



icosHELLS

D7.1 COMMUNICATION DISSEMINATION & EXPLOITATION PLAN

Laura Nieto, G!E – Itziar Vidorreta,
GAIA



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Project Information

Project name	iCOSHELLs
Full project name	innovative CO-creation for Soil HEalth in Living Labs
Grant number	101157394
Project coordinator	Cheryl Marie Cordeiro, PhD, RISE Research Insitutes of Sweden Erik Sindhoj, PhD, RISE Research Insitutes of Sweden
Project duration	01/09/2024 – 31/08/2028

Document Information

Deliverable name and number	D1.1 Stakeholder mapping and baseline analysis of local ecosystems
Due date	28 February 2025
Actual submission date	28 February 2025
Contributing partners	Lead: G!E, and GAIA, Contributing: All, LL leaders
Deliverable type	
R	Document, Report
Dissemination level	
PU	Public

Version	Date	Author	Comments
V1	18 Feb. 2025	G!E / Laura Nieto – GAIA / Itziar Vidorreta	First version with some sections missing (tables, executive summary and annexes).
V2	24 Feb. 2025	G!E / Laura Nieto – GAIA / Itziar Vidorreta	This is an updated version of the report created on 18 February and includes the missing sections and amendments after of Zabala's team review
V3	25 Feb. 2025	G!E / Laura Nieto – GAIA / Itziar Vidorreta	Last version with Annexes and last amendments in the exploitation section

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iCOSHELLs in a nutshell

Soil is essential for life on Earth, yet 60%-70% of EU soils are unhealthy due to pollution, urbanisation, and intensive agriculture – issues made worse by climate change. This soil degradation leads to significant economic, social, and environmental challenges, including reduced land productivity and biodiversity loss.

The iCOSHELLs project supports the EU Mission '[A Soil Deal for Europe](#),' aiming to restore healthy soils by 2030. Specifically, iCOSHELLs focuses on three key objectives: **reducing soil pollution and promoting restoration, improving soil structure and biodiversity, and increasing soil literacy among society.**

To achieve these goals, iCOSHELLs leverages **six Living Labs (LLs)** located in the **Basque Country, Bulgaria, Greece, Italy, Spain, and Sweden**. These Living Labs bring together diverse local stakeholders to co-design and test practical strategies for soil health improvement.

The project employs a systematic approach that strengthens stakeholder capacities, bridges scientific research with practical solutions, enhances understanding of soil indicators, and replicates effective recovery methods. Its ultimate purpose is to develop and validate scalable solutions that can be applied across Europe.

List of Abbreviations

Abbreviation	Development
C&D	Communication & Dissemination
CDEP	Communication, Dissemination and Exploitation Plan
G!E	Greenovate! Europe
KERs	Key Exploitable Results
KPI	Key Performance Indicator
LL / LLs	Living Lab / Living Labs
WP	Work Package

Executive Summary

The iCOSHELLs Communication, Dissemination and Exploitation Plan outlines a comprehensive strategy to ensure the effective communication and dissemination of project outcome, while also addressing the exploitation of key results. This deliverable aims at guiding all stakeholders and project partners to align their efforts with the project's objectives and funding obligations.

The report defines the communication and dissemination obligations, including funding acknowledgements and protocols for managing outreach activities. It also details strategies for engaging various target audiences, including scientific communities, policymakers, industry/private sector stakeholders and the general public. The plan integrates visual identity guidelines, an overview of the website and social media channels, and the presentation of the templates to enhance the project visibility and coherence.

Regarding the dissemination activities, the document outlines iCOSHELLs' own dissemination efforts, participation in external conferences, scientific and technical articles and identified journals and channels. In addition, the Living Labs (LLs) have a dedicated chapter for their local C&D strategies.

Networking and clustering activities are also covered, particularly through the identification and presentation of related projects and initiatives. The deliverable establishes a monitoring framework to evaluate the effectiveness of communication and dissemination efforts, ensuring the progress and alignment with the project goals.

In terms of exploitation, the plan presents the outline of strategies to identify Key Exploitable Results (KERs), developing business models, and formulating an exploitation roadmap.

This will be updated in M18 and M36, including a report on activities implemented. A final report on all Communication Plan and Dissemination activities will be prepared at M48.

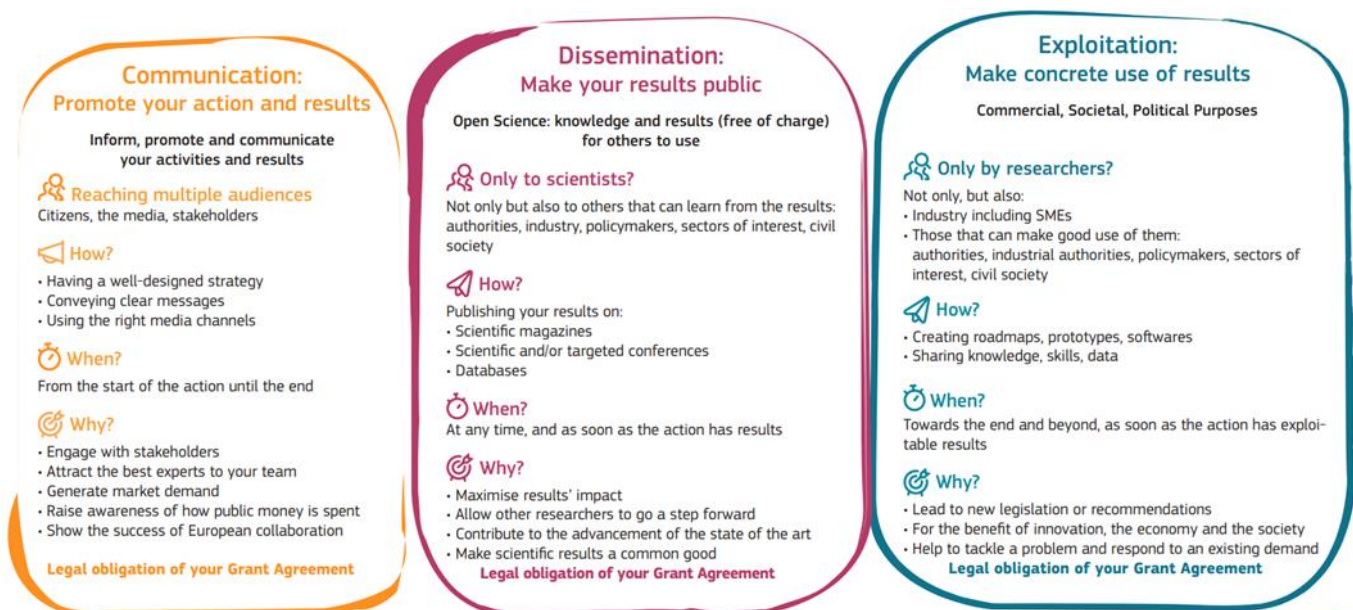
1. Introduction

1.1. Definitions

It is important that all iCOSHELLS partners understand the key terminology used in this Plan to be able to participate in the described activities, and to avoid confusion or misunderstanding during its implementation. Within the project the following definitions will be used, as listed in the iCOSHELLS Grant Agreement:

- **Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. The aim is to reach out to society and show the activities performed as well as the use and the benefits the project will have for citizens.
- **Dissemination** refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.
- **Exploitation** refers to the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.
- **Results** are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, that can be whether protected or not, as well as any rights attached to it, including intellectual property rights.

Figure 1: Communication, Dissemination & Exploitation



Source: European Commission, Quick guide and tools for Communication, Dissemination and Exploitation

1.2. Purpose of this deliverable

This deliverable aims to give insights into the iCOSHELLs communication, dissemination and exploitation strategy. It starts with an elaboration on the obligations and protocols to be followed by the project partners, followed by an overview of the target audiences and key messages.

Subsequently, the main communication, dissemination and exploitations activities are presented with a focus on the local C&D chapter for each Living Lab. This section is followed by an elaboration on the key performance indicators (KPIs) and next steps. Finally, the deliverable concludes with a first presentation of the exploitation activities planned in the framework of the project iCOSHELLs.

2. Obligations and protocols

Efficient communication, dissemination and exploitation activities are essential for the success of the iCOSHELLS project, with all partners expected to contribute to the Communication, Dissemination and Exploitation activities. As such, it is also essential for project partners to be aware of their contractual obligations and to fully understand the project communication protocols.

2.1. Obligations

The Horizon Europe Rules of Participation, the Grant Agreement (GA), and the Consortium Agreement (CA), place legal obligations upon Consortium partners in relation to Communication, Dissemination and Exploitation. By signing the GA and CA, the partners have agreed to:

- **Promote the action and its results** by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner (Article 17.1 of the Grant Agreement).
- **Disseminate results** as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17.4 and the specific rules set out in Annex 5 of the Grant Agreement).
- **Follow an open science approach** (Art. 17 and the specific rules set out in Annex 5 of the Grant Agreement). This includes:
 - **Ensuring open access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results
 - Managing the **digital research data responsibly**, in line with the FAIR principles ('findability', 'accessibility', 'interoperability' and 'reusability').

Full details on requirements for Open Science are provided in deliverable D8.2 Data Management Plan.

- **Use their best efforts to exploit their results directly or to have them exploited indirectly by another entity**, in particular through transfer or licensing - up to four years after the end of the action. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the **Horizon Results Platform**¹ to find interested parties to exploit the results (Art. 16 and the specific rules set out in Annex 5 of the Grant Agreement).

¹<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

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These activities will be directed and managed by the **Communication and Dissemination Manager (Greenovate! Europe)** and the **Exploitation Manager (GAIA)**. However, every partner is expected to actively contribute (see below the allocation of resources for WP7 – Communication & Dissemination, Networking Capacity Building).

Table 1. WP7 staff effort

WP7 – Communication & Dissemination, Networking Capacity Building							
Partner	PM	Partner	PM	Partner	PM	Partner	PM
1. RISE	4.00	10.ISINNOVA	3.50	21.SANFI	2.00	32.POLIMI	1.00
2. CSCP	4.00	11.AUPLVDIV	10.00	22.INNOVATE	1.00	33.PMNC	1.50
2.1 CODOLAB	7.50	12.UPM	6.00	23.FORUA	2.00	34.UCSC	1.00
3. CETENMA	1.00	13. AGROWINGDATA	3.00	24.DIADYMA	2.50	35.UMIL	1.50
4. ZABALA	1.00	14.HS Konsult	-	25.UTH	1.50	36.SVA	1.5
5. IFAU	2.00	15.SLU	-	26.NEW AGRICULTURE	4.50	37.LRF	0.25
6. ATB	5.00	16.CSIC	1.00	27. UNITN	6.00	38.OiB	0.25
7. G!E	20.00	17.IMIDA	1.00	28.CDOP	1.00	31.CPTF	0.25
7.1 ESCI	9.00	18.CAJAMAR	1.00	29.RUMA	12.00	39.NAAS	0.25
8. GAIA	1.00	19.ESKILARA	1.00	30.INNOVHUB	1.00		
9. CLUBE	2.00	20.EUSKAMPUS	2.00	31.CPTF	1.00		

2.2. Funding acknowledgement

According to Article 17.2 of the Grant Agreement, any communication and dissemination activities related to iCOSHELLs must acknowledge the EU support and display the following European flag (emblem) and funding statement (translated into local languages, where appropriate):

Figure 2: Funding acknowledgement



Alternative versions of this emblem and further instructions on how to use it can be found on the website of the European Research Executive Agency². When displayed in association with other logos (e.g., the iCOSHELLs logo), the EU emblem must be displayed at least as prominently and visibly as the other logos. In addition, according to Article 17.3 of the Grant Agreement, any communication or dissemination activity related to the project must indicate the following disclaimer: **“iCOSHELLs project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.”**

² https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

2.3. Communication and Dissemination Management

iCOSHELLs has established a governance structure for communication and dissemination (C&D) to ensure effective coordination across the project. At the central level, C&D is managed by G!E, with a dedicated communication leader appointed in each Living Lab, as shown in Table 2. CSCP, as the lead for stakeholder engagement activities (WP1), is also part of the C&D committee.

To support project partners in effectively communicating and engaging with regional and local target audiences, ESCI will organise a workshop in the first year of the project, providing guidance and training on best practices in communication.

Table 2. Members of the Communication Committee

Communication Committee Members			
Living Labs	Leading Organisation	Main Contact	Second Contact (Replacement)
Living Labs			
BASQUE LL	GAIA	Begoña Benito	Itziar Vidorreta
BUV LL	AUP	Rumyana Georgieva	Vladislav Popov
Greek LL	CLUBE	George Chaitidis	Angeliki Foutri
IT LL	ISINNOVA	Valentina Malcotti	Mario Gualdi
SES LL	CETENMA	Elisa Gambuzzi	Martin Soriano
SWE LL	RISE	Nargish Parvin	Tora Raberg
Transversal Partners			
Organisation		Contact	
Co-do! Lab		Victoria Funk	
CSCP		Britta Holzberg	
ESCI		Lea Hüvelmeier-Schmidt	
G!E		Laura Nieto Cuervo	
RISE		Cheryl Marie Cordeiro /Erik Sindhoj	

Every three months, the Communication Committee meets to plan, report on activities and share best practices. The main highlights are announced to the rest of the partners when activities and opportunities are relevant to them. At M6 two Communication Committee meetings³ took place, one in M3 and a second one in M6.

The main topics of discussion were related to the methodology of work, the development of visual materials such as the website or the poster, the [publications for the Soil Day taking place on 6th December 2025](#) and the work plan for this report, our first communication and dissemination plan.

³ Annex II: Minutes of Communication Committees

2.4. Procedure for communication activities

All partners must communicate about the project in a manner that does not reveal research results and respects the visual identity and the EU funding acknowledgement outlined in this document.

Greenovate! Europe (G!E) is responsible for central communications. Where necessary, draft materials will be shared with the full consortium or relevant partners (e.g., the project coordinators) for review. Where input is needed from partners, this will be communicated in ample time.

Any printed materials should first be reviewed by Greenovate! Europe to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication and dissemination activities in the reporting sheet saved on the iCOSHELLs SharePoint (in the folder "WP7 Comm., Dissem., Networking and Capacity building (G!E) → Diss and Comms MONITORING table").

2.5. Procedure for dissemination activities

According to the iCOSHELLs Consortium Agreement, Art. 8.4.2, a partner that intends to disseminate its own results that are not yet public must give **at least 45 days advance notice** to the other beneficiaries, together with sufficient information on the results it will disseminate.

Any other beneficiary may **object within 30 days of receiving notification**, if they can show that:

- the protection of their results or background would be adversely affected;
- their legitimate interests in relation to the results or background would be significantly harmed;
- the proposed publication includes Confidential Information.

In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

To disseminate, instead, results that are owned by another party, the partner must obtain the **explicit written approval** from the partner(s) that own the result.

More detailed instructions on dissemination are available in article 8.4 of the iCOSHELLs Consortium Agreement.

