**Soils
SOLO for
Europe**

Plan for Exploitation and Dissemination of Results 2

Deliverable D1.2

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● Preface

Healthy soils are essential for life on Earth as they are the foundation of our food systems. They provide clean water and habitats for biodiversity while contributing to climate resilience and support our cultural heritage and landscapes and are the basis of our economy and prosperity. Soils are under multiple pressures, including climate change, urbanisation, pollution, overexploitation, nutrient mining and biodiversity loss with the European Commission estimating that under current management practices, 60-70% of our soils are unhealthy.

The Horizon Europe project "Soils for Europe" (SOLO) will identify current knowledge gaps, drivers, bottlenecks, and novel research and innovation approaches to be considered in the European Soil Mission research and innovation roadmap. The project aims to create a knowledge hub for soil health research and innovation that will last beyond the project's lifespan by establishing strategic partnerships and implementing a participatory and transparent process.

To achieve the goals and impacts of the project, it is crucial to effectively disseminate, communicate and put into practice the activities, outcomes, and outputs of SOLO. The Plan for Exploitation and Dissemination of Results (PEDR) (D1.1) was developed by WP1 Project management and coordination in month 6 of the project with the support of all partners. The PEDR aims to provide a comprehensive program of dissemination and knowledge exchange, defining clear objectives and target-based interactions between stakeholders and the project, to ensure the uptake of project innovation beyond the lifetime of SOLO.

The current Deliverable D1.2 presents an updated communication and dissemination plan for SOLO, submitted at the end of M18. This update is based on a thorough assessment of the project's performance and outcomes, evaluating the efficacy of actions taken in the initial project phase. Furthermore, it outlines the forthcoming communication and dissemination initiatives planned for implementation during the project's second phase (M19-M36).

● Summary

All dissemination, communication, and exploitation activities of SOLO are based on the second PEDR, which includes a detailed plan of communication messages, target groups, communication tools, channels, and approaches to disseminate project results in the most efficient manner. The updated PEDR also provides tailored key performance indicators (KPIs) for the project's outreach activities, which aim to quantitatively monitor the impact of the communication and dissemination. A timeline for implementation and updates is provided, and this document will identify key project results that will be subject to exploitation. The subsequent sections of this deliverable will outline the specific steps taken to effectively communicate and disseminate project results to the designated target groups. These measures have been meticulously designed to ensure maximum engagement and understanding among the intended audiences. The PEDR will be reviewed and updated in Months 36, 48 and 60 of the project (D1.3, D1.4, D1.5).

● List of abbreviations

CDE   Communication, Dissemination, Exploitation

DoA   Description of Action

EC   European Commission

EU	European Union
ICP	Internal Communication Platform
KER	Key Exploitable Result
KPI	Key Performance Indicator
M	Month
PEDR	Plan for Exploitation and Dissemination of Results
R&I	Research & Innovation
RIO	Research Ideas and Outcomes
SEO	Search Engine Optimisation
WP	Work Package

1   Introduction

SOLO recognises the importance of clear and targeted approaches for communication, dissemination, and exploitation (CDE) of research results, beginning as early as possible in the project duration. All three processes are essential in maximising the utility of research output generated within a project. By utilising SOLO's stakeholder mapping exercise and identifying the most suitable communication tools regarding sustainability and outreach capacity, a carefully designed PEDR serves as the foundation for all further dissemination and exploitation activities within the project.

2   SOLO's stakeholder target groups

The table below provides an overview of the project's stakeholder groups and types and can be used as a reference for Table 6.

Table 1: SOLO stakeholder groups and types

Stakeholder group	Target group
Policy and governance (P)	Members of the European Parliament (MEP), European Commission (EC), Global Initiatives (GI), Soil Mission Board (MB), European Institutions (EI), the European Innovation Partnership for Agriculture Productivity and Sustainability (EIP-AGRI)
Practitioners and industry (I)	Land Owners (L)
	Farmers and Foresters (FF)
	Business sector including finance (BF)

	Urban and spatial planners (USP)
Research and Academia (R)	Standing Committee on Agricultural Research (SCAR), Universities (U)
Civil society (C)	Civil Society Organisations (CSO), Citizens (R)

