable results if it is a new one or if you are not agreeing with the description given.

The main **feature** of this KER is that it is A collection of visually attractive cards representing concepts relevant for discussion on soil health, soil threats and Nature Based Solutions, organised in decks.

The **objective** of this KER is to the objective is to provide a facilitation prop to define and discuss soil health, supporting advisory processes with a visual language.

The **value proposition** of this KER is that it is These cards collect a series of highly relevant Soil Health concepts and makes them accessible in a highly visual, intuitive and interactive way.

The **novelty** of this KER is (a) There are no similar cards covering soil health and NBS concepts.



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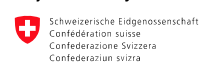
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Use model. The Exploitation Committee agreed on a **commercial exploitation** of the NBSOIL Visioning Cards.

This KER has been developed to meet the **needs** for: We need to better research the market for educational cards and specifically soil resources, we count on opportunities arising from the Soil Mission and its projects to gain more interest and demand on specific soil related educational products. Its **importance** was not indicated.

In this way, the Exploitation Committee has been described as **main use** as: The main use is to support advisory processes between an experienced soil advisor and a customer or group of customers.

And this KER can be **alternatively used** for: 1. As a facilitation prop and graphical support for policy oriented, soil health related, participatory discussion and decision-making processes among diverse groups of stakeholders. To be used by facilitators acknowledged with soil health related concepts. 2. To be used as graphical support in formal and informal educational activities, by an environmental educator or school teacher with previous knowledge of soil health related concepts.

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER:**

- Private sector: Soil advisors belonging to the private sector, schoolteachers.
- Public sector: Soil advisors belonging to the public sector.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Investigate publication options, notably self-printing vs. partnering with a card publishing company. Research different commercialisation channels, both online and onsite shops.; Milestone: We expect to have investigated at least 8 options by March 2025 so we can perform an analysis.; KPI: Investigate at least 8 options of printing and commercialisation by March 2025. Perform an analysis by May 2025.; estimate costs: We expect to dedicate 0.5 PM in total from the Exploitation task.; funding sources: We expect to dedicate 0.5 PM in total from the Exploitation task.; The printed version of the cards is available in good quality printing and card paper at a competitive prize.

The **actions planned** to ensure the exploitation of your result are:

- Investigate publication options, notably self-printing vs. partnering with a card publishing company. Research different commercialisation channels, both online and onsite shops.; Milestone: We expect to have investigated at least 8 options by March 2025 so we can perform an analysis.; KPI: Investigate at least 8 options of printing and commercialisation by March 2025. Perform an analysis by May 2025.; estimate costs: We expect to dedicate 0.5 PM in total from the Exploitation task.; funding sources: We expect to dedicate 0.5 PM in total from the Exploitation task.; The printed version of the cards is available in good quality printing and card paper at a competitive prize.

Risks and barriers. The **barriers** identified are:



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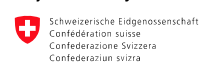
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- There is a need to promote the cards to advisors and educators, and to identify new opportunities for their use, for example in new soil health related workshops.

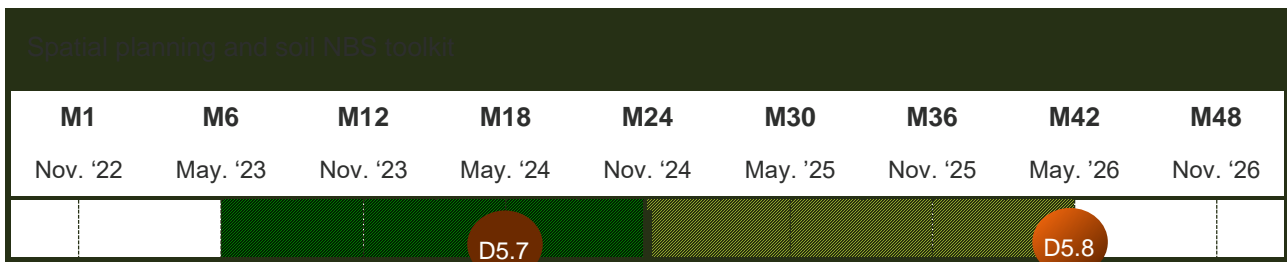
The risk identified is the Partnering with an existing company needs to be carefully considered.

