



LOESS

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



CAPACITY BUILDING AND CAMPAIGNING (WP4)

Deliverable D4.5 – Action Plans for Targeted Campaigns

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1. Introduction

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 (Schools, Universities, and the wider public). 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'.

Achieving the ambitions of the project will require raising awareness about Soil Education among stakeholders, helping the target audiences discover the project's resources and output, while encouraging them to use the resources and act for soil health.

As such, the project will run 4 parallel campaigns targeted to specific audiences i.e.:

- A campaign for policymakers and other policy professionals,
- A campaign for schools,
- A campaign for universities,
- A general campaign for the wider public.

Intended as communication and dissemination actions, seeking to make the results public but also to meaningfully engage the audiences with our outputs, the campaign will adapt to the specific audiences and include a variety of activities designed to optimise engagement. Indeed, the wide range of stakeholders' needs mandates very different approaches – from online workshops with policymakers, through large-scale online campaigns for schools, to in-person demonstrations for the wider public.

The following document gives the reader an overview of the four campaigns, accompanied with a preview of the supporting material. For convenience, each campaign is described following a simple structure:

1. Goals of the Campaign,
2. Timeline and Description,
3. Campaign support,
4. Impact measurement and KPIs.

The content and level of details offered in each section reflect the variety and volume of actions included in each campaign based on their audience. As such, the campaign for policymakers offers a more detailed narrative of a single workshop to be conducted across the project's Communities of Practice (CoPs), while the schools, universities and public campaigns' descriptions offer a simplified overview of many different types of activity. In the annexes, we give a detailed view of the planned CoP activities for each campaign. The plans outlined are indicative and illustrate the reach and scope of the LOESS campaigns.



2. Policy Professionals and Decision Makers Targeted Campaign

The dissemination of the project's output to policymakers and other policy professionals (e.g., regional authorities concerned with sustainability, national agencies, ministries for education, environment, agriculture, etc.) requires accompanying the resources and "hand-delivering" them to their audience in a targeted manner. Indeed, the open dissemination on social media and other passive media is inadequate to meaningfully engage policy professionals and encourage them to embrace soil education.

As such, the campaign for policy professionals and other decision makers will take the form of in-person or online practical workshops, enabling discussion, feedback, and meaningful co-creation with the audience.

2.1 Goals of the Campaign

The main purpose of campaigning with policy professionals and other decision makers is to expose them to soil knowledge and its role in education (raise awareness), and to guide them in their discovery of the LOESS project and its outputs (dissemination of the products, leading to anticipated and new ways of exploiting the resources).

The campaign, which is led by EUN, will include 15 policy workshops, organised by the project's leaders of the Communities of Practice (CoPs), with the aim of locally disseminating the project's outputs, engaging policymakers with the resources, and guiding them in identifying how they can integrate the outputs to support soil education in their local context.

The main objectives of the workshop are outlined below and will be mirrored in the suggested agenda included in sub-section 2.3 on campaign support.

- Present the project's identity, mission and its networks,
- Explain how soil education aligns with key EU and international educational and environmental ambitions and strategies: SDGs, Green transition, EU missions, but also the STEM Education Strategic Plan and the digital transition.
- Illustrate how soil education helps students develop essential knowledge, but also competences and transversal skills while nurturing agency and environmental stewardship (Green Comp, Life Comp).
- Relay practitioners' (Educators, schools, ITEs) needs and how the project's resources align with them
- Guide policymakers in reflecting on their use for the resources, and how they can action, endorse, relay, or even adapt them for their networks of educators and communities.

2.2 Timeline and Description

The campaign will take the form of individual online or in person workshops with policy professionals organised by each Community of Practice's leader. European Schoolnet, an expert in running workshops with policy professionals through its Scientix Ministry of Education STEM Representatives Working Group will lead the actions, coordinating the content and training for the workshops before CoP leaders organise individual session in each of their CoPs.



2.2.1 Preparation Phase

The preparation phase will take place in June 2025. During this period, to prepare CoP leaders to run their individual workshops, EUN will create the content that will be used during the sessions, along with guidelines on how to run the workshop. This will be presented to the CoP leaders in late June 2025, before they start scheduling the events.

EUN’s preparation work will include 5 stages:

- Prepare a timeline and general description and objectives of the campaign for project partners,
- Help CoP leaders map invitees, categorise the types of “policy professionals” who may be invited to the workshops, along with suggestion for a possible interest in SOIL Education resources (see figure 1),
- Prepare material that will support the workshops, including presentation material on the various LOESS resources, and how they can be of interest/use for different type policy professionals,
- Prepare a set of guidelines for workshop leaders on how to present the resources, and how to moderate the live discussion of the event,
- In June 2025, run a preparatory session to provide and present the supporting material (see a more complete list in section 2.3), give moderation guidance and training, and answer questions from the CoP leaders.

Stakeholder	Education 'decision makers' - primary, secondary	School Leadership - primary, secondary	Local authorities that influence primary, secondary	Other agents interested in education	Non-education actors who DO have an interest in soil
Examples	MoEs, local/regional departments of education (e.g. Lithuania), national agencies	Heads of Schools, head teachers, regional school supervisors.	Municipalities	Anyone who does NOT fit in the other three categories but DOES have an interest in education	Environmental protection agencies, ministries of agriculture, soil institutes, sustainability funding bodies
What can they do regarding curriculum?	They have direct power to influence the national curriculum	In some instances, they may have decision making power of restricted areas of the curriculum	Nothing	Nothing	Nothing
What can they do regarding funding?	Their ability to influence budget decisions is on a spectrum (from direct to none) depending on their national/regional character	They may have a degree of influence over budget decision at national level, they can influence their budgets (within their prerogative)	They can provide more resources to schools to promote soil education and related activities	Nothing	Nothing
What do they need to know about soil education? (Hook)	Soil education is important because it relates to SDGs and careers of the future (they care about both)	Soil education is important because it relates to SDGs and careers of the future (they care about both). It also have a physical benefit for students and educators (though outdoor learning and the inclusion of NBS within school grounds)	Promoting soil education can have benefits to the local community as well (local context more important than bigger picture?)	Soil education is important because it relates to SDGs and careers of the future. They may or may not care but they would like to be informed about latest trends in education.	Soil education is the first step to having future professionals in the field of agriculture. These stakeholders know about soil and they have the capacity to complement LOESS learning materials e.g. host demonstrations, provide funding.

Figure 1. Guiding chart for policy invitees

The success of the workshops will rest on carefully selecting the invitees and ensuring that they have an interest in the pedagogical resources provided by the project. This means that potential invitees should either have a primary interest in Education policy, or an interest in environmental policy with stakes in education. This could include local politicians with direct



involvement in schools, national or local policymakers, policy officers, but also school leadership, planning and landscape professionals, etc. The guidance and suggestions provided are indicative and non-prescriptive. In the campaign design phase, CoP leaders will also be asked to reflect on their existing networks and contacts.

To help reflect on their invitees, CoP leaders will also be provided with a table to describe their planned activities and reflect on the potential interest of their prospective invitees for LOESS resources. The template of this table is shown in Figure 2. The list of completed tables for each CoP is included in **Annex 1**.

CoP/ Country and city of the Policy workshop	
<i>(Insert here)</i>	
Organising partner	
<i>(Insert here)</i>	
Date of the workshop	
<i>(Insert date if available – may be subject to change)</i>	
Will the workshop take place online or in person?	
<i>Online/ In person</i>	
Is the workshop aligned with other events or campaigns?	
<i>(Insert details here if relevant, e.g., “We will organise our CoP’s policy workshop with local policy professionals during Nature Awareness week in my university”. If you plan to organise an ad hoc event that doesn’t coincide with anything else, please use N/A.</i>	
Expected number of participants	
<i>(We recommend keeping under 10 for optimal participation)</i>	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
<i>(e.g., Mayor of the town)</i>	<i>e.g., Will be interested in the resources to share with local schools as this is a small town, etc.)</i>
<i>(e.g., City council environmental officer)</i>	<i>e.g., may participate in local activities with schools, contributes to pedagogical programs on environment, etc.)</i>

Figure 2. Table for Policy Workshop

2.2.2 Campaign Phase (June 2025 to March 2026)

The campaign phase will start in June 2025 (M25) and end by March 2026 (M34). To start with, upon completion of the training described above, CoP leaders will schedule their respective workshops, either in person or online. These sessions can be organised *ad hoc* or aligned with local or national environmental and pedagogical event (public events like SOIL or STEM week, conferences, symposiums, etc).

These workshops are designed to help invitees learn about the project and the value of soil education before discussing how they can support the introduction of soil literacy in education. They are based on a moderated presentation, which will first outline the project’s pedagogical resources (LOESS online course, learning scenarios, AR app, etc), then present their value and suggest possible use for policy professionals.



The promotion of the project and its key outputs will be followed by a discussion on how policymakers can action these resources and knowledge in their local or national environment. To moderate this interactive session, EUN will provide CoP leaders with alternative strategies for engagement, to select based on their level of proficiency in moderation. CoP leaders will have various possibilities:

- For those less comfortable with online tools, they can moderate an oral discussion only, asking participants to respond in turn,
- Using the same questions, get participants to engage using an online collection tool (e.g., Padlet); this can be used in person or online.
- For those who may organise the activity in person, they can also use a physical board with post it notes (they will receive instructions on how to record the feedback).

To give the reader insights into the flow of the event and the specific objectives of each segment, we provide the suggested agenda in Figure 3 below. Please note that this agenda may be subject to minor changes to fit the context of each CoP.

Duration	Session description
5'	Welcome participants. Introduce the objectives and rationale behind the workshop, conduct housekeeping tasks such as signature list, present moderation team. Introduce the project and briefly outline the structure of the workshop and the activity. Encourage the guests to actively engage with the workshop and highlight the collaborative nature of the workshop.
10'	Present Soil Education. Introduce the value of soil education framed for policy professionals. Highlight the pedagogical, environmental and social benefits for students, and emphasise how it aligns with international and EU frameworks and policy strategies (SDGs, Twin transitions, EU missions, Green Comp Framework, etc.)
5'	Icebreaker. Using questions provided for the quiz in the LOESS AR app, run a small activity to test the participants' knowledge of basic soil literacy.
20'	Introduce LOESS resources and pedagogical outputs. Present the LOESS resources organised by type (for the general public, Primary and secondary formal ed., Tertiary ed./ ITE, and policy). Suggest possible uses for policymakers for each resource (a ready-made table will be provided). Moderators will adapt the conversation and focus of the presentation on resources most relevant to their participants.
15'	Discussion: What are the most relevant LOESS resources to you and how can you use them? The objective of the discussion is to guide participants in reflecting on how they can use the resources. Some suggestions are listed below (list non-exhaustive) <ul style="list-style-type: none"> • Transforming the curriculum, • Relaying project resources and courses (share with networks) • Endorsing resources (include them in national platforms, etc). • Adapting or creating nationally or locally relevant resources (with educators and local communities and practitioners) • ...
5'	Conclusion and next steps. Share feedback form, etc.

Figure 3. Suggested Agenda for the Workshop with Policy Professionals

Another cornerstone resource for policy professionals will be the LOESS policy brief number 1, to be published shortly before the campaign starts. The policy brief will be introduced alongside



the other pedagogical resources and serve as the foundation for the session itself, mandating the discussion on how invitees can action the project's outputs.

As part of the instructions provided, CoP leaders will also receive instruction on collecting KPIs feedback from the workshops. We offer more details in the next subsection.

2.2.3 Follow up Phase

Following the CoP workshops, EUN will mobilise the Ministry of Education STEM Working Group (MoE STEM WG) and conduct a final workshop with its representatives. This workshop will include similar content to the CoP sessions, along with key feedback from these sessions on the future of soil education in Europe.

To conclude the campaign, the results from the CoP and the MoE STEM WG workshops will be communicated to the public through articles on the partners' platforms and amplified using the partners' social media outlets. More information about the LOESS social media channels can be found in subsection 3.2.

2.3 Campaign Support

As outlined in section 2.2 above, EUN, as overall leader of the targeted campaigns will offer guidance, training, and material for the CoP leaders who will organise the workshops with policy professionals. While we described above the structure and training provided, in the next section, we outline an overview of the material that will be provided to CoP leaders. EUN will create this content around the project's outputs and based on its experience of running workshops with Ministries of Education STEM representatives. The materials will be adaptable so organisers can better align them with the audiences.

We outline the planned material below.

- Instruction manual: a document outlining content objectives of the workshops, moderation tips, and collections requirements (tables for KPIs, feedback collection, etc).
- Invitation/agenda: An adaptable agenda to share when inviting participants to the workshop. The content can be reused as email invitation and edited to align with each CoP. For GDPR and privacy compliance a registration with acceptance of a privacy policy will be required. For reporting and public communication, data will be anonymised.
- PowerPoint presentation:
 - Presentation slides on individual project outputs,
 - Slides on the possible uses of resources for policy professionals,
 - Supporting slides (quiz, questions for discussion, etc.),
- Signature list: EUN will provide the template signature list for reporting purposes (online or printable).

2.4 KPI and Impact

To evaluate the impact and reach of the workshops on policy professionals, CoP leaders will be expected to collect attendance KPIs, as well as provide some information about the context in which the session was organised.



Practical KPIs for this campaign for policy professionals include:

- 15 individual workshops organised by CoP,
- Involving 10 targeted policy professionals per workshop.

While practical KPIs help create a baseline to evaluate the reach of this campaign, it is more important that the policy professionals participating can practically action these resources and relay them. As such, we must ensure that participants leave the workshop with a general appreciation of the value of soil education, a clear idea of the content of the LOESS resources, and even more importantly, a practical idea of (if and) how they will action these resources in the future.

The interactive discussion will be designed to ensure concrete and actionable next steps for invitees. Consequently, the participants will be required to reflect and produce in writing their own (short and informal) ‘action plan’ for these resources.

As such, in addition to the training and instructions given in preparation, they will also be provided with a table to collect such information, as presented in Figure 4. The data collected will be included in the final campaigns report (D4.2) and will feed into the LOESS Policy brief 2, to be released in 2026.

Date of the workshop
...
Online/f2f
...
Is the workshop aligned with other events or campaigns?
...
Participants
<i>You can attach the signature list</i>
<i>At a later stage:</i>
<i>EUN will ‘assign’ participants to the defined stakeholder groups so we can have a numerical visualisation of how many/group were reached</i>
Next steps proposed by participants
<i>Submit the actions that participants have written down (digitally, physically) during the final part of the discussion section.</i>
<i>e.g. link to a padlet, screenshot of a padlet, photo of post its.</i>

Figure 4. Table for KPI collection (Policy)



3. Schools Targeted Campaign

The LOESS project aims to raise awareness of the importance of soil health and how it impacts on people's lives. To shape informed citizens, it is fundamental to teach soil literacy at schools by integrating it in the school curriculum. The LOESS project is planning a targeted school campaign to address educators and teachers in primary and secondary education to provide them with the knowledge and skills needed to teach soil health literacy in the classroom.

This school targeted campaign, which will be led by EUN, is divided into different phases, spanning from a massive open online course for educators (MOOC), a competition for teachers to reward the most innovative learning scenarios, a campaign to disseminate the learning scenarios and their implementation, and a second competition to reward the best stories of implementation.

3.1 Goals for the Campaign

The school targeted campaign is designed to achieve the following goals:

- **To raise awareness of the critical role of soil health and soil education** – this goal aims to highlight the fundamental importance of soil health. By educating teachers about the vital role soil plays, the campaign seeks to foster a deeper appreciation and understanding among students, encouraging them to take care of the environment from a young age.
- **Increase soil literacy in educational environments** – the objective here is to enhance the knowledge and understanding of soil science among both teachers and students. By providing accessible and engaging educational materials, the campaign will make soil-related concepts more relatable and easier to grasp.
- **To teach educators how to integrate soil education in the STEM curriculum** – this goal focuses on equipping teachers with the tools and strategies needed to incorporate soil education into their existing STEM (Science, Technology, Engineering, and Mathematics) curricula. By offering practical lesson plans and hands-on activities, the campaign will enable educators to create interdisciplinary learning experiences that highlight the connections between soil science and other STEM subjects.
- **Disseminate LOESS educational resources** – the aim of this goal is to widely distribute the resources to schools and educators. By making these high-quality, research-based materials readily available, the campaign will support teachers in delivering effective soil education. This dissemination effort will ensure that educators have access to the latest information and innovative teaching tools, ultimately enriching the learning experience for students.



3.2 Timeline and Description

The targeted schools' campaign is divided in several phases which are interconnected:

3.2.1 LOESS Massive Open Online Course 2025

The first part of the campaign ran during March and April 2025. It consisted of a massive open online course organised in collaboration with [Scientix®](#), the community for science education in Europe, which is an initiative of European Schoolnet. The course, [Soil education: an integrated STEM approach](#), which was launched on the 3rd of March, explores the critical role of soil health and soil education in creating a sustainable future. During the course, educators learn how these topics can be integrated into STEM teaching to design meaningful and engaging learning experiences. This course is designed for primary and secondary school teachers, practice-teachers, and formal and non-formal STEM educators who want to explore innovative, STEM-integrated approaches to teaching about soil and its importance in an engaging way. The MOOC will remain open for future educators who has an interest in soil health in education.

As a result of the MOOC, the teachers apply what they learn by designing a learning scenario on soil health ready to be used in the classroom, and which will have a main role in the next campaign's phase.

The dissemination of this phase took place online via the websites of the LOESS partners, social media channels and newsletters, with a focus on Scientix channels.