● 3 Evaluation of CDE activities in the period M1-18

- Project website - the SOLO website was developed in M3 of the project to act as a one-stop shop for all information and outputs of the project (*D1.6 SOLO Platform, project website and social media profiles*). As the project progressed, additional web pages were developed including the Think Tanks page and the Roadmaps page which links the website to the SOLO platform.
- Social media - at the beginning of the project, social media accounts were created on X and LinkedIn to serve as communication tools. The accounts use the visual identity guidelines of the project, reinforcing the unified branding of SOLO. The two social media accounts are used as key communication tools for sharing the latest information and outputs of the project. Additionally, a YouTube channel was established, hosting the videos developed by the project.
- Soil weeks promotion - during the first round of Soil Week events, organised by the project, a number of promotional materials were made available to the organising partners. Some project partners provided translations in their local languages for the promotional materials, which were separately designed and delivered before the Soil Week events.
- Roadmaps promotion - a dedicated webpage was created to promote the SOLO roadmaps (scoping documents) created by the Think Tanks of the project. When the documents are available for review, they appear on the webpage with a button link leading to the SOLO Platform, where the review takes place. Any user can create a registration on the journal website, facilitating the open review process. Furthermore, the availability of the documents available for review was promoted through the project's social media accounts on X and LinkedIn.

Table 2 provides an overview of the KPIs set in the first version of the PEDR and how many of them SOLO has achieved in the period M1-M18.

Table 2: Evaluation of SOLO's CDE activities in M1-18

Target audience	Communication/dissemination activity	Month	KPIs M1-M60	KPIs M1-M18	Impact
MEP	Events, organised for Members of the European Parliament with the goal of capacity-building	24/36/48/60	**Output**: 3 workshops **Outreach**: 5 MEPs or MEPs representatives per workshop	Keynote participation on the European Parliament stakeholder participation meeting on Soil Monitoring for better knowledge (3 MEPs present + 154 stakeholders from multiple organisations)	Improve evidence-based legislative processes
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Think Tank (TT) Workshops	4/10/16/22/28/34/40/46/52/58	**Output**: 10 face-to-face workshops/TT 5 virtual meetings/TT 5 cross-fertilisation meetings **Outreach**: >20 stakeholders	**Output**: 8 TT virtual meetings conducted, 1 cross-fertilisation meeting conducted **Outreach**: ~ 70 stakeholders	Improve information on the knowledge gaps for specific Mission Objectives and the identification of emerging trade-offs between R&I priorities
EC, EI, MB	Meetings with the SOLO Consultation Board	10/19/31/43/55	**Output**: 5 face-to-face consultation meetings **Outreach**: up to 10 participants All SOLO KPIs integrated into reporting mechanisms	**Output**: 1 face-to-face consultation meeting held + 3 online meetings **Outreach**: 8 participants	Strong focus on capacity building; the proposed Operational Framework is well integrated into current reporting mechanisms
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Public Deliverables (PD) published by the project	18/36/48/60	**Output**: 22 PD published **Outreach**: >100 downloads in the SOLO tools/PD	**Output**: 6 public deliverables published (including this one) **Outreach**: 61 downloads	Improve information on the knowledge gaps across Mission Objectives and the identification of emerging R&I trends
MS, MB, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Regional Nodes Workshops	12-48	**Output**: 4 face-to-face workshops/Regional Node **Outreach**: >30 stakeholders	N/A	Regional stakeholders understand EU R&I priorities related to the Mission and how

			All Regional Nodes are integrated as Living Labs sites or Lighthouses in future funding applications		their sites can be part of future R&I funding applications
EC, MB, MS	Lessons learned in the Regional Nodes disseminated across MS through the Soil Weeks	48	**Output**: 5 roll-ups (one per Regional Node) presented across 12 MS through the Soil Weeks **Outreach**: Positive feedback and recommendations received from stakeholders	N/A	Expand regional road mapping to other regions and Member States
P, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Soil Week events	24/36/48/60	**Output**: 4 events (one per year) in 12 MS **Outreach**: 150 people per event	**Output**: 1 Soil Week event held (12 activities: Norway, Sweden, Greece, the Netherlands, Germany, Hungary, Bulgaria, Italy, Belgium, Portugal, Finland) **Outreach**: ~320 stakeholders participated	Regional and National stakeholders become more aware of SOLO results
MB, EI, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Open review of white papers (via the SOLO Platform)	10-60	**Output**: >10 white papers published >100 reviewers 9 Digital open forums created in the SOLO Platform in support of each TT **Outreach**: 1000 visits on the SOLO platform	**Output**: 6 papers published via the SOLO platform; 50 reviewers **Outreach**: 50 visits on the SOLO platform	Open, transparent, and early access to information supporting the definition of the roadmaps and increased uptaking by stakeholders
R	Peer-reviewed scientific publications	1-60	**Output**: 5 publications on the regional and thematic barriers	N/A	Researchers have access to knowledge about emerging trends

