

icosHELLS

D7.5 ICOSHELLS WEBSITE AND COMM MATERIALS

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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.

Executive Summary

The URL for the iCOSHELLS project (<https://www.icoshells.eu/>) was registered in October 2024. Before the full project website was launched, a provisional homepage was created under the above-mentioned URL. This temporary page included a short summary of the project's objectives, the link to the social media accounts and the contacts details of the project coordinator and communication manager.

The iCOSHELLS project website was officially launched on 11 February 2025 (M6), presenting all essential information about the project (such as, for instance, details about the expected results, partners, funding line, etc.). Project deliverables, press releases, and additional information materials, such as infographics, factsheets and videos, will be added throughout the project lifetime.

The iCOSHELLS social media account on LinkedIn (<https://www.linkedin.com/company/icoshells-project/>) were established prior to the kick-off meeting. The first post on both accounts was the press release announcing the start of the project in M3.

1. Introduction

This deliverable aims to present the communication channels and materials for the iCOSHELLs project. The information outlined in this report will be complemented by the publication of the **Communication, Dissemination & Exploitation Plan (CDEP) (D7.1)**.

2. Website Structure

The project web-portal – <https://www.icoshells.eu/> – is a reference point for the project communication and dissemination activities. The website was launched on 7 February 2025 (M6).

As for M3, a landing page was already available at the same address (<https://www.icoshells.eu/>) with general information about the project and links to the already established iCOSHELLS LinkedIn account.

On 7 February (M6), the fully-fledged website of the iCOSHELLS project went live. The website has an engaging design (in line with the project’s visual identity developed at M3), and a user-friendly navigation menu.

The website currently presents the main objectives of the project, the expected results, the project partners and the related projects. It also provides links to the iCOSHELLS social media channels and publishes relevant updates, news, and communication materials.

As soon as more results will become available, the website will be updated to include regular updates about the project’s activities and act as the main platform to distribute any non-confidential material produced by the iCOSHELLS Consortium (e.g., scientific publications, webinars, videos, etc.).

The different sections of the website have the following content:

Table 1. Website sections

Section	Description
HOME	The homepage presents a brief introduction of the project, and some key details such as programme, type of action, topic... In addition, we can find clickable links to the “About the project” and the 6 Living Labs pages. The homepage also includes the latest news and events.
ABOUT	The ‘About’ page provides an overview of the project, highlighting its objectives, project partners and relative initiatives. It also includes a graphic illustrating the iCOSHELLS methodology.
LIVING LABS	The “Living Labs” page contains the definition and Living Labs and a summary with their key common features. Lower in the page we can see an interactive map that indicates the location of the iCOSHELLS Living Labs.
RESOURCES	The “Resources” page will host all public deliverables, scientific publications, project videos, project abstracts and communication materials. If case that additional materials are produced, new resources categories will be included.
NEWS & EVENTS	The “News & Events” page presents the latest updates about the project in terms of news and conferences.
CONTACT	The “Contact” page provides the contact details of the project coordinator, scientific lead and the communication manager. In this section we can also find a contact form to ease direct contact. The links to social media for LinkedIn are present on all the pages of the website.

The project website will also be updated to include a specific section dedicated to the Calls for Applications and the 2 Info Webinars will be widely disseminated through social media.

2.1. Website Impact and Engagement Strategy

The **iCOSHELLS website** serves as more than just an information hub; it is a **strategic engagement tool** designed to connect stakeholders across research, industry, and policy. To **maximise its impact** and achieve the ambitious goal of reaching **25,000 visits** by the end of the project, it is essential to focus on several key areas.

Firstly, the **promotion of results and achievements** must be intensified. Highlighting significant milestones and successes will attract more visitors and sustain their interest. Dissemination activities such as webinars and replication tools should be leveraged to engage a wider audience. These interactive sessions will not only educate participants about the project but also encourage them to share their experiences and insights, thereby expanding the project's reach.

Moreover, enhancing the **publication of articles** and relevant content aimed at the project's target audience and stakeholders is crucial. Regular updates with engaging and informative content will keep visitors returning to the website. Additionally, improving **promotion to the local public** of the project partners and the **Living Labs** will help in reaching a broader audience. Organising campaigns for partners to share news and activities more intensely can significantly boost visibility and engagement.