Then, some **mitigation actions** not yet defined.

14.10 Spatial planning and soil NBS Toolkit

Developing context. The Spatial planning and soil NBS toolkit is a KER categorised as method developed with the aim of achieving the IP4 defined for the project. This KER was developed within the Task5.4 between M6 and M42 as shown in Table 22.

Table 22 Timeline development of the KERTITLE by AUTHOR(S) (Exploitation Committee) within the Task3.2 (shaded) and D3.3 (circle) related to the exploitable result.



The development of the Spatial planning and soil NBS toolkit has been communicated in public documents Deliverable D5.7, and D5.8 in M18 and M42 by a public documents.

The development of the Spatial planning and soil NBS toolkit has been led by IUCN with the contributions of IUNG-PIB, IUCN. UNITO, and IUCN that declared sharing authorship of the result. They compose the Exploitation Committee.

Intellectual Property. Regarding intellectual property requirements, the intention of protect the result with some Intellectual Property Right (IPR) is on discussion. IUCN is declared as author, which confidentiality is under discussion. The Exploitation Committee of the Spatial planning and soil NBS toolkit has declared that is needed to discuss about the Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER Spatial planning and soil NBS toolkit as:

The Spatial planning and soil NBS toolkit is **described** as Offer services and training sessions for spatial planners and local authorities targeting cities and municipalities, coupled with taylor made bioremediation strategies.



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The main **feature** of this KER needs to be discussed.

The **objective** of this KER is to create a structured method aimed at defining a prototipal procedure to analyze spatial data and to provide NBS suitability maps.

The **value proposition** of this KER needs to be discussed.

The **novelty** of this KER is (a) the toolkit is an example of analysis of available spatial data.

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the Spatial planning and soil NBS toolkit.

The needs of creating needs to be defined. It is **important** for Because it show the potentialities of spatial data analysis for NBS.

In this way, the Exploitation Committee has described its **main use** as: provide methods for create NBS suitability maps. Any alternative use has been identified. The Exploitation Committee has identified as **end-users or potential costumers of this KER:**

- Policy makers and Public Authorities: Local spatial planners, municipalities, provinces.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Marketplaces, online platforms (e.g. Triple performance)
- Soil Advisory Associations (e.g. CDR)
- Alliances Greener Cities, to be searched.

Risks and barriers. The **barriers** identified are:

- Legislation.
- Regional authorities.

The **risks** need help to be identified.

Need help to identify mitigation actions.

14.11 NBS Guidelines

Developing context. The NBS Guidelines is a KER categorised as guidelines and recommendations developed with the aim of achieving the IP4 defined in the project. This KER has been developed within Task2.2 between M6 and M36 as shown in Table 23.



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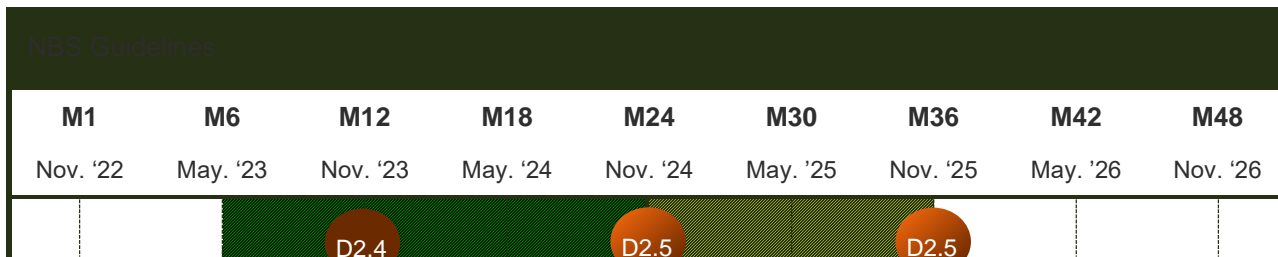
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Table 23 Timeline development of the KERTITLE by AUTHOR(S) (Exploitation Committee) within the TASK(S) (shaded) and DELIVERABLE (circle) related to the exploitable result.



