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# **HuMUS**

Healthy Municipal Soils

Communication and  
Dissemination Plan v1

Deliverable D5.1

June 2023

*Agroecology Europe*

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## Executive Summary

This Plan (D5.1) details the communication and dissemination objectives and activities, outlines internal communications obligations of project partners, and provides a roadmap for planning ahead throughout the project. This document also addresses lines of internal communication and main questions regarding monitoring and reporting about the project.

Communication and dissemination activities are crucial to maximise the impact of project outcomes. The overall aim is to promote a more structured dialogue on soil health challenges and solutions to protect and restore soil health at regional and local levels. Activities will be targeted to the actors in municipalities and regions involved in the co-creation of dialogues.

Agroecology Europe (AEEU) leads Work Package 5 (Communication and Dissemination) and, together with all partners, is responsible for facilitating knowledge exchange between project partners and participants to inform and engage relevant stakeholders and the general public about project activities.

WP5 has 3 main goals for communication and dissemination:

1. Support project implementation by communicating project activities and disseminating results (communication)
2. Elevate discourse and understanding on soil health (dissemination)
3. Enhance knowledge exchange among stakeholders (dissemination)

The *communication plan* outlines the strategy for each form and channel of communication to disseminate content, how each is best used to reach specific target audiences, and key performance indicators (KPIs) to monitor and report against throughout the duration of the project.

The *dissemination plan* provides a roadmap for communication and dissemination activities to achieve projected results within the prospected timeline and target the appropriate audiences.

This is the first version of the Communication and Dissemination Plan that will be regularly updated in months 18 (D5.3) and 36 (D5.5) of the project.



# 1. Communication and Dissemination Strategy

The aim of the following strategy is to detail communication and dissemination objectives and activities, outline internal communication obligations of project partners, and provide a roadmap for planning ahead throughout the project. This document addresses main questions regarding communication and reporting about the project.


The communication strategy has been agreed upon by partners and each will be responsible to put in place their own dissemination activities to reach a diverse and wide number of stakeholders in their own networks and countries.

This is the first version of the Communication and Dissemination Plan. This plan will be regularly updated in months 18 (D5.3) and 36 (D5.5) of the project. The plan will be developed in three editions to enable early and fact-based revisions according to the progress of activities and their completion. The third and final version of the plan will include key takeaways, lessons learned, and scientific harvests from the three years project duration.

## 1.1 WP5–Communication and Dissemination

Communication activities have the potential to maximise the impact of project outcomes. The overall aim is to promote a more structured dialogue on soil health challenges and solutions to protect and restore soil health at regional and local levels. Activities will be targeted to the actors in municipalities and regions involved in the co-creation of dialogues and also those outside of the project.

Agroecology Europe (AEEU) leads Work Package 5 and, together with all partners, is responsible for facilitating knowledge exchange between project partners and participants to inform and engage relevant stakeholders and the general public about project activities.



The overall aim of WP5 is to spread awareness and understanding about HuMUS results and outputs throughout Quadruple Helix (public sector, business sector, academia, and civil society) stakeholders from EU Member States and Associated Countries.


WP5 has 3 main goals for communication and dissemination:

1. Support project implementation by communicating project activities and disseminating results (communication)
2. Elevate discourse and understanding on soil health (dissemination)
3. Enhance knowledge exchange among stakeholders (dissemination)

## 1.2 Objectives


Throughout the implementation process, WP5 will remain focused on these three goals. To fulfil them, communication and dissemination activities will perform the following objectives:

1. Support project implementation by communicating project activities and disseminating results
  - a. support the uptake of results during and after the project
  - b. ensure constant communication of results and data to actors not directly involved in the project
  - c. advertise the Call of WP4 to a broad European audience
  - d. disseminate project results to target audiences
2. Elevate discourse and understanding of soil health
  - a. increase societal awareness and literacy of soils by creating open spaces of dialogue adapted to the local contexts
  - b. prepare information material to raise awareness of soil health issues
  - c. enhance the common understanding of soil health challenges in different regions and municipalities

