EDAPHOS

D6.1 Dissemination and Communication Plan (Initial)

WP6 – Task 6.1

November 2023 (M3)

Authors: Sarah Naffi Johansson (LGI), Pauline Assadi (LGI)

Funded by
the European Union

Disclaimer

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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Funded by the European Union

Document information

Grant Agreement	n°101112768
Project Title	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
Project Acronym	EDAPHOS
Project Coordinator	Prof. Michel Chalot, UBFC
Project Duration	1 September 2023 – 31 August 2027 (48 months)
Related Work Package	WP6 Communication, Dissemination, and Stakeholder Engagement
Related Task(s)	T6.1 Communication activities
Lead Organisation	LGI
Contributing Partner(s)	UBFC, UNIBO, CRES
Due Date	30 November 2023
Submission Date	20 December 2023
Dissemination level	PU - Public

History

Date	Version	Submitted by	Reviewed by	Comments
13/12/2023	V0.1	Pauline Assadi (LGI)	Michel Chalot (UBFC)	Minor comments
20/12/2023	V0.2	Sarah Johansson (LGI)	Mariana Terreros (LGI)	Quality Check

Table of contents

Funded by the European Union

List of figures

List of tables

Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote EDAPHOS and the concept of ecological restoration of contaminated soils during the 48 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

EDAPHOS, communication, dissemination, awareness raising.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination
MOOC	Massive Open Online Course
NBS	Nature-based solutions

Funded by the European Union

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Horizon Europe programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of EDAPHOS, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding EDAPHOS and its results. Communication actions will be continuously monitored and updated in D6.6 Dissemination and Communication Plan (First Update) due in M24 and D6.7 Dissemination and Communication Plan (Second Update) due in M48.

1.2 Partner contributions

LGI Sustainable Innovation leads the communication and dissemination activities for EDAPHOS. More specifically, LGI Sustainable Innovation focuses on the overall communications of the project and its results, while the coordinating partner of EDAPHOS, the University Bourgogne Franche-Comté (UBFC) leads the dissemination of results and progress to key stakeholders (policymakers, land managers, scientific community, industry, etc.). The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of the partner contributions to this strategy can be found in the table below.

Partner	Contribution
5 - LGI	Task 6.1 – Communication activities • Development, implementation, and update of C&D plan • Development of C&D handbook • Development of the project visual identity • Development of the project website • Creation and management of social media channels • Creation and delivery of bi-annual newsletters • Design of a leaflet, poster, and banner • Creation of a project video Task 6.2 – Dissemination & cross-fertilisation • Creation of visual materials such as factsheets • Creation of short videos presenting the Case Studies • Creation of a Zenodo account for the project Task 6.3 – Stakeholder outreach activities • Launch of targeted awareness campaigns on social media • Preparation of pedagogical tools • Design of surveys and polls in collaboration with WP4 Task 6.4 – Clustering activities • Promotion of living labs and clustering activities
1 - UBFC	Task 6.1 – Communication activities • Contribution to development of C&D plan Task 6.2 – Dissemination & cross-fertilisation

	• Coordination of scientific publications and participation at events • Organisation of a webinar series • Organisation of a summer school Task 6.3 – Stakeholder outreach activities • Organisation of in-person activities for awareness campaigns • Preparation of pedagogical tools • Design of surveys and polls in collaboration with WP4 • Policy outreach and recommendation activities • Organisation of final multi-stakeholder event Task 6.4 – Clustering activities • Organisation of clustering activities through the living labs
3 - UNIBO	Task 6.2 – Dissemination & cross-fertilisation • Organisation of a webinar series • Organisation of a summer school
2 - CRES	Task 6.3 – Stakeholder outreach activities • Policy outreach and recommendation activities
All partners	Task 6.1 – Communication activities • Provide feedback on overall strategy detailed in C&D plan • Provide inputs based on project progresses • Relay project news on social media Task 6.2 – Dissemination & cross-fertilisation • Engage in dissemination and networking activities • Publish scientific articles in open access • Present at international events and conferences • Contribute to training modules by providing presentations • Participate in summer schools

Table 1: Partner contributions

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP6 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

Funded by the European Union

2 Objectives

Communication and dissemination activities are a top priority in European collaborative research projects funded under the EU Horizon Europe programme.

Based on the needs of the project, the EDAPHOS project's main communication and dissemination objectives include the following:

- To ensure the visibility of the project and widely promote its objectives and activities to a large community of users
- To raise awareness among citizens and inform key decision-makers about the importance of soil health in our daily life
- To transfer and encourage the adoption of results among key stakeholders
- To educate and train students and researchers
- To foster collaboration between researchers and end-users
- To engage relevant stakeholders and support the exploitation of the project results by both private and public end-users
- To coordinate with ongoing and future programmes to maximise impact and create synergies

3 Communication and dissemination strategy

The overall EDAPHOS communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The EDAPHOS project aims to reach key target groups through its communication and dissemination strategy. Each communication action will be targeted at different levels: local, nationwide, European, and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating and disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Policymakers	• Policymakers have the power to influence, develop and determine soil health policies. • Soil health is one of policymakers' key priorities, but they need guidance to make informed decisions.
Land managers	• Land managers protect and oversee natural resource area use. • Land managers need to be more informed on the impacts of soil pollution on human health. • Land managers play a key role in improving soil health.
Scientific community	• The scientific community has the ability to improve traditional ecotoxicology methods, environmental pollution assessments and phytomanagement practices. • Research is needed to grasp the full potential of phytoremediation as a NBS for soil restoration.
Academic community	• The academic community seeks to provide state-of-the-art curriculums to its students. • Students often pursue careers in areas of study that have most inspired them.
Farmer community	• The farmer community depends on the capacity of their soils to produce quality crops and earn a living. • Some polluted agricultural sites can no longer be farmed due to the risk of crop contamination. • The farmer community plays a key role in improving soil health.
Industry	• 60% of overall soil contamination comes from industrial or commercial waste. • Key industry players need to understand the consequences of their actions and consider adopting mitigation measures.
General public	• Citizens are unaware of soil pollution and its impact on their health and the environment. • There is a need to inform the general public on NBS and soil restoration approaches.