3. Target Audiences

To create awareness about the iCOSHELLs results and benefits, the communication and dissemination strategy of iCOSHELLs is designed to address specific target groups. The table below presents a first list of identified target audiences that will be reviewed and updated throughout the whole project to make sure that all relevant types of stakeholders are targeted and taken into account in the development of dedicated communication and dissemination activities.

To carry out this first identification of audiences and stakeholders, the work developed by CSCP in “D1.1 Stakeholder Mapping and Baseline Analysis of Local Ecosystems” and the inputs from the consortium partners were taken into account. The inputs collected from the Living Labs at local level were also integrated, and later described in Section 6.

Table 3. Target audiences

Target Group	Description
Industry / Private Sector	Farmers, agricultural companies, agro-tech providers, waste and water management companies, biofertilizer companies, public and private organisations, NGOs.
Research & Academia	Universities, RTOs, industrial research departments, other EU research projects and initiatives.
Policy / Public Authorities	Policy authorities at European, National and Regional levels, public landowners, environmental agencies, owners of natural parks.
Society / Public	Local communities, university students, local school students, the general public, journalists and media, agricultural colleges, farmers’ schools.
Cross-Sector	Soil health-related associations and advisors, EUSO, networks such as EIP-AGRI, EU CAP Network, EIT Knowledge and Innovation Communities

3.1. Stakeholder database

The following table presents a non-exhaustive list of key stakeholders identified at this early stage of the project. This selection is based on input from all consortium partners and building upon the stakeholder mapping conducted by CSCP. As the project progresses, this list will evolve to reflect emerging needs, collaborations, and priorities.

Table 4. Stakeholders identified per target audience (non-exhaustive list)

Industry / Private Sector	
Target Group	Description
ASAJA	Spanish agricultural association.
COAG	Coordinadora de Organizaciones de Agricultores y Ganaderos.

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Coldiretti	Italy's largest farmers' organisation advocating for sustainable agriculture.
Ente Nazionale Risi	Italian national rice board supporting rice growers.
Italian Rice Millers Association	Represents rice millers in Italy.
Unión de Pequeños Agricultores y Ganaderos	Spanish farmers' association.
Research & Academia	
Target Group	Description
CREA	Italian agricultural research centre.
FEM	Fondazione Edmund Mach, research centre in Trentino.
Policy/Public Authorities	
Target Group	Description
Codex Alimentarius	International food safety and quality standards organisation.
MASAF	Italian Ministry of Agriculture.
Society / Public	
Target Group	Description
Copa-Cogeca	European farmers' and agri-cooperatives organization.
Cross-Sector	
Target Group	Description
European Landowners' Organisation (ELO)	Represents landowners, land managers, and rural entrepreneurs in Europe, advocating for sustainable land use and soil health.
European Soil Observatory (EUSO)	A central hub for soil data and knowledge sharing across Europe, aiming to support sustainable soil management policies.
Food and Agriculture Organisation's Global Soil Partnership (FAO GSP)	A global initiative focusing on sustainable soil management and fostering collaboration among stakeholders.
Hushållningssällskapet	Agricultural advisory organisation providing expertise on sustainable farming.
Lovanggruppen	Agricultural advisory group supporting farmers with innovative solutions.
Resoil Foundation	Italian foundation focused on soil health.
Växtråd	Crop advisory service for sustainable agriculture.

3.2. Key messages

The clear development of key messages and the identification of the target audiences they are directed towards is an important step to increase the impact of the iCOSHELLs project. Table 5 summarises the key messages identified for iCOSHELLs by M6. More key messages might be added as the project continues.

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Table 5. Key messages

Target Group	Description
Industry / Private Sector	Practical, cost-effective solutions for improving soil health, are increasing productivity, and reducing emissions. Sustainable farming methods ensure long-term profitability. Technology-driven soil monitoring enhances yield and sustainability.
Research & Academia	iCOSHELLs provides innovative methodologies, datasets, and predictive models for soil health. Cross-disciplinary collaboration is key to advance research. Open data and shared methodologies can foster academic partnerships.
Policy / Public Authorities	Soil health is crucial for achieving EU Green Deal and Mission Soil targets, using data-driven solutions for policy integration, and investing in soil health results in long-term environmental and economic benefits.
Society / Public	Healthy soils are the foundation for food security, clean water, and biodiversity. Public engagement and education are key to soil conservation. Small changes in habits can significantly impact soil health.
Cross-Sector	Collaborative platforms enhance knowledge sharing and best practices. Local and pan-European strategies drive soil health improvements. Scalable solutions from Living Labs benefit multiple stakeholders.

4. Communication

Communication activities will be carried out throughout the project and are important in order to reach out to society as a whole, and in particular to some specific target audiences, demonstrating how EU funding contributes to tackling societal challenges.

4.1. Project logo and visual identity guidelines

A specific project logo has been developed in M1. The logo will be included in all of the project's promotional material including templates, factsheets, website, brochure, poster, etc.

Figure 3: iCOSHELLS Logo



The iCOSHELLS visual identity plays an essential role in promoting the project. Therefore, it is imperative to consistently use the iCOSHELLS logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

A project Visual Identity Guide⁴ has also been developed to provide partners with support and guidance on the use of the project branding. The document includes information on the different variations of the project logo (typeface used, colour palette, when to use the different logos and how to use them correctly).

Figure 4: iCOSHELLS logo variations

Negative

iCOSHELLS

Negative white



⁴ Annex I: Visual Identity Guide

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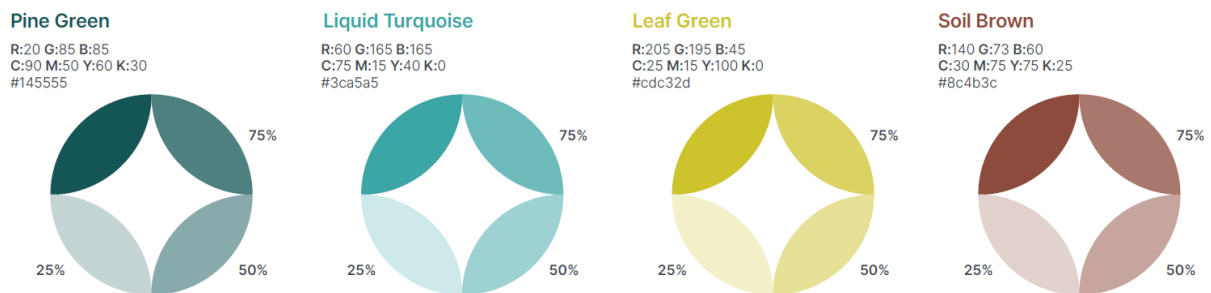
The project icons and colour combinations are used to identify each Living Lab. That means that each Living Lab has a colour combination, and an icon assigned.

Figure 5: iCOSHELLS icons



In terms of colours, the iCOSHELLS project has a colour palette based on different shades of greens, turquoise and brown, in alignment with the colours of the logo.

Figure 6: iCOSHELLS colour palette



The main typeface used for iCOSHELLS communications are Aptos Bold, Regular and Light. When the recommended typeface is not available, iCOSHELLS communications are to use the system fonts Calibri (Body) and Calibri Light (Headings).

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Figure 7: iCOSHELLS main typeface

Aptos - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890+;%@?!&€*

Aptos - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSsTt
UuVvWwXxYyZz1234567890+;%@?!&€*

Aptos - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSsTt
UuVvWwXxYyZz1234567890+;%@?!&€*

4.2. Templates

The templates to be used for project official documentation (like deliverables and presentations) have been developed in coherence with the project’s visual identity. Word and PowerPoint templates have been designed to ensure that communications remain in line with the common visual identity.

Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates have been distributed to project partners and are available on the collaborative project SharePoint (in the folder “iCOSHELLS Project → General Templates”).

Figure 8: iCOSHELLS templates (Word and PowerPoint)



4.3. Website and social media strategies

The [iCOSHELLS website](#) acts as the main information source for the public regarding the project. The website presents the main objectives of the project, the main challenges it tries to face and the types of solutions that will be developed by the project. Further information on the website is provided in deliverable “D7.5 Website and Communication materials”.

The project website will also be updated to include the specific documents of the Calls for Applications during the Open Call launch process and other dissemination & communication materials.

In addition to the website, iCOSHELLS has a dedicated **social media channel on LinkedIn**. This social media channel is a **forum for engagement** with interested external parties and contribute to capacity building by showcasing the Consortium’s expertise and knowledge through active discussions.

The social media account has been set up by Greenovate! Europe. All partners are invited to share, (re)post and forward relevant information. Additional social media platforms, such as Instagram, Bluesky and YouTube, will be considered as the project progresses, if deemed appropriate.

Figure 9: iCOSHELLS LinkedIn page



4.4. Future communication activities

In the next months, Greenovate! Europe and ESCI will develop the following communication materials:

- Infographics and social media sharables.
- 12 journalistic articles and interviews with project partners on their activities.
- Press releases at relevant milestones.
- 6 Videos about the smart solutions in each LL and on the challenges and value of soil and its contribution on Earth.

5. Dissemination

To make sure that all iCOSHELLs results are disseminated widely, several activities will take place. Some will be centrally organised with all partners under the leadership of Greenovate! Europe (e.g., the final conference) while others will be organised by other iCOSHELLs partners (e.g., scientific publications). Attendance to activities organised by external parties (e.g., international fairs & conferences) will also be an important route for dissemination.

5.1. iCOSHELLs own Dissemination activities

The iCOSHELLs partners plan to organise several activities to proactively bring the project results to the target audiences. The main activities include:

- 12 technical publications in suitable journals targeting the industry;
- 2 factsheets and 2 Info Webinars will be created/organised to be distributed by the potential applicants to disseminate about the **Calls for Applications**;
- **3 webinars** on sustainable soil management;
- 1 white paper to support EU soil strategy;
- 6 citizen engagement events;
- 12 replication sessions (2 per Living Lab);
- Raising awareness campaigns on the links between healthy soils, safe food, and a healthy environment. Thematic kits and educational materials will be the basis for these campaigns;
- 10 meetings to raise interest and gain support of key actors in the field. Partners will organise network activities to promote and share results and methodologies as well as collaborating in specific actions. Consortium meetings are identified as good opportunities to invite stakeholders and disseminate about the project's work and results;
- A **final policy event** will be organised in Brussels to share results, lessons learned and local needs regarding soil health with EU policy makers, as well as regional and local representations.

5.2. External events and conferences

External conferences and sector events are a good opportunity for networking and raising awareness about the project. Therefore, all the iCOSHELLs partners are encouraged to participate in sector fairs and conferences on project related topics.

The project will target participation in at least **20 presentations** in scientific and industry events. The active participation in external conferences by the partners is envisaged to take place at a higher rate when iCOSHELLs starts producing outcomes suitable for dissemination.

A list of potential conferences is enclosed in Table 6. This list currently includes mainly events in 2025, as the dates for 2026 and beyond are often unavailable yet. The list will be updated on a regular basis throughout the duration of

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the project and events attended by the project consortium will be scheduled on the [iCOSHELLs webpage events section](#).

Table 6: Relevant conferences and events (non-exhaustive list)

Conferences and events	Location	Date
St. Biagio Fair	St Biagio, Italy	1 - 4 Feb 2025
BIC Matchmaking Event	Brussels, Belgium	12 Feb 2025
International Soil Modelling Consortium	Monte Verita, Italy	2 - 7 March 2025
European Soil Partnership (ESP) Annual Meeting	Rome, Italy	6 - 7 March 2025
Annual Fair of Agriculture	Trento, Italy	15 - 16 March 2025
Ihobe annual event	Bilbao, Spain	2 - 4 April 2025
Soil Health Now Conference 2025	Wageningen, The Netherlands	8 - 10 April 2025
European Geosciences Union (EGU) General Assembly	Viena, Austria	27 April - 2 May 2025
International Union of Soil Sciences	Penang, Malaysia	6 - 8 May 2025
Food & Science Festival	Villafranca di Verona, Italy	16 - 18 May 2025
Interpore conference	Albuquerque, New Mexico	19 - 22 May 2025
Ligna Exhibition	Hannover, Germany	26 - 30 May 2025
The International Consortium on Applied Bioeconomy Research (ICABR)	Saskatoon, Canada	8 -11 June 2025
European Association of Environmental and Resource Economics (EAERE)	Bergen, Norway	16 - 19 June 2025
Borgeby fältdagar	Bjärred, Sweden	25 - 26 June 2025

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<u>7th International Summer School on Circular Bio-Economy</u>	Thessaloniki, Greece	End June 2025
<u>Brunnby fältdagar</u>	Västerås, Sweden	2 - 3 July 2025
<u>International Congress of Nematology</u>	Victoria, Canada	13 - 17 July 2025
<u>EUROSOIL 2025</u>	Sevilla, Spain	8 -12 Sept 2025
<u>Fiera Millenaria di Gonzaga</u>	Gonzaga, Italy	4 - 8 Sept 2025
<u>Kompozyt-expo</u>	Krakow, Poland	17 -18 Sept 2025
<u>FRUIT ATTRACTION</u>	Madrid, Spain	30 Sept - 2 Oct 2025
<u>EU Strategy for Baltic Sea Region (EUSBSR) Annual Forum</u>	Pomorskie Region, Poland	28 - 30 Oct 2025
<u>Ecomondo</u>	Rimini, Italy	4 - 7 November 2025
<u>Giornata Mondiale dell'Acqua</u>	Milan, Italy	6 -7 Nov 2025
<u>Agrotica Expo</u>	Thessaloniki, Greece	29 Jan - 2 Feb 2026
<u>World Congress of Soil Science (WCSS)</u>	Nanjing, China	7 - 12 June 2026
<u>Symposium of the European Society of Nematologists</u>	Egmond aan Zee, The Netherlands	1 - 5 June 2026
<u>Congresos Sociedad Española de Fitopatología</u>	TBC	2026
<u>CAJAMAR WEAGRO 2025</u>	Murcia, Spain	TBC
<u>Open Living Lab Days</u>	Andorra	TBC
<u>XIX ESA Congress 2026</u>	Tartu, Estonia	TBC
<u>Mission Soil Events</u>	EU	n/a

5.3. Scientific publications

iCOSHELLs will generate at least **10 articles and peer-reviewed scientific papers**, submitted to relevant open-access scientific journals. Greenovate! Europe will support the iCOSHELLs partners in this task by helping them with the dissemination to the relevant target groups through the iCOSHELLs online channels (website and social media). A list of potential target scientific journals is enclosed in Table 7.

Most of the scientific and technical publications is expected to be published in the last months of the project (or even after completion of the project), when the necessary data and other findings will be available. However, the production of scientific publications is encouraged throughout the duration of the project.