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- d. improve and support the local co-creation and co-implementation of solutions to protect and restore soil health
  - e. generate and package knowledge in different forms (trainings, reports, policy briefs, scientific publications, etc.) to reach the intended target groups (from the Quadruple Helix, as specified earlier).
3. Enhance knowledge exchange among stakeholders
- a. organise events for knowledge exchange and networking between partners and stakeholders
  - b. liaise with other Soil Mission projects and the Mission Implementation Platform
  - c. maximise the visibility of the Soil Mission and the opportunities it offers at regional and local level (e.g. regions, municipalities and their networks)
  - d. support interaction, knowledge sharing, and peer-learning with actors and stakeholders to allow the successful implementation of the project
  - e. provide the means for partners to interact with stakeholders (workshops, webinars, offline and online channels)
  - f. enhance knowledge exchange between regions, municipalities, citizens, and other stakeholders
  - g. Support Soil Stewards fostering spaces for informed dialogues

## 2. Internal Communication

Successful external communication starts with efficient internal communication. Consistent communication among all project partners is essential. All partners commit to timely and proactive sharing of all relevant information. AEEU will organise monthly meetings with WP leaders or designated communications contact persons to ensure the consistency and efficiency of internal communication, follow-ups on request, set priorities, and keep up to date on the work of individual partners in the project. Partners update AEEU about:

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- Progress on project activities, deliverables, and milestones
  - Project news to be disseminated publicly
  - Project results and success stories
  - Meetings where HuMUS was discussed
  - Events where HuMUS was presented or discussed
  - Media appearances of the project

To support internal project work, HuMUS relies on Basecamp, an online software for project management, communication, and data sharing. Appropriate and timely use of Basecamp is the responsibility of each partner to ensure successful communication (see D6.1). The first point of contact to reach is Boglarka Bozsogi ([boglarka.bozsogi@agroecology-europe.org](mailto:boglarka.bozsogi@agroecology-europe.org)), Communications Officer at AEEU. In addition, when partners need communication support for an upcoming activity, they update this [database](#) to inform AEEU about any social media posts required.

Timely and proactive internal communication is essential not only to the successful implementation of the project but also for data collection for reporting purposes. If partners fill out [this reporting form](#) after each of the activities, they produce valuable data about project progress and implementation. The form is tailored so that the data can be directly transposed into the reporting framework of the European Commission.

## 2.2 Monitoring and reporting impact

HuMUS has 3 key impact pathways (KIP) to report on:

1. Create dialogue on soil health challenges and solutions at the local and regional levels
2. Enhance common understanding of soil health challenges and opportunities
3. Deploy the Soil Mission from the local to the EU level and share experiences



Each KIP covers several expected results, outcomes, and impacts. Activities, outputs, milestones and outcomes are aligned to these KIPs and monitored and evaluated against the target outcomes, outputs and impacts listed below.

Table 1: Key impact pathways and related targets.


KIP	Results	Outcomes (1-5 years)	Impact (5-10 years)
<p>Creation of spaces of dialogue between regions, municipalities, citizens and other stakeholders while capitalising on replication opportunities and the funding to support third parties</p> <p>Increased and structured dialogue on soil health challenges and solutions at regional and local levels by involving a large number of stakeholders and citizens with a balanced representation of interests, leading to the co-creation of public (including policy response) and private solutions</p> <p>Knowledge sharing and the Soil Stewards training increase awareness and understanding around the value of soils and soil health challenges and their (bio-physical and socio-economic) drivers, providing regions and municipalities with intelligence and helping them make informed decisions.</p>	<p>13 regions engaged and fostered dialogues on Soil Health</p> <p>13 Regional Soil Health Communities created</p> <p>1 Soil Steward Training Soil programme, 30 trained public officers</p> <p>20 pilot projects creating or fostering further dialogue spaces</p>	<p>Emphasis on the value and importance of participatory decision-making in relation to soil health related challenges and solutions (including both biophysical and socio-economic dimensions) in the 13 regional communities, in the 20 pilot project sites, and in the additional regions and countries being targeted for dissemination</p>	<p>50 regions, beyond those involved in the project, have set up dialogues with citizens and other key actors to co-create and co-implement measures to protect and restore soil health</p>
<p>Enhanced common understanding of challenges and co-creation of solutions to improve soil health making the best use of European Funds. use the participatory Bio-district approach that can be adapted to different scenarios to support the co-implementation of solutions to protect and restore soil health at the regional and municipal scale</p> <p>Increased cooperation between public and private actors, such as municipal stakeholders, policymakers in charge of local and regional strategies, as well as private stakeholders and citizens.</p>	<p>13 draft Territorial Management Agreements</p> <p>Catalogue of Best Practices and Public Policies to improve soil health</p> <p>Key Insights from the Regional Soil Health Communities (RSHC)</p>	<p>Facilitating the setup of 4 living labs and 10 lighthouses</p>	<p>20 regions, assessing the potential of adopting different European funding instruments for soil health protection and land management</p>