3.2.2 LOESS Award During the STEM Discovery Campaign 2025

The next phase of the campaign took place between February and April 2025 and consisted in launching and promoting the [Scientix Soil Guardians Award](#), in collaboration with Scientix®, during the [2025 STEM Discovery Campaign](#). This award celebrates outstanding educational activities on soil health, and it encourages educators to engage their students in preserving soil health and create a learning scenario. It also invites LOESS MOOC's participants to submit their learning scenarios they created in the previous phase, to recognise their educational efforts in fostering soil health awareness.

Participants were able to submit their learning scenarios during the 2025 STEM Discovery Campaign organised by Scientix, a joint international initiative which invites educators, projects, organisations, libraries, schools, universities, youth clubs and all interested stakeholders across Europe and beyond to celebrate careers and studies in the fields of Science, Technology, Engineering and Mathematics (STEM). The campaign ran from 1 February to 30 April 2025.

The learning scenarios submitted will appear in the [STEM Discovery Campaign Map](#)

The dissemination of this phase took place online via the websites of the LOESS partners, social media channels and newsletters, with a focus on Scientix channels.

3.2.3 Campaigning in Schools

After the online course and the Scientix Soil Guardians Award, the next phase will focus on campaigning directly to schools, either in person or online and will take place between September 2025 and February 2026. The aim is to further disseminate the already created [four](#)



[learning scenarios](#) available in 13 languages. The campaign will also disseminate the best learning scenarios submitted during the previous phase, the Scientix Soil Guardians Award under the STEM Discovery Campaign.

To amplify the scope of this phase and to properly target different countries and communities, most LOESS Communities of Practice (CoP) will organise a school activity.

LOESS CoPs will map different schools within their reach and contact them (e.g. head of schools or teachers). They will present the learning scenarios and the benefits of their implementation in the classroom. Supporting materials will be provided: for CoP leaders, guidelines on how to present the learning scenarios to educators; and for teachers, the pedagogical benefits of these learning scenarios, and one-pagers for each learning scenario about how to implement them. Additional materials will be provided, such as posters on the LOESS project.

Teachers will implement the learning scenarios in the classroom and will explain how the implementation went by creating a story of implementation which will be part of the last schools' campaign phase.

The dissemination of this phase takes place online via the websites of the LOESS partners, social media channels and newsletters, and in person through the CoPs.

Specific information on the activities carried out by schools in LOESS CoPs can be found in **Annex 2**.

3.2.4 LOESS Award During the STEM Discovery Campaign 2026

The final phase of the schools' dissemination campaign is the collection of the stories of implementation created by the teachers targeted during the previous phase of the campaign: it will take place between February and April 2026. In this phase, teachers will submit their stories of implementation through the Scientix LOESS Award, during the 2026 STEM Discovery Campaign. This award will celebrate outstanding educational activities on soil health, and it will recognise the best stories of implementation of the learning scenarios from the previous year.

Participants will be able to submit their stories of implementation during the 2026 STEM Discovery Campaign organised by Scientix, a joint international initiative which invites educators, projects, organisations, libraries, schools, universities, youth clubs and all interested stakeholders across Europe and beyond to celebrate careers and studies in the fields of Science, Technology, Engineering and Mathematics (STEM). The campaign will run from 1 February to 30 April 2026.

The stories of implementation submitted will appear in the STEM Discovery Campaign Map.

The dissemination of this phase takes place online and in person. The online campaign will be made via the websites of the LOESS partners, social media channels and newsletters, with a focus on Scientix channels. The in-person campaign will be made through the CoPs, who will come back to the schools a second time. The CoP members will inform the head of schools or teachers that the LOESS Award is open for teachers to create a story of implementation and to submit it to the STEM Discovery Campaign Map. The stories of implementation will be based on the experience teachers and educators had when they got to know about and implemented the learning scenarios disseminated from September 2025 to February 2026.



3.3 Campaign Support

To support the campaign, several materials (online and printed) will be created to reach the schools and teachers.

3.3.1 Promotional Materials for the LOESS Massive Open Online Course 2025

Promotion of the LOESS MOOC took place between December 2024 and March 2026. To properly disseminate the MOOC among the educators' community, the LOESS project used the [Scientix](#) community to engage the target audience. For this, an online promotional pack about the online course was created, it consisted of:

- A promotional video,
- A visual in different formats and sizes,
- A one-pager with main information on the course,
- Social media messages,
- A news item,
- A dedicated webpage on the Scientix portal.

The channels used to disseminate the materials are the:

- LOESS website,
- Scientix portal,
- Scientix Digest,
- European Schoolnet Teachers Newsletter,
- Scientix social media channels (Facebook, X, Instagram),
- Partners social media channels.

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3.3.2 Promotional Materials for the LOESS Award During the STEM Discovery Campaign (February – April 2025)

The promotion of the Scientix Loess Award took place between February and April 2025 and was carried out mainly through the Scientix community. Promotional activities took place online through the 2025 STEM Discovery Campaign. The following dissemination materials were created:

- A dedicated section on the [Scientix Awards webpage](#),
- A visual in different formats and sizes,
- Social media messages.

The channels used to disseminate the materials are:

- Scientix portal,
- Scientix social media channels (Facebook, X, Instagram),
- LOESS social media channels.

3.3.3 Promotional Materials for the Campaigning in Schools

This phase of the campaign, which will take place between September 2025 and February 2026, is carried out mainly by the CoPs in direct contact with the schools, either online or in-person. The following dissemination materials will be created:

- Visuals for disseminating the learning scenarios



- Social media messages for disseminating the learning scenarios
- News item disseminating the learning scenarios
- A poster for schools on the learning scenarios
- A one-pager for educators on the pedagogical benefits of learning scenarios
- A set of guidelines for the CoPs on how to recommend the learning scenarios to the educators

The channels used to disseminate the materials are:

- Scientix portal,
- Scientix social media channels (Facebook, X, Instagram),
- LOESS social media channels,
- Partners social media channels,
- Scientix Digest,
- European Schoolnet Teachers Newsletter.

3.3.4 Promotional Materials for LOESS Award During the STEM Discovery Campaign

The dissemination of the Scientix LOESS Award will take place between February and April 2026 and will be carried out mainly through the Scientix community. The promotion of the award will be made online through the 2026 STEM Discovery Campaign. The following dissemination materials will be created:

- A dedicated section on the Scientix Awards webpage,
- A visual in different formats and sizes,
- Social media messages.

The channels used to disseminate the materials are:

- Scientix portal,
- Scientix social media channels (Facebook, X, Instagram),
- LOESS social media channels.

3.4 KPIs and Impact

To measure the positive impact of the campaign, we set a series of key performance indicators (KPIs) for the different campaign phases.

3.4.1 LOESS Massive Open Online Course 2025

- **Number of course registrations:** Total number of educators who register for the MOOC.
- **Number of participants:** number of people who completed at least one unit of the course.
- **Number of participants who completed the MOOC:** a participant is counted as a completer if he/she has explored all the sections of the MOOC and did all the activities.
- **Completion rate:** Percentage of participants who complete the course.
- **Social media reach:** Number of post views related to the MOOC on social media channels.



Table 1. KPIs set for the LOESS Massive Open Online Course 2025

KPIs	Outcome
Number of course registrations	1350 registrations
Completion rate	400 participants completed the course
Social media reach	10,000 post views

3.4.2 LOESS Award During the STEM Discovery Campaign (2025)

- **Number of learning scenarios submissions:** Total number of learning scenarios submitted for the LOESS award.
- **Website traffic:** Number of views to the Scientix Awards page.
- **Social media engagement:** Number of post views related to the LOESS award on social media channels.

Table 2. KPIs set for the LOESS Award 2025

KPIs	Expected outcome
Number of learning scenarios submitted	10 learning scenarios
Website traffic to Scientix Awards page	20,000 views
Social media reach	10,000 post views

3.4.3 Campaigning in Schools

- **Number of schools reached:** Total number of schools contacted and engaged in the campaign.
- **Number of educators reached:** Total number of educators contacted and engaged in the campaign.
- **Number of learning scenarios downloaded:** Total number of learning scenarios downloaded from the LOESS website.
- **Social media engagement:** Number of post views related to the LOESS learning scenarios on social media channels.

Table 3. KPIs set for the campaigning in schools' phase

KPIs	Expected outcome
Number of schools reached in-person	10
Number of educators reached in-person	20
Number of learning scenarios downloaded	50
Social media reach	10,000 post views

3.4.4 LOESS Award During the STEM Discovery Campaign (2026)

- **Number of stories of implementation submitted:** Total number of stories of implementation submitted for the LOESS award.
- **Website traffic:** Number of views to the Scientix Awards page.
- **Social media engagement:** Number of post views related to the LOESS award on social media channels.



Table 4. KPIs set for the LOESS Award 2026

KPIs	Expected Outcome
Number of stories of implementation submitted	10
Website traffic to the Scientix Awards page	20,000 views
Social media reach	10,000 post views



4. University Targeted Campaign

The LOESS University campaign will be led by TUD: it begins in June 2025 (M25) and runs until May 2026 (M36). It focuses on promoting and building capacity to implement Community Engaged Research and Learning (CERL) initiatives to raise awareness about soil health. Details on national campaign actions are tabulated in the Annex. Within the text below, the university campaign goals, timeline, support materials and methods for determining impact are described.

4.1 Goals of the Campaign

The goal is to promote and deploy the Science Shop (also called Community Engaged Research and Learning) approach within universities and to link this to related Service Learning and Citizen Science activities. These pedagogies encourage collaborative problem solving between students, university staff and local communities through experiential and socially relevant education. In the context of the LOESS project, they are applied to develop soil health literacy and awareness.

The overall objectives are:

- Supporting and promoting the Science Shop / CERL approach which embeds experiential and socially relevant education on soil health topics.
- Raising awareness about local soil health challenges suitable for CERL projects identified using the crowd mapping tool created by the project
- Raising awareness about the implementation of 10 CERL projects designed and planned in the pilot of the online module for lecturers on embedding CERL – dissemination on how it is being done and how it can be applied elsewhere
- Promoting the *'From a problem to a research question'* online workshop being run centrally in October 2025 and February 2026.
- Promote the competency map devised for students by students and the associated training modules which will be offered by universities.

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4.1.1 Primary Audiences

The campaign targets university staff and students involved in technical and scientific disciplines where there is a focus on soil health as well as geography and education.

If there is a project with a suitable context, staff and students from social science and humanities disciplines may also be able to participate.

4.1.2 Secondary Audiences

One strand of the campaign involves the participation of Science Shops or CERL units of regional universities in analysing the crowd mapping tool to identify local challenges.

In the next subsections, we outline a preview of the messages that will support the campaign for universities.

4.1.3 Key messages for Researchers and Students

- Soil health is strongly linked to biodiversity, food security and environmental protection.



- Communities have problems related to soil issues which academic research can solve in community engaged research and learning
- New competencies are needed to address soil health challenges. Students should develop these new competencies while contributing actively to their identification.

4.1.4 Key Messages for Lecturers

- Knowledge about soil must be connected to different disciplines. It needs new ways and tools to be explained.
- Teaching must be connected to local experiences.
- *Learning by doing* (hands on, problem based and co-creative teaching, learning and innovation) is important and science and society need to work together to address soil health issues effectively.

4.2 Timeline and Description

The universities campaign will mainly involve activities carried out nationally in addition to the online workshop *'From a problem to a research question'* that will be run centrally in October 2025 and February 2026.

Partners in each country are expected to:

- From September 2025 onward, collaborate with a national Science Shop or equivalent (e.g. CERL support unit in local university) to use the crowd mapping tool to identify local soil health challenges suitable for CERL projects. These are then shared using national networks. In cases where no Science Shop or equivalent can be identified nationally, partners should contact the universities campaign team for assistance.
- From September 2025 onward, promote the centrally offered *'From a problem to a research question'* training workshop which will be run twice in the 2025–6 academic year.
- From November 2025 onward, support one or more lecturers in their country who are implementing projects that were designed and planned in the pilot of the LOESS online module for lecturers on embedding CERL.
- From November 2025 onward, promote the *'for students by students'* competency map and training modules. Also, work with universities to plan to offer the training modules. This needs to take place in at least 10 universities in total across the consortium and it is not expected that this activity to offer the modules will be finished before the end of the project.
- From June 2025, run a social media campaign

National campaigns will involve both in person and online activities. In a few cases, partners may not have many links to universities so they may not be able to plan many in person activities and their focus will be on online activities. There will be an online emphasis to the activities to promote the centrally offered online workshop and the skills competency map.

Details on national campaign plans are provided in **Annex 3**. These campaign plans describe known planned activities but partners may be able to take part in additional activities that arise, particularly in 2026.



4.2.1 In Person Campaign Activities

In person campaign activities will take many different formats, for example, drop-in sessions on CERL, presentations at a European science education research conference and an environmental education conference, a round table workshop to explore potential environmental CERL projects, a *Soil 'Map-athon'* event, an extended CoP meeting (to include university staff and students and other Mission Soil projects), a workshop with relevant student associations / societies, an activity to replant university office greens that incorporates a discussion on soil health challenges relevant to participants, etc.

An initial summary of the planned activities for each CoP is listed below.:

Country	Activity summary
Austria	<p>Will be run at relevant sustainable development, engaged research and teaching and learning events taking place in Universität Innsbruck. Promotion to staff and students in other universities will take place via online communication. If a suitable in person national event on education for sustainable development or engagement of learners is identified, it will be incorporated into the plan.</p> <p>Example: Presentation at ESERA science education conference on the LOESS project, its goals and materials developed.</p>
Germany	<p>The activities of the University of Vechta are primarily focused on reaching students, especially future teachers. There are various events that can be used for campaign work, including events that are open to the public. For example, there will be a seminar where the Crowd mapping tool will be presented and used. Also, we will realize two "From a problem to a research question" workshops during the ESD-week at the University of Vechta. The focus of all activities is on presenting and using the materials developed during the project.</p> <p>Example: During the ESD week at the University of Vechta, offer the workshop 'From a problem to a research question' for all interested students and lecturers</p>
Greece	<p>APOPSI SA will run campaign activities at two universities from Greece and one university from Romania as our company is active in Romania as well. Our campaigning will address relevant sustainable development regarding the tools developed thus far (crowd mapping tool, AR app & etc.) as well as the results of the performed research that has taken place during WP2.</p> <p>Example: Crowd mapping session with university students and staff to identify potential CERL projects.</p>
Hungary	<p>Will raise awareness about soil health challenges relevant to the various disciplines and subjects of Corvinus lecturers, and then beyond Corvinus, among the Hungarian higher education institutions, especially those with an interest in and/or practice with community engagement.</p> <p>All activities are planned in a way to include CoP members with university and/or community backgrounds and are designed to be connected to existing events (e.g. the regular Science Shop Coffee events, the University's Garden Party, the National Science Festival) to harvest potential synergies.</p>



Country	Activity summary
	<p>Example: Activity to replant university office greens that incorporates a discussion on soil health challenges relevant to participants.</p>
Ireland	<p>Activities will be run at relevant sustainable development, engaged research and teaching and learning events taking place in TU Dublin. Promotion to staff and students in other universities will take place online. If a suitable in person national event on education for sustainable development or engagement of learners is identified, it will be incorporated into the plan. Example: Seminar for World Soil Day on How to Implement CERL for Soil Health with lecturers.</p>
Italy	<p>Several engagement activities specifically for university students and staff which will focus on raising awareness about soil health challenges and solutions within academic settings. The aim is to strengthen the connection between academic research and practical soil health solutions while building a community of engaged scholars and students interested in environmental sustainability.</p> <p>Example: Soil 'Map-athon' coordinated in two universities for staff and /or students.</p>
Lithuania	<p>The campaign will include presentations for students at seminars during courses related to soil, and a presentation at a soil-related conference. Activities will be organised by the Social Innovation Institute in cooperation with high school teachers – members of the Lithuanian LOESS Community of Practice.</p> <p>Example: Seminar for university students on LOESS resources including an opportunity to use the crowd-mapping tool.</p>
Netherlands	<p>Will take place mainly at Wageningen University and Research during relevant academic and research-related events. These activities aim to engage students, researchers, and educators with the topic of soil health. In addition, we plan to join other national academic and research events to reach a wider audience. Online activities will also be used to connect with other universities across the country.</p> <p>Example: Sessions with relevant student societies to promote crowd-mapping tool, competency maps, training modules and AR app</p>
Poland	<p>Activities mainly focused on students and future teachers. One can talk about soils in theory, but they are best learned in practice. Knowing the basic properties, being able to learn to distinguish them in the field and getting to know them personally, through touch, allows you to discover and understand. We believe, that having direct contact with learning by doing, future teachers will convey their knowledge more convincingly, based on practice. Moreover, the hands-on activities will be used to engage these target groups (students and future teachers) and this will allow for LOESS activities relevant to universities to be promoted and disseminated.</p> <p>Example: Field activity for university students and staff to collect soil samples and test them. This is followed by a seminar on how to implement CERL for soil health.</p>



Country	Activity summary
Serbia	<p>Activities primarily focused on reaching students, especially future teachers. There are various events that can be used for campaign work, including events that are open to the public. For example, there will be the national summer camp for students and pupils but also an activity as part of the research promotion day, an event open to all stakeholders.</p> <p>Example: workshop on crowd mapping tool for students and lecturers to include short presentation on other LOESS resources & activities.</p>
Slovakia	<p>Aim to raise awareness about soil health among researchers, academics, and university students. Mainly uses established academic and institutional events to present educational tools and promote knowledge exchange on sustainable soil management and monitoring practices.</p> <p>Example: Workshop for staff and students on presenting historical context of soil and relevance to research questions in geography, history and ethnology to demonstrate a broader interdisciplinary context.</p>
Spain	<p>Campaign will promote and deploy the Science Shop approach and link it to Service Learning and Citizen Science approaches in Catalonia (Spain) and will primarily focus on three events:</p> <ul style="list-style-type: none"> • 3rd Symposium on Service-Learning and Environmental Community Service (linked to the National Congress on Environmental Education, CNEA) in L'Hospitalet de Llobregat (Barcelona) on July 3, 2025. • VII EUROSIL 2025 & X Iberian Congress of Soil Science in Seville on September 8-12, 2025. • Transcatalònia field trip 2025, on October 11, 2025 (location to be announced). <p>Example: Promotion of crowd mapping tool, CERL methodology and competency map to staff and students during the Transcatalònia field trip.</p>
Sweden	<p>Social media campaign only - will primarily disseminate information about LOESS activities to our members, when appropriate, through our website, newsletters and social media channels thereby reaching universities, researchers and students. Swedish CoP members will also be asked to share information through their own networks.</p>
Turkey	<p>In-person activities at the universities in Antalya engaging students, researchers, and educators. Also, online activities to connect with other universities from different parts of Turkey. Turkish CoP members will also be asked to attend these events either online or physically.</p>
UK	<p>The intention is to target at least one conference for soil scientists, one conference for education professionals and one conference for engagement professionals at national level, as well as one QUB/NI conference and wider engagement within QUB.</p> <p>Example: Participation in NCCPE Engage Summit to University engagement professionals from across the UK on implementation of CERL for soil health and to promote competency map and training modules.</p>

4.2.2 Social Media Campaign Activity

The objectives of partners' social media campaigns are to:



- Communicate key university campaign messages on soil health,
- Communicate campaign activities being organised by LOESS partners nationally, linking them to key messages.

