



## Plan for Exploitation and Dissemination of Results 3

### Deliverable D1.3

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## ● Preface

Healthy soils are fundamental to life on Earth. They underpin food production, water purification, biodiversity conservation, and climate regulation, while also sustaining landscapes, cultural heritage, and economic prosperity. However, a majority of Europe's soils remain under stress due to land degradation, pollution, climate change, and unsustainable management practices. The European Commission estimates that 60–70% of EU soils are currently unhealthy, underscoring the urgency of collective action.

The Horizon Europe project Soils for Europe (SOLO) contributes directly to the objectives of the EU Mission “A Soil Deal for Europe” by identifying knowledge gaps, barriers, and opportunities for research and innovation that can accelerate the transition toward sustainable soil management. The project aims to establish a long-term, collaborative knowledge and innovation hub for soil health that extends beyond its duration.

To achieve its intended impact, SOLO places strong emphasis on communication, dissemination, and exploitation (CDE). These activities are guided by the Plan for Exploitation and Dissemination of Results (PEDR), developed under WP1 to ensure effective transfer, visibility, and uptake of project outputs. This third version of the PEDR (Deliverable D1.3) updates the strategic and operational framework based on progress achieved during the project’s first and second reporting period (M1–36). It evaluates the outcomes of the previous plan, refines performance indicators, and outlines enhanced actions to increase outreach, stakeholder engagement, and exploitation of results during the next phase (M37–48).

## ● Summary

This deliverable presents the third iteration of the Plan for Exploitation and Dissemination of Results, serving as a comprehensive guide for SOLO’s outreach, engagement, and impact-oriented activities. It builds upon the methodologies established in Deliverables D1.1 and D1.2 and integrates insights gained during implementation across the first three years of the project.

The updated PEDR details SOLO’s strategic approach to communication and dissemination, encompassing refined target group definitions, updated key messages, and optimised use of tools and channels. It also updates the set of Key Performance Indicators (KPIs) used to monitor progress, measure outreach effectiveness, and ensure accountability in the project’s impact assessment.

The deliverable outlines the results achieved in M1–36, identifies lessons learned, and presents a forward-looking plan for M37–48. Additionally, it identifies key exploitable results (KERs) and the mechanisms that will support their uptake by end-users, researchers, policymakers, and the broader soil health community.

The PEDR remains a living document, continually adapted to reflect project progress and evolving communication needs. The next update, Deliverable D1.4, will build on the foundations presented here and provide a final strategic roadmap toward ensuring the sustainability of SOLO’s outcomes.

## ● List of abbreviations

BF	Business sector, including finance
C	Civil society

CDE	Communication, Dissemination, Exploitation
Ci	Citizens
CSO	Civil society organisations
DoA	Description of Action
EC	European Commission
EI	European Institutions
EIP-AGRI	The European Innovation Partnership for Agriculture Productivity and Sustainability
EU	European Union
FF	Farmers and Foresters
GI	Global Initiatives
I	Practitioners and Industry
ICP	Internal Communication Platform
KER	Key Exploitable Result
KPI	Key Performance Indicator
L	Land Owners
M	Month
MB	Soil Mission Board
MEP	Members of the European Parliament
MS	Member States
P	Policy and Governance
PEDR	Plan for Exploitation and Dissemination of Results
R	Research and academia
R&I	Research & Innovation
RIO	Research Ideas and Outcomes
SCAR	Standing Committee on Agricultural Research
SEO	Search Engine Optimisation
TT	Think Tank
U	Universities
USP	Urban and spatial planners
WP	Work Package

## 1 Introduction

SOLO recognises the strategic importance of implementing clear, targeted, and inclusive approaches for the communication, dissemination, and exploitation (CDE) of research results. These processes are

essential for translating scientific outputs into actionable knowledge, ensuring uptake among stakeholders, and securing the project's long-term impact.

The PEDR provides the overarching framework for these activities, ensuring coherence between internal coordination, external communication, and exploitation strategies. It aligns SOLO's outreach activities with the EU Mission "A Soil Deal for Europe", promoting transparency, stakeholder participation, and mutual learning.

This third version reflects the project's transition from establishment and early implementation toward consolidation and impact delivery. It captures progress made during M19–36 and refines methods for the next stage (M37–48), focusing on improving stakeholder engagement, visibility, and result exploitation.

## 2 SOLO's stakeholder engagement

The stakeholder framework established at the start of the project, comprising policymakers, researchers, practitioners and industry representatives, and citizens or civil society organisations, remains valid and unchanged. Continuous monitoring and feedback from engagement activities, including the Think Tank workshops, Regional Node meetings, and Soil Week events, confirmed that these categories still capture the complete spectrum of actors relevant to SOLO and the EU Mission "A Soil Deal for Europe." Preserving this framework ensures consistency in methodology, enables reliable comparison of engagement metrics across reporting periods, and maintains coherent long-term communication channels.

**Table 1: SOLO stakeholder groups and types**

Stakeholder group	Target group	Level of engagement
Policy and governance (P)	Members of the 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)	Interviews with MEPs; dissemination of leaflets to guide the Soil Mission funding priorities; targeted engagement through the project's communication channels

Practitioners and industry (I)	Land Owners (L), Farmers and Foresters (FF), Business sector including finance (BF), Urban and spatial planners (USP)	Attendance at the yearly Soil Week events; targeted engagement through the project's communication channels;
Research and Academia (R)	Standing Committee on Agricultural Research (SCAR), Universities (U)	Invitations to review the roadmaps produced by the project's Think Tanks; targeted engagement through the project's communication channels
Civil society (C)	Civil Society Organisations (CSO), Citizens (Ci)	Attendance at the yearly Soil Week events; targeted engagement through the project's communication channels

- **3 Evaluation of CDE activities in the period M1-36**

Communication and dissemination activities during M1–36 focused on strengthening SOLO's visibility, reinforcing its identity within the Soil Mission community, and ensuring coherent messaging across all channels. The project's communication strategy continued to promote open dialogue between researchers, policymakers, practitioners, and citizens, using both digital and traditional tools. SOLO's dissemination efforts during M1-36 focused on ensuring open access to scientific outputs, fostering knowledge

exchange among partners, and aligning project results with wider Mission Soil objectives. Key actions included:

- Project website - The SOLO website, launched in M3, continues to serve as a central hub for all project-related information, outputs, and updates. In addition to the existing [Think Tanks page](#) and the [Roadmaps page](#), which connect directly to the [SOLO platform](#), several new sections were added during the second reporting period, including dedicated pages for the [Impact Assessment Framework](#) and the [Soils for Europe Conference](#). The website remains the project's main public interface, supporting transparent communication and ensuring easy access to SOLO's resources.
- SOLO platform - Building on the foundations established in the first reporting period, WP1 further developed and maintained the SOLO Platform, an online environment for authoring, reviewing, publishing, and archiving the project's scientific and policy outputs. The platform, based on Pensoft's [ARPHA](#) publishing system, provides a robust infrastructure for open-access dissemination. By the end of RP2, 18 documents had been published and made publicly available through the platform, reinforcing SOLO's commitment to transparency, accessibility, and long-term data preservation.
- Social media - During RP2, SOLO's social media presence expanded significantly, with a steadily growing community exceeding 3,000 followers across [LinkedIn](#) and [X](#) (Twitter). These channels, managed in accordance with the project's visual identity guidelines, serve as the primary means for sharing results, news, and updates. The project's [YouTube channel](#) complements these efforts, hosting a growing collection of video materials that illustrate key outcomes and activities.
- Videos - Over the course of RP2, [14 videos](#) were produced and disseminated across SOLO's communication channels. These include promotional, educational, and event-focused videos designed to enhance stakeholder understanding and engagement with the project's objectives and findings.
- Roadmaps promotion - a [dedicated webpage](#) was created to promote the SOLO roadmaps (scoping documents) created by the Think Tanks of the project. When the documents are available for review, they appear on the webpage with a button link leading to the [SOLO Platform](#), where the review takes place. Any user can create a registration on the journal website, facilitating the open review process. Furthermore, the availability of the documents for review was promoted through the project's social media accounts on X and LinkedIn.
- Soil Week events: Project partners disseminated SOLO's outputs and results to stakeholders during the project's two Soil Week activities, which took place in 12 European countries (Norway, Sweden, Greece, the Netherlands, Germany, Hungary, Bulgaria, Italy, Belgium, Portugal, Finland, Spain) either in-person or online.
- Presentation of SOLO results at conferences and other events: SOLO's partners presented the project and its outputs at 16 different events during RP2, reaching ~2000 stakeholders in total.

In the first version of the PEDR, a set of Key Performance Indicators (KPIs) was established for SOLO to achieve by the end of the project. Table 2 provides an overview of the KPIs set in the first version of the PEDR, how many of them SOLO has achieved in the period M1-M36 and projected achievement until the end of the project.

**Table 2: Evaluation of SOLO's CDE activities in M1-36**

Target audience	Communication/dissemination activity	Month	KPIs M1-M60	KPIs M1-M36	Impact and evaluation
MEP	Events, organised for Members of the European Parliament with the goal of capacity-building	24/36/48/60	<b>Output:</b> 3 workshops <b>Outreach:</b> 5 MEPs or MEPs representatives per workshop	<b>Output:</b> 2 workshops; 2 participations in science-policy events; 1 open letter; direct engagement in the design of the SML with several policy briefs that were sent to the parliament - participation in a <a href="#">open forum</a> promoted by the parliament; direct meetings and interviews with selected MEPs; organisation of a <a href="#">workshop</a> promoting soil science to the Parliament; participation in the <a href="#">SOILL event</a> <b>Outreach:</b> 736 MEPs; 10 MEPs were directly involved in SOLOs activities;	<b>Impact:</b> Improve evidence-based legislative processes <b>Evaluation:</b> The number of workshops and number of MEPs that were reached so far indicates achievement of the KPI by the end of the project
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Think Tank (TT) Workshops	4/10/16/22/28/34/40/46/52/58	<b>Output:</b> 10 face-to-face workshops/TT 5 virtual meetings/TT 5 cross-fertilisation meetings <b>Outreach:</b> >20 stakeholders	<b>Output:</b> 0 face-to-face workshops/ 24 TT virtual meetings conducted/ 3 cross-fertilisation meetings conducted <b>Outreach:</b> ~ 100 stakeholders present at the cross-fertilisation meeting; ~ 5 stakeholders per	<b>Impact:</b> Improve information on the knowledge gaps for specific Mission Objectives and the identification of emerging trade-offs between R&I priorities <b>Evaluation:</b> 24 virtual meetings were conducted. There were 3 cross-fertilisation meetings, keeping the KPI on track for achievement.

				TT virtual meeting	
EC, EI, MB	Meetings with the SOLO Consultation Board	10/19/31/43/55	<b>Output:</b> 5 face-to-face consultation meetings <b>Outreach:</b> up to 10 participants All SOLO KPIs integrated into reporting mechanisms	<b>Output:</b> 1 face-to-face consultation meeting held + 3 online meetings <b>Outreach:</b> 8 participants	<b>Impact:</b> Strong focus on capacity building; the proposed Operational Framework is well integrated into current reporting mechanisms <b>Evaluation:</b> 1 face-to-face consultations took place, projecting the achievement of the KPI.
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	<b>Output:</b> 22 PD published <b>Outreach:</b> >100 downloads in the SOLO tools/PD	<b>Output:</b> 10 public deliverables published (including this one) <b>Outreach:</b> 61 downloads in total. 48 unique downloads	<b>Impact:</b> Improve information on the knowledge gaps across Mission Objectives and the identification of emerging R&I trends <b>Evaluation:</b> The number of downloads during the first 36 months project achievement of the initial KPI.
MS, MB, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Regional Nodes Workshops	12-48	<b>Output:</b> 4 face-to-face workshops/Regional Node <b>Outreach:</b> >30 stakeholders All Regional Nodes are integrated as Living Labs sites or Lighthouses in future funding applications	<b>Output:</b> 3 rounds (11 face-to-face workshops/Regional Node <b>Outreach:</b> 117 stakeholders attended the workshops	<b>Impact:</b> Regional stakeholders understand EU R&I priorities related to the Mission and how their sites can be part of future R&I funding applications <b>Evaluation:</b> 3 rounds of workshops (a total of 11 workshops) have taken place in the first 36 months of the project. 117 stakeholders attended the workshops, exceeding the set KPI for impact.
EC, MB, MS	Lessons learned in the Regional Nodes disseminated across MS through the Soil Weeks	48	<b>Output:</b> 5 roll-ups (one per Regional Node) presented across 12 MS through the Soil Weeks	N/A	<b>Impact:</b> Expand regional road mapping to other regions and Member States <b>Evaluation:</b> Not yet started