			and opportunities for a soil health transdisciplinary research and innovation strategy **Outreach**: 20 citations per publication		in soil health science and potential paths for innovation and research in the scope of the EU funding programs and others.
R	Scientific presentations at conferences	1-60	**Output**: 10 presentations	3 presentations held at conferences	Increase the acceptance and incorporation of the SOLO gap analysis and roadmaps by a wider scientific community
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Technical presentations in face-to-face and/or online meetings with relevant stakeholders	1-60	**Output**: 20 presentations **Outreach**: 300 stakeholders reached	**Output**:4 technical presentations held **Outreach**: 84 stakeholders reached	Expand the scope of the Soil Mission to other topics (e.g., biodiversity conservation) and a wider range of land use types Increase awareness of the value of soils
MEP, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Project website	3	**Output**: 1 website **Outreach**: 3000 individual visits to the website; Number of website visits > 10,000/project duration	**Output**:1 website created **Outreach**: overall 7,156 visits; 4,428 individual visits	Inform and discuss (using the discussion forums of the SOLO Platform) about specific topics of common interest; Increase engagement of interested parties and access to SOLOs' main results and outputs
L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Newsletters and flyers (online and printed)	6-54	**Output**: 10 newsletters (2 per year); **Outreach**: number of subscribers + 30/year, no. of opens >35%; flyers (500 print copies, 500 downloads)	**Output**: 2 newsletters distributed **Outreach**: 125 subscribers with a 55.26% open rate	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO

P, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Social media accounts and posts to share events, results and engage stakeholders	3	**Output**: 3 accounts (LinkedIn, YouTube, and Twitter) **Outreach**: 50 posts/year/per account, >1/week; number of retweets/reposts (Twitter) > 1/week; number of followers/subscribers per account > +100/year number of impressions on Twitter >100 000/project duration	**Output:** 3 accounts created on LinkedIn, YouTube and X (Twitter) **Outreach**: 250 posts; 770 followers; 61,110 impressions	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO
C	Press releases	1-60	**Output**: 5 press releases **Outreach**: 15 000 views	**Output**:1 press release published **Outreach:** 1174 views	Share main project information and results
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Short videos with regeneration narratives related to the Mission Objectives	30	**Output**: 8 short videos; **Outreach**: 100 views/video	N/A	Increased social perception of the value of soils
All	Infographics	24	**Output**: 10 infographics **Outreach**: 250 downloads from the project website	N/A	Easier interpretation of SOLO results by stakeholders
MEP, L, FF, R, BF, USP, CSO	National Parliamentary and Institutional events	1-60	**Output**: 5 National events **Outreach**: between 40 and 100 participants, depending on the format of the events	**Output**: 3 events in total: one for the German community in January 2023; one for the Portuguese community in December 2023; one for the Spanish community **Outreach**: 185 participants	Raised awareness by national stakeholders on the importance of having a dedicated R&I portfolio on soil health

All	Posters/roll-ups/brochures	6	**Output**: Project poster/brochure/ **Outreach**: 100 downloads from the project website	**Output**: 2 brochures designed (in English and Portuguese), 1 leaflet, 1 roll-up banner, 4 sticker designs, 1 introductory presentation **Outreach**: 56 downloads	Increased social perception of the value of soils
EC, MB, EI, MEP, GI, R, CSO	Final SOLO Conference	60	**Output**: 1 conference **Outreach**: >100 attendees	N/A	Stakeholders are informed on the priorities to move forward in soil health R&I

To ensure that the metrics align with the nature of each stage, the KPIs is revised when the project progresses to a new implementation stage. This is essential because different stages involve distinct actions and outcomes that require diverse outreach measures. For additional details on the project's stages, please refer to the Implementation plan provided below.

Table 3 presents a summary of the sister projects that SOLO aims to work together with, along with other noteworthy projects in the related field. To promote collaboration, the project plans to engage in shared initiatives such as issuing press releases, offering social media assistance, and exchanging resources. SOLO has been included in several Soil Mission clusters, including one for communication activities, which will further boost the collaboration between SOLO and other Soil Mission projects. Dedicated channels on Microsoft Teams and Slack are used for communication between the projects, aligning their communication and dissemination activities.