Another vital strategy is to **connect with related projects** and leverage the visibility offered by the Soil Mission Platform, initiatives such as ENOLL, the SOILL project and the European Reference Group developed by iCOSHELLS: iCOSHINE (Soil Health Information, Networking, and Education Platform). These **collaborations** can enhance the project's exposure and attract a larger audience.

Furthermore, engaging with the audience on **social media platforms** is another effective way to increase traffic. Regularly posting updates, sharing insights, and interacting with followers can build a community around the project and encourage more visits to the website.

Lastly, **analysing website data** to understand visitor behaviour and preferences can inform further improvements. Using insights from analytics, the website can be continuously optimised to enhance user experience and engagement.

Overall, a sustained focus on content development, strategic outreach, effective use of partnerships and platforms, social media engagement, and data-driven optimisation will be key to achieving the target of **25,000 visits** by the end of the project. These efforts can significantly increase iCOSHELLS impact and visibility.

2.2. Content Planning

As presented in the previous section, iCOSHELLS will ensure that its website remains dynamic and engaging. The content will be updated regularly to reflect the latest project developments, research findings, and stakeholder interactions. A structured content management plan will guide updates, ensuring accessibility and relevance for all target audiences.

Table 2 outlines the frequency and type of content updates planned for the website:

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Table 2. Content update schedule

Content Type	Update Frequency	Content Example
Project News & Blog Posts	Monthly	Updates on soil health research, project milestones, new policies.
Living Labs Updates	Quarterly	Progress reports from the six Living Labs, key learnings.
Public Deliverables	As available	Reports, datasets, policy briefs.
Event Announcements	As scheduled	Webinars, workshops, stakeholder forums.
Stakeholder Interviews	Biannually	Interviews with policymakers, scientists, and farmers.
Educational Content	Ongoing	Infographics, explainer videos, case studies.

To maintain consistency and efficiency in content updates, specific partners and work packages (WPs) will be responsible for updating different sections of the website. The responsibility matrix below defines which team members oversee each update:

Table 3. Content Management and Responsibility Assignment

Content Type	Update Frequency	Responsible Partner
Project News & Blog Posts	Monthly	Communication Team (WP7)
Living Labs Updates	Quarterly	Living Lab Coordinators
Public Deliverables	As available	Scientific Coordinator
Social Media Posts	Weekly	Communication Lead (G!E)
Stakeholder Interviews	Biannually	Project Manager + WP Leads

By assigning clear responsibilities, the iCOSHELLs team ensures that content updates remain timely, accurate, and aligned with the project's communication strategy. This approach will help sustain stakeholder engagement and promote the iCOSHELLs project as a key knowledge hub within the EU Mission Soil framework.

2.3. Leveraging Communication Materials for Website Engagement

To maximise engagement and drive traffic to the iCOSHELLs website, communication materials play a crucial role connecting stakeholders with project updates and resources. Integrating these materials into a broader digital strategy ensures that the website remains a dynamic and accessible hub for information.

One key approach is embedding **direct website access points** within various communication tools. **QR codes and web links** strategically placed in brochures, posters, and email signatures provide an effortless way for audiences to explore the platform. By incorporating these elements across both digital and physical materials, stakeholders can be guided toward relevant content with minimal effort.

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Social media promotion further amplifies website engagement. **Infographics and blog posts** designed for partner sharing and search visibility help extend the project's reach beyond its immediate network. Encouraging stakeholders to actively disseminate these materials increases exposure and strengthens connections with target audiences. Similarly, **project videos and webinars** serve as an opportunity to direct traffic to the website, with each online event incorporating clear references to further resources available on the platform.

By integrating these communication tools effectively, the iCOSHELLS website becomes more than an information repository; it evolves into a central point of engagement where stakeholders from policy, research, and industry can interact with the project's developments, insights, and opportunities.