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			<b>Outreach:</b> Positive feedback and recommendations received from stakeholders		
P, GI, L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Soil Week events	24/36/48/60	<p><b>Output:</b> 4 events (one per year) in 12 MS</p> <p><b>Outreach:</b> 150 people per event</p>	<p><b>Output:</b> 3 Soil Week events held (35 activities by 12 partners: Norway, Sweden, Greece, the Netherlands, Germany, Hungary, Bulgaria, Italy, Belgium, Portugal, Finland, Spain)</p> <p><b>Outreach:</b> Number of participants: Norway - 180 people; Sweden - 290 people; Greece - 85 people; the Netherlands - 6,123 people; Germany - 183 people; Hungary - 119; Bulgaria - 55 people; Italy - 129 people; Belgium - 895 people; Portugal - 306 people; Finland - 285 people; Spain - 55 people (Spain's third Soil Week event falls in RP3)</p>	<p><b>Impact:</b> Regional and National stakeholders become more aware of SOLO results</p> <p><b>Evaluation:</b> SOLO partners conducted 35 activities in the scope of the project's Soil Weeks during M1-M36, being the first three of four events during the project's lifespan. The KPI for participants was overachieved, with over 8000 stakeholders attending the Soil Week events.</p>
MB, EI, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Open review of white papers (via the SOLO Platform)	10-60	<p><b>Output:</b> &gt;10 white papers published &gt;100 reviewers 9 Digital open forums created in the SOLO Platform in support of each TT</p> <p><b>Outreach:</b> 1000 visits on the SOLO platform</p>	<p><b>Output:</b> 18 papers published via the SOLO platform; 91 reviewers; Distribution of reviews: Soil Structure - 3 reviews; Soil Pollution - 16</p>	<p><b>Impact:</b> Open, transparent, and early access to information supporting the definition of the roadmaps and increased uptaking by stakeholders</p> <p><b>Evaluation:</b> With over 7,500 unique views of</p>

				reviews; Soil Erosion - 17 reviews; Soil Biodiversity - 11 reviews; Soil Literacy - 19 reviews; Soil Sealing - 14 reviews; Land degradation - 12 reviews; Soil Organic Carbon Stock - 7 reviews; Footprint on Soils - 6 reviews. <b>Outreach:</b> 7,542 unique visits of the SOLO documents	the roadmaps published on the SOLO platform, the KPI for outreach has been overachieved.
R	Peer-reviewed scientific publications	1-60	<b>Output:</b> 5 publications on the regional and thematic barriers and opportunities for a soil health transdisciplinary research and innovation strategy <b>Outreach:</b> 20 citations per publication	N/A	<b>Impact:</b> Researchers have access to knowledge about emerging trends in soil health science and potential paths for innovation and research in the scope of the EU funding programs and others. <b>Evaluation:</b> Not yet started
R	Scientific presentations at conferences	1-60	<b>Output:</b> 10 presentations	16 presentations held at conferences: <b>UL:</b> presentation of the project at the 3rd Global Soil Biodiversity Conference; presentation of the knowledge gaps at SOILGUARD's final meeting; presentation at a workshop on advancing soil literacy; <b>UniTrento:</b> poster presentation at the IUSS soil	<b>Impact:</b> Increase the acceptance and incorporation of the SOLO gap analysis and roadmaps by a wider scientific community <b>Evaluation:</b> 16 presentations from M1 to M36 indicate overachievement of the KPI until the end of the project.

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congress; presentation at the IALE Conference; presentation at SUITMA13; **LUKE**: poster presentation on measuring soil microbial drivers at the Gordon Conference on Applied and Environmental Microbiology; presentation at Soil science days; **NOA**: presentation at the 5th Conference on GIS & Spatial Analysis; presentation at ICSWAEEE-25; **NIOO** presented the project at the NERN conference; Presentation at the Applied Plant Sciences Research team of Wageningen University and Research; Poster presentation at the 2nd annual symposium National Centre for Soil Ecology; Plenary oral presentation to introduce SOLO project and invite soil scientific community to participate the annual open review of all SOLO roadmaps; Guest lecture during MSc course

				'Living soil'; <b>iASK:</b> iASK presented SOLO's knowledge gaps at the FAVA conference in Hungary	
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	<b>Output:</b> 20 presentations <b>Outreach:</b> 300 stakeholders reached	<b>Output:</b> 9 technical presentations were held. 2 presentations from UniTrento to international visiting researchers; 1 presentation from UniTrento at the seminar "Downzoning & Desealing." Keynote participation on the European Parliament stakeholder participation meeting on Soil Monitoring for better knowledge; Presentation at the event 'Rooting for Healthy Soils in Europe', bringing together policy-makers, scientists and public society on the Soil Monitoring Law; ZALF conducted a presentation at a webinar on soil biodiversity ("Mångfald på slätten") with the Swedish agricultural board; LUND presented at the seminar: City	<b>Impact:</b> Expand the scope of the Soil Mission to other topics (e.g., biodiversity conservation) and a wider range of land use types. Increase awareness of the value of soils <b>Evaluation:</b> 9 presentations during the first 36 months of the project out of 20 for the whole project indicate achievement of the KPI until the end of the project. The target KPI for stakeholders reached has been overachieved.

				<p>densification and development on agricultural land; Evora presented the Soil Erosion TT at the AgroServ workshop “Research infrastructures towards Agroecological transition: How to boost our impact by working together?”; NOA presented the project at a soil health conference in Chania</p> <p><b>Outreach:</b> 414 stakeholders reached in total</p>	
MEP, L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Project website	3	<p><b>Output:</b> 1 website</p> <p><b>Outreach:</b> 3000 individual visits to the website; Number of website visits &gt; 10,000/project duration</p>	<p><b>Output:</b> 1 website created</p> <p><b>Outreach:</b> 20,558 website visits</p>	<p><b>Impact:</b> Inform and discuss specific topics of common interest; Increase engagement of interested parties and access to SOLOs' main results and outputs</p> <p><b>Evaluation:</b> The outreach during the first 36 months of the project indicates that SOLO will significantly overachieve its KPI on website visits during the project duration</p>
L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Newsletters and flyers (online and printed)	6-54	<p><b>Output:</b> 10 newsletters (2 per year);</p> <p><b>Outreach:</b> number of subscribers + 30/year, no. of opens &gt;35%; flyers (500 print copies, 500 downloads)</p>	<p><b>Output:</b> 3 newsletters distributed</p> <p><b>Outreach:</b> 206 subscribers with a 59.87% open rate</p>	<p><b>Impact:</b> Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO.</p> <p><b>Evaluation:</b> Newsletter production</p>