Table 3: List of relevant EU-funded projects

Acronym	Title/Description
HUMUS (2023 - 2025)	HuMUS aims to facilitate the participation of stakeholders and citizens in decision-making procedures by implementing case studies, educational programs, and capacity-building activities, as well as by exchanging valuable experiences at regional and local levels.
SOILGUARD (2021 - 2025)	The SOILGUARD project will therefore develop a conceptual and analytical framework with the potential to become the global standard for future assessments of soil biodiversity status. All knowledge will be shared through SOILGUARDIANS, a predictive tool based on the links

	between soil biodiversity, soil multifunctionality and well-being to support stakeholders in their transition to sustainable management.
AI4SoilHealth (2023 - 2026)	The AI4SoilHealth initiative seeks to collaboratively design, establish, and sustain an openly accessible digital infrastructure across Europe. This infrastructure will be based on state-of-the-art AI techniques, integrated with the latest soil health metrics and understanding.
SoilValues (2023 - 2026)	SoilValues aims to enhance the opportunities for creating viable business models that prioritise soil health. These models involve land managers who make informed production choices that lead to increased levels of ecosystem services originating from the soil.
BENCHMARKS (2023 - 2027)	BENCHMARKS plans to collaboratively design an Integrated Soil Health Monitoring Framework, which builds upon the evaluation of ecosystem functions originating from the soil, to co-create a dynamic soil health dashboard.
InBestSoil (2023 - 2026)	InBestSoil aims to develop an economic valuation system for assessing the ecosystem services provided by healthy soil, as well as the impacts of soil interventions. The initiative will also evaluate the feasibility of integrating this system into business models and incentives.
SoilWise (2023-2027)	SoilWise will establish an open-access knowledge & data repository to safeguard soils. It will make existing and new knowledge and data on soils easily findable, accessible, interoperable and reusable in the long term.
NovaSoil (2022 - 2025)	The NOVASOIL project seeks to emphasise the advantages of investing in soil, both for society and the environment. The initiative will provide a toolbox of effective strategies, models, and business cases, drawn from various regions in Europe and beyond, to promote good practices in this area.
NATI00NS (2022 - 2024)	NATI00NS aims to engage with pertinent stakeholders who have the potential to become involved in soil health initiatives. The initiative will provide individual coaching sessions, capacity-building activities, and matchmaking opportunities to prepare these stakeholders to apply for and successfully implement soil health Living Labs.
NBSoil (2022 - 2026)	The NBSoil project intends to create a blended learning program that promotes the dissemination of knowledge and supports soil advisors in implementing a comprehensive approach to soil health.
PREPSOIL (2022 - 2025)	The PREPSOIL project seeks to adopt a proactive approach

	to collaboratively design with stakeholders and generate sustainable interactive environments for engagement.
LOESS (2023 - 2026)	The LOESS project focuses on increasing soil literacy, via developing educational offers and continuous training programmes as well as skills development activities addressing multiple actors, stakeholders and target groups connected to soil education.
CURIOSOIL (2024 - 2028)	The CURIOSOIL project addresses the critical need for a better understanding of soil amid increasing human pressures on this essential resource. Using hands-on Soil Experiences, CURIOSOIL aims to deepen public comprehension of soil dynamics, establishing a connection between individuals and soil.
ISLANDR (2023 - 2026)	The ISLANDR project will work towards reducing soil pollution and enhancing restoration. The project will identify the sources of soil pollution, assess environmental and health risks, implement sustainable risk management, and provide a valuation approach in financial and investment cases.

● 4 Implementation plan

The SOLO implementation plan is structured into four segments that correspond to the project's level of maturity. Each stage is tailored to prioritise specific aspects of communication and dissemination. The stages were changed from the initial PEDR (D1.1) to correspond to each reporting period. The recognised stages are:

- Stage 1: M1 - M18 Planning - concluding
- Stage 2: M19 - M36 Unfolding - starting
- Stage 3: M37 - M48 Maturity
- Stage 4: M49 - M60 Final phase

The current phase of the project is focused on establishing the groundwork for SOLO and fostering a vibrant community around the initiative, with plans for further expansion. This section outlines the implementation plan for the upcoming stage of the project, referred to as "Unfolding" and spans from M19 to M36.

