

D5.3 SoilValues Best Practices of Communication and Dissemination Actions

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Summary

Deliverable 5.3, SoilValues Best practices of Communication and Dissemination Actions, functions as an evaluative resource designed to identify the strengths of the SoilValues project's communication strategy and highlight areas for potential improvement. Its primary objective is to determine which communication actions have been effective and which have not. This assessment is supported by analytical platforms that track the performance of dissemination campaigns across the various channels employed. Following this evaluation, which includes qualitative insights, the deliverable provides a set of recommendations that can be tailored by other Horizon projects to suit the unique requirements of their communication strategies.

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Acronyms and abbreviations

CoP	Communities of Practice
CTR	Click-through Rate
DEC	Dissemination, Exploitation & Communication
EC	European Commission
ELO	European Landowners' Organization
KPI	Key Performance Indicator
REA	European Research Executive Agency
TG	Testing Ground
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 Poska Akademia Nauk (IrWiR PAN)	PL
11	Thuenen Institut (THUENEN)	DE
12	Udruzenje Eko-Inovacija na Balkanu (ABE)	RS
13	Institute Navarro de Technologias 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 "Best Practices of Communication and Dissemination Actions" deliverable outlines the communication and dissemination activities carried out throughout the project, offering an analysis of their effectiveness and explaining the reasons behind their success.

This exercise involves two interconnected methods. The first is a quantitative evaluation of the performance of these actions, using a variety of tools to measure their impact. Alongside this, a qualitative analysis offers a thorough assessment of what has worked well and highlights areas for improvement where the results did not meet expectations.

This deliverable should be considered in connection to deliverables D5.1 and D5.7, both of which relate to the Dissemination and Exploitation (DEC) Plan and its subsequent updates. Another closely related document is the Marketing Plan (milestone 15), which focuses on promoting soil health to the farming and forestry communities. Additionally, deliverable D5.2, which establishes an exploitation map and an IPR strategy, provides a list of related initiatives with which synergies can be developed to amplify the project's outreach and, ultimately, achieve SoilValues' overarching objective of promoting soil health business models. Together, they form the core guidelines that should steer the communication and dissemination strategy of the project.

In this context, it is essential to clarify the distinctions between communication, dissemination, and exploitation. According to the REA, communication refers to the process of informing and promoting the project's activities and results. Dissemination, on the other hand, involves making the knowledge and findings generated by the project publicly available at no cost. Finally, exploitation pertains to the practical application of the project's results for commercial, societal, and political purposes (European Research Executive Agency, 2023).

Consequently, the activities designed for each area vary according to their intended audience. Communication efforts primarily aim to engage citizens, stakeholders, and the media. Dissemination activities, on the other hand, target individuals and groups who can benefit from and apply the project's findings, such as the scientific community, industry, public authorities, policymakers, and civil society. Finally, exploitation focuses on reaching those capable of advancing or investing in the results, including researchers, stakeholders, industry (particularly SMEs), public authorities, policymakers, and civil society (European Research Executive Agency, 2023).

The communication strategy underlying all the project's actions is guided by a quality-first approach. This means that, regardless of the channel or tool used, maintaining high-quality content is prioritised. Achieving this requires adapting the results produced by partners and condensing technical information while ensuring accuracy. Collaboration with researchers and project partners is essential to this process and has proven successful in the different dissemination materials produced in the framework of the project thus far.

To develop this deliverable, a range of analysis tools were used. For social media, Hootsuite enabled real-time performance tracking across various networks, while platform-specific tools like X Premium, LinkedIn Analytics, and YouTube Analytics provided additional insights. Website performance was assessed via Google Analytics, which also allowed comparison with key performance indicators (KPIs) from the Grant Agreement and DEC Plan. Newsletters were created using Mailchimp, which also offered analytics to evaluate campaign effectiveness. Finally, internal monitoring documents, developed by the communication team and enriched by the researchers, were also consulted.

In conclusion, the "Best Practices of Communication and Dissemination Actions" deliverable provides a comprehensive overview of the communication and dissemination activities carried out within the project, highlighting both successes and areas for improvement. Through a combination of quantitative and qualitative analyses, it offers valuable insights into the effectiveness of various tools and strategies employed. By integrating the findings from related deliverables, this document serves as a key reference for refining the project's communication strategy and ensuring that its outcomes reach and resonate with the intended audiences. Ultimately, the deliverable underscores the importance of quality content, collaboration, and continuous evaluation in achieving the project's goals of promoting soil health and advancing business models within the sector.

2 Overview of communication and dissemination actions

This section introduces the various communication and dissemination actions carried out throughout the SoilValues project. Each of these activities has been designed to align with both the project's objectives and the communication strategy.

The communication actions of the SoilValues project are closely linked to its goals, with targeted initiatives aimed at raising awareness among both specialised and general audiences. The strategy is built around two main pillars. The first focuses on sharing project results with a specialised audience, which requires active collaboration with stakeholders outside the immediate project community. The second pillar targets a broader audience, working to raise public awareness of the societal benefits of improved soil health.

The effectiveness of the communication strategy lies in its ability to tailor messages and content to the relevant audiences. For instance, policy briefs are aimed at policymakers, while discussion papers target legislators and other key stakeholders in the value chain. By translating scientific findings into accessible language for each audience, the project maximises the reach and impact of its results.

To achieve these objectives, the project employs a diverse range of tools and channels, including its graphical identity, social media platforms, website, newsletter, audiovisual content, and events.

The graphical identity plays a crucial role in establishing a visual language that clearly communicates the project's message and encourages action towards soil health and sustainability. Social media channels are utilised to build a project community, increase the visibility and impact of its outcomes, and drive traffic to the SoilValues website. The website serves as a cornerstone of the communication strategy, aiming to engage a wide array of target audiences, such as the public, decision-makers, the food value chain at large, and researchers. Similarly, newsletters offer an effective means of staying connected with stakeholders, fostering engagement and amplifying the project's visibility. Audio-visual content simplifies complex technical concepts, boosts engagement, and enhances understanding, thereby broadening awareness and facilitating the adoption of the project's results. The organisation and participation in events are equally essential for ensuring the effective dissemination and exploitation of the project's outcomes to specific target groups.

Each of these tools and channels is examined in greater detail in section 3 of this deliverable. The Grant Agreement outlines the specific stakeholders each dissemination tool aims to reach (Table 1).

Table 1. Communication tools and identified stakeholders in the grant agreement

	EC	CoPs	Agro-food operators	Research community	Authorities	General public
Website	X	X	X	X	X	X
Deliverables-Restricted	X	X				
Deliverables-Public	X	X	X	X	X	X
Scientific publications, symposia	X		X	X		
Workshops		X	X	X		
Policy briefings	X	X	X		X	
Printed material		X	X	X	X	X
Social media		X	X			X
Audio visual media		X	X			X
Press						X

3 Best practices in communication and dissemination

This section is devoted to presenting and analysing the different communication and dissemination actions developed within the framework of the SoilValues project. This activity implies two complementary approaches. Firstly, a quantitative assessment of the performance of these actions, thanks to a set of tools that allows us to evaluate their impact. Second, a qualitative analysis provides a detailed review of what has been effective and identifies aspects for improvement where results fell short of expectations.

The breakdown of the communication and dissemination actions is focused on certain specific areas: visual identity and publications, social media, the project's website, participation and organisation of events, newsletter and audio-visual content.

3.1 Visual identity and publications

The first area of communication and dissemination actions analysed is the project's visual identity and publications. The graphical identity is laid down in deliverable D5.1, the dissemination and exploitation plan, and its subsequent updates. The visual identity includes the project's logo, colour palette, typography, templates and other visual elements that are used consistently across all communication channels to ensure a cohesive and recognizable brand identity. The goal of the graphical identity is to create a visual language that conveys the project's message and inspires action towards soil health and sustainability.

The graphic line also covers the set of materials designed with the aim of disseminating the results of the project, like the discussion paper series, factsheets and infographics. These and future materials, which are created to be printed and distributed at events organised or related to SoilValues, are made available on the project website. Each type of material produced has a specific aim and specific target audience, which explains the larger range of material produced, and the channels for dissemination chosen accordingly.

Printed materials are targeted at the Testing Grounds (TG), Communities of Practice (CoP), agri-food operators, the research community, institutional authorities and the general public, as indicated in the Grant Agreement.

To bridge the discussion between the project's visual identity and the dissemination of its printed and scientific materials, it is important to highlight the integral role of these outputs in reinforcing the overall communication strategy. While the visual identity establishes a unified and recognisable brand, the publications serve as tangible expressions of the project's commitment to sharing knowledge and engaging with its diverse target audiences. This seamless interplay between visual elements and content-driven materials ensures that SoilValues not only communicates effectively but also resonates deeply with its stakeholders.

Scientific publications, as indicated in the Grant Agreement, are directed toward the European Commission (EC), agri-food operators, and the scientific community. Like the printed materials, they are freely available on the SoilValues website, with a DOI references, to connect them to the various existing repositories, such as ZENODO.

Factsheets

As mentioned in deliverable D5.1, factsheets are concise and informative documents that provide important facts and key information about a particular topic. They are usually designed to be easy to

read and understand, and often contain graphics and illustrations to help convey the information in a visually appealing way.

Factsheets can be used to provide stakeholders with important information about the goals, objectives, and outcomes of the project, as well as key data and statistics related to the project's focus area. They can be a useful tool for summarising complex information, making it more accessible and engaging for readers.

The communication plan requires 10 factsheets to be produced as part of the project. So far, one factsheet has been prepared (Figure 1).

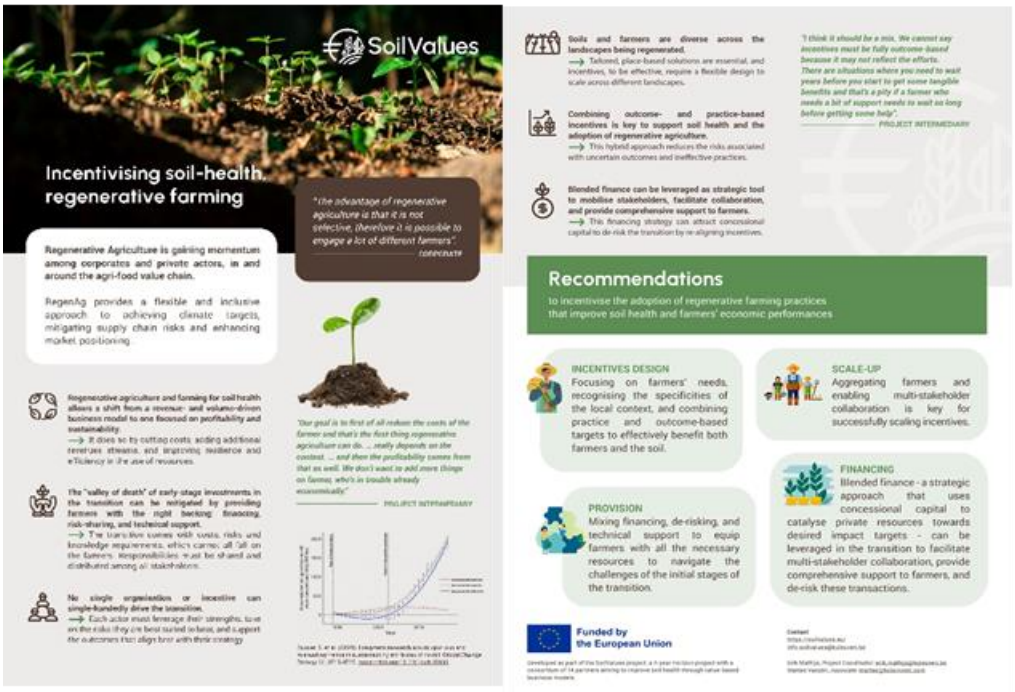


Figure 1. SoilValues Factsheet

The first of the factsheets produced in the scope of the project is based on the discussion paper published by project partner KOIS. The factsheet design extends the visual identity of the project's line. The choice of pictures and icons is aligned with the wish to keep a realistic visualisation of the project's results. The colours also reinforce the soberness yet clear visuals selected in the first place.