					has been below target in the first 36 months, but the upcoming intensified distribution will enable us to meet the KPI by project end. The number of subscribers and the percentage of open rate currently overperforms the initially set KPI.
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><b>Output:</b> 3 accounts (LinkedIn, YouTube, and Twitter)</p> <p><b>Outreach:</b> 50 posts/year/per account, &gt;1/week; number of retweets/reposts (Twitter)</p> <p>&gt; 1/week; number of followers/subscribers per account</p> <p>&gt; +100/year number of impressions on Twitter</p> <p>&gt;100 000 impressions/project duration</p>	<p><b>Output:</b> 3 accounts created on LinkedIn, YouTube and X (Twitter)</p> <p><b>Outreach:</b> Distribution of content: LinkedIn - 2,725 followers, 136 posts, 148,096 impressions; X (Twitter) - 606 followers, 381 posts, 38,205 impressions;</p>	<p><b>Impact:</b> Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO</p> <p><b>Evaluation:</b> The number of followers, posts and impressions is on track to overachieve the KPIs set for the lifespan of the project.</p>
C	Press releases	1-60	<p><b>Output:</b> 5 press releases</p> <p><b>Outreach:</b> 15 000 views</p>	<p><b>Output:</b> 5 press releases published</p> <p><b>Outreach:</b> 4498 views</p>	<p><b>Impact:</b> Share main project information and results</p> <p><b>Evaluation:</b> 5 press releases have been published since the start of the project. The press release gathered 4498 views, indicating an underachievement of the KPI.</p>
L, FF, R, BF, USP, EIP-AGRI, SCAR, CSO	Short videos with regeneration narratives related to the Mission Objectives	30	<p><b>Output:</b> 8 short videos;</p> <p><b>Outreach:</b> 100 views/video</p>	<p><b>Output:</b> 8 videos related to the Mission Objectives were produced and uploaded on the project's YouTube channel</p> <p><b>Outreach:</b> ~20 views/video</p>	<p><b>Impact:</b> Increased social perception of the value of soils</p> <p><b>Evaluation:</b> 8 videos related to the Mission Objectives were produced and uploaded on the project's YouTube channel, generating around ~20 views per video, which indicates a slight</p>

To ensure that the metrics align with the nature of each stage, the KPIs are 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 aims 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 issuing press releases, offering social media assistance, and exchanging resources. SOLO has been included in several Soil Mission clusters, including one for communication activities, which will further boost the collaboration between SOLO and other Soil Mission projects. Dedicated channels on Microsoft Teams and Slack are used for communication between the projects, aligning their communication and dissemination activities.

**Table 3: List of relevant EU-funded projects**

Acronym	Title/Description	Activities
<a href="#"><u>HUMUS</u></a> (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.	HUMUS project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports HUMUS through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>SOILGUARD</u></a> (2021 - 2025)	The SOILGUARD project will develop a conceptual and analytical framework with the potential to become the global standard for future assessments of soil biodiversity status. All knowledge will be shared through SOILGUARDIANS, a predictive tool based on the links between soil biodiversity, soil multifunctionality and well-being to support stakeholders in their transition to sustainable management.	SOILGUARD project partners are members of the Land Degradation Think Tank. SOILGUARD project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports SOILGUARD through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster. Furthermore, both projects have common partners, such as LEITAT, NOA, LUKE and others.
<a href="#"><u>AI4SoilHealth</u></a> (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.	In 2024, AI4SoilHealth was part of the SOLO Soil week event, involved in the organisation of the Budapest Soil Health Forum together with iASK. Partners of AI4SoilHealth are also part of the Land Degradation Think Tank. AI4SoilHealth project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports AI4SoilHealth through social media by following/retweeting/resharing. Both

		projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>SoilValues</u></a> (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.	SOLO supports SoilValues through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>BENCHMARKS</u></a> (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.	As a co-organiser of the Soils for Europe Conference 2026, BENCHMARKS will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. The project is part of the Soil Literacy Think Tank. BENCHMARKS project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports BENCHMARKS through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>InBestSoil</u></a> (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.	As a co-organiser of the Soils for Europe Conference 2026, InBestSoil will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. SOLO supports InBestSoil through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>SoilWise</u></a> (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 the long term.	SOLO supports SoilWise through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>NovaSoil</u></a> (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	NovaSoil project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports NovaSoil through social media by following/retweeting/resharing. Both projects are also a part of the Mission

	practices in this area.	Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>NATI00NS</u></a> (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.	NATI00NS project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports NATI00NS through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>NBSoil</u></a> (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.	As a co-organiser of the Soils for Europe Conference 2026, NBSoil will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. NBSoil project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports NBSoil through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>PREPSOIL</u></a> (2022 - 2025)	The PREPSOIL project seeks to adopt a proactive approach to collaboratively design with stakeholders and generate sustainable interactive environments for engagement.	PREPSOIL is a member of the Soil Literacy Think Tank. PREPSOIL project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports PREPSOIL through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>LOESS</u></a> (2023 - 2026)	The LOESS project focuses on increasing soil literacy, via developing educational offers and continuous training programmes as well as skills development activities addressing multiple actors, stakeholders and target groups connected to soil education.	LOESS project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports LOESS through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>CURIOSOIL</u></a> (2024 - 2028)	The CURIOSOIL project addresses the critical need for a better understanding of soil amid increasing human pressures on this essential resource. Using hands-on Soil	CURIOSOIL is a member of the Soil Literacy Think Tank. CURIOSOIL will be a co-organiser of the Soils for Europe Conference in Coimbra, Portugal.

	Experiences, CURIOSOIL aims to deepen public comprehension of soil dynamics, establishing a connection between individuals and soil.	CURIOSOIL project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports CURIOSOIL through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>ISLANDR</u></a> (2023 - 2026)	The ISLANDR project will work towards reducing soil pollution and enhancing restoration. The project will identify the sources of soil pollution, assess environmental and health risks, implement sustainable risk management, and provide a valuation approach in financial and investment cases.	ISLANDR project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports ISLANDR through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>CREDIBLE</u></a> (2023 - 2026)	The CREDIBLE project aims to support the development of credible soil carbon farming in the EU. This goal will be predominantly realised by creating and facilitating a network of initiatives, projects, and stakeholders focused on questions of carbon farming data, environmental integrity, and the monitoring, reporting and verification of soil carbon mitigation.	CREDIBLE project partners were invited to the open review process of the SOLO roadmaps through the designated Soil Mission Coordination Space. Furthermore, SOLO supports CREDIBLE through social media by following/retweeting/resharing. Both projects are also a part of the Mission Soil Communication and Stakeholder Engagement Cluster.
<a href="#"><u>Soil-X-Change</u></a> (2024 - 2026)	The EU-funded Soil-X-Change project was initiated to expedite and intensify the sharing and co-creation process in the field of sustainable soil and farm management. It will assimilate, harmonise and analyse data products and results and share innovative data practices while introducing ready-to-use best practices.	Soil-X-Change was a co-organiser of the Budapest Soil Health Forum together with SOLO and AI4SoilHealth. As a co-organiser of the Soils for Europe Conference 2026, Soil-X-Change will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.
<a href="#"><u>SPADES</u></a> (2024 - 2028)	By working with local practitioners and policymakers across 10 Member States, SPADES aims to enhance current soil practices through 17 pilot projects that encompass diverse land uses. The project will produce integrative tools and methodologies, fostering collaboration between the planning and soil sectors. Additionally, SPADES emphasises soil literacy through capacity-building initiatives to engage various stakeholders.	As a co-organiser of the Soils for Europe Conference 2026, SPADES will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. SPADES partners are involved in the Soil Sealing Think Tank, contributing expertise and participating in its ongoing activities.