- **Project website, including public library**: the SOLO website will be regularly updated with at least two news items per month (minimum 36 from M19 to M36), featuring information derived from the project or relevant to the project. The Calendar page will be continuously updated with project-organised and relevant events on a monthly basis. The public library will contain all SOLO articles as they are published, with a separate section in the library dedicated to relevant publications related to the project.
- **Scientific publications**: SOLO will aim to produce a total of 1 peer-reviewed article during the Unfolding phase

- **Presentations at scientific and general conferences**: SOLO will be represented at relevant conferences/events relating to the EU Mission "A Soil Deal for Europe". The promotional materials required will be consulted with project partners attending the events. So far, SOLO has been presented at several international and regional events through a project-branded introductory presentation and promotional materials.
- **Workshops**: SOLO will organise around 10 workshops in the Unfolding stage of the project
- **SOLO platform and journal**: During Stage 1, WP1 developed and currently maintains a platform for the purposes of the SOLO project and beyond it, that is being used for authoring, reviewing, publishing, hosting and archiving of scoping documents created within the project. This was attained by adapting the existing publishing and reviewing platform [ARPHA](), developed by Pensoft Publishers, which is an advanced tool, suitable for a range of research outputs, including open-access journals, books, institutional documents and reports. The complete scoping documents will be published in the [SOLO Platform](), created by Pensoft Publishers, making them publicly available.
- **Promotional materials:** A project poster, stickers, brochure, leaflet and roll-up banner were designed and made available to project partners to use at scientific conferences as part of the SOLO project. In the context of the project-organised events called "Soil weeks", promotional materials were translated into the partners' local languages to increase the accessibility to regional stakeholders. As SOLO progresses, updated promotional materials will be created and translated to increase the availability of the project's outputs.
- **Videos**: Currently, two project videos have been created and disseminated through SOLO's communication channels. Furthermore, 8 short videos with regeneration narratives related to the Mission Objectives are planned to be created during the Unfolding phase.
- **E-newsletters**: Biannual newsletters will be issued, providing updates on recent project progress and developments.
- **Press releases:** In addition to the first SOLO press release (available in English and Portuguese), the project will continue to promote its major events and activities in science news services such as AlphaGallileo and EurekAlert. Furthermore, project partners will be encouraged to translate the press releases into their local languages to increase the accessibility of the information to local stakeholders around Europe.
- **Practice abstracts**: Topics for practice abstracts will be identified through discussions and determinations.
- **Social media**: Recognised as a crucial outreach tool for all target groups, a dedicated social media strategy has been formulated in Chapter 6 as part of the project. The SOLO social media channels on X (Twitter) and LinkedIn will be used on an ongoing basis (with at least 2 posts per week). A SOLO YouTube channel was created to store the project videos.
- **Collaboration with the Soil Mission Platform:** As part of the Soil Mission Communication Cluster, SOLO will make use of the dissemination services that the Soil Mission Platform offers, such as features in their newsletter and sharing project news on the Soil Mission Platform website.

Table 4 includes the implementation plan for the SOLOt's KPIs for the project's Unfolding phase based on the qualitative and quantitative evaluation of the KPIs during the Planning phase.

Table 4: Implementation plan for CDE activities during M19-36

Target audience	Communication/dissemination activity	Month	KPIs M1-M60	KPIs M19-M36	Impact
MEP	Events, organised for Members of the European Parliament with the goal of capacity-building	24/36/48/60	**Output**: 3 workshops **Outreach**: 5 MEPs or MEPs representatives per workshop	**Output**: 2 events planned **Outreach**: 5 MEPs/ MEPs representatives per workshop	Improve evidence-based legislative processes
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Think Tank (TT) Workshops	4/10/16/22/28/34/40/46/52/58	**Output**: 10 face-to-face workshops/TT 5 virtual meetings/TT 5 cross-fertilisation meetings **Outreach**: >20 stakeholders	**Output**: 2 cross-fertilisation meetings planned; 15 virtual meetings planned **Outreach:** > 60 stakeholders expected	Improve information on the knowledge gaps for specific Mission Objectives and the identification of emerging trade-offs between R&I priorities
EC, EI, MB	Meetings with the SOLO Consultation Board	10/19/31/43/55	**Output**: 5 face-to-face consultation meetings **Outreach**: up to 10 participants All SOLO KPIs integrated into reporting mechanisms	**Output**: 2 face-to-face consultation meetings planned **Outreach**: up to 10 participants expected	Strong focus on capacity building; the proposed Operational Framework is well integrated into current reporting mechanisms
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Public Deliverables (PD) published by the project	18/36/48/60	**Output**: 22 PD published **Outreach**: >100 downloads in the SOLO tools/PD	**Output**: 6 public deliverables to be published **Outreach**: >15 downloads in the SOLO tools/PD	Improve information on the knowledge gaps across Mission Objectives and the identification of emerging R&I trends
MS, MB,	Regional Nodes	12-48	**Output**: 4 face-	**Output**: 12	Regional