4.2.3 Partner-generated Social Media Content

Partners will create and share content that communicates their local in-person campaign activities. This includes:

- Photos, short video clips, and stories from events and campaign activities
- Posts in local languages tailored for audiences
- Use of the official LOESS hashtags.

Partners will tailor their messaging and choice of platforms (Instagram, LinkedIn, BlueSky etc.) based on where their audiences are most active. When planning social media activity, partners will consider how best to reach university staff and students and science shops in their country and think creatively about how to amplify campaign messages. This includes:

- Working with CoP members who are based in or interact with universities regularly to encourage them to act as multipliers and share postings.
- Connecting with local Science Shop / CERL / Service Learning / Education for Sustainable Development networks or other soil education-related projects.
- Connecting with University Student Unions and student societies with a focus in the environment

4.2.4 LOESS Channels

- LinkedIn: <https://www.linkedin.com/groups/12915142/>
- Twitter/X: [@LOESSproject](https://twitter.com/LOESSproject)
- Facebook: <https://www.facebook.com/groups/638416651788717>

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Of the LOESS social media channels, LinkedIn is the one primarily followed by university staff and students. Our reach there can be extended by encouraging these followers to repost, translate, or embed campaign content within their own networks.

4.3 Campaign Support

4.3.1 LOESS Educational Resources

To support the implementation of the universities campaign, the partners will have access to LOESS developed educational resources as follows:

- Crowd mapping tool **to identify and raise awareness about local soil health challenges suitable for CERL projects** <https://loess-project.eu/crowdmapping-tool/>
- Deliverable 3.1 - Methodology and Guidelines for Community Engaged Research and Learning in HEIs and online module **to promote and support implementation of CERL for soil health** <https://loess-project.eu/deliverables/>
- Materials from online LOESS module for lecturers on embedding CERL for Soil Health in their curriculum **to promote and support implementation of CERL for soil health** (available in December 2025 after the module has been piloted)



- Materials from online workshop *'From a problem to a research question'* **to promote the dates when this workshop will be offered centrally** (available in early September 2025)
- Competency map of skills needed for future work or professions related to land and soil **that will be promoted** (available in September 2025).
- Materials from *'Science Learns Soil'* training modules developed by students for students **that will be promoted and for which implementation plans in 10 universities will be devised** (available in late 2025 after they have been piloted)

4.3.2 Toolkit Materials

Materials within the General Public Campaign Toolkit such as those designed for printing (roll up, leaflet, bookmark, poster) can be used as appropriate in the Universities Campaign.

Some specific support materials are being prepared for a University Campaign Toolkit as follows:

- List of national opportunities to campaign as well as potential local events (e.g. World Soil Day, World Environment Day, Green week, University learning and teaching showcases, Education for Sustainable Development events)
- Template for identification of local challenges from crowd-mapping tool with a local Science Shop (to include final output to promote these locally – a list of potential topics with links to the crowd mapping tool and national LOESS contacts).
- Template for expressions of interest in implementing a CERL project identified from the crowd-mapping tool
- CERL for soil health case studies, and a list of the 10 CERL project titles from the pilot of the online module for lecturers, and link to further information on them on the website.
- An infographic on *How to Implement CERL for Soil Health* (incorporating links to relevant LOESS educational tools and sections within deliverable 3.1).
- Template for promotion of the online workshop *'From a Problem to a Research Question'* running in October 2025 and February 2026 (newsletter / website format, also LinkedIn and Instagram formats and email for CoP).
- Template for promotion of the skills competency map developed by students for students.
- FAQs on how to plan for implementation of the training module developed for students by students in a university.
- Template for promotion of training module developed for students by students.
- Template for inviting participants in the CERL online module or workshop or the student training module to provide a short input during a COP meeting.

4.4 KPI and Impact

Each partner will be responsible for documenting and reporting on their activities to demonstrate campaign reach and effectiveness.

Quantitative Indicators: (to be collected via a reporting spreadsheet)

- Number of attendees at in-person events
- Number of interactions with the competency skills map



- Social media metrics: posts, reach, engagement, shares
- Number of expressions of interest in implementing a CERL project identified from the crowd-mapping tool
- Number of LOESS materials distributed

Qualitative Indicators: (to be collected in a folder on SharePoint)

- Quotes and testimonials from participants in events and in the online module for lecturers and the online workshop 'From a Problem to a Research Question'
- Photos, videos, audio clips, reports, articles and stories from events

Examples of campaign materials will also be collected.

KPIs:

- 900 students are reached, of which 100 will work on CERL projects,
- 400 HEI teachers and trainers and 60 lecturers trained, e.g. on Science Shop methodology (CERL),
- 10 lecturers implemented projects that were designed and planned in the pilot of the LOESS online module on embedding CERL.



5. Public Targeted Campaign

The LOESS public campaign is led by VA and ControV: it focuses on engaging and educating the wider public across 15 countries, with activities carried out both at the central (European) and national (CoP) levels.

The campaign runs from June 2025 (Month 22) to May 2026 (Month 36). National campaign plans can be found in **Annex 4**, while the central strategy, coordination, materials, timelines, support structure, and impact measurement framework are detailed below.

5.1 Goals of the Campaign

Overall ambitions of the public campaign:

- **To raise public awareness of soil health:** *increase public awareness and understanding of the importance of healthy soils for food security, biodiversity, climate resilience, and environmental sustainability.*
- **To promote engagement with LOESS tools:** *promote use of the LOESS soil app, crowd mapping tool, and other resources.*
- **To promote individual and collective action:** *empower citizens and communities with practical knowledge to take steps toward soil stewardship.*

The target audiences for the public campaign include:

- Adults
- Families with children,
- School-age children and university students,
- Teachers and educators,
- Civil society organisations (CSOs), environmental NGOs and community groups,
- Journalists and media professionals,
- Influencers and public figures with environmental platforms.

Each national CoP is encouraged to profile their audiences to tailor messaging, content formats, and channels appropriately.

5.1.1 Key messages

Key messages are aimed at highlighting the connection between the quality of lives of citizens and soil health as well as currently threats to soil health, linking closely to the main messages and goals of various European strategies to for improving soil health (e. EU Mission Soil, EU Soil Strategy 2030, UN Sustainable Development Goals) e.g:

- Our soils are under pressure (erosion, drought, chemicals, soil sealing through urbanisation).
- Healthy soils = healthy life. No food and no life without soil. Don't trample our soils under your feet.



5.2 Timeline and Description

The general campaign will primarily consist of actions carried out at national level by each CoP, supported by activities carried out at European level. Actions are designed to complement each other and lead to cross-promotion.

5.2.1 Centralised European Campaign

Central coordination will focus on producing and disseminating branded content through LOESS's social media accounts.

The central campaign will:

- Provide weekly social media content in English, designed to be reshared by partners
- Highlight key international environmental events:
 - Green Action Week (first week of October 2025)
 - World Soil Day (5 December)
 - Earth Day (22 April)
 - International Day for Biological Diversity (22 May)
- Share ready-made visuals and messaging templates tailored for translation/adaptation.

LOESS Channels

Established project channels:

- Twitter/X: [@LOESSproject](https://twitter.com/LOESSproject)
- Facebook: <https://www.facebook.com/groups/638416651788717>
- LinkedIn: <https://www.linkedin.com/groups/12915142/>

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These channels serve a vital role in reaching key intermediaries who can extend our reach by reposting, translating, or embedding campaign content within their own networks.

New Channels:

- YouTube: <https://www.youtube.com/@LOESS.project>
- TikTok: <https://www.tiktok.com/@loess.project.eu?lang=es>
- Instagram: <https://www.instagram.com/loess.project.eu/>

New channels will be promoted through existing contacts, including members of the CoPs and international networks, including the Mission Soil dissemination and communication cluster.

5.2.2 National campaigns

Each CoP will implement a national campaign tailored to their national context. Campaigns consist of both in person and online activities and national campaign plans are detailed in **Annex 4**. These campaign plans outline known planned activities, however, partners may undertake additional activities with remaining resources to take advantage of additional opportunities that arise, particularly during 2026.

The minimum that is expected to be delivered by each partner:

- To present the **AR app** at a public event – **at least one event** per partner, reaching around 100 spectators each (gaining at least **100** interactions with the AR app).
- To promote the use of the **crowd mapping tool** and highlight local soil issues.
- To run at least **one** (outdoor) **hands-on learning experience**.



- To run a **social media campaign**.

In person campaign activities

In person campaign activities will take many different formats, for example, a stand with activities at a science fair; an activity run as part of the programme at a science festival; hands-on learning experiences run as part of a local community event, a self-organised activity day run e.g. at a local farm; or a nature excursion led by a soil expert. An overview of known planned activities is provided in table 4 below (see **Annex 4** for details).

Table 5.Planned Public Campaign CoP Activities

Country	Activity summary
Austria	Campaign activities will be run at several existing conferences and events, across Austria and Europe, including as part of the 'Long Night of Research' science festival programme. Two workshops for the public are also planned. Example: A one-day workshop focused on the importance of healthy soil when growing vegetables at home.
Germany	The activities of the University of Vechta are primarily focused on reaching students, especially future teachers. Activities include a national summer camp for students, a crowd mapping activity with excursion, workshop, plus an activity as part of the research promotion day, an event open to all stakeholders. WILA Bonn will focus on running hands-on activities at a festival and museum action day. Example: At a LOESS stand at an Education for Sustainable Development Festival visitors will be introduced to LOESS in a playful way via water infiltration experiments, the AR app and crowd mapping tool.
Greece	Campaign activities will be run at several existing events including a sustainability forum, conference as well as a field trip in Athens with hands-on activities. An activity will also be held at an upper secondary school. Example: A field trip for members of the public to carry out hands-on activities at three parks run by Organization Earth, a Greek NGO, offering environmental education.
Hungary	Campaign activities will include hands-on activities at farmers' markets, a garden visit and discussion, and European Researchers' Night earthworm theatre show and discussion. Activities will be run together with community partners and CoP members, locating the activities both at the university campus and outside it. Example: At a farmers' market, visitors can learn more about composting and soil health as well as try painting using soil pigments.
Ireland	Hands-on activities will be run at several existing events, including a neighbourhood festival and community garden event as well as during TU Dublin's Science Week and Green Week. Example: During National Allotments and Community Gardens Week, hands-on activities will be run at a community garden
Italy	The Italian CoP will organise several public engagement activities throughout 2025 including a summer camp, end of school term events and laboratory activities. Example: On World Soil Day, laboratory activities around soil will be organised for different ages of pupils and students.



Country	Activity summary
Lithuania	<p>The campaign will include excursions, educational activities, a movie screening, participation in festivals, presentation and promotion of apps developed within the LOESS project. Activities will involve soil experts or enthusiasts and researchers. Some of the activities will be organised by the Social Innovation Institute, while other will be carried out in partnership with governmental and non-governmental organisations.</p> <p>Example: A stand with soil-related activities at the Natura Fest festival organised by the Baltic Environmental Forum and held in different Lithuanian National or Regional Parks.</p>
Netherlands	<p>A mix of in-person and community-based approaches to raise awareness about soil health, including collaborating with institutions such as soil museums, libraries, and nature education centres and participating in local events and festivals.</p> <p>Example: An information corner will be set up at the Wageningen library, and World Soil Museum, featuring LOESS resources with regular manned drop-in sessions.</p>
Poland	<p>The campaign will primarily consist of workshops and hands-on learning experiences for a range of target audiences run at key science festivals - Poznan Festival of Science and Arts and European Researchers' Night.</p> <p>Example: A workshop and hands-on learning experience around the theme of 'Soil as a source of life' held in the demonstration garden at Poznan Festival of Science and Arts - workshop and hands-one learning experience in the demonstration garden at AMU (Adam Mickiewicz University)</p>
Serbia	<p>Campaign activities will be run at several events in different locations across Serbia. Several activities will be run during thematic conferences in Belgrade, Novi Sad and Vrdnik. Also, European Researchers' Night, and the International Agricultural Fair in May 2025, short talks by soil experts will also be held.</p> <p>Example: At the ClimatEurope festival Belgrade, Serbia, a panel session and/or art installation on soil health will be organised to explore ways to communicate science topics in art.</p>
Slovakia	<p>The core of campaign activities will be run at existing events around the country, including stands and workshops at science festivals open to the public.</p> <p>Example: A LOESS booth during the "Night of Science and Technology", part European Researchers' Night will showcase LOESS resources.</p>
Spain	<p>The campaign is primarily focused on four key events: World Soil Day; The National Congress on Environmental Education (CNEA), International Compost Awareness Week and possibly Barcelona Science Festival with activities such as soil talks, workshops and exhibition booths. We are also exploring the possibility of organizing a workshop based on LOESS learning scenarios at venues such as CosmoCaixa or the Natural Science Museum of Barcelona.</p> <p>Example: Public engagement activities will be developed for the World Soil Day programme in Catalonia.</p>
Sweden	<p>Campaign activities will be run at existing events in different locations across Sweden. Activity will be focused on European Researchers' Night and include hands-on learning experience at a farm; an excursion with soil health expert; and exhibition stands with hands-on activities. A stand with short talks by soil experts will also be organised at an agroecological festival.</p>



Country	Activity summary
	Example: Over two days members of the public / school groups will be offered a tour of Alnarp's Agroecology Farm along with hands-on activities at themed experimental stations.
Turkey	Campaign activities will be carried out in many different cities, especially in Antalya, and with different group in collaboration with universities, municipalities, public education centres, civil society organisations, environmentally focused youth groups, women entrepreneurs working on soil and food, and schools. Activities include workshops, a crowd mapping activity with farmers and summer camp. Example: Outdoor composting workshop run by Antalya Food Community on World Food Day.
UK	Activities at cross-sectoral events in Northern Ireland where there is an opportunity to reach out to the wider public, including agricultural shows, science festival and cross-border festival. Wider UK in-person events to be scoped too. Example: A LOESS booth at the Balmoral Show, Northern Ireland's largest agricultural event with opportunities to test LOESS resources.

Social media campaign activity

The objectives of partners' social media campaigns are to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS partners, linking them to key messages.

Partner-generated social media content

Partners will create and share content that communicates their local in-person campaign activities. This includes:

- Photos, short video clips, and stories from events and campaign activities
- Posts in local languages tailored for audiences
- Use of the official LOESS hashtags.

Partners will tailor their messaging and choice of platforms (Instagram, Facebook, TikTok, etc.) based on where their audiences are most active. When planning social media activity, partners will consider how best to reach the public in their country and think creatively about forming local partnerships and collaborations to help amplify campaign messages. This includes:

- Collaborating with environmental NGOs, CSOs, or community organisations and connecting with local networks or other soil-related projects.
- Connecting with local media outlets (radio, blogs, regional newspapers) for cross-promotion
- Engaging local influencers or content creators to help boost national reach and awareness
- Tagging or mentioning public figures who advocate for environmental causes



5.3 Campaign Support

5.3.1 Campaign Toolkit

A campaign toolkit is being put together to help partners develop and run their campaign. It consists of LOESS centrally produced materials to be used in campaigns along with suggestions of activities to inspire and support partners in delivering activities. Partners are encouraged to help develop the toolkit by adding materials that they develop themselves that other partners can use as well as sharing examples of activities that they run. The toolkit is designed to be a living document that will evolve over time with links to materials added once they are produced.

The toolkit consists of:

- Examples of public events at which to run campaign activities.
- Designed materials to print – (to be) produced by LOESS (e.g. roll-up posters, leaflet, bookmark) for use by partners.
- Ideas for handouts for use at events.
- Ideas for types of dialogue activities to engage visitors at events.
- Ideas of hands-on activities that can be done with visitors in various settings.
- Social media content to be produced centrally by LOESS.

A selection of designed materials will be produced centrally and available by the end of June 2025 for use by partners. They will be provided as Canva files so they can be translated and adapted for use nationally. Resources to be produced:

- LOESS project roll-up – this is already available, and many partners are already utilising the roll-up at events.
- Project leaflet – highlighting LOESS tools including the soil health app, crowd mapping tool, podcasts, and key messages and facts on soil health. The leaflet can be printed and handed out at events.
- LOESS bookmark – with educational message, which partners may wish to print and use as hand-outs at events.
- Soil health poster – informative poster to print and use at events.