Table 2: Relevance of EDAPHOS outcomes for each target audience

Funded by the European Union

3.2 Key messages

An initial set of tailored messages for EDAPHOS has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target audience	Key messages
Policymakers	• The EDAPHOS project will provide policymakers with a framework for land rehabilitation and ecological restoration of contaminated areas. • The EDAPHOS project will support policymakers in their efforts to meet the Green Deal objectives and its Mission "A soil deal for Europe" and more specifically, objective four "reduce soil pollution and enhance restoration". • The seven EDAPHOS case studies will contribute to the European Committee of Regions initiative "Green Deal Going Local". • The EDAPHOS project will foster interactions between experts and key opinion leaders to define decision-making strategies. • The successful implementation of the project supports several EU policy and international commitments related to land degradation, food and nutrition security, climate, and biodiversity.
Land managers	• The EDAPHOS project will enable land managers to better prioritise and plan activities and investments for soil restoration and decontamination. • The spatial planning model developed in the EDAPHOS project will enable land managers to better assess and make decisions on the implementation of nature-based solutions. • Robust soil monitoring programmes and common definitions will allow land managers to take effective action based on up-to-date information. • Land managers will be better able to improve cropping on underused lands. • In collaboration with industry, consumers and society, land managers will be able to improve soil health and alleviate pressure on surrounding terrestrial and aquatic environments.
Scientific community	• The EDAPHOS project will advance state-of-the-art knowledge on the mapping of polluted soils. • EDAPHOS project partners will investigate the use of phytoremediation as a soil restoration solution and the applicability of ERA tools. • EDAPHOS project partners will further develop a microfluidic platform that will simplify laboratory procedures.

Academic community	• The academic community involved in EDAPHOS will play a key role in reducing exposure to contaminated groundwater and soil. • The EDAPHOS project will transfer its results to the academic community for their integration into curriculums. • The EDAPHOS project will stimulate new research collaboration, as well as coordinate ongoing and future programmes to maximise impact and create synergies. • The EDAPHOS project will provide education and training opportunities for students and researchers.
Farmer community	• Soils supply the essential nutrients, water, oxygen, and root support that food-producing crops need to grow. • There is a key link between healthy soils, nutritious and safe food, and a healthy environment. • The EDAPHOS project will increase knowledge on how to assess and reduce the risk of soil pollutants on plant health to improve soil fertility and biodiversity. • The EDAPHOS project will develop nature-based solutions and ecological risk assessment frameworks to enhance soil restoration. • The EDAPHOS project will enable the reintroduction of once polluted agricultural sites in the agricultural sector.
Industry	• Chemical and mining activities have devastating consequences on soil health. • Chemical and mining activities should consider adopting mitigation measures to limit pollution. • The EDAPHOS project will provide insights on the origin, fate, and hotspots of pollutions to support soil pollution hazard, exposure and risk assessments. • The EDAPHOS project will monitor contaminated soils, evaluate pollution risks, and investigate phytoremediation as a NBS to enhance soil restoration. • The EDAPHOS project will increase the number of NBS available, creating an influx of green investments enabling the acceleration and upscaling of restoration activities. • In collaboration with land managers, consumers and society, industry players will be able to improve soil health and alleviate pressure on surrounding terrestrial and aquatic environments. • The EDAPHOS project will increase the acceptance and adoption of applications developed.
General public	• Soils form the basis of healthy and vibrant ecosystems, and provide physical, chemical, and biological functions necessary to support life. • Soils supply the essential nutrients, water, oxygen, and root support that our food-producing crops need to grow. • Soils are under constant threat from pollution, which poses a risk to human, terrestrial and aquatic health. • Soil contaminants often disturb the soil biomes and plant nutrient availability.

Funded by the European Union

	• The proper management of soils is an investment in the health and well-being of future generations. • The EDAPHOS project will increase knowledge on how to assess and reduce the risk of soil pollutants on plant and human health. • The EDAPHOS project will put effective measures in place for soil restoration and demonstrate noticeable improvements in soil health. • The EDAPHOS project will foster interactions between researchers and citizens to discuss and share existing sustainable practices. • The EDAPHOS project aims to generate interests in project results, increase public awareness and underpin public acceptance of the technology developed in the project.

Table 3: Key messages for each target audience

3.3 Timeline

A timeline illustrating the key communication and dissemination activities throughout the project has been created and will be continuously updated.

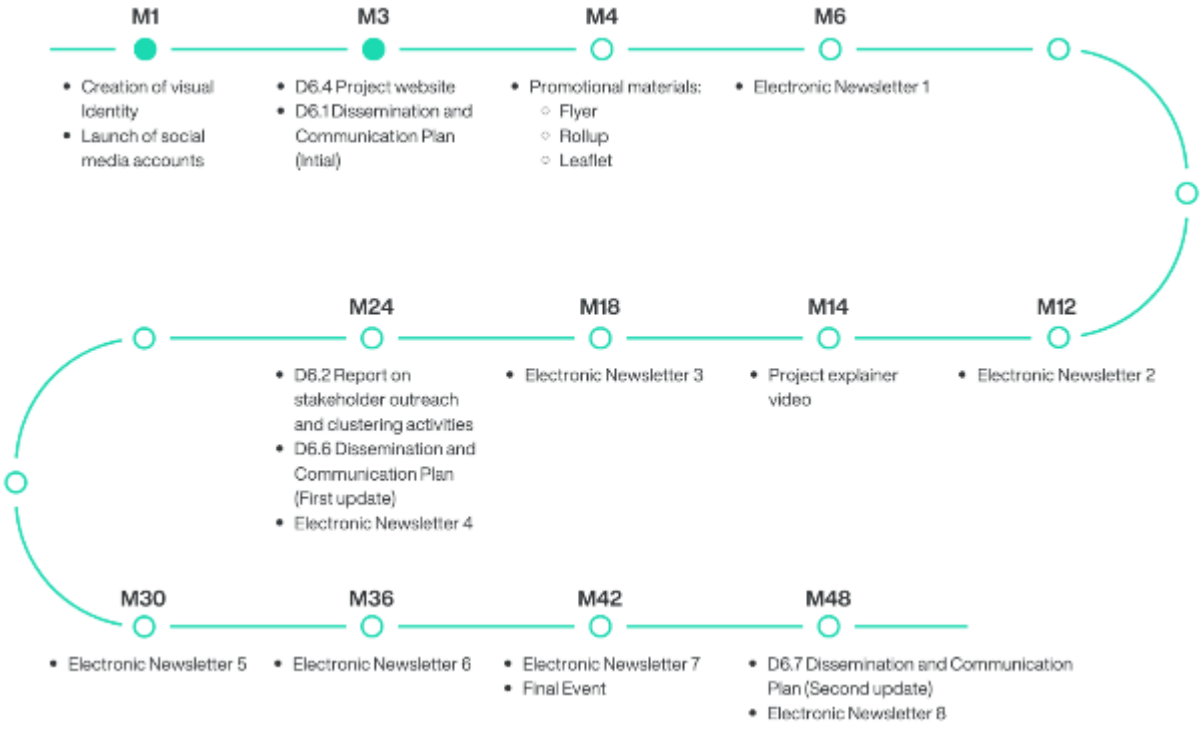


Figure 1: Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on the content creation and relay the information shared through EDAPHOS communication channels.

LGI Sustainable Innovation uses the email address contact@edaphos.eu to receive news, announcements, scientific papers, pictures, or information concerning partner participation in events related to the project.

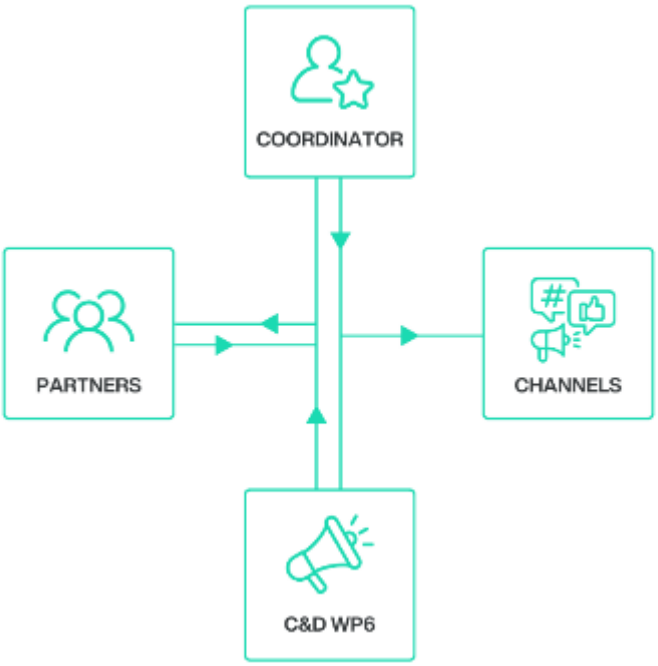


Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an online form was created. Partners can fill out the form when they participate in an event, attend a conference related to the EDAPHOS project or publish an article about the project.

Funded by the European Union

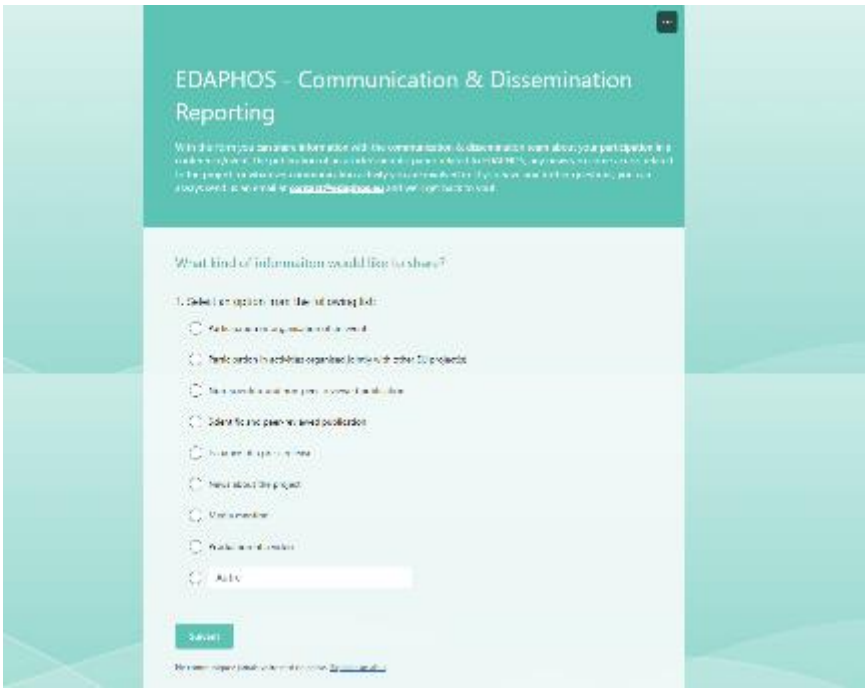


Figure 3: Screenshot of the reporting form

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels. This form will also be used to collect information for reporting periods.

5 Communication channels and tools

The different channels and tools presented in this section will be further developed in D6.6 and D6.7.

5.1 Visual identity

All the communication and dissemination tools described in this deliverable are consistent with the EDAPHOS project's brand identity, which aligns with the image that the project wishes to convey.

Funded by
the European Union

Figure 4: EU emblem

In addition, all materials, including scientific papers and publications produced by the project, must acknowledge EU support, and display the EU emblem and funding statement (Article 17.2). Moreover, it is important to note that "when displayed in association with other logos, the emblem must be displayed at least as prominently and visibly as the other logos" (Article 17.2).

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 Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Figure 5: EU disclaimer

5.1.1 Logo

One of the first communications actions (Task 6.1) was to develop the visual identity of the project. To build its brand recognition from the very beginning, a logo was designed in time for the kick-off meeting of the EDAPHOS. It is, and will be, associated and included in all paper and electronic documentation, as well as in all promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and edited, to best represent EDAPHOS in the simplest and clearest way possible.

The EDAPHOS logo features a creative logo mark and a bold typeface to make a lasting impression on viewers and ensure project visibility. The logo mark consists of newly blossomed leaves, representing health and renewal, encircled by a light band of colour, representing restored soil. The typeface presents the project name in clear, distinct letters, enabling the logo to stand out on all electronic or printed materials. Several other logo options were designed to offer versatility.

Figure 6: Official logo

In text, the project should be referred to as EDAPHOS.

Funded by the European Union

Figure 7: Logo variations

5.1.2 Rules when using the logo

When using the logo, the following rules apply:

- It cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project
- The EDAPHOS logo must be used in PNG format with a transparent background, or in EPS format (vector option, high definition for printed documents, goodies…)
- All versions of the logo are available for download on the collaborative project workspace
- When used with other logos, the EDAPHOS logo size must be proportional to that of other logos
- For optimal visibility, accessibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated below

Figure 8: Incorrect and correct uses of the EDAPHOS logo

5.1.3 Logotype

One typeface was selected for the project logo. The choice was made based on its readability and structure, which provides a clear, distinct, and appealing image.

The project title “EDAPHOS” uses Syncopate Bold.

aBCDeFGHIJKLMnOPQrSTUVWXYZ
ABCDESFGHIJKLMNOPQRSTUVWXYZ
123456789?„;/!+-@

These fonts cannot be modified and must be used for the EDAPHOS logo. Although these are the logotype font, they do not have to be used in cover, body copy or official correspondence.

5.1.4 Colour palette

To illustrate the biodiversity and restoration aspects of the project, a turquoise was used to add a bright and colourful feel, while a dark coral pink was used to represent soil and soil health.

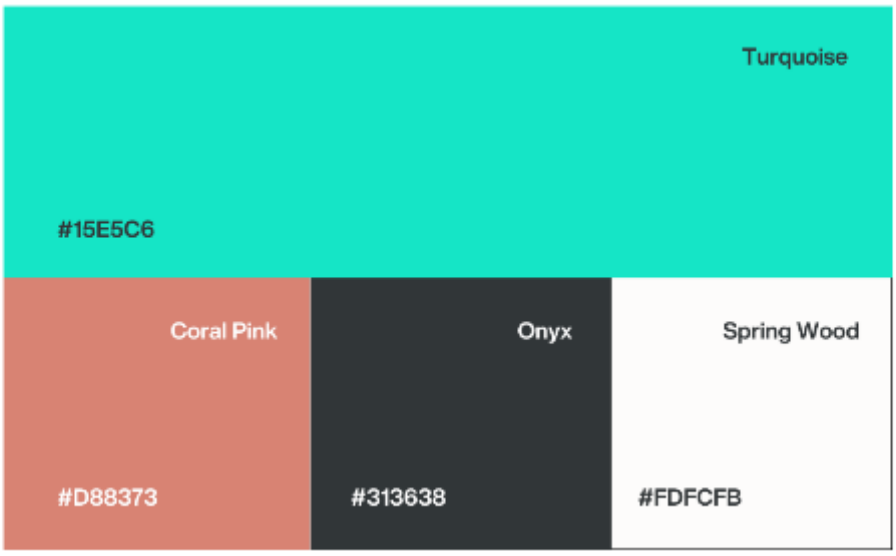


Figure 9: Colour palette

5.1.5 Typefaces

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

- Helvetica Neue Bold for headers and titles:

  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  123456789?,.;/!+-@

Funded by the European Union

- Helvetica Neue Light for body text:

  abcdefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  123456789?,.;/!+-@

5.1.6 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the EDAPHOS brand and ensures the project's visibility when presented at events or conferences.

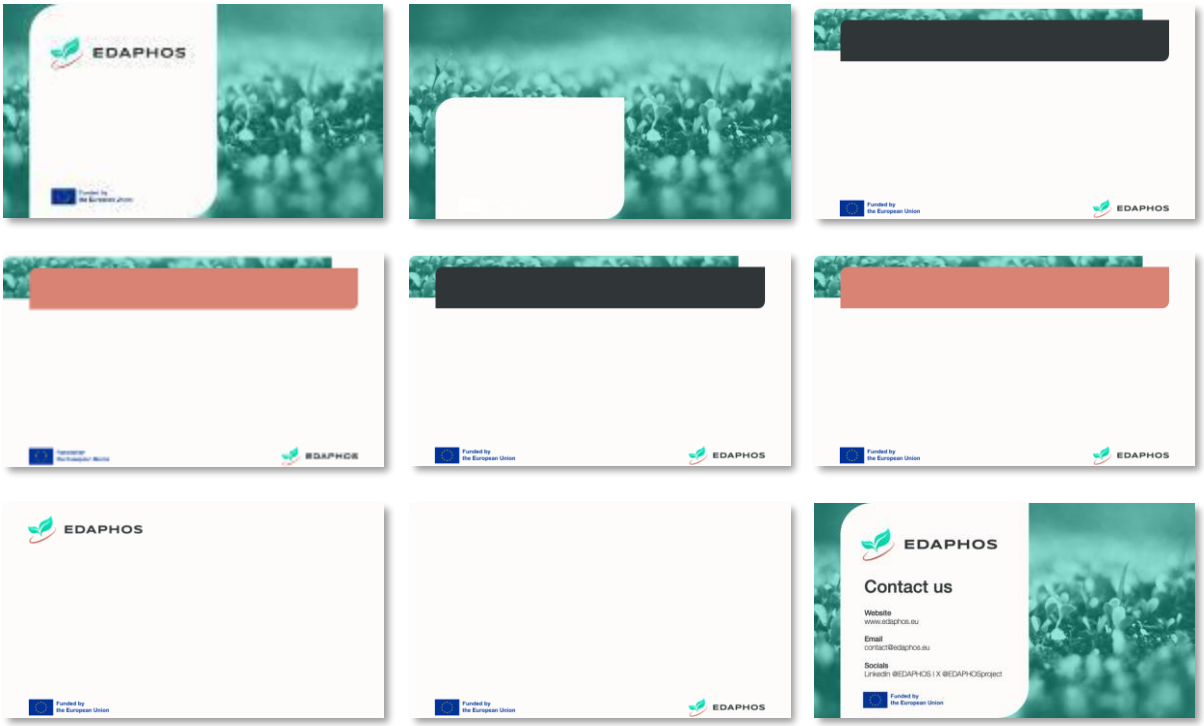


Figure 10: PowerPoint template

5.1.7 Deliverable template

A Word document template was also prepared and shared with all EDAPHOS partners shortly after the start of the project. Consistent with the EDAPHOS visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

Figure 11: Deliverable template cover

5.1.8 Other materials

Flyer: a flyer will be designed and distributed at workshops and events organised by EDAPHOS, as well as at external events. It will include key messages, objectives, expected impacts and consortium members and contact information. The flyer will be printed on demand to avoid waste.

Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once the first physical event is confirmed and EDAPHOS partners will be present.

Other promotional materials: visuals will be created to promote project events, publications and project news across the EDAPHOS communication channels including social media as needed.

5.2 Project description

A text describing EDAPHOS has been drafted in two versions (short and long) to ensure a comprehensive and consistent message about the project. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of EDAPHOS—such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.

Short version:

Funded by the European Union

Gathering 12 partners from six countries, the EU-funded project EDAPHOS aims to accelerate the land rehabilitation and ecological restoration of contaminated soils through innovative nature-based solutions. Coordinated by the University of Bourgogne Franche-Comté, an association of higher education and research institutions, EDAPHOS will deliver a holistic land management approach to contribute to the EU Mission "A Soil Deal for EU", develop risk assessment methods and metrics taking into account soil pollution sources, pathways, exposure and effects, make ecological restoration a mainstream business endeavor, and demonstrate its potential to increase public well-being over the course of four years.

Visit the project website for more information at www.edaphos.eu.

Coordinator: Prof. Michel Chalot, UBFC

EDAPHOS received funding from the Horizon Europe Programme under grant agreement n°101112768.

Long version:

Soils are the keystone of healthy and vibrant ecosystems, providing physical, chemical, and biological functions necessary to support life. However, the ever-increasing contamination of soils poses a significant threat to human health as well as to terrestrial and aquatic ecosystems. It is estimated that three million sites have been contaminated in Europe, with 250,000 in need of urgent remediation. The health impacts of soil on all species cannot be ignored, and measures must be taken to ensure soil protection and restoration actions.

Gathering 12 partners from six countries, the EU-funded project EDAPHOS aims to accelerate the land rehabilitation and ecological restoration of contaminated soils through innovative nature-based solutions. Coordinated by the University of Bourgogne Franche-Comté, an association of higher education and research institutions, EDAPHOS will deliver a holistic land management approach to contribute to the EU Mission "A Soil Deal for EU", develop risk assessment methods and metrics considering soil pollution sources, pathways, exposure, and effects, make ecological restoration a mainstream business endeavor, and demonstrate its potential to increase public well-being.

In seven case studies located throughout Europe, the consortium will combine robust remote sensing tools and geographic information system-based methods to improve the monitoring of contaminated soils and better understand specific pollution sources. Lab and field studies will also be performed to validate the technological readiness and cost-effectiveness of nature-based solutions as a remediation strategy for reducing soil contamination in urban, peri-urban, and rural settings. To establish a self-sustained and replicable market for these nature-based solutions, partners will develop performance indicators to measure economic benefit and cost prevention, as well as tailored ecological finance instruments.

One of the key project outputs, the EDAPHOS WebGIS platform, will enable land managers to better assess and monitor the implementation of nature-based solutions in contaminated areas. This pragmatic, easy-to-use artificial intelligence tool will facilitate analysis, visualisation, data sharing and foresight reporting. Land managers will receive training and gain access to the platform's crucial site information and predictive insights required for efficient soil remediation plans.

Visit the project website for more information at www.edaphos.eu.

Coordinator: Prof. Michel Chalot, UBFC

EDAPHOS received funding from the Horizon Europe Programme under grant agreement n°101112768.

5.3 Online resources

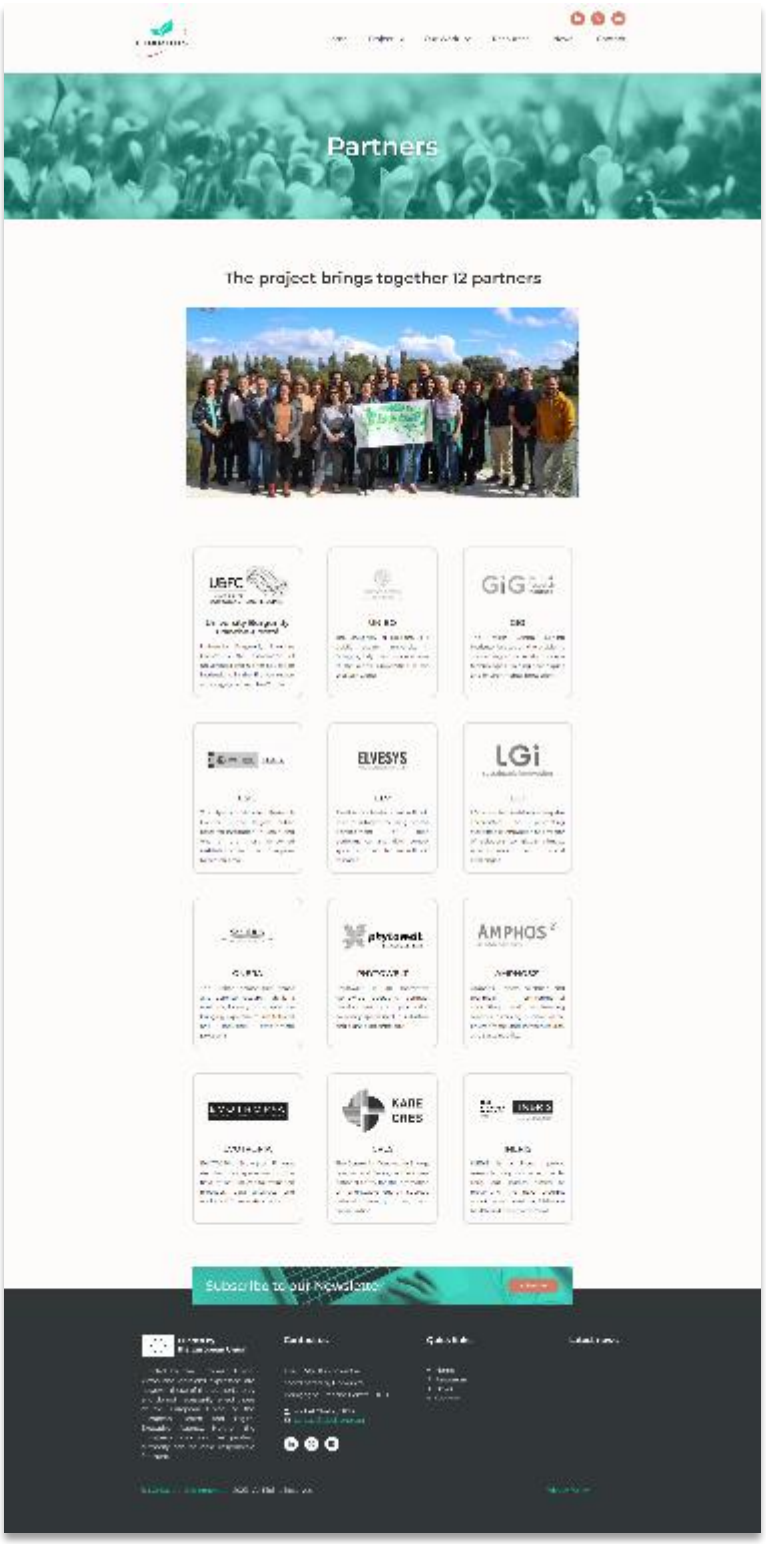
5.3.1 Website

The EDAPHOS project website was launched in November 2023: www.edaphos.eu.

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

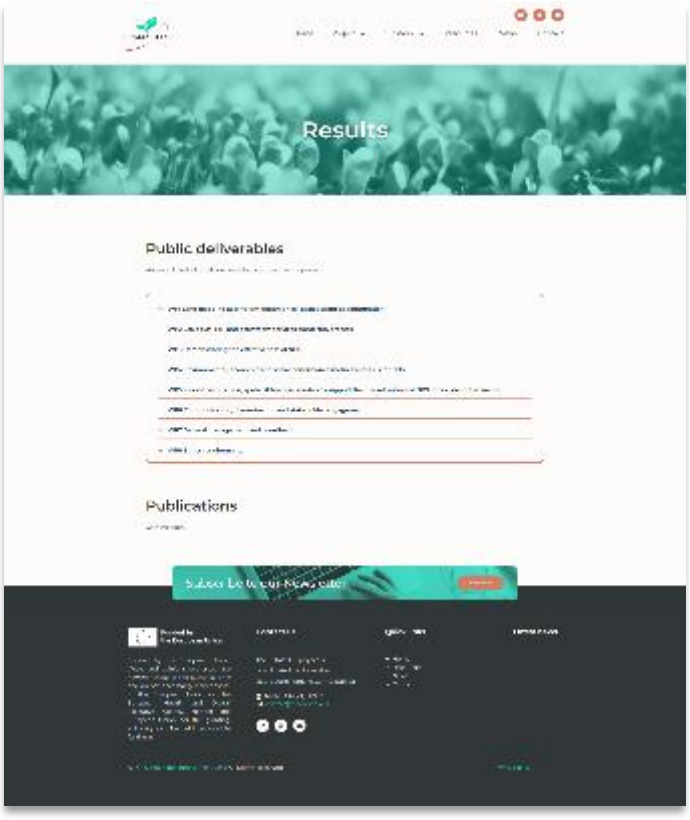
Funded by the European Union


The Project
About EDAPHOS
A Soil Deal for Europe
What is a Living Lab?
Objectives
Learn more about our work packages

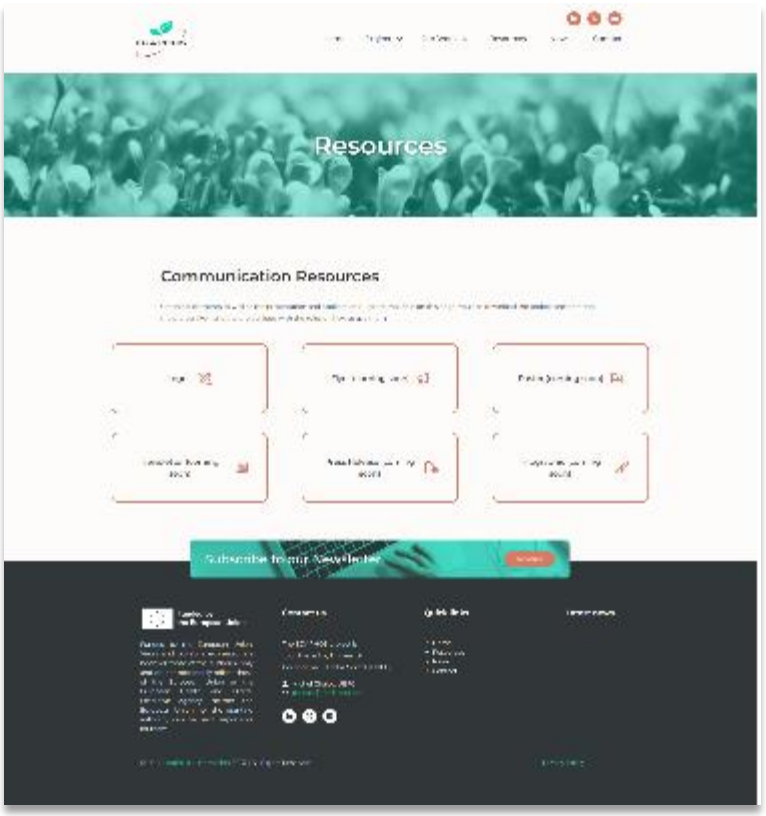


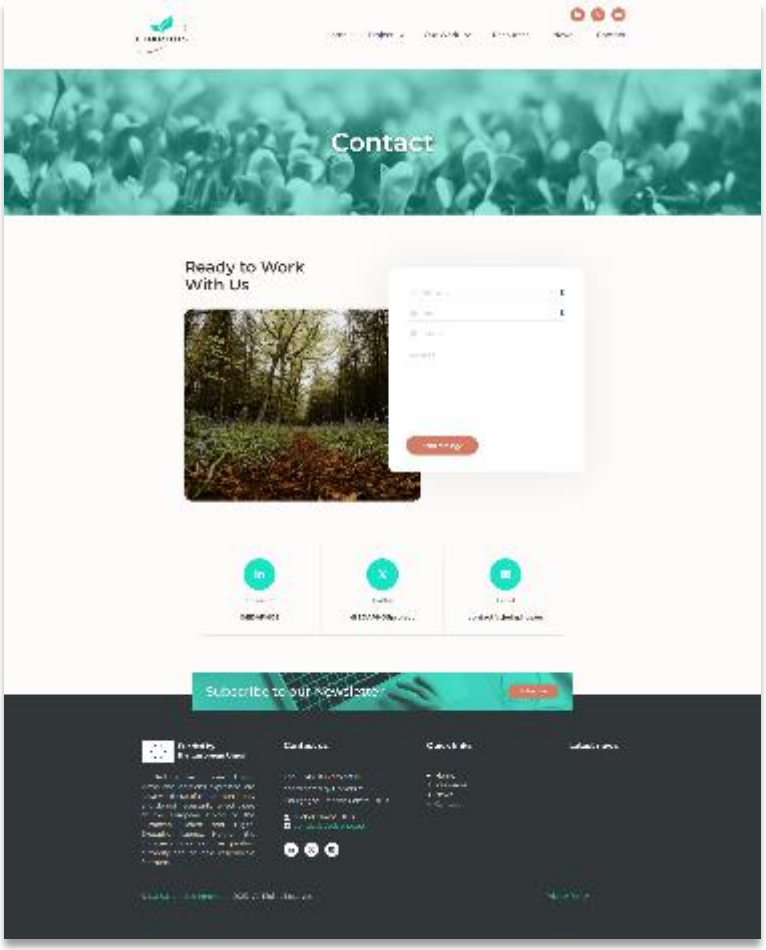
Funded by the European Union


Fellow Soil Projects
Discover other project from the EU Soil Mission Call
InBestSoil
Subscribe to our Newsletter



Funded by the European Union


Resources
Communication Resources


Contact
Ready to Work
With Us

To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Browser compatibility: the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, IONOS will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Three main sections will be used to communicate and disseminate information:

1. Newsroom: activities, milestones, results and news related to the project will be featured in articles and posts
2. Results: public deliverables and reports, electronic newsletters will be made available for download
3. Resources: all promotional materials produced will be made available for download

5.4 Social media

Different social media channels, including X and LinkedIn, will be used during the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Policymakers
- Land managers
- Scientific community
- Academic community
- Industry
- Farmer community
- General public

A first list of hashtags related to EDAPHOS has been developed and will be used to maximise the project's visibility on all channels.

Funded by the European Union

General	Specific
#EDAPHOS #EDAPHOSProject #EUResearch #Innovation #HE #HorizonEU #HorizonEurope #EU	#Soils #MissionSoil #SaveSoil #SoilHealth #HealthySoils #SoilPollution #EnvironmentalRestoration #SoilRestoration #Biodiversity #NBS #NatureBasedSolutions #WorldSoilDay #MissionSoilWeek

Table 4: Hashtags

5.4.1 X

An X account was created at the start of the project under the handle @EDAPHOSproject.

Figure 12: X account

X is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for X are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on soil pollution and restoration approaches
- Bring the EDAPHOS results closer to key stakeholders

The EDAPHOS X account will be managed on a regular basis. To be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post on a bi-weekly basis
- Reply to users who post or mention @EDAPHOSproject
- Follow and engage users who post content related to EDAPHOS activities

- Track specific words, mentions and trending hashtags

X will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by EDAPHOS partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the EDAPHOS X account.

5.4.2 LinkedIn

A LinkedIn page was created for EDAPHOS: www.linkedin.com/company/edaphos

The EDAPHOS LinkedIn account will be managed on a continuous basis. In terms of audience, a specific focus on academics, researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

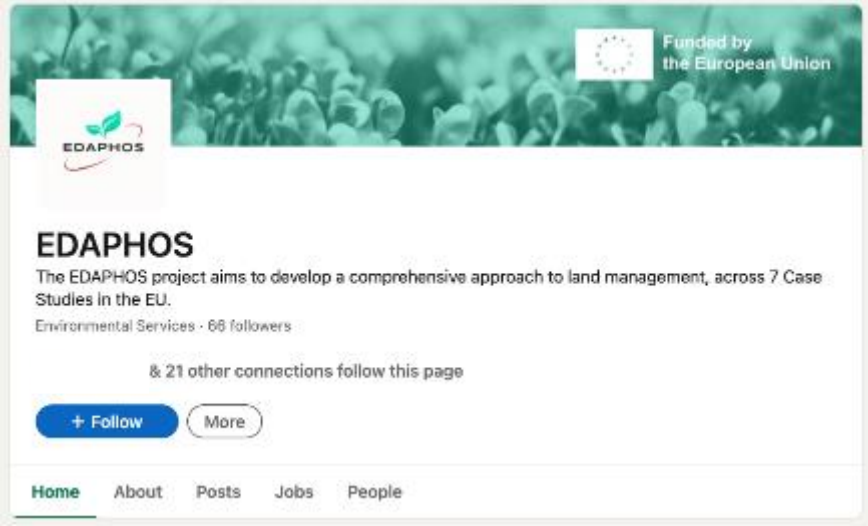


Figure 13: LinkedIn account

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a bi-weekly basis
- Reply to users who mention @EDAPHOS
- Follow and engage users who post content related to EDAPHOS activities
- Track specific words, mentions and trending hashtags

5.5 Newsletters

At least eight electronic newsletters will be distributed over the duration of the project, on a bi-annual basis. The newsletters will inform the EDAPHOS community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous six months
- A feature on the results achieved
- A technical update from each work package leader on progress made

Funded by
the European Union

- A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be made, and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will likely be distributed in January 2024, depending on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter to receive the latest project results and achievements.

5.6 Videos

One general project video will be produced to explain the EDAPHOS project and its expected results in an easy-to-understand manner. An additional short video will also be produced to present each of the seven case studies in the project.

These videos will be featured on the project website and widely disseminated on EDAPHOS social media channels.

5.7 Factsheets

Factsheets will be produced to present project results. These factsheets will be widely promoted via the EDAPHOS website, social media channels, conferences and through European networks and initiatives (Task 6.2).

6 Awareness raising campaigns

To reach the general public, specific awareness raising activities will be developed and launched on specific occasions, such as for World Soil Day or EU Green Week. The purpose will be to inform and educate the general public on the issue of soil pollution throughout Europe. Clear, straightforward messages close to people's concerns will be developed.

These campaigns will be conducted through social media, but in-person activities will also be organised to foster citizen engagement.

- Social media: the social media channels of the project (X, LinkedIn) will be used to connect with the general public and create a two-way dialogue. Messages will be targeted according to audience profiles. As social media will be the main communication channel for the awareness campaigns, dedicated hashtags will be created.
    - Membership of relevant LinkedIn groups and the dedicated EDAPHOS LinkedIn page, will enable the project to contribute to discussions on the topic of soil restoration, highlighting articles and events happening. This will enable the establishment of the EDAPHOS project as a credible, reliable voice in this area.
    - X will be used to create a follower base firstly by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the EDAPHOS project and beyond to establish it as an interesting, thought-provoking commentary on this topic.
- In-person activities: These activities will include the organisation of open days at EDAPHOS Case Study sites, the participation of the project in events, and interventions in schools/universities for which pedagogic tools will be prepared.

To assess the general public's perception of soil challenges, surveys and polls designed in collaboration with WP4 will be launched.

Success metrics will be followed to adjust the campaigns, if necessary, to deliver traction and encourage audiences to advocate for soil restoration.

7 Policy outreach and recommendations

An analysis of current EU legislation and existing barriers to the implementation of nature-based solutions for soil remediation and re-use will be carried out. Then, the project will provide regional authorities with insights to shape policy supporting the implementation of new initiatives and decisions on nature-based solutions. These recommendations will be summarised in *Deliverable 6.5 Policy brief*.

To promote policy learning and foster the exchange of best practices with land managers, policymakers, residents on Case Study site as well as local authorities, EDAPHOS project partners will participate in major events such as *European Week of Regions and Cities* and *Initiative for Coal Regions in Transition*.

Funded by the European Union

8 Dissemination channels and content

8.1 Interactions and exchange with other related projects

EDAPHOS will aim to foster a close collaboration through Living Labs with relevant networks, clusters, and initiatives to network and foster market uptake. In addition to that, the EDAPHOS project has identified several networks, projects, clusters, initiatives, and platforms at the European, national and/or regional level to collaborate with:

- Nati00ns
- PrepSoil
- ECHO
- EUSO
- ISLANDR
- Lifesaver
- Alternative
- Activematter
- GOLD
- BIOSYSMO

A summary of the activities carried out and their impacts will be reported in *Deliverable 6.2 Report on stakeholder outreach and clustering activities*.

8.2 Conferences and events

Presenting the EDAPHOS results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage directly with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The EDAPHOS project has identified several events of interest including the following:

- International Phytotechnology Conference
- International Conference on Bioremediation of Contaminated Soils
- International Symposium on Biosorption and Biodegradation/Bioremediation
- AquaconSoil
- SETAC Europe Meetings
- International Conference on Bioremediation Engineering and Research
- MicroTAS

8.2.1 Webinars

The EDAPHOS project will organise at least two scientific webinars and two industry-specific webinars.

The scientific webinars will serve to share knowledge and results generated by the project with the scientific community and to foster cross-fertilisation between projects. Topics will cover soil mapping, soil remediation and risk assessment, as well as NBS finance. The industry-specific webinars will be about sharing knowledge and results generated by the project with key industry players. Topics will cover financial modelling and exploitation opportunities in soil restoration.

All partners will contribute to the webinars by providing presentations. The webinars will be recorded and made available on the project website.

8.2.2 Summer schools

Two summer schools will be organised during the project by the UBFC and UNIBO partners. All partners will participate, and external projects and initiatives will be invited to share their results in a cross-fertilisation approach. Reports on the summer schools will be made available on the project website.

8.2.3 Massive open online courses (MOOCs)

The scientific findings and methods developed in EDAPHOS will be integrated in online learning material and MOOCs prepared by the UBFC and UNIBO partners. These materials will then be made available during the last year of the project and used in educational tasks aimed at farmers, the private sector, political bodies, and academia.

8.2.4 Final Event

In the second half of the project, a final event will be organised to present the project's findings, lessons learned and policy recommendations to a wide audience. The event will bring together high-profile experts, local, national, and European decision-makers, NGOs and key project partners. Relevant international and national media contacts will be invited.

8.3 European dissemination channels

The following official EU dissemination channels will be targeted to share the results of EDAPHOS:

Magazines	Research*EU results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon Europe newsroom	https://research-and-innovation.ec.europa.eu/news/news-alerts_en
Platform	Horizon Result Platform	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform
	Innovation Radar	https://innovation-radar.ec.europa.eu/
Awards	Horizon Impact Award	https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/prizes/horizon-impact-award_en

Table 5: EU dissemination channels

Funded by the European Union

8.4 Scientific publications

Several scientific publications will be written by lead academic partners who are involved in the project. These publications will include the main findings of the project's deliverables and will be presented at some of the conferences listed in section 8.2 of this document.

In addition to those previously mentioned, the EDAPHOS project has selected several journals of interest, including the following open access journals:

- Plant Biotechnology Journal
- Journal of Soils and Sediments
- Journal of Hazardous Materials
- Nature Communications
- Environmental Science & Technology
- Ecotoxicology and Environmental
- SafetyPLOS

EDAPHOS will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. When possible, the EDAPHOS project will combine different measures to foster open access to knowledge.

Project partners will be encouraged to regularlyss share information about their scientific publications when related to soil pollution via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

9 Key performance indicators

Activity	Description	Target
Public website	As the main communication tool for promoting EDAPHOS, the website will share general project information, public deliverables, news, and events.	• 350 visits / month
Social media	LinkedIn and Twitter will serve to build and engage an online community, increase project visibility, and raise awareness among followers.	• >500 followers • At least two awareness raising campaigns
Visual materials	The leaflet, poster and factsheets will serve to present the project and its results in a visually pleasing and easy-to-understand way.	• 1 leaflet • 1 poster • 2 factsheets
Project videos	Videos will serve to present the project and its results in a visually pleasing and easy-to-understand way.	• 1 project video • 2 CS videos • >500 views
MOOCs	The MOOCs will make scientific findings and methods available for education at different levels.	• 2 learning modules • >200 views
E-newsletters	Newsletters will provide information on project progress, results, and upcoming events.	• 8 newsletters
Scientific publications	Publications will serve to disseminate project results through leading journals.	• >15 publications • >8 co-authored by > 2 partners
Events	Conferences, trade fairs and other events serve to network with other projects, facilitate cross-fertilisation and share key results.	• >30 events
Summer school	Summer schools will share knowledge / results in a cross-fertilisation approach.	• 2 summer schools • >60 participants
Scientific webinars	The scientific webinars will facilitate cross-fertilisation with other ongoing projects.	• >2 webinars • >100 participants
Industry webinars	The industry webinars will share the knowledge and key results generated in the project.	• >2 webinars • >100 participants
Policy outreach	Policy outreach activities will contribute to shaping policy and supporting the implementation of new policy initiatives and decisions.	• 6 policy briefs • 4 policy events • 25 municipalities on EDAPHOS NBS market platform
Final event	The final event will serve to present project findings, lessons learned and policy recommendations to a wide audience.	• >100 participants
Advisory board	The project will benefit from the advisory board's expertise, thus guaranteeing the quality of the project's implementation.	• >1 meeting / year
Living labs	Living labs provide opportunities to network with relevant stakeholders and foster the market uptake of results.	• 4 living lab experimental sites

Table 6: Key performance indicators

Funded by the European Union

10 Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the EDAPHOS project and its results in an efficient and impactful way. The plan will be updated and improved based on the monitoring results collected and an interim report on the communication and dissemination activities (D6.6) will be submitted in M24. A final plan (D6.7) will be submitted in M48.