L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Workshops		to-face workshops/Regional Node **Outreach**: >30 stakeholders All Regional Nodes are integrated as Living Labs sites or Lighthouses in future funding applications	face-to-face workshops planned **Outreach**: >30 stakeholders	stakeholders understand EU R&I priorities related to the Mission and how their sites can be part of future R&I funding applications
EC, MB, MS	Lessons learned in the Regional Nodes disseminated across MS through the Soil Weeks	48	**Output**: 5 roll-ups (one per Regional Node) presented across 12 MS through the Soil Weeks **Outreach**: Positive feedback and recommendations received from stakeholders	N/A	Expand regional road mapping to other regions and Member States
P, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Soil Week events	24/36/48/60	**Output**: 4 events (one per year) in 12 MS **Outreach**: 150 people per event	**Output**: 2 Soil Week events planned in 12 MS **Outreach**: 150 people expected	Regional and National stakeholders become more aware of SOLO results
MB, EI, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Open review of white papers (via the SOLO Platform)	10-60	**Output**: >10 white papers published >100 reviewers 9 Digital open forums created in the SOLO Platform in support of each TT **Outreach**: 1000 visits on the SOLO platform	**Output**: 18 papers planned for publishing via the SOLO platform **Outreach**: 200 visits on the SOLO platform	Open, transparent, and early access to information supporting the definition of the roadmaps and increased uptaking by stakeholders
R	Peer-reviewed scientific publications	1-60	**Output**: 5 publications on the regional and thematic	**Output**: 1 peer-reviewed scientific publication	Researchers have access to knowledge about

			barriers and opportunities for a soil health transdisciplinary research and innovation strategy **Outreach**: 20 citations per publication	planned **Outreach**: 4 citations per publication	emerging trends in soil health science and potential paths for innovation and research in the scope of the EU funding programs and others.
R	Scientific presentations at conferences	1-60	**Output**: 10 presentations	**Output**: 4 presentations at conferences planned	Increase the acceptance and incorporation of the SOLO gap analysis and roadmaps by a wider scientific community
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Technical presentations in face-to-face and/or online meetings with relevant stakeholders	1-60	**Output**: 20 presentations **Outreach**: 300 stakeholders reached	**Output**: 1 technical presentation planned **Outreach**: 10 stakeholders expected	Expand the scope of the Soil Mission to other topics (e.g., biodiversity conservation) and a wider range of land use types Increase awareness on the value of soils
MEP, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Project website	3	**Output**: 1 website **Outreach**: 3000 individual visits to the website; Number of website visits > 10,000/project duration	N/A	Inform and discuss (using the discussion forums of the SOLO Platform) specific topics of common interest; Increase engagement of interested parties and

					access to SOLOs' main results and outputs
L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Newsletters and flyers (online and printed)	6-54	**Output**: 10 newsletters (2 per year); **Outreach**: number of subscribers + 30/year, no. of opens >35%; flyers (500 print copies, 500 downloads)	**Output**: 2 newsletters planned **Outreach**: 30 subscribers; >50% open rate	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO
P, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Social media accounts and posts to share events, and results and engage stakeholders	3	**Output**: 3 accounts (LinkedIn, YouTube, and Twitter) **Outreach**: 50 posts/year/per account, >1/week; number of retweets/reposts (Twitter) > 1/week; number of followers/subscribers per account > +100/year number of impressions on Twitter >100 000/project duration	Planned social media campaigns are described in Table 5	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO
C	Press releases	1-60	**Output**: 5 press releases **Outreach**: 15 000 views	**Output**: 1 press release planned **Outreach**: 500 views	Share main project information and results
L, FF, R, BF, USP, EIP-AGRI,	Short videos with regeneration narratives related to	30	**Output**: 8 short videos; **Outreach**: 100	**Output**: 8 videos related to the Mission	Increased social perception of