The appeal of this material lies in the quality of its content, which was agreed upon between KOIS, the authors of the discussion paper, and ELO, the responsible party for the communication and dissemination of the project. This effort aims to condense all the information contained in the publication without sacrificing accuracy, while simultaneously providing a graphical display that enhances comprehension for the general public. Due to the reduced size of the document, it also facilitates dissemination, and incentivises interest for those who may wish to read the full discussion paper.

Moreover, intense preparation with the consortium partners contributed to target the potentially interested stakeholders: CoPs, agro-food operators, the research community, authorities and the general public. Furthermore, the timing to which it was produced coincided with the preparation of the Webinar presenting the Discussion Paper.

The success of the factsheet is evidenced by the interest shown by attendees at certain events. Indeed, it is not merely the format of the factsheet that holds importance, but also the content, which has been carefully crafted to resonate with the target audience.

In particular, a number of copies were printed for the Mission Soil Week 2024 in Brussels, where SoilValues was invited to be present. The factsheet was also distributed during the Regional Forum for the Future of Agriculture, which took place in Warsaw in November 2024, where the Polish Soil Health Business model developed within SoilValues was subject to a Session during the event.

The factsheet was also shared on X as a promotional image for the webinar, which focused on the discussion paper and will be addressed in section 3.4.1 of this document. The post had a limited reach, achieving 232 views, 5 reposts, and 12 likes (Figure 2). In hindsight, it would have been more effective to create a dedicated post to present the factsheet as a standalone piece of outreach material, ensuring

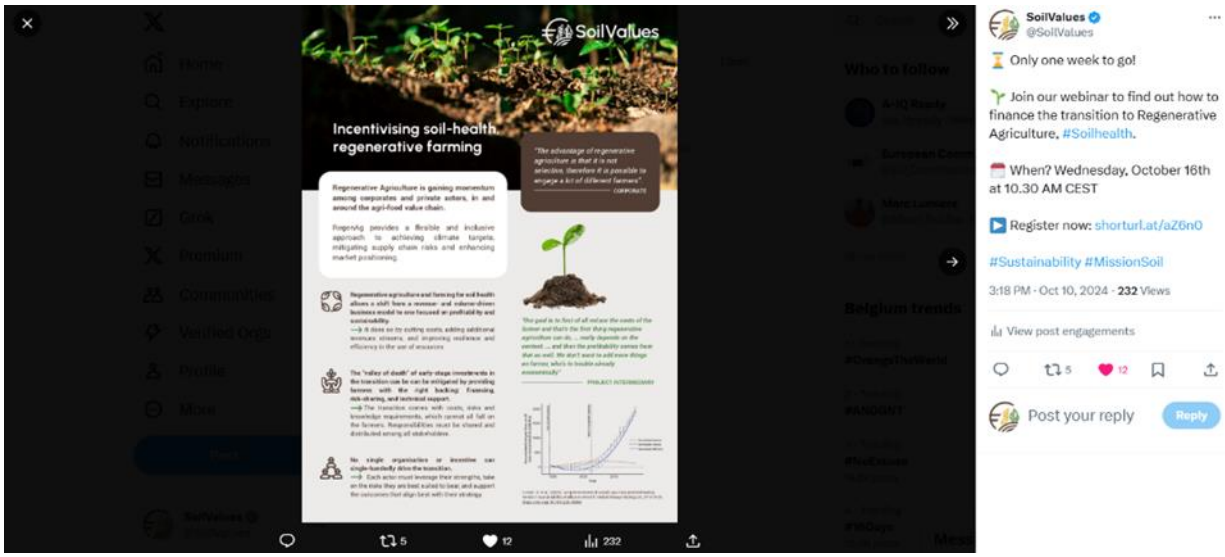


Figure 2. Post about the publication of the factsheet on X

Discussion papers

As defined by the European Central Bank, discussion papers are 'research-based publications that cover topics relevant to policy from a broad and balanced perspective' (European Central Bank, 2023). In this context, one of the most effective dissemination activities of a project is the creation of materials that influence policy decision-making or spark debate, such as the aforementioned discussion papers or policy recommendations.

With these same objectives in mind, KOIS, leader of work package (WP) 4, have produced a discussion paper in the framework of the SoilValues project.

The publication, titled 'Incentivising the transition to soil-health, regenerative farming practices: leveraging blended finance for effective incentives design', explores how to overcome barriers to adopting regenerative agriculture, focusing on incentives that improve soil health and support farmers in the transition.

The discussion paper is available on the project's website and has gathered very positive feedback from the public, as evidenced by statistics from both the website and the social media platforms.

According to the data provided by Google Analytics, the page hosting the discussion paper received 1,319 visits out of a total of 11,374 website visits, accounting for 11.60% of the overall traffic (Figure 3). It is now the third most visited page on the website, exceeded solely by the homepage and the section dedicated to presenting the partners. Considering that the publication was uploaded in July 2024, its impact can now be clearly assessed.

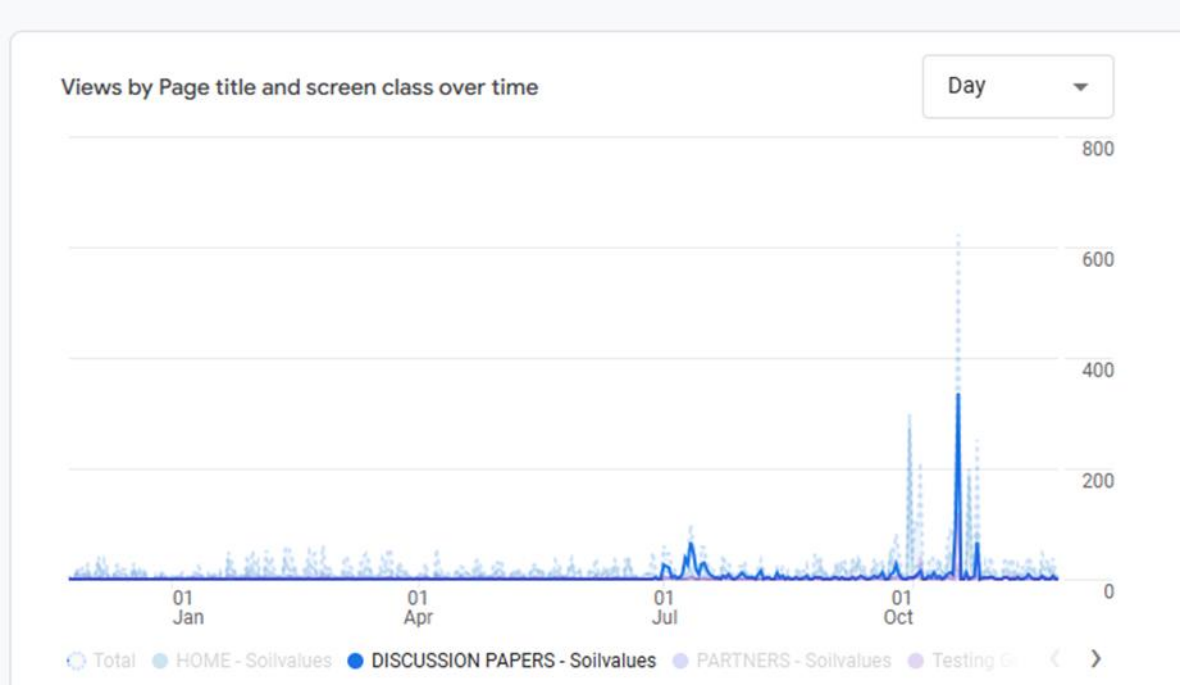


Figure 3. Visits to the discussion paper on the SoilValues website

Another figure worth mentioning is the number of active users, which, as defined by Google Analytics, is 'the number of unique users who engaged with a site in the specified date range'(Google Analytics, 2024). One same person can visit a page several times, but active users are different people visiting a specific page. The statistics show that, out of 1,319 visits received by the webpage hosting the discussion paper, 1,009 are active users (Figure 4). This indicates that 77.02% of the visits are from unique users, highlighting the significant outreach and strong interest sparked by the document.

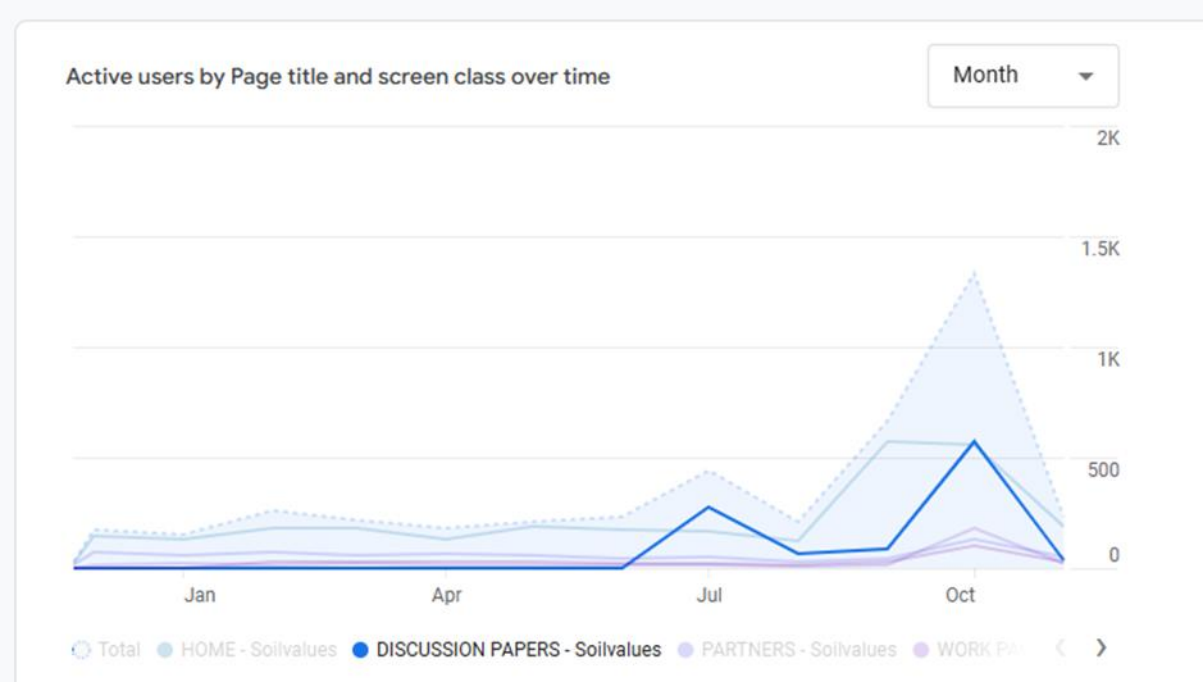


Figure 4. Active users who viewed the discussion paper on the website

If the value under analysis is the number of times a document has been downloaded, the page hosting the discussion paper is the most active (Figure 5). Documents have been downloaded from the SoilValues website a total of 515 times, with 330 downloads, representing 64.08% of the total, attributed to the discussion paper. These data further illustrate the strong interest generated by the publication, as well as the effectiveness of the dissemination activities undertaken.

