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SOLO for
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Plan for Exploitation and Dissemination of Results 1

Deliverable D1.1

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Soils for Europe



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Preface

To achieve the goals and impacts of the project, it is crucial to effectively disseminate, communicate and put into practice the activities, outcomes, and outputs of SOLO. The Plan for Exploitation and Dissemination of Results (PEDR) was developed by WP1 Project management and coordination in month 6 of the project with the support of all partners. The PEDR aims to provide a comprehensive program of dissemination and knowledge exchange, defining clear objectives and target-based interactions between stakeholders and the project, with the aim of ensuring the uptake of project innovation beyond the lifetime of SOLO. As a first step, a recognisable project identity has been created, and various promotional materials have been produced, which are described in this deliverable.

Summary

Communication, dissemination, and exploitation are crucial within SOLO as they are the primary means of ensuring knowledge transfer and uptake of results during and after the project's lifetime. The project's strategic objectives, target groups, key messages, and narratives serve as a reference point for the project's actions in relevant fields. All dissemination, communication, and exploitation activities of SOLO will be based on the PEDR, which includes a detailed plan of communication messages, target groups, communication tools, channels, and approaches to disseminate project results in the most efficient manner. The PEDR also provides tailored key performance indicators (KPI) for the project's outreach activities, which aim to quantitatively monitor the effectiveness of dissemination activities. A timeline for implementation and updates is provided, and this document will identify key project results that will be subject to exploitation. The document will be reviewed and updated in Months 18, 36, 48 and 60 of the project.

SOLO has a strong and distinctive project brand, with a well-designed graphic identity. Traditional marketing methods such as project logos, websites, leaflets, posters, and templates will be combined with innovative communication tools, such as project videos, email marketing, search engine optimisation (SEO), and blog articles.

List of abbreviations

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

1 Introduction

SOLO recognises the importance of clear and targeted approaches for communication, dissemination, and exploitation (CDE) of research results, beginning as early as possible in the project duration. The deliverable defines CDE in accordance with the European Commission's definitions, as follows:

- **Communication** is the most comprehensive of the three approaches, providing a translation of results that can be understood and presented to diverse audiences, including the media and the public. Communication supports dissemination activities.

- **Dissemination** is a more specific approach that involves sharing research results with potential users, including peers in the research field, members of the scientific community, industry professionals, commercial agents, and policymakers.
- **Exploitation** is the final step and pertains to the use of results for commercial purposes or in public policymaking.

All three processes are essential in maximising the utility of research output generated within a project. By utilising SOLO's stakeholder mapping exercise and identifying the most suitable communication tools in terms of sustainability and outreach capacity, a carefully designed PEDR serves as the foundation for all further dissemination and exploitation activities within the project.

2 SOLO's stakeholder target groups

In order to maximise the effectiveness of the project's CDE activities, it is essential for SOLO to carefully assess and cater to the specific needs and preferences of its target audiences. To achieve this, SOLO has focused on identifying the preliminary stakeholder groups and subgroups, as well as key messages early on in the project's planning phase. These vital components were initially outlined in SOLO's description of action, and are presented below to provide a clear and concise overview:

Table 1: SOLO stakeholder groups and types

Stakeholder group	Target group
Policy and governance (P)	Members of European Parliament (MEP), European Commission (EC), Global Initiatives (GI), Soil Mission Board (MB), European Institutions (EI), the European Innovation Partnership for Agriculture Productivity and Sustainability (EIP-AGRI)
Practitioners and industry (I)	Land Owners (L)
	Farmers and Foresters (FF)
	Business sector including finance (BF)
	Urban and spatial planners (USP)
Research and academia (R)	Standing Committee on Agricultural Research (SCAR), Universities (U)
Civil society	Civil Society Organisations (CSO), Citizens (R)

The subsequent sections of this deliverable will outline the specific steps taken to effectively communicate and disseminate project results to the designated target groups. These measures have been meticulously designed to ensure maximum engagement and understanding among the intended audiences.