The development of the NBS Guidelines has been led by IUCN, who declared as unique authors. Then IUCN composed the Exploitation Committee. The development of the NBS Guidelines were reported in D2.4, D2.5, and D2.6, in M12, M24, and M36 by public documents.

Intellectual Property. Regarding intellectual property requirements, there is no intention to protect the result with some Intellectual Property Right (IPR). There is no confidentiality on this KER. The Exploitation Committee of NBS Guidelines has declared Sui generis protection background of the de Propiedad Intelectual (PI) related to this KER.

Characterisation. The Exploitation Committee has characterised the NBS Guidelines as:

The NBS Guidelines is **described** as NBS Guidelines will include recommendations to better integrate those interventions within the NBS framework.

The main **feature** of this KER is that it is recommendations for each type of NBS considering all the indicators and criteria of the IUCN Global Standard for NBS.

The **objective** of this KER is to facilitate the design of NBS and its alignment with the IUCN Global Standard for NBS.

The **value proposition** of this KER is that it is Specific NBS guidelines for soil health.

The **novelty** of this KER is (a) there are not many applications of NBS for soil health.

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the NBS Guidelines.

This KER has been developed to meet the **needs** for: Applying a reference standard for soil health. Then it is **important** for not described.

In this way, the Exploitation Committee has described its **main use** as: Technicians and practitioners that want to design and implement a NBS can take those recommendations as a reference.

And this KER can be **alternatively used** for: Research.

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER**:



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- Private sector.
- Public sector.

No **potential markets** have been identified at this phase of the project.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Dissemination actions to be defined

Risks and barriers. The **barriers** identified are:

- Lack of interest
- Language barrier; mitigation: translations.
- Lack of usability of the recommendations at a local/field scale; mitigation: Targeting regional stakeholders that work on a strategic scale.

The **risks** not identified yet.

Then, some **mitigation actions** not yet identified.

14.12 ARIES Soil Module

Developing context. The ARIES Soil Module is a KER categorised as tool developed with the aim of achieving the IP4 defined in the project. This KER has been developed within Task1.4, T4.4 between M1 and M48 as shown in Table 24.

Table 24. Timeline development of the ARIES Soil Module by BC3 with the contributions of IUCN, and ITAP (Exploitation Committee) within the Task1.4, T4.4 (shaded) and D1.8, and D1.9 (circle) related to the exploitable result.

ARIES Soil Module									
	M1	M6	M12	M18	M24	M30	M36	M42	M48
	Nov.'22	May.'23	Nov.'23	May.'24	Nov.'24	May.'25	Nov.'25	May.'26	Nov.'26
Task 1.4									
Task 4.4									

Note: In the original image, Task 1.4 and Task 4.4 rows are shaded green. D1.8 is a brown circle between M12 and M18, and D1.9 is a brown circle between M30 and M36.



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The ARIES Soil Module was developed within the Task1.4, T4.4 lead by BC3 with the contributions of IUCN, and ITAP. BC3 conform the Exploitation Committee of this KER. The results of the *GIS Tool* will be communicated in the D1.8 and D1.9 in M12, and M36 by a public document. It is now available in the link ____.

Intellectual Property. Regarding intellectual property requirements, the Exploitation Committee has declared intention of protect the result with some Intellectual Property Right (IPR). The access and use of the k.LAB System hosted by BC3's INFRASTRUCTURE, including the semantic web of data, models powered by the k.LAB SOFTWARE, and other data and resources made available to the USER through the BC3 INFRASTRUCTURE, are granted by means of the end user licence agreements (EULAs). Read more on the EULA - 6. INTELLECTUAL PROPERTY: <https://integratedmodelling.org/statics/terms/terms.html#>.

There is a declaring sole ownership.

There is some declared **confidentiality** by the Exploitation Committee.