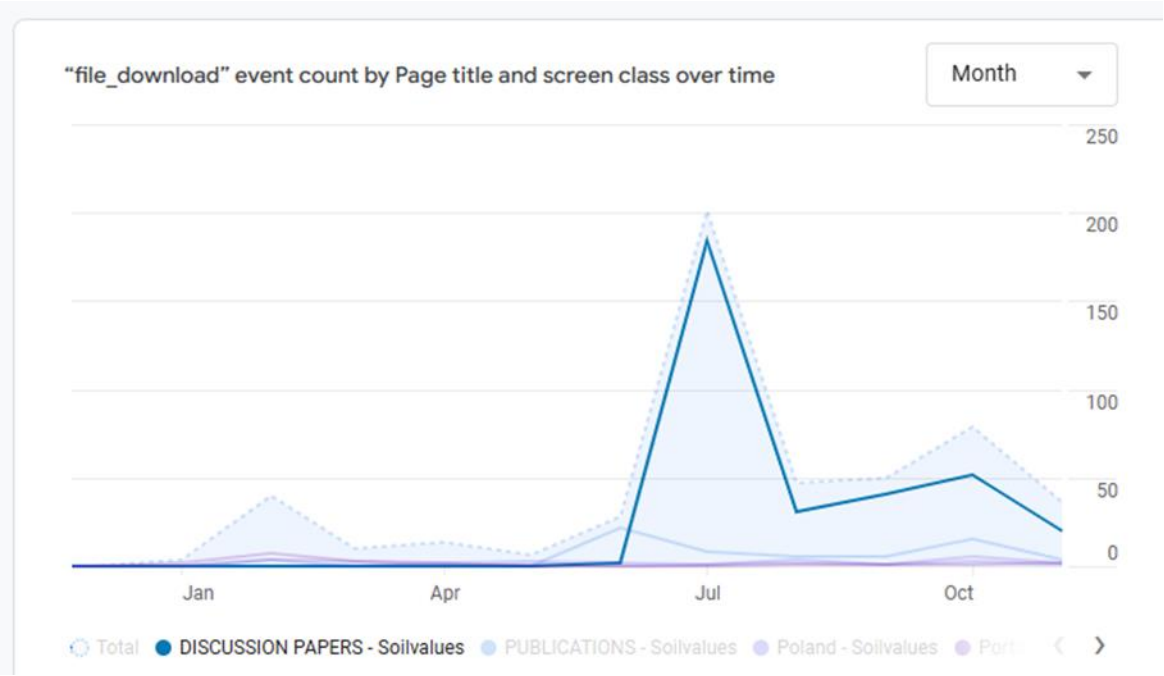


Figure 5. Number of times the discussion paper has been downloaded from the SoilValues website

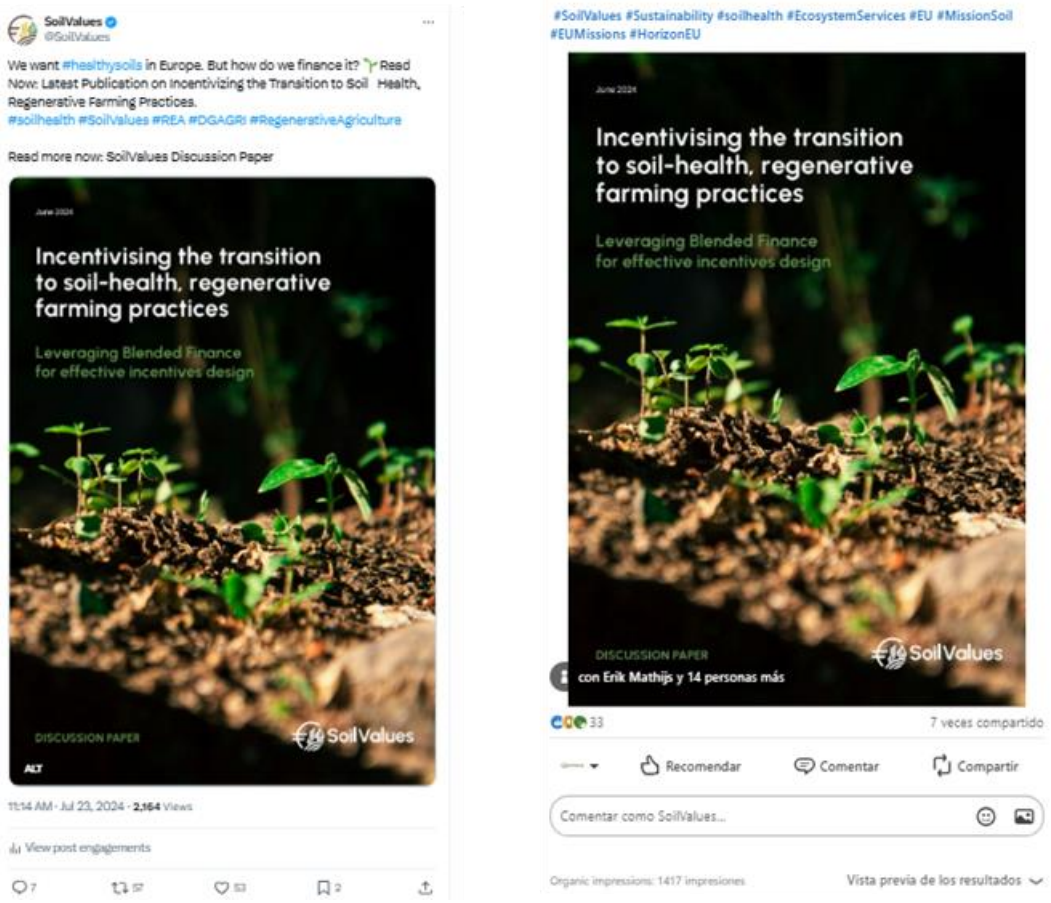


Figure 6. Promotion of the discussion paper on social media

Regarding social media, the discussion paper was promoted on LinkedIn and X, achieving a significant impact on both platforms. On X, the first post published reached 2,164 impressions, with 53 reposts and 53 likes. On LinkedIn, while the reach was more limited, the feedback remained highly positive: the post garnered 1,417 views, 33 reactions, and 7 shares. In both cases, these figures are notably higher than SoilValues' usual engagement on social media (Figure 6).

With the statistics of the discussion paper in hand, it can be concluded that the content-based approach of the communication strategy is well-received by the audience. However, a key challenge persists: sustaining interest in these materials and content over time. This challenge requires additional efforts to disseminate those across several conferences, events and related Horizon projects.

3.2 Social media

Social media is one of the most powerful channels for disseminating the project's results so they can reach the appropriate target groups for this specific communication tool, which are, as stated in the Grant Agreement, the CoPs, agro-food operators, and the general public. The social media platforms chosen to disseminate the project are X, former Twitter, and LinkedIn.

The selection of these platforms responds, on the one hand, to the need to create a community around the project and to increase the visibility and impact of the results and, on the other hand, to meet the objectives contained in SoilValues' DEC plan: to raise awareness, to engage stakeholders, to increase public knowledge about the project and the issues related to soil health and to achieve a behavioural change among farmers in the search for agricultural practices that respect soil quality.

In order to achieve these objectives, two strategies for action have been drawn up to guide the management of the project's social media. The first one is the setting up of a calendar that serves as a monitoring tool for social media activity, both for past and future publications. The second is linked to the general communication strategy and involves the active collaboration of partners. As the focus is on content, this requires fluid communication with the leaders of the different WPs and tasks, who are in charge of gathering all information that could be relevant for dissemination purposes. This information, coming first-hand from those implicated in the project activities, appeals directly to all stakeholders.

Also noteworthy is the ongoing collaboration on social media dissemination between SoilValues and its sister projects: Novasoil[1] and InBestSoil[2]. This cooperation allows for potentially greater outreach, as these two projects feed the interactions of SoilValues' social media posts, amplifying the audience reached by the messages.

The sustainability of these communication strategies depends on their effectiveness. To analyse their performance, SoilValues uses a social media platform manager, Hootsuite, which provides a global vision of the scope of the campaigns and enables them to be adapted and systematised. This will be discussed again in section 3.2.3 of this document.

X (Twitter)

The first social media platform used to disseminate the project's activities and results is X, formerly known as Twitter. The strategy followed in X, as opposed to the one developed for LinkedIn, is based on the spontaneity and instantaneousness of the messages. Indeed, it is a social network that is characterised by reaching potential audiences immediately, making it the right platform for reporting on unfolding events or breaking news.

The first update of the DEC Plan (D5.1) outlines the guidelines for monitoring social media performance. To evaluate the success of SoilValues' social media campaigns, follower growth has been identified as a key metric. In this regard, a growth of 200 followers has been set for X by the end of 2024, as shown below (Table 2).

Table 2. Target of new followers for LinkedIn and X

Audience growth	2023	2024	2025	2026
LinkedIn	Target 100	Target 100	Target 100	Target 200
X	Target 100	Target 100	Target 100	Target 200

Statistics indicate that in 2024, the SoilValues account on X gained a total of 368 followers, exceeding its target by more than threefold (Figure 8). By comparison, growth in 2023 was limited to 49 followers, although this analysis only considers data from December of that year (Figure 7). Nevertheless, the remarkable growth achieved in 2024 more than compensates for the limited progress in 2023 (Table 3).

[1] https://novasoil-project.eu/
[2] https://inbestsoil.eu/



Figure 7. New followers on X in 2023

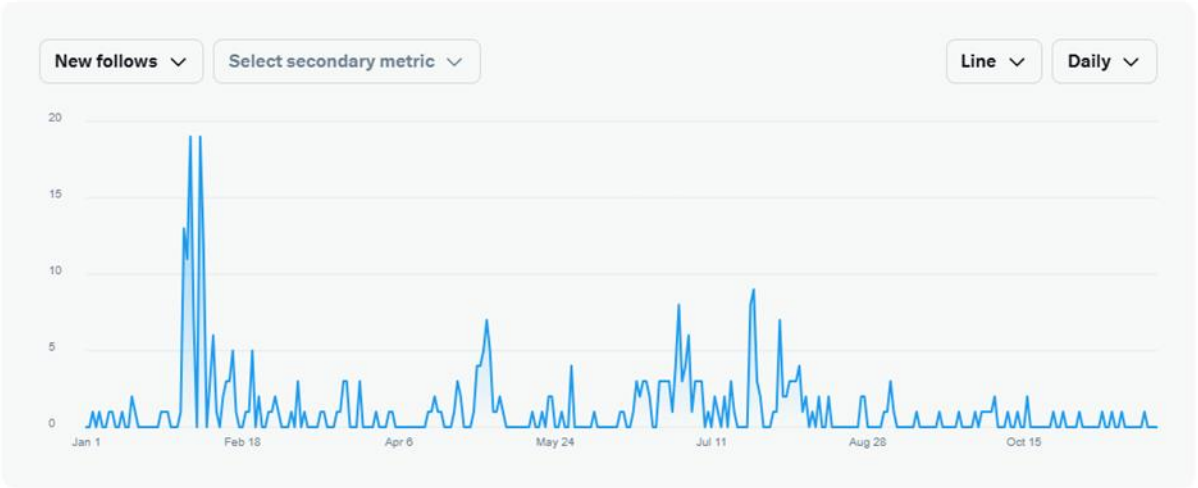


Figure 8. New followers on X in 2024

Table 3. New follwers on X in 2023 and 2024

Audience growth	2023	2024
X	Target 100	Target 100
X	**49**	**368**

The second KPI to consider is the number of followers on each social media platform, in accordance with the Grant Agreement. For X, the target is 500 followers. So far, the SoilValues account on X has 380 followers, or 76% of the target. This indicates that, over the next two years until the conclusion of the project, the SoilValues account on X will need to gain at least 132 additional followers to meet its target. Given the consistent growth rate observed, achieving this goal appears to be well within reach.