Table 7: Relevant scientific magazines and journals (non-exhaustive list)

Scientific journals
Advances in Water Resources
Advances in Wood Composites
Agricultural Systems
Agriculture, Ecosystems & Environment
Agronomy
Applied Soil Ecology
Business strategy and the environment
Climate-KIC Reports
Communications Earth & Environment
Communications in Soil Science and Plant Analysis
Computers and Electronics in Agriculture
Crop Protection
Ecological Indicators
Ecology and Society JSTOR
ENOLL guidance and publications
Environmental Science & Policy
Environmental Science & Technology
European Journal of Agriculture and Food Sciences
European Journal of Soil Science
Frontiers in Sustainability
Geoderma
Hydrology and Earth System Sciences
International Journal of Environment and Climate Change
International Journal of Life Cycle Assessment

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Journal of Agriculture and Food Research
Journal of Cleaner production
Journal of Environmental Management
Journal of Soils and Sediments
Journal of Urbanism
Land Degradation and Development
Nature Computational Science
Nature Sustainability
Open Research Europe
Plant, Soil and Environment
Plants
Plataforma de Conocimiento Agroalimentario Plataforma Tierra
Publications Ellen MacArthur Foundation
Resources, conservation and recycling
Reticula
Scientific Data
Scientific Reports
Soil Biology and Biochemistry
SOIL journal
Soil Research
Soil Use and Management
Soils
Spanish Journal of Soil Science
SSSA Soil Science Society of America
STOTEN Science of The Total Environment
Sustainability
Sustainable Cities and Society
Sustainable Production and Consumption
Technological Forecasting and Social Change
Waste and Biomass valorisation
Waste Management
Water Research (IWA)
Water Resources Research
Wood Composites

6. Living Labs C&D strategies

This chapter presents the Communication & Dissemination (C&D) strategies of the Living Labs, outlining how they plan to engage stakeholders and share their findings and activities. Each Living Lab has developed a tailored plan, which is detailed in individual sub-chapters. These plans include an overview of key local stakeholders, a mapping of relevant media outlets, the platforms and channels they will use for outreach, local events they will participate in, citizen engagement activities, and any additional dissemination efforts. By implementing these strategies, the Living Labs aim to maximise the impact of their work and promote sustainable soil management practices at a regional level.

6.1. Basque Soil Health Living Lab

The Basque Soil Health Living Lab, located in the Urdaibai Biosphere Reserve, is a dynamic initiative that brings together local institutions, policymakers, educators, and community members to promote soil biodiversity and sustainable land use. By leveraging strong regional media channels, digital platforms, and in-person engagement, this Living Lab aims to increase awareness, foster innovation, and implement tangible solutions for soil restoration. Key activities include media outreach, local events, school engagement programmes, and hands-on initiatives that encourage citizen participation in soil conservation.

Table 8: Local Communication and Dissemination plan for the Basque Living Lab

Basque Soil Health Living Lab	
Key stakeholders	
<ul style="list-style-type: none"> • San Fidel School • Forua City Council • Gernika-Lumo City Council • Urdaibai Bird Center • Urremendi • IES Barrutialde <p>*All stakeholders are already identified in WP1</p>	
Mapping of Local Media	
<p>Key TV & Radio Channels:</p> <ul style="list-style-type: none"> • EITB (Euskal Irrati Telebista) – The main Basque public broadcaster (ETB1, ETB2, Euskadi Irratia, Radio Euskadi) can feature the project in environmental or scientific programmes. • Bizkaia Irratia & Radio Gernika – Important for local community engagement. 	

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- Onda Vasca & Radio Popular de Bilbao – Regional stations covering sustainability and innovation topics.

Key Newspapers & Magazines:

- Deia, El Correo, Berria – Main regional newspapers that cover environmental and innovation news.
- Sustrai Magazine – Specialized in Basque environmental and rural development topics.
- Urdaibai Magazine & Busturialdea Press – Local publications that connect with the Urdaibai community.

Regional Digital Platforms:

- GAIA Cluster & Basque District of Culture and Creativity (BDCC) – Newsletters, blogs, and member networks to reach innovation stakeholders.
- Basque Government’s Environmental Portal (Ihobe, URA, Neiker) – Channels for sustainability and soil-related research.
- Urdaibai Biosphere Reserve’s Official Website & Social Media – A strategic platform for visibility within the protected area.

Platforms and Channels

To effectively communicate the project’s soil biodiversity and Living Lab activities, a multi-channel media approach is needed, targeting regional, national, and international audiences.

TV & Radio Stations (Urdaibai & Bizkaia Region)

- EITB (Euskal Irrati Telebista) – Main Basque public broadcaster (ETB1, ETB2, Euskadi Irratia, Radio Euskadi).
- Radio Gernika – Local station focusing on Gernika, Forua, and Busturialdea with strong community engagement.
- Bizkaia Irratia – Covers the Bizkaia region, including rural and environmental topics.
- Busturialdea Irratia – Local radio broadcasting in Basque, focusing on rural affairs and sustainability.
- Onda Vasca & Radio Popular de Bilbao – Covers innovation, rural development, and environmental issues.

How to use them?

- ✓ Organise live radio discussions on soil biodiversity with local farmers and scientists.
- ✓ Pitch short documentary segments on ETB about the Urdaibai Biosphere Reserve’s soil health.
- ✓ Create weekly radio updates about Living Lab activities and upcoming events.

Local Newspapers & Community Magazines

- Urdaibai Magazine – Local magazine covering cultural and environmental topics in the Biosphere Reserve.
- Busturialdea Press (Busturialdeko Hitza) – Regional newspaper reporting on community projects, sustainability, and agriculture.
- Gernika-Lumo Herri Aldizkaria – Community newspaper covering Forua, Gernika, and surrounding towns.
- Berria – Basque-language newspaper with a strong focus on rural and environmental topics.
- Deia & El Correo (Bizkaia Edition) – Major newspapers with regional coverage, including Urdaibai.

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How to use them?

- ✓ Publish stories on how soil biodiversity impacts local agriculture and climate resilience.
- ✓ Feature interviews with farmers, researchers, and policymakers on land use and soil restoration.
- ✓ Share project updates and event announcements in local editions of Deia & El Correo.

Local Digital Platforms & Websites

- Urdaibai Biosphere Reserve Official Website & Social Media – The primary platform for community engagement.
- Forua Municipality Website (Foruko Udala) – An important channel to reach local residents and policymakers.
- Busturialdea Region Website & Social Media – Covers multiple municipalities within the Biosphere Reserve.
- GAIA Cluster & Basque District of Culture and Creativity (BDCC) Websites – Networks that can amplify the project’s results.
- Basque Government’s Environmental Portals (Ihobe, URA, Neiker) – Digital platforms for sustainability initiatives.

How to use them?

- ✓ Publish blog posts and educational content about soil biodiversity and the Living Lab.
- ✓ Host interactive Q&A sessions on soil health using Forua’s municipal social media pages.
- ✓ Create an online biodiversity map where residents can track soil-related initiatives.

Social Media & Citizen Engagement (Hyperlocal Focus)

- Twitter/X (@BiosferaUrdaibai, @GAIA_Cluster, @ForuaUdala) – To reach institutional and policy audiences.
- Facebook (Forua Udala, Urdaibai Biosphere Reserve, Gernika-Lumo groups) – Engaging the local community.
- Instagram & TikTok (@Urdaibai_Biosfera, @BizkaiaNatur, @ForuaUdala) – Reaching younger audiences with engaging visual storytelling.
- WhatsApp & Telegram Groups (Forua & Busturialdea Community Networks) – Direct local engagement for project updates and event invitations.

How to use them?

- ✓ Launch a #SoilGuardians Campaign where families can share biodiversity-friendly practices at home.
- ✓ Create short videos featuring the hidden biodiversity in Urdaibai’s soils and share them on Instagram & TikTok.
- ✓ Use local WhatsApp groups to invite residents to soil restoration workshops and citizen science projects.

The following table makes a summary of the possible dissemination strategy:

Platform	Strategy
Local TV & Radio	Interviews, short documentaries, weekly environmental updates, podcasts
Community Newspapers & Magazines	Feature articles, project updates, success stories
Local Websites & Municipal Portals	Blog posts, interactive maps, digital events
Social Media (Facebook, Twitter, Instagram, TikTok)	Campaigns, educational videos, live Q&A sessions
WhatsApp & Telegram Groups	Direct communication for workshops, events, and engagement

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Local Events

International Summer School on Soil Biodiversity & Living Labs

Where? Urdaibai Biosphere Reserve, Forua

When? September 2025

Objectives:

- ✓ Train participants in soil biodiversity assessment & ecosystem restoration.
- ✓ Provide hands-on experience in Living Lab methodologies & citizen science.
- ✓ Connect students with policy experts, scientists, and local communities.

Forua Community Meetings & Participatory Budgeting Sessions (Quarterly)

The Forua Municipality hosts open meetings where residents discuss environmental and land-use initiatives.

How to participate?

- ✓ Present the Living Lab's impact on soil health and biodiversity.
- ✓ Engage landowners and farmers in co-designing regenerative practices.

Gernika Green Market & Sustainability Fair (Monthly)

This community-driven fair promotes organic farming, local food production, and biodiversity conservation.

How to participate?

- ✓ Set up a stand with soil health testing demos.
- ✓ Run hands-on activities for children (e.g., "Discover the Microbial Life in Soil" microscope session).

Urdaibai Open Days – Guided Biodiversity Walks (Spring & Autumn)

Annual event where scientists, environmentalists, and residents explore Urdaibai's ecological systems.

How to participate?

- ✓ Organize a Soil & Biodiversity Walk with Living Lab experts.
- ✓ Create an interactive map of soil biodiversity hotspots in Urdaibai.

School & Family Engagement Programme: "Soil Detectives" (Ongoing)

Where? San Fidel School

Objective:

- ✓ Introduce children to soil biodiversity through interactive activities.
- ✓ Use storytelling, microscope sessions, and mini Living Labs in schools.
- ✓ Organise a poster competition about soil health & climate action.

Citizen Engagement Actions

The international summer school described above. Also, the School & Family Engagement Program: "Soil Detectives" (Ongoing).

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Additionally, we are working on a “ Scape Room ” about biodiversity and soil literacy with children and families of San Fidel School
Any other ideas
Basque Living Lab is working with the ARTs school from the Public University of the Basque Country, to organize a cross-border exhibition about the hidden soil biodiversity of Urdaibai.

The Basque Living Lab combines scientific research and community engagement to promote soil health. By working with local schools, municipalities, and media, it raises awareness and encourages practical action. Ongoing activities, such as workshops, participatory events, and creative initiatives, help integrate soil conservation into daily life and regional policies.

6.2. Bulgarian Viticultural Soil Health Living Lab

The Bulgarian Viticultural Soil Health Living Lab focuses on improving soil health in vineyards by engaging key stakeholders such as grape producers, agronomists, researchers, policymakers, and the broader community. Through strategic communication and engagement, the lab will share best practices, promote sustainable viticulture, and foster collaboration among farmers, industry experts, and decision-makers. The dissemination strategy leverages both traditional and digital media, as well as local events, to maximise outreach and impact.

Table 9: Local Communication and Dissemination plan for the Bulgarian Living Lab

Bulgarian Viticultural Soil Health Living Lab
Key stakeholders
<ul style="list-style-type: none"> • Private viticulture holdings, • Grape producers and their branch associations, • SMEs, • Agronomists and advisers, • Researchers and students, • Regional policy- and decision-makers, private companies for input supply (i.e. Fertilisers, pesticides, irrigation, etc.), • NGOs and larger community, etc.
Mapping of Local Media
<p>LinkedIn, X, Facebook of the following organisations</p> <ul style="list-style-type: none"> • https://agroportal.bg/

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- <https://agrovestnik.com/>
- <https://agri.bg/>
- <https://agrotv.bg/>
-

Platforms and Channels

- <https://bg-radio.org/plovdiv/>
- <https://tv.plovdiv24.bg/>
- <https://bntnews.bg/plovdiv-26tag.html>

The AUP has long-term relationships with the regional Radio Plovdiv and TV Plovdiv (BNT1), so we can use them for live interviews and publications.

Local Events

The Agricultural University of Plovdiv is organizing annually "The Day of viticulture"

Which is celebrated on the 1st of February or on the 14th of February (e.g. the old and new style calendar, respectively). This is day during which all grape producers start cutting the vine branches in order to prepare the grape vines for the upcoming growing season. It is combined with wine testing and national folk dances. This is also the Day of the AUP Faculty of Viticulture and Horticulture.

Seminar at the International Agricultural Fair "AGRA"

The AUP usually organises a special seminar within the framework of the [AGRA Fair](#), which is held in the city of Plovdiv usually at the end in February each year. There, the AUP can present the project activities and results, and attract stakeholders and media.

Workshops and open days at the Agricultural University of Plovdiv

The AUP may present the project during and together with the [National Agricultural Advisory Service](#) , [National grape and wine chamber](#), and the private input suppliers [ONDO Solutions](#) and [Summitt Agro](#).

Citizen Engagement Actions

- The AUP will prepare surveys to enquire the opinion of e.g. agricultural and consumer NGOs on the soil health initiatives and necessary actions.
- The co-creation workshops will be held on-farm e.g. using rotational schedule, the AUP will demonstrate certain soil health beneficial practices and solutions to farmers and try to optimise them and adopt to the local conditions.

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- Approaching the project 3rd or 4th year, the AUP may organise public campaign on saving and improving soil health in vineyards, but when certain project outputs (e.g. successful soil health practices) have been tested and validated.

By integrating research, industry expertise, and community engagement, the Bulgarian Viticultural Soil Health Living Lab aims to enhance soil health practices within the viticulture sector. Events like "The Day of Viticulture" and AGRA Fair provide valuable opportunities to showcase innovations and involve stakeholders. Through ongoing workshops, co-creation activities, and public awareness campaigns, the lab will contribute to more sustainable vineyard management and long-term soil health improvements.

6.3. Greek Mining Soil Health Living Lab

The Greek Mining Soil Living Lab is an innovative initiative dedicated to enhancing soil health in the mining regions of Greece. By engaging key stakeholders, including cooperatives and farmers, small and medium enterprises (SMEs), environmental organizations, and policymakers, the lab seeks to foster collaboration and promote sustainable practices in soil management. Through a robust communication strategy that leverages local media channels, press releases, newsletters, and social media, the Living Lab aims to share knowledge, raise awareness, and stimulate action for soil conservation. Key activities include community surveys, interactive workshops, and local events, such as the Bioeconomy Day in Athens and the 7th International Summer School on Circular Bio-Economy and Sustainable Development, which will facilitate dialogue and innovation.

