



## D5.10 Project Website

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## Summary

In this document, a comprehensive overview of the website's (<https://soilvalues.eu/>) features is presented. The content of the website is introduced in its most basic form, with the recognition that updates may occur as the project progresses. The document highlights the structure and content of the website, with an examination of the different pages, including the homepage, project page, news and events page, and contact page. Additionally, the document goes into more detail about the distinct sections located on each of these pages, providing insight into the specific content that can be found therein.

## Acronyms and abbreviations

CoP	Community of practice
EU	European Union
KPI	Key performance indicator
SEO	search engine optimization
SES	Soil-based ecosystem services
MRV	Monitoring, reporting and verification
WP	Work package

## Project consortium

No.	Participant organisation name	Country
1	Katholieke Universiteit Leuven (KU Leuven)	BE
2	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek (EV ILVO)	BE
3	Stichting Wageningen Research (WR)	NL
4	Wageningen University (WU)	NL
5	European Landowners' Organization (ELO)	BE
6	Consultoria Agroindustrial (CONSULAI)	PT
7	Aarhus Universitet (AU)	DK
8	KOIS Invest (KOIS)	BE
9	MR F&A Consult (MFRA)	BE
10	Instytut Rozwoju Wsi i Rolnictwa Polska Akademia Nauk (IrWiR PAN)	PL
11	Thuenen Institut (THUENEN)	DE
12	Udruzenje Eko-Inovacija na Balkanu (ABE)	RS
13	Institute Navarro de Tecnologias e Infraestructuras Agroalimentarias (INTIA)	ES
14	Lietuvos Misko ir Zemes Savininku Asociacija (FOAL)	LT

## Overview of the SoilValues project

SoilValues: Enhancing Soil health through Values-based business models (HORIZON-MISS-2021-SOIL02-05)

Project duration: 1 January 2023 – 31 December 2026 (48 months)

Total project budget: € 4 999 922.50

EU Grant: € 4 999 922.50

Land managers combine man-made resources with natural resources to produce marketable products like food, feed, fiber and wood, but at the same time produce ecosystem services that are generally not marketed or compensated. However, land managers generally have little incentive to invest in healthy soils, as they cannot sufficiently capture the value generated by these ecosystem services. SoilValues aims to contribute to the conditions for developing successful soil health business models. These are models in which land managers make production decisions that result in higher levels of soil-based ecosystem services (SES) and in which they are paid for the non-marketed services they generate. In order for such business models to function, three important conditions need to be fulfilled: (1) the outcomes of SES need to be measured, thus requiring knowledge, indicators and models, (2) the data and information generated by these indicators and models need to be exchanged to facilitate monitoring, reporting and verification (MRV), and (3) all these activities should be governed by an appropriate institutional framework consisting of the necessary legislation, standards and incentive schemes. To enhance the conditions for developing successful soil health business models, SoilValues will: (1) provide a comprehensive assessment framework addressing all factors influencing the development of business models for investing in soil health, (2) establish 6 testing grounds across Europe to test and improve emerging and designing new soil health business models, (3) establish 12 communities of practice of land managers, value chain actors, investors and public authorities for soil health business models, (4) design a comprehensive toolbox of incentives and policy recommendations to facilitate soil health business models and (5) raise awareness and exchange knowledge for soil health business models. This work is structured along five distinct work packages (WPs) as indicated in Figure 1.

## 1. Introduction

The primary goal of the SoilValues project is to enhance soil health while also establishing viable business models for doing so. To align with these core values, the project website has been carefully designed to incorporate key elements such as soil structure, business models, and values. The website serves as the most crucial communication tool for the project with stakeholders, allowing individuals to learn more about the initiative's objectives and progress. Careful attention has been paid to the website's design to make it visually attractive and user-friendly, providing a comprehensive resource for those seeking to gain insight into the SoilValues project.