SCAR, CSO	the Mission Objectives		views/video	Objectives planned **Outreach**: 100 views/video expected	the value of soils
All	Infographics	24	**Output**: 10 infographics **Outreach**: 250 downloads from the project website	**Output**: 10 infographics planned **Outreach**: 250 downloads from the project website expected	Easier interpretation of SOLO results by stakeholders
MEP, L, FF, R, BF, USP, CSO	National Parliamentary and Institutional events	1-60	**Output**: 5 National events **Outreach**: between 40 and 100 participants, depending on the format of the events	**Output**: 0 National events planned **Outreach**: N/A	Raised awareness by national stakeholders on the importance of having a dedicated R&I portfolio on soil health
All	Posters/roll-ups/brochures	6	**Output**: Project poster/brochure / **Outreach**: 100 downloads from the project website	**Output**: 2 project brochures planned **Outreach**: 100 downloads from the project website	Increased social perception of the value of soils
EC, MB, EI, MEP, GI, R, CSO	Final SOLO Conference	60	**Output**: 1 conference **Outreach**: >100 attendees	N/A	Stakeholders are informed on the priorities to move forward in soil health R&I

3 Social media strategy

According to the European Commission's updated guidance on social media for EU-funded Research and Innovation (R&I) projects, having a robust social media presence can be advantageous in project management. Social media is recognised as a suitable tool for communication and dissemination activities, as it is cost-effective, time-efficient, and has a global impact on networking and communication (EC, 2020). It enables real-time access to information

and facilitates knowledge exchange through feedback. Therefore, integrating social media into a project's communication strategy is crucial.

In line with this, SOLO utilises social media to inform and engage with the general public and relevant stakeholders about the importance of the objectives of the EU Mission 'A Soil Deal for Europe' throughout the project's duration. Additionally, all project results are disseminated through various social media platforms to maximise their uptake.

SOLO has devised particular social media campaigns to enhance the focus, targeting, and measurability of the social media efforts.

Table 5: SOLO social media campaigns

Name	Hashtag(s)	Description	Channels	Status and Evaluation
Faces of the project campaign	#SOLOfaces	Presenting SOLO's team members and their research activities within the project	X (Twitter), LinkedIn	Completed in Stage 1 Total Impressions: 4956
SOLO roadmaps campaign	#SOLOroadmaps	Presenting SOLO's roadmaps and their contribution to the Soil Mission objectives	X (Twitter), LinkedIn	Planned for Stage 2
SOLO Research	#SOLOresearch	Emphasising the latest scientific publications arising from the project	X (Twitter), LinkedIn, Newsletter	Planned for Stage 2
WP campaign	#SOLOresults	The campaign aims to showcase outcomes obtained from each of the work packages	X (Twitter), LinkedIn, Newsletter	Planned for Stage 2
Soil Weeks campaign	#SOLOweeks	The campaign aims to promote and inform about the annual project-organised Soil Week events, conducted by project partners throughout Europe	X (Twitter), LinkedIn, Newsletter, Press Release	Planned for Stage 2

● 6 Exploitation plan

To enhance the exploitation potential of the project, the SOLO platform was created for authoring, reviewing, publishing, hosting, and archiving the project documents. This was achieved by adapting the existing publishing and reviewing platform ARPHA, developed by Pensoft Publishers. The SOLO platform design was created following the guidelines of the project's brand manual and will be consistent with the visual identity of the project. The SOLO

platform ensures that project outputs remain accessible, findable, interoperable, and reusable beyond the project's lifetime.

Additionally, to maximise the exposure and exploitation of project results, the project will consider applying for exploitation opportunities offered by the European Commission, such as publishing results on the Horizon Results Platform, enhancing exploitation activities through the Horizon Results Booster, and publishing a project-dedicated success story on the Research and Innovation success stories page. These platforms will serve as a bridge towards policymakers and researchers, giving access to the project's prioritised results with a high potential value.

The project is heavily dependent on co-creation activities which is reflected in the various events organised throughout its duration (Soil week events, TT workshops, Regional Node workshops, etc.

In D1.1, the KER table is more focused on the dissemination activities regarding each Key Exploitable Result. The current version of the table prioritises the exploitation pathways for each KER.

