



LOESS

LITERACY BOOST THROUGH AN OPERATIONAL EDUCATIONAL
ECOSYSTEM OF SOCIETAL ACTORS ON SOIL HEALTH



WP6 - DISSEMINATION AND CROSS-NETWORKING

D6.1 Dissemination and Exploitation Plan

PROJECT DETAILS	Project acronym LOESS	Project title Literacy boost through an Operational Educational Ecosystem of Societal actors on Soil health
	Call HORIZON-MISS-2022-SOIL-01	Grant Agreement n° 101112707
	Starting date 01/06/2023	Project coordinator Wissenschaftsladen Bonn e.V. (WILA)
	Duration of project 36 months (3 years)	

DELIVERABLE DETAILS	Work package ID WP6	Expected date 31/10/2023
	Work package title WP6 – Dissemination and Exploitation and Exploitation	Deliverable ID and title D6.1 Dissemination and Exploitation plan
	Work package leader ACUP	Deliverable description This deliverable provides a dissemination strategy to foster engagement of the project target groups
	Nature R- Document, Report	Author Paula Santolalla (ACUP)
	Submission date 31/10/2023	-- Dissemination level PU – Public



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Deliverable 6.1 Dissemination and Exploitation Plan





1. Executive Summary

This deliverable describes the dissemination and communication strategy of LOESS; what content to communicate and how that content is communicated to successfully raise awareness on the importance of soil as a vital source and indispensable ally for climate change mitigation.

2. Introduction to LOESS and to WP6

LOESS is a European programme for the recuperation of soil health. It 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. The Horizon Europe project LOESS: ‘Literacy boost through an Operational Educational Ecosystem of Societal actors on Soil health’ officially started in June 2023, under the EU Mission ‘A Soil Deal for Europe’. Soil hosts more than 25% of all biodiversity on the planet and is the foundation of our food chains and above ground biodiversity, it feeds and filters drinking water reserves. Healthy soils are also the largest terrestrial carbon pool on the planet which together with their sponge-like function to absorb water and reduce the risk of flooding and drought, makes soil an indispensable ally for climate change mitigation and adaptation.

People need to understand how healthy soils impact their lives. For that, it is important to involve all strata of the European population. It is crucial to start from people’s existing practices, values, and concerns to build increased awareness, understanding, and engagement. All in all, we must improve soil literacy.

To reach this aim, LOESS will map, connect, and engage with multiple actors to provide an overview of the current level of soil related knowledge in different educational levels and to develop teaching programmes and materials. LOESS will co-create and test pedagogical techniques to encourage effective knowledge flows and discourse between educators and learners and between different knowledge systems (scientific, political, individual local and collective cultural knowledge).

The main objectives of this WP are to:

- ensure the overall coordination of exchanges between consortium, AVB, experts and learners as well as the dissemination and exploitation of results towards the different audiences
- provide a sound dissemination strategy to foster engagement of the project target groups
- closely interact with WP4 to develop targeted campaigns to disseminate the project results and define, adapt and support partners’ innovative outreach and dialogue actions and formats
- provide all partners with a professional communication package and promotional videos



- organise outreach activities towards the general public through events and publications in traditional media
- ensure the dissemination of results at academic conferences

3. **About the Dissemination and Exploitation Plan**

This deliverable will be paid to outreach and engagement with academic (e.g. students and researchers) and non-academic actors (e.g. pupils, stakeholders) in formal and nonformal learning environments.

The plan will outline the dissemination and exploitation activities in a systematic manner, with the aim of performing actions and support campaigns that reach specific groups and audiences for specific purposes such as stakeholder invitation and engagement or implementation of developed modules.

The plan will also address the exploitation and sustainability aspects, in close collaboration with WP5 (Post-action sustainability & replication plan), ensuring timely promotion of the project's outcomes and engagement of parties outside the consortium, interested in using and adopting them.

To ensure appropriate implementation of the plan, it will be connected to subtask 2.1.1, in which the consortium partners will map and provide a list of local/national contacts that will represent the initial contact list of the project (initial community).

The Dissemination and Exploitation Plan will be evaluated and updated at M18 (D6.2) and at the end of the project M36 (D6.4) in order to monitor the performance of Tasks 6.2 and 6.3 and, if needed, improve the strategies and planning of activities.

4. **Time for action!**

In order to achieve the LOESS's communication and dissemination goals, already described, the following specific actions are proposed:

4.1 **Communication Actions**

- Communicate and disseminate LOESS in the online sphere through the project's website, social media and newsletter. See Annex 1.
- Generate materials that allow and facilitate LOESS to be spread.
- Have presence in media and implementing tools in cooperation with WP4.
- Create and maintain a mailing list for the newsletter, involving journalists, science communicators, media offices, participants of the project as well as subscribers of any kind. See Annex 2.



- Guarantee, together with WPI Project Coordination and Management, an effective internal communication among all Consortium members, providing technical channels when needed and general guides of internal communication.
- Take into account all relevant regulations provided by the EU's General Data Protection Regulation (GDPR), to protect individual participants' rights about the use and protection of personal data.

4.2 Dissemination Activities

- Facilitate the dissemination of LOESS through academic conferences and other events related to soil health.
- Contribute to the general knowledge about Soil Health and co-creation methodologies among the general audience.
- Establish collaboration with projects and networks on the importance of how soil health impacts our lives on local, regional, national and international levels as well as thematic networks beyond the partners' already working relations for increasing the impact of the project and secure full exploitation. See Annex 3.
- Boost the collaboration between different Mission Soil projects. See Annex 4

5. LOESS Communication Channels and Tools

This section develops in-depth the communication tools and gives communication guidelines for the consortium to promote the project's results and stimulate their take-up.

5.1 Project Identity

The Project Identity was created at the beginning of the project (MI-M4).

The Project Identity includes:

- LOESS logo
- LOESS brand manual
- Power Point template
- Word document template
- Deliverable word document template
- Milestone word document template
- Headers for social networks (LinkedIn, twitter, Facebook, YouTube)
- Roll-up
- Website banner
- Brochure / Leaflets (Two leaflets have been designed. The first one with the LOESS information and contact. The second one, with information for CoPs. Both are designed to be delivered hand to hand in life events).
- Bookmark flyer
- Poster
- E-mail signature



All these materials are available for all LOESS partners on the LOESS Project OneDrive Folder (already active).

5.2 Project Website

As a main and central channel for online communication, the project will have and actively maintain its own website. The LOESS url address is <https://loess-project.eu/> The website will be launched on M5, as stated in the DoA.

The LOESS website aims to be the project's main gateway to the online outside world, providing information on the project's objectives, partners, results, pilot regions, key messages and concepts, methodologies and resources elaborated within the project. The website will also host a visualization of the crowd mapping activities, will address all target groups and the content will be in English. The website will include links to the project's Social Media channels to be launched on M6.

The LOESS website will follow this structure and offer this information to visitors:

- About LOESS: objectives of the project, presentation of the LOESS Consortium (in a map) and presentation of the LOESS Advisory Board.
- Work plan: a page where each partner explains its area of work in the project.
- News about the development of the project and third part initiatives focused on soil health.
- Resources: LOESS public deliverables and other publications or reports on soil health.
- Communities of Practice page to understand where they are working, on what, who they are.
- Calendar of events: LOESS workshops and participation in dissemination activities and other events and dissemination activities related to the project's topics.
- Press room with toolkit and the clipping of the project.
- Links to LOESS Social Media channels and a Twitter feed.
- Contact page.
- Newsletter subscription form.

5.3 Social Media

Social Media channels create an environment for the community feeling and thinking alike, and they are crucial for the dissemination of information on the project activities, outcomes and development. The LOESS website will be the main platform for communicating LOESS knowledge, but the project will also use the following Social Media channels for the dissemination of information on climate change action and the project's outcomes:



Twitter, Facebook and LinkedIn (M6). The LOESS Social Media channels will also help in awareness raising on soil health and climate action and all news published on the LOESS website will be shared through the project's Social Media channels.

5.3.1 LOESS Twitter

The LOESS Twitter account, @LOESSproject, can be consulted at <https://twitter.com/LOESSproject>. The project's Twitter account was launched on M4.

The LOESS Twitter is used to convey quick and snappy messages and news on Soil Health, and SDGs related to the Soil Health and how can help mitigate the climate change and LOESS activities and outcomes.

Periodicity and use: at least 5 tweets will be published every week from the LOESS Twitter account from M6. All the new content published on the LOESS website will be shared through the LOESS Twitter account in order to increase visibility and foster visits to the website. Each tweet will be shared with all the LOESS partners through the direct messaging application of LOESS to be retweeted or mentioned from the LOESS partners profiles and help increase the outreach of each post. All LOESS partners with Twitter accounts will be added (M6) to this twitter group.

5.3.2 LOESS Facebook page and LinkedIn group

A LOESS Facebook page will be also created on M6 in order to increase the project's dissemination potential, including reaching out general audience. The creation of a community and related stakeholders will be enhanced by making use of a dedicated LOESS group on LinkedIn, where experts and people interested in LOESS can virtually meet and share experiences, as well as be kept informed about the project's development. The Facebook page is more informal than the LinkedIn group and it addresses both experts and the general audience.

Periodicity and use: all the new content posted on the LOESS website will be shared through the LOESS Facebook page and LinkedIn group to increase visibility and foster visits to the website. All LOESS Social Media posts, especially Facebook and LinkedIn posts, will refer to the LOESS website.

All posts on the LOESS Facebook page and LinkedIn group will also mention the LOESS project's partners Facebook pages and profiles on LinkedIn to be liked and shared from the LOESS partners' profiles and help increase the outreach of each post.



5.3.3 LOESS Flickr

The project's Flickr page will be launched on November 2023 (M6).

Periodicity and use: The LOESS Flickr page will collect pictures from meetings, workshops and other LOESS dissemination activities and events and it will be organized through albums. All partners are responsible for taking the pictures and sharing them with WILA Bonn and ACUP through the OneDrive folder. ACUP will edit and upload the pictures on the LOESS Flickr and share them through the project's Social Media channels. Pictures will be uploaded right after the LOESS' event or activity. Before each event, the partner responsible for it will ask participants for permission to take pictures and its use for communication means of the project taking into consideration the GDPR.

5.4 LOESS website and Social Media: use and guidelines for LOESS partners

General guidelines:

The website will be maintained by ACUP and all LOESS partners will give regular updates on their dissemination activities, outputs, and interesting initiatives from their pilot regions to keep the project's website up-to-date. ACUP will run the LOESS' Twitter, Facebook and LinkedIn and partners are encouraged to send information, pictures or tag and mention LOESS' Social Media channels from their institutional Social Media accounts.

Special guidelines for Social Media channels:

Information on LOESS in local language will be posted from the Social Media accounts of the partners' institutions and it will be retweeted, liked, shared or mentioned by the LOESS' Social Media profiles in English. All partners are asked to be active and involved by:

- Please follow/like the LOESS Social Media channels.
- Please retweet, like, share and mention the LOESS Social Media channels and use the #LOESS hashtag when possible.
- Please suggest which other channels or institutions we could connect to via social media.
- Please feel free to share interesting news related to soil health with ACUP and WILA so that ACUP can share it via LOESS channels.

All partners will continuously use, adapt, and improve communication channels for communication and dissemination actions, including their own institutional websites, newsletters and social media channels.

This information will be reported to WILA Bonn and ACUP using the temple 'LOESS online dissemination activities template'. See Annex 5.



5.5 Newsletter

Six editions of the newsletter will be developed, one per semester, to disseminate the project's achievements, activities and outcomes, keeping the target groups motivated and informed. The newsletters will be available on the project's website and they will focus on the project's main information and present its main assumptions and challenges connected to the pilot regions involved. They will also describe the results of the identification of best practices for the contribution of various stakeholders to boost 'Soil Health Literacy' and present the results of the project. ACUP will be responsible for this task, which will count with the contribution of all WP leaders.

The newsletters will be available on the project's website and ACUP will create and maintain, with the support of all WP leaders, a mailing list involving journalists, science communicators, media offices, participants of the projects as well as subscribers of any kind that might be interested in the project. The website will also offer a subscription form for the LOESS newsletter as well.

The LOESS newsletter will have fixed headers and sections to improve recognisability and will follow the LOESS visual identity manual. i.e each newsletter will:

- feature one of the LOESS partners
- feature a short interview with a person related to Soil Health or other stakeholders of interest
- report on key project outputs from the different WPs
- highlight upcoming relevant events across Europe

Other means of communication, such as LOESS' specific html invitations, mailchimps or banners, will be developed by ACUP in order to support specific activities of the project that need to be disseminated, such as the LOESS' Online Conferences, the LOESS Workshops, the LOESS mapping tool, the LOESS Regional Dissemination Seminars and the Final High Level Symposium (M33-M35).

1st semester: 1st newsletter
June – November 2023

2nd semester: 2nd newsletter
December 2023 – May 2024

3rd Semester: 3rd newsletter
June – November 2024

4th Semester: 4th newsletter
December 2025 – May 2026



5th Semester: 5 th newsletter June – November 2026
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6th Semester: 6 th newsletter December 2026 – June 2027

5.6 Internal mailing list

In order to achieve an internal effective communication among participants and facilitate connections and conversations within LOESS partners, WILA is in charge of managing the LOESS internal mailing list. The mailing list loess-project@googlegroups.com has been already launched and it includes the e-mail addresses of all project's partners provided by the WPs leaders. The internal mailing list is used to share information amongst the LOESS Consortium members via e-mail.

5.7 LOESS OneDrive

WILA Bonn set up a LOESS OneDrive (M3), which is an open source solution for a project's cloud. The tool allows sharing documents (similar to dropbox or googledrive) and event agendas. It is hosted on a WILA Bonn server. All LOESS partners received an email with their own user name + password that allows to login and have access to the LOESS folder. All project partners are responsible for uploading their documents and sharing with the rest of the partners the outputs from their WPs project's development.

5.8 KPIs – Key Performance Indicators and monthly follow-up

In order to follow the development of the LOESS Social Media channels and analytics from the website and newsletter, ACUP will monthly collect the following KPIs:

Website: n° of visits / n° of users / n° of downloads of LOESS documents

Social Media Channels:

- LOESS Twitter account: n° of tweets, n° tweet impressions, n° profile visits, n° mentions, new followers, followers, top follower, info top follower, top tweet, info top tweet, top mention, info top mention, top media Tweet and info top media tweet
- LOESS Facebook page: n° of followers, likes and posts' engagement
- LOESS LinkedIn group: n° of members

LOESS Newsletter: no subscribers and open ratio



This information will be accessible on the LOESS OneDrive for all the project partners and it will be reported in the D6.4 Final Report on Dissemination, Exploitation and Cross-Networking (M36).

6. Press Office and Press Review

The communication offices of all LOESS partners will act as contact point between journalists, media and the project. ACUP will assist and support all project partners contacting and liaising with communication institutions and journalists specialised in Soil Health but each project partner will be responsible for the media promotion of the LOESS activities organized within its pilot region.

ACUP with close collaboration with WP4 will create, maintain and manage a Media database with contacts of European and international journalists, science communicators and press offices of institutions focused on the project's main topics. ACUP will ask the LOESS Consortium members to contribute with their contacts and known institutions, taking into account all relevant regulations provided by the EU's General Data Protection Regulation (GDPR).

General project press releases will be written and distributed by ACUP with the contribution of all project partners and they will be publicly available through the pressroom on the LOESS website. All LOESS project partners will be responsible for the media promotion of the LOESS activities organized within its pilot region and ACUP will assist when requested.

ACUP with close collaboration with WP4 will be responsible for collecting all the press impacts of the project on Media or impacts on other communication channels that publish information about LOESS. With the collaboration of all project partners too, that will send to ACUP all impacts that they will be aware of, ACUP will gather this information in a table as follows, which will be included in the D6.4 Final Report on Dissemination, Exploitation and Cross-Networking (M36):

Date Media/Institution *Type of media Link Image/pdf Country Language

*Type of media

- 1 - Print media: Newspaper
- 2 - Print media: Magazine
- 3 - Broadcast media: Radio
- 4- Broadcast media: TV
- 5 - Digital media
- 6 - Consortium members website/newsletter
- 7 - Other websites of dissemination
- 8 - Newsletters



7. Dissemination, Cross-network collaboration and Exploitation Activities

An important task of this WP is to establish collaborations with additional projects and networks on soil health, in regional, national and international levels as well as thematic networks beyond the partners' already working relations for increasing the impact of the project and secure full exploitation. Key tools for the LOESS dissemination will be conferences, seminars and workshops whereby the project will be presented. During the project, partners will identify relevant events whereby they will present LOESS and its main outcomes and tools.

Open access policies will be compulsory for all publications derived from LOESS and all dissemination, cross- network collaboration and exploitation activities will be aligned with the LOESS communication goals already described.

- Give visibility to the LOESS project and its activities at International, European and national level.
- Raise awareness on soil health (and climate change adaptation and climate change mitigation innovative actions thanks to the soil) and the activities of the LOESS project among all stakeholders involved.
- Make project communications more participatory.
- Support communication within the Consortium, the Advisory Boards and the LOESS pilot regions.
- Provide access to the knowledge generated by LOESS.
- Disseminate and create awareness among citizenship around concepts related to Soil Health and its impact in our lives.

7.1 Dissemination Activities: guidelines for LOESS partners

ACUP will prepare the template 'LOESS participation in Dissemination Activities'. It will be used to follow-up and report about the dissemination activities where LOESS participates. All project partners are responsible for filling it in and send it to WP4 leaders and WP6 leaders once the dissemination activity has been carried out.

ACUP will be responsible for collecting this information, as well as presentations and other materials, and it will be accessible for all LOESS partners on the LOESS OneDrive. ACUP will also give communication support to the dissemination activities through Social Media to the rest of the project's partners.

8. References

[1] EU Mission: A Soil Deal for Europe (2023), last accessed 25.10.2023

https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/soil-deal-europe_en



9. Annexes

Inspiring communication activities

- ANNEX 1: Study the possibility to be part of cross-project newsletters such as <https://mission-soil-platform.ec.europa.eu/>
<https://ec.europa.eu/newsroom/agri/user-subscriptions/3197/create>
- ANNEX 2: Contacts for EU Soil Projects, this could be the starting point: <https://docs.google.com/spreadsheets/d/1h9I0m4fZS0INbljucE8-ZtqWbWKBddNAae8Yqay7FZE/edit?pli=1#gid=0>

Dissemination Activities

- ANNEX 3: [EU Project Collaboration, Visual Workspace for Innovation \(miro.com\)](#)
- ANNEX 4: https://miro.com/app/board/uxjVMSVTeXE=?share_link_id=52678726219
- ANNEX 5: Take a look at the LOESS dissemination template document on the last page of this D6.1 or click on the OneDrive links for:
 - 1) the PDF version: LOESS>LOESS Project> WP6 – Dissemination> Materials_com&des > [LOESS online Dissemination Activities template fv.pdf](#)
 - 2) Word version: LOESS>LOESS Project> WP6 – Dissemination> Materials_com&des>Word Document Template > [Derivelable WORD Template LOESS.docx](#)



LOESS online Dissemination Activities

· Name of the LOESS beneficiary and personnel disseminating LOESS:

· Indicate if you disseminated LOESS activities in the table below:

Type of LOESS activity disseminated (event, article, news, Conference...)	Communication channel used for the dissemination (website, social media, mailing list...)	Links / Screenshots

PLEASE SEND THIS INFORMATION TO WILA Bonn and ACUP:

- WILA Bonn (project's coordinator - norbert.steinhaus@wilabonn.de)

- ACUP (leaders of WP6 – Dissemination and Exploitation)- paula@acup.cat