## 2. Website objectives

The website plays a central role in the communication strategy and aims to share information about the project with diverse target audiences. The website will provide general information such as objectives, information about the partners and people involved, necessary contact details, as well as information about the project's context and its contribution to Horizon Europe under the European Union (EU) mission 'A soil deal for Europe'. As a result, the website also places significant emphasis on the sister projects that will generate synergy with SoilValues. The website will also be linked to social media channels and provide the opportunity for interested individuals to subscribe to the newsletter.

The goal of the website is to raise awareness and educate diverse target audiences across society, policy, agriculture, and research about the project and its results. Three main audience levels have been identified in the SoilValues dissemination and communication strategy:

- **Dissemination for Awareness** (general public) aimed at (1) the general public and the media, and (2) people with a special interest in sustainability and agricultural innovations.
- **Dissemination for Understanding** (target audience) aimed at stakeholders who can benefit from the results of SoilValues but who are not directly involved in the project, such as (1) other universities and research institutions, and (2) other actors active in and outside the food chain.
- **Dissemination for Action** (project audience) aimed at changing agricultural practices as a result of the application of SoilValues stimulation and business models. This level targets (1) all actors involved in the pilot projects and CoPs, as well as (2) policymakers, the EU Commission, and other selected projects under this action.

The project defines a key performance indicator (KPI) of 25000 website visits over the entire project duration.

## 3. Key features

### 3.1 Domain

The domain [www.soilvalues.eu](http://www.soilvalues.eu) has been bought and protected by ELO, WP6 leader responsible for communication and dissemination within the project.

### 3.2 Languages

The website is hosted in English.

### 3.3 Design

Tictaclab was commissioned to handle the creation of both the logo and website design. ELO provided input and collaborated on the content and visual format and had a significant role in the decision-making process regarding the visual elements and overall appearance of both the logo and website. To maintain consistency, the colors utilized in the logo were used as the basis for the website's color scheme and design. Specifically, the following colors were frequently incorporated throughout the website: #5B4436, #F1B733 and #5E8E4E. These colors were strategically selected to align with the branding and messaging of the project. The website was designed with WordPress.



#### Corporate Colors

		C	M	Y	K	R	G	B
	#5B4436	44	57	63	56	91	68	54
	#F1B733	5	30	86	0	241	183	51
	#5E8E4E	68	25	82	8	94	142	78

**Tipografia: Urbanist Semibold**

### 3.4 Management

ELO is accountable for managing the website and will consistently publish news articles and events on the platform. In order to achieve this, partners are expected to supply ELO with periodic updates on their work.

### 3.5 Contact

To facilitate all SoilValues-related communications, a dedicated email address has been established by the SoilValues coordinator (KU Leuven): [info.soilvalues@kuleuven.be](mailto:info.soilvalues@kuleuven.be). This email address will be prominently displayed on the website, along with a button that enables users to directly send an email to the aforementioned address. Additionally, the partner sections of the website contain contact information for each team member of each organization involved in the project.

### 3.6 Cookies policy

The website will provide an explanation about how cookies operate, their purposes, and the various alternatives available for visitors to utilize cookies.

## COOKIES POLICY

This is the Cookie Policy for SoilValues, accessible from [www.soilvalues.eu](http://www.soilvalues.eu)

We use cookies or other files with similar functionality (hereinafter "cookies") to provide you with a better service and a better browsing experience. European Landowners' Organization is responsible for the cookies and the processing of the data obtained through them, whether they are its own or those of third parties, deciding on the purpose, content and use of the processing of the information collected.

The aim of this policy is to inform you clearly and in detail what a cookie is, what its purpose is, what type of cookies we use and how to set or disable them.

Acceptance of this Policy implies that the user has been clearly and fully informed about the use of data storage and recovery devices (cookies) and that European Landowners' Organization has the user's consent to the use of these devices under the terms of article 22 of Law 34/2002, of 11 July, on Information Society Services and Electronic Commerce (LSSICE).

European Landowners' Organization as the editor and manager of this website would like to inform you that this website uses its own cookies and those of third parties for analysis in order to create profiles based on the user's browsing habits. You should know that we share the information about your use of our website with Google, who may combine it with other information provided by you or collected from your use of their services.