Table 10: Local Communication and Dissemination plan for the Greek Living Lab

Greek Mining Soil Health Living Lab
Key stakeholders
<ul style="list-style-type: none"> • Cooperatives and Farmers (Greek agricultural organization "DIMITRA"), • SME's (Distilleries, Essential oil producers), • Industry (Wood processing, Biomass), • Environmental Organisations, • Policy Makers (Public authorities like Regions and Municipalities)
Mapping of Local Media
<ul style="list-style-type: none"> • https://tharos.gr/ • https://e-ptolemeos.gr/ • https://truestoryradio.gr/ • https://kozan.gr/

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Platforms and Channels
<ul style="list-style-type: none"> • Press Releases • Newsletters • Posts • Sponsored Content
Local Events
<p>Bioeconomy Day in Athens (Date: Mid-April 2025, Pending)</p> <p>7th International Summer School on Circular Bio-Economy and Sustainable Development (Date: End of June 2025, Pending)</p> <p>Workshops (to be scheduled)</p>
Citizen Engagement Actions
<ul style="list-style-type: none"> • Surveys and polls: Collect opinions and needs, using google forms and social media posts, Q&As etc. • Workshops: Organise interactive sessions and focus on relevant topics • Community events: Host network events and festivals and also even use one or more of the co-creation sessions as an open-day event

The Greek Mining Soil Living Lab plays a crucial role in promoting sustainable soil health practices within the mining sector and beyond. By facilitating collaboration among farmers, SMEs, environmental organisations, and public authorities, the lab aims to address the unique challenges faced by these regions. Engaging citizens through surveys, workshops, and community events helps to ensure that local needs and perspectives are incorporated into decision-making processes. As ongoing initiatives unfold, the Living Lab will contribute to the development of resilient ecosystems and sustainable land use practices, ultimately enhancing soil health and supporting the region’s bioeconomy.

6.4. Italian Soil Health Living Lab

The Italian Soil Health Living Lab is a collaborative initiative aimed at enhancing soil health across various agricultural sectors in Italy. Engaging key stakeholders such as local governments, research institutions, farmers, and environmental organizations, the lab seeks to promote sustainable practices through knowledge sharing and community involvement. Utilizing local media, newsletters, and social media platforms, the Living Lab will facilitate communication and outreach. Key activities include technical conferences, workshops, and local events that bring together farmers and citizens to foster innovative solutions for soil health challenges.

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Table 11: Local Communication and Dissemination plan for the Italian Living Lab

Italian Soil Health Living Lab
Key stakeholders
<p>InnovHub: Comune MI, Regione Lombardia, ARPA, UNI, Consorzi agrari, CONAF, Coldiretti (sede Lombardia).</p> <p>Parco del Mincio: Comune di Mantova, Comune di Rodigo, Comune di Curtatone, Comune di Porto Mantovano, Provincia di Mantova, AIPO, Regione Lombardia.</p> <p>RUMA:</p> <ul style="list-style-type: none"> • Research institution: Fondazione Edmund Mach • Public bodies: <ul style="list-style-type: none"> ○ Organic agriculture department – Autonomous Province of Trento, ○ Nutrire Trento roundtable (Nutrirtrento) collects organic farmers in the Province and is managed by the Municipality of Trento ○ Municipality of Arco ○ Municipality of Trento ○ APT Alto Garda • Trade associations/Associations: <ul style="list-style-type: none"> ○ Coldiretti ○ Confagricoltura ○ Trentino Chestnuts growers association ○ Oil mills ○ Slow Food Trentino ○ PiwiTrentino association ○ Fivi Consorzio Vignaioli del Trentino • Farms: farms in the area • Citizens: residents of the area interested in environmental and agricultural issues
Mapping of Local Media
<p>Franciacorta: Giornale di Brescia, Brescia Oggi, l’Agricoltore Bresciano, Teletutto, Corriere della Sera edizione Bresciana, Corriere della Sera, TGR Lombardia, Radio Bruno, Wine news, l’Eco di Bergamo, Linkiesta, Gambero Rosso, Radio 24, Sole 24 ore, l’Eco di Bergamo.</p> <p>InnovHub: Open Innovation Lombardy. Gazzetta di Milano, Teatro Naturale, Accademia dei Geografili, Corriere, Repubblica, Sole24ore, il Giorno, RISG, Le Scienze, Agronotizie. Radio Popolare, Radio 24, Lifegate.</p> <p>ISINNOVA: We will outreach to national media, Tv and radio.</p>

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- **Tier 1 National Press:** Adnkronos Online, Affaritaliani.it, Agenda Digitale, AgroNotizie, AGI.it, Altreconomia, Altroconsumo Online, Ambiente & Sicurezza, ANSA - Agenzia Nazionale Stampa Associata Online, Avenire Online, CorCom, Corriere della Sera - Online, Corriere del Mezzogiorno Online, DDay.it, Dire Online, Ecomobile, Eco dalle Città, Economia Circolare, Eunews, EurActiv Italia, ESG360, Europa Today, Fanpage, Focus Italia Online, GreenMe.it, greenreport.it, HuffPost Italia, Idee Green, Il Corriere Online, Il Fatto Quotidiano Online, Il Foglio Online, Il Gazzettino Online, Il Giorno Online, Il Giornale Online, Il Mattino Online, Il Messaggero Online, Il Post, Il Resto del Carlino, Il SALVAGENTE, Il Secolo XIX, Il Sole 24 Ore Edilizia Territorio, Il Sole 24 Ore Online, Il Tempo, Il Tirreno Online, Il Venerdì di Repubblica, ItaliaOggi Online, La Nazione Online, La Nuova Ecologia Online, LaPresse, La Stampa, La Stampa - Online, Leggo Online, Le Scienze Online, LifeGate, macitynet.it, Messaggero Veneto Online, National Geographic Italia Online, Nòva24, Notizie.it, Nuovo Consumo, OK Salute e Benessere, Open (Italy), Panorama, Quotidiano Nazionale - Milano bureau, QN - Quotidiano Nazionale, Rai.it, Rai News, Reporter, Rinnovabili.it, Spazio Italia Magazine, Scienza in rete, The Crowded Planet, The Local Italia, Today.it, Trend online, Tiscali News, Tuttogreen, Zootecnica International.
- **TV:** LA7 - TG LA7, Lineaverde, montagna.tv, TGCOM 24
- **Radio:** Radio 105, Radio Capital Online
- ISINNOVA's website, social media channels, and newsletters.

Oppeano:

- **Newspapers (& online):** L'Arena, VeronaSera, il Giornale dei Veronesi, La Cronaca di Verona.
- **TV Stations:** TeleArena, TeleNuovo.
- **Radio:** Radio Verona.

Parco del Mincio:

- **Newspapers:** Gazzetta di Mantova, Voce di Mantova.
- **TV Stations:** TeleMantova.
- **Radio:** Radio Mantova, Radio Pico (www.radiopico.it)
- **Online platforms:** Parco del Mincio website (www.parcodelmincio.it), www.mantovauno.it

POLIMI:

- Local news on the Municipality of Milan's website: https://www.comune.milano.it/archivio/news/Tutte_notizie/
- Newspaper of Municipality no. 4: <https://quattromilano.it/>
- Website of Politecnico di Milano: <https://www.polimi.it/>
- Website of DICA department (Polimi): <https://www.dica.polimi.it/>
- Social media of Polimi
- IG page of Polimi Off Campus: <https://www.instagram.com/offcampus.polimi/>
- Polimi Newsletter "Orizzonti Sostenibili" and other university newsletters
- Social media managed by local municipalities (4 and 5)
- Social media managed by local actors (associations)

RUMA:

- **Newspapers:** L'Adige, Trentino, il Dolomiti, Terra Trentina.
- **Local Tv stations:** Rai Trentino Alto Adige, RTTR.
- **Radio:** Radio Dolomiti, Radio universitaria – Sanbaradio.

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- **Online platforms:** Trentino Agricoltura.

UCSC: “Libertà” (local newspaper) – “Il risicoltore” (monthly paper and online rice sector magazine) – dissemination of UCSC web news (<https://www.cattolicanews.it/home>)

UNIMI (In addition to Franciacorta for the same Case Study): Agronotizie; Website and socials DiSAA-UNIMI (<https://disaa.unimi.it/>)

UNITN (The list could be similar to the one of RUMA for geographical reasons. The list is focused on the Province of Trento):

- **Newspapers (Daily):** L’Adige, Trentino, Il Corriere del Trentino, Il Trentino Nuovo.
- **Newspapers (Monthly):** Agricoltura Trentina.
- **TV Stations:** RTTR, Rai 3 Regione, Trentino TV, TCA.
- **Radio:** Radio Fiemme 104, Radio Studio Più Trentino Alto Adige, RTT, Radio Dolomiti, Radio Rai 3.
- **Online platforms:** the main platforms are present and used locally (Instagram, Facebook, etc.) but the use depends on the age of the subscribers (this aspect deserves an in-depth analysis)

Platforms and Channels

Franciacorta: Giornale di Brescia, Brescia Oggi, l’Agricoltore Bresciano, Teletutto, Corriere della Sera edizione Bresciana, Corriere della Sera, TGR Lombardia, Radio Bruno, RTL, Wine news, Linkiesta, Gambero Rosso, Repubblica, canali youtube-instagram-facebook del Consorzio Franciacorta. The Consortium's communications office will manage the consortium's social platforms and contacts with the various local media.

InnovHub:

- Projects updates on Open Innovation Lombardy (on-line platform regarding Innovation) + media Milan Chamber of Commerce (newsletter, linkedin).
- Articles, interviews regarding the project updates on local newspapers (e.g. Gazzetta di Milano, Teatro Naturale) and on on-line reviews and websites (e.g. Accademia dei Georgofili).
- Articles and focus on project updates and results on the RISG – Rivista Italiana delle Sostanze Grasse, edited by Innovhub SSI.
- Possible interviews or project presentation on radios (e.g. Radio Popolare, Radio 24, Lifegate).

ISINNOVA: We will outreach to national magazines on agriculture, territories, mountains, and the environment.

- **Magazines:** A Cielo Aperto, ABC Magazine, ACER, Agricoltura Moderna, Agricoltura Oggi, Agrifood Tech, Agrimpresa, Apitalia, Arga Lombardia-Liguria, Bologna Agricola Informa, Bonsai & News, Casa in Fiore, Clamer Informa, Con I Piedi Per Terra, Dimensione Agricoltura, FAI Notizie, Florotecnica, Gazzetta Agricola, Garden Grill & Pet, Genio Rurale, Il Diario del Nord Milano, Il Floricoltore, Il Mio Giardino, Industrie Alimentari, Kodàmi, L'Informatore Agrario, Macchine Agricole Domani Online, Macchine in Campo, Meccagri, MG - Marketing Giardinaggio, Mondo

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Agricolo, Molto Futuro, Nature & Animals, Network in Progress, Nuova Proprietà Fondiaria, OmniTrattore.it, Rivista di Frutticoltura, Risoitaliano.eu, Vita in Campagna Online, 30 Giorni, Ambiente & Ambienti, Ambiente Risorse Salute, Ambiente Territorio, Argos, DeAbyDay, Focus Pico, Food Processing, Hi-Tech Ambiente, Il Sole 24 Ore Agrisole, InNatura, Italiaambiente, La Piazzaweb, La Rivista della Natura, Montagne360, Montanarium, Pikaia, Qvota 864, Scienza e Conoscenza, Sherwood - Foreste ed Alberi Oggi, The Crowded Planet, Touring Club Italiano.

Oppeano: Together with the official page of the Comune di Oppeano website, we can use all the proposed platforms to inform people on the project. At this point we don't have a strategy on these topics.

Parco del Mincio: The key local media outlet for Parco del Mincio is its website by the publication of news, articles and announcements. In addition, Parco del Mincio is active on its social media (Facebook, Instagram) and has got a newsletter on MailChimp platform. However, at this point we don't have a strategy on these topics.

POLIMI:

- Website of DICA department (Polimi): detailed articles on the project can be published on this channel.
- IG page of Polimi Off Campus: the page regularly posts updates on the Off Campus network activity.
- Local mailing lists: the local associative network (Rete Corvetto) is already implementing a communication channel through a specific mailing list, which can also include information about the project.
- Off Campus Cascina Nosedo as a physical platform for the dissemination of project results.

RUMA: We have contacts with RTTR and the newspaper L'Adige, Trentino, il Dolomiti. We will ask them to publish news on project updates in the columns dedicated to the environmental topics.

UCSC: It's intended to involve the relevant offices present in the University and the subcontractors for the dissemination of the contents of the project.

UNIMI (In addition to Franciacorta for the same Case Study): Agronotizie; Website and socials DiSAA-UNIMI (<https://disaa.unimi.it/>)

UNITN: Trentino is a territory where agriculture is traditionally a topic of interest for the population. Thus, all the local media are used to dedicate periodically time on it. This is an opportunity but we need a strategy in order to avoid overlaps.

Local Events

Franciacorta:

- Annual technical conference of Consorzio Franciacorta, dedicated technical meetings of Consorzio Franciacorta.

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- Other local events: Futura Expo, Vinitaly, Masterclasses during Franciacorta Consortium events.

InnovHub:

- Possible participation/presentations in local fairs and events: Campagna Amica, Cibus tech, Giornata mondiale del Suolo (Ersaf), Fiera agricola della pianura bergamasca, Vita in campagna.
- Coltivato: agricultural festival in Turin.
- Project presentations at events organised by Innovhub.

ISINNOVA:

- Possible participation: "Creating a unified foundation for sustainable development: research, practice and education". The International Conference on Sustainable Development is organised by the European Centre for Sustainable Development in cooperation with CIT University. The event will take place in Rome on 10 and 11 September.

Oppeano: Fiera di S. Biagio (historical annual agricultural fair held in February). We could participate in 2026.

Parco del Mincio:

- Fiera Millenaria di Gonzaga (historical annual agricultural and farming fair held in September). We could participate in 2026.
- Festival della Letteratura.
- Giornata dell'Acqua (World Water Day). 22th march 2025. We could participate in 2026, with the topic of the project.
- Bioblitz.
- Another relevant event could be Food & Science promoted by Confagricoltura.

POLIMI:

- The plan is to organise an event at Cascina Nosedo, tentative date late September 2025. Our idea is to have a participatory workshop on soil management in the area, with participation of several key stakeholders.
- Festivals promoted at an urban and national level (e.g. Green Week, Festival dello Sviluppo Sostenibile and others) can host specific events dedicated to the project.

RUMA: Bio.Logica, 14th March 2025 iCOSHELLs project will be presented. Bio.Logica is a both a fair and conference dedicated to sustainable agriculture and will be held in Trento. We have not yet organised local events, but we intend to do so over the next year. We plan to organize a conference dedicated to the theme of soil regeneration through sustainable agricultural methods.

UCSC: We plan to organise a couple of events during the project. One at UCSC (workshop) and at least one at ENR-subcontractor (open days/community meeting)

UNIMI (In addition to Franciacorta for the same Case Study): Farmer field days in the vineyards. For now we have organised meetings with the Technical Committee of the Franciacorta Consortium composed of the technicians of the member companies of the Consortium and their consultants.

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UNITN: annual fair of agriculture in Trento (every March). The event in March 2026 is a target for the project.

Citizen Engagement Actions

Franciacorta: Posters, masterclasses, workshops during the events of the Franciacorta Consortium. Social promotion associations (5R Zero waste) and highly specialized ITS (Accademia Symposium) with which the Consortium already has ongoing projects will also be involved.

InnovHub: Not our main target. We can engage students, companies and start-ups or P.A. and R&D institutions.

ISINNOVA: adopt and adapt stakeholders' engagement and participatory foresight methods extensively used in other collaborative projects, blending with the co-creation approach supplied by WP1.