Table 6. Social media content to be produced centrally by LOESS

Branded, ready-to-use promotional materials for the LOESS soil App	Visuals / banners promoting the app
Branded, ready-to-use promotional materials for the crowd mapping tool	Visuals / banners promoting the crowd mapping tool
Branded, ready-to-use promotional materials for the LOESS podcasts	Visuals / banners promoting the podcasts
Branded, ready-to-post graphics to promote key messages	Generic awareness messages promoting the importance of soil health, soil health facts. This content will be based on the content of the poster.



Quiz	Short multiple-choice quiz on soil health (hosted on the LOESS website)
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Partners will be encouraged to translate, adapt, and share centrally produced content via their own social media channels as part of their national campaigns, as explained below.

5.3.2 Media Toolkit

A media toolkit is also being developed, featuring materials tailored for journalists and made available on the LOESS website. The toolkit focuses on raising awareness about soil health and promoting the tools and resources created through the project. To achieve this, its structure strategically balances storytelling, visual identity, technical information, and clear calls to action.

Core Components of the Media Toolkit

PROJECT OVERVIEW / EXECUTIVE SUMMARY

What loess is: a brief description of the project (1–2 paragraphs).

- Mission: Why soil health matters.
- Vision: The future you are helping to shape.
- Tagline: A powerful phrase that communicates the essence of LOESS.
- Who’s involved: Partners, institutions, researchers.
- Timeline: Milestones, phases
- Geographical scope: Where our work is being implemented.
- Funding & support: Horizon Europe, EU logos, etc.

WHY SOIL HEALTH MATTERS

- Key statistics: E.g., % of European soil degradation, carbon sequestration potential, impact on biodiversity, food security, etc.
- Challenges: What’s at stake if we don’t act.
- Opportunities: Benefits of healthy soils.
- Infographics or data visuals: To make it media-friendly (this data visuals will be included also in other materials such as leaflets and posters).

TOOLS & INNOVATIONS OF LOESS

Main tools/resources developed by LOESS:

- Crowdmapping tool +AR app
- CERL modules
- Blueprint
- Case studies
- MOOC
- Learning Scenarios
- Atlas of Soil

In this section, we will explain who benefits and how these tools raise awareness.

IMPACT STORIES & QUOTES

This section will feature profiles of different individuals who help the public believe in our vision and mission.



- Short bios and high-resolution photos of 2–3 key people (e.g., project lead, scientist, stakeholder representative) who explain why soil matters
- Real examples of how LOESS is making a difference (farmers, schools, policy shifts, etc.)
- This impact will be highlighted through the LOESS podcast, with the first episode launching in September, but the content will also be adapted into various formats—including social media, the website, and the media toolkit, as it has been already mentioned.

CALLS TO ACTION

It is important to have clear goals of the media toolkit. We want journalists to:

- Spread our message
- Make people use our educational tools
- Spread the word about our Final High Symposium event and its conclusions
- Partner with us on pilots or policy
- Contact us for interviews or more information

PRESS RELEASES

Once the call to action is clear, we would like to share some examples they can follow:

- Include any already published or upcoming press releases, as a template/example journalists can use
- We want them to be in accessible language, not academic jargon

MEDIA ASSETS

- Logos (project, partners, EU/Horizon Europe)
- High-resolution images (soil profiles, field work, community events)
- Infographics and charts
- B-roll video footage or promo video (if available)
- Project brochures or flyers (used in the general campaign)
- Podcast

35

CONTACT INFORMATION

- Press/media contact (paula@acup.cat)
- Website: <https://loess-project.eu/>
- Social media links (X, LinkedIn, YouTube, etc.)

FORMAT

A PDF version and a press-friendly ZIP folder with all assets

This will include a one-pager or fact sheet version for quick reference (the information included in the leaflet of the general campaign will be used)

The toolkit will be downloadable from the LOESS webpage: <https://loess-project.eu/media-corner/> and visually aligned with all its branding

5.3.3 Timeline

- Finalisation of campaign toolkit – end of June 2025
- Official start of the public campaign – June 2025
- End of campaigns – May 2026



It should be noted that several partners have already run some activities engaging the public during Spring 2025.

5.4 KPI and Impact

The Campaign for the public aims to reach more than 20,000 people through public events and social media dissemination. Each partner will be responsible for documenting and reporting on their activities to demonstrate campaign reach and effectiveness.

Quantitative Indicators: (to be collected via a reporting spreadsheet)

- Number of attendees at in-person events
- Number of interactions with the AR app and crowd mapping tool
- Number of LOESS materials distributed
- Social media metrics: posts, reach, engagement, shares

Qualitative Indicators: (to be collected in a folder on SharePoint)

- Quotes and testimonials from participants
- Examples of media coverage
- Photos, videos, and stories from events

Examples of campaign materials will also be collected.

Table 7. Estimated minimum number of people to be reached via national campaigns – in person activities

Country	Minimum number of people engaged in person activities
Austria	440
Germany	465
Greece	275
Hungary	200
Ireland	450
Italy	640
Lithuania	420
Netherlands	156
Poland	400
Serbia	1240
Slovakia	315
Spain	760
Sweden	700
Turkey	505
UK	530
Total:	7496

In addition, utilising LOESS social media channels, those of LOESS partners and collaboration partners, including members of the Communities of Practice, the social media reach across Europe is expected to be significant. Please refer to D4.4 Communication Plan update for a summary of partners' communication channels and reach.



6. Annex 1 – Policy Campaign CoP Plans

6.1 Austria

CoP/ Country and city of the Policy workshop
Austria/Innsbruck
Organising partner
UIBK
Date of the workshop
Spring 2026
Will the workshop take place online or in person?
hybrid
Is the workshop aligned with other events or campaigns?
N/A., can change
Expected number of participants
8
Reason to invite/ interest in LOESS pedagogical resources
Dean of faculty for teacher education
Lecturer, Part of curriculum development Geography
Soil Expert and leader of the working group on soil
Lecturer, Part of curriculum development Biology
Member of Working Group education for sustainable development
expert on open schooling and participation , Intersection between university and schools
Soil Expert and head of the department for agricultural education
National contact point for Horizon Europe, area of Agriculture, Environment



6.2 Germany

CoP/ Country and city of the Policy workshop	
Germany	
Organising partner	
UoV, WILA	
Date of the workshop	
N/A	
Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
9	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Member of the German soil association	is very active in the soil sector, has very good contacts, can disseminate information
German federal ministry of food and agriculture (adviser)	has relevant contacts and insights as Policy Officer - Federal Ministry of Food and Agriculture
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Deputy mayor of Vechta	is very interested in the topic, wants to integrate it more in the city of Vechta at various levels
University Dean University of Vechta	is involved in various processes and decisions within the university, has contacts with other departments, has experience in the field of education
Federal information centre for food and agriculture (specialist group for general education)	has many contacts in the field of education (state level), interest in the topic, has already contributed to the dissemination of LOESS, has experience in the field of education



Member of the Soil Protection Commission	comes from the field of environmental economics and therefore brings a new perspective, chair of the Commission for Soil Protection and therefore interested in the topic, is very active in various committees and has corresponding contacts
Member of the Soil Protection Commission; Member of the Soil Protection Commission, Head of the Institute for Land Use Systems at the Leibniz Centre for Agricultural Landscape Research	is described as an 'agricultural visionary', is particularly knowledgeable in the field of agriculture, we also hope to address vocational training
Member of the Soil Protection Commission	Active in various boards/committees, great interest in soil-related education
State working group for a different continuing education (network)	Association of over 50 independent further education institutions, has corresponding contacts and interested members

6.3 Greece

CoP/ Country and city of the Policy workshop
Greece, Piraeus
Organising partner
APOPSI SA
Date of the workshop
TBD
Will the workshop take place online or in person?
Online
Is the workshop aligned with other events or campaigns?
N/A
Expected number of participants
7



Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Mayor of the town Megalopolis	Will be interested in the resources to share with local schools as this is a small town situated in the just transition areas, where soil repurposing is a goal of the municipality.
The Greek national GROWTH FUND representative	Share experiences from the redevelopment of the area of Thessaloniki International Fair, where soil usage as green areas is a top priority and include in the upcoming development plan the research developed during WP2 of our project.
Representative from METAVASI	The purpose of the public interest company METAVASI is to diversify the activities of the areas of just development transition, to upgrade and utilize the territories included in the Lignite Phase-out Zones (ZAP), to attract, support and promote green investments (including soil repurposes) and investment partnerships in the areas of just development transition as well as the execution and management of infrastructure and development projects in these areas.
Representative from the Ministry of Education	To incorporate new training tools & apps developed within our project.
Representative from the Ministry of Agriculture	To incorporate the research developed in WP2 in its upcoming activities.
The Foundation for Youth and Lifelong Learning	The Youth and Lifelong Learning Foundation (INEVIDIM) that implements programmes of the General Secretariat for Vocational Education, Training, Lifelong Learning and Youth. INEVIDIM is the beneficiary of public funds for the operation of Vocational Training Institutes (IEK) and EU funds coming from the Partnership Agreement for the operation of Second Chance Schools (SDE) and Lifelong Learning Centres (KDVM).
National organization for certification of qualifications and vocational guidance	EOPPEP is the National Organisation for the Certification of Qualifications and Vocational Guidance, an all-encompassing statutory body investing on better quality and more efficient & reliable lifelong learning services in Greece.

6.4 Hungary

CoP/ Country and city of the Policy workshop
Hungary, Budapest (1)
Organising partner
Corvinus Science Shop
Date of the workshop



TBA	
Will the workshop take place online or in person?	
TBA (Online/In person)	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
4	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Dean of Bachelor Study Programme Portfolio	As Dean of Bachelor Study Programme, he will be aware of how to disseminate the educational tools best as possible.
Dean of Master Study Programme Portfolio	As Dean of Master Study Programme, he will be aware of how to disseminate the educational tools best as possible.
Dean of Sustainability	As Dean of Sustainability, she will be aware of information on how to disseminate the educational tools best as possible.
Head of Centre for Teaching and Learning	As head of teaching and learning, she will be interested in joint awareness raising activities and sharing educational tools.

CoP/ Country and city of the Policy workshop
Hungary, Budapest (2)
Organising partner
<i>Corvinus Science Shop</i>
Date of the workshop
TBA
Will the workshop take place online or in person?
TBA (Online/In person)
Is the workshop aligned with other events or campaigns?
N/A
Expected number of participants



5	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
President, Hungarian Society for Environmental Education (HSEE)	<i>Representing a community partner interested in education and soil health, she may contribute to pedagogical programmes, participate in local activities with schools and farmers, contributes to pedagogical programs on environment, etc.</i>
Hungarian Geography Association	<i>Representing a community partner interested in soil health, he may participate in local activities with schools and farmers, contributes to pedagogical programs on environment, etc.</i>
Soil Expert, soil ecologist, trainer and consultant	<i>As a soil health consultant, she may participate in local activities with schools and farmers, contributes to pedagogical programs on environment, etc.</i>
Biologist, Mushroom expert, Waldorf teacher	<i>A teacher herself, will be interested in the resources to share with colleagues and Waldorf teachers, local schools</i>
Project leader, professional coordinator of Bartók District project	<i>As project manager of a local authority initiative on sharing economy and community building, she may be interested in soil related activities</i>

6.5 Ireland

CoP/ Country and city of the Policy workshop
Ireland, Dublin
Organising partner
<i>Technological University Dublin</i>
Date of the workshop
<i>Spring 2026</i>
Will the workshop take place online or in person?
<i>Hybrid</i>
Is the workshop aligned with other events or campaigns?
<i>N/A but may change</i>
Expected number of participants
<i>7-10</i>



Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Principal officer or Assistant Principal Officer, curriculum and assessment policy unit (CAP), Department of Education, Ireland.	Supports the development of overall policy on assessment and curricula for schools. Remit includes implementation of the National Strategy on Education for Sustainable Development in Ireland and STEM Education Policy.
Head of Dept, Global Diversity and Sustainability and intercultural Education, Marino Institute of Technology	Leadership in training primary school teachers on inclusive education and sustainability, aligning with LOESS's goals of promoting soil education within diverse learning environments.
<i>Associate Professor in Science Education and Head of STEM Education in Dublin City University</i>	<i>Leadership in science education and teacher training.</i>
Head of Sustainability Education, Technological University Dublin	Leads sustainability education and events at TU Dublin, and can influence adoption of LOESS's interdisciplinary approaches.
Principal, College of Amenity Horticulture, Dublin Botanic Gardens	Extensive leadership experience in horticulture VET; can provide practical insights into integrating soil education into VET programmes.
Head of Research and Innovation for Engagement & Impact, TU Dublin.	Oversees provision of supports to help researchers put effective engagement at the core of their practice.
Head of Education, Teagasc, national body providing integrated research, advisory and training services to agriculture and food industry	Leads educational, advisory and training programmes for the agriculture and food industry and rural communities.
Senior Leader, Science Subjects, Oide, State Funded Teacher CPD Body.	Coordinates science teacher professional development programmes nationally.
Chair of the Irish Agricultural Science Teachers' Association.	Leads association representing 600 agricultural science teachers which organises CPD for members.
Chair of the Irish Science Teachers' Association.	Leads association dedicated to the professional development of its 1400 members and the advancement of science teaching.



Education Officer, AgriAware.	AgriAware inform and educate the public on the importance of agriculture and food to the Irish economy. They produce educational resources for primary and secondary schools
Sustainable Development Support Officer, Scouting Ireland	Scouting Ireland's Sustainable Team increases awareness of the SDGs among through the Sustainable Scouting from Home Programme. This has awarded 3,000 badges for SDG action to date.
Head of TU Dublin's Learning, Teaching and Assessment Team,	Leads transformational change in learning, teaching and assessment practices (such as CERL) in TU Dublin.
Director of Education and Community Action, An Taisce, National Trust of Ireland.	Independent charity that works to preserve and protect Ireland's natural heritage and runs workshops in schools.

6.6 Italy

CoP/ Country and city of the Policy workshop	
Italia – Brescia	
Organising partner	
UNIBS – UNISS – Controvento	
Date of the workshop	
TBC	
Will the workshop take place online or in person?	
In person/Online	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
30 – 50	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Stakeholders already involved in the CoP	These organizations have already demonstrated commitment to soil health initiatives and can provide valuable input based on their practical experience.



Other Mission Soil partners	Their participation will create synergies between research activities and educational outreach, potentially leading to innovative approaches for communicating soil health concepts to various audiences.
Local government leaders responsible for environment, agriculture, and education policies and programs	Their involvement ensures alignment with local policy priorities and can help secure necessary resources and institutional support for long-term sustainability of soil education initiatives.
School administrators and educational network coordinators	Through their networks, they can support the broader dissemination and integration of LOESS materials, promoting awareness and adoption of sustainable soil practices across schools.
Coordinators of local environmental education centres	These centres can serve as testing grounds for new educational approaches and demonstration sites for soil health practices. They provide valuable expertise in engaging diverse audiences and can help extend LOESS resources beyond classroom settings into community-based learning opportunities
Members of agricultural associations and local farming groups	Their networks can help extend educational resources to rural communities and create connections between schools and local farms for place-based learning opportunities.

6.7 Lithuania

CoP/ Country and city of the Policy workshop
Lithuania
Organising partner
SII
Date of the workshop
TBD
Will the workshop take place online or in person?
Online
Is the workshop aligned with other events or campaigns?
No
Expected number of participants
6



Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Representative from the National Agency for Education (NŠA)	The National Agency for Education is responsible for implementing educational policies, developing curricula, and supporting schools across Lithuania. The aim is to make the Agency aware of the importance of soil in school curricula and availability of new innovative educational materials, to receive its support in promoting educational materials created within the LOESS project.
Representative from the Ministry of Education, Science and Sport (LŠMSM)	The Ministry of Education, Science and Sport shapes national policies and strategic priorities in education, science, and sports. It should be made aware of the importance of soil in school curricula and not sufficient coverage of it in the current curricula.
Representative from the Vilnius district municipality, general education unit.	The district municipality may be interested in the resources created within the LOESS project to share with local schools.
Representative from The Lithuanian Non-Formal Education Agency (LINEŠA)	The Lithuanian Non-Formal Education Agency is a budgetary institution subordinate to the Ministry of Education, Science and Sports, aiding in the implementation of state policy in the areas of non-formal education of children and vocational guidance (career education). It may be interested in the resources created within the LOESS project, as the resources may be used in non-formal education as well.
Ministry of Agriculture	The ministry is responsible for drafting laws and action plans regarding protection of soil. Therefore, it should be made aware on the importance of soil health education and be informed on the state of the soil health education in Lithuania in the context of other European countries, as well as resources and tools created within the LOESS project.
Representative from the Association of Local Authorities of Lithuania, Committee for Education and Culture	The Association represents Lithuanian municipalities. We expect the representative to have an interest in soil health issues relevant to the local level, as well as in new educational resources and public engagement tools that could be promoted by municipalities to raise awareness about soil health in schools and the wider community

6.8 Netherlands

CoP/ Country and city of the Policy workshop
Netherlands
Organising partner
Wageningen University



Date of the workshop	
tbd	
Will the workshop take place online or in person?	
Online/In person/Hybrid	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
5	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Mayor/Representatives of municipal councils of Wageningen/Renkum	We expect them to be interested in the soil health related issues in the area, as well as in new resources and tools that may be encouraged in schools or within public for raising awareness about soil health.
Representatives of water board	There is some interest emerging from water boards in the Netherlands in soil related topics. They might be interested in learning more and gain deeper insights into the soil-water connections from policy perspectives.
Agricultural policy expert at WU. Former Advisory Committee member on Spatial Development for the province of North Holland.	May help establishing broader connections and disseminating LOESS output across policymakers or organisations engaged in informing policies.
School leaderships (principals, board members)	Feedback to the LOESS resources generated and their applications.
Prof., Honorary member of the Dutch Soil Society (NBV)	A CoP member and a leading soil scientist and an advocate for soil-inclusive sustainability.