3 Communication

The dissemination activities of the project are aimed at engaging the stakeholders and potential users directly, whereas **external communication** will play a crucial role in reaching a broader audience, including the general public, and raising awareness about the project's economic, technological, and societal impacts. The project team has developed a diverse range of communication tools and channels, as outlined in Table 2, which will be utilised to effectively communicate both the project's activities and results. While a preliminary outline of these measures is available in the SOLO Description of Action (DoA) under section 2.2, this deliverable aims to further elaborate and refine these tools and channels.

In addition to the aforementioned strategies, SOLO intends to leverage the participants' institutional networks and connections to disseminate project activities and outcomes. This will involve sharing information about the project through relevant networks and platforms, as well as newsrooms. Furthermore, the project will actively engage with social media channels and participate in international events and conferences, collaborating with other research projects and networks. The project's overarching vision is to facilitate two-way communication with stakeholders, whereby not only will the project share new results and insights with the public, but it will also gather knowledge, know-how, and perceptions from stakeholders.

Internal communication within SOLO will primarily take place via the project website, which includes a dedicated Internal Communication Platform (ICP). This password-protected platform is designed to facilitate seamless communication between project team members and holds various internal documents, including WP-specific documents, templates, presentations, deliverables, and the SOLO DoA. Additionally, the ICP features a mailing list of all active SOLO members, complete with their roles and involvement in different WPs.

4 Dissemination

SOLO project is customising different communication channels that facilitate both uni- and bi-directional dissemination channels to effectively communicate with its target stakeholders and audiences. The project engages with stakeholders to gather their expertise, knowledge, and perceptions through various activities.

In order to cater to the specific needs of each stakeholder group, the project has identified a range of communication and dissemination tools which have been mapped in Table 1. These tools are carefully selected to ensure the maximum outreach and engagement with the intended audience. The identified tools are tailored to meet the unique requirements of each group, ensuring effective communication and understanding.

As a quality control measure, key performance indicators have been set for each tool, taking into consideration factors such as output, outreach, and impact. These indicators will help to measure the effectiveness of each tool in achieving the project's communication objectives.

Table 2: SOLO communication and dissemination activities

Target audience	Communication/dissemination activity	Month	KPIs	Impact
MEP	Events, organised for Members of European Parliament with the goal of capacity building	24/36/48/60	Output: 3 workshops Outreach: 5 MEPs or MEPs representatives per workshop	Improve evidence-based for legislative processes
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Think Tank (TT) Workshops	4/10/16/22/28/34/40/46/52/58	Output: 10 face-to-face workshops/TT 5 virtual meetings/TT 5 cross-fertilization meetings Outreach: >20 stakeholders	Improve information on the knowledge gaps for specific Mission Objectives and the identification of emerging trade-offs between R&I priorities
EC, EI, MB	Meetings with the SOLO Consultation Board	10/19/31/43/55	Output: 5 face-to-face consultation meetings with up Outreach: up to 10 participants All SOLO KPIs integrated in reporting mechanisms	Strong focus on capacity building; the proposed Operational Framework is well integrated into current reporting mechanisms
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Public Deliverables (PD) published by the project	18/36/48/60	Output: 13 PD published Outreach: >100 downloads in the SOLO tools/PD	Improve information on the knowledge gaps across Mission Objectives and the identification of emerging R&I trends
MS, MB, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Regional Nodes Workshops	12-48	Output: 4 face-to-face workshops/Regional Node Outreach: >30 stakeholders All Regional	Regional stakeholders understand EU R&I priorities related to the Mission and how their sites

			Nodes are integrated as Living Labs sites or Lighthouses in future funding applications	can be part of future R&I funding applications
EC, MB, MS	Lessons learned in the Regional Nodes disseminated across MS through the Soil Weeks	48	Output: 5 roll-ups (one per Regional Node) presented across 12 MS through the Soil Weeks Outreach: Positive feedback and recommendation received from stakeholders	Expand regional roadmapping to other regions and Member States
P, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Soil Week events	24/36/48/60	Output: 4 events (one per year) in 12 MS Outreach: 150 people per event	Regional and national stakeholders become more aware of SOLO results
MB, EI, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Open review of white papers (via the SOLO Platform)	10-60	Output: >10 white papers published >100 reviewers 9 Digital open forums created in the SOLO Platform in support of each TT Outreach: 1000 visits on SOLO platform	Open, transparent, and early access to information supporting the definition of the roadmaps and increased uptaking by stakeholders
R	Peer-reviewed scientific publications	1-60	Output: 5 publications on the regional and thematic barriers and opportunities for a soil health transdisciplinary research and innovation strategy	Researchers have access to knowledge about emerging trends in soil health science and potential paths for innovation and research in the