2.4. Images of the iCOSHELLS Webpage

Figure 1: iCOSHELLS landing page



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Figure 2: iCOSHELLS homepage

iCOSHELLS About Living labs Resources News & Events Contact

Co-Creating Innovative Solutions to restore Soil Health across Europe

What is iCOSHELLS?

iCOSHELLS is a Horizon Europe research and innovation project supporting the EU Mission 'A Soil Deal for Europe,' which aims to achieve healthy soils by 2030. With six Living Labs in the Basque Country, Bulgaria, Greece, Italy, Spain, and Sweden, the project brings together local stakeholders to co-design and test practical solutions for improving soil health.

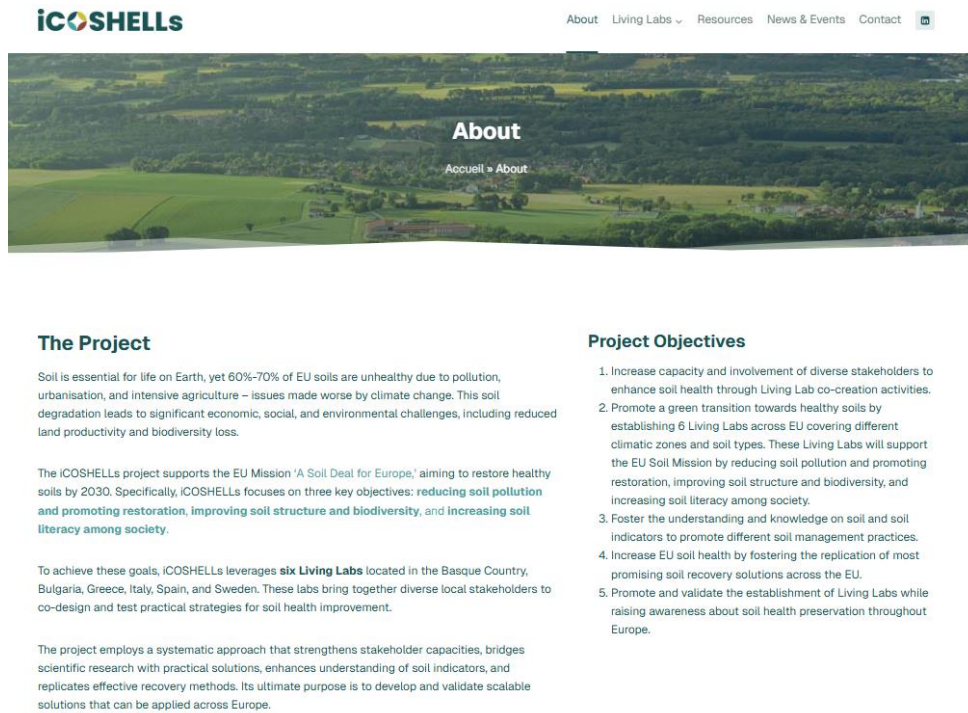
[About the project](#)

iCOSHELLS at a glance

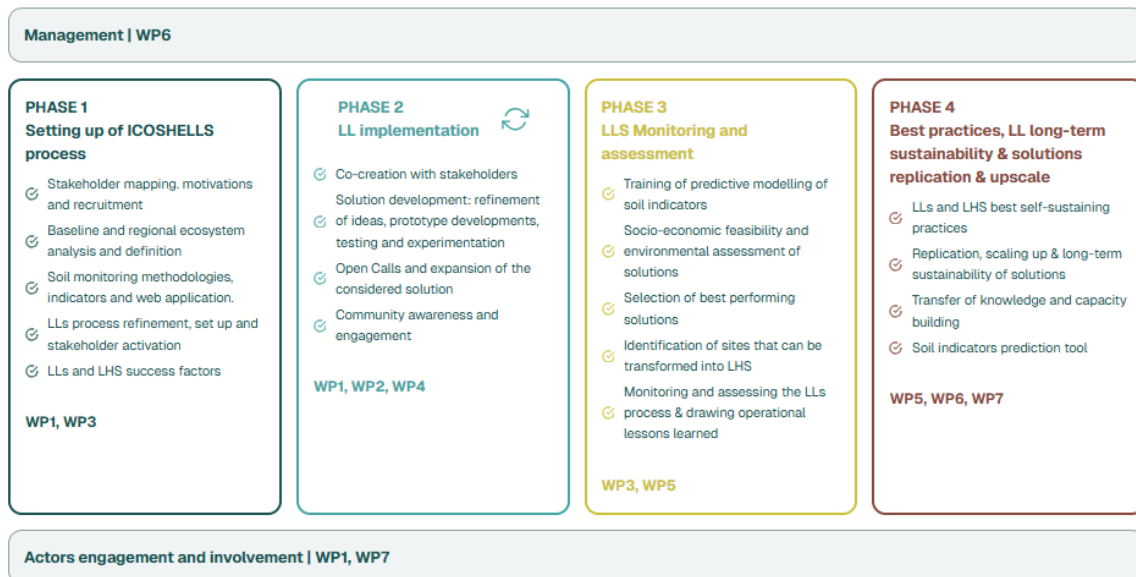
Programme: European Union Horizon Europe	Type of Action: Research and Innovation Action	Consortium: 39 Partners & 2 Affiliated Entities from 8 countries
4 Years Duration	12 Millions € Total Budget	RI SE Coordinator