### 1. What is a cookie and what is it used for?

A cookie is a file that is downloaded to your computer, smartphone, tablet, etc. when you access certain websites. Cookies allow a website, among other things, to store and retrieve information about the browsing habits of a user or their equipment and, depending on the information they contain and the way they use their equipment, they can be used to recognise the user.

The collection of cookies from all our users helps us to improve the quality of our website, allowing us to monitor which pages are useful, which are not and which can be improved. Under no circumstances can cookies damage your computer. On the other hand, the fact that they are active helps us to identify and resolve errors.

*Figure 1. SoilValues website cookies policy*

## 3.7 Site map

To aid visitors in locating and accessing content efficiently, a site map will be included on the website, which presents an overview of all its pages and sections. The site map functions as a navigation tool and enhances the user experience by allowing visitors to easily find what they're interested in. Moreover, the site map benefits from search engine optimization (SEO) efforts, as search engine crawlers use it to discover and index website pages, improving the website's visibility and search engine ranking.

## 4. Website architecture

### 4.1 Homepage

The homepage was intentionally designed to captivate visitors with an attractive and professional layout. This is partially accomplished through the use of a visual effect that follows the visitor's movements as they scroll down the page. Additionally, a headline is notably displayed so that visitors can immediately understand the website's purpose:

*SoilValues is a 4-year Horizon Europe project with a consortium of 14 partners aiming to improve soil health through value-based business models.*

Professional photographs related to soil health are also incorporated into the design. The menu is located at the top of the page and includes the following sections: Home, About (Partners, Context, Work Packages), News & Events, Results and Contact.

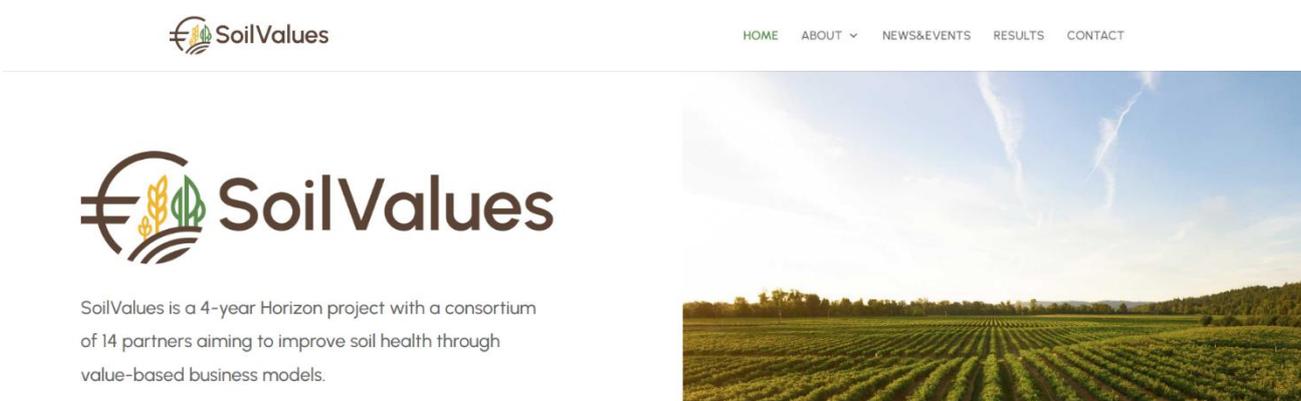


Figure 2. SoilValues website front page

### Project context

In order to provide website visitors with contextual information about the project, a brief section on the homepage elaborates the significance of maintaining healthy soils.



### Context

Healthy soils are an important asset for agriculture and food production, but also for society as a whole. Soil plays an important role in generating ecosystem services, such as regulating freshwater supply and biodiversity, but it is also essential for carbon sequestration. Therefore, conservation and restoration of our soils is essential for achieving climate neutrality, zero pollution, sustainable food supply and a resilient environment.

However, soil degradation is getting worse and causing irreversible losses through soil erosion and soil sealing. Although awareness is growing, soils and their role are still relatively invisible in business rooms and among the general public. Land managers must constantly invest to keep them in good condition, but usually have little incentive to do so because they cannot adequately collect the value these ecosystem services provide.