			Outreach: 20 citations per publication	scope of the EU funding programs and others.
R	Scientific presentations in conferences	1-60	Output: 10 presentations	Increase the acceptance and incorporation of the SOLO gap analysis and roadmaps by a wider scientific community
EC, EI, MS, MB, MEP, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Technical presentations in face-to-face and/or online meetings with relevant stakeholders	1-60	Output: 20 presentations Outreach: 300 stakeholders reached	Expand the scope of the Soil Mission to other topics (e.g., biodiversity conservation) and a wider range of land use types Increase awareness on the value of soils
MEP, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Project website	3	Output: 1 website Outreach: 3000 individual visits to the website	Inform and discuss (using the discussion forums of the SOLO Platform) about specific topics of common interest; Increase engagement of interested parties and access to SOLOs' main results and outputs
L, GI, FF, R, BF, USP, EIP-AGRI,	Newsletters and flyers (online and printed)	6-54	Output: 10 newsletters (2 per year);	Stakeholders are informed about the

SCAR, CSO, C			<p>Outreach: number of subscribers + 30/year, no. of opens >35%; flyers (500 print copies, 500 downloads) Number of website visits > 10,000/project duration</p>	activities and results of SOLO and other relevant on-going projects. Stakeholders can more easily find ways to engage with SOLO
P, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Social media accounts and posts to share events, results and engage stakeholders	3	<p>Output: 3 accounts (LinkedIn, YouTube, and Twitter) Outreach: 50 posts/year/per account, >1/week; number of retweets/reposts (Twitter) > 1/week; number of followers/subscribers per account > +100/year number of impressions on Twitter >100 000/project duration</p>	Stakeholders are informed about the activities and results of SOLO and other relevant on-going projects. Stakeholders can more easily find ways to engage with SOLO
C	Press releases	1-60	<p>Output: 5 press releases Outreach: 15 000 views</p>	Share main project information and results
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Short videos with regeneration narratives related to the Mission Objectives	30	<p>Output: 8 short videos; Outreach: 100 views/video</p>	Increased social perception of the value of soils
All	Infographics	24	<p>Output: 10 infographics Outreach: 250 downloads from</p>	Easier interpretation of SOLO results by stakeholders

			project website	
MEP, L, FF, R, BF, USP, CSO	National Parliamentary and Institutional events	1-60	Output: 5 National events Outreach: between 40 and 100 participants, depending on the format of the events	Raised awareness by national stakeholders on the importance of having a dedicated R&I portfolio on soil health
All	Posters/roll-ups	6	Output: Project poster/brochure/one-pager Outreach: 100 downloads from project website	Increased social perception of the value of soils
EC, MB, EI, MEP, GI, R, CSO	Final SOLO Conference	60	Output: 1 conference Outreach: >100 attendees	Stakeholders are informed on the priorities to move forward in soil health R&I

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

Table 3 presents a summary of the sister-projects that SOLO intends to work together with, along with other noteworthy projects in the related field. To promote collaboration, the project plans to engage in shared initiatives such as workshops and webinars, issuing press releases, offering social media assistance, and exchanging resources.

Table 3: List of relevant EU-funded projects

Acronym	Title/Description
HUMUS (2023 - 2025)	HuMUS aims to facilitate the participation of stakeholders and citizens in decision-making procedures by implementing case studies, educational programs, and capacity building activities, as well as by exchanging valuable experiences at regional and local levels.
AI4SoilHealth (2023 - 2026)	The AI4SoilHealth initiative seeks to collaboratively design, establish, and sustain an openly accessible digital infrastructure across Europe. This infrastructure will be based on state-of-the-art AI techniques, integrated with the

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

5 Implementation plan

The SOLO implementation plan is structured into three segments that correspond to the project's level of maturity. Each stage is tailored to prioritise specific aspects of communication and dissemination. The recognized stages are:

- Stage 1: M1 - M15 Planning - **current**
- Stage 2: M15 - M30 Unfolding
- Stage 3: M30 - M45 Maturity
- Stage 4: M45 - M60 Final phase

The current phase of the project is focused on establishing the groundwork for SOLO and fostering a vibrant community around the initiative, with plans for further expansion. This section outlines the implementation plan for the upcoming stage of the project, referred to as "Unfolding" and spanning from M15 to M30.

