

● ○ ● Soils
SOLO for
● ● ○ Europe

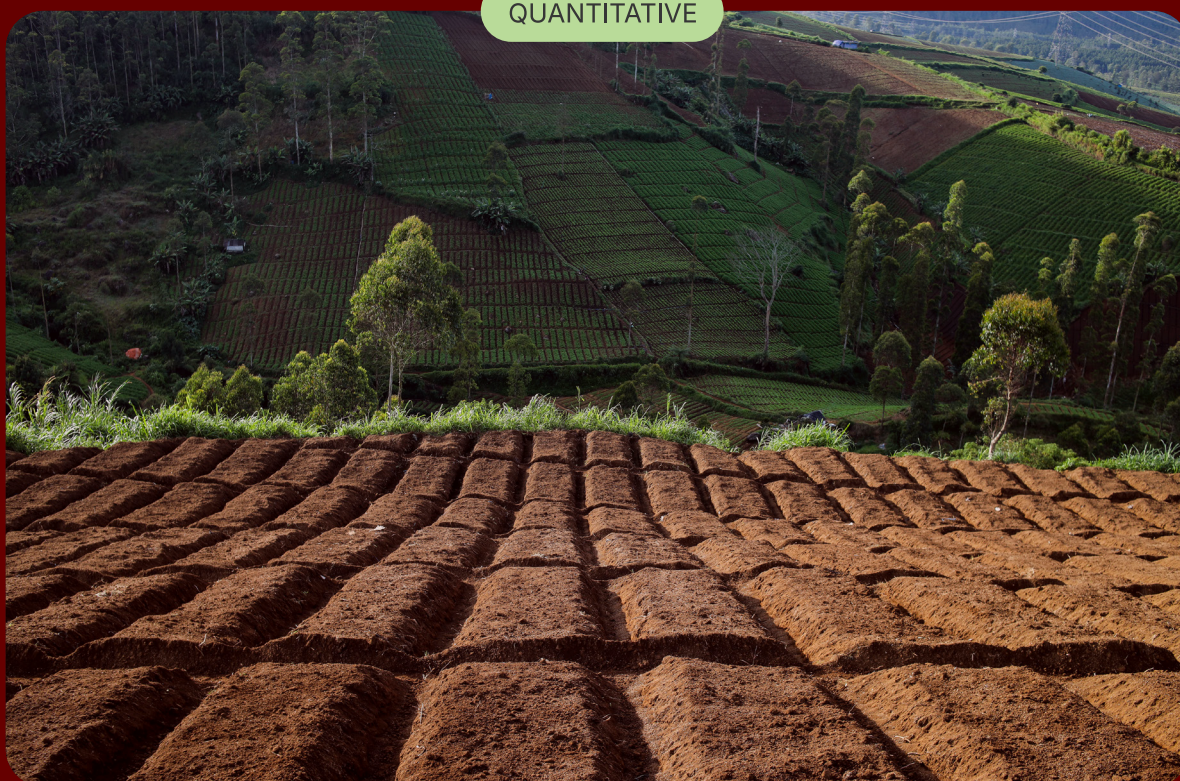
PROJECT IMPACT IN
PRACTICE

Nóvoa, T., Roca, R. & Naciph, K. (2025). Identification and description of the KPIs to monitor the Mission R&I priorities.

Deliverable D5.2 EU Horizon Europe.

7. Number and percentage of land managers and advisors who are “new commers” to Horizon Europe projects

QUANTITATIVE



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INTRODUCTION

SOLO introduces a comprehensive impact assessment framework designed to evaluate the real-world effects of Mission Soil research and innovation activities across society, the economy, policy, and practice. This adaptable tool supports Mission Soil projects in monitoring and evaluation, with future potential for ex-ante assessment and project design. Beyond defining key components, qualitative indicators, quantitative metrics, and impact narratives, SOLO also outlines the mechanisms needed to effectively implement the framework in practice.

The assessment framework allows for the evaluation of 5 types of impact of Mission Soil Research and Innovation (R&I) activities:

- 1 **Project impact in practice:** focus on impact among land managers, advisors, urban planners and other stakeholders;
- 2 **Project impact on policy and administration:** focus on policy strategies and tools, and other institutional arrangements;
- 3 **Project impact on value chain organisation and practices:** focus on market mechanisms, business models and requirements;
- 4 **Broader societal impact:** focus on literacy, awareness, school programmes and education;
- 5 **Impact on research and innovation:** focus on academic institutions, researchers, publications and funding.

These 5 types of impact correspond to categories under which key performance indicators, both quantitative and qualitative, are grouped.

The other component of the impact assessment framework is the **impact narrative**: a compelling, substantiated statement which reflects the contributions of R&I activities to society, the economy, policy and practice beyond numbers and quantitative targets.



An **impact narrative** must describe the societal challenge to be tackled; identify the stakeholders and beneficiaries who are positively impacted, explaining how they have experienced meaningful change; describe the situation at the start of the project vis-a-vis the goal of the assessment; describe the specific outcomes and results of the R&I activities; describe changes in behaviour, practices and policies; include real-world examples and stories; be supported by quantitative and qualitative evidence; connect the impact to broader societal goals; and provide insights into the potential future implications and opportunities resulting from the developed R&I.

Number and percentage of land managers and advisors who are “new commers” to Horizon Europe projects

DESCRIPTION AND IMPORTANCE

Evaluate the capacity of Mission Soil projects to engage new stakeholders, who had never participated in Horizon Europe projects, among land managers and advisors, thus extending the impact beyond the “usual suspects”, and mitigating stakeholder fatigue.

DEFINITION

Number and percentage of land managers and advisors who have participated in Horizon Europe projects, through Mission Soil projects, for the first time.

MEASUREMENT

This indicator measures the number and percentage of land managers and advisors who have participated in Horizon Europe projects, through Mission Soil projects, for the first time.

Data is collected through a survey. In the survey, additional information is recorded:

- ① Type of stakeholder: land manager, advisor
- ② Stakeholder characterisation according to the land use type in which they operate the most: agriculture, forest, nature conservation, urban

The survey is applied at the start of the project / process of stakeholder engagement.

The survey is composed of the following questions:

- 1 Type and characterisation of stakeholder
- 2 Have you ever participated in a soil health-related project?
 - No
 - Yes

If you answered “Yes”, please indicate in which projects you have already participated.

- 3 Previous participation:
(Only if the answer to the previous question was “Yes”)
- ③ 3A. Please indicate in which projects you have already participated.

3B. For each project in which you have participated, please indicate its scale:

- Regional
- National
- European - Horizon Europe
- European - other programmes

To reach the number of land managers and advisors that have participated for the first time in a Mission Soil project, count the stakeholders who have answered “No” to question 2.

To reach the total number of land managers and advisors, count all that have been reached by the project.

To calculate the percentage of land managers and advisors who are “new commers” to Mission Soil projects, apply the following formula:

$$\frac{\text{Nr. of land managers and advisors who are "new commers"}}{\text{Total Nr. of land managers and advisors}} \times 100$$

LEVEL

NUTS level 3

DATA SOURCE

Project reporting; Survey

PERIODICITY

Quadrennial

TYPE

Input

CLASS

Practice take-up

REFERENCES

Nelson, S., & Swindale, A. (2013). *Feed the Future agricultural indicators guide: guidance on the collection and use of data for selected Feed the Future agricultural indicators.*

USAID. (2023). *Feed the Future indicator handbook.*