The Exploitation Committee of ARIES Soil Module has declared Sui generis protection of the Intellectual Property (IP) background associated with this KER, IP on k.LAB source code belongs to Ferdinando Villa and exploitation agreement is signed with BC3 on annual basis (renewed automatically).

Characterisation. the Exploitation Committee has identified KER ARIES Soil Module as:

The ARIES Soil Module is **described** as Gain a wide user base through the basic, free to use version. Develop an advanced, subscription-based version for professional advisors. ARIES-NBSOIL Open library: an open library of soil health variables and modelling components for the NBSOIL GIS Tool.

The main **feature** of this KER is that it is 1) Open access and free of charge to the public. 2) Flexible to incorporate the latest and most appropriate models and data for a given temporal and geographical context. 3) "FAIR": findability, accessibility, interoperability and reusability. 4) Dedicated but not limited to soil advisors.

The **objective** of this KER is to develop and integrate in ARIES an NBSOIL-open library of soil biodiversity, soil functions and ecosystem service data and models in order to predict effectivity of the different NBS to improve soil biodiversity and link it to the NBSOIL GIS tool.

The **value proposition** of this KER is that it is One stop shop where soil advisors and anybody interested in soil can find multi-dimension information regarding soil management decisions saving time and resources.

The **novelty** of this KER is (a) Integration of independently produced soil related knowledge by using Artificial Intelligence (AI) to improve its findability, accessibility, interoperability and reusability (FAIRness) and the final user experience.

Use model. The Exploitation Committee agreed on a **non-commercial exploitation** of the ARIES Soil Module.

This KER has been developed to meet the **needs** for: Integrating knowledge. Consider everything that is important in a decision-making workflow and avoid flawed decisions. Then it is **important** for Soil knowledge



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pieces are stored in silos. In the current IT landscape this doesn't build up to collective knowledge for better decision making.

In this way, the Exploitation Committee has described its **main use** as: to integrate and make usable soil related knowledge for management. And this KER can be **alternatively used** for: For landscape planning and management from public administration perspective.

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER**:

- Civil society: dedicated but not limited to soil advisors.

The Exploitation Committee has identified potential markets like organisms like JRC Soil Advisors or similar resources, EUSO Soil Degradation Dashboard: <https://esdac.jrc.ec.europa.eu/esdacviewer/euso-dashboard/>, but the discussion is open.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- Make ARIES NBSOIL Open Library publically available as default repository in ARIES platform.
- Make tutorial videos and detailed documentation of how to use the application.
- Link the ARIES-NBSOIL Open Library tutorial to ARIES e-learning course for further education on semantic modelling of soil ecosystem services.
- Repository in IPBES (<https://www.ipbes.net/policy-support/aries>)
- Explanatory infographic.

Risks and barriers. The **barriers** identified are:

- Internet connection. Mitigation: Ensure that the users have internet access.
- Language barrier. (Currently available in English); mitigation: Provide more language options in the UI of the application.
- People who has no experience in using digital tools.; mitigation: Create a hands-on user guide.

The **risk** identified are:

- Management risks.
 - The risk of managing the user permissions on the use of the data and model results generated from the ARIES-NBSOIL Open Library application.
 - Manage the user permissions by means of the end user licence agreements (EULAs). Read more on: <https://integratedmodelling.org/statics/terms/terms.html#>
- Operational & Development risk
 - The risk of network service interruption maintenance of the ARIES data service center. (e.g.: internet service interruption by i2basque)
 - Coordinate better with i2basque for backup plans

The **mitigation actions** needs to be defined.