As for the number of impressions, that is, the number of times that a specific publication is viewed, Table 4 shows the ten posts on X that have received the most attention from our audience.

Table 4. Top ten posts o X with the most impressions

Number	Date	Topic	Impressions	Link
1	23.07.24	Discussion paper	2.100	Link
2	23.03.23	SoilValues in the Mission Soil Week cluster event	716	Link
3	29.04.24	Consortium meeting in Wageningen	604	Link
4	24.11.23	European Soil Mission Week 2023	597	Link
5	5.02.24	Newsletter	479	Link
6	5.09.23	Newsletter	448	Link
7	5.03.24	Testing ground in Denmark: Hedeskov	337	Link
8	25.03.24	Testing ground in Poland	286	Link
9	30.10.23	Consortium meeting in Denmark	273	Link
10	10.10.24	Webinar	233	Link

Impression figures hold limited value in isolation unless they are assessed in relation to the engagement rate. The SoilValues account currently has an engagement rate of 14.4%, which is acceptable but still presents opportunities for improvement.

Table 4 illustrates that posts highlighting project results, consortium meetings, events, or the presentation of TG are the most engaging for the audience. Accordingly, the recommended approach is to prioritise quality content that resonates with stakeholders and is developed in collaboration with project partners. A noteworthy example is the publication of the discussion paper, which has already been addressed in Section 3.1.2 of this deliverable.

LinkedIn

Unlike X, LinkedIn is a thought-provoking social network. It is also a platform that is conducive to interaction with sister projects or related initiatives to a greater extent, while the presence of institutions and projects on other social networks is limited or non-existent. The intrinsic professional nature of LinkedIn makes it the flagship social network for educational and business organisations.

The difference in the character of each social network also manifests in the messages and content shared on each platform. On LinkedIn, posts are longer and more polished, allowing for a reflective tone. This is due, on the one hand, to the nature of the audience involved and, on the other hand, to the significantly higher text limit.

For all these reasons, LinkedIn is used in SoilValues for two main purposes. The first is to promote upcoming events related to the project, in order to reach a potentially interested audience. The second is to share the results of the project to the general public, aligning with the content-focused communication strategy mentioned earlier. This approach adds value to the posts on LinkedIn, resulting in greater engagement from followers, as will be analysed below.

The first KPI to evaluate is the annual growth in the number of followers. To assess this, reference should be made to Deliverable D5.7, the first update to the DEC plan. This document lays out the target to reach for each year, as shown in the following table.

Table 5. Target of new followers for LinkedIn and X

Audience growth	2023	2024	2025	2026
LinkedIn	Target 100	Target 100	Target 100	Target 200
X	Target 100	Target 100	Target 100	Target 200

LinkedIn statistics indicate that the SoilValues page has gained 279 new followers in 2024 to date (Figure 10). In 2023, the project's LinkedIn page acquired 21 followers, although, as with X, this analysis only considers data from December of that year (Figure 9). However, a significant inconsistency arises in this analysis, as the total number of followers does not align with the sum of followers gained in 2023 and 2024. This discrepancy is due to LinkedIn's methodology, which excludes certain types of followers—such as other pages, including educational organisations, companies, or projects—from the total count. As a result, this calculation can be somewhat misleading.

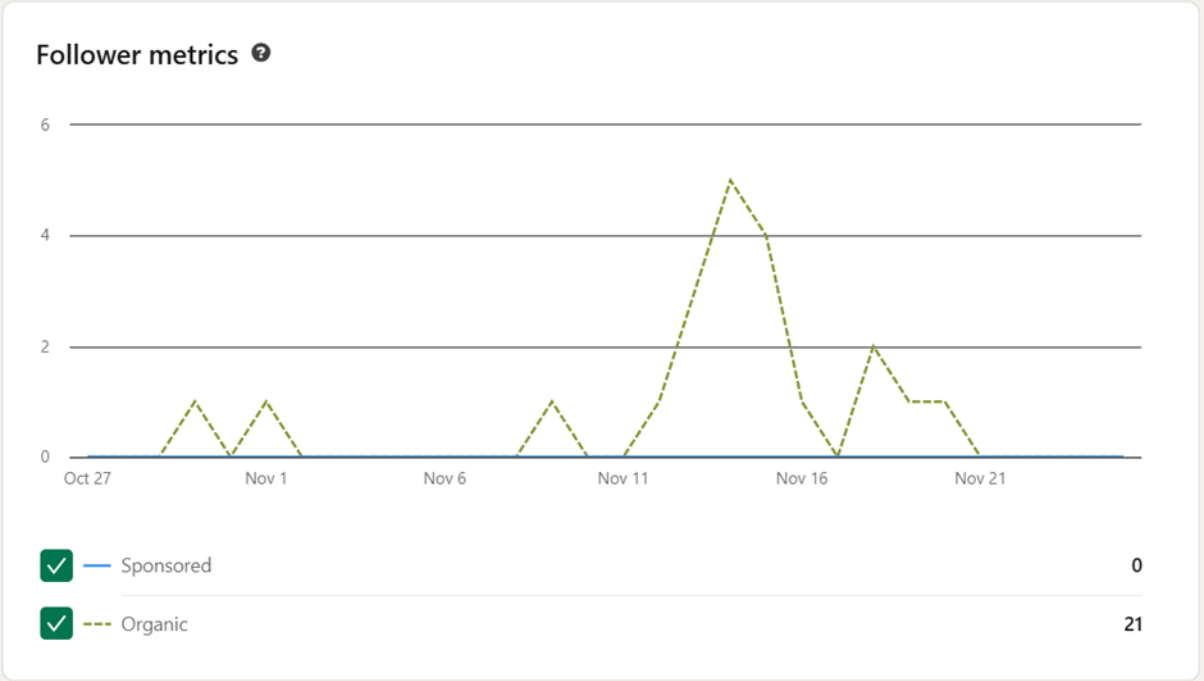


Figure 9. New followers on Linked in 2023

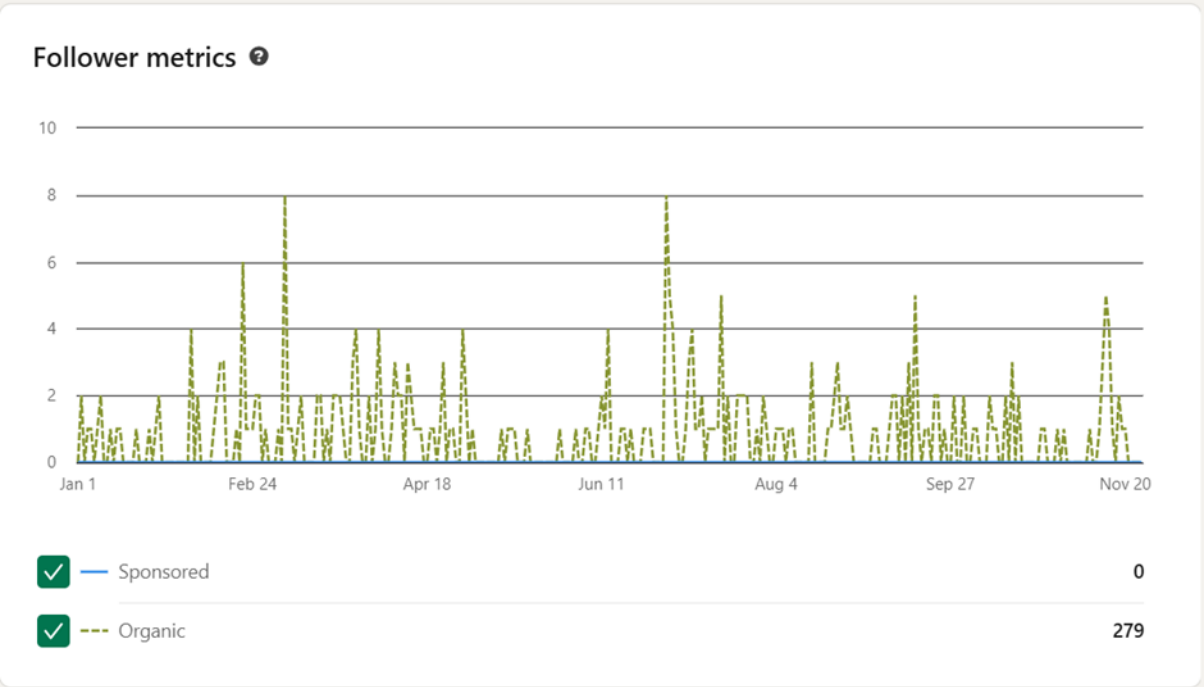


Figure 10. New followers on LinkedIn in 2024

Despite this, and even accounting for the exclusion of these new followers, the 2024 target has been exceeded, achieving double the established goal (Table 6). This compensates for the shortfall in reaching the 2023 target—though, once again, this discrepancy does not reflect the actual situation.

Table 6. Audience growth on LinkedIn

Audience growth	2023	2024
LinkedIn	Target 100	Target 100
LinkedIn	**21**	**279**

The next metric to evaluate is the total number of followers. The target set in the Grant Agreement is 500 followers. For LinkedIn, the SoilValues page currently has 521 followers, meaning the target has been achieved well before the halfway point of the project. This accomplishment demonstrates that the communication strategy implemented on this social network has successfully aligned with the interests of the target audience.

On the other hand, the actual reach of the posts can be evaluated using the metrics of impressions and engagement rate. Table 7 provides a summary of the performance of ten posts selected based on their impact.

Table 7. Top ten posts on LinkedIn with the most impressions

Number	Date	Topic	Impressions	Engagement rate	Link
1	13.06.24	Introduction video	1.720	3.66%	Link

2	1.07.24	Discussion paper	1.429	5.11%	Link
3	29.04.24	Consortium Meeting in Wageningen	1.149	27.76%	Link
4	25.09.24	Webinar	978	2.15%	Link
5	5.02.24	Newsletter	933	1.82%	Link
6	23.02.24	Testing ground in Belgium/Netherlands	862	16.47%	Link
7	3.04.24	Testing ground in Portugal	818	2.08%	Link
8	23.07.24	Discussion paper	778	6.04%	Link
9	16.09.24	Webinar	717	6.27%	Link
10	27.03.24	Forum for the Future of Agriculture 2024	657	10.65%	Link

As shown, the impressions on LinkedIn are significantly higher than those on X, likely due to the larger number of followers on the former platform. To date, the SoilValues page has accumulated a total of 18,536 impressions.

Regarding the engagement rate, it appears highly inconsistent, making it difficult to draw any substantial conclusions. The average engagement rate since the creation of the SoilValues LinkedIn page stands at 9.2%, as illustrated in Figure 11.