6.9 Poland

CoP/ Country and city of the Policy workshop
Poznań / Poland
Organising partner
AMU



Date of the workshop	
April 2026	
Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
no	
Expected number of participants	
50	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Mayors of all communes from the Poznań county, and the president city of Poznań	workshop - demonstrating the importance of soil education for more informed and sustainable local planning (crowd mapping, +AR APP, MOOC)
The president city of Poznań	
Local officials form local officials	
Urban planners from all communes from the Poznań county and Poznań planning agency representatives	
Poznań Metropolis Association	
Center for Metropolitan Research	
COP'S members	

6.10 Serbia

CoP/ Country and city of the Policy workshop
Serbia
Organising partner
CPN
Date of the workshop
TBD



Will the workshop take place online or in person?	
In person	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
9	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
director Institute for soil science	is very active in the soil sector, has very good contacts, can disseminate information
Head of department	Ministry of Agriculture, Forestry and Water Management, Department for Agricultural land
Director	Ministry of Agriculture, Forestry and Water Management, Department for Agricultural land
Adviser	Ministry of Agriculture, Forestry and Water Management, Department for Agricultural land
Head of department	City Administration, City of Belgrade, Secretariat for Agricultural land
Head of department	City Administration, City of Belgrade, Secretariat for Agricultural land
Director	Director, Institute for nature protection Serbia Environmental expert
Head of department	Institute for nature protection Serbia Environmental expert
Scientific adviser	Institute for soil science, expert

6.11 Slovakia

CoP/ Country and city of the Policy workshop
Slovakia, Trnava
Organising partner
University of Ss. Cyril and Methodius in Trnava
Date of the workshop
Probably during the Week of Science and Technology in November



Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
We will organise our CoP's policy workshop with local, regional and national policy professionals probably during the Week of Science and Technology (in November).	
Expected number of participants	
7	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Mayor(s) of the selected village(s) in Trnava Region.	Municipalities in Slovakia are the founders of local primary schools. They are responsible for their funding, and, through the allocation of financial resources, they can partially influence the content of education. They can be interested in the LOESS output in connection with the implementation of school educational programmes concerning the local context.
Soil researcher and policy maker (National Agricultural and Food Centre)	CoP leader. (Assoc. Prof). works as one of 27 topsoil scientists nominated by the FAO national representative from around the world in the GSP Intergovernmental Technical Panel on Soils (ITPS) in 2013-2015.
Representatives (officers) from Trnava Region responsible for school management	Regions in Slovakia are the founders of most secondary schools (both general and vocational). They are responsible for their funding, and through the allocation of financial resources, they can partially influence the scope of education. They can be interested in the LOESS output in connection with the implementation of school educational programmes concerning the local context.
Representative of NIVAM (officers of National Institute for Education and Youth involved in creating of educational policies and responsible for the State Educational Programme)	NIVAM (National Institute for Education and Youth) is involved at the political and methodological level in areas such as teacher education, changes in curriculum content, youth work, and standardised testing. It operates under the Ministry of Education and serves as its advisory body. As the national body responsible for creating the state educational programme, they can be interested in LOESS project as a source of high-quality educational materials and support for their use at schools.
Representative of school leadership (School director / vice director / manager)	They are responsible for the creation and implementation of educational content above the state educational programme. They are responsible for the whole implementation of the school education programmes. The deliverables created in the LOESS project can help them to fill the gap in quality materials for teachers, respecting current knowledge and socially important content.



Representatives of Ministry of Education (officer involved in the creation of educational policies, law, etc.)	We can also invite to the project a representative of the Ministry of Education, to cover the highest level of decision makers in the field of educational policy. They can support the using of LOESS educational materials using upside-down approach.
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6.12 Spain

CoP/ Country and city of the Policy workshop
Barcelona, Catalonia (Spain)
Organising partner
RIS3CAT Opportunities Discovery Mechanism (ODM) of the Catalan Government <u>and Justinmind (JIM)</u>
Date of the workshop
May 6, 2025 (followed by other in-person and online meetings)
Will the workshop take place online or in person?
In person
Is the workshop aligned with other events or campaigns?
N/A
Expected number of participants
4
Reason to invite/ interest in LOESS pedagogical resources
4 experts interested in using LOESS pedagogical resources in the context of the pilot project for teacher training focused on Planetary Health and Citizen Science promoted by the RIS3CAT Opportunities Discovery Mechanism (ODM) of the Catalan Government.

6.13 Sweden

CoP/ Country and city of the Policy workshop
Sweden, Stockholm
Organising partner
Vetenskap & Allmänhet



Date of the workshop	
February 2026	
Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
N/A	
Expected number of participants	
10	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Education Advisor, Skolverket - The Swedish National Agency for Education	Knowledge and influence on national school policies, curriculum and steering documents on ESD
Chairperson, Association of Biology Teachers	Interest in promoting STEM learning and LOESS pedagogical materials
Policy advisor, Ministry of Education	Allocates funds to education sector
Chairperson Sveriges Lärare (Swedish Teachers' Union)	Lobby organisation with an influence on curricula development
Head of learning, Naturhistoriska riksmuseum	Interest in promoting experiential STEM learning and LOESS pedagogical materials
Chairperson, Swedish Association of Science Centres	Interest in promoting experiential STEM learning and LOESS pedagogical materials
Head of sustainable development, Lantbrukarnas riksförbund, LRF	Strong lobby organisation for farmers. Can help train their members.
Chairperson, Association of Nature schools	Provides outdoor education as a supplement to formal schooling and interested in promoting experiential STEM learning and LOESS pedagogical materials
Head of public engagement, Göteborgs Botaniska trädgård	Provides outdoor hands-on learning and can spread LOESS pedagogical materials



Lecturer at university that offers teacher education	Can influence content of teacher training courses
Researcher, Swedish University of Agricultural Sciences, SLU	Provides research and education on soil related topics
Head of education department at municipal level (Stockholm)	Influence local school policy

6.14 Türkiye

CoP/ Country and city of the Policy workshop	
Türkiye/Antalya	
Organising partner	
ANS	
Date of the workshop	
February or March 2026	
Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
N/A. Can change	
Expected number of participants	
10	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources
Ankara University	Educational Coordinator of the 'Soil Science School'
Balıkesir University	Lecturer at Biology Teaching department, Teacher Trainer, experienced at sustainability and climate change courses
Akdeniz University	Soil Expert and lecturer at the faculty of Agricultural Science
Tokat Gaziosmanpaşa University	Lecturer at the department of Agricultural Economics and the founder principal of the agriculture VET high school at the university campus
Ecological Agriculture Association	Soil Expert and the director of the Ecological Agriculture Organization (ETO)
TÜBİTAK	National contact point for Horizon Europe, area of Agriculture, Environment, ...



Antalya Provincial Directorate of Agriculture and Forestry	Coordinator at the Antalya Provincial Directorate of Agriculture and Forestry
The Turkish Ministry of Education	Head of Curriculum and Instruction Department
TEMA Foundation (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats)	Head of education department at TEMA Foundation
Yozgat Provincial Directorate of National Education	STEM Coordinator

6.15 United Kingdom

CoP/ Country and city of the Policy workshop:	
UK Belfast	
Organising partner	
Queen's University Belfast	
Date of the workshop	
TBC	
Will the workshop take place online or in person?	
Online	
Is the workshop aligned with other events or campaigns?	
We are scoping with colleagues in QUB IGFS and AFBI events where we could host a policy seminar. Several events are in the pipeline pending confirmation. Now the focus is on Northern Ireland (where we will host a policy roundtable) and in Scotland (where we will be invited to speak at a policy roundtable in February 2025). We are also seeking discussions with other Soil Mission projects across the UK and will consider a joint policy event at UK level. We are also discussing with the Ireland partner whether a cross-border policy event could be feasible given the high levels of interest in soil co-operation between Northern Ireland and Republic of Ireland.	
Expected number of participants	
6	
Planned invitee (Organisation/ Function)	Reason to invite/ interest in LOESS pedagogical resources



Policy Advisor of the NI Department for Economy	Dept for Economy has overall responsibility for higher and further education in Northern Ireland. Opportunity to stimulate interest in CERL for soil health.
Policy Advisor, NI Department for Agriculture, Environment and Rural Affairs	QUB has a strong working relationship with the current DAERA minister and are keen to use this as an opportunity to build further links. DAERA is currently supporting mapping of fields across NI and has a strong interest in farmer education
Policy Advisor of NI Department for Education/CCEA	NI Department for Education and CCEA have responsibility for developing and delivering curriculum reform for schools in Northern Ireland.
Key mission soil representative	One of our CoP members has a wide-ranging background in both policy and practice relating to soil health. Former Mission Soil Board member. Has deep high level and practice level networks across NI and Europe and a strong interest in education for soil health. LOESS UK Board Member
Board Member of NI Environment Link	UK CoP member. Northern Ireland Environment Link (NIEL) is the networking and forum body for organisations interested in the natural and built environment of Northern Ireland. It has a strong lobbying presence at NI Assembly level.
CEO of Sustainable Soils Alliance	UK CoP member The objective of the Sustainable Soils Alliance is to affect an improved political and public understanding and appreciation of soil that will lead to a reversal of land degradation and the restoration of soils to health within one generation. SSA have a strong policy and lobbying presence at UK government level.



7. Annex 2 – School Campaign CoP Plans

7.1 Austria

CoP/ Country and city of the school activity
Austria, Innsbruck and surrounding area (1)
Date of the activity
May 2025
Organising partner
UIBK
Name of the School
HLWest
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
theoretical input on the topic of soil health
Hands-on-experience outside
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios
Communicate the importance of soil health and raise the pupils' awareness
Expected number of teachers reached
10
Expected number of students reached
Too vague to give a reliable comment on that, as it depends on the amount of teacher and the willingness to carry out similar projects
CoP/ Country and city of the school activity



Austria, Innsbruck and surrounding area (2)
Date of the activity
<i>June 2025</i>
Organising partner
<i>UIBK</i>
Name of the School
<i>AGI</i>
Will the activity take place online or in person?
<i>In person</i>
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
<i>Meeting with the school principal</i>
<i>Meeting with a teacher</i>
<i>Hands-on in the school garden</i>
What is the main goal of the school activity?
<i>Disseminate one of the soil education Learning Scenarios</i> <i>Communicate the importance of soil health</i>
Expected number of teachers reached
<i>5</i>
Expected number of students reached

CoP/ Country and city of the school activity
Austria, Innsbruck and surrounding area (3)
Date of the activity
<i>June 2025</i>
Organising partner



<i>UIBK</i>
Name of the School
<i>VS am Inn</i>
Will the activity take place online or in person?
<i>In person</i>
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
<i>Meeting with the school principal</i>
<i>Meeting with a teacher</i>
<i>Hands-on in the school garden</i>
What is the main goal of the school activity?
<i>Disseminate one of the soil education Learning Scenarios</i>
<i>Communicate the importance of soil health</i>
Expected number of teachers reached
<i>5</i>
Expected number of students reached

CoP/ Country and city of the school activity
<i>Austria, Vienna (4)</i>
Date of the activity
<i>June 2025</i>
Organising partner
<i>UIBK</i>
Name of the School
<i>BHAK, business academy donaustadt</i>
Will the activity take place online or in person?



<i>In person</i>
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
<i>Meeting with 5 teachers</i>
What is the main goal of the school activity?
<i>Disseminate the App and the crowd mapping tool</i> <i>Communicate the importance of soil health</i>
Expected number of teachers reached
5
Expected number of students reached

CoP/ Country and city of the school activity
Austria (5)
Date of the activity
Organising partner
<i>UIBK</i>
Name of the School
<i>Participants at the IMST Tagung</i>
Will the activity take place online or in person?
<i>In person</i>
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
<i>Meeting with teacher</i>
<i>Dissemination and communication of LOESS outcomes</i>
What is the main goal of the school activity?



Disseminate one of the soil education Learning Scenarios Communicate the importance of soil health
Expected number of teachers reached
30
Expected number of students reached

CoP/ Country and city of the school activity
Austria (6)
Date of the activity
Autumn
Organising partner
UIBK
Name of the School
Participants of the School Garden Network
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
Meeting with teacher
Dissemination and communication of LOESS outcomes
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios Communicate the importance of soil health
Expected number of teachers reached
10
Expected number of students reached



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7.2 Germany

CoP/ Country and city of the school activity
Germany (1)
Date of the activity
September/October 2025
Organising partner
UoV, WILA
Name of the School
Kolleg St. Thomas (Vechta)
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 7 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios (to teachers)
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30



CoP/ Country and city of the school activity
Germany (2)
Date of the activity
N/A
Organising partner
UoV, WILA
Name of the School
Gymnasium Antonianum – Europaschule Vechta
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with a teacher to discuss the lesson
Lesson with secondary pupils (presumably 11 th grade) using the LOESS tools
What is the main goal of the school activity?
Disseminate the LOESS materials and tools Disseminate the LOESS Award during the STEM Discovery Campaign 2026 Raise the pupils awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25–30

CoP/ Country and city of the school activity
Germany (3)
Date of the activity



Jan/Feb 2026
Organising partner
UoV, WILA
Name of the School
-
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Newsletter
If in person, what action will be carried out?
-
What is the main goal of the school activity?
Disseminate the LOESS materials and tools, especially the Learning Scenarios
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
N/A (depends on the mailings list we will be allowed to use)
Expected number of students reached
N/A (indirect)

7.3 Greece

CoP/ Country and city of the school activity
Greece, Athens (1)
Date of the activity
May 28
Organising partner
APOPSI SA
Name of the School



Ekpedeftiki Anagenmisi, Antonopoulos School
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
Example: Meeting with students and teachers
What is the main goal of the school activity?
The project LOESS to be presented in the school's theatre. The students who will participate are from the 2nd grade of the secondary school (aged 14/15). A presentation will be organised to present the project LOESS, its objectives and the main reason for the cooperation with the students. The selected students have previous knowledge of soil health, micro-organisms as well as have participated in idea generation competitions before. We will discuss about the importance of soil health and beneficial microorganisms, on plant and human nutrition and health, on the cycles of water and the planet's thermoregulation.
Expected number of teachers reached
2
Expected number of students reached
50

CoP/ Country and city of the school activity
Greece, Pylis, Attica (2)
Date of the activity
May 28
Organising partner
APOPSI SA
Name of the School
L.T. Pylis High School
Will the activity take place online or in person?
In person



If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
Example: Meeting with students and teachers
What is the main goal of the school activity?
The project LOESS to be presented in the school's classroom. A presentation will be organised to present the project LOESS, its objectives and the main reason for the cooperation with the students. We will discuss about the importance of soil health and beneficial microorganisms, on plant and human nutrition and health, on the cycles of water and the planet's thermoregulation.
Expected number of teachers reached
2
Expected number of students reached
28

7.4 Hungary

CoP/ Country and city of the school activity
Hungary, Budapest (1)
Date of the activity
TBA
Organising partner
Hungarian Society for Environmental Education and Foundation for School Gardens
Name of the School
All school members of HSEE and FSG
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Social media posts to promote the Learning Scenarios
If in person, what action will be carried out?



N/A
What is the main goal of the school activity?
Disseminate the soil education Learning Scenarios
Expected number of teachers reached
Number of members of HSEE and FSG
Expected number of students reached
N/A

CoP/ Country and city of the school activity
Hungary, Budapest (2)
Date of the activity
TBA
Organising partner
N/A
Name of the School
N/A
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Facebook posts on Corvinus Science Shop account
If in person, what action will be carried out?
N/A
What is the main goal of the school activity?
Promotion of LOESS AR App
Promotion of Learning Scenarios
Communication of in person campaign activities
Promotion of key messages regarding soil health
Promotion of LOESS crowd mapping tool



Expected number of teachers reached
714 followers including teachers, university lecturers and researchers
Expected number of students reached
714 followers including university students, future students and their families

CoP/ Country and city of the school activity
Hungary, Budapest (3)
Date of the activity
TBA
Organising partner
CUB, Communications
Name of the School
N/A
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Articles, calendar posts, banners, photos, videos on CUB website
If in person, what action will be carried out?
N/A
What is the main goal of the school activity?
Communication of in person campaign activities
Promotion of key messages regarding soil health
Expected number of teachers reached
Number of visitors to relevant pages including teachers and lecturers, researchers
Expected number of students reached
Number of visitors to relevant pages including university students and future students and their parents

CoP/ Country and city of the school activity
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Hungary, Budapest (4)
Date of the activity
TBA
Organising partner
CUB, Communications
Name of the School
N/A
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Instagram posts, reels, photos, videos on account of CUB
If in person, what action will be carried out?
N/A
What is the main goal of the school activity?
Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health
Expected number of teachers reached
13,2K followers including teachers and lecturers, researchers
Expected number of students reached
13,2K followers including university students and future students and their parents

CoP/ Country and city of the school activity
Hungary, Budapest (5)
Date of the activity
TBA
Organising partner
CUB, Communications



Name of the School
N/A
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Press releases
If in person, what action will be carried out?
N/A
What is the main goal of the school activity?
Promotion of key messages and tools regarding soil health Connecting to LOESS activities by Corvinus Science Shop, Corvinus University of Budapest
Expected number of teachers reached
Press coverage
Expected number of students reached
Press coverage

7.5 Ireland

CoP/ Country and city of the school activity
Ireland, Dublin (1)
Date of the activity
From Sept 2025-May 2026
Organising partner
Technological University Dublin
Name of the School
N/A
Will the activity take place online or in person?
Online



If online, what action will be carried out? Please provide links
TU Dublin will use its website and several of its own social media channels (LinkedIn, Bluesky and Instagram), including the Sustainability unit and Access and Outreach unit, to share postings about the learning scenarios and the LOESS award for the 2026 STEM Discovery campaign.
We will collaborate with COP members who are school-based or who interact with schools regularly to encourage them to act as multipliers and share postings on their social media channels and their internal WhatsApp groups.
-Irish Schools Sustainability Network (nationwide network of primary and secondary school teachers and students) https://www.instagram.com/irishschsusty/
-Leaf Ireland (Learning about Ecosystems and Forests programme) https://www.instagram.com/LEAFireland/
We will also use contacts in several national teacher and school groups to share postings.
- Irish Science Teachers Association https://www.linkedin.com/groups/8162901/
-Irish Agricultural Science Teachers Association https://www.facebook.com/iasta.ireland
-Green Schools Ireland https://www.instagram.com/greenschoolsire/
What is the main goal of the school activity?
Disseminate the soil education Learning Scenarios.
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
500+
Expected number of students reached
100+

CoP/ Country and city of the school activity
Ireland, Dublin (2)
Date of the activity
October 18 th , 2025,
Organising partner
Technological University Dublin
Name of the School
N/A
Will the activity take place online or in person?