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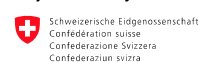
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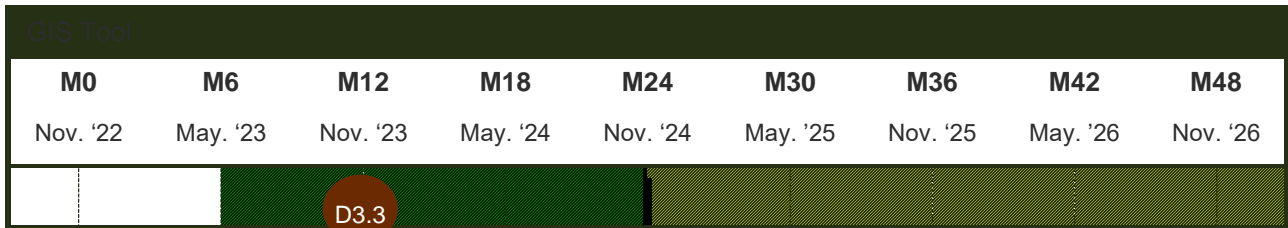
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14.13 GIS Tool

Developing context. The GIS Tool is a KER categorised as tool developed with the aim of achieving the IP4 defined in the project. This KER has been developed within Task4.4 between M6 and M48 as shown in Table 25.

Table 25 Timeline development of the GIS Tool by AgriSat (Exploitation Committee) within the Task4.4 (shaded) and DELIVERABLE (circle) related to the exploitable result.



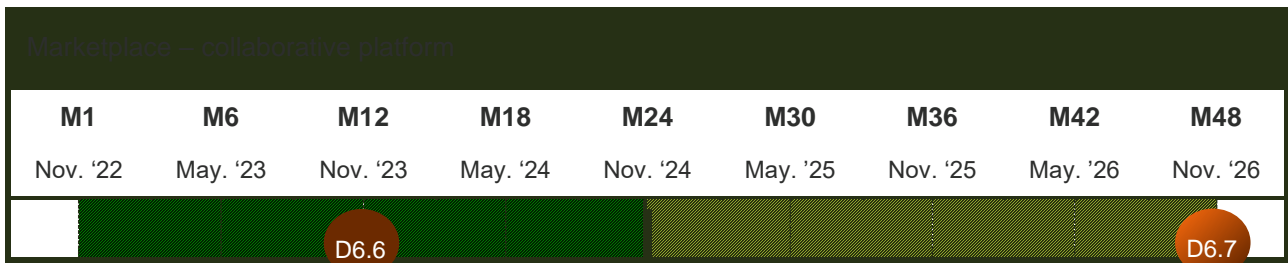
The *GIS Tool* was developed within the Task4.4 lead by AgriSat with the contributions of ITAP, BC3 and IUCN. At this stage of the project, only AgriSat conform the Exploitation Committee of this KER. The results of the *GIS Tool* will be communicated in the D4.4, D4.5, and D4.6 in M24, M36 and M48 by a public document.

This KER has not yet been described. It will be reported in the final report. This is available in the link <https://www.agrisatwebgis.com> by user registration.

14.14 Marketplace – collaborative platform

Developing context. The Marketplace – collaborative platform is a KER categorised a website developed with the aim of achieving the IPXX defined for the project. This KER was developed within the Task6.2 between M1 and M48 as shown in Table 26.

Table 26. Timeline development of the Marketplace-collaborative platform by CNA with the contributions of CNA (Exploitation Committee) within the Task6.2 (shaded) and D6.6 and D6.7 (circle) related to the exploitable result.



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The development of the Marketplace – collaborative platform were communicated in public documents D6.6 and D6.7 lead by CAN in M12 and M48. The Marketplace – collaborative platform is available [here](#) from M9.

The development of the Marketplace – collaborative platform has been lead by CNA, who declared as author of the result. Therefore, they compose the Exploitation Committee.

Intellectual Property. Regarding intellectual property requirements, CNA has declared no intention of protect the result with some Intellectual Property Right (IPR). All the content is open sourced (Creative commons CC-BY-SA4). There is a declaring unique owner.

No confidentiality.

The Exploitation Committee of the Soil Academy - Advanced modules has declared that there are not Intellectual Property (IP) background associated with this KER.

Characterisation. The Exploitation Committee has characterised the KER Marketplace – collaborative platform as:

The Marketplace – collaborative platform is **described** as NBS Platform cooperative: development of a matchmaking service putting land managers into contact with soil advisors, offering different services from remote consultancy to testing, field visits, and enabling collaboration to tackle complex projects.