- **Project website, including public library:** the SOLO website will be regularly updated with at least one news item per month (total of minimum 12 from M15 to M30), featuring information derived from the project or relevant to the project. The Calendar page will be continuously updated with relevant events on a monthly basis. The public library will contain all SOLO articles as they are published, with a separate section in the library dedicated to relevant publications related to the project.
- **Scientific publications:** SOLO will aim to produce a total of 1 peer-reviewed article during the Unfolding phase;
- **Presentations at scientific and general conferences:** SOLO will be represented at relevant conferences/events relating to the SOIL mission. The promotional materials required will be consulted with project partners attending the events
- **Workshops:** SOLO will organise around 10 workshops in the Unfolding stage of the project
- **SOLO platform:** WP1 will develop and maintain a platform for the purposes of the SOLO project and beyond it, that will be used for authoring, reviewing, publishing, hosting and archiving of documents (i.e. reports) created within the project. This will be attained by adapting the existing publishing and reviewing platform [ARPHA](#), developed by Pensoft Publishers, which is an advanced tool, suitable for a range of research outputs, including open access journals, books, institutional documents and reports.
- **Promotional materials:** A project poster, sticker and brochure will be designed and made available to project partners for scientific conferences as part of the SOLO project.
- **Videos:** An introductory video explaining the idea and rationale behind SOLO will be conceptualised, developed, and disseminated. Further video topics will be elaborated
- **Fact sheets:** Factsheets will be developed in Stages 3 of the project
- **E-newsletters:** Biannual newsletters will be issued, providing updates on recent project progress and developments.
- **Practice abstracts:** Topics for practice abstracts will be identified through discussions and determinations.
- **Social media:** Recognised as a crucial outreach tool for all target groups, a dedicated social media strategy has been formulated in chapter 6 as part of the project. The SOLO social media channels on Twitter and LinkedIn will be used on an ongoing basis (with at least 1 posts per week). Once the first project video is available, a YouTube channel will be set up as well.

6 Social media strategy

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

In line with this, SOLO will utilise social media to inform and engage with the general public and relevant stakeholders about the importance of the objectives of the EU Mission '[A Soil Deal for Europe](#)' throughout the project's duration. Additionally, any project results will be disseminated through various social media platforms to maximise their uptake.

6.1 Social media platforms

SOLO has established a unique corporate identity on two social media channels, which has been actively managed since the start of the project. The currently operational social media accounts for SOLO are:

- **Twitter:** @soils4europe
- **LinkedIn:** @Soils for Europe

A concise evaluation of the benefits and drawbacks of the social media accounts of the project is outlined in Table 3 (below).

Table 4: Social media analyses with pros and cons and recommendations for use within SOLO

	Pros	Cons
Twitter	<ul style="list-style-type: none"> ● Engage in live discussions or initiate new ones ● Large user base ● Quick and convenient communication ● Stay updated on news and events, and interact with others ● Schedule tweets for future publication 	<ul style="list-style-type: none"> ● Substantial volume of content, including spam ● Continuous need for content sharing ● Tweets can easily go unnoticed ● Character and media space constraints ● Limited timeframe for tweet visibility
LinkedIn	<ul style="list-style-type: none"> ● Mainly focused towards professional topics ● Capability to target ads 	<ul style="list-style-type: none"> ● Some accounts primarily utilise it for job searching purposes

	<p>based on job title</p> <ul style="list-style-type: none"> • Well-suited for thought leadership content • Effective for engaging industry and private sector stakeholders 	<ul style="list-style-type: none"> • Challenging to establish a following for a company page • Significant time and effort required for brand building • Limited interaction options like polls or games
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6.2 Social media profiles

Social media also allows for the option to follow other institutional profiles associated with the project for monitoring possibly relevant information they share and engaging with them through project-specific content. As part of this approach, SOLO follows institutional profiles like the European Commission (EC), the Food and Agriculture Organisation (FAO), UN Environment Programme (UNEP), EU Food Policy Coalition (EU FPC) and others.