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Figure 3: About



Methodology



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Figure 4: iCOSHELLS partners

The screenshot displays the 'Project Partners' section of the iCOSHELLS website. At the top, the iCOSHELLS logo is on the left, and navigation links for 'About', 'Living Labs', 'Resources', 'News & Events', and 'Contact' are on the right. Below the header, the text states: 'The iCOSHELLS project has 39 partners and 2 affiliated entities from 8 European countries:'. The partners are organized into a grid, with each country's section starting with a 'Living Lab leader' badge. The countries and their respective partners shown are:

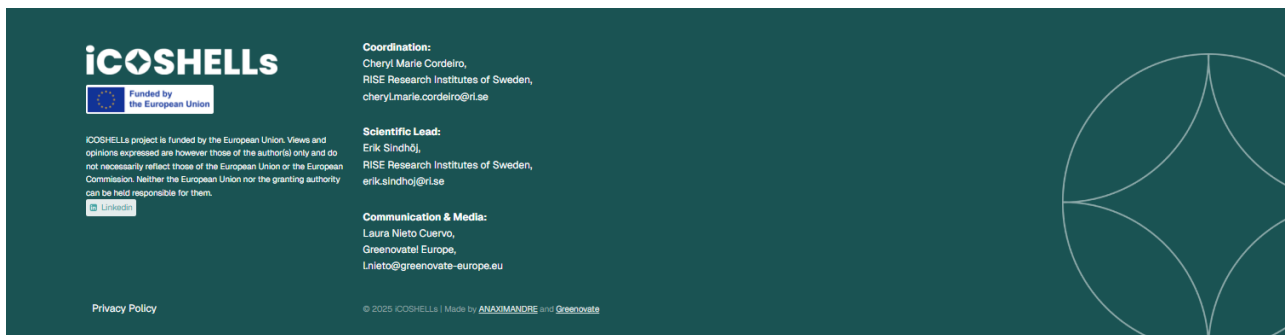
- Basque:** GAIA (Living Lab leader), Eskilara (Scaling up Excellence), euskampus, a regional council logo, InnovatekBi, and San Fidel Ikastola.
- Bulgaria:** A regional council logo (Living Lab leader) and HCC3 VARS.
- Greece:** CluBE (Living Lab leader), Διαδύμα, NEW AGRICULTURE, and a regional council logo.
- Italy:** ISINNOVA (Living Lab leader), a regional council logo, FRANCIACORTA, INNOVHUB STAZIONI SPERIMENTALI PER L'INDUSTRIA, Parco del Mincio, POLITECNICO MILANO 1863, RUMA, UNIVERSITÀ CATTOLICA del Sacro Cuore, UNIVERSITÀ DEGLI STUDI DI MILANO, and UNIVERSITÀ DI TRENTO.
- Spain:** CETENMA (Living Lab leader), AGrowingData, CEBAS, CERERAM, FUNDACIÓN GRUPO CAJAMAR, and Instituto Murciano de Investigación y Desarrollo Agrario y Medioambiental.
- Sweden:** RISE Research Institutes of Sweden (Living Lab leader), Hushållnings sällskapet, SVA, Farming in Balance, LANTRUKARNAS RIKSFORBUND, and SLU.