<p>co-creation of Territorial Management Agreements where solutions for the protection and restoration of soil health will be discussed and agreed upon by all actors.</p>			
<p>Further developed dialogue spaces to support an effective Soil mission deployment, from local to EU level, sharing experiences effectively through established fora.</p> <p>Creating inclusive spaces of dialogue for soil health at the European, regional and local level, to bring together regional and local actors, citizens and other stakeholders.</p> <p>Ensure effective exchange of experiences between municipalities and regions across Europe, unite them to discuss and share experiences on soil health needs and requirements, and guide them to make the best use of opportunities for sustainable soil management.</p> <p>Strengthen already existing cross-links and relations between these networks and assist in establishing new ones by offering capacities for collaboration.</p>	<p>HuMUS Knowledge on best practices, innovative initiatives, and funding opportunities</p> <p>100+ original contributions to the PREPSOIL portal</p> <p>10 networking and outreach activities to share knowledge (including one event in the European Committee of Regions)</p> <p>Policy Briefs with recommendations for new or improved instruments to incentivise and reward soil health beneficial practices by land managers and other regional actors</p>	<p>30 activities celebrated in different EU regions aiming at supporting Soil Health improvement in their territory</p> <p>Soil Health Working Group in ERIAFF network well established space for dialogues among European regions</p>	<p>RSHCs become a consolidated channel of exchange of experiences between municipalities and regions across Europe thanks to the connections that will be made along the project's lifetime with a broad list of networks.</p>

In summary, HuMUS' objective is to reach the targets below during and after the project cycle. All activities, deliverables, and milestones will be monitored and reported against the following:

## RESULTS

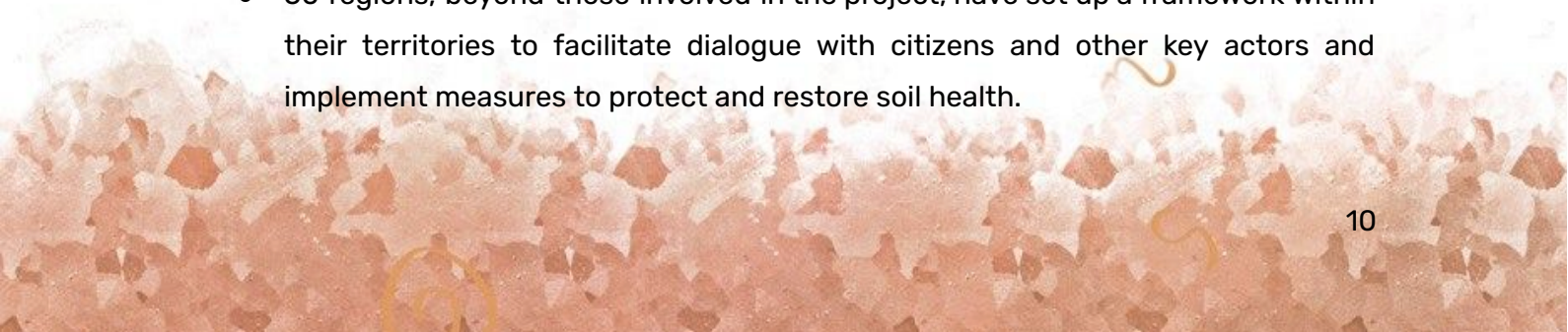
- 13 Territorial Management Agreements in the partner territories
- 30 trained public officers as Soil Stewards
- 20 pilot projects funded
- 15 Regional Soil Health Communities created and animated
- 1 official website, 6 newsletters, 3 videos and podcasts to promote the project results


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- 2 jointly organised European events (under the Mission) to attract and inform EU stakeholders
  - 1 Event at the European Committee of Regions to showcase how regions and municipalities can be key players in the success of the Soil Mission
  - 6 academic papers in class A journals
  - 3 policy briefs
  - 5 EIP-AGRI Practice Abstracts
  - Overview of funding opportunities for soil health promotion and management at regional and municipal levels

#### OUTCOMES

- Increased awareness and understanding of the value of soil and soil health challenges and their drivers (both biophysical and socio-economic dimensions) across 13 regions in 8 countries.
- Improvement of the biological-district methodology by further evidence of co-creating work-plans, pre-diagnoses and stakeholder maps in the municipalities within the participating regions of the project.
- A consolidated channel of exchange of experiences between municipalities and regions across Europe thanks to connections that will be made along the project with a broad list of networks.
- Increased participation in the Open Call for pilots, providing additional opportunities to re-use project results.