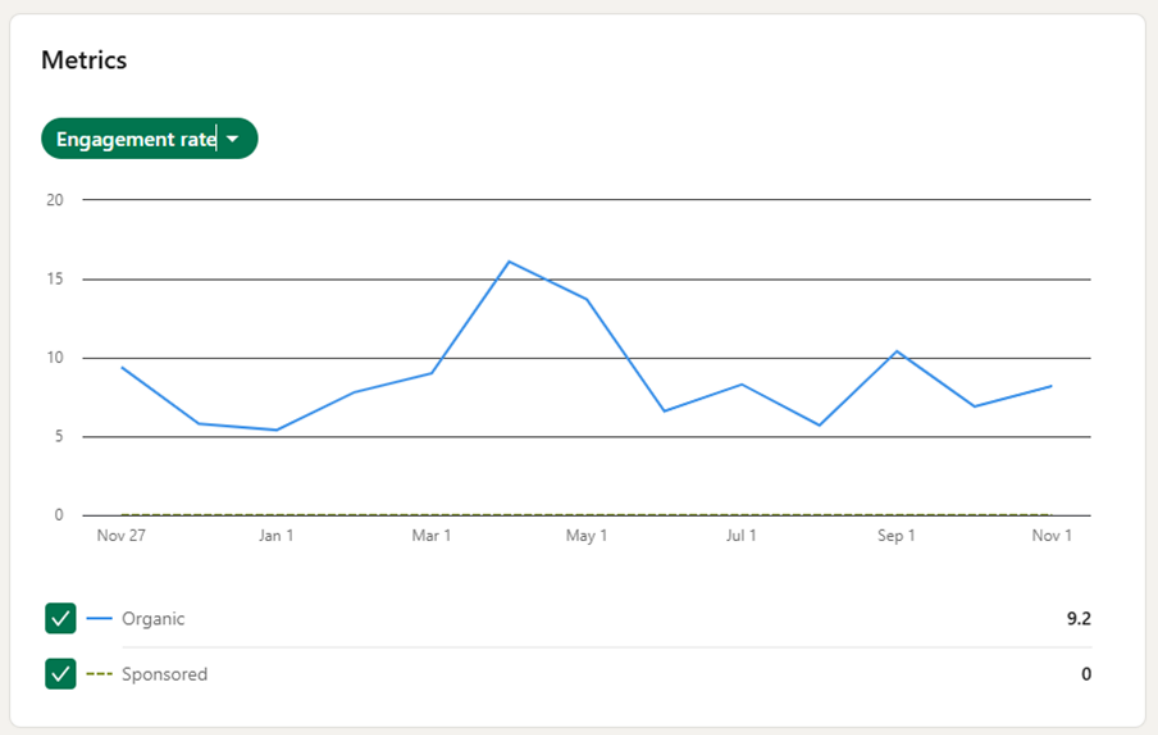


Figure 11. Engagement rate of the LinkedIn posts

Nevertheless, most figures fall below 10%, with higher rates observed in posts related to events organised by project partners or involving affiliated institutions. To address this, it would be advisable to encourage greater involvement from partners and sister projects.

Hootsuite

The Grant Agreement specifies in the description of Deliverable D5.3 that FALCON should be the platform used for analysing the performance of the project's social media. However, as FALCON is primarily a social media marketing platform rather than a management tool, a more suitable alternative has been adopted: Hootsuite.

Hootsuite is a social media management platform that enables real-time monitoring of activity across connected accounts. For SoilValues, the accounts managed through Hootsuite include all the social networks used in the project: X, LinkedIn, and YouTube. Hootsuite provides the following key functionalities:

Planning: One of Hootsuite's primary features is its ability to create posts simultaneously for multiple social networks. It streamlines this process with tools such as link shortening, tag addition, and other functions to expedite content creation. The platform also includes a calendar for scheduling posts in advance, ensuring more effective social media management.

- Monitoring: A major advantage of Hootsuite is its real-time analysis of various metrics across social networks, including reactions, impressions, and engagement rates.
- Optimisation: Using data gathered through monitoring, Hootsuite provides tailored recommendations for improving performance on each social network. It allows comparisons with accounts from similar projects and analyses traffic patterns to determine optimal posting times, helping to maximise reach and engagement.

Therefore, it can be assumed that Hootsuite is an essential tool for enhancing the social media performance of the SoilValues project. Its real-time monitoring capabilities provide a comprehensive

overview of the various social media accounts, enabling the implementation of necessary corrective measures and additional actions. In this regard, the platform facilitates the optimisation of the digital communication strategy.

3.3 Website

The main channel for disseminating and centralising all information about the SoilValues project is the website. As outlined in the DEC plan, the website "plays a crucial role in the communication strategy and aims to raise awareness among diverse target audiences, including society, policymakers, agriculture, and researchers."

The website is structured as follows:

- Homepage: Provides a description of the project and its objectives, an introductory video, and a summary of the context in which SoilValues operates.
- About: Introduces the project partners, work packages, and sister projects. It also includes information on the Mission Soil, the programme under which the project is funded.
- Testing Grounds: Offers an overview of the seven testing grounds developed within the project.
- News & Events: Dedicated to promoting events organised within the project framework and publishing news related to the project.
- Contact: Provides visitors with the project's contact details, links to its social media accounts, and access to dissemination materials, such as the flyer, poster, and roll-up.
- Publications: Hosts some relevant dissemination materials. Currently, only the discussion paper is published.

According to data from Google Analytics, the website has accumulated a total of 11,374 visits since it was launched. The majority of these are distributed as follows: the homepage (5,117), the page introducing the project partners (1,416), the page hosting the discussion paper (1,319), and the pages detailing the WP (551) and TG (506), as shown in Figure 12.

As discussed in section 3.1.2, apart from the homepage, which serves as the landing page for all visitors accessing the SoilValues website, the 'Discussion Paper' section under the 'Publications' tab has experienced the most significant increase in visitor numbers. This surge is attributed to the publication of the discussion paper and the subsequent webinar focused on this document.

In terms of KPIs, the DEC Plan outlines a target of 25,000 website visits, allocated as shown in Table 8.

Table 8. KPIs for the website regarding the number of visitors

	2023	2024	2025	2026
Number of visitors	Target 6.000	Target 6.000	Target 6.000	Target 7.000

		Page title and screen class +	↓ Views
☑		Total	11,374 100% of total
☑	1	HOME - Soilvalues	5,117
☑	2	PARTNERS - Soilvalues	1,416
☑	3	DISCUSSION PAPERS - Soilvalues	1,319
☑	4	WORK PACKAGES - Soilvalues	551
☑	5	Testing Grounds - Soilvalues	506
☐	6	NEWS&EVENTS - Soilvalues	495
☐	7	CONTEXT - Soilvalues	360
☐	8	PUBLICATIONS - Soilvalues	257
☐	9	CONTACT - Soilvalues	204
☐	10	Belgium - Soilvalues	153

Figure 12. Most visited pages from the SoilValues website

At the time of writing this deliverable, the website has recorded a total of 11,374 visits. This figure is slightly more than 600 visits short of the target for the two years (2023 and 2024) combined. However, with one month remaining until the end of the year, it is highly likely that the target will be achieved.

In terms of yearly targets, the SoilValues website received 2,643 visits in 2023 (Figure 13), below the target of 6,000 visits. However, in 2024, the website achieved 8,371 visits, exceeding the annual target by a substantial margin (Figure 14).

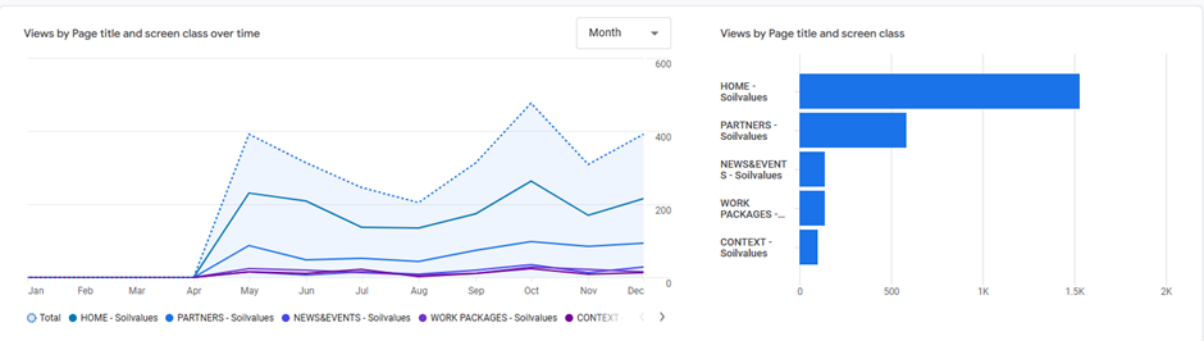


Figure 13. Visits to the webpage in 2023

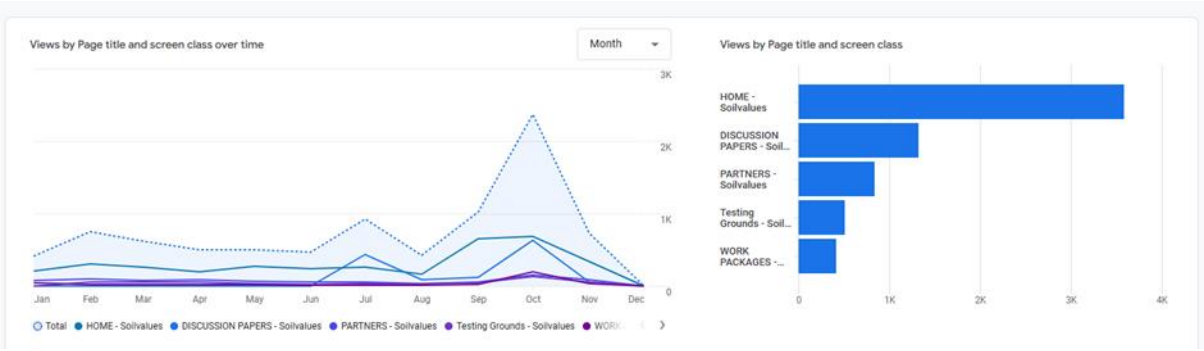


Figure 14. Visits to the webpage in 2024

It is worth noting that visits to the project website typically increase during the latter half of the project, as more results become available and gain interest from stakeholders (Table 9). Considering this upward trend, it can be reasonably assumed that the overall objectives will be significantly surpassed.

Table 9. Number of visitors to the webpage

	2023	2024	2025	2026
Number of visitors	Target 6.000	Target 6.000	Target 6.000	Target 7.000
Page views	2,643	8,371		

It is important to distinguish here, as noted in previous sections, between visits and active users. The number of unique visitors to the website stands at 5,041, representing 44.32% of the total visits. This indicates that less than half of the website's visitors return to revisit it.

The average time spent by active users on the SoilValues website is 44 seconds. Among the main pages, users spend the most time on the section introducing the partners (57 seconds), followed by the page detailing the work packages (31 seconds) and the one showcasing the testing grounds (25 seconds), as Figure 15 shows here below.

Perhaps the most notable aspect of this analysis, beyond the specific data—which can be challenging to interpret—is how little time users spend on the section dedicated to news and articles. Since these are intended as informative texts of potential interest to stakeholders, greater effort will be invested in creating blog posts that offer added value to readers—content that not only informs but also educates.