<u><a href="#">BOOST4BIOEAST</a></u> (2024 - 2026)	The EU-funded project BOOST4BIOEAST, which supports the initiative, aims to connect bioeconomy stakeholders with policymakers through national expert communities (BIOEAST HUBs) to strengthen their engagement in bioeconomy, research, and innovation. This involves developing national bioeconomy action plans and establishing lasting structures for cooperation and networking at the national and macro-regional levels.	BOOST4BIOEAST project partners were invited to the open review process of the SOLO roadmaps. As a co-organiser of the Soils for Europe Conference 2026, BOOST4BIOEAST will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.
<u><a href="#">ECHO</a></u> (2023 - 2027)	The EU-funded ECHO project aims to empower citizens through soil knowledge, data collection and decision-making. Its overarching goal is to actively involve EU citizens. Specifically, it operates on three core principles: engagement, empowerment, and enabling.	As a co-organiser of the Soils for Europe Conference 2026, ECHO will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.
<u><a href="#">TRAILS4SOIL</a></u> (2025 - 2030)	The EU-funded TRAILS4SOIL project is co-creating five living labs across nine countries, covering 100 test sites and 11 lighthouse farms. By uniting farmers, researchers, and communities, the project promotes regenerative and conservation agriculture practices (ReCAP) to restore and protect soil.	As a co-organiser of the Soils for Europe Conference 2026, TRAILS4SOIL will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.
<u><a href="#">SPRINT</a></u> (2020 - 2026)	The EU-funded SPRINT project will bring together a world-class team of scientists from around Europe and Argentina, the project will develop, test, validate and deliver a Global Health Risk Assessment Toolbox for the integrated assessment of the impacts of pesticides on terrestrial and aquatic ecosystems as well as on plant, animal and human health.	As a co-organiser of the Soils for Europe Conference 2026, SPRINT will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. SPRINT project partners are key stakeholders in the Soil Pollution and Restoration Think Tank.
<u><a href="#">SOILTRIBES</a></u> (2025 - 2027)	The EU-funded SOILTRIBES project will promote 'back to Earth' narratives to highlight the significance of soil and its challenges. It brings together 25 partners from 11 EU countries to develop a methodology for enhancing soil literacy and connectivity. This includes establishing a network of over 1,000 members, seven soil lab activators, and seven Stewardship Assemblies.	As a co-organiser of the Soils for Europe Conference 2026, SOILTRIBES will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.
<u><a href="#">SOILPROM</a></u> (2024 - 2028)	The EU-funded SOILPROM project aims to enhance soil pollution modelling for contaminants such as metals, PFAS, nutrients, microplastics, and pesticides. It will use advanced digital tools to study soil	As a co-organiser of the Soils for Europe Conference 2026, SOILPROM will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.

	<p>pollution and its effects on soil, air, water, and plants.</p>	
<a href="#"><u>SOB4ES</u></a> (2023 - 2028)	<p>SOB4ES aims to improve current evaluations of ecosystem condition and to increase the uptake of practical applications to enhance SOB and its contribution to ES. Above all, SOB4ES transdisciplinary perspective will allow for inclusion of social, economic and political factors to transform soils into healthy systems.</p>	<p>As a co-organiser of the Soils for Europe Conference 2026, SOB4ES will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. SOB4ES project partners are key stakeholders in the Soil Pollution and Restoration Think Tank.</p>
<a href="#"><u>Path4Med</u></a> (2024 - 2028)	<p>The EU-funded Path4Med project aims to tackle these issues by focusing on creating pathways to improve soil health and eliminate water and soil pollution through advanced agricultural management and new monitoring technologies.</p>	<p>As a co-organiser of the Soils for Europe Conference 2026, Path4Med will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. Partners of Path4Med are also members of the Land Degradation Think Tank.</p>
<a href="#"><u>MONALISA</u></a> (2024 - 2028)	<p>The main goal of MONALISA is to identify and promote the expansion of innovative and tailored solutions to prevent and reverse land degradation and desertification (LDD) while showcasing their socio-economic and environmental effectiveness.</p>	<p>As a co-organiser of the Soils for Europe Conference 2026, MONALISA will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.</p>
<a href="#"><u>MINAGRIS</u></a> (2021 - 2026)	<p>The EU-funded MINAGRIS project will provide a deeper understanding and tools to assess the MP and NP impact on agricultural soil health. The project will estimate the use of various plastic polymers in agriculture systems.</p>	<p>As a co-organiser of the Soils for Europe Conference 2026, MINAGRIS will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme. MINAGRIS project partners are key stakeholders of the Soil Pollution and Restoration Think Tank.</p>
<a href="#"><u>Carbon Farming CE</u></a> (2023 - 2026)	<p>The Carbon Farming - CE project wants to change this and make regions more familiar with the concept. The partnership adapts and tests various techniques and business models and develops a monitoring tool for transnational, standardised carbon sequestration.</p>	<p>As a co-organiser of the Soils for Europe Conference 2026, Carbon Farming CE will work alongside SOLO and other Mission Soil projects to design and deliver a comprehensive programme.</p>
<a href="#"><u>TERRASAFE</u></a> (2024 - 2029)	<p>The EU-funded TERRASAFE project aims to develop an interdisciplinary approach to empower desertification-affected communities to identify, assess, and promote the large-scale adoption of these innovative solutions.</p>	<p>TERRASAFE experts support SOLO by serving as members of the project's Erosion Prevention Think Tank.</p>
<a href="#"><u>WHEATWATCHER</u></a> (2024 - 2028)	<p>The WHEATWATCHER initiative seeks to break these barriers by uniting soil health monitoring, plant health assessment, and</p>	<p>Invitation to project partners to participate in SOLO's open review process of their roadmaps; Social media collaboration;</p>

	food traceability through a cutting-edge digital soil monitoring system. This system assesses soil nutrition, chemical, and biological factors impacting wheat grains from field growth to flour production, spanning multiple European regions.	Newsletter features.
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## ● 4 Implementation plan

The SOLO implementation plan is structured into four segments that correspond to the project's level of maturity. Each stage is tailored to prioritise specific aspects of communication and dissemination. The stages were changed from the initial PEDR (D1.1) to correspond to each reporting period. The recognised stages are:

- Stage 1: M1 - M18 Planning - concluded
- Stage 2: M19 - M36 Unfolding - concluding
- Stage 3: M37 - M48 Maturity - started
- Stage 4: M49 - M60 Final phase

The current phase of the project is focused on building upon the groundwork established in the previous two stages of 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 "Maturity" and spans from M37 to M48.