Oppeano: co-creation workshops will be discussed with other Italian partners.

Parco del Mincio: Parco del Mincio organises excursions and educational visits. Public campaigns for the promotion of the project will be probably activated. More detailed initiatives will be defined during the project and co-creation workshops will be discussed with other Italian partners.

POLIMI: We are planning to involve community through the participation of stakeholders from civil societies, such as local associations.

RUMA: Organization of side-events dedicated to citizens science in the Orto-Aperto community garden. We would like to organize a short course in regenerative cultivation methods open to the public. We would like to invite all citizens who participate in public gardens.

UCSC: We are available to participate in other units of the Italian Living Labs.

UNIMI (In addition to Franciacorta for the same Case Study): Farmer field days in the vineyards. For now, we have organised meetings with the Technical Committee of Franciacorta. Consortium composed of the technicians of the member companies of the Consortium and their consultants.

UNITN: co-creation workshops will be discussed with other Italian partners.

Any other ideas

ISINNOVA: Dissemination will be extended to a list of national media and magazines on agriculture, territories, mountains and the environment.

UNITN: Dissemination could be also based on scientific journals specifying the project and the local context. The open access option will be chosen.

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The Italian Soil Health Living Lab is committed to advancing sustainable soil management practices through active collaboration among stakeholders. By organising workshops, community events, and conferences, the lab encourages participation and knowledge exchange among farmers, researchers, and the public. Ongoing engagement efforts will help raise awareness of soil health issues and drive the adoption of best practices, ultimately contributing to the resilience of agricultural ecosystems and the sustainability of Italy's agricultural landscape.

6.5. Spanish Soil Health Living Lab

The Spanish Soil Health Living Lab is an initiative focused on enhancing soil health through collaboration among key stakeholders, including research institutions, agricultural organizations, and local governments. Engaging partners like CETENMA, CEBAS-CSIC, and Fundación Cajamar, the lab aims to develop and implement sustainable soil management practices. Utilizing local media such as newspapers and radio, the Living Lab will effectively communicate its activities and findings to the community. Key events, including CETENMA's 25th anniversary and various local meetings, will provide opportunities for stakeholders to share knowledge and promote innovative solutions.

Table 12: Local Communication and Dissemination plan for the Spanish Living Lab

Spanish Soil Health Living Lab	
Key stakeholders	
<ul style="list-style-type: none"> • CETENMA • CEBAS-CSIC • IMIDA • Fundación Cajamar • ASAJA • Comunidad de Regantes Arco Sur Mar Menor • Comunidad de Regantes Campo de Cartagena • Ayto. Murcia • Ayto. Cartagena • COAG-IR • Asociación española de agricultura biodinámica (Region of Murcia delegation) • UNICA (Almeria) • LA UNION CORP. (Almeria) 	
Mapping of Local Media	
<p>Newspapers:</p> <ul style="list-style-type: none"> • La Verdad • La Opinion 	

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<p>Radio: Onda regional</p> <p>TV: La 7 Region de Murcia TV</p>
Platforms and Channels
<p>Articles in newspapers, media articles, announcements. Especially to announce Living Lab meetings and to communicate relevant results from the Living Lab solutions, as well as meetings of interest for local stakeholders.</p>
Local Events
<p>CETENMA 25TH anniversary Fer-Play final event Hoop final event (25-03-2025 Cartagena) KoM Ursoil</p>

The Spanish Soil Health Living Lab is dedicated to improving soil health through stakeholder collaboration and community engagement. By organising events and utilising local media, the lab will disseminate valuable information and foster dialogue among farmers, researchers, and policymakers. Ongoing initiatives aim to enhance awareness of soil conservation practices, ultimately contributing to sustainable agriculture and the health of the region's ecosystems.

6.6. Swedish Soil Health Living Lab

The Swedish Soil Health Living Lab is an initiative designed to promote sustainable soil management practices through collaboration among various stakeholders, including farmers, academic institutions, extension services, and environmental organizations. By leveraging the expertise of these groups, the lab aims to enhance soil health and address challenges faced by the agricultural sector. The initiative will utilize a range of media platforms, such as newsletters, online publications, and social media, to disseminate information and engage the community in discussions around soil health.

Table 13: Local Communication and Dissemination plan for the Swedish Living Lab

Swedish Soil Health Living Lab	
Key stakeholders	
<ul style="list-style-type: none"> • Farmers • Farming association 	

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- Academia
- Extension services
- Industry
- Students
- Environmental organisations
- Authorities
- Policy makers

Mapping of Local Media

- RISE homepage and newsletter
- HS Konsult AB homepage and newsletter and Hushållningssällskapens national homepage.
- Odling i balans homepage and newsletter
- Jordbruksaktuellt
- [Land Lantbruk](#)
- ATL Lantbrukets Affärstidning
- Lantbrukets Afärer
- Lantbruksnytt (web TV)
- Arvensis newspaper
- SIANI online newsletter
- LinkedIn
- Facebook
- Jordbruksaktuellt
- Partnerskap Alnarp

Platforms and Channels

We will invite them to public events and disseminate news from the Living Lab. Some of the study visits will be recorded and posted in the media. Theme groups for field research at Swedish University of agricultural sciences will be contacted. They have a large outreach to more farmers, researchers and students.

Local Events

Borgebyfältdagar

Brunnby Lantbrukardagar

Site visits to the participating farms organised by RISE

Soil science day celebrated locally on a yearly basis (5th of December) organized by RISE

Ultuna näringslivsdag (November at SLU Uppsala)

The Swedish Regional Plant Production conferences held by SLU and Hushållningssällskapet

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Citizen Engagement Actions

- Public associations will be invited to some co-creation workshop.
- The partners of the Swedish University of Agricultural Sciences (SLU) and the Farmer school in Rättvik will involve students in soil science events where soil health is a core topic.

The Swedish Soil Health Living Lab serves as a vital platform for fostering collaboration among farmers, researchers, and policymakers dedicated to improving soil health. By organising local events, study visits, and workshops, the lab encourages active participation from the community and cultivates awareness of sustainable agricultural practices. Engaging public associations and involving students in soil science initiatives further enhances the lab's impact, promoting a culture of knowledge-sharing and innovation in soil management across Sweden.

7. Networking and Clustering activities

iCOSHELLs will strengthen European collaboration by engaging with other initiatives, as well as European and national networks. To enhance communication and outreach, we will focus on:

- Living Lab projects funded under the same topic, including [GOV4ALL](#), [LILAS4SOIL](#), [LivingSoiLL](#), and [SOILCRATES](#).
- Projects funded under other Work Programme topics of the [Mission ‘A Soil Deal for Europe.’](#)
- Other relevant projects, such as [PREPSOIL](#), [NATI00NS](#), [URSOILL](#), and [NBSOIL](#).

These projects and initiatives will be invited to participate in joint activities, such as co-organizing webinars and contributing to the capacity-building programme.

To foster collaboration, iCOSHELLs will organize at least one online meeting with communication managers from Living Lab projects funded under the same topic. These meetings will serve to exchange results, share methodologies, and explore joint actions, including the EURG (WP1), to collectively advance knowledge, findings, expertise, and best practices.

Additionally, we will work closely with key partnerships, such as [EIT Knowledge and Innovation Communities](#) and the EU R&I partnership on agroecology Living Labs and research infrastructures. iCOSHELLs will also engage with the Mission Soil Platform by participating in clustering activities alongside other Mission Soil projects.

A mapping of related projects, initiatives, and networks is provided below.

Table 14: Relevant other projects and initiatives (non-exhaustive list)

Project Acronym	Full Name	Objective	Funding	Duration
Living Lab Projects – Sister Projects				
GOV4ALL	Governance and business models for Living Labs: rural regeneration hubs for tackling soil health challenges in the Mediterranean region	GOV4ALL brings communities across the Mediterranean together towards a regenerative approach to soil management that lays the ground for a future in which people, nature and soil can thrive together.	HORIZON EUROPE	2024 to 2028
LILAS4SOIL	Fostering Carbon Farming Practices	The project focuses on implementing Carbon	HORIZON EUROPE	2024 to 2029

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	through Living Labs in the Mediterranean and Southern EU for the healthy future of European SOILS	Farming Practices (CFPs) to promote climate adaptation and mitigation. With five Living Labs across six countries, involving 24 expert partners, more than 80 farmers and 125 stakeholders.		
LivingSoiLL	Healthy Soil to Permanent Crops Living Labs	Unites farmers, scientists, and communities across 5 Living Labs to enhance soil health through innovative and sustainable soil management practices in 50 experimental sites and 10 lighthouses.	HORIZON EUROPE	2024 to 2028
SOILCRATES	SOil Innovation Labs: Co-Regenerating And Transforming European Soils	Enhancing soil quality and promoting soil management practices. It aims to address critical challenges related to soil health, biodiversity, and ecosystem services.	HORIZON EUROPE	2024 to 2028
Mission 'A Soil Deal for Europe' – Related projects				
AI4SoilHealth	AI4SoilHealth: Accelerating collection and use of soil health information using AI technology to support the Soil Deal for Europe and EU Soil Observatory	Improve understanding of soil health, development of effective monitoring tools, and informed decision-making	HORIZON EUROPE	2023 to 2026
ARAGORN	Achieving Remediation And GOVERNING Restoration of	Contribute to long-term environmental and societal benefits	HORIZON EUROPE	2023 to 2027

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	contaminated soils Now			
<u>BENCHMARKS</u>	Building a European Network for the Characterisation and Harmonisation of Monitoring Approaches for Research and Knowledge on Soils	Provide a clear soil health index for benchmarking, using pertinent indicators, applicable to land use and logistically feasible	HORIZON EUROPE	2023 to 2027
<u>BIN2BEAN</u>	Boosting the market deployment of safe, effective and sustainable innovations for soil improvement from bio-waste, towards regenerative soil systems	Support cities in their transition towards regenerative soil systems by promoting innovations for soil improvement from bio-waste with a value-based approach	HORIZON EUROPE	2023 to 2026
<u>BIOservisES</u>	Linking soil biodiversity and ecosystem functions and services in different land uses: from the identification of drivers, pressures and climate change resilience to their economic valuation	To generate new knowledge about the functions and services of the soil ecosystem that are associated with soil organisms.	HORIZON EUROPE	2023 to 2028
<u>bioSOILUTIONS</u>	Enabling underused bio-waste feedstocks into safe and effective market-ready soil improvers	It tackles soil degradation. The focus lies in optimising four different biowaste valorisation routes to develop advanced soil improvers.	HORIZON EUROPE	2023 to 2026
<u>DELISOIL</u>	DeliSoil – Delivering Soil improvers through improved recycling and processing solutions for food industry residues streams	Co-design processes that minimise food processing waste and valorise its by-products	HORIZON EUROPE	2023 to 2027

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<u>ECHO</u>	Engaging Citizens in Soil Science: the road to Healthier sOils	To engage citizens in protecting and restoring soils by building their skills and enhancing their knowledge on soils.	HORIZON EUROPE & UK Research and Innovation (UKRI)	2023 to 2027
<u>EDAPHOS</u>	Advanced mapping, risk assessment and nature-based depollution methods are combined to accelerate the recovery of contaminated soils and ensure that ecological restoration enters mainstream business	It aims to implement innovative technologies to monitor polluted soils and implement nature-based solutions to accelerate their restoration.	HORIZON Sept 2023 to August 2028EUROPE	2023 to 2027
<u>FENIX</u>	New Life for Biowaste as a sustainable Soil Improver	Project FENIX aims to develop a soil improver that combines by-products resulting from biogas production to achieve agronomic and economic returns, improving EU's soil health securing an independent energy supply.	HORIZON EUROPE	2023 to 2027
<u>HuMUS</u>	Healthy Municipal Soils	Local spaces for dialogue on healthy soils	HORIZON EUROPE	2023 to 2025
<u>InBestSoil</u>	Monetary valuation of soil ecosystem services and creation of initiatives to invest in soil health: setting a framework for the inclusion of soil health in business and in the policy making process	To develop an economic valuation system for healthy soil ecosystem services and interventions. Our goal is to integrate soil health into business models.	HORIZON EUROPE	2023 to 2026

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<u>ISLANDR Horizon</u>	Information-based Strategies for LAND Remediation	Zero Pollution by reducing soil pollution and enhancing restoration.	HORIZON EUROPE	2023 to 2026
<u>MARVIC</u>	Developing and testing a framework for the design of harmonized, context-specific Monitoring, Reporting and Verification systems for soil Carbon and greenhouse gas balances by Agricultural activities	It aims to develop a context-specific MRV framework to encourage farmers to engage in carbon farming activities	HORIZON EUROPE	2023 to 2027
<u>NATIOONS</u>	National engagement activities to support the launch of the Mission 'A Soil Deal for Europe' 100 Living Labs and Lighthouses	Growing awareness and support for EU Mission on healthy soils	HORIZON EUROPE	2022 to 2024
<u>NBSOIL Project</u>	Nature Based Solutions for Soil Management	Sharing knowledge to improve soil health	HORIZON EUROPE	2022 to 2026
<u>NOVASOIL</u>	Innovative business models for soil health	Highlighting the benefits for the society and the environment from the investment in soil health.	HORIZON EUROPE	2022 to 2025
<u>PREPSOIL</u>	Preparing for the 'Soil Deal for Europe' Mission	Co-creating concrete solutions for Europe's soil health	HORIZON EUROPE	2022 to 2025
<u>SOB4ES</u>	Integrating SOil Biodiversity to Ecosystem Services: testing cost-effectiveness of SOil Biodiversity indicators and the provision of soil biodiversity-based Ecosystem Services	Ensure all EU soils are healthy by 2050	HORIZON EUROPE	2023 to 2028

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	to build better land management solutions that effectively implement the EU Soil Strategy			
<u>SoilValues</u>	Enhancing Soil health through Values-based business models	Growing incentives for soil health restoration	HORIZON EUROPE	2023 to 2026
<u>SOILL-Startup</u>	Startup of the SOILL support structure for SOIL Living Labs	This initiative focuses on collaborating with the initial wave of established Living Labs and Lighthouses, as well as with the stakeholders.	HORIZON EUROPE	2024 to 2025
<u>Soil O-live Project</u>	The soil biodiversity and functionality of mediterranean olive groves: a holistic analysis of the influence of land management on olive oil quality and safety	For healthy olive groves in the European Mediterranean	HORIZON EUROPE	2023 to 2027
<u>WASTE4SOIL</u>	Turning food waste into sustainable soil improvers for better soil health and improved food systems	Recycling food processing residues from the food industry into local, biobased circular soil improvers for improved soil health	HORIZON EUROPE	2023 to 2027
Other related initiatives				
<u>EJP SOIL</u>	Towards climate-smart sustainable management of agricultural soils	Towards climate-smart and sustainable soil management	HORIZON 2020	2020 to 2025
<u>WorldSoils</u>	WorldSoils - Monitoring global topsoil using space-borne EO data	It aims to develop a pre-operational Soil Monitoring System to provide yearly estimations of Soil Organic Carbon (SOC) at global scale	EUROPEAN SPACE AGENCY ESA	2020 to 2023

8. Monitoring

To guarantee the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the iCOSHELLs communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals. The communication and dissemination master plan will be constantly adjusted accordingly. Online communication and dissemination (i.e., social media channels) will also be monitored. In case one or more of the KPIs are not being attained, mitigation measures will be identified together with the project coordinators.