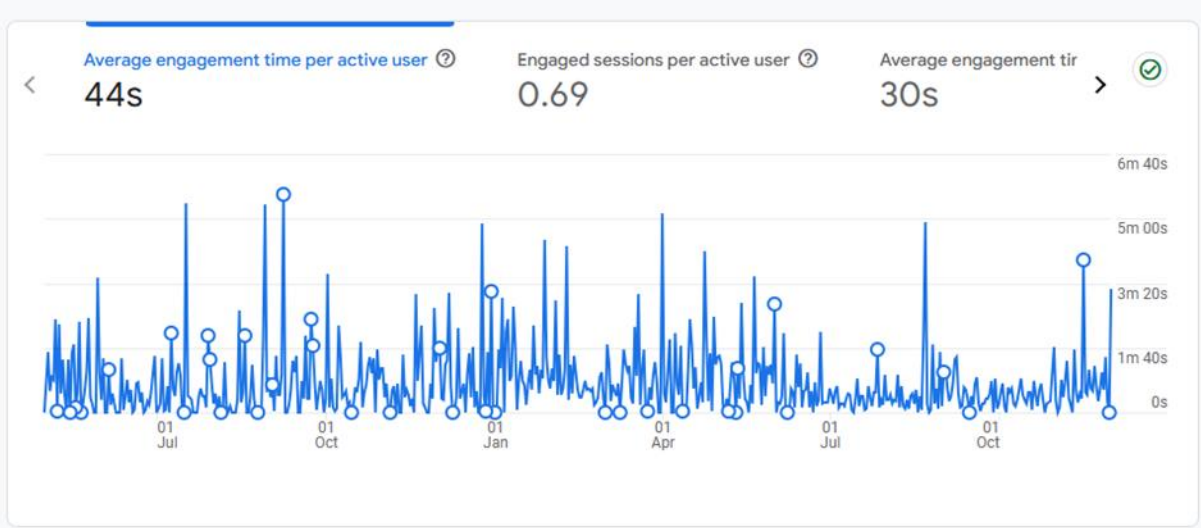


Figure 15. Average engagement time per active user

In conclusion, the website structure and architecture proves to be clear and efficient for users to navigate. Thanks to the clarity in the sub sections, and easy access to the most important information, the users seem to easily find their way to access the required information. Significant efforts have been made to enhance the content of the project website and attract new visitors. A notable example is the publication of the discussion paper, which has highlighted the importance of prioritising content quality.

However, two key challenges remain to further improve the website's performance. Firstly, continuous effort will be put in adapting the results of the different WPs into dissemination material that will steadily maintain visitors frequency on the website. Secondly, attracting new visitors will require increased promotion across other communication channels, particularly social media and the newsletter.

3.4 Events organisation and participation

The dissemination and communication of the project are critical to ensuring the future exploitation of its results. The long-term sustainability and utilisation of the outcomes post-SoilValues depend significantly on successfully engaging the appropriate audience.

For this reason, alongside online communication strategies (such as social media, newsletters, and the website), it is recommended to maintain efforts in engaging stakeholders offline, through in-person interactions. This is achieved by organising dedicated events within the framework of SoilValues, as well as participating in thematic events relevant to the project, such as the Mission Soil Week.

Listed below are some of the events in which SoilValues has participated, either as an organiser or a participant. A detailed summary of the events in which SoilValues has participated is included as an annex to this document.

Webinars

Webinars play a crucial role in conveying the project's key messages to the appropriate audiences. They also provide a platform to present project results and facilitate timely discussions, allowing diverse voices to be heard and stakeholders to share their opinions on topics related to SoilValues. To this end, project partners organised a webinar titled 'Incentivising the Transition to Soil Health: Regenerative Farming Practices'. The discussion, held on 16 October 2024, centred on the main conclusions drawn from the discussion paper published by KOIS as part of the project. The event featured speakers Silvana

Limni (KOIS), Matteo Vanzini (KOIS), and Marc Rosiers (MRF&A), with moderation by Caroline Mahr-Van Everdingen (ELO).

The webinar attracted a total of 100 attendees out of the 169 registered participants, resulting in an attendance rate of approximately 60% (Table 10).

The webinar was primarily promoted through SoilValues' social media accounts. As highlighted in sections 3.2.1 and 3.2.2, posts about the event ranked among the top 10 posts with the highest engagement on both platforms, X and LinkedIn. These dissemination efforts were bolstered by complementary actions that contributed to building a robust database of contacts. The webinar was advertised among projects within the Soil Mission Communications Cluster and further amplified by project partners through their own newsletters and social media channels.

The majority of participants came from countries represented by project partners, including Portugal (21%), Belgium (20%), Germany (15%), the Netherlands (7%), Denmark (7%), Poland (5%), and Lithuania (5%). Additionally, there was representation from other European countries, such as the United Kingdom (13%), France (4%), and Czechia (3%).

Table 10. Registered participants and attendees to the webinar

Webinars	
Registered	169
Attendees	100

Owing to technical difficulties, the planned satisfaction survey could not be launched at the end of the webinar. Nonetheless, participant feedback was collected through various channels, including emails from attendees after the event and comments on social media.

The webinar was recorded and uploaded to YouTube, where it has garnered 66 views—a figure that exceeds half the number of event participants. This ensures that the discussion remains accessible even after the project concludes, thereby supporting the long-term exploitation of its results. This will be explored further in section 3.6.

After the webinar, a follow-up email was sent to all attendees, containing links to access the discussion paper and the factsheets.

The success of the event can be attributed to early and thorough planning, as well as the clear and effective division of tasks between the ELO and KOIS teams.

Stakeholders were actively engaged during the development of Task 4.1 of the project, which involved conducting interviews with key actors at European, national, and local levels within the testing grounds to identify incentives for developing soil-health business models in farming activities. These interviews fostered relationships that later proved instrumental during the webinar's promotional phase. Lastly, the online communication strategy was highly effective, with multiple reminders contributing to maximised engagement.

Synergies with the Communications Cluster and sister projects

In addition to organising events within the scope of SoilValues, the project can also take part in third-party events that align with its aims and objectives. One of these events is the European Soil Mission Week, in which SoilValues has participated in both of its editions (2023 and 2024). The European Soil Mission Week, organised by the REA in the framework of the Mission Soil, is a yearly event designed as

a key European gathering that unites the European soil community. For the 2024 edition, SoilValues was invited to participate in the project trail, offering an opportunity to showcase the initiative to event attendees alongside other projects, such as HoliSoils, HuMUS, BENCHMARKS, SOILL-Startup, including its sister project, InBestSoil (Figure 16). This event served as an ideal platform, directly reaching potential stakeholders who are either linked to or could be interested in the project's topic.

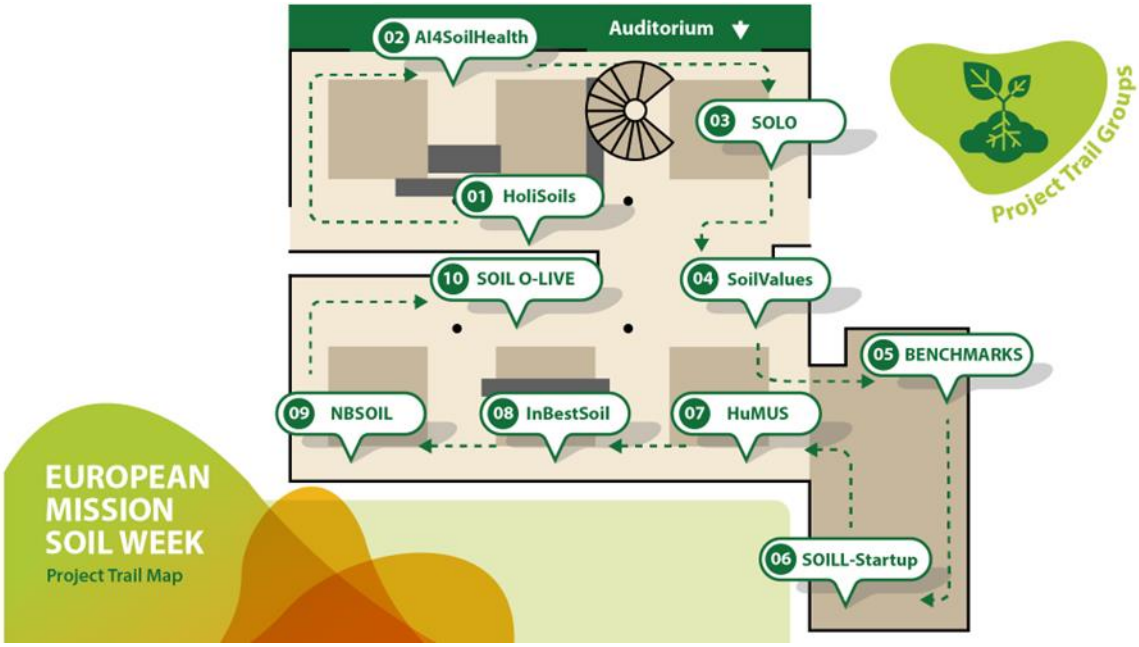


Figure 16. Plan of the Mission Soil Week's project trail

An additional valuable opportunity to strengthen synergies with other projects is provided through the various clusters (Data & Knowledge Management, Soil Indicators & Monitoring, and Communications & Stakeholder Engagement) organised as part of Mission Soil. These events are designed to facilitate exchanges on different topics, develop collaborative actions, and present results and best practices. SoilValues is a regular participant in all three clusters.

It is also important to highlight the close cooperation between SoilValues and its two sister projects, Novasoil and InBestSoil. The three projects collaborate on joint communication efforts, including the organisation of events, which significantly enhances their outreach.

Novasoil aims to demonstrate the societal and environmental benefits of investing in soil health by creating a toolbox to evaluate business cases that support it. The toolbox will draw on examples from Europe and beyond, categorising cases based on sustainable soil management, products and practices that promote soil health, soil reuse, and alignment with the EU Taxonomy Regulation. It will serve as a practical resource for advancing sustainable soil practices.

InBestSoil seeks to assess how investments in soil health can drive a long-term shift towards sustainable and resilient land use. It will establish nine study areas—six lighthouses and three pilot sites—across four European biogeographical regions (Boreal, Continental, Atlantic, and Mediterranean), covering diverse land uses including agriculture, forests, urban areas, and mining. These sites will serve as models for co-creation, applying multi-actor collaboration, responsible research, innovation, and open science principles.

However, these collaborations extend beyond events promoted by sister projects or initiatives under the Soil Mission umbrella. SoilValues has also participated in events organised by external parties, such

as the Regional Forum for the Future of Agriculture held in Warsaw, Poland, on 27 November 2024. At this forum, a dedicated session was arranged where IRWiR PAN partners showcased the Polish testing ground to the attendees.

3.5 Newsletter

Newsletters serve as an effective means of maintaining communication with stakeholders. They provide regular updates on key milestones, showcase progress and achievements, and foster a sense of connection among participants. Additionally, newsletters promote transparency and ensure consistent engagement, making them a valuable tool for keeping all stakeholders informed and aligned with SoilValues' objectives. Stakeholders can be engaged either through the project's own newsletter or via newsletters distributed by project partners.

SoilValues newsletter

The newsletter is the main channel, alongside the blog posts on the webpage and the social media accounts, where subscribers can get updates about the development of the project. Anyone interested in SoilValues can subscribe to the newsletter through this link: http://eepurl.com/imQ4ME.

Up until now, the project's newsletter has 297 subscribers, which represents a 177% increase since last year (Figure 17).