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Figure 5: iCOSHELLS related initiatives

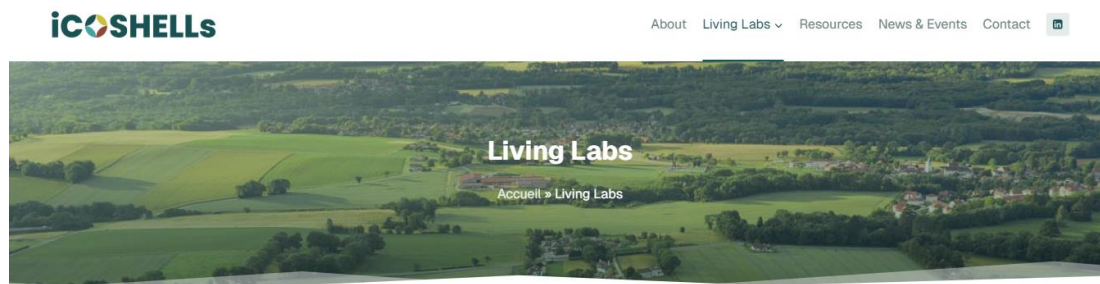


Figure 6: Bottom page



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Figure 7: Living Labs page



According to the European Commission, Living Labs are collaborative spaces where multiple stakeholders work together to experiment and innovate across several sites at the regional or sub-regional level.

The six Living Labs in the ICOSHELLS project vary in their challenges, partners, and proposed solutions but share key common features:

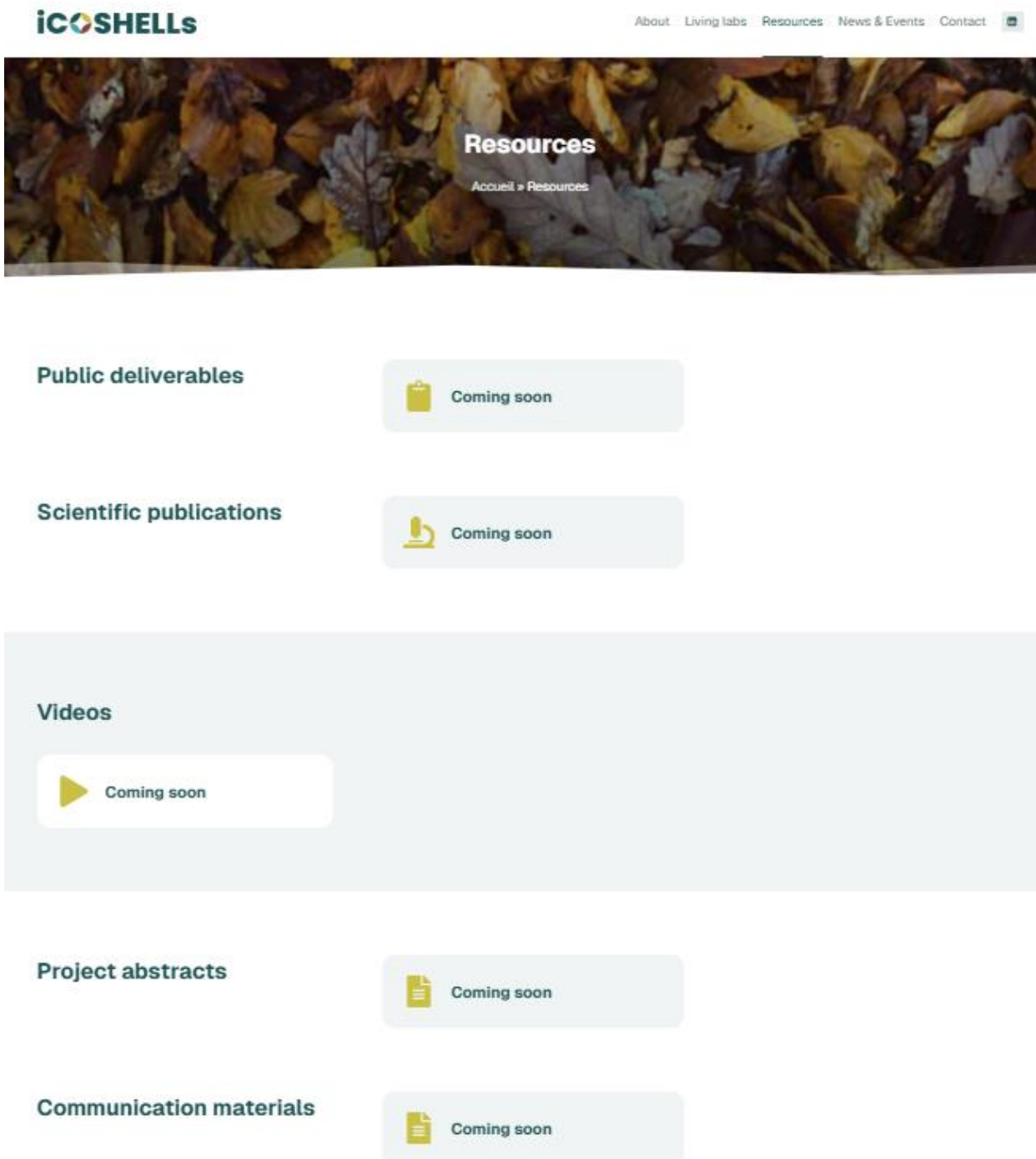
- ✔ **Strong leadership:** Each Living Lab has visible leaders capable of engaging with diverse actors and organisations in their region.
- ✔ **Established networks:** All are built on existing regional collaborative networks, fostering local partnerships.
- ✔ **Focus on soil challenges:** They address critical issues such as soil degradation and soil structure, contributing to Goals 4 and 6 of the Soil Mission.
- ✔ **Raising awareness:** Each lab actively supports Goal 8 of the Soil Mission by increasing social awareness of soil health, both locally and beyond.