Implementation of the C&D Plan will be consistently monitored, to ensure that its aims are achieved. Templates will be set up for recording C&D activities, and collecting all data required for project reporting. These inputs will be checked by Greenovate! Europe to determine where there are deficiencies in implementation, with corrective actions proposed. As a result, the CDEP will be updated in M18 and M36 each time also containing a report on activities already implemented. A final report on all Communication and Dissemination activities will be prepared at M48.

Table 15: Communication and dissemination activities and KPIs

Activities	Key Performance Indicators KPIs
Dissemination	
Scientific and technical publications	10 publications
Presentation at conferences and events	20 presentations
White paper	1 white paper
Citizen engagement events & materials	6 events 300 participants
Replication sessions	12 sessions, 240 participants
LLs Videos	6 videos 1200 views
Webinars / live talks	3 events 150 participants

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Training materials	1 of each, on the website
Meetings with key stakeholders	10 meetings
iCOSHELLs final event	Minimum 80 attendees
Communication	
Visual identity	1 visual identity, 4 templates
Communications Package	1 Brochure 1 roll-up banner 1 poster 1 social media visuals 1 standard presentation 1 key messages and written identity
Website	25,000 page views
Media Kit	12 articles
Social media	200 posts 20,000 impressions
Factsheets to present the Call for Applications	2 factsheets
Info webinars	2 events 50 attendees

9. Exploitation

9.1. Introduction

The exploitation strategy for iCOSHELLs aims to ensure that the project's **Key Exploitable Results (KERs)** are effectively utilized during and beyond the project's lifetime. **Task 5.4**, led by GAIA with the participation of all partners, focuses on identifying and refining the project results, ensuring their scalability and practical application, and developing a roadmap for commercialization, policy impact, and replication across multiple regions and sectors.

At this early stage in the project, the general aim of this first version of the D7.1 is to build an overall picture of the results, their ownership, and routes for exploitation, as they are expected and known today: this will serve both exploitation and dissemination activities of the coming year.

9.2. Exploitation Strategy overview

The exploitation strategy of iCOSHELLs will be coordinated by GAIA and is designed to offset exploitation activities that will increase the impact of iCOSHELLs during and beyond the lifetime of the project. The exploitation strategy of iCOSHELLs is structured around maximising the impact of KERs by leveraging the project's **six self-sustainable Living Labs (LLs)** as testing and demonstration environments. This strategy is supported in combination with the implementation of Open Innovation practices. The approach integrates both commercial and non-commercial pathways:

- **Commercial pathways:** Business-oriented strategies for KERs, ensuring economic sustainability through market viability assessments and commercialization opportunities.
- **Non-commercial pathways:** Policy recommendations, open-access tools, and collaborative models for extending the impact of KERs in research and governance frameworks.

9.3. Objectives

The exploitation strategy will align with key success factors for 'Operational excellence' presented in D2.1 LL Operational Structure Document (M6) to maximise the impact of iCOSHELLs. Concretely, on the **key success factor n°8** ensuring that **operations are scalable and promote continuous learning** and described as follows: Scalability refers to the capacity of the Living Lab's processes and technologies to be expanded or replicated across different geographical areas or operational scales without compromising efficiency or effectiveness. Scalable operations are essential for broad impact and for ensuring that successful soil health interventions can be implemented at regional, national, or even EU levels.

The exploitation strategy will align with key success factors to maximize the impact of iCOSHELLs. The following objectives will guide exploitation activities:

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1. Identify and validate Key Exploitable Results (KERs)

- Continuously assess and refine the preliminary list of KERs (Table 16) throughout the project lifecycle.
- Align KERs with market needs, policy frameworks, and sustainability goals.

2. Develop tailored exploitation pathways for different KERs

- Differentiate between commercial KERs (requiring business models) and non-commercial KERs (intended for policy, knowledge sharing, and public benefit).
- Establish industry and research partnerships to facilitate technology transfer and uptake.

3. Ensure scalability and replicability of iCOSHELLs solutions

- Leverage the six Living Labs as platforms for testing, demonstrating, and refining project outcomes.
- Align with ATB Success Factor #8, also presented in D2.1 LL Operational Structure Document (M6): Scalability of Operations, ensuring that iCOSHELLs solutions can be transferred and implemented at regional, national, and EU levels without compromising efficiency or effectiveness.

4. Strengthen engagement with key stakeholders

- Collaborate with policymakers, industry actors, and research organisations to drive adoption and mainstream project results.
- Develop policy recommendations that support Living Lab frameworks and soil health initiatives.

5. Foster long-term sustainability and replication

- Identify funding and investment opportunities to continue exploitation activities beyond the project's duration.
- Develop a scalability roadmap to support broader deployment and replication of iCOSHELLs technologies and approaches.

9.4. Exploitation Activities framework and timeline

The exploitation strategy will follow a structured approach, divided into three main activities following the GA.

9.4.1. Identification of Key Exploitable Results

The first version of this document elaborated at an early stage aims to provide an overall picture of the expected results, their ownership, and potential exploitation routes. This will support both exploitation and dissemination activities in the coming year:

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- Organising an **online Exploitation and IPR workshop (M13)** at the beginning of the project to raise awareness among partners about IPR protection and exploitation opportunities.
- Collaborating with project partners to **identify and update KERs**, aligning them with the project objectives and potential market needs.
- Utilizing section 2.2 of the project proposal as a preliminary reference for KERs and updating it regularly.
- Incorporating the six **self-sustainable LLs** that will generate, test, and validate solutions (technologies, processes, products, services) that could be implemented in other regions/sites. These LLs will also serve as exploitable results during the project.
- **Developing and distributing questionnaires (M14-M18)** to collect data from the Living Labs to refine the KERs and assess exploitation potential.

9.4.2. Development of Business Models and Exploitation Roadmap

The exploitation roadmap will be built in a stepwise manner:

1. **Classify KERs (M18-M24)** into commercial (requiring a business plan) and non-commercial (for policy, academic, or societal uptake).
2. **Engage key experts (M18-M30)** within the consortium and Advisory Board to ensure targeted expertise in the exploitation process.
3. **Prepare introductory materials (M20-M36)** to facilitate engagement with external stakeholders, including complementary research institutions, industries, and potential end-users.
4. **Define exploitation strategies (M24-M36)** for each KER, considering different pathways (e.g., licensing, start-ups, knowledge transfer, open-access models).
5. **Conduct market and competition analysis (M24-M36)**, identifying key competitors, potential market risks, and mitigation strategies.
6. **Identify synergies and market opportunities (M30-M42)** for scaling up and leveraging the results in different sectors.
7. **Assess funding opportunities (M36-M47)** for further development, including potential new project proposals or investment avenues.
8. **Preliminary exploitation strategy for self-sustainable LLs (M24-M36)**, once environmental, technical, and economic viability assessments are completed (T5.2), incorporating a **preliminary business plan** for commercial results together with the ROL.

9.5. Coordination with CDEP and Reporting

The iCOSHELLs' exploitation methodology will align with the CDEP (D7.1), ensuring a coherent approach to IP and knowledge management. The exploitation plan will be revised periodically throughout the project and through D7.2

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(M18), D7.3 (M36) and D7.4 (M48) and will culminate in the final Exploitation Strategy (D5.6, M47) to be followed post-project completion.

9.6. Expected Outcomes

- A clear pathway for **commercialisation and policy adoption** of iCOSHELLS’ results.
- Strengthened **collaborations between partners and external stakeholders**.
- A **sustainable impact strategy** to maximise the benefits of iCOSHELLS for soil health management and innovation.
- Establishment of **self-sustainable LLs as ongoing platforms** for future testing and validation beyond the project lifecycle.
- Demonstration of **scalability potential**, ensuring that successful interventions can be expanded without compromising efficiency or effectiveness.

9.7. iCOSHELLS Exploitable Results

Through WP5, the consortium will put in place an exploitation strategy to spread the use of the results and to ensure a wider adoption after the project completion. We will capture and assess the innovation potential of the project results in terms of transferability potential and time to application/market to ensure the effective deployment of the exploitation plan. Throughout the project, the consortium will assess the innovative concepts and prototypes developed in terms of technical feasibility, routes and market potential and identify specialist expertise needed to scale up.

The following table summarises the KERs identified in the proposal preparation phase. These, in addition to the exploitation with regards to economic sustainability, replicability and policy advice, will build the foundation of iCOSHELLS exploitation strategy, with each consortium partner setting out its individual exploitation strategy and plan, according to its line of work and the most relevant potential to apply and re-use project results. The individual strategies and plans will be clustered into the consortium’s joint exploitation strategy.

Table 16. Key Exploitable Results

NUM	KER	PARTI.	TARGET GROUP	Exploitation Route	IPR Protection
Recommendations, guidelines, best practices, social indicators, methodologies					
KER1	LL Success factor and practices for generating successful LHs.	ATB, CSCP	Advisors, Farmers, policy	Framework to be disseminated through events and papers to be used by other creating LLs to frame their maturity status.	Copyright

D7.1 COMMUNICATION, DISSEMINATION & EXPLOITATION PLAN

KER2	Methodology for stakeholder involvement	CSCP, G!E,	Policy, associations, local authorities	Results and good practices will be transferred to other regions	Open access, Copyright
KER3	Soil indicators catalogue and monitoring methodologies guidelines	CETENMA	Farmers, Universities, Research organisations	Collaborate with the EUSO and policies to transform these guidelines into standards.	Open access, Copyright
KER4	Roadmap for scaling up the solutions across the EU	IFAU, ISINNOVA	Industry, farmers, policy, land managers	Disse. in a wider EU context opportunity for connecting the iCOSHELLs solutions with soil health challenges for their further replication	Open access, Copyright
KER5	Policy briefs/white paper to support EU MISSOIL	ATB, G!E, RISE (All partners)	Policy makers, local authorities, industries, farmers	Diss. and Comm. through the final event and WP7 activities.	Open access, Copyright
KER6	Training material for capacity building program on soil management	Co- do! lab, G!E	Farmers, land owners/managers, Industries (incl. SMEs)	Open dissemination/publication through the website and social media.	Open access, Copyright
iCOSHELLs TOOLS					
KER7	Tools to support replication of solutions	IFAU	Technology providers, advisors, farmers, businesses	Fairs, cluster connections Direct contacts, social media, website	Open access, Copyright
KER8	Soil solutions replication online tool.	ISINNOVA, UPM, AGROBI GDATE	Land Managers, advisors, farmers, businesses,	Fairs, cluster connections Direct contacts, social media, website	Open access, Copyright
KER9	Soil Datasets collected from the different LLs	UPM and all partners	Universities and Research organisations	Will be safely stored in the created architecture and diss among researchers to be used for research purposes.	Database Copyright

D7.1 COMMUNICATION, DISSEMINATION & EXPLOITATION PLAN

KER10	LL's governance Tool	ATB, RISE	CSCP	LLs leaders or organisation interested in setting up a LLs	Open dissemination/publication. standards contribution development standards	New or to of	Open Access, Copyright
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In addition to these KERs, iCOSHELLs will develop 6 self-sustainable LLs that will be used to generate, test and validate different solutions (technologies, processes, products, services, etc.) that could be implemented in other regions/sites, these are also KERs that will be exploited during the project.

9.8. Summary and next steps

This exploitation plan outlines a structured approach for identifying, managing, and maximizing the impact of iCOSHELLs' Key Exploitable Results (KERs). It defines the objectives, methodologies, and pathways that will ensure both commercial and non-commercial utilisation of project outcomes. The plan also integrates ATB's **Scalability of Operations** principle to facilitate the replication and expansion of Living Labs and tested solutions across different geographical areas and operational scales.

This D7.1 submitted at M6 constitutes the first approach for the exploitation plan. Following this, an Exploitation and IPR workshop will be organised in M13 to engage consortium members in discussions on KERs and intellectual property management. From M14 to M18, questionnaires will be distributed to Living Labs to gather data for refining the exploitation framework. The identification and classification of KERs will take place between M18 and M24, followed by the development of the Result Ownership List (M24-M30). Concurrently, stakeholder engagement activities will be intensified to establish connections with key industry players. Between M24 and M36, market analysis and the definition of exploitation strategies will be carried out to ensure the long-term sustainability of project outcomes. The final phases of the plan, from M30 to M47, will focus on assessing scalability, identifying funding opportunities, and consolidating the final Exploitation Strategy for submission in M47.

10. Conclusions

The **iCOSHELLs Communication, Dissemination, and Exploitation Plan** provides a structured approach to sharing project outcomes, engaging stakeholders, and ensuring sustainable impact. By defining clear strategies and monitoring mechanisms, the plan enhances visibility and ensures the effective use of results.

In the early phase, the focus will be on raising awareness. Mid-project, efforts will shift to networking and collaboration, while the final year will emphasise exploitation to maximise the project's benefits for end-users.

This will be updated in M18 and M36, including a report on activities implemented. A final report on all Communication Plan and Dissemination activities will be prepared at M48.

Appendix



icosHELLS

Brand Guideline

September 2024



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Contents

The logo	03
Typography	09
Colours	12





The logo

The logo

Reversed version
& colourways

Logo misuse

Clear space

Minimum sizing

The logo

This is the full iCOSHELLS logo with its full name.



Brand name

The brand name “iCOSHELLS” is the name of our association and the main typographic element of the logo.



Graphic element

The graphic element represents 4 main messages with his shape and colours: lab test, restoration, ecosystem and partnership. This graphic is part of the typography to replace the initial O. It can't be separate from it.

Reversed version & colourways

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. It can also be used on coloured background, using the primary palette of the brand.



When colour printing is not possible, please use the solid monochromatic version.



Logo misuse

There is a full catalogue of the logos suitable for all uses, available in all formats and sizes. Please do not alter these logos in any way.

The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

Resolution

Always use the correct resolution, high res is for print and low res for screen (web, PowerPoint).



Colour

Never change the colour settings in any way. Check your colour values before going to print.



Distortion

Never stretch, warp or expand the logo to fit to a space or platform. Scale it appropriately.



Type

Never replace the logo typography with another typeface or never re-draw it by hand.



Graphic element

Do not try to recreate the logo. Use only artwork provided. Do not change the graphic elements.



Proportion

Never scale or adjust the elements within the logomark. The proportions must never alter.



Pattern

Never place the logo over a busy pattern. Check to ensure full legibility of the logomark.



Photography

Never place the logo over a busy photograph. Check to ensure full legibility of the logomark.



Clear space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



To work out the clearspace take the weight of the EUROBAT graphic marker.

Minimum sizing

The logo is designed to retain clarity down to a minimum weight of 70mm or 180 px. Logos should never be reproduced smaller than this.