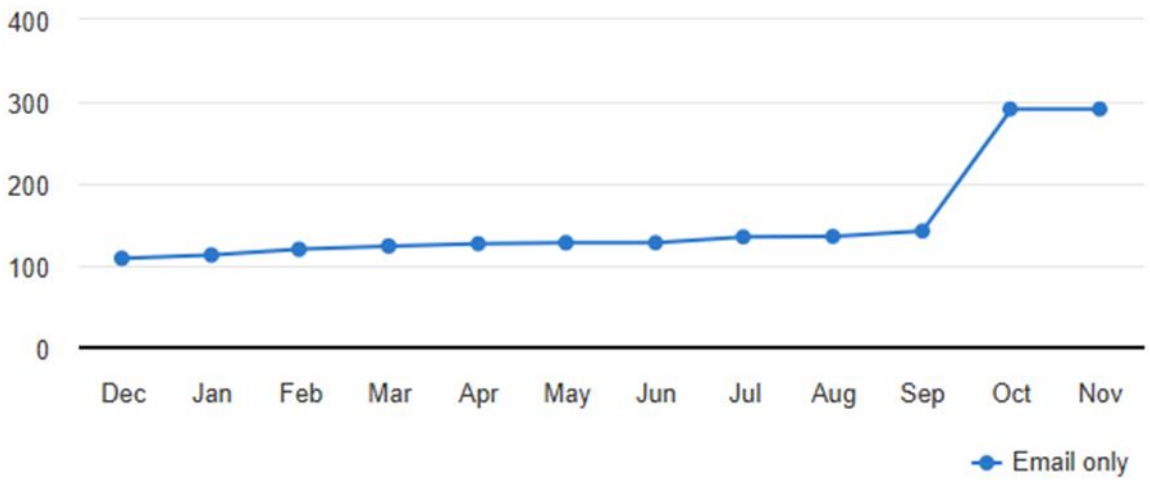


Figure 17. Evolution in the number of newsletter subscribers

The most significant increase in net terms occurred in October 2024, when the newsletter gained 151 new subscribers, doubling its previous numbers (Figure 18). This sharp growth can be attributed to the webinar, which drew a fresh influx of subscribers from its attendees. In this regard, the webinar proved to be a highly impactful dissemination activity for the project. The newsletter has experienced the loss of only one subscriber to date.

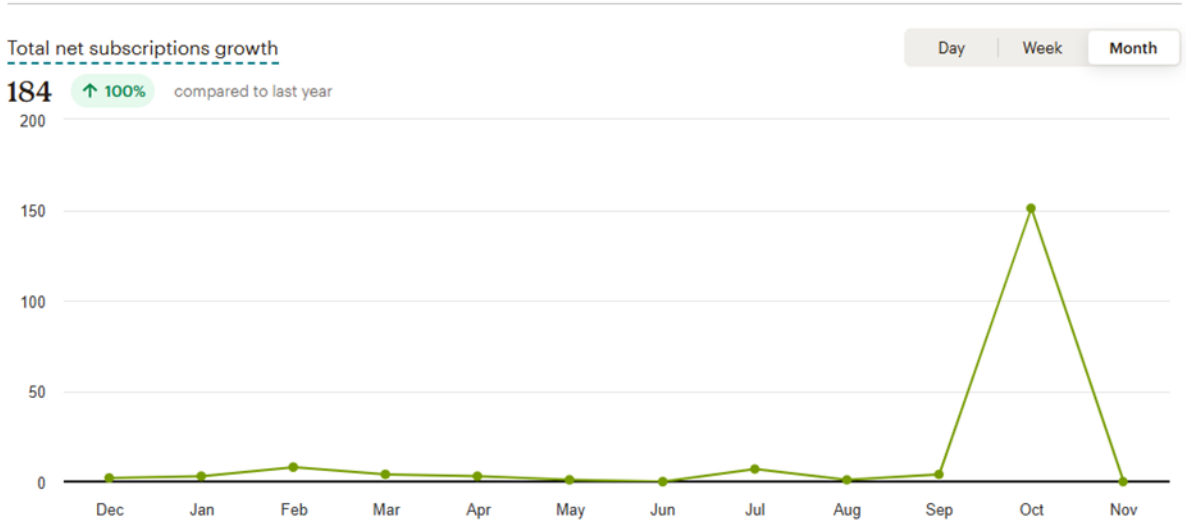


Figure 18. Total net subscriptions growth of the newsletter

The DEC Plan determines that, for the newsletter, the data that needs to be monitored is the open rate, which Mailchimp defines as the percentage of successful deliveries opened by recipients, as well as the CTR, the percentage of open emails which registered at least one click in any of the hyperlinks. That information is summarised in Table 11.

Table 11. Performance of each newsletter

Date	Message	Link to email	Open rate	CTR	Number of subscribers
19/09/2023	Exciting news about Soilvalues!	http://mailchi.mp/5972eca9bd67/soilvalues-1	50.6%	50.8%	89
05/03/2024	Spring SoilValues newsletter! 🌻	https://mailchi.mp/b9f69c90f219/soilvalues-372032	47.5%	26.8%	120
04/10/2024	Autumn SoilValues newsletter! 🌻	https://mailchi.mp/14f2fd5a2367/soilvalues-9252864	58.3%	29.6%	229

As shown in the grid, a notable trend emerges: the more subscribers the newsletter gains, the better its performance metrics become. This is an unusual outcome, as the correlation typically shows a decline, with open rates and CTRs decreasing as subscriber numbers grow. This data highlights the high quality of the subscriber base, as these individuals are not only engaged with the newsletter content but also show interest in related materials provided via hyperlinks.

The success of this dissemination effort aligns seamlessly with SoilValues' communication strategy. On one hand, promotion via social media serves as an effective method to engage with a potentially interested audience. On the other hand, the extensive contact database maintained by project partners enables targeted outreach to stakeholders who are actively working on or have a connection to the subject matter.

Partners' newsletter and magazines

Some project partners maintain their own newsletters, where updates on the SoilValues project are occasionally featured. This strategy enables broader outreach, allowing stakeholders to stay informed about the work being carried out within the project, as well as upcoming events (such as workshops and conferences) organised by SoilValues, and any publications produced under the project's framework. Mission Soil also releases occasional newsletters that promote projects funded under its programme, including SoilValues. The combination of both audiences—project partners and Mission Soil—enhances SoilValues' visibility among diverse stakeholder groups, enabling the project to engage a wider and more varied network. Table 12 summarises the articles regarding SoilValues published in project partners' newsletters.

Table 12. Articles about SoilValues in partners' newsletters

Date	Partner	Content	Link
12/12/2023	KU Leuven	Consortium meeting in Denmark	https://us10.campaign-archive.com/?e=__test_email__&u=80e789b0ffa12910895ebebc0&id=e54f6f64c4
9/2024	Mission Soil	Publication of the discussion paper	Mission_Soil_Newsletter_n5_-_September_2024 (europa.eu)

In addition to newsletters, partner organisations also produce specialised magazines that play a crucial role in project dissemination by offering effective platforms to showcase outcomes to a broader audience. Through collaboration with these publications, the project enhances its visibility and influence, successfully reaching key stakeholders and decision-makers. Their proficiency in translating complex ideas into accessible content facilitates efficient knowledge sharing, making them an integral component of the SoilValues communication strategy. Table 13 summarizes the articles in which the project has been featured.

Table 13. Articles in partners' magazines where SoilValues has been presented

Date	Partner	Content	Link
01-02/2023	INTIA	Project presentation	https://navarraagraria.com/component/k2/item/2006-intia-en-nuevos-proyectos-horizon-europe/2006-intia-en-nuevos-proyectos-horizon-europe
22/02/2024	IRWiR PAN	Project presentation	https://kwartalnik.irwirpan.waw.pl/wir/article/view/931

3.6 Audio-visual content

Audio-visual content is a powerful communication and dissemination tool since it captures complex concepts in an engaging and accessible format, making it easier to convey the importance of promoting soil-health business models in farming. By using videos, the project can appeal to diverse audiences, including innovators, universities, policymakers, science-policy bodies, and land managers. Such content helps to simplify technical information, increase engagement, and enhance understanding, fostering wider awareness and uptake of the project's outcomes. Furthermore, audio-visual materials are highly shareable across digital platforms, amplifying outreach and ensuring key messages reach the intended stakeholders effectively.

The DEC Plan outlines the production of audio-visual materials throughout the project's duration, comprising a total of 22 videos. These include one general introductory video produced at the project's inception and a final video showcasing its outcomes. Additionally, 20 thematic videos are required: 10 presenting soil health practices and business models, and 10 featuring testimonials from the SoilValues TG and CoP (Table 14).

The introductory and concluding videos are designed to engage a wide audience, including landowners/managers, upstream and downstream agri-food chain actors, intermediaries, and the general public. The 10 videos on soil health practices and business models are targeted specifically at landowners, managers, and agri-food chain actors, while the testimonial videos aim to connect with landowners, managers, intermediaries, policymakers, and the broader public.

The development of these audio-visual materials involves close collaboration between TG and CoP leads, the stakeholders associated with each group, and ELO as the WP5 leader, which provides the necessary technical support.

Table 14. Lists of videos to be produced for SoilValues

Type of video	Number of videos	Stakeholders targeted	Status
Introductory video	1	Land owners and managers, upstream and downstream actors in the agri-food chain, intermediaries, general public.	Completed
Soil health practices and business models	10	Land owners and managers, upstream and downstream intermediaries in the agri-food chain.	2 completed 8 remaining
Testimonial videos	10	Land owners and managers, upstream and downstream intermediaries in the agri-food chain, policymakers, general public.	2 completed 8 remaining
Final project video	1	Land owners and managers, upstream and downstream actors in the agri-food chain, intermediaries, general public.	To be produced

The videos produced as part of the project are uploaded to SoilValues' YouTube channel, which serves as a repository for all audio-visual materials, ensuring their continued availability beyond the project's conclusion. Table 15 summarises how these videos have performed so far.

Table 15. Summary of videos uploaded to SoilValues' YouTube channel

Video N.	Date of upload	Content	Views	Link
1	11.6.2024	Belgian business model (in English)	24	https://www.youtube.com/watch?v=wTYp0mRdXaY
2	12.6.2024	Belgian business model (in Dutch)	4	https://www.youtube.com/watch?v=0MH-eLHeTYs
3	12.6.2024	Dutch business model (in English)	20	https://www.youtube.com/watch?v=NuvbOru2F1Y
4	12.6.2024	Dutch business model (in Dutch)	27	https://www.youtube.com/watch?v=P5h-_VwhBDc
5	14.6.2024	Dutch testimonial interview	143	https://www.youtube.com/watch?v=F1_SYHBgs7g
6	10.7.2024	Introduction video (in English)	98	https://www.youtube.com/watch?v=D06vb6vOvQU
7	11.7.2024	Introduction video (in Portuguese)	1	https://www.youtube.com/watch?v=k6bk58ZTYwg
8	12.7.2024	Introduction video (in Dutch)	1	https://www.youtube.com/watch?v=GyoAhoPjfls
9	12.7.2024	Introduction video (in Danish)	3	https://www.youtube.com/watch?v=Z_oTX7wrEMU
10	12.7.2024	Introduction video (in Serbian)	13	https://www.youtube.com/watch?v=cgf4cawk8CE
11	23.7.2024	Introduction video (in German)	17	https://www.youtube.com/watch?v=_tf0WZIkfbE
12	23.7.2024	Introduction video (in Lithuanian)	6	https://www.youtube.com/watch?v=F_ZHdFb84_Y
13	23.7.2024	Introduction video (in Polish)	2	https://www.youtube.com/watch?v=jq3GhuUKH68
14	23.7.2024	Introduction video (in Spanish)	1	https://www.youtube.com/watch?v=cebCIpZB3so
15	17.10.2024	Webinar	67	https://www.youtube.com/watch?v=-yJF1V8PvVA
16	9.12.2024	Belgian testimonial interview	N/D	https://www.youtube.com/watch?v=XVUUi5u6IXA

The SoilValues' YouTube channel accumulates 543 views so far since it was created, in June 2024. While these figures may seem low, it is worth noting the specific nature of the videos. The content of these audio-visual materials is tailored to a specific audience, which inherently limits their potential reach. Unlike a social media post or blog entry, the aim is not merely to capture attention but to engage the audience in consuming a video of several minutes' duration. This makes the challenge significantly more demanding.