A list of EU-funded projects to follow on social media was identified via the CORDIS website by searching projects relevant to the EU mission 'A Soil Deal for Europe' and relevant projects identified in the Horizon Programmes HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment, HORIZON.2.2 - Culture, creativity and inclusive society, HORIZON.2.4 - Digital, Industry and Space and HORIZON.2.3 - Civil Security for Society. These are the identified relevant projects:

- HUMUS
- AI4SoilHealth
- SoilValues
- Soil Health Benchmarks
- InBestSoil
- SoilWise
- NOVASOIL
- NBSOIL
- NATI00NS
- PREPSOIL

Provided below are some hashtags relevant to the project and the target groups they are intended for:

- #MissionSoil: policy, scientific community at local and EU level, umbrella organisations
- #HorizonEurope #H2020: policy, scientific community at local and EU level, umbrella organisations
- #SoilHealth, #SoilRestoration, #SoilDegradation: scientific community at local and EU level, umbrella organisations, citizens, and general public

6.3 Social media campaigns

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

Table 5: SOLO social media campaigns

Name	Hashtag(s)	Description	Channels	Status
Faces of the project campaign	#SOLOFaces	Presenting SOLO's team members and their research activities within the project	Twitter, LinkedIn	Planned for Stage 1
SOLO Research	#SOLOResearch	Emphasising the latest scientific publications arising from the project	Twitter, LinkedIn, Newsletter	Planned for Stage 2
WP campaign	#SOLOResults	The campaign aims to showcase outcomes obtained from each of the work packages	Twitter, LinkedIn, Newsletter	Planned for Stage 2

7 Assessing CDE activities

To guarantee that diverse target groups receive appropriate messages through optimal means at the appropriate time, it is imperative to prepare communication and dissemination activities well ahead of time. It is possible that potential modifications may occur during the project lifecycle, and the context in which the target audience operates may also shift. This necessitates the use of appropriate mechanisms to monitor the progress and effectiveness of the PEDR in achieving its objectives. Furthermore, each CDE activity will be scrutinised to determine its efficacy.

In order to ensure the PEDR effectiveness, it is vital to continuously assess and consider potential challenges related to stakeholders, information sources, content, communication, and dissemination methods. Towards the end of the first project stage (M18), the PEDR will be updated, and the following guidelines will be adopted:

- Regular evaluations of communication and dissemination activities will be conducted to determine the most effective methods for achieving desired outcomes.
- The focus will be on ensuring stakeholders receive and understand the intended message, prioritising quality over quantity to achieve maximum impact.

- Each activity will be objectively assessed to identify the most appropriate method or channel for success.
- Communication and dissemination activities will be deemed effective when the target audience is actively engaged.

By utilising the SOLO KPIs (available in Table 2) to track dissemination activities' effectiveness, the evaluation process will determine whether the communication and dissemination efforts have positively influenced the exchange of knowledge and desired communication of research outcomes and project narratives among target groups. A list of KPIs related to dissemination activities and performance targets has been formulated and adopted to enhance the project's efficiency in disseminating results and fostering a strong stakeholder engagement approach.

These figures serve as a framework and will fluctuate based on the project content's relevance and volume during each period. As SOLO's social media audience grows, the rate of gaining new followers may increase due to the greater exposure of published content.

8 Exploitation plan

The SOLO project aims to produce various outputs and deliverables that have high potential for exploitation. This section outlines the project's approach to disseminating, communicating, and exploiting its outputs and results to targeted audiences. The exploitation plan was developed using a survey that was completed by all beneficiaries of SOLO. It offers an overview of:

- The primary project outputs and their respective beneficiaries;
- The preferred dissemination routes, channels, and outlets for these outputs;
- The target groups for these outputs and their scope;
- The practical applications of each output;
- The possibility of commercialising specific results, if applicable.