Print Use



Web Use



Typography

Primary typeface



Aa

Primary typeface

Aptos

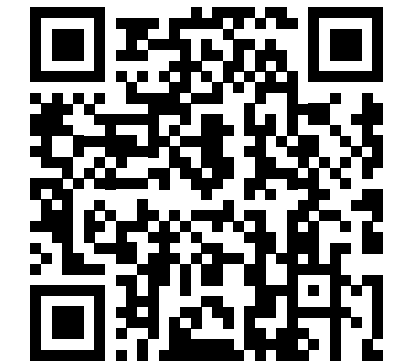
Aptos, originally named Bierstadt, is a sans-serif typeface in the neo-grotesque style. It was released in 2023 as the new default font for the Microsoft Office suite, replacing the previously used Calibri font.

AaBbCcDdEeFfGgHhIiJjKkLlMmn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890+;%@?!&€*

Use of Aptos

Our main typeface is Aptos. The bundled Aptos fonts included in Microsoft 365 come in over 12 weights and is available online without any license restrictions.

This typeface will be mainly used for titles, body text and strong messages.



You can download the entire family here:

<https://www.microsoft.com/en-us/download/details.aspx?id=106087>

Aptos - Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890+;%@?!&€***

Aptos - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSsTt
UuVvWwXxYyZz1234567890+;%@?!&€*

Aptos - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmnOoPpQqRrSsTt
UuVvWwXxYyZz1234567890+;%@?!&€*

Best headlines choice to communicate great, strong and catchy messages.

Second choice to use in communication tools, especially for subheadlines.

Softer choice to communicate. Mostly used for quotes or more elegant design.

Colours

Colour palette

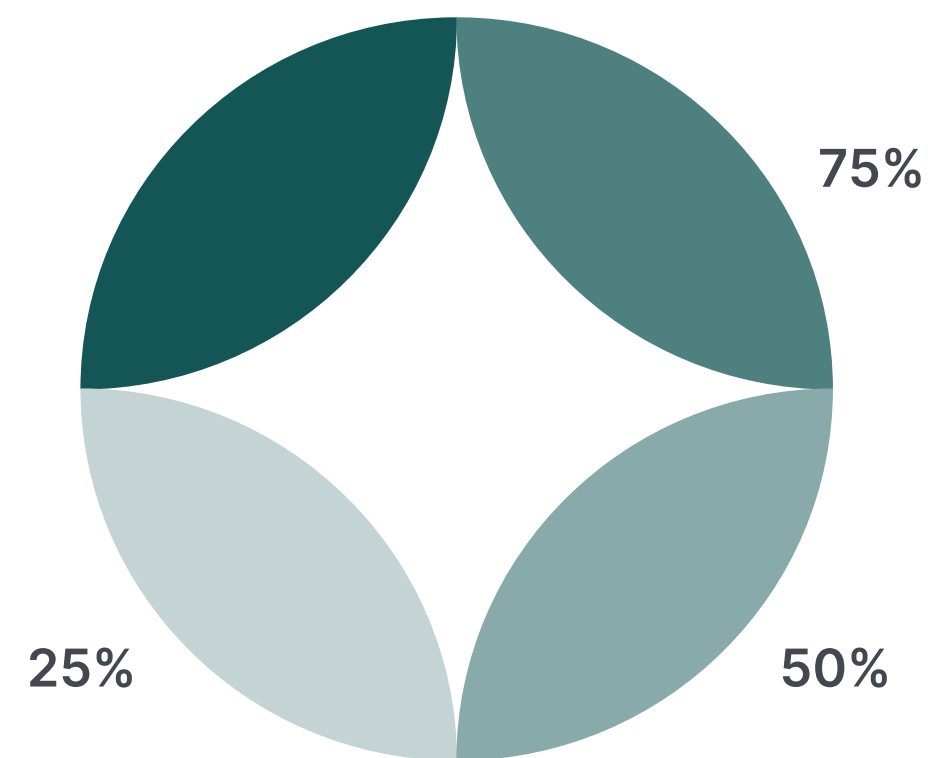
Colour combination



Colour palette

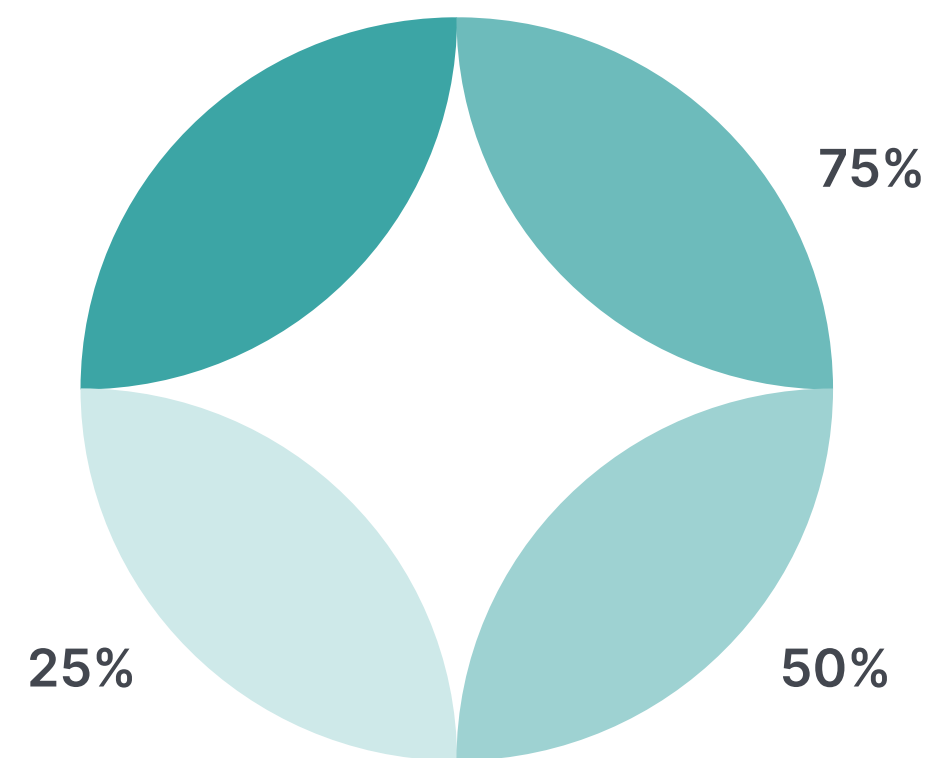
Pine Green

R:20 G:85 B:85
C:90 M:50 Y:60 K:30
#145555



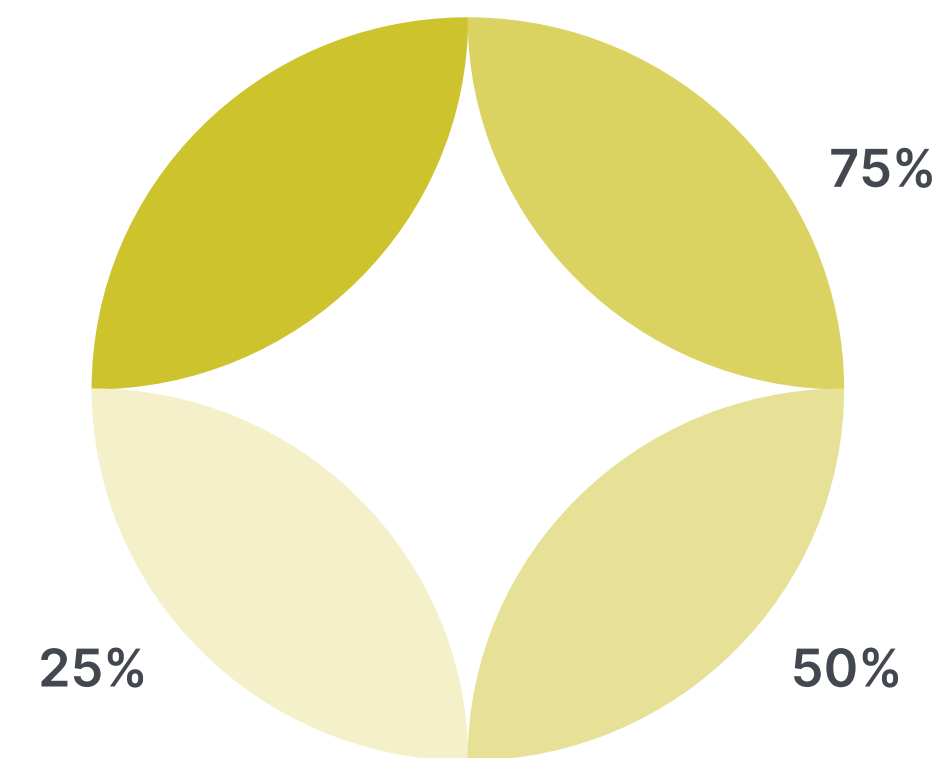
Liquid Turquoise

R:60 G:165 B:165
C:75 M:15 Y:40 K:0
#3ca5a5



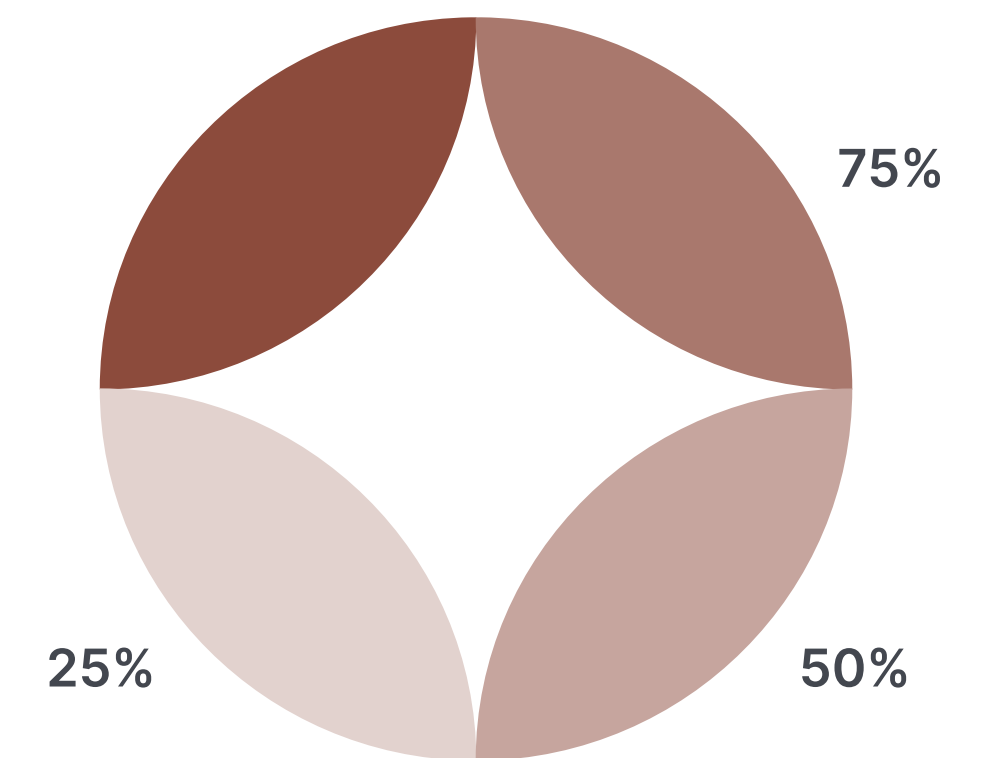
Leaf Green

R:205 G:195 B:45
C:25 M:15 Y:100 K:0
#cdc32d



Soil Brown

R:140 G:73 B:60
C:30 M:75 Y:75 K:25
#8c4b3c



Colour combination

With text

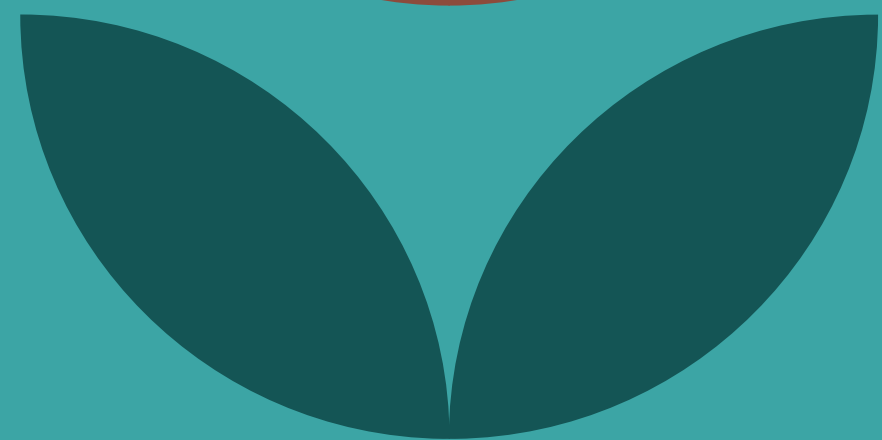
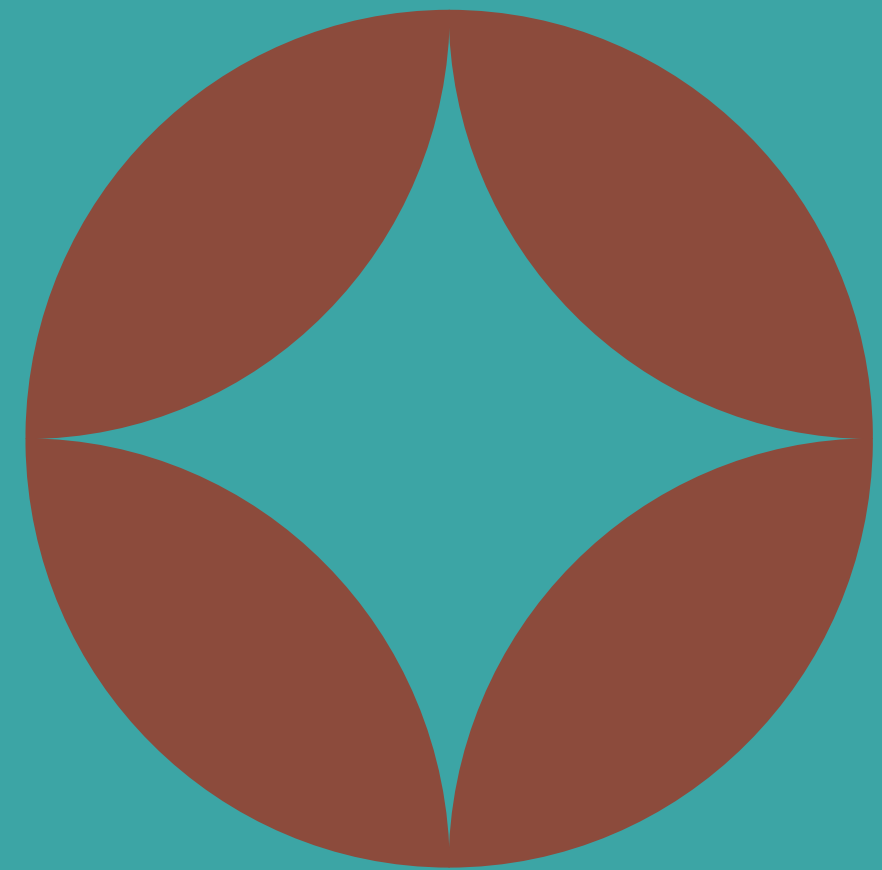
You can use 1 colour on coloured background.