In person
If in person, what action will be carried out?
Stand at the Chem Ed Ireland 2025 conference for chemistry teachers with examples of some hands-on activities from the learning scenarios.
Posters and flyers at the stand with QR codes for scenarios and LOESS award for STEM Discovery Campaign 2026.
QR codes for scenarios and LOESS award for STEM Discovery Campaign 2026 in conference programme.
What is the main goal of the school activity?
Disseminate soil education Learning Scenarios Disseminate the LOESS Award for the STEM Discovery Campaign 2026
Expected number of teachers reached
80-100
Expected number of students reached
No students attending

CoP/ Country and city of the school activity
Ireland, Dublin
Date of the activity
Spring 2026
Organising partner
Technological University Dublin
Name of the School
Rockbrook Park Secondary School, Dublin
Will the activity take place online or in person?
In person
If in person, what action will be carried out?
Meeting with teacher to discuss the learning scenarios and LOESS award
Workshop with students on soil health to include examples of some hands-on activities from the learning scenarios.
What is the main goal of the school activity?
Disseminate the soil education Learning Scenarios



Disseminate the LOESS Award for the STEM Discovery Campaign 2026
Expected number of teachers reached
1+
Expected number of students reached
40-50

7.6 Italy

Details TBD

7.7 Lithuania

CoP/ Country and city of the school activity
Lithuania (1)
Date of the activity
Starting August 2025
Organising partner
SII
Name of the School
-
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Promotion of LOESS resources in three private Facebook groups for teachers: Geografijos mokytojai (Geography teachers): https://www.facebook.com/groups/128003274488607 Lietuvos mokytojai (Lithuanian teachers): https://www.facebook.com/groups/298796500804176 Vilniaus mokytojai (Vilnius teachers): https://www.facebook.com/groups/205987490642900
What is the main goal of the school activity?
To disseminate information about resources created within LOESS (learning scenarios, crowd mapping tool etc.), as well as upcoming events.



Expected number of teachers reached
25,645 members of FB groups in total
Expected number of students reached
-

CoP/ Country and city of the school activity
Lithuania (2)
Date of the activity
August-September 2025
Organising partner
SII
Name of the School
-
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
<p>Uploading learning resources created within LOESS (learning scenarios, blueprint) to the Lithuanian sites that are used by teachers: Lithuanian Education Portal, a centralised site containing educational programmes, methodical materials, digital education materials etc.: https://emokykla.lt/ the Lithuanian Geography Teachers' Association website: https://geografija.lt/; the Lithuanian Biology Teachers' Association website: https://www.lbioma.lt/.</p> <p>A request will be submitted for the distribution of LOESS materials on these platforms, which are designed to provide access to educational information and e-services for educators, students, and their parents. These platforms are widely used and popular among educators.</p>
What is the main goal of the school activity?
Dissemination of Learning Scenarios created within LOESS.
Expected number of teachers reached
5,000
Expected number of students reached



-

CoP/ Country and city of the school activity

Lithuania, Vilnius (3)

Date of the activity

September 2025

Organising partner

SII

Name of the School

Šiaurės Licėjus

Will the activity take place online or in person?

In person

If online, what action will be carried out? Please provide links

-

If in person, what action will be carried out?

Meeting with STEM teachers at private school Šiaurės Licėjus (1–12 grades). During the meeting, geography, biology, and chemistry teachers will be introduced to the project's key resources, including learning scenarios, crowd-mapping tool and AR application.

What is the main goal of the school activity?

Introduce teachers to the education materials created within LOESS, providing opportunity to ask questions on the spot and establishing a deeper connection with the LOESS audience. Although presentation will involve teachers of one school, it is expected to have broader influence eventually because of teachers sharing their experiences through their own networks.

Expected number of teachers reached

10

Expected number of students reached

-

CoP/ Country and city of the school activity

Lithuania (4)



Date of the activity
September 2025
Organising partner
SII
Name of the School
Lithuanian Geography Teachers' Forum
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Presentation at the conference. The tools developed in LOESS (learning scenarios, crowd-mapping tool, AR app and other) will be presented at the annual Lithuanian Geography Teachers' Forum. Depending on an agreement with the organisers, they will be presented either in an oral presentation, or in a poster presentation, or a stand will be set up in the conference area for teachers to learn about LOESS activities and materials.
What is the main goal of the school activity?
Introduce teachers to the education materials created within LOESS, providing opportunity to ask questions on the spot and establishing a deeper connection with the LOESS audience.
Expected number of teachers reached
50
Expected number of students reached
-

CoP/ Country and city of the school activity
Lithuania, Vilnius (5)
Date of the activity
November 2025
Organising partner
SII



Name of the School
-
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Presentation at the conference. The tools developed in LOESS (learning scenarios, crowd-mapping tool, AR app and other) will be presented at the annual biology and natural sciences teachers' conference „Sveikatos ir gyvybės mokslų perspektyvos“ [Perspectives on health and life sciences Depending on an agreement with the organisers, they will be presented either in an oral presentation, or in a poster presentation, or a stand will be set up in the conference area for teachers to learn about LOESS activities and materials.
What is the main goal of the school activity?
Introduce teachers to the education materials created within LOESS, providing opportunity to ask questions on the spot and establishing a deeper connection with the LOESS audience.
Expected number of teachers reached
50
Expected number of students reached
-

CoP/ Country and city of the school activity
Lithuania, Vilnius (6)
Date of the activity
September-November 2025
Organising partner
SII
Name of the School
Vilnius district STEM teachers
Will the activity take place online or in person?



In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with Vilnius district STEM (geography, biology, chemistry) teachers' methodology group. The meeting will include presentation of the LOESS project and the relevant resources created within the project (scenarios, crowd-mapping tool, AR app, blueprint).
What is the main goal of the school activity?
Introduce teachers to the education materials created within LOESS, providing opportunity to ask questions on the spot and establishing a deeper connection with the LOESS audience, encouraging sharing of experience among the teachers.
Expected number of teachers reached
20
Expected number of students reached
-

CoP/ Country and city of the school activity
Lithuania (7)
Date of the activity
Spring 2026
Organising partner
SII
Name of the School
-
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Online meeting with Lithuanian teachers. An online meeting is planned to introduce teachers with the resources developed within LOESS (learning scenarios, crowd-mapping tool, AR app, and other). The plan is to also invite teacher(s) who took part in testing the resources to share their experiences



and motivate others to explore this opportunity. The invitation to participate in the meeting will be distributed through Facebook groups of teachers (see Annex 1) and by email through teacher associations.
If in person, what action will be carried out?
-
What is the main goal of the school activity?
Introduce teachers to the education materials created within LOESS, providing opportunity to ask questions on the spot and establishing a deeper connection with the LOESS audience.
Expected number of teachers reached
30
Expected number of students reached
-

7.8 Netherlands

CoP/ Country and city of the school activity
Netherlands
Date of the activity
Tentatively January 2026 may be subject to change
Organising partner
Wageningen University
Name of the School
Since, WU team is not directly connected with schools, we will use our CoP, specifically the IvN natuureducatie to connect to several schools.
Will the activity take place online or in person?
Online/in person/hybrid
If online, what action will be carried out? Please provide links
Posts on LinkedIn and BlueSky
Newsletter of the chair group- Education and Learning Sciences (Wageningen University)
Sharing of the tools through community networks-specifically through LOESS Netherlands CoP and 'Soilcare'



Promoting tools via Scientix national contact points.
If in person, what action will be carried out?
In May 2025, WU team will contact schools via email and organise meetings (one-one or with groups) based on the expressed interest from schools and teachers.
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios
Expected number of teachers reached
10+
Expected number of students reached
50+

7.9 Poland

CoP/ Country and city of the School activity
Poland - Góra (1)
Date of the activity
30.05.2025
Organising partner
AMU
Name of the School
Adam Mickiewicz High School in Góra
Will the activity take place online or in person?
In - person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with teachers + pupils
What is the main goal of the school activity?



Disseminate one of the soil education Learning Scenarios Dissemination of the LOESS educational tools (crowd mapping, +AR APP, MOOC)
Expected number of teachers reached
3
Expected number of students reached
30

CoP/ Country and city of the School activity
Poland – Suchy Las (2)
Date of the activity
04.12. 2025
Organising partner
AMU
Name of the School
Primary School no 2
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with teachers + pupils
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios Dissemination of the LOESS educational tools (crowd mapping, +AR APP, MOOC)
Expected number of teachers reached
3
Expected number of students reached
60



CoP/ Country and city of the School activity
Poland - Poznań (3)
Date of the activity
04.12.2025
Organising partner
AMU
Name of the School
Wanda Bleńska Piątkowska Charter School
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with teachers + pupils
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios Dissemination of the LOESS educational tools (crowd mapping, +AR APP, MOOC)
Expected number of teachers reached
5
Expected number of students reached
50

7.10 Serbia

CoP/ Country and city of the school activity
Serbia (1)
Date of the activity



September/October 2025
Organising partner
CPN
Name of the School
tbd First Primary School from Belgrade
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 7 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios (to teachers) Disseminate the LOESS Award during the STEM Discovery Campaign 2026 Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30

CoP/ Country and city of the school activity
Serbia (2)
Date of the activity
September/October 2025
Organising partner
CPN



Name of the School
tbd-Second Primary School from Serbia
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 7 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios (to teachers) Disseminate the LOESS Award during the STEM Discovery Campaign 2026 Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30

CoP/ Country and city of the school activity
Serbia (3)
Date of the activity
September/October 2025
Organising partner
CPN
Name of the School
Tbd – Third primary school in Belgrade
Will the activity take place online or in person?



In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 6 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios (to teachers)
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30

CoP/ Country and city of the school activity
Serbia (4)
Date of the activity
October 2025
Organising partner
CPN
Name of the School
Gymnasium from Belgrade
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-



If in person, what action will be carried out?
Meeting with a teacher to discuss the lesson
Lesson with secondary pupils (presumably 2nd grade) using the LOESS tools
What is the main goal of the school activity?
Disseminate the LOESS materials and tools
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30

CoP/ Country and city of the school activity
Serbia (5)
Date of the activity
Jan/Feb 2026
Organising partner
CPN
Name of the School
- Gymnasium from Belgrade
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Newsletter
If in person, what action will be carried out?
- Meeting with a teacher to discuss the lesson
What is the main goal of the school activity?
Disseminate the LOESS materials and tools



Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Raise the pupils' awareness on soil health
Expected number of teachers reached
1 + additionally, the teachers who notice/are told about the activity
Expected number of students reached
25-30

CoP/ Country and city of the school activity
Serbia (6)
Date of the activity
June 2025
Organising partner
CPN
Name of the School
many
Will the activity take place online or in person?
Online/ In person
If online, what action will be carried out? Please provide links
Example: Social media posts
Example: News article
Example: Newsletter
Any other online activity
If in person, what action will be carried out?
Example: Meeting with the school principal
Example: Meeting with a teacher
Any other in person activity
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios



Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
20
Expected number of students reached
300

7.11 Slovakia

CoP/ Country and city of the school activity
Slovakia, Nitra, UKF (1)
Date of the activity
To be confirmed
Organising partner
University of Ss. Cyril and Methodius in Trnava
Name of the School
UKF
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
Meeting with the teachers / future teachers
What is the main goal of the school activity?
Presentation of the LOESS project and selected educational materials
Expected number of teachers reached
10
Expected number of students reached
0



CoP/ Country and city of the school activity
Slovakia, Trnava (2)
Date of the activity
To be confirmed
Organising partner
University of Ss. Cyril and Methodius in Trnava
Name of the School
University of Ss.Cyril and Methodius in Trnava
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Social media posts
News article
Webinar
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios
Disseminate Crowd Mapping Tool
Expected number of teachers reached
20
Expected number of students reached
0

CoP/ Country and city of the school activity
Slovakia Night of Science, the city will be confirmed (3)
Date of the activity
26.9.2025
Organising partner
University of Ss. Cyril and Methodius in Trnava



Name of the School
Not applicable
Will the activity take place online or in person?
In person
What is the main goal of the school activity?
Disseminate LOESS project and its learning scenarios to teachers and students.
Expected number of teachers reached
10
Expected number of students reached
100

CoP/ Country and city of the school activity
Slovakia (4)
Date of the activity
To be confirmed
Organising partner
University of Ss. Cyril and Methodius in Trnava
Name of the School
Not applicable
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Press release
What is the main goal of the school activity?
Disseminate the educational outcomes of the LOESS project
Expected number of teachers reached
Not applicable



Expected number of students reached
Not applicable

7.12 Spain

CoP/ Country and city of the school activity
Cervera, Catalonia (Spain) (1)
Date of the activity
May 28, 2025
Organising partner
Ministry of Education and Vocational Training, Government of Catalonia
Name of the School
140 educational centres participating in the STEAMcat pedagogical innovation programme (40 centres from the current 2024-2027 edition, and 100 from the previous two editions, 2018-2021 and 2021-2024)
Will the activity take place online or in person?
Mainly in-person activity complemented by some online actions
If online, what action will be carried out? Please provide links
Mailing list
Website (nodes): https://projectes.xtec.cat/steamcat/categoria/recursos/
If in person, what action will be carried out?
Set up a booth to showcase general information about the LOESS project, including its outputs and results. Organize a workshop focused on LOESS Learning Scenarios (to be confirmed).
What is the main goal of the school activity?
General goal: Presenting the LOESS project and sharing outputs and results developed for schools. Specific objective: Identifying educational centres interested in piloting LOESS Learning Scenarios in autumn 2025.
Expected number of teachers reached
>140 primary and secondary teachers
Expected number of students reached



0
CoP/ Country and city of the school activity
Mollet del Vallès, Catalonia (Spain) (2)
Date of the activity
July 7-8, 2025 (and throughout the academic year 2025-2026)
Organising partner
Ministry of Education & Vocational Training, Government of Catalonia
Name of the School
Many schools
Will the activity take place online or in person?
In person and online activities
If online, what action will be carried out? Please provide links
Several online follow-up sessions
If in person, what action will be carried out?
An initial face-to-face training on Planetary Health and Citizen Science for secondary school teachers (7-8 July 2025), with the first day offering general training and the second day focusing on one of the four thematic areas, including soil, chosen by the teachers. On the second day, there could be talks from soil experts who are members of the CoP of LOESS in Catalonia, a presentation of the project by ACUP, the organization of a workshop based on one of the project's pedagogical resources, the installation of a stand, etc. A technical in-person support session to help teachers implement activities in the classroom throughout the upcoming academic year, based on the LOESS project's pedagogical resources.
What is the main goal of the school activity?
Firstly, to raise secondary school teachers' awareness of the importance of soil health. In the second place, to promote other LOESS educational modules for schools (learning scenarios, blueprint and MOOC) and for crosscutting utilization (glossary, crowd mapping tool, AR+ App and field experiments as demonstrators).
Expected number of teachers reached
TBC



Expected number of students reached
0

7.13 Sweden

CoP/ Country and city of the school activity
Sweden, national (1)
Date of the activity
From September 2025 - May 2026
Organising partner
Vetenskap & Allmänhet
Name of the School
N/A
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
Social media Posts via VA's Facebook, Instagram, TikTok, LinkedIn channels as some of the followers are teachers Posts via ForskarFredags Facebook (European Researchers' Night) (2,475 followers) Also, posts will be made on private Facebook groups for teachers in Sweden: NO i grundskolan - group for biology, physics and chemistry teachers (compulsory school) (20.2K members) Biologi, Kemi & naturkunskap på gymnasiet group for biology, chemistry and natural science upper secondary school teachers (326 members) Biologiundervisning group for biology teachers (327 members) Teknik, GIS och kartor för lärare i geografi for geography teachers (997 members) Nätverk för Geografilärare Geografilärarnas Riksförening or geography teachers (3200 members)
News articles: On VA website and on ForskarFredag website, as appropriate.