The main **features** of this KER is that it is Knowledge platform available at <https://en.tripleperformance.ag> and at <https://nbsoil.eu/marketplace/>. The marketplace contains a variety of content types, including techniques, case studies, videos, tools, concepts, labels and more. It allows farmers and advisors to connect on any topics".

The **objective** of this KER is to the primary focus is on disseminating knowledge related to soil rehabilitation. The identified target users include farmers, soil specialists, advisors, planning consultancy companies, and decision-makers responsible for land regeneration policies.

The **value proposition** of this KER is that it is ensuring that knowledge is easily accessible, and that change is not limited by access to knowledge.

The **novelty** of this KER is (a) Key elements of the platform include SEO (Search Engine Optimization) strategies, editorial planning and collaboration with all contributors, content organization, links between case studies and training proposals, and communities of practice (hybrid wiki and linkedin approach).

Use model. The Exploitation Committee has agreed on a **non-commercial exploitation** of the Marketplace – collaborative platform.

This KER has been developed to meet the **needs** of: Access to knowledge is facilitated by the SEO strategy. Then, links between pages (the platform is a wiki) allow users to easily explore related content, and communities of practice facilitate connections between users, fostering collaboration and knowledge sharing to support global soil restoration initiatives. Then it is **important** for Contribute to soil rehabilitation by providing a comprehensive and user-friendly knowledge-sharing platform.



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In this way, the Exploitation Committee has described its **main use** as: to share knowledge on soil health and management. It provides resources to guide users through the various stages of soil restoration projects, from consideration to implementation.

And this KER can be **alternatively used** for (a) internationalize the platform; (b) improve the visibility of stakeholders; (c) permits the dissemination of pedagogical resources to citizens".

Therefore, the Exploitation Committee has identified as **end-users or potential customers of this KER**:

- Civil society: Anyone interested in Soil Health and/or NBS. Any aspiring soil advisor"
- Private sector: Farmers, soil advisors, technicians
- Public sector: Collectivities
- Researchers: Allow researchers to connect with practitioners.

Some **potential markets** are:

- Target markets: Agricultural practitioners (farmers and advisors); size and growth rate: 450000 in France, decreasing 5% a year; Location: Europe; current trend: Decreasing; not known similar resources.

Exploitation Pathways. The **actions planned** to ensure the exploitation of your result are:

- The Triple Performance project started before and is already exploited. We plan to continue the operation of the platform in order to ensure its financial viability and the maintenance of both technology and content.; Milestone; N/A; KPI: Traffic (visitors per month), new contributed pages as well as cash flow for the project; estimate costs: 300k€/ year; source founding: European projects, national projects, private project, sponsoring; expected impact: Knowledge dissemination for faster agroecological transition.

Risks and barriers. The risk and **barriers** identified are:

- The platform is a digital common, which is particularly difficult to finance as its economic model does not fit usual markets; mitigation: be creative!.

Risks: not funding the project sufficiently; No; No; No; No; Economical risk

Then, some **mitigation actions** can be finding more diverse financial resources.



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

15 Exploitation Plan Conclusions

The KERs developed in the project NBSOIL has been created with the intention to provide open source knowledge and technology regarding Nature Base Solutions. Thus, the results are primarily learning materials and guidelines, which are expected to be exploited on a non-commercial basis. The tools and websites are supporting results to the learning material.

The special feature of the Academy is that each module can be considered as an individual KER. Therefore, the definition of the Academy as key exploitable results and its exploitation and sustainability plan is agreed within the NBSOIL project consortium to made it in two main steps:

- (a) First, focus on the individual modules as they have their own description, end-users and market interest.
- (b) And then, the Academy is defined based on that described for the individual modules.

Further actions:

- Update and improve the KER characterisation and exploitation plan as development progresses.
- Include KER input from external partners to the Exploitation Committee to assess their interest in exploiting the results, increasing the Impact Pathway of the NBSOIL project.
- Develop and implement the methodology for defining the Sustainability Plan.

The results of the further actions will be included in the last version of this report in M36 (Deliverable 6.4).



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**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).

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