Figure 3. Context of the SoilValues project

## Project information

To provide guests with a brief overview of the project, the homepage displays information about its objectives. The following content is presented:

# The project

SoilValues will contribute to the development of successful soil health business models across the EU to improve soil quality and provide land managers with the necessary incentives.

Business models for soil health have three essential components:



### Activities

Land managers use resources and adopt practices that should lead to a net increase in desired ecosystem services.



### Value proposition

The net positive effect of these farming activities on ecosystem services must be demonstrated and verified, taking into account possible trade-offs between ecosystem services.



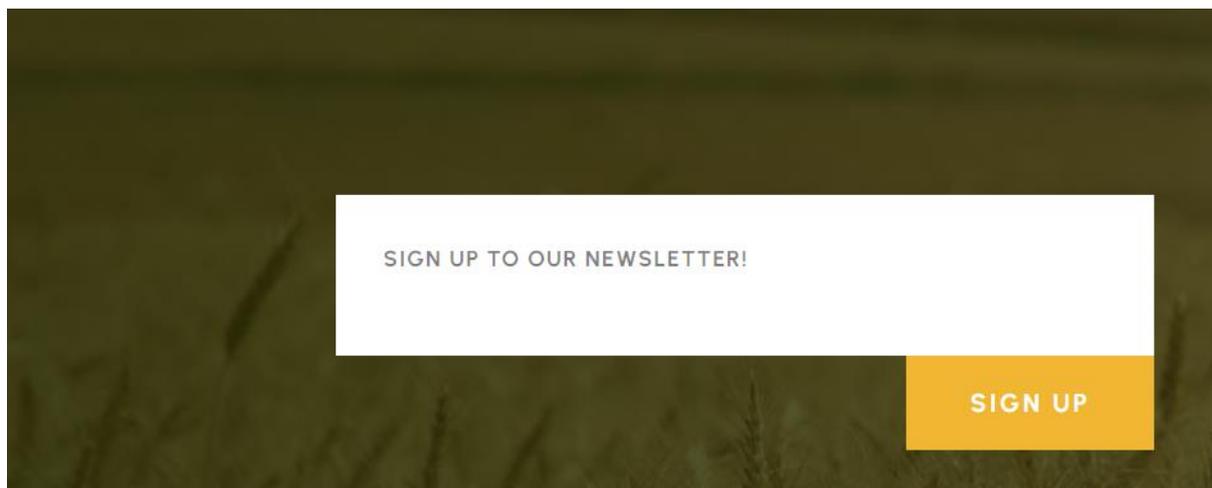
### Value capture

Land managers can be financially compensated for the provision of ecosystem services through various incentives: revenue subsidies, cost subsidies, price premiums, carbon credits, input price discounts, private equity investment, etc.

Figure 4. Additional information regarding the SoilValues project

## Newsletter

As part of the project, a newsletter will be distributed twice a year to provide an overview of recent SoilValues activities and results. A button will be available on the home page to register for the newsletter. Clicking on this button will take visitors to a page outside the website that is connected to Mailchimp, where visitors can fill in the required information such as their name and email address and agree to have their information stored.





# SoilValues

Don't miss out on the latest news and updates about our project! To stay up-to-date, subscribe to our newsletter.

**Email Address**

**First Name**

**Last Name**

**Subscribe**

Figure 5. Registration page for the SoilValues newsletter

## Social media

The homepage will link website visitors to the SoilValues' Twitter and LinkedIn accounts. Additionally, a separate section is visible, displaying an overview of SoilValues' Twitter posts.

## Disclaimer

The official Horizon Europe disclaimer is mentioned on the homepage including the European flag:

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

*Grant Agreement: 101091308*



## 4.2 The project

### Partners

The website overview furnishes details about each of the consortium partners. This encompasses a precise description of the organization along with a hyperlink to its website. Additionally, the website incorporates a section dedicated to presenting the entire SoilValues team. Specifically, this implies that each team member is shown on the website with their name, role within their organization, email address, photograph, and a brief biography outlining their prior experience and current responsibilities within the organization.