Using the information from the exploitation plan, a detailed and comprehensive exploitation strategy will be developed by the consortium to ensure that project results are effectively transferred to the relevant stakeholder community. The goal is to establish the necessary capacity for uptake and further development of these results beyond the lifespan of the project. Table 5 outlines the SOLO KERs, as well as their associated mechanisms and pathways for exploitation.

To enhance the exploitation potential of SOLO, a dedicated platform will be created for authoring, reviewing, publishing, hosting, and archiving project documents, such as reports. This will be achieved by adapting the existing publishing and reviewing platform [ARPHA](#), developed by Pensoft Publishers. The SOLO platform design will be created following the guidelines of the project's brand manual and will be consistent with the visual identity of the project. The platform will be easy to use and support the outputs of the project with multiple functions. The SOLO platform will ensure that project outputs remain accessible, findable, interoperable, and reusable beyond the project's lifetime.

Additionally, to maximise the exposure and exploitation of project results, the project will consider applying for exploitation opportunities offered by the European Commission, such as publishing results on the Horizon Results Platform, enhancing exploitation activities through the Horizon Results Booster, and publishing a project-dedicated success story on the Research and

Innovation success stories page. These platforms will serve as a bridge towards policymakers and researchers, giving access to the project's prioritised results with a high potential value.

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

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

SOLO beneficiary	Relevant WP(s)	KER description, practical application	Preferred dissemination routes, channels and outlets	Target group	Scale	Commercialisation
LUKE	WP2, WP3	<p>KERs: SOLO Platform, Soil Network of Knowledge, SOLO Think Tanks, Protocol for the assessment and attribution of soil health drivers across land use types, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective, Overarching roadmap with a synthesis across Soil Mission specific objectives and European Regions, Regional nodes, Operational framework and R&I Key Performance Indicators.</p> <p>Application: Provide best practices in agriculture and forestry to maintain healthy soil.</p>	<p>SOLO dissemination channels (website, social media, newsletter), social media, personal blog, Institutional communication channels; Co-creation activities, Workshops, Press releases</p>	<p>European Institutions, Soil Mission Board, Members of European Parliament, Global initiatives, Landowners, Farmers and Foresters, Researchers, Business sector including finance, Journalists and media outlets, Civil Society Organisations, Citizens and general public</p>	<p>EU, National</p>	<p>N/A</p>
UA	WP2, WP4	<p>KERs: SOLO Think Tanks, Protocol for the assessment and attribution of soil health drivers across land use types.</p> <p>Application: The vision text would identify knowledge/data gaps that could be addressed in upcoming calls in the Soils Mission; the value it brings to the reverse of soil degradation is that the knowledge/data gained will identify the most adverse practices/mechanisms, which is crucial</p>	<p>SOLO dissemination channels (website, social media, newsletter, Personal communication channels (social media, personal blog), National Farmers' Organisations, Scientific journals; Workshops, Policy</p>	<p>European Institutions, Soil Mission Board, Landowners, Farmers and Foresters, Journalists and media outlets, Urban and spatial planners, Civil Society Organisations, Citizens and general public,</p>	<p>EU, International</p>	<p>N/A</p>

		for the development of targeted EU and national policies.	briefs, Social media, Project website, Promotional materials,			
IASK	WP2	<p>KERs: SOLO Platform, Soil Network of Knowledge, SOLO Think Tanks, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective, Overarching roadmap with a synthesis across Soil Mission specific objectives and European Regions, Regional nodes.</p> <p>Application: We shall identify those societal needs, which so far were less in the focus of research</p>	SOLO dissemination channels (website, social media, newsletter), Personal communication channels (social media, personal blog), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Co-creation activities, Workshops, Policy briefs, Social media, Project website, Stakeholder discussion groups	European Institutions, Soil Mission Board, Global initiatives, Researchers, Journalists and media outlets, Civil Society Organisations, Citizens and general public	EU, International	N/A
PANEU	WP2, WP3, WP4, WP5	<p>KERs: Soil Network of Knowledge, SOLO Think Tanks, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective.</p> <p>Application: The results will be used in the context of the implementation of</p>	SOLO dissemination channels (website, social media, newsletter), Institutional communication channels (social	European Institutions, Members of European Parliament, Farmers and Foresters, Journalists and media outlets, Civil Society Organisations, Citizens and general	EU	N/A