As the theme of the 2025 ForskarFredag (FF) – Researchers’ Night in Sweden is Jorden under dina fötter (Earth beneath your feet), an article about the importance of soil health will be written with links to LOESS resources for schools and promoted via FF channels.
<p>Newsletters:</p> <p>Items in VA’s monthly newsletter for members to highlight published articles.</p> <p>CoP members with newsletters will be asked to promote LOESS information e.g. Uppsala University has promised to include information in their digital newsletter for biology teachers.</p> <p>Article in Bi-lagan, a biannual publication produced by the National Resource Centre for Biology Education at Uppsala University (3000 subscribers). We will book a space for LOESS for the January 2026 edition.</p>
<p>Targeted emails / mailings:</p> <p>A targeted mailing on LOESS resources will be sent to VA’s list of schoolteachers signed up to receive details of VA school activities. (1000 contacts)</p> <p>Swedish publishers that develop teaching resources and course material for schools will be emailed informing them about the learning scenarios and other relevant resources.</p> <p>A targeted mailing to organisations in Sweden that run STEM activities for school classes e.g. Nature schools, museums, science centres (many of whom are VA members) informing them about LOESS educational resources.</p>
What is the main goal of the school activity?
<p>Disseminate the soil education Learning Scenarios</p> <p>Disseminate LOESS educational resources</p> <p>Disseminate the LOESS Award during the STEM Discovery Campaign 2026</p>
Expected number of teachers reached
minimum 2000 teachers
Expected number of students reached

7.14 Türkiye

CoP/ Country and city of the school activity
Türkiye - Antalya (1)
Date of the activity
November–December 2025
Organising partner



ANS
Name of the School
Aysel Akin Klaus Wagner Agriculture VET High School
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 9 th and 10 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Raise the pupils' awareness on soil health Disseminate the LOESS materials and tools, especially -Learning Scenarios (to the teacher) and -AR App and crowd-mapping tool (to the pupils) Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
1 + additionally, the agriculture teachers who are told about the activity
Expected number of students reached
50-60

CoP/ Country and city of the school activity
Türkiye -Burdur (2)
Date of the activity
October-November 2025
Organising partner
ANS



Name of the School
Tefenni Agriculture VET High School
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 9 th and 10 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Raise the pupils' awareness on soil health Disseminate the LOESS materials and tools, especially -Learning Scenarios (to the teacher) and -AR App and crowd-mapping tool (to the pupils) Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
1 + additionally, the agriculture teachers who are told about the activity
Expected number of students reached
50-60

CoP/ Country and city of the school activity
Türkiye -Konya (3)
Date of the activity
October-November 2025
Organising partner
ANS
Name of the School



Celalettin Karatay Agriculture VET High School
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 9 th and 10 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Raise the pupils' awareness on soil health Disseminate the LOESS materials and tools, especially -Learning Scenarios (to the teacher) and -AR App and crowd-mapping tool (to the pupils) Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
1 + additionally, the agriculture teachers who are told about the activity
Expected number of students reached
50-60

CoP/ Country and city of the school activity
Türkiye --Konya (4)
Date of the activity
October-November 2025
Organising partner
ANS
Name of the School
Çumra Çatalhöyük Agriculture VET High School



Will the activity take place online or in person?
<i>In person</i>
If online, what action will be carried out? Please provide links
-
If in person, what action will be carried out?
<i>Meeting with the teacher to discuss the content</i>
<i>School lesson with 9th and 10th grade pupils about soil (using the LOESS materials and tools)</i>
<i>Hands-on-experience outside</i>
What is the main goal of the school activity?
<i>Raise the pupils' awareness on soil health</i>
<i>Disseminate the LOESS materials and tools, especially</i>
<i>-Learning Scenarios (to the teacher) and</i>
<i>-AR App and crowd-mapping tool (to the pupils)</i>
<i>Disseminate the LOESS Award during the STEM Discovery Campaign 2026</i>
Expected number of teachers reached
<i>1 + additionally, the agriculture teachers who are told about the activity</i>
Expected number of students reached
<i>50-60</i>

CoP/ Country and city of the school activity
Türkiye - Antalya (5)
Date of the activity
December 2025
Organising partner
ANS
Name of the School
Antalya Toplum Koleji
Will the activity take place online or in person?



In person
If online, what action will be carried out? Please provide links
If in person, what action will be carried out?
Meeting with the teacher to discuss the content
School lesson with 7 th grade pupils about soil (using the LOESS materials and tools)
Hands-on-experience outside
What is the main goal of the school activity?
Raise the pupils' awareness on soil health Disseminate the LOESS materials and tools, especially, Learning Scenarios (to the teacher) Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
1 + additionally, the science teachers who are told about the activity
Expected number of students reached
25-30

7.15 United Kingdom

CoP/ Country and city of the school activity
UK Belfast (1)
Date of the activity
February 2026 TBV
Organising partner
Queen's University Belfast
Name of the School
Since we are not directly connected to schools we will focus our activity on teacher education. We will collaborate with a CoP member who is a lecturer in our School of Education, teaching trainee teachers, to share examples of education for soil health and CERL in her programmes.
Will the activity take place online or in person?



In person
If in person, what action will be carried out?
We will share examples of CERL that can be used in schools on education for soil health
We will share the LOESS learning scenarios
We will share the LOESS app and crowd mapping tool
What is the main goal of the school activity?
Disseminate the LOESS soil education Learning Scenarios
Disseminate the LOESS crowd mapping tool and CERL approach
Expected number of teachers reached
50 trainee teachers
Expected number of students reached
Unclear – impact will be after the end of the project

CoP/ Country and city of the school activity
UK Belfast (2)
Date of the activity
February 2026 TBV
Organising partner
Queen’s University Belfast
Name of the School
We will focus our activity on educators and will jointly (with Irish partner TU Dublin) present LOESS to a conference of Science Teachers to be held in University College Cork.
Will the activity take place online or in person?
In person
If online, what action will be carried out? Please provide links
We will share examples of CERL that can be used in schools on education for soil health
We will share the LOESS learning scenarios
Example: Newsletter



Any other online activity
If in person, what action will be carried out?
We will share examples of CERL that can be used in schools on education for soil health
We will share the LOESS learning scenarios
Any other in person activity
What is the main goal of the school activity?
Disseminate one of the soil education Learning Scenarios
Disseminate the LOESS Award during the STEM Discovery Campaign 2026
Expected number of teachers reached
Unclear
Expected number of students reached
Unclear

CoP/ Country and city of the school activity
UK Belfast (3)
Date of the activity
Ongoing
Organising partner
Queen's University Belfast
Name of the School
We will use social media channels to share the Learning Scenarios and information about LOESS resources. We will also use teacher channels, for example the Stem Learning newsletter
Will the activity take place online or in person?
Online
If online, what action will be carried out? Please provide links
We will share examples of CERL that can be used in schools on education for soil health
We will share the LOESS learning scenarios
What is the main goal of the school activity?



Disseminate one of the soil education Learning Scenarios
Disseminate LOESS learning resources
Expected number of teachers reached
Unclear
Expected number of students reached
Unclear



8. Annex 3 – University Campaign CoP Plans

8.1 Austria

In person campaign activity

Brief overview: In Austria, campaign activities will be run at relevant sustainable development, engaged research and teaching and learning events taking place in Universität Innsbruck. Promotion to staff and students in other universities will take place via online communication. If a suitable in person national event on education for sustainable development or engagement of learners is identified, it will be incorporated into the plan.

Activity 1: “Conference Internationale Tagung der Fachsektion Didaktik der Biologie (FDdB) im VBIO in Kooperation mit dem Verein Österreichischer Biologiedidaktik (VÖBD)”

Date	Description of activity
15. – 18. September	During these days, the UIBK (FDdB) in cooperation with the Austrian Association for Biology Education (VÖBD) will provide basic knowledge on the topic of soil and introduce the project, its objectives, and outcomes to a broad audience.
Target audience	Objectives
University Staff, students, teachers and educators.	To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL).
Estimated numbers to be reached:	About 250

Activity 2: “Week of Sustainability”

Date	Description of activity



10. -14. November	Planned to offer a drop-in session on soil health in the university garden at Technik Campus to raise awareness and inform about the potential to carry out Open Schooling projects. In addition we are planning to promote the crowd mapping tool and the AR App created in the LOESS project.
Target audience	Objectives
University Staff, students, teacher and educators. As it is promoted also to broader public we expect the local neighborhood to participate	To promote the Open Schooling approach. To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL).
Estimated numbers to be reached:	About 20 + (20)

Activity 3: World Soil Day

Date	Description of activity
05. December 2025	A workshop for students and educators will raise awareness about local soil health, introduce LOESS tools and present Community-Engaged Research and Learning (CERL) approaches.
Target audience	Objectives
university staff and/or students	To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL). To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.



Estimated numbers to be reached:	About 20
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Activity 4: School Garden Network Meeting

Date	Description of activity
tba	A Meeting for teachers focused on promoting soil health through curriculum development and classroom practice.
Target audience	Objectives
teacher	To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL). To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	About 5-10

Activity 5: ESERA Conference August 2025

Date	Description of activity
August 2025	<i>Presentation of the LOESS project its goals and developed materials</i>
Target audience	Objectives
<i>International Researchers</i>	-To promote the Science Shop approach for soil health topics -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool.



	<p>To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL).</p> <p>To promote the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026.</p> <p>To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.</p>
<p>Estimated numbers to be reached: <i>Please provide an estimate</i></p>	1000

Social media campaign activity

The objectives of the Austrian social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Austria, linking them to key messages.

Brief overview: Universität Innsbruck will use several of its own channels (Instagram, LinkedIn. Universität Innsbruck will also collaborate with sustainable education and biology faculties as well as CoP members across Austria, to encourage them to act as multipliers and share postings.

Channel	Objective	Target audience	Format	Potential reach
Website of the department	<p>Communication of in person campaign activities</p> <p>Promotion of key messages regarding soil health</p> <p>Communication of online campaign activities</p>	University staff and students	Updates, article, photos	Est. 100/month
LinkedIn project management	<p>Communication of in person campaign activities</p> <p>Promotion of key messages regarding soil health</p> <p>Communication of online campaign activities</p>	CoP, staff and research community	<i>Photos and current updates of the LOESS project</i>	Est. 1500/post



Instagram	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	Teacher, CoP, staff and research community	calendar posts, invitation/reporting posts, photos	Est. 200
Bluesky/Mastodon	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	CoP, staff and research community	calendar posts, invitation/reporting posts, photos	Est. 200

8.2 Germany

In person campaign activity

Brief overview: The activities of the University of Vechta are primarily focused on reaching students, especially future teachers. There are various events that can be used for campaign work, including events that are open to the public. For example, there will be a seminar where the Crowd mapping tool will be presented and used. Also, we will realize two “From a problem to a research question” workshops during the ESD-week at the University of Vechta. The focus of all activities is on presenting and using the materials developed during the project.

Activity 1: Use crowd mapping tool to identify local soil health challenges suitable for CERL (community engaged research and learning) projects.

Date	Description of activity
September 2025	The UoV-team will organize a crowd-mapping-session with (mainly geography) students as part of a seminar. The students will get a short presentation about the project and the tools. Afterwards they will go out and use the crowd-mapping-tool. (See activity 2 in national campaign plan)
Target audience	Objectives



University students	<ul style="list-style-type: none"> -To raise awareness about local soil health challenges that were identified using the crowd mapping tool. -To promote the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026 -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	30

Activity 2: From a problem to a research question' training module

Date	Description of activity
November 2025 February 2026	During the ESD week at the University of Vechta, the UoV-team will have the opportunity to offer the workshop 'From a problem to a research question' for all interested students and lecturers. The workshop will be listed in the official program and open for everyone who is interested. (See activity 4 in national campaign plan)
Target audience	Objectives
University students and lecturers	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool (activity 1). -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the 'From a problem to a research question' online workshop in February -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	30



Activity 3: CERL projects

Date	Description of activity
November 2025	The team of University of Vechta could work together with the University's Science Shop to implement a project with a community partner for university students.
Target audience	Objectives
University students and lecturers	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the 'From a problem to a research question' online workshop -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	20

Social media campaign activity

The objectives of the german social media campaign will be to:

- Communicate key campaign messages on soil health and the developed tools
- Communicate campaign activities being organised by LOESS in Germany, linking them to key messages.

Overview of campaign: The University of Vechta team will use its own channels (websites, YouTube, Instagram, LinkedIn) as well as channels from other stakeholders. In addition, the information to be disseminated will also be sent to various networks and distribution lists. The aim is to reach as many interested parties as possible. WILA Bonn will focus on running hands-on activities at a festival and museum action day.

Channel	Objective	Target audience	Format	Potential reach
UoV – general Website	Promotion of LOESS Tools	Civil Society Students	Articles, calendar posts, photos	



Channel	Objective	Target audience	Format	Potential reach
	Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health			
UoV – website of the Competence Centre for Regional Learning	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Universities Teachers Students	Articles, photos	
UoV – Youtube	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Teachers Students	Videos	Ca. 630 Follower
UoV – Website Science Shop	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities	Articles, photos	Number of visitors to relevant pages
UoV – Instagram University of Vechta	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities Teachers Students	calendar posts, invitation/reporting posts, photos	Ca. 5990 Follower
UoV- Instagram VISTRA	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities Teachers Students	calendar posts, invitation/reporting posts, photos	Ca. 130 Follower



Channel	Objective	Target audience	Format	Potential reach
UoV- Instagram Science Shop	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities Teachers Students	calendar posts, invitation/reporting posts, photos	Ca. 180 Follower
LinkedIn (Caroline Schmidt)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Stakeholder from different areas	invitation/reporting posts, photos, links to other posts	Ca. 85 Kontakte
LinkedIn (Sonja Medwedski)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Stakeholder from different areas	invitation/reporting posts, photos, links to other posts	Ca. 2145 Follower
Science Shops network	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Organisations Universities	invitation/reporting mails	Not sure
ima-agrar - Website	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Teachers Students	invitation/reporting posts	Number of visitors to relevant pages
LinkedIn (WILA Bonn)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	General public, scientists, Municipal representatives, NGOs,	invitation/reporting posts, photos, sharing links to other posts	352 followers



Channel	Objective	Target audience	Format	Potential reach
		Universities, Policy makers, companies, educators		
WILA Youtube	Promoting LOESS	General public, students NGOs Universities, business, CSOs, companies	Sharing LOESS videos	96 follower Up to 300 views
WILA Instagram	Promoting LOESS activities Promoting LOESS tools and material	General public	calendar posts, invitation/reporting posts, photos	414 followers
WILA website	Promotion of LOESS Tools Promotion of key messages regarding soil health	All groups in society	Description LOESS projects, promoting activities	
German speaking Science Shops network (wissnet)	Promotion of LOESS Tools Communication and Reporting of in-person campaign activities Promotion of key messages regarding soil health	Organisations, NGOs, Universities, local authorities, CSOs	Articles about LOESS	40
Living Knowledge Network (international science shop network)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Organisations, NGOs, Universities, business, CSOs, companies	Articles about LOESS	500



8.3 Greece

In person campaign activity

Brief overview: APOPSI SA will run campaign activities at two universities from Greece and one university from Romania as our company is active in Romania as well. Our campaign will address relevant sustainable development in regards to the tools developed thus far (crowd mapping tool, AR app &etc.) as well as the results of the performed research that has taken place during WP2.

Activity 1: Crowd mapping tool

Date	Description of activity
8 May 2025	APOPSI's team will organize a crowd-mapping-session with students and faculty staff as part of a seminar. The students and faculty staff will get a short presentation about the project and it's thus far results. Moreover, all students and faculty staff will have an opportunity to learn about & use the crowd-mapping-tool.
Target audience	Objectives
University staff and students of the Western University of Athens (PADA)	<ul style="list-style-type: none"> -To promote the Science Shop and Community of Practice approach for soil health topics -To raise awareness about local soil health challenges that were identified using the crowd mapping tool in Greece
Estimated numbers to be reached: 25	

Activity 2: Crowd mapping tool and VR app

Date	Description of activity
10 October 2025	APOPSI's team will organize a crowd-mapping-session with students and faculty staff as part of a seminar. The students and faculty staff will get a short presentation about the project and it's thus far results. Moreover, all students and faculty staff will have an opportunity to learn about & use the crowd-mapping-tool. We will also present the VR app.



Target audience	Objectives
Ovidius University (Romania)	-To promote the Science Shop and Community of Practice approach for soil health topics -To raise awareness about local soil health challenges that were identified using the crowd mapping tool in Romania
Estimated numbers to be reached: 20	

Activity 3: Crowd mapping tool and VR app

Date	Description of activity
June 10 2025	APOPSI's team will organize a crowd-mapping-session with students and faculty staff as part of a seminar. The students and faculty staff will get a short presentation about the project and it's thus far results. Moreover, all students and faculty staff will have an opportunity to learn about & use the crowd-mapping-tool. We will also present the VR app.
Target audience	Objectives
University of Ioannina	-To promote the Science Shop and Community of Practice approach for soil health topics -To raise awareness about local soil health challenges that were identified using the crowd mapping tool in Greece
Estimated numbers to be reached: 30	

Activity 4: TBD

Date	Description of activity
March 2026	Engaged Research Network round table event to explore environmental topics including potential local soil health projects.



Target audience	Objectives
University teaching staff and researchers of University of Ioannina-Greece	
Estimated numbers to be reached:	

Social media campaign activity

The objectives of the Greek social media campaign will be to:

- Communicate key university campaign messages on soil health
- Communicate university campaign activities being organized by LOESS in Greece, linking them to key messages.

Overview of campaign: APOPSI will use several of its own social media channels to promote the aforementioned universities campaigns. APOPSI will use these channels in both Greece and Romania to promote the research developed in WP2 as well as the tools thus far developed.

Channel	Objective	Target audience	Format	Potential reach
APOPSI Facebook page	Communication of campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos etc.	Number of visitors to relevant pages
APOPSI website page	Communication of campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos etc.	Number of visitors to relevant pages



8.4 Hungary

In person campaign activity

Brief overview: The university campaigns planned by Corvinus are to raise awareness about soil health challenges relevant first to the various disciplines and subjects of Corvinus lecturers, and then beyond Corvinus, among the Hungarian higher education institutions, especially those with an interest in and/or practice with community engagement. All activities are planned in a way to include CoP members with university and/or community backgrounds and are designed to be connected to existing events (e.g. the regular Science Shop Coffee events, the University’s Garden Party, the National Science Festival) to harvest potential synergies.

