



HuMUS

Healthy Municipal Soils

Communication and
Dissemination Plan V2

Deliverable D5.3

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Executive Summary

The aim of version 2 of the strategy (D5.3) is to outline upcoming priorities for communication and dissemination objectives and activities, report on results and completed objectives to date (M18, June 2024), follow internal communication obligations of project partners, and monitor a roadmap for planning throughout the project.

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. The communication strategy is agreed upon by partners and each is responsible to put in place their own dissemination activities to reach target stakeholders in their own networks and countries.

Communication activities have established HuMUS' online presence and promoted the Open Call under WP4. WP5 continues to take the following dissemination, exploitation, and communication measures:

- 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 disseminate project results and communicate them online

This is the second version of the Communication and Dissemination Plan that will be again updated in month 36 (D5.5) of the project. The third and final version of the plan will include key takeaways, lessons learned, and scientific harvests from the three years project duration.



1 Upcoming priorities

The primary goals of the HuMUS communication and 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, WP5 continues to take the following dissemination, exploitation, and communication measures:

- 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 disseminate project results and communicate them online

WP5 uses the tools and channels described in section 3 to target the audiences identified in D5.1. In the second half of the project's lifetime, WP5 will focus on communication and dissemination campaigns for:

- The Soil Stewards Training Programme (WP1)
- Catalogues of best practices and public policies to improve soil health (WP1)
- HuMUS knowledge on funding instruments and funding opportunities (WP1)
- 14 Territorial Pilot Projects of consortium partners (WP2)
- Territorial Management Agreements (WP2)
- Regional soil health communities (RSHC) (WP3)
- 20 Pilot projects selected and supported through the Open Call (WP4)

- Redactions of abstracts of other public deliverables and their full versions after the review meeting of September 2024 (WP5)
- Organisation of the final conference in Brussels in September 2025 (WP5).

Table 1: Upcoming priorities for project outputs by dissemination objective with respective dissemination and communication activities, target audiences, and timeline

Output	Dissemination	Communication (WP5)	Target audience	Timeline	WP5 Plan
Objective 1: Enhance knowledge exchange between regions, municipalities, citizens and other stakeholders					
Territorial Management Agreements (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	Communicate about the TMAs and related events
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	Communicate the results and activities of RSHCs
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	Communicate the selected projects and their progress
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	Communicate the publication of the catalogue and related events
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, newsletter, social media	European municipalities, regions, and their networks, Quadruple Helix interested in soil health	M13-36	Communicate the launch of the training programme
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	Communicate HuMUS resources



2 Internal Communication

All partners are committed to timely and proactive sharing of all relevant information with WP5. It was agreed at the General Assembly of the HuMUS Project in January 2024 that monthly meetings with WP on communication and dissemination at the moment is unnecessary. AEEU will organise monthly WP5 meetings as activities will demand that in order to maximise efficiency of coordination across the consortium.

Partners update AEEU about:

- 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

The main channel of internal communication is Basecamp. To ensure timely reaction on communication channels, partners are required to send any requests with sufficient information and graphic materials to Boglarka Bozsogi, Communication & Policy Officer at AEEU, via Basecamp. Partners can update this [database](#) to inform AEEU about upcoming relevant events featuring the project and fill out [this reporting form](#) after such activities, producing 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.

2.1 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 in D5.1.

Table 2: Status update on projected project results at M18, with public links where available.

Results	Status
13 Territorial Management Agreements in the partner territories	In progress, TMA template created, participatory territorial workshops to create the TMAs happening throughout Spring-Summer 2024
30 trained public officers as Soil Stewards	Syllabus completed, training programme launched. 30 trainees by the end of the project
20 pilot projects funded	Open Call closed, selection process ongoing
13 Regional Soil Health Communities created and animated	13 RSHCs created
1 official website, 6 newsletters, 3 videos and podcasts to promote the project results	Website created: https://humus-project.eu/ 2 of the 6 biannual newsletters sent 1 video published about the Open Call Podcasts are not planned.
2 jointly organised European events (under the Mission) to attract and inform EU stakeholders	Project presentation during <ul style="list-style-type: none"> - The jump-start the Mission Soil (Brussels, 22-23 March 2023) - Mission Soil Week (Madrid, 21-23 November 2023) - Launch of the Mission Soil Manifesto (Brussels, 18 April 2023)

	<ul style="list-style-type: none"> - Signature of the Mission Soil Manifesto during the HuMUS General Assembly (Granada, 24 January 2024)
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	EU Soil Day, Brussels, 6 November 2023, represented by ANCI Toscana
6 academic papers in class A journals	In progress, results in 2025
3 policy briefs	D1.6 (M12) and D5.2 (M15) submitted, D5.4 due in M30
Overview of funding opportunities for soil health promotion and management at regional and municipal levels	D1.4 (M12) submitted

3 Communication and dissemination results

This section of the communication plan V2 reports on the achievements of communication and dissemination activities up to M18 (June 2024). HuMUS uses diverse forms and channels of communication to disseminate content. For further specificities of each of these vehicles, specific target audiences, and key performance indicators (KPIs), please consult D5.1.

Table 3: Status update on communication activities by channel as of M18.

Channel	Results / KPIs	Status
Publications	6 peer-reviewed scientific articles	See the plan for scientific publications below.
	3 policy briefs (D1.6, M12; D5.4, M15; D5.5, M30)	D1.6, M12; D5.4, M15 completed
	Catalogues of best practices and policies	Select redacted deliverables available here
	Soil Steward training materials	To be published by M18
Events ¹	1 on-site event at European level with at least 160 participants (M33)	Planning phase, CoR contacted for venue
	3 webinars with at least 40-60 participants (M9, M15, M30)	2 webinars completed: Webinar 2: Soil Health Training 20 March 2024 172 registrants, 69 participants 114 views on YouTube Webinar 1: Participatory methods to enhance soil health 19 October 2023 129 registrants, 89 participants 307 views on YouTube

¹ For Events Standard Operating Procedures (SOP) (Guidelines to plan, prepare, and communicate in-person and online events to ensure efficient task management, timeliness, and security) please consult D5.1.

	1 online workshop in collaboration with ERRIN	10 June 2024 MISSION SOIL: LESSONS LEARNED AND UPCOMING OPPORTUNITIES
	1 event in collaboration with the European Committee of the Regions (M18)	EU Soil Day, Brussels, 6 November 2023, represented by ANCI Toscana
	Territorial workshops (M15)	Ongoing, workshop dates and details here
	Presentations at events, webinars and workshops	HuMUS partners have presented the project at over 20 events
	2 or 3 workshops per location in the co-creation phase of the catalogues	9 project partners hosted one focus group each to collect data for the catalogue of soil health policies (see D1.4).
	1 or 2 seminars in the replication phase of the catalogues	In 2025
	1 event in collaboration with ERIAFF	ANCI Toscana represented HuMUS at the ERIAFF Annual Conference in Bolzano, Italy, on 22-24 May 2023. HuMUS is part of the European Regions for Innovation in Agriculture, Food, and Forestry (ERIAFF) Network Missions Working Group.
	13 Replication Seminars (M30)	In 2025
Videos	2 videos (M24, M30)	1 video published about the Open Call
Website	1-2 news or article posts monthly	On track
	The general website structure updated yearly	On track
	3,000 visits per year to the website	Exceeded: 6,107 visits from 26 June 2023 to 16 May 2024
	Average time spent > 3 minutes	Underperforming: Average visit between 26 June 2023 and 16 May

		2024 lasts 77 seconds
	1,000 document downloads	On track: 866 downloads from 26 June 2023 to 16 May 2024
	The website will remain accessible for over 5 years after the project's end	Complete: Domain booked already
Newsletters	Bi-annual (6 in total)	On track, 2 biannual newsletters completed (M8, M14), plus special announcements of the Open Call and webinar information, 7 campaigns in total
	Target audience > 500	218 subscribers
	Open rate > 30%	Average 55% over 7 campaigns
	Click rate > 10%	Average 24% over 7 campaigns
Social media	One post per week	On track
	Facebook: @Healthy Municipal Soils	Live by June 2023 100 followers
	Twitter: @HuMUS_project	Live by June 2023 144 followers
	LinkedIn: @company/healthymunicipalsoils	Live by June 2023 1,614 followers
	Instagram: @/humusproject.eu/	Live since November 2023 149 followers

Templates for document deliverables and presentations are stored on the [project's Google Drive](#). Project deliverables are set in font Rubik.

3.1 Open Call Communication Campaign

One specific responsibility of the Communication Work Package was to increase the reach of the Open Call that was open from 1 December 2023 to 5 April 2024.

The [results](#) of the Open Call and winning proposals were announced online on 10 June 2024.

Table 4: Status update on communication activities for the Open Call as of M18.

Results/KPIs	Status
updates to the website	Dedicated webpage , highlighted in the main menu, created and regularly updated
FAQ and Help Desk service	FAQ webpage answering incoming questions
1 news article	4 news articles published: HuMUS Open Call: How to apply? , 16 January 2024 PRESS RELEASE: DEADLINE EXTENSION FOR THE HuMUS OPEN CALL FOR PROPOSALS , 27 February 2024 PRESS RELEASE: The Open Call is closed , 12 April 2024 The list of eligible applicants to the HuMUS Open Call for pilot projects is published , 24 April 2024
posts for all social media channels	15 social media posts in total related to the Open Call so far
1 brochure	1 leaflet designed and disseminated (see webpage)
1 video	1 video published about the Open Call : How to apply?
9 local promotion events organised by different partners (6 online and 3 on site)	6 online: <ul style="list-style-type: none"> • Webinar 1 • Online promotion by SWG RRD, 9 January 2024 • Online promotion by SWG RRD, 17 January 2024 • Smart Soils:Smart Specialization meets EU Soil Mission, 24 January 2024 • HuMUS Open Call info Day, 7 March 2024 • Dissemination of the Call online by multiple partners, October-November 2023

	<p>3 on site:</p> <ul style="list-style-type: none"> • EU Soil Day, Brussels, 6 November 2023 • Mission Soil Week, Madrid, 21-23 November 2023 • Soil day event in Italy, 5 December 2023
1 onsite event with > 30 attendees	All on-site events above had over 30 attendees.
500+ multipliers / potential applicants globally contacted	Exceeded: One LinkedIn post about the Open Call, posting the video on how to apply, had over 4,000 impressions and 2,000 views. In addition, consortium partners reached out to their networks and promoted the Call at numerous events.

3.2 Task 5.4: Maximising synergies with Mission Soil

AEEU have been participating in Mission Soil cluster meetings on Communication & Stakeholder engagement (3 meetings to date). These meetings are an opportunity for Mission Soil project communication and dissemination work packages to come together and present the projects, share insights on key stakeholders, communication forms, best practices, and challenges. The Mission Implementation Platform allows for sharing content and news by projects for better awareness and synergies and for fostering collaboration among projects.

In addition, WP3 has created a database on Mission Soil Horizon projects and facilitates outreach to projects for webinars, for example. There are also some overlaps in partners that participate in the HuMUS consortium and also in other Mission Soil projects, which allows for easy communication with these projects and use of their platforms (e.g., the Soil Steward Training Programme will be available on the PREPSOIL knowledge hub).

3.3 Target audiences

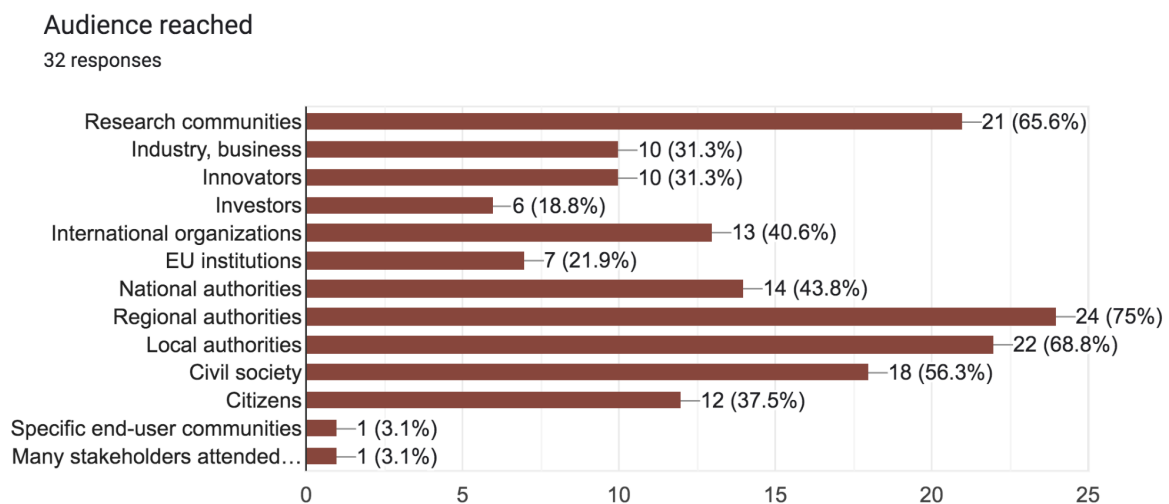
HuMUS activities, results, and exploitation targets these groups:

- 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

So far, partners report to have reached the following target groups through different dissemination activities:

Figure 1: Audience reached through consortium dissemination activities.





4. Scientific publication plan

During year 2 and year 3, WP1 will translate and disseminate original research results through academic journals. Expected result: 6 academic papers in class A journals.

The University of Granada has already completed 2 congress papers.

The following scientific papers are planned at this point by project partners:

- Collective scientific article on project research results (UoG)
- Farmers' needs for EU soil policies. A review (UNIBZ & UNISG)
- Current state of European soil health policies (UNISG)
- Best practices and best policies for soil health in Europe (UNIBZ & LWK)

The plan for peer-reviewed scientific publications and reports communicating the results from the project's research efforts will be updated for D5.5 Communication and Dissemination Plan v3 as it is relevant to the progress of the project and as the partners' plans evolve.