		<p>the EU Sustainable Use Regulation to decrease the use of pesticides and improve soil health, providing recommendations to the local authorities that will have to produce guidelines for farmers. The results will also be used in the formulation and implementation of the new EU Soil Health Law to achieve ambitious soil health targets.</p>	<p>media, blog, journal, online repository, PR platforms), Meetings and conferences, Capacity building activities, Workshops, Policy briefs, Fact sheets, Social media, Project website, Stakeholder discussion groups, Press releases</p>	<p>public</p>		
NOA	WP2	<p>KERs: Soil Network of Knowledge, SOLO Think Tanks, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective, Overarching roadmap with a synthesis across Soil Mission specific objectives and European Regions. Application: Raise awareness, highlight the needs, gaps and priorities.</p>	<p>SOLO dissemination channels (website, social media, newsletter), Personal communication channels (social media, personal blog), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Capacity building activities, Workshops, Capacity building activities, Social</p>	<p>European Institutions, Soil Mission Board, Landowners, Farmers and Foresters, Researchers, Civil Society Organisations, Citizens and general public</p>	EU	<p>Workshops , Social Media, Websites</p>

			<p>media, Project website, Promotional materials (written in popular language on soil conservation), Stakeholder discussion groups, SOLO electronic newsletter</p>			
ZALF	WP3	<p>KERs: Protocol for the assessment and attribution of soil health drivers across land use types. Application: The typology and regional differentiation of drivers will be used to better understand the reasons behind the soil degradation in the local context. The practical application of the analysis of drivers is, it suggests the areas be focused.</p>	<p>SOLO dissemination channels (website, social media, newsletter), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Capacity building activities, Co-creation activities, Workshops, Policy briefs, Social media, Project website, Promotional materials (written in popular language on soil conservation), Stakeholder discussion groups,</p>	<p>European Institutions, Soil Mission Board, Global initiatives, Researchers, Journalists and media outlets, Urban and spatial planners, Standing Committee on Agricultural Research, Civil Society Organisations</p>	EU/national/regional	no

			SOLO electronic newsletter			
NMBU	WP2	<p>KERs: SOLO Platform, Soil Network of Knowledge, SOLO Think Tanks, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective.</p> <p>Application: Defining knowledge gaps where science and policy makers can take further actions. The topic of conserving soil organic carbon stocks is investigated intensively all over the world and hence our main goal will be to simplify the knowledge gaps and draft actions which can be implemented in soil managements practices</p>	SOLO dissemination channels (website, social media, newsletter), Peer review journals, Scientific journals, Meetings and conferences, Project website, Stakeholder discussion groups	European Institutions, Global initiatives, Researchers, Policy developers	EU, for now	N/A
EVORA	WP2, WP4	<p>KERs: SOLO Think Tanks, Regional nodes</p> <p>Application: Defining knowledge gaps where science and policy makers can take further actions. The topic of preventing soil erosion is investigated intensively all over the world and hence our main goal will be to simplify the knowledge gaps and draft actions which can be implemented in soil management practices.</p>	Institutional communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Co-creation activities, Workshops, Policy briefs, Social media, Promotional materials (written in popular language on soil conservation), Stakeholder	Soil Mission Board, Landowners, Farmers and Foresters, Researchers, Civil Society Organisations, Citizens and general public,	Local, National, International	N/A

			discussion groups, Press releases			
ICLEI	WP2, WP3, WP4, WP5	<p>KERs: SOLO Think Tanks, Protocol for the assessment and attribution of soil health drivers across land use types, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective, Operational framework and R&I Key Performance Indicators.</p> <p>Application: SOLO Think Tanks: Will help to produce the roadmaps in a co-creative way.</p> <ul style="list-style-type: none"> - Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective: Aims to identify knowledge gaps and novel avenues for European soil research, innovation and other actions in the context of the Soil Mission objectives. - Protocol for the assessment and attribution of soil health drivers across land use types: This will enable the identification of emerging opportunities and barriers to improve land management with a focus on soil health. - Operational framework and R&I Key Performance Indicators: identifying and describing measurable R&I KPIs that can be smartly adapted to fit the different regional research, economic and social conditions across Europe and integrate current or future 	SOLO dissemination channels (website, social media, newsletter), Personal communication channels (social media, personal blog), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Meetings and conferences, Co-creation activities, Workshops, Fact sheets, Project website, Stakeholder discussion groups, SOLO electronic newsletter	European Institutions, Soil Mission Board, Global initiatives, Urban and spatial planners	EU	N/A at this stage