Explore the ICOSHELLS Living Labs on the map below!



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Figure 8: Resources



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Figure 9: News & Events

ICOSHELLS About Living labs Resources News & Events Contact

News & Events

NEWS RELEASE

iCOSHELLS project launched to bolster soil health restoration in Europe

By Administrateur • 24 January 2025

10 September 2024, Gothenburg, Sweden
The iCOSHELLS research and innovation project officially commenced this week in Gothenburg, focusing on enhancing soil health across the EU. Utilising Living Labs situated in the Basque Country, Bulgaria, Greece, Italy, Spain, and Sweden, the project integrates a wide array of local stakeholders to co-design and test effective strategies to...

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NEWS

Soil Mission Week 2024 – Report

By Administrateur • 24 January 2025

On 11 November 2024, the BUV SHELL was presented by Chief Assis. Rumyana Gerogieva at the SOILL-Startup Annual Community Engagement held in Brussels. This event, held just before the European Soil Mission Week, offered an engaging opportunity for BUV SHELL to connect with the SOILL-Startup community, explore ongoing progress, and interact with the other Soil...

[READ MORE →](#)

NEWS

Open Living Lab Days 2024 Report

By Administrateur • 24 January 2025

During the period, 25-27.09.2024 the Agricultural university of Plovdiv (AUP) took part in the OpenLiving Lab Days 2024 organized by ENOLL and the West university of Timisoara, Romania. OpenLivingLab Days is the flagship annual event, that brings together living labbers, public officials, corporate leaders, entrepreneurs, academics, and innovators from around the world. The theme of the...

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ICOSHELLS About Living Labs Resources News & Events Contact