- **Project website, including public library:** the SOLO website will be regularly updated with at least two news items per month (minimum 24 from M37 to M48), featuring information derived from the project or relevant to the project. The Calendar page will be continuously updated with project-organised and 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 Maturity phase
- **Presentations at scientific and general conferences:** SOLO will be represented at relevant conferences/events relating to the EU Mission "A Soil Deal for Europe". The promotional materials required will be consulted with project partners attending the events. So far, SOLO has been presented at several international and regional events through a project-branded introductory presentation and promotional materials.
- **Workshops:** SOLO will organise around 17 workshops in the Maturity stage of the project
- **Promotional materials:** As SOLO progresses, updated promotional materials will be created and translated to increase the availability of the project's outputs. There will be additional promotional materials developed in the context of the SOLO conference in 2026.
- **E-newsletters:** Biannual newsletters will be issued, providing updates on recent project progress and developments.
- **Press releases:** The project will continue to promote its major events and activities in science news services such as AlphaGalileo and EurekAlert. Furthermore, project partners will be encouraged to translate the press releases into their local languages to increase the accessibility of the information to local stakeholders around Europe.
- **Social media:** Recognised as a crucial outreach tool for all target groups, a dedicated social media strategy has been formulated in Chapter 5 as part of the project. The SOLO social media

channels on X (Twitter) and LinkedIn will be used on an ongoing basis (with at least 2 posts per week).

- **Collaboration with the Soil Mission Platform:** As part of the Soil Mission Communication Cluster, SOLO will make use of the communication services that the Soil Mission Platform offers, such as features in their newsletter and sharing project news on the Soil Mission Platform website.
- **Soils for Europe Conference:** The Soils for Europe Conference will act as a flagship dissemination event, co-organised with several Mission Soil projects to showcase the latest research and innovations across all Mission Objectives. By engaging researchers, policymakers, and practitioners, it will foster knowledge exchange and increase the visibility of SOLO's key results and roadmaps. Complemented by targeted communication activities and post-event materials, the conference will maximise the outreach and long-term impact of the project's outcomes.

Table 4 includes the implementation plan for the SOLO's KPIs for the project's Maturity phase based on the qualitative and quantitative evaluation of the KPIs during the Unfolding phase.

**Table 4: Implementation plan for CDE activities during M37-48**

Target audience	Communication/dissemination activity	Month	KPIs M1-M60	KPIs M37-M48	Impact
MEP	Events, organised for Members of the European Parliament with the goal of capacity-building	24/36/48/60	<b>Output:</b> 3 workshops <b>Outreach:</b> 5 MEPs or MEPs representatives per workshop	<b>Output:</b> 1 event planned <b>Outreach:</b> 3 MEPs/ MEPs representatives	Improve evidence-based 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	<b>Output:</b> 10 face-to-face workshops/TT 5 virtual meetings/TT 5 cross-fertilisation meetings <b>Outreach:</b> >20 stakeholders	<b>Output:</b> 17 in person/virtual workshops planned/1 cross-fertilisation meeting planned; <b>Outreach:</b> > 30 stakeholders expected per cross-fertilisation meeting; > 10 stakeholders expected per virtual meeting	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	<b>Output:</b> 5 face-to-face consultation meetings <b>Outreach:</b> up to 10 participants All SOLO KPIs integrated into reporting	<b>Output:</b> 1 consultation meeting planned <b>Outreach:</b> up to 6 participants expected	Strong focus on capacity building; the proposed Operational Framework is well integrated into current reporting

			mechanisms		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	<b>Output:</b> 22 PD published <b>Outreach:</b> >100 downloads in the SOLO tools/PD	<b>Output:</b> 6 public deliverables to be published <b>Outreach:</b> >20 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	<b>Output:</b> 4 face-to-face workshops/Regional Node <b>Outreach:</b> >30 stakeholders All Regional Nodes are integrated as Living Labs sites or Lighthouses in future funding applications	<b>Output:</b> 5 face-to-face workshops planned <b>Outreach:</b> >15 stakeholders per workshop	Regional stakeholders understand EU R&I priorities related to the Mission and how their sites 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	<b>Output:</b> 5 roll-ups (one per Regional Node) presented across 12 MS through the Soil Weeks <b>Outreach:</b> Positive feedback and recommendations received from stakeholders	N/A	Expand regional road mapping 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	<b>Output:</b> 4 events (one per year) in 12 MS <b>Outreach:</b> 150 people per event	<b>Output:</b> 1 Soil Week event planned in 12 MS <b>Outreach:</b> 150 people expected 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	<b>Output:</b> >10 white papers published >100 reviewers 9 Digital open forums created in the SOLO	<b>Output:</b> 9 papers planned for publishing via the SOLO platform, > 100 reviewers involved in the	Open, transparent, and early access to information supporting the definition of

			Platform in support of each TT <b>Outreach:</b> 1000 visits on the SOLO platform	open review process <b>Outreach:</b> 200 visits on the SOLO platform	the roadmaps and increased uptaking by stakeholders
R	Peer-reviewed scientific publications	1-60	<b>Output:</b> 5 publications on the regional and thematic barriers and opportunities for a soil health transdisciplinary research and innovation strategy <b>Outreach:</b> 20 citations per publication	<b>Output:</b> 1 peer-reviewed scientific publication planned <b>Outreach:</b> 20 citations per publication	Researchers have access to knowledge about emerging trends in soil health science and potential paths for innovation and research in the scope of the EU funding programs and others.
R	Scientific presentations at conferences	1-60	<b>Output:</b> 10 presentations	<b>Output:</b> 14 presentations at conferences planned	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	<b>Output:</b> 20 presentations <b>Outreach:</b> 300 stakeholders reached	<b>Output:</b> 13 technical presentation planned <b>Outreach:</b> 60 stakeholders expected	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	<b>Output:</b> 1 website <b>Outreach:</b> 3000 individual visits to the website; Number of website visits >	N/A	Inform and discuss (using the discussion forums of the SOLO Platform) specific topics