The videos with the highest impact, measured by the number of views, include those related to the webinar, the testimonial interview with the Dutch TG, and the English-language project presentation video.

In this context, it is worth noting an often-overlooked metric: the average viewing time for the videos stands at 2 minutes and 19 seconds. This figure, however, holds limited significance in isolation unless considered alongside the total duration of each video and the percentage of the video viewed by users. When analysed as a percentage of their total length, the videos with the highest average consumption are the project's promotional video in English (72.3%), followed by the German version (59.4%) and the Serbian version (43.6%). It is important to outline that this analysis only includes videos with a minimum of 10 views.

The conclusion drawn from these analyses aligns closely with the findings discussed throughout this document: communication actions underpinned by quality tend to resonate positively with the audience.

Nevertheless, to enhance these figures, greater effort must be directed towards promoting these audiovisual materials on social media platforms. These platforms, with their immediacy and widespread reach, are ideally suited for the distribution and consumption of such content, offering an opportunity to maximise engagement and visibility effectively. The plan is to build better promotion and exploitation around the videos, once more results from the various WP will be available for publication and dissemination.

4 Recommendations for EU projects

In general, dissemination and communication in Horizon projects are often perceived as secondary tasks that can be sidelined, with time allocated only as deemed necessary. Collaboration between the project communication team and the research team is often challenging, as researchers may view communication efforts to the general audience as an additional burden rather than a priority. The communication team's role is to ease this process by providing project partners with the necessary tools and resources to effectively share their work. It is important to emphasise that disseminating project outcomes is crucial, as it is the researchers' own results that will ultimately benefit the policy makers, the land managers and eventually the general public. Effective communication ensures that their work gains visibility and receives the recognition it deserves.

The communication strategy underpinning all of SoilValues' dissemination activities, as previously highlighted, relies heavily on close collaboration with researchers. Their involvement goes beyond merely providing information to the communication team; it includes proactive and enthusiastic engagement. This trusting relationship is founded on the principle of transparency. It is not just about systematising processes and providing materials, but also about taking a realistic approach to communication tasks. The communication team must clearly communicate both the potential and the limitations of the communication efforts, ensuring transparency about what can and cannot be achieved.

The work of the communication team is, therefore, also educational in nature. SoilValues has demonstrated that a successful communication strategy should not only focus externally, aiming to reach a wider audience, but also internally, by engaging project partners. This approach guarantees that technical results are effectively translated into communication materials tailored to each specific audience.

This involves setting up clear and direct communication channels between the two teams. Additionally, the processes and materials supporting communication tasks should be straightforward, ensuring they are not overly time-consuming to use, and readily accessible at all times. Consistency and clarity must be maintained throughout all internal communication procedures. For instance, the process for disseminating event organisation information should always follow the same method, preventing duplication or ambiguity that could cause confusion among researchers. These processes should be systematised as early as possible in the project to ensure smooth operations.

The suite of communication and dissemination activities implemented by SoilValues has demonstrated strong performance, though there remains room for improvements to further enhance the project's outreach and impact.

This dynamic of mutual trust is further exemplified in the collaborative process of translating technical language into terms that are accessible to the intended audiences. Achieving this requires a joint effort between the communication team and the project partners, who possess the specialised knowledge and expertise in the field. The partners play a crucial role in guiding and supporting the communication professionals, who may not always be familiar with the project's specific subject matter. This synergy ensures the accurate and effective dissemination of project results.

The success of the communication strategy extends beyond the teams involved in the project. SoilValues has also established synergies with other European initiatives focused on soil health. As previously discussed, Deliverable D5.2 included a mapping of similar European projects with the aim of developing cooperation strategies. This approach has significantly enhanced the project's outreach. These efforts

are not solely aimed at promoting SoilValues but are ultimately designed to support the project's overarching objectives—encouraging the adoption of business models that prioritise soil health.

Lastly, it is essential to segment communication actions by channels and tools to ensure they effectively target the intended audience. Language, tone, and content must be tailored to suit each audience and channel, necessitating a creative approach that resonates with those who might have an interest in SoilValues. This principle enables each action to serve a specific purpose within the broader communication strategy. It is a coordinated effort supported by an ambitious DEC Plan, which sets the foundational benchmarks for all activities.

5 Conclusions

Deliverable D5.3 provides a comprehensive overview of the communication strategy developed for SoilValues, highlighting the role of various channels and tools in achieving its objectives. It is important to note that this strategy is dynamic and adaptable, evolving based on the continuous monitoring of key performance metrics.

Each communication activity aligns with specific goals within the broader strategy and is tailored to distinct target audiences. For instance, the tone and content of messages differ across platforms such as X, LinkedIn, newsletters, and audiovisual materials to maximise their effectiveness.

This document does not present a one-size-fits-all or definitive approach but rather outlines actionable guidelines that can inform the communication plans of other Horizon projects. The deliverable is designed to be a flexible framework that must be customised to the unique context and requirements of each initiative, ensuring its relevance and impact.

In conclusion, the success of SoilValues' communication and dissemination activities lies in its holistic and well-structured strategy. By prioritising collaboration between researchers and communication professionals, the project ensures that its technical results are effectively translated into accessible and impactful messages adapted to diverse audiences. Moreover, fostering synergies with other European initiatives on soil health has further expanded the project’s reach and strengthened its contribution to shared objectives. The deliberate segmentation of actions, combined with the creative adaptation of content, strengthens the project’s outreach and engagement. Furthermore, the expertise and extensive network of the WP5 leader, ELO, have proven instrumental in amplifying the project’s visibility and fostering connections with stakeholders. While there is always room for refinement, SoilValues exemplifies the value of an integrated communication approach, demonstrating that effective dissemination is essential to achieving Horizon projects' broader objectives and societal impact.

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Appendix A : Table of outreach activities

Communication activity name	Description	Who? Target audience	How? Communication channel	Outcome	Status
InBestSoil kick-off meeting	Introduction of the SoilValues project at sister project meeting	Research community	Online presentation	30 attendees	Completed
REA Soil Mission cluster event	Introduction of the SoilValues project at the REA Soil Mission cluster event 2023 in Brussels	Research community	In-person presentation	100 attendees	Completed
Forum for the Future of Agriculture	Introduction of the SoilValues project	EU Policy Makers, EU institution Representatives, MS Representatives, National Farmers Organisations, Private Landowners, Land Managers, Industry Representatives	Flyers, poster, Power Point Presentation on screen at dedicated EU Project stand; social media post	1562 attendees	Completed
Soil Health Day seminar	Incentives for Soil Health		In-person presentation	50 attendees	Completed
Workshop of agricultural agronomists			Workshop	32 attendees	Completed
2nd Carbon Farming Expert Group meeting	Inventory of CF Schemes			100 attendees	Completed

Intercropping workshop and field trip	Department of Agroecology presented various intercropping plots related to the Leguminose project to a diverse audience			28 attendees	Completed
Indigo Science and Policy Forum	Discussion about ag carbon programs internationally- reflections on European context with an introduction to the SoilValues project	Research community and private actors	Panel discussion	100 attendees	Completed
Workshop sustainable value chains	Future research needs were identified that relate to the work in SoilValues and the development of business models for soil health	Practitioners, advisors, local administration	Group discussion and networking	10 attendees	Completed
Agroecology Europe	Co-designing new business models for soil health – first insights from a case study in Germany	Research community, practitioners, agroecology stakeholders	Presentation and networking	120 attendees	Completed
European Mission Soil Week	Introduction to the SoilValues project and finding synergies with other projects	Research community, policy makers		314 attendees	Completed

Themenfeld Boden - Jahrestreffen 2024	Introduction of Thünen Institutes of Market Analysis and Farm Economics tasks in SoilValues project: Insights into a co-design for the development of new business models for sustainable soil management	Research community	Presentation, discussion and networking	35 attendees	completed
Strategic Forum 2023 of the German Agricultural Research Alliance: Agricultural research in the interaction of experimental and practical farms, landscape and regions	Introduction to the SoilValues projects and discussions of the roles and contributions of soil health related living labs to agricultural research	Research community, policy makers	Networking	70	Completed
Life Carbon Counts Networking event	Introduction to the SoilValues project		Networking	40 attendees	Completed
Workshop of the Belgian Association on Agricultural Economics	Is carbon farming a real opportunity for Belgian agriculture? Conference on the pros and cons of carbon farming	Research community, policy makers	Panel discussion and presentation	30 attendees	Completed

Regenerative Food System Investment Forum Europe	Ecosystem of organisations funding and incentivising the transition to regenerative agriculture – introducing SoilValues and WP4 preliminary findings	investors, funders, changemakers, and farmers	Networking	275 attendees	Completed
Launching event "Regenerative Agriculture Alliance of Serbia"	Short introduction to SoilValues	The research community, farmers, policy makers, agricultural consultants, industry representatives	Panel discussion, networking	125 attendees	Completed
Soil Mission Platform Indicators and Monitoring Cluster	Platform for EU projects exchaning on soil indicators and monitoring	Research community, policy makers	Workshop	30 attendees	completed
Socio-economic impact of climate change: problem or opportunity?	KU Leuven alumni event on opportunities of climate change- presenting SoilValues and the concept of regenerative agriculture	Research community, policy makers, private actors	In-person presentation	90 attendees	Completed
Conference on fertilization	Introduction to the SoilValues project with the Group of 15 young people entering the agricultural sector	Private actors	In-person presentation	15 attendees	Completed

Webinar on community farms	Webinar on importance and challenges of community farms with TG farm Biesterhof as one of the cases and CoP members Herenboeren, Land van Ons and Lenteland.		Webinar presentation	100 attendees	Completed
EJP SOIL DK hub meeting	Kulstoflagring som forretningsmodel (carbon sequestration as a business model)		In-person presentation	70 attendees	Completed
Novasoil annual meeting	Update on the SoilValues progress during sister project annual meeting	Research community	Online presentation	30 attendees	Completed
Design of the sustainable agriculture policies				10 attendees	Completed
EARA's Dialogue Evening & CAP Policy Paper Launch	Policy discussion – introducing SoilValues	European policy stakeholders, civil society	Group discussion, Networking	30 attendees	Completed
91st International Agricultural Fair	Introduction to SoilValues	Wider audience	Networking	50 attendees	Completed
Toast to Tomorrow: a collaborative journey to nurture our Terroirs (Pernod Ricard)	Policy discussion – introducing SoilValues	European policy stakeholders, private sector	Networking	30 attendees	Completed

Soil Mission Platform Communication Cluster	Social media best practices exchange for Soil health-related EU projects		Workshop	45 attendees	Completed
Press release- ILVO plaatst BODEM expliciet in benaming van 'Living lab Plant', nu 'Living Lab Plant en Bodem'.		Citizens	Website post		Completed
Press release - Danish project will look at potential climate effect of regenerative farming		Citizens, civil society, research community, policy makers	Social media post		Completed
Newsletter - INTIA en nuevos proyectos Horizon Europe		Citizens	Newsletter	3,200 subscribers	Completed
Magazine Article		Citizens	Article		Completed
Partner newsletter	Highlighting the activities carried out within the SoilValues project – second annual consortium meeting	Research community, civil society, policy makers	Newsletter		Completed