		reporting mechanisms and support the assessment, evaluation and correction of the Mission R&I portfolio towards the improvement of European soil health.				
AEEU	WP2, WP4	<p>KERs: SOLO Think Tanks, Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective, Overarching roadmap with a synthesis across Soil Mission specific objectives and European Regions.</p> <p>Application: The outcomes of the TT will create knowledge of current gaps in soil health research and innovation and thereby support the implementation of the Soil Mission objectives. In the process, various stakeholders will be connected and exchanged, fostering also a strong network of experts on the topic related to the TT.</p>	SOLO dissemination channels (website, social media, newsletter), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Meetings and conferences, Co-creation activities, Workshops, Policy briefs, Social media, Project website, Stakeholder discussion groups, SOLO electronic newsletter	European Institutions, Soil Mission Board, Members of European Parliament, Farmers and Foresters, Researchers, Civil Society Organisations, Citizens and general public	EU, local	N/A
LEITAT	WP2	<p>KERs: Soil Network of Knowledge, SOLO Think Tanks.</p> <p>Application: In practice, the workshops and discussions within the network of knowledge will co create and launch R&I roadmaps that include the main gaps on the different fields /objectives related to soil health</p>	SOLO dissemination channels (website, social media, newsletter), Personal communication channels (social media, personal blog), Institutional	Soil Mission Board, Global initiatives, Landowners, Farmers and Foresters, Researchers, Standing Committee on Agricultural Research, Civil Society Organisations, Citizens	National, local, EU, international	N/A

			communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Co-creation activities, Workshops, Stakeholder discussion groups	and general public		
Fraunhofer	WP4	<p>KERs: Overarching roadmap with a synthesis across Soil Mission specific objectives and European Regions.</p> <p>Application: Options and novel technological developments that benefit the implementation of the Mission objectives. The options will support the identification of research and innovation priorities and the timeline for their implementation.</p>	<p>SOLO dissemination channels (website, social media, newsletter), Personal communication channels (social media, personal blog), Institutional communication channels (social media, blog, journal, online repository, PR platforms), Scientific journals, Meetings and conferences, Workshops, Social media, Project website, Stakeholder discussion groups, Press releases, SOLO electronic</p>	<p>European Institutions, Soil Mission Board, Farmers and Foresters, Researchers, Standing Committee on Agricultural Research,</p>	EU	N/A

			newsletter, Brochures			
PENSOFT	WP1	<p>KERs: SOLO Platform</p> <p>Application: Pensoft Publishers will develop and maintain a platform for the purposes of the SOLO project and beyond it that will be used for authoring, reviewing, publishing, hosting and archiving of documents (i.e. reports) created within the project.</p>	<p>SOLO dissemination channels (website, social media, newsletter),</p> <p>Personal communication channels (social media, personal blog),</p> <p>Institutional communication channels (social media, blog, journal, online repository, PR platforms)</p>	Researchers	EU	N/A

9 Conclusion of the PEDR

The initial rendition of the exploitation plan highlights SOLO's Key Exploitable Results and the corresponding methods for exploiting them. The plan delineates the specific tools that will be utilised to achieve each exploitable result and the intended audience for each. It is important to note that the strategy will be subject to periodic updates, with the first revision scheduled for M18. Another update will follow at M36, with subsequent revisions to be made at M48 and in the final year of the project to outline the plan for the final implementation phase.

Furthermore, this section offers valuable information that will inform the enhancement of dissemination strategies. The plan facilitated the identification of the dissemination tools that are most favoured by the SOLO consortium and the crucial end users of the project's outputs. Additional details on this matter can be accessed in **Annex 1**.

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

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

References

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