NEWS

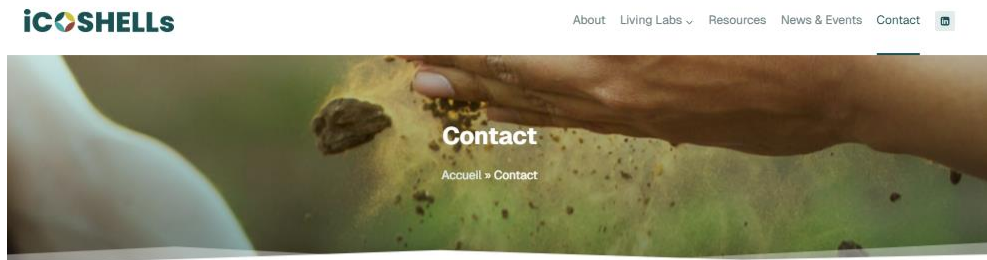
Soil Mission Week 2024 – Report

By Administrateur • 24 January 2025

On 11 November 2024, the BUV Living Lab was presented by Chief Assis. Rumyana Gerogieva at the **SOILL-Startup Annual Community Engagement** held in Brussels. This event, held just before the European Soil Mission Week, offered an engaging opportunity for BUV Living Lab to connect with the SOILL-Startup community, explore ongoing progress, and interact with the other Soil Health Living Labs (link to the event). The participants shared insights, participated in interactive sessions, and strengthened collaboration within the network. During the official opening, Ms. Kerstin Rosenow (EC, DG Agri) and Mr. Benoit Pereira, (EC, REA) presented the Soil Mission. During an interactive approaches like *World cafe* and *Bingo* the LL representatives and all participants had the possibility to know and connect each other. Important part of the event was the presentation of the upcoming SOILL Hub, which will serve as a platform for knowledge, support and connection between the LLs and the Soil Mission community.

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Figure 10: Contact



Coordination:

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Contact us

Name

Email*

Subject*

Message*

3. Concept and Target Groups

The iCOSHELLS Website will be the main contact and information point for all stakeholders. Key target groups and objectives include:

Table 4. Target audiences

Target Group	Description
Industry / Private Sector	Farmers, agricultural companies, agro-tech providers, waste and water management companies, biofertiliser 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

A more detailed stakeholder mapping is presented in deliverable **7.1 – Communication, Dissemination & Exploitation Plan (CDEP)**.

4. Communication Materials

All communication materials are available a regularly updated in the [Resources section of the iCOSHELLS website](#).

4.1. Templates and presentations

Word and PowerPoint templates are designed to ensure that communications remain true to 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 shared server. The templates will be used both within the consortium and externally at conferences, webinars or other events.

Figure 11: Word document template



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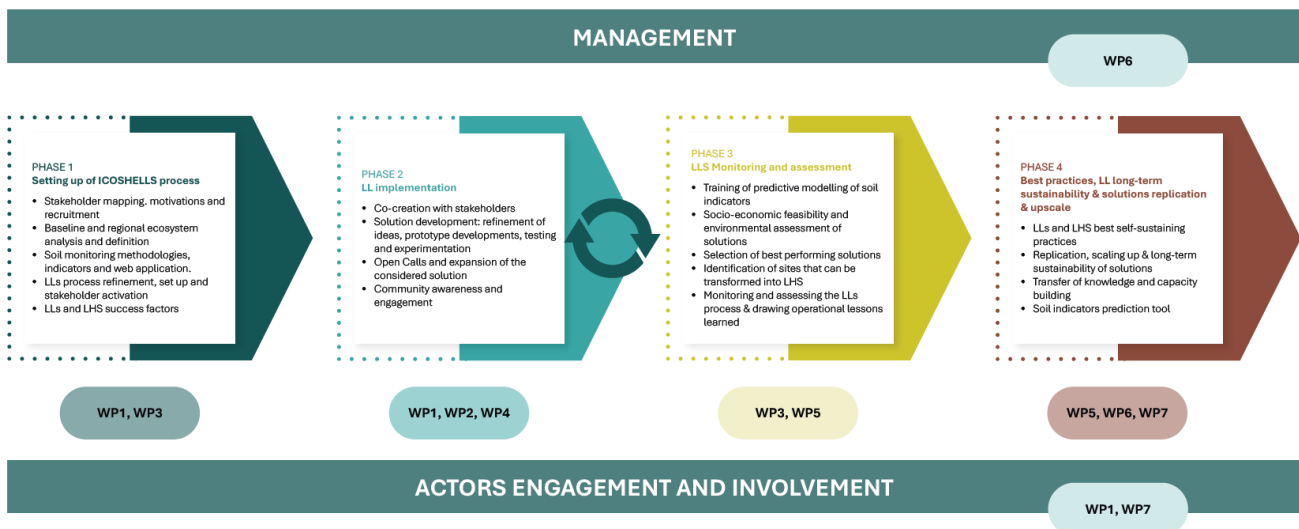
Figure 12: PowerPoint document template



4.2. Infographics

The infographic clearly presents the iCOSHELLS methodology and its four phases, leading to the final phase, which highlights best practices for long-term sustainability, solution replication, and upscaling. This easy-to-read and engaging infographic will be used to communicate the work being conducted by the iCOSHELLS project to co-create innovative solutions to restore soil health across Europe.