Table 6: SOLO Key Exploitable Results (KERs) and exploitation mechanisms according to relevant institutions and WPs

Key exploitable results	Partners involved	Exploitation pathways
SOLO Platform	PENSOFT, LUKE, IASK, NMBU, UL, UdC	**Exploitation:** The SOLO platform will host the roadmaps produced by the Think Tanks. All documents assessing the knowledge gaps of the Soil Mission objectives will be publicly available. **Target groups:** R
Soil Network of Knowledge	LEITAT, NMBU, NOA, PANEU, IASK, LUKE, UL, UdC	**Exploitation:** The wide network of stakeholders will create a community that will contribute to the definition of comprehensive research and innovation roadmaps. The common workflow will establish and discuss the initial points to build the operational procedures of the Soil Network of Knowledge and the Think Tanks **Target groups:** P, I, C
SOLO Think Tanks	LEITAT, AEEU, ICLEI, EVORA, NMBU, NOA, PANEU, IASK, UA, LUKE, UNITRENTO, UL, UdC	**Exploitation:** The SOLO Think Tanks will produce publicly available scoping documents which will provide

		knowledge implementation gap definitions, which will be key to defining future R&D calls. The Think Tanks also provide a European-wide operational stakeholder network which is able to fast-respond to specific Soil Mission expert opinions. **Target groups:** P, R, I, C
Protocol for the assessment and attribution of soil health drivers across land use types	ZALF, LUND, LUKE, ICLEI, UL, UdC	**Exploitation:** The protocol outlines the possibilities and opportunities to exploit the results for scientific communication and journal publications. **Target groups:** P, R, I, C
Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective	AEEU, ICLEI, NMBU, NOA, PANEU, IASK, LUKE, UNITRENT, UL, UdC	**Exploitation:** The dynamic roadmaps will provide insight into the knowledge gaps for each Soil Mission Objective. The documents will be open access on the SOLO platform. **Target groups:** P, R, I, C
Overarching roadmap with a synthesis across Soil Mission-specific objectives and European Regions	NIOO, FRAUNHOFER, AEEU, NOA, IASK, LUKE, UL, UdC	**Exploitation:** The overarching roadmap will provide insight in the common knowledge gaps, bottlenecks and actions that are found across different mission objectives, as well as the synergies and trade-offs that may arise between mission objectives when soil-ameliorating actions are taken. Regional differences between R & I priorities will also be highlighted. The documents will be open access on the SOLO platform. **Target groups:** P, I, R, C
Regional nodes	EVORA, IASK, NIOO, LUND	**Exploitation:** The common approach of the regional nodes will create regional

		networks of stakeholders across different Member States and provide the opportunity for capacity building and engagement in soil health; participation in actions beyond the project; further uptake of the methodology of the Regional nodes and the dynamic roadmaps. **Target groups:** P, I, R, C
Operational Framework and R&I Key Performance Indicators	UdC, UL, LUKE, ICLEI, EVORA	**Exploitation:** Several meetings were held with the mission soil platform to implement the KPIs developed by SOLO in the mission platform reporting mechanisms, results from the implemented KPIs will be used by SOLO to evaluate how the Mission R&I roadmap is being impactful **Target groups:** P, I

● 7 Conclusion of the PEDR

The updated version of the exploitation plan highlights SOLO's Key Exploitable Results and the corresponding exploitation pathways. The plan will continue to be evaluated and updated throughout the project with the next update coming in M36.

SOLO will disseminate its findings on the Horizon Results Platform, the official platform for Key Exploitable Results of research projects financed by the European Union. This will enable the project's usable results to be showcased and exploited by relevant stakeholders. Moreover, the interdisciplinary team of researchers and science communication experts comprising SOLO's members may lead to the creation of new Horizon Europe initiatives. The project's CDE activities are geared towards ensuring the seamless transfer and uptake of knowledge before and after the project's completion. To ensure the timely and accurate execution of these activities, they will be strategically planned and carried out based on the baseline targets, KPIs, and evaluation measures outlined in this document. Regular updates will be implemented to ensure that cutting-edge tools and channels are employed and that results are efficiently disseminated as they are generated by the project.

Throughout the duration of the project, a significant emphasis is placed on co-creation activities, which is evident through the organisation of multiple events such as the Think Tank workshops, Regional Node workshops, Soil Week events and others. These events provide ample opportunities for collaborative and interactive sessions, fostering a culture of co-creation among the project participants.

● References

European Commission (2020). H2020 Programme: Guidance Social media guide for EU-funded R&I projects. EC, 07.01.2020. Available at: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf