SOLO Soils for Europe

PROJECT IMPACT IN PRACTICE

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

Deliverable D5.2 EU Horizon Europe.

5. Awareness of land managers with regard to soil health challenges

QUANTITATIVE



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INTRODUCTION

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

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

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

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



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

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

Awareness of land managers with regard to soil health challenges

DESCRIPTION AND IMPORTANCE

Evaluate the contribution of R&I to the information outreach of the Mission Soil to land managers.

Land managers are responsible for making decisions related to land use and management. They may be individuals or companies, landowners, tenants or employed staff.

DEFINITION

Percentage of land managers aware of soil health challenges.

MEASUREMENT

This indicator measures the number of land managers that are aware of soil health per total number of land managers who participate in Mission Soil projects, including Living Labs.

Data is collected through a survey, which is applied at least twice: i) at the start of the project (baseline assessment) and ii) towards the end of the project (4-year interval). The survey may also be applied half-way through the project, to provide a mid-term assessment.

The survey is composed of X questions intended to measure the level of awareness of land managers recurring to a 5-point Likert scale. The survey was adapted from the Special Eurobarometer 501 (European Commission, 2020) and People's Climate Vote (Flynn et al., 2024); statements about soil health were adapted from European Commission (n.d.-b) and (European Environment Agency, n.d.).

1. In your opinion, how important is each of the following in enhancing soil health? (Not important at all, Somewhat unimportant, Neutral, Somewhat important, Extremely important)

   - People should be educated on how to implement sustainable soil management practices
   - Soil sealing should be limited
   - The agricultural sector should reduce the use of fertilizers and pesticides
   - Soil organic matter should be conserved and, in some cases, increased
   - Preventing water-induced erosion should be prioritized
   - There should be plant diversity in agriculture, forest and nature soils
   - Both the EU and Member States should invest in gathering more information and knowledge about soil health

2. Please state to what extent you agree or disagree with each of the following statements (Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree):

   - Restoring soil health is very important to me personally
   - Soil degradation is a very serious problem at this moment
   - Soil has a very important role in mitigating climate change

- Soil health has affected big decisions for me, such as where to live or work, or what to buy
- I often think about the importance of soil health
- When I take land management decisions, I often take soil health into consideration
- A healthy soil can improve the wealth/economy of the country

To reach the total number of land managers who participate in Mission Soil projects, count all land managers involved in the project, in the different possible ways (as partners, as consultants, as owners of experimental plots, as participating in stakeholder groups, among others). If there is a broader group of land managers who also are in connection to the project consider those also.

In both cases, the indicator is calculated as such:

$$\frac{\textit{Nr.of land managers aware of soil health challenges}}{\textit{Total Nr.of land managers}} \times 100$$

LEVEL

NUTS level 3

DATA SOURCE

Project reporting; Survey

PERIODICITY

Quadrennial

TYPE

Impact

CLASS

Literacy



REFERENCES

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