Figure 13: Infographics



4.3. Roll-up and Poster

The roll-up is a physical display used at events, conferences, and exhibitions to present the iCOSHELLS project. It aligns with the project's visual identity and features key information, including the website URL and a QR code for easy access.

Figure 14: iCOSHELLS roll-up



The poster illustrates the key numbers of the project, the map with the LLs and a description of iCOSHELLS.

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Figure 15: Poster



The poster features a light blue background with a map of Europe in the center. The map highlights six Living Labs: Basque LL (Spain), SES LL (Spain), IT LL (Italy), SWE LL (Sweden), BUV LL (Bulgaria), and Greek LL (Greece). Each Living Lab is represented by a small icon and a label. To the right of the map, there are four vertical bars with key statistics: 4 Years Duration, 39 Partners from 8 countries, 6 Living Labs across Europe, and 12 Millions € Total Budget. At the top right, there is a decorative graphic of a stylized plant with three leaves in red, dark green, and yellow. At the bottom left, there is a logo for the European Union and a disclaimer. At the bottom right, there is a QR code and the website URL www.icoshells.eu.

iCOSHELLS

Co-Creating Innovative Solutions to restore Soil Health across Europe

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.**

With six Living Labs in the Basque Country, Bulgaria, Greece, Italy, Spain, and Sweden, the project brings together local stakeholders to co-design and test practical solutions for improving soil health.

4 Years
Duration

39 Partners
from 8 countries

6 Living Labs
across Europe

12 Millions €
Total Budget

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www.icoshells.eu

4.4. Brochure

The brochure is a physical material that will be distributed at events and conferences where iCOSHELLS project partners are present. It will help expand the project's outreach by providing key information and QR codes for participants to learn more about iCOSHELLS in an easy and simple way.

Figure 16: Brochure

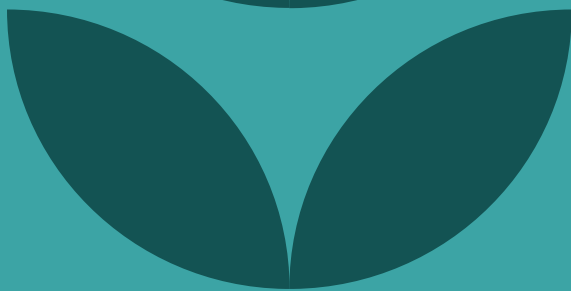
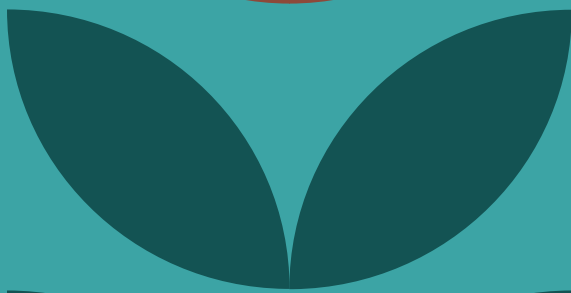


4.5. Videos

A total of six videos will be created help to raise awareness and inform citizens about the smart solutions in each Living Lab and on the challenges and value of soil and its contribution on Earth. The videos will be produced in English and the local languages of the Living Lab featured to reach both the target audiences on location and support replicability in other regions.

4.6. Articles

A total of 12 journalistic articles, interviews and press releases will be published and circulated to iCOSHELLS stakeholders. A focus will be put on the concept, facts and figures, the data visualisation, with expert interviews for accurate reporting. Some publications will be produced in the different LL regions languages to ensure local and regional media diffusion.



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