#### IMPACTS

- 20 regions combine different European funds to maintain and increase their activity regarding Living Labs and Lighthouses on Soil Health.
  - 50 regions, beyond those involved in the project, have set up a framework within their territories to facilitate dialogue with citizens and other key actors and implement measures to protect and restore soil health.
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- 500 multipliers / potential participants in the Call are contacted and therefore familiarised with the project aims, including the valorisation of participatory methods, tools and approaches to promote healthy soils and sustainable land management as essential aspects.

### 3. Communication strategy

Communication activities will establish HuMUS' online presence and advertise the Open Call under WP4. The aim of the communication strategy is to support the project implementation by communicating project activities and disseminating results by


- supporting the uptake of results during and after the project
- ensuring constant communication of results and data to actors not directly involved in the project
- advertising the Call of WP4 to a broad European audience
- disseminating project results to target audiences.

#### 3.1. Communication channels and formats

HuMUS uses diverse forms and channels of communication to disseminate content. The communication plan outlines the strategy for each of these vehicles, how each is best used to reach specific target audiences, and key performance indicators (KPIs) to monitor and report against throughout the duration of the project.

##### Publications

As a baseline, HuMUS will publish (a) 6 peer-reviewed scientific articles and reports communicating the results from the project's research efforts and (b) 2 policy briefs (D5.4, M15; D5.5, M30) to communicate results efficiently with policy audiences in a targeted policy language and format. In addition, multiple resources will be published on



the website in the form of publications: content for the catalogue of best practices and policies and Soil Steward training materials.

The publications meet the ethical standard enforced by WP7, Ethics Requirements, and the highest academic standards of integrity, transparency, safety, and informed consent. WP5 is committed to producing high-quality, coherent, clear, concise, and grammatically correct writing in British English and to using the Oxford comma.

The plan for peer-reviewed scientific publications will be incorporated into D5.3 Communication and Dissemination Plan v2 as it is relevant to the progress of the project. WP1 will produce original research results that can be translated and disseminated through academic journals. This will be timely in year 2.

## Events

As per the grant agreement, HuMUS will organise

- 1 on-site event at European level with at least 160 participants (M33)
- 3 webinars with at least 40-60 participants (M9, M15, M30)
- 1 online workshop in collaboration with ERRIN
- 1 event in collaboration with the European Committee of the Regions (M18)
- Territorial workshops (M15)
- Presentations at events, webinars and workshops
- 2 or 3 workshops per location in the co-creation phase of the catalogues
- 1 or 2 seminars in the replication phase of the catalogues
- 1 event in collaboration with ERIAFF
- 13 Replication Seminars (M30)

Where appropriate, HuMUS will strategically collaborate with and co-host joint events with other projects under the Soil Mission, notably PREPSOIL and NATI00NS, the EU Mission Secretariat, and the Implementation platform.

Table 2: Events Standard Operating Procedures (SOP): Guidelines to plan, prepare, and communicate in-person and online events to ensure efficient task management, timeliness, and security

Timeline	In-person events	Online events
6-9 months out	<ul style="list-style-type: none"> <li>Draft event concept idea</li> <li>Identify co-hosts or partners</li> <li>Confirm date</li> <li>Book venue</li> <li>Delegate responsibilities across partners before and during the event</li> <li>Draft concept note for communications</li> <li>Reach out to potential speakers</li> <li>Draft agenda</li> <li>Create event webpage</li> <li>Design graphics for advertising</li> <li>Research regenerative catering</li> <li>Send save the date on social media and via newsletter</li> </ul>	
4 months out	<ul style="list-style-type: none"> <li>Set up a registration page</li> <li>Send invitations</li> <li>Confirm speakers and finalise any changes to the agenda</li> <li>Create speaker highlight graphics</li> <li>Ramp up communications campaign with posts on sessions and speakers via email invitations, social media posts, newsletter</li> <li>Contract catering</li> <li>Contract photographer and videographer</li> </ul>	
2 months out		<ul style="list-style-type: none"> <li>Draft event concept idea</li> <li>Identify co-hosts or partners</li> <li>Delegate responsibilities across partners before and during the event</li> <li>Draft concept note for communications</li> <li>Brainstorm speakers and draft agenda</li> <li>Invite speakers and moderators</li> <li>Create event webpage</li> <li>Set up a registration page</li> <li>Design graphics for advertising</li> <li>Send save the date via social media and newsletter</li> <li>Finalise agenda</li> </ul>
1 months out	<ul style="list-style-type: none"> <li>Send reminders to invitees</li> <li>Intensify communications campaign via email invitations, social media posts, newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Confirm opening and closing remarks, moderators</li> <li>Start an intensive communications campaign with posts on sessions and</li> </ul>

	Create a speaker highlights campaign with graphics for social media Organise speakers meeting to prepare discussion points and logistics	speakers via email invitations, social media, newsletter Speaker highlights campaign with graphics for social media posts Organise speakers call
1 week out	Meet with speakers to fine tune discussion points, practice sessions, share presentation Final communications push Email registered participants with logistical information: what to prepare, travel, parking, agenda, social media channels and hashtags	Final communications push, email reminders with agenda Call speakers to prepare discussion points, share presentation (if any), set up technology
24 hours before	Email reminder to all registered participants with logistical information Check out the venue, ensure everything is set up	Email to all registered participants: Share Zoom link to registered participants from AEEU Gmail with attached agenda and link to event webpage, hashtags if any
LIVE	Arrive early Set up a registration table Welcome speakers Take notes Live tweet Take photos	Launch Zoom 15 mins before showtime Draft a welcome message for the chat with housekeeping rules Take notes Live tweet
Follow-up	Follow-up email to all registered participants with an event follow-up survey Thank you note to speakers Summary in newsletter Social media posts with photos	Follow-up email to all registered participants with an event follow-up survey Thank you note to speakers Summary in newsletter Social media posts with photos

## Videos

HuMUS will produce 2 videos (M24, M30) to disseminate project results in an accessible, digestible format suited for broad online audiences. Videos are useful to explain key deliverables to audiences not familiar with the project but interested in soil health and keen to learn more. One video will advertise the Open Call. All the videos will be uploaded to the website on the 'Videos' page under resources and communicated via all social media channels.



## Website

The website is the key repository of HuMUS knowledge and resources. The website goes online by the end of June 2023 (Milestone 1). AEEU will ensure the maintenance of the website for at least 5 years after the end of the project and review it quarterly, and update the content regularly. As the project progresses, key deliverables and resources, e.g. catalogues, trainings, publications, will be uploaded to the website on the relevant pages.

WP5 will monitor its website activities against the following key progress indicators (KPIs):

- 1-2 news or article posts monthly
- The general website structure updated yearly
- 3,000 visits per year to the website
- Average time spent > 3 minutes
- 1,000 document downloads
- The website will remain accessible for over 5 years after the project's end

## Newsletters

WP5 will send out bi-annual newsletters to the mailing list hosted at AEEU's mailing service Brevo. Subscription is possible via the form on the website on the homepage and under 'contact us'. The first newsletter will go out after the website goes online to give an opportunity for online audiences to subscribe and to have enough project progress to summarise in the newsletter.

WP5 will monitor its newsletters against the following key progress indicators (KPIs):

- Bi-annual (6 in total)
- Target audience > 500
- Open rate > 30%
- Click rate > 10%





## Social media

Since June 2023, HuMUS has accounts on Facebook, LinkedIn, and Twitter. Instagram will be added before M12. These accounts will be used in unison, mostly cross-sharing the same post with modifications to platform specificities. However, some content will be better suited for one or more channels, which will then be used instead of the others.

To emphasise the overlaps with other Soil Mission partners and projects, HuMUS accounts mostly use the following hashtags: #MissionSoil, #soilhealth, #HuMUS #localsoil.

Social media platforms and their strengths:

- Facebook: aggregates a vast number of daily users, a good platform for general communication.
- LinkedIn: a social network where contents on the timeline are longer, with a more professional and technical character. Advantageous for policy and civil society audiences and to engage with European networks. Great for stakeholder discussions and exposure through recommendations and updates what network contacts are interested in. Algorithms will help with notifications about content that you are interested in.
- Twitter: a large user base, which could include HuMUS potential stakeholders and partners of the Soil Mission and European networks. A useful social network to gather feedback and engage in an international way also with scientific audiences. Frequented by policy audiences, advantageous for advocacy, event and publication promotion, and socialising core concepts and messages.
- Instagram: is one of the current most relevant social networks and has become an increasingly commercial channel, where it is easier to retain the targeted audience's, especially young people's attention. Suitable for visual content, e.g. promoting field work, pilot projects, events, or success stories.

Table 3: Social Media Goals and alignment with HuMUS project objectives

Project Objectives	Social Media Goal	Metrics
<p>Present the Pilot case studies and Work Package activities to the audience.</p> <p>Make HuMUS results known to all actors of the value chains.</p> <p>Reach as many stakeholders as possible.</p>	<p>Build and increase project awareness and key tools/opportunities (these metrics enlighten the potential audience)</p>	<p>Followers, @mentions, shares, post reach, impressions, virality rate.</p>
<p>Create a direct link between Municipalities and Soil Missions' initiatives.</p> <p>Getting people to interact with HuMUS content.</p> <p>Launching the EU-wide Open Call aiming to provide funding to at least 20 exemplary pilot projects.</p>	<p>Build and manage an engaged community (these metrics show how audiences are interacting with your content)</p>	<p>Comments, likes, @mentions, messages, audience growth rate, bounce rate, conversation rate, shares, and engagement.</p>
<p>Drive people to the HuMUS website to be aware of the activities, events, news, and scientific outputs of the project.</p>	<p>Increase website traffic (these metrics demonstrate the effectiveness of your social engagement)</p>	<p>Website clicks, email signups, conversion rate, click-through rate, number of downloads and pageviews.</p>

KPIs:

- 1 post on each account weekly
- 200 followers per year
- Short stories about the funded initiatives by the Open Call

Follow HuMUS

- Facebook: [@Healthy Municipal Soils](#)
- Twitter: [@HuMUS\\_project](#)
- LinkedIn: [@company/healthymunicipalsoils](#)
- Instagram: TBD



## Templates

Deliverable templates were designed to be simple, practical, and adaptable to different types of content, while representing and reflecting the visual appeal of the project. The colours of the logo were used for the titles, subheadings, and tables. Templates for document deliverables and presentations are stored on the [project's Google Drive](#). Project deliverables are set in font Rubik.


## 3.2 Open Call Communication Campaign

One specific responsibility of the Communication Work Package is to increase the outreach of the Open Call, and the financial support to third parties under WP4. Before the call opens, WP5 will update the dedicated webpage with the participant package. During the call application period, WP5 will support WP4 in providing applicants with help and answering questions. After the call, WP5 will support the selected pilot projects by promoting their activities and progress online and through events.

The Open Call communication campaign will consist of:

- updates to the website
- 1 news article
- posts for all social media channels
- 1 brochure
- 1 video
- 9 local promotion events organised by different partners (6 online and 3 on site)

KPIs:

- dedicated webpage to the Open Call with the participant's package
  - FAQ and Help Desk service
  - 1 onsite event with > 30 attendees
  - 9 local events (6 online and 3 on site)
- 

- 500+ multipliers / potential applicants globally contacted

### 3.3 Target audiences

HuMUS activities, results, and exploitation targets these groups:

- European municipalities, regions, and their networks
- European and national policymakers
- Urban and spatial planners
- EU Commission representatives from DG AGRI, DG RTD, and DG REGIO
- Civil society organisations and citizens
- Land managers, including farmers
- Soil Mission projects and their communities
- European networks and initiatives
- Stakeholders from the 13 regional communities in 8 European countries
- All audiences belonging to the Quadruple Helix at the EU level and interested in soil health and/or the EU Soil Mission

The HuMUS consortium commits to maximising synergies with the Soil Mission. WP5 will use different tools and channels to convey targeted messages to different target audiences. Each partner is encouraged to repost HuMUS content in their native language.