With icons

You can use 3 colours on Liquid Turquoise background.
For other combinations, it is recommended to use only 1 colour per background.





icosHELLS

Thank You.



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Agenda 22 Nov 2024

Time	Topic
11:00	Welcome and short introductions
11:10	Goal of the meeting
11:15	Living Labs on the website
11:25	C&D Plans for Living Labs
11:30	Initiative Soil World Day – 5 December
11:45	News and Events
11:50	Questions – Other topics – Next meeting date M6

Meeting Location: [Join the meeting now](#)

Participants: Laura Nieto (G!E – WP7 leader); Daniel Cassolà (ISINNOVA - ITA LL leader); Luca Sander (CSCP – WP 1); Tora Råberg (RISE, Swe LL leader), Lea Hüvelmeier-Schmidt (ESCI-WP7); Elisa Gambuzzi (CETENMA, SES LL); Begoña Benito (GAIA); Itziar Vidorreta (ESK); Theodora Kalea & George Chaitidis (CluBE – Greek LL leader), Romyana Georgieva & Vladislav Popov (AUP – Bulgarian LL leader).

1ST COMMUNICATION & DISSEMINATION COMMITTEE

MINUTES

1. GOAL of meeting

The C&D Committee meetings will take place every 3 months to have updates on the C&D activities carried out lately and upcoming:

- Share events (also our own events)
- Ask for materials we would like to have
- Can also discuss press releases and articles for the website here
- For LLs it's also to give updates on the most relevant information to share on the website social media
- Discuss joint activities

How we will work together:

- Every 3 months we will meet online, the date will be chosen through a Doodle sent by G!E in advance
- Everyone has access to the minutes document and can contribute with their news, events, initiatives directly
- Each meeting will have a minutes document that everyone can check and use

2. Living Labs on the website

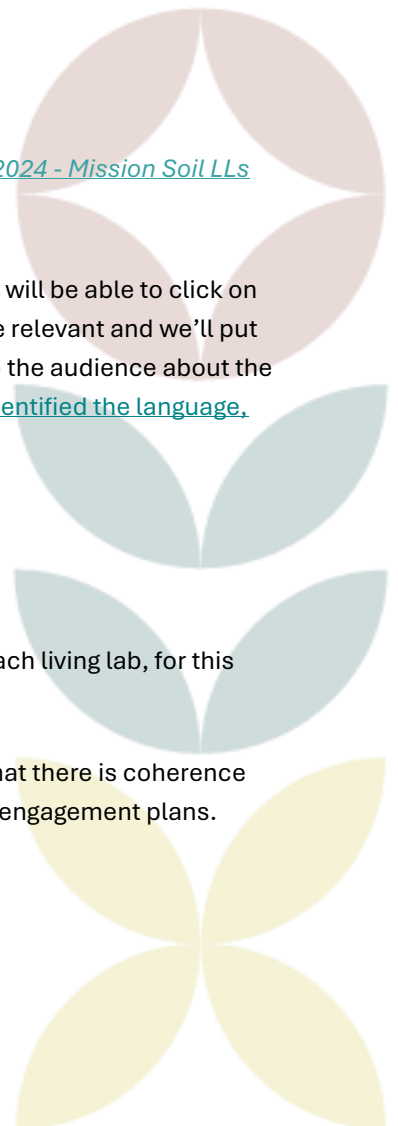
How to introduce LLs on the website:

- Inspiration for the content might be DOI: 10.5281/zenodo.14017140 - [Catalogue 2024 - Mission Soil LLs and LHs - November 2024.pdf](#) We will check the information with each LL
- Simple layout, where you click on country on a map and key facts will be shown
- Each LL info sheet will present the flags of the country/region represented and we will be able to click on them to switch languages. We will identify with each LL which languages are more relevant and we'll put attention to avoid any misleading information (such an EN flag that could confuse the audience about the LLs country). [The language setting could be changed by clicking on the 2 letters identified the language. ex.: EN | IT](#)
- G!E will be in touch with the LLs to check all these details.

3. C&D Plans

The first C&D plan will be submitted in M6. This plan must include specific C&D plan for each living lab, for this reason:

- CSCP, ESCI, & G!E will collaborate to develop a template, so we can make sure that there is coherence among the different LLs C&D strategies and it's also aligned with the stakeholder engagement plans.
- Each LL will complete their template and G!E can assist.
- Deadline in Month 6, we'll start in touch with the LLs for this in January 2025



1ST COMMUNICATION & DISSEMINATION COMMITTEE

4. Initiative Soil World Day – 5 December

Tora had the idea to do something together and G!E came up with the idea of a common post.

To do this, please add to [this folder](#) 2 pics that are representative for your LL (you have a folder for each LL).

I will also ask you to provide with a sentence that represents a challenge for soils in your geographical area or living lab and an initiative, a goal, an inspiration, a positive action to tackle it or that you are aiming to implement through your LL. Please, add your challenge and initiative to [this document](#).

We would like to have your inputs by the end of the week (29.11.2025) so we can work on the publication at the beginning of next week.

We will use these inputs to create a carousel or short video, which highlights what the LL will be focusing on in iCOSHELLS.

Maybe include something about the start of our project and the goals

"[UN World Soil Day](#) falls during the event, on 5 December. This year's campaign, "Caring for soils: measure, monitor, manage" highlights the crucial role of soil data and information for understanding soil health and optimizing its management to support agriculture, store carbon, and preserve biodiversity. "

5. News and Events

Event/News	Date	Partners involved
Open Living Lab Days	23 Sept	AUP
Soil Week and Cluster	12,13 & 14 Nov	RISE, CSCCP, CETENMA, G!E

Please add any C&D events here: [Diss and Comms MONITORING table.xlsx](#)

1ST COMMUNICATION & DISSEMINATION COMMITTEE

6. Others, and next meeting M6

Elisa Gambuzzi:

- Create a graphic that can be a template **sign/poster** to place it at the location of the field test
- Could establish **that G!E and ESCI** check that the sign meets the visual guidelines

Luca Sander:

- Share some information allows people to reach out to the LL leads or the project, so they can get engaged if they like

Laura Nieto:

- Next meeting in 3 months (**February**)
- We'll discuss also anything around the deliverable
- ESCI & G!E want to develop **a workshop (maybe month 7-9)** to combine the committee meeting with a workshop?

Lea Hüvelmeier-Schmidt:

- Would like to have workshop before summer, can be decided in next meeting whether we combine it with the committee meeting or have the workshop as standalone -> think about preference until next meeting



Agenda 13 Feb 2025

Time	Topic
10:30	Welcome and agenda
10:40	Website review – comments, suggestions & Living Labs names
10:55	Deliverable 7.1 – C&D Plans for Living Labs Deliverable 7.5 – Comms materials
11:05	Articles and content creation
11:15	Workshop with ESCI
11:20	News and Events
11:25	Questions – Other topics – Next meeting date M9

Meeting Location: [Join the meeting now](#)

Participants: Laura Nieto (G!E – WP7 leader); Tora Råberg (SWE LL); Johannes Klement (CSCP); Cristiano Pisani and Elisa Gambuzzi (CETENMA WP3 leader, SES LL); Cheryl Marie Cordeiro (RISE, WP2, WP8 co-lead); Erik Sindhøj (WP2, WP8 co-lead); Begoña Benito (GAIA)



2ND - M6 COMMUNICATION & DISSEMINATION COMMITTEE

MINUTES

1. Website review - Living Labs on the website

Comments

We will present the partners in alphabetical order and highlight the LL Leader which will be in the first position.

Suggestions

Use the names the LLs want for themselves in the description

Living Labs names

- Basque LL - Basque Soil Health Living Lab
- BUV LL - Bulgarian Viticultural Soil Health Living Lab
- Greek LL - Greek Mine Soil Health Living Lab
- IT LL - Italian Soil Health Living Lab
- SES LL - Southeastern Spain Living Lab
- SWE LL - Swedish Soil Health Living Lab

2. C&D Plans for the Living Labs

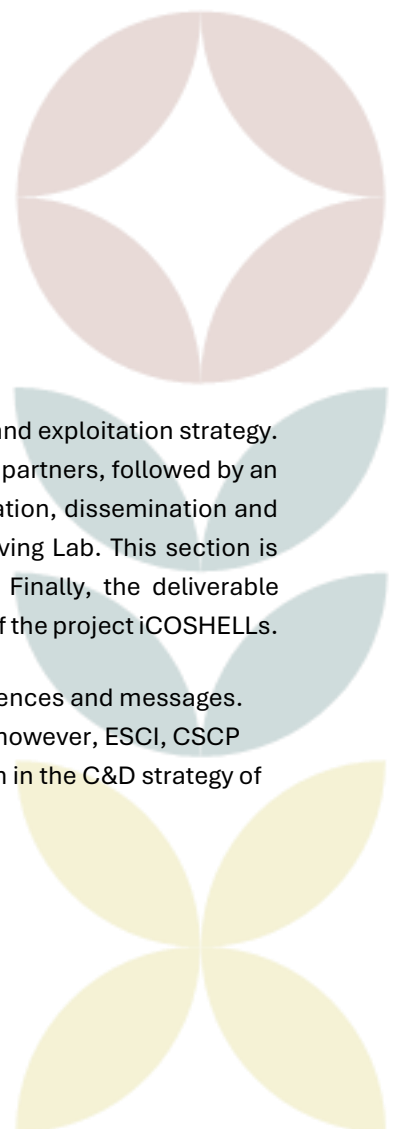
D7.1 C, D & Exploitation Plan

This deliverable aims to give insights into the iCOSHells communication, dissemination and exploitation strategy. It starts with an elaboration on the obligations and protocols to be followed by the project partners, followed by an overview of the target audiences and key messages. Subsequently, the main communication, dissemination and exploitations activities are presented with a focus on the local C&D chapter for each Living Lab. This section is followed by an elaboration on the key performance indicators (KPIs) and next steps. Finally, the deliverable concludes with a first presentation of the exploitation activities planned in the framework of the project iCOSHells.

We are still collecting the information from the form all partners completed on target audiences and messages. We expect to send the deliverable for review next week. The official reviewers are Zabala, however, ESCI, CSCP and the living labs are also welcome to make any comments due to their direct implication in the C&D strategy of the project.

D7.5 Communication Materials

« Catalogue » of the different communication materials of the project, namely:



2ND - M6 COMMUNICATION & DISSEMINATION COMMITTEE

- Website
- Templates and presentations
- Infographics
- Roll-up / Poster
- Brochure
- Videos
- Articles

We are finalising the Map with the names to include it in the website, brochure & poster. Hopefully a definitive version will be available next week, and we'll be able to complete the Deliverable.

3. Articles and content creation

On the website

2 kinds of article – regular website updates

- WP3 – monitoring indicators
- WP1 – first co-creation meetings activities – per Living Lab? In general?

Interviews / articles

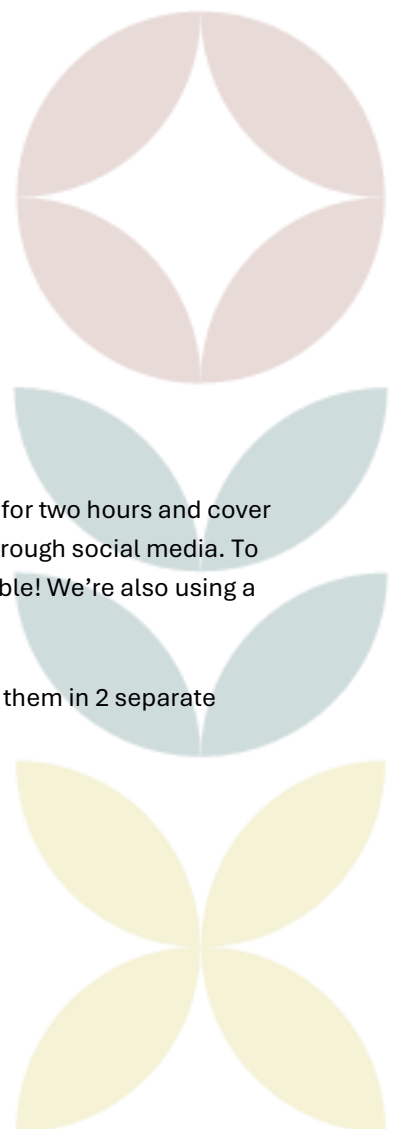
- Journalistic articles by ESCI – 1st by March/April
- Interviews, opinions, living lab focus

SHARE ANY IDEAS YOU MAY HAVE FOR THIS WITH US!

4. Workshop ESCI

On May 25/June, we're hosting an online training (M9) on science communication. It'll run for two hours and cover key strategies for effectively sharing scientific information in your community, including through social media. To make sure it meets your needs, we've prepared a short questionnaire—your input is valuable! We're also using a Doodle poll to find the best date for everyone.

We will let you know if we meet at the same time for the 3rd Committee Meeting or if we do them in 2 separate timeslots.



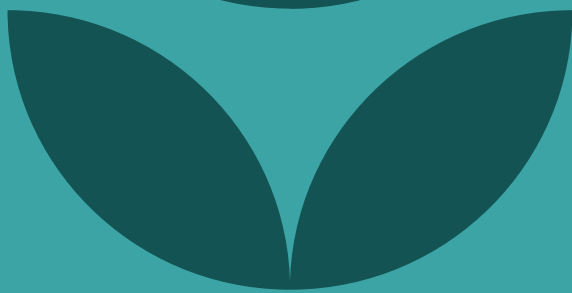
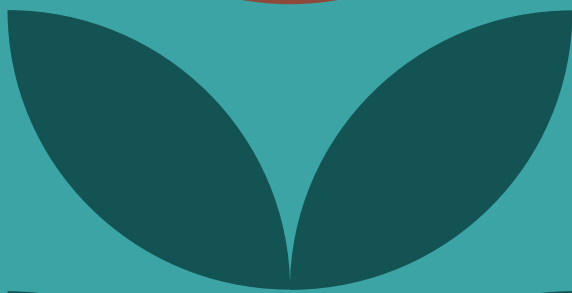
2ND - M6 COMMUNICATION & DISSEMINATION COMMITTEE

5. News and Events

Event/News	Date	Partners involved
Soil Health Now Conference 2025 Wageningen, The Netherlands	8 - 10 April 2025	RISE
Borgeby fältdagar Bjärred, Sweden	25 - 26 June 2025	RISE
Brunnby fältdagar Västerås, Sweden	2 - 3 July 2025	RISE

Please add any C&D events here: [Diss and Comms MONITORING table.xlsx](#)

6. Others, and next meeting M9



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