**University of Leuven (KU Leuven) - Belgium**

The Department of Earth and Environmental Sciences is part of The University of Leuven, also known as KU Leuven. The main mission of this department is to carry out state-of-the-art scientific research with respect to the functioning of geo- and ecosystems at different spatial and temporal scales, including the interaction between humans and the environment and the sustainable management of natural resources.



<https://ees.kuleuven.be/en/index.html>



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*Figure 6. Example description of SoilValues partners (KU Leuven) and associated team members*

### Work packages

To clarify the structure and content of the project for website visitors, an overview of the different work packages (WPs) has been included, along with a brief outline of their objectives. Furthermore, a visual schedule of the WPs is included, which was also included in the grant agreement (Figure 7). This gives a clear picture of the WPs, their interrelationships and mutual influence.

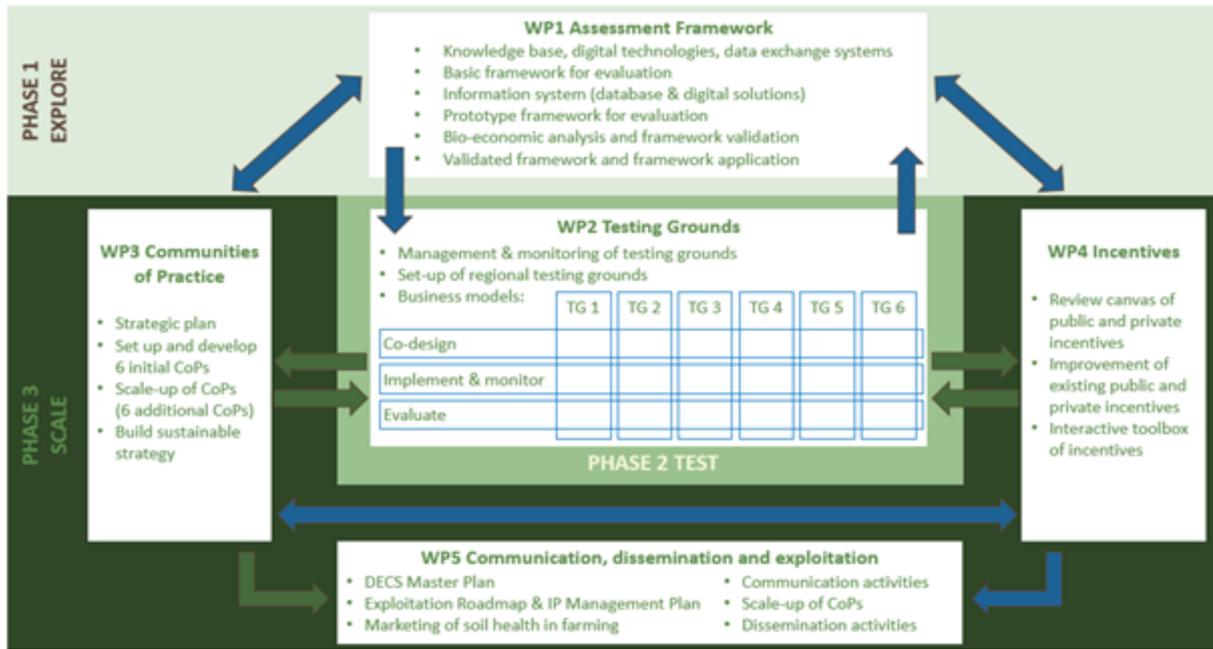


Figure 7. Project structure

### 4.3 Context

#### Sister projects

This section provides a brief overview of the sister projects, NOVASOIL and InBestSoil, along with links to their respective websites. Throughout the SoilValues project, which spans four years under the Horizon Europe initiative, collaboration with these sister projects will be crucial. The text that is displayed is the following:

## Sister projects



### Novasoil

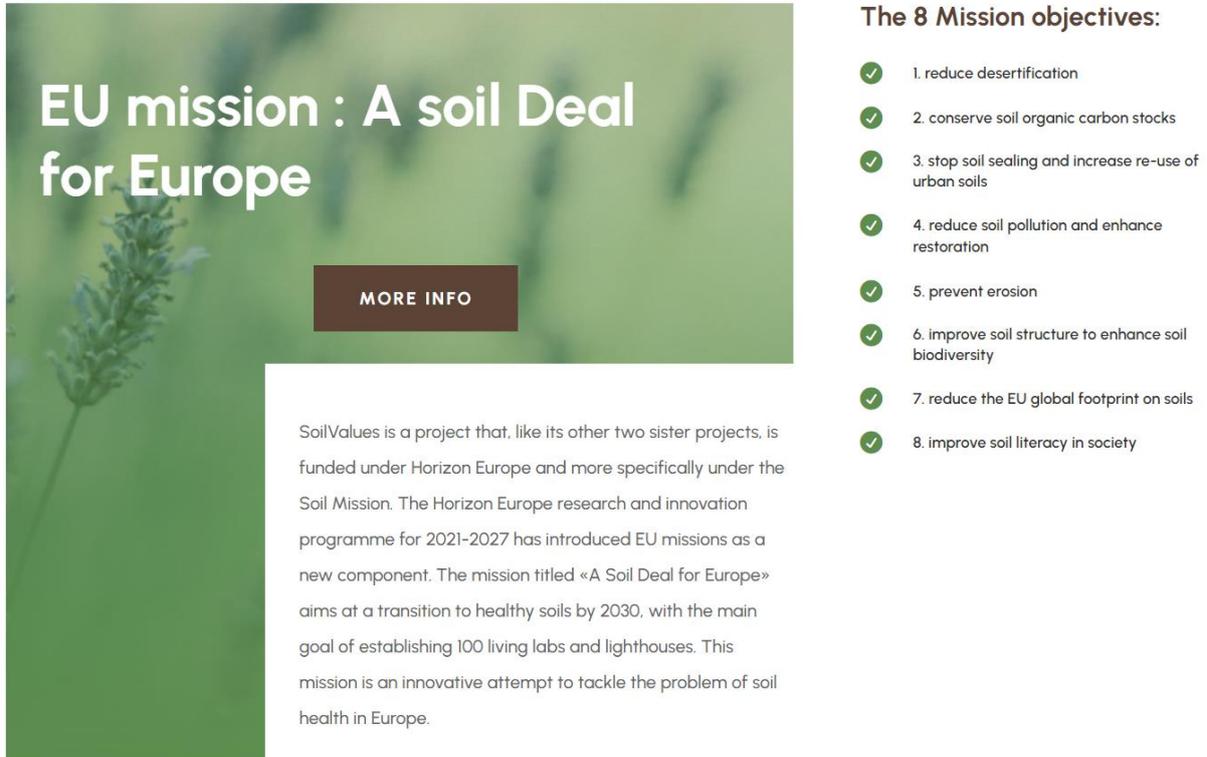
Like SoilValues, the NOVASOIL project is funded under Horizon Europe. The aim of this project is to highlight the benefits of investing in soil health for society and the environment. The project will do this by developing a toolbox for analysing the suitability of different business cases that promote soil health. This toolbox will be based on a range of good examples from Europe and other countries, and on society's needs and requirements. The toolbox will include a categorisation of models and business cases, taking into account: a) sustainable soil management under different land uses and climatic conditions; b) products based on practices that promote soil health; c) consumption and certification practices that are conducive; d) soil reuse and e) sustainable soil management in the context of the EU Taxonomy Regulation.

VISIT WEBSITE

Figure 8. Description of the SoilValues sister projects (Novasoil)

## Soil mission

The SoilValues project falls under the EU mission "A Soil Deal for Europe" launched by the European Commission under Horizon Europe. The website offers a concise overview of the objectives and scope of this mission, linking to the mission's website for more in-depth information.



The screenshot shows a website layout for the EU mission "A Soil Deal for Europe". On the left, there is a green background with a plant stem and the text "EU mission : A soil Deal for Europe" in white. Below this is a dark red button labeled "MORE INFO". To the right of the button is a white text box containing a paragraph about the SoilValues project. On the far right, there is a list titled "The 8 Mission objectives:" with eight items, each preceded by a green checkmark icon.