Table 4: Target audience groups and engagement plan

	Municipalities and regions	Policy Makers	Civil society and citizens	Project partners, Soil Mission projects, European networks and initiatives	Stakeholders: land owners and managers, farmers, consumers, early-adaptors, food companies, farm advisors
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General Needs	Facilitate the exchange of information and knowledge for the achievement of territorial agreements, Learn about EU funding opportunities useful for promoting or restoring soil health at local level	Contribute to the adoption, reuse and replication of HuMUS knowledge and best practices.	Raise awareness about the importance of soil health for human and ecosystem health and economic sustainability	Foster coordination and cooperation on similar lines of effort, exchange knowledge, best practices, and lessons learned	involvement of stakeholders and citizens in the decision-making processes via case studies, educational and capacity building activities as well as exchanges of best practices at regional and local levels
Pain Points	The lack of soil literacy and awareness at all societal levels in Europe, insufficient exchange of experiences between municipalities and regions. Lack of knowledge on EU funding opportunities on soil health at local level.	Gaps between stakeholder needs and political will, unrealistic expectations of top-down policy processes	The lack of soil literacy and awareness at all societal levels in Europe	Low awareness and capacity for identifying synergies, avoiding duplication, and joining forces to multiply impact	Lack of space and practices for regional and local dialogues on soil health and land management involving public and private actors and citizens
Communication and engagement channels	Website, Newsletter, trainings, resources, Open Call, Facebook, Twitter	Twitter, LinkedIn, newsletter, website, events, policy briefs	Publications, events, newsletter, Open Call, Facebook, Twitter, LinkedIn, Instagram	Publications, events, newsletter, Facebook, Twitter, LinkedIn, Instagram	Publications, trainings, Open Call, website, newsletter, events, LinkedIn, Twitter, Instagram, Facebook



## 4. Dissemination strategy

The dissemination strategy provides a roadmap for communication and dissemination activities to achieve projected results within the prospected timeline and target the appropriate audiences. The primary goals of the HuMUS dissemination strategy are to:

1. Improve knowledge exchange between regions, municipalities, citizens and other stakeholders on soil health and related EU funding opportunities
2. Improve the common understanding of soil health challenges in different regions and municipalities, and improve and support the implementation of soil protection and restoration solutions

For that, HuMUS takes the following dissemination, exploitation, and communication measures:

- Development of an EU-wide campaign to promote the Open Call to potential applicants
- Implementation of networking activities with key EU stakeholders, other projects and initiatives and funding opportunities under the Soil Mission projects
- Organisation of and participation in workshops, webinars, online and on- site events to facilitate the dissemination of project results and interact with stakeholders
- Preparation of scientific publications, reports, policy briefs and other materials to support the dissemination of the project results
- Creation of online communication channels and preparation of materials

Table 5: Project outputs by dissemination objective with respective dissemination and communication activities, target audiences, and timeline

Output	Dissemination	Communication (WP5)	Target audience	Timeline
Objective 1: Enhance knowledge exchange between regions, municipalities, citizens and other stakeholders				
Territorial Management Agreements (tools, methods, and approaches) (WP2)	Develop methodology, work plan, and glossary 2 or 3 workshops per location in the co-creation phase facilitated by Soil Stewards 1 or 2 seminars in the replication phase Presentations at events, webinars and workshops	Events, publications, resources, website, newsletter, social media	Practitioners and land users, public authorities, decision-makers, policymakers, citizens, project stakeholders	M19-24
Regional soil health communities (RSHC) (WP3)	Personal invites Presentations at events, webinars and workshops	LinkedIn, website, newsletter	EU national and regional policymakers, citizens, Quadruple Helix	M7-36
Pilot projects selected and supported through the Open Call (WP4)	EU-wide campaign to promote the Call to potential applicants Promoting selected pilot projects	Website, social media, newsletter, video, 9 promotion events	Municipalities and regional authorities, practitioners and land users, stakeholders, civil society	M12-30
Objective 2: Enhance the common understanding of soil health challenges and improve and support the implementation of solutions to protect and restore soil at the regional and municipal levels				
Catalogue of best practices and public policies to improve soil health (WP1)	1 event in collaboration with CoR 1 workshop in collaboration with ERRIN 1 event in collaboration with ERIAFF 13 Replication Seminars 3 webinars 1 final project event (onsite) Scientific publications on the PREPSOIL platform	Events, publications, website, newsletter	European municipalities, regions, and their networks, European and national policymakers	M12-24
Soil Stewards training programme (WP1)	Develop training programme and syllabus based on collected soil intelligence and best practices Implement in-person trainings	Publications, resources, training events, website,	European municipalities, regions, and their networks, Quadruple Helix interested in soil health	M13-36

		newsletter, social media		
HuMUS knowledge on funding instruments and funding opportunities (WP1)	Publications on the PREPSOIL platform Presentations at events, webinars and workshops Policy briefs	Publications, events, newsletter, social media	European municipalities, regions, and their networks, European and national policymakers, practitioners and land managers, citizens, stakeholders	M1-12, M36