			10,000/project duration		of common interest; Increase engagement of interested parties and access to SOLOs' main results and outputs
L, GI, FF, R, BF, USP, EIP-AGRI, SCAR, CSO, C	Newsletters and flyers (online and printed)	6-54	<b>Output:</b> 10 newsletters (2 per year); <b>Outreach:</b> number of subscribers + 30/year, no. of opens >35%; flyers (500 print copies, 500 downloads)	<b>Output:</b> 2 newsletters planned <b>Outreach:</b> 30 subscribers; >50% open rate	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing 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, and results and engage stakeholders	3	<b>Output:</b> 3 accounts (LinkedIn, YouTube, and Twitter) <b>Outreach:</b> 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	Planned social media campaigns are described in Table 5	Stakeholders are informed about the activities and results of SOLO and other relevant ongoing projects. Stakeholders can more easily find ways to engage with SOLO
C	Press releases	1-60	<b>Output:</b> 5 press releases <b>Outreach:</b> 15 000 views	<b>Output:</b> 1 press release planned <b>Outreach:</b> 500 views	Share main project information and results
L, FF, R,	Short videos with	30	<b>Output:</b> 8 short	N/A	Increased

BF, USP, EIP-AGRI, SCAR, CSO	regeneration narratives related to the Mission Objectives		videos; <b>Outreach:</b> 100 views/video		social perception of the value of soils
All	Infographics	24	<b>Output:</b> 10 infographics <b>Outreach:</b> 250 downloads from the project website	N/A	Easier interpretation of SOLO results by stakeholders
MEP, L, FF, R, BF, USP, CSO	National Parliamentary and Institutional events	1-60	<b>Output:</b> 5 National events <b>Outreach:</b> between 40 and 100 participants, depending on the format of the events	<b>Output:</b> 4 National events planned <b>Outreach:</b> >50 participants	Raised awareness by national stakeholders on the importance of having a dedicated R&I portfolio on soil health
All	Posters/roll-ups/brochures	6	<b>Output:</b> Project poster/brochure/ <b>Outreach:</b> 100 downloads from the project website	<b>Output:</b> 2 project brochures planned <b>Outreach:</b> 100 downloads from the project website/ 50 per brochure	Increased social perception of the value of soils
EC, MB, EI, MEP, GI, R, CSO	Final SOLO Conference	60	<b>Output:</b> 1 conference <b>Outreach:</b> >100 attendees	<b>Output:</b> 1 conference planned <b>Outreach:</b> >100 attendees	Stakeholders are informed on the priorities to move forward in soil health R&I

## • 5 Social media strategy

The European Commission recognises social media as a key instrument for enhancing the visibility and accessibility of EU-funded Research and Innovation (R&I) projects. When effectively managed, social media platforms enable rapid information exchange, broad stakeholder outreach, and continuous engagement with target audiences. They also offer measurable, cost-efficient means to support communication and dissemination objectives throughout a project's lifecycle (EC, 2020).

Within this framework, SOLO employs social media as a strategic communication and dissemination tool to raise awareness of the project's objectives and activities under the EU Mission "A Soil Deal for Europe". Through consistent and targeted messaging across multiple platforms, SOLO promotes its

outputs, encourages stakeholder interaction, and facilitates knowledge sharing that strengthens the project's overall impact and visibility.

As SOLO enters its maturity phase, social media efforts have evolved from introductory campaigns (such as presenting project partners and work packages) to content focused on concrete results and scientific outputs. With a growing online community of more than 3,000 followers across LinkedIn and X, current campaigns now generate greater visibility and engagement. They showcase SOLO's key findings, publications, and tools, ensuring that communication activities highlight the project's tangible impact and contributions to the EU Mission "A Soil Deal for Europe".

**Table 5: SOLO social media campaigns**

Name	Hashtag(s)	Description	Channels	Status and Evaluation
Soils for Europe Conference campaign	#SOLOconference2026	The social media campaign will aim to disseminate information on the upcoming Soils for Europe Conference in Coimbra, Portugal	X/LinkedIn	Not yet started
SOLO Outlook 2026 campaign	#SOLOOutlook2026	The social media campaign will aim to promote the next round of roadmaps developed by the project's Think Tanks	X/LinkedIn	Not yet started
SOLO Roadmaps Review 2026 campaign	#SOLODocuments4Review	The social media campaign will invite reviewers for all updated Outlook documents	X/LinkedIn	Not yet started
SOLO Think Tanks campaign	#SOLOThinkTankSeries	If the webinar series promoting each Think Tank is realised, it will be accompanied by a campaign inviting people to register	X/LinkedIn	Not yet started

## • 6 Exploitation plan

Since its inception, SOLO has focused on ensuring that project results are effectively transferred, applied, and sustained beyond the project's duration. A central component of this effort is the exploitation of the project's Key Exploitable Results (KERs), which form the foundation for SOLO's long-term impact strategy.

The current version of the exploitation table emphasises the concrete pathways and mechanisms for utilising each KER, highlighting how these results contribute to policy, research, and practice in the field of soil health.

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

*Target groups: Policy and governance (P) Practitioners and industry (I) Research and Academia (R) Civil society (C)*

Key exploitable results	Partners involved	Exploitation pathways
SOLO Platform	PENSOFT, LUKE, IASK, NMBU, UL, UdC	<p><b>Exploitation:</b> The SOLO platform will host the roadmaps produced by the Think Tanks. All documents assessing the knowledge gaps of the Soil Mission objectives will be publicly available.</p> <p><b>Progress achieved:</b> The SOLO platform is fully operational with two rounds of documents already openly reviewed and published online. 91 external reviewers participated in the first two review round.</p> <p><b>Target groups:</b> R</p>
Soil Network of Knowledge	LEITAT, NMBU, NOA, PANEU, IASK, LUKE, UL, UdC	<p><b>Exploitation:</b> The wide network of stakeholders will create a community that will contribute to the definition of comprehensive research and innovation roadmaps. The common workflow will establish and discuss the initial points to build the operational procedures of the Soil Network of Knowledge and the Think Tanks</p> <p><b>Progress achieved:</b> During this reporting period, the second round of the open review process involving external participants was undertaken. Due to technical challenges, this procedure was repeated but communication efforts were put into action to reach an even wider audience, leading up to 91 external reviewers and 7,542 unique views of the documents. The open review process followed the same operation procedure as in the first round.</p> <p><b>Target groups:</b> P, I, C</p>
SOLO Think Tanks	LEITAT, AEEU, ICLEI, EVORA, NMBU, NOA, PANEU, IASK, UA, LUKE, UNITRENTO, UL, UdC	<p><b>Exploitation:</b> The SOLO Think Tanks will produce publicly available scoping documents which will provide knowledge implementation gap definitions, which will be key to defining future</p>