**EU mission : A soil Deal for Europe**

**MORE INFO**

SoilValues is a project that, like its other two sister projects, is funded under Horizon Europe and more specifically under the Soil Mission. The Horizon Europe research and innovation programme for 2021-2027 has introduced EU missions as a new component. The mission titled «A Soil Deal for Europe» aims at a transition to healthy soils by 2030, with the main goal of establishing 100 living labs and lighthouses. This mission is an innovative attempt to tackle the problem of soil health in Europe.

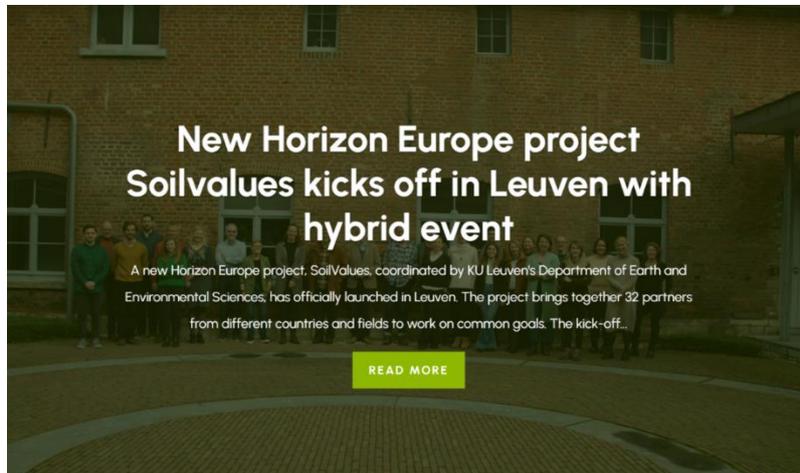
**The 8 Mission objectives:**

1. reduce desertification
2. conserve soil organic carbon stocks
3. stop soil sealing and increase re-use of urban soils
4. reduce soil pollution and enhance restoration
5. prevent erosion
6. improve soil structure to enhance soil biodiversity
7. reduce the EU global footprint on soils
8. improve soil literacy in society

Figure 9. Description of the EU Soil Mission

## 4.4 News & events

The purpose of the news section is to disseminate information about project outcomes, as well as engaging articles and press releases covering SoilValues-related topics. Furthermore, SoilValues events or events of affiliated projects will be published on this page together with those pertaining to business models for soil health from other Mission Soil projects.



The screenshot shows a news article titled "New Horizon Europe project Soilvalues kicks off in Leuven with hybrid event". The background image shows a group of people standing in front of a brick building. The text below the title provides details about the project's launch and mentions that it involves 32 partners from different countries. At the bottom, there is a green button labeled "READ MORE".

**New Horizon Europe project  
Soilvalues kicks off in Leuven with  
hybrid event**

A new Horizon Europe project, SoilValues, coordinated by KU Leuven's Department of Earth and Environmental Sciences, has officially launched in Leuven. The project brings together 32 partners from different countries and fields to work on common goals. The kick-off...

**READ MORE**

## 4.5 Future sections

### **Testing grounds**

As soon as the testing grounds' locations are confirmed (WP2), they will be featured on the website along with a map of each location. Moreover, the website will provide information on the business models implemented in each case, impact measurement practices and indicators, specific objectives, and more.

### **Toolbox**

A toolbox focused on incentives for business models will be created in WP4. Its purpose is to assist policymakers, farmers, public and private investors, and consumers in making decisions. rewrite: the toolbox will be based on the roadmap and practical experiences gained from trialing in testing grounds. It will present a selection of public and private incentives, along with country- and/or region-specific requirements and combinations of public and private incentives that have proven effective in promoting soil health. The goal is to develop an interactive tool that encourages the adoption of credible and relevant incentive schemes, supported by recognized actors in policy and practice. While the exact format of the toolbox is still to be determined, it will be integrated into the website if the format allows.

## Acknowledgements

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

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