		<p>R&amp;D calls. The Think Tanks also provide a European-wide operational stakeholder network which is able to fast-respond to specific Soil Mission expert opinions.</p> <p><b>Progress achieved:</b> The 9 SOLO TTs have been consolidated (currently involving 158 key stakeholders). In this sense, while the PR1 9 scoping documents were published, during this reporting period the main output is the SOLO Outlook 2025: Soil Health R&amp;I Knowledge Gaps, in which all the TTs describe the methodology that underpinned the consolidation of their respective TT, the current state-of-the-art and the top ten prioritised knowledge gaps in relation to their Mission Soil Objectives</p> <p><b>Target groups:</b> P, R, I, C</p>
<p>Protocol for the assessment and attribution of soil health drivers across land use types</p>	<p>ZALF, LUND, LUKE, ICLEI, UL, UdC</p>	<p><b>Exploitation:</b> The protocol outlines the possibilities and opportunities to exploit the results for scientific communication and journal publications.</p> <p><b>Progress achieved:</b> After the protocol was established, the meta-analysis followed accordingly. The metadata was first sorted according to the needs of the Think Tanks to develop the roadmaps and communicated with the Think Tank leaders. The meta-analysis process was published in a journal article to communicate the process and the results with the scientific audience. The sorted metadata was uploaded to public repositories, Bonares and Zenodo, for the broader audience. The typology drivers for soil health and their association with different locations across the EU derived from this exercise were the subject of deliverable D3.1. This deliverable is accepted and made public. The drivers were further streamlined in the Milestone 11 report. The final list of drivers and their dynamics, along with the changes they influence in the use and management of soil and land, is</p>

		described in deliverable D3.2. <b>Target groups:</b> P, R, I, C
Dynamic roadmaps based on transdisciplinary R&I priorities for each Soil Mission Objective	AEEU, ICLEI, NMBU, NOA, PANEU, IASK, LUKE, UNITRENT, UL, UdC	<p><b>Exploitation:</b> The dynamic roadmaps will provide insight into the knowledge gaps for each Soil Mission Objective. The documents are available for open access on the SOLO platform.</p> <p><b>Progress achieved:</b> Up to date, two versions have been completed. The roadmaps are built under a multi-actor and transdisciplinary approach that promotes the development of co-creation actions to be undertaken within each TT. In a collaborative manner, each TT has implemented several participatory activities involving their key stakeholders to detect and categorise main components of the roadmaps e.g. knowledge gaps, actions and bottlenecks.</p> <p>Furthermore, the input collected during the cross-fertilisation events will also feed the content of the R&amp;I soil roadmaps</p> <p><b>Target groups:</b> P, R, I, C</p>
Overarching roadmap with a synthesis across Soil Mission-specific objectives and European Regions	NIOO, FRAUNHOFER, AEEU, NOA, IASK, LUKE, UL, UdC	<p><b>Exploitation:</b> The overarching roadmap will provide insight in the common knowledge gaps, bottlenecks and actions that are found across different mission objectives, as well as the synergies and trade-offs that may arise between mission objectives when soil-ameliorating actions are taken. Regional differences between R &amp; I priorities will also be highlighted. The documents will be open access on the SOLO platform.</p> <p><b>Progress achieved:</b> The overarching roadmap assessing the common ground between the roadmap and the synergies and trade-offs across mission objectives and regions will be delivered in M36.</p> <p><b>Target groups:</b> P, I, R, C</p>
Regional nodes	EVORA, IASK, NIOO, LUND	<p><b>Exploitation:</b> The common approach of the regional nodes will create regional networks of stakeholders across different</p>

		<p>Member States and provide the opportunity for capacity building and engagement in soil health; participation in actions beyond the project; further uptake of the methodology of the Regional nodes and the dynamic roadmaps.</p> <p><b>Progress achieved:</b> A total of 11 workshops, over the course of three rounds, have taken place across the 4 Regional Nodes. Workshops allowed for the identification of the priority mission objectives, knowledge gaps and actions in each region. In total, 117 stakeholders have been involved in the co-creation of the roadmaps, some of which have participated in more than one workshop. The following number of stakeholders were involved so far per Node: i) Portuguese, 34; ii) Netherlands, 16; iii) Hungarian, 26; iv) Swedish, 41.</p> <p><b>Target groups:</b> P, I, R, C</p>
Operational Framework and R&I Key Performance Indicators	UdC, UL, LUKE, ICLEI, EVORA	<p><b>Exploitation:</b> Several meetings were held with the mission soil platform to implement the KPIs developed by SOLO in the mission platform reporting mechanisms. Results from the implemented KPIs will be used by SOLO to evaluate how the Mission R&amp;I roadmap is being impactful</p> <p><b>Progress achieved:</b> The impact assessment framework of Mission Soil was further developed, establishing its components (qualitative indicators, quantitative indicators and impact narratives) and mechanisms for operationalisation. The initial list of KPIs was updated, as some indicators were excluded and others added. All KPIs were categorised according to type of impact, and the final list of KPIs was described in detail in individual sheets (Deliverable D5.2). This progress was achieved in dialogue with Mission Soil Board members, to ensure harmonisation with the Mission's needs and expectations. The impact assessment framework and the KPI sheets were made</p>

		available on SOLO's website (Milestone M12). <b>Target groups:</b> P, I
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- **7 Conclusion of the PEDR**

The Plan for Exploitation and Dissemination of Results (PEDR) will continue to evolve throughout the project's lifetime, with the next update scheduled for Month 48. Continuous evaluation will ensure that communication, dissemination, and exploitation (CDE) activities remain aligned with project progress, stakeholder needs, and the overarching goals of the EU Mission “A Soil Deal for Europe.”

SOLO's interdisciplinary consortium of researchers, innovation specialists, and communication experts plays a key role in transforming research outcomes into actionable knowledge and new collaborative opportunities, potentially inspiring future Horizon Europe initiatives. All CDE activities are implemented according to clearly defined objectives, performance indicators, and evaluation criteria established within this document, ensuring consistency and accountability across the consortium.

Regular reviews will support the integration of new communication tools, channels, and methodologies, enabling SOLO to maintain high visibility and relevance as the project advances. Emphasis continues to be placed on co-creation, with interactive activities such as Think Tank workshops, Regional Node meetings, and Soil Week events serving as platforms for dialogue, knowledge exchange, and joint problem-solving among diverse stakeholder groups. These efforts strengthen the project's participatory approach and contribute to the long-term sustainability and uptake of its results.

- **References**

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