Activity 1: Corvinus Science Shop Coffee event for soil health education

Date	Description of activity
Early autumn 2025 (tba)	As part of the regular Science Shop Coffee event series to connect lecturers and community partners this specific occasion raises the question of how soil (healthy soil and soil literacy) is related to the subject area and discipline of the lecturers of Corvinus University of Budapest and offers a meeting point for multi-, inter-, and transdisciplinary CERL collaborations by inviting the university-based and community-based members of the CoP outside Corvinus
Target audience	Objectives
university faculty and staff (and possibly student organization leaders) organized by the science shop	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To raise awareness about soil challenges suitable for university subjects and CERL projects -To promote the ‘From a problem to a research question’ online workshops the training modules offered to lecturers to embed CERL the competency map devised for students by students
Estimated numbers to be reached:	10



Activity 2: National Science Festival workshop on Soil related CERL collaborations

Date	Description of activity
November 2025	During the National Science Festival in November a workshop type of conference with and for CERL oriented university faculty and units from across Hungary to explore CERL possibilities for soil health education and to prepare for the soil world day online campaign. An interactive multidisciplinary event with faculty and community partners.
Target audience	Objectives
university faculty and units across various universities in Hungary with a CERL practice and/or interest	<ul style="list-style-type: none"> -To promote soil health topics for university-based community engagement -To raise awareness about local soil health challenges suitable for CERL projects -To raise awareness about the pilot of the LOESS online module for lecturers embedding CERL -To promote the competency map devised for students by students
Estimated numbers to be reached: Please provide an estimate	20

Activity 3: Replanting of office plants – Corvinus University

Date	Description of activity
May 2026	Inviting faculty for a hands-on activity with soil to replant the office greens and discuss soil health issues relevant to their professional and private lives. This will most probably be an event connected to the university garden party for faculty and students with the inclusion of community partners
Target audience	Objectives
University faculty and staff Students	<ul style="list-style-type: none"> -To explore soil health challenges relevant to university staff and faculty and -To promote the Science Shop approach for soil health topics the competency map devised for students by students



Estimated numbers to be reached:	15
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Activity 4: Drop-in sessions to support recruitment of training module participants

Date	Description of activity
September 2025 and January 2026	Hybrid drop-in sessions in the Science Shop to raise awareness about and support the recruitment for the training modules on CERL integration to teaching the topics of soil health. CERL project partners will be invited for sharing good practices
Target audience	Objectives
university faculty	To promote the training modules which will be offered by universities the Science Shop approach for soil health topics the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026
Estimated numbers to be reached:	10

Social media campaign activity

The objectives of the Hungarian social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in HUNGARY, linking them to key messages.

Overview of campaign: Events are to be advertised on all available online channels of Corvinus Science Shop and Corvinus University of Budapest. There is a Facebook group for science-shops university units where the relevant sources and events are shared. E-mail invitations to university colleagues in- and outside Corvinus to specific events is also part of the campaign. Collaboration with the Communication department as well as with the office of the Dean on Sustainability lays the foundation for the campaigns. Corvinus Science Shop plans to collaborate with community partners and CoP members to co-produce, share and repost content and promote LOESS tools and key messages.

Channel	Objective	Target audience	Format	Potential reach
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Corvinus website and intranet, Corvinus News, Corvinus Calendar, Corvinus Moodle	Communication of in person campaign activities Communication of training modules and events for CERL Promotion of key messages regarding soil health	Youth, University citizens, Researchers, General public	Articles, calendar posts Banners, photos, videos	Number of visitors to relevant pages
Facebook - Corvinus Science Shop	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of CERL events in special group on CERL in HE	University lecturers, researchers and students, Community partners, General public	Banners, posts, photos, videos	714 followers
Linkedin - Corvinus Science Shop	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	University lecturers, researchers and students, Community partners, General public	Banners, posts, photos, videos	859 followers
Instagram - Corvinus	Communication of in person campaign activities Promotion of key messages regarding soil health	University lecturers, researchers and students, Community partners, General public	Reels, posts, photos, videos	13,2K followers
E-mail and calendar invitation	Communication of in person campaign activities	University lecturers, researchers Community partners	Personal email and calendar invitation	100 lecturers and community partners
Corvinus Science Shop Newsletter to Community Partners	Invitation to CERL projects on soil health Promotion of key messages and tools regarding soil health Communication of in person campaign activities	Community partners	Email circulated newsletter	100 community partners



8.5 Ireland

In person campaign activity

Brief overview: In Ireland, campaign activities will be run at relevant sustainable development, engaged research and teaching and learning events taking place in TU Dublin. Promotion to staff and students in other universities will take place online. If a suitable in person national event on education for sustainable development or engagement of learners is identified, it will be incorporated into the plan.

Activity 1: Climate Action Week, TU Dublin – Drop In Session on CERL for Soil Health

Date	Description of activity
13th – 19th October 2025	A drop-in lunch time session will be run during Climate Action Week in TU Dublin to raise awareness about potential local soil health CERL projects identified using the crowd mapping tool and to promote the ‘From a problem to a research question’ online workshop.
Target audience	Objectives
University staff and students in TU Dublin	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the ‘From a problem to a research question’ online workshop which will be run centrally in Oct 2025 and Feb 2026 -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached: 20	

Activity 2: World Soil Day, TU Dublin – Seminar on How to Implement CERL for Soil Health

Date	Description of activity



5th December 2025	Lunch time seminar with input from any staff who plan to implement a CERL soil health project as a result of the LOESS online module. Will invite a representative from their community partner organization too (and give them the opportunity to record a short video if they can't attend). One page infographic on CERL for soil health identifying LOESS resources will be launched.
Target audience	Objectives
University teaching staff and their managers, CERL unit staff in TU Dublin (Research Engagement and Societal Engagement)	<ul style="list-style-type: none"> -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the 'From a problem to a research question' online workshop which will be run centrally in Feb 2026
Estimated numbers to be reached:	30

Activity 3: Learning Teaching and Assessment Showcase, TU Dublin

Date	Description of activity
January 2026	Poster or oral presentation on How to Implement a CERL Soil Health Project.
Target audience	Objectives
University teaching staff and their managers, CERL unit staff in TU Dublin (Research Engagement and Societal Engagement)	<ul style="list-style-type: none"> -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the 'From a problem to a research question' online workshop which will be run centrally in Feb 2026



Estimated numbers to be reached: 200	
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Activity 4: Engaged Research Network TU Dublin – Round Table Workshop on Environmental Topics

Date	Description of activity
March 2026	Engaged Research Network round table event to explore environmental topics including potential local soil health CERL projects.
Target audience	Objectives
University teaching staff and researchers, CERL unit staff in TU Dublin (Research Engagement and Societal Engagement)	-To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool.
Estimated numbers to be reached:	15

Activity 5: Green Week, TU Dublin – Seminar on How to Implement CERL for Soil Health

Date	Description of activity
9th–13th March 2026	Lunch time seminar with input from any staff who are implementing a CERL soil health project as a result of the LOESS online module. Will invite a student representative and a representative from their community partner organization too (and give them the opportunity to record a short video if they can't attend). One page infographic on CERL for soil health identifying LOESS resources will be circulated in the seminar and at the Green Week information stands. Flyer promoting the competency map and training modules for students by students will be circulated.
Target audience	Objectives



University teaching staff and students, CERL unit staff in TU Dublin (Research Engagement and Societal Engagement)	<ul style="list-style-type: none"> -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities. -To promote and show how to apply the Science Shop / CERL approach for soil health education
Estimated numbers to be reached:	50

Social media campaign activity

The objectives of the Irish social media campaign will be to:

- Communicate key university campaign messages on soil health
- Communicate university campaign activities being organised by LOESS in Ireland, linking them to key messages.

Overview of campaign: TU Dublin will use several of its own channels, including the Sustainability unit and Learning Teaching and Assessment unit. TU Dublin will also collaborate with sustainable education, CERL and teaching and learning units in other Irish universities and with COP members who are based in or interact with universities regularly to encourage them to act as multipliers and share postings.

Channel	Objective	Target audience	Format	Potential reach
TU Dublin -website (home department, Research Engagement and Societal Engagement units, Sustainability Education unit, Learning Teaching and Assessment unit)	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	University staff and students	Articles, photos, infographic on CERL for soil health identifying LOESS resources.	Number of visitors to relevant pages
TU Dublin – Linked In (home department, Research Engagement and Societal Engagement units, Sustainability Education unit,	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	Students and staff in TU Dublin and in other Irish universities.	Photos, infographic on CERL for soil health	Over 3000 followers



Learning Teaching and Assessment unit)	Promotion of student focused campaign activities - competency map and training modules devised for students by students		identifying LOESS resources, banners, video	
TU Dublin – Instagram (home department, Sustainability Education unit)	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of student focused campaign activities - competency map and training modules devised for students by students	Staff and students in TU Dublin and in other Irish universities.		1400 followers
Bluesky (home department, Sustainability Education unit)	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	Staff and students in TU Dublin and in other Irish universities, General public, Civil society organisations	Posts, photos	3,500 followers

8.6 Italy

In person campaign activity

Brief overview: Uniss and Unibs will organize several engagement activities throughout 2025 designed specifically for university students and staff. These events will focus on raising awareness about soil health challenges and solutions within academic settings. These activities aim to strengthen the connection between academic research and practical soil health solutions while building a community of engaged scholars and students interested in environmental sustainability.

Activity 1: – European Researchers' Night (UNIBS – UNISS)

Date	Description of activity
26th September 2025	Create opportunities for interaction between researchers and citizens.
Target audience	Objectives



university staff and students	- To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics
Estimated numbers to be reached:	500

Activity 2: Soil Map-athon (UNISS – UNIBS)

Date	Description of activity
October - November	Coordinated mapping events
Target audience	Objectives
university staff and / or students	-To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool.
Estimated numbers to be reached:	50

Activity 3: Mission Soil Session (UNISS) at the Conference "Mediterranean Challenges for Europe" in Bergamo

Date	Description of activity
18th- 19th- 20th September 2025	Uniss will participate in the session dedicated to Mission Soil (SSH) at the Conference Mediterranean Challenges for Europe organized by AIS (Italian Sociological Association) in Bergamo.
Target audience	Objectives
Please outline the target audience	-To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics



university staff	
Estimated numbers to be reached:	100

Social media campaign activity

The objectives of the Italian social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Italy, linking them to key messages.

Overview of campaign: *Uniss and Unibs will use the LOESS Italia pages on LinkedIn and Instagram for the promotion of events and activities*

Channel	Objective	Target audience	Format	Potential reach
LOESS Italia - LinkedIn	Communication of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities	Banners, posts, photos, videos	34
LOESS Italia - Instagram	<ul style="list-style-type: none"> •Communication of in person campaign activities •Promotion of key messages regarding soil health 	Civil Society Organisations Universities	Banners, posts, photos, videos	64

8.7 Lithuania

In person campaign activity

Brief overview: The campaign will include presentations for students at seminars during the courses related to soil, and a presentation at a soil-related conference. Activities will be organised by the Social Innovation Institute in cooperation with high school teachers – members of the Lithuanian LOESS Community of Practice.

Activity 1: SEMINARS FOR STUDENTS

Date	Description of activity
Spring 2026	SII will organise presentations of LOESS and resources created within the project (crowd-mapping tool, training module for students) in a university for students as a part of seminars within courses on soil



	science or related subject. Students will receive a brief presentation on the project and its current progress. They will also have the chance to explore the crowd-mapping tool.
Target audience	Objectives
University staff and students	-To raise awareness about local soil health challenges that were identified using the crowd mapping tool in Lithuania -To promote the training module “students for students” created within the project.
Estimated numbers to be reached:	50

Activity 2: PARTICIPATION IN SOIL-RELATED CONFERENCE

Date	Description of activity
December	A presentation or a poster presentation or an information stand about the LOESS project and the relevant resources created within the project (crowd-mapping tool, training module “students for students”, LOESS online module on CERL) at a conference on soil and soil health.
Target audience	Objectives
Lecturers University staff Scientists	<ul style="list-style-type: none"> - To raise awareness on LOESS resources among scientists and university lecturers; - To promote use of the crowd-mapping tool; -To promote the Science Shop approach for soil health topics; -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool; -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL); -To promote the ‘From a problem to a research question’ online workshop which will be run centrally in Oct 2025 and Feb 2026; -To promote the training model “students for students”.



Estimated numbers to be reached:	60
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Social media campaign activity

The objectives of the Lithuanian social media campaign will be to:

- Communicate key campaign messages on soil health;
- Communicate resources and tools created withing LOESS;
- Communicate in-person campaign activities being organised by LOESS in Lithuania, linking them to key messages.

Overview of campaign: The social media campaign will be carried out in collaboration with partners and environmental activists, some of whom are members of the LOESS Community of Practice (CoP), as the Institute for Social Innovation (SII) does not have its own social media channel. The campaign will take place on Facebook, the most popular social media platforms in Lithuania. Information will be also sent out to high school teachers of relevant disciplines by email personally, as in Lithuania due to the small size of the country it is possible to compile a list of teachers teaching soil related subjects.

Channel	Objective	Target audience	Format	Potential reach
Email	To promote in person campaign activities; To promote relevant resources created within LOESS (crowd-mapping tool); To promote the training module “students for students”; To promote the ‘From a problem to a research question’ online workshop which will be run centrally in Oct 2025 and Feb 2026.	Lecturers	Banners, text invitation	30
Facebook: profile of the Student Society of Natural Sciences	To promote key messages regarding soil health; To communicate about in person campaign activities; To promote crowd-mapping tool created within LOESS.	Students University staff General public	Information sheets, other entries	1300 followers
Facebook: profiles of individual environmental activists – CoP members	To promote key messages regarding soil health; To communicate about in person campaign activities To promote crowd-mapping tool created within LOESS.	General public Students University staff	Information sheets, other entries	2000 followers



8.8 Netherlands

In person campaign activity

Brief overview: In the Netherlands, in-person activities will take place mainly at Wageningen University and Research (WUR), during relevant academic and research-related events. These activities aim to engage students, researchers, and educators with the topic of soil health. In addition, we plan to join other national academic and research events to reach a wider audience. Online activities will also be used to connect with other universities across the country.

Activity 1: Promotion and demonstration of LOESS resources and tools at Soil Health Now Conference

Date	Description of activity
08.04.2025 – 08.04.2025	Within an international Conference Soil Health Now 2025, LOESS tools and resources (crowd mapping tool; AR app and learning scenarios) were presented. In the workshop, 'Soil Health governance: tools and methods to enhance soil literacy and facilitate the decision making processes', these resources were also demonstrated to the audience. In addition, a poster was also displayed.
Target audience	Objectives
University teachers and students, policymakers (specifically representatives of the water board), businesses, NGOs, and representatives of the the EU project HuMuS were present.	To promote the crowd mapping tool, AR app, CERL, and learning scenarios To demonstrate the tools and invite stakeholders to use them To raise awareness about the implementation of CERL projects designed in the LOESS online module for lecturers
Estimated numbers to be reached:	21 participants in the workshop, with an additional 50+ reached through poster and networking at the event.

Activity 2: Extended CoP Meeting and Mission Soil Exchange at WUR

Date	Description of activity
TBD (July–december 2025)	An extended Community of Practice (CoP) meeting will be held at Wageningen University and Research (WUR), bringing together members from three Mission Soil projects. University educators,



	students, and researchers will be invited alongside CoP members. During the meeting, LOESS tools and resources will be showcased and promoted.
Target audience	Objectives
University staff and students, other stakeholders interested in soil health education at university level (World soil Museum, soil health researchers).	<p>To promote LOESS tools and resources among a broader academic and research audience</p> <p>To strengthen collaboration across Mission Soil projects and use this extended network for further promotion of tools.</p> <p>To promote the Science Shop approach for soil health topics</p> <p>To promote crowd mapping tool and AR app.</p> <p>To promote CERL approach and discuss over local soil health challenges suitable for CERL projects.</p> <p>To promote and reflect over the competency maps and to promote the training modules to be developed which will be offered by universities.</p>
Estimated numbers to be reached:	25 (tentative)

Activity 3: Drop-in Sessions: Exploring CERL and Educational Tools

Date	Description of activity
Sep 2025-Feb 2026	Drop-in individual and group sessions will be offered to staff interested in implementing a CERL approach or learning about other LOESS tools and resources. Based on the level of interest and need, they may be offered in seminar or workshop format.
Target audience	Objectives
University educators, researchers, and staff interested in integrating CERL or other LOESS tools into their teaching or research.	<p>To provide personalized support and guidance on implementing a CERL approach</p> <p>To introduce and demonstrate LOESS tools and resources</p> <p>To engage staff through flexible, tailored formats (seminars or workshops)</p>
Estimated numbers to be reached:	Subject to interest and participation.



Activity 4: Engaging Student Associations: Promoting LOESS Tools at WUR

Date	Description of activity
Sep 2025–Feb 2026.	WUR hosts several active student study associations. The LOESS–WUR team will engage with these associations by organizing sessions to introduce and promote LOESS tools—particularly the crowd mapping tool, AR app, and competency maps (and training modules to be developed).
Target audience	Objectives
university staff and / or students; science shops or CERL units in universities	To promote the crowd mapping tool To promote AR app To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	50

Social media campaign activity

The objectives of the Netherlands social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organized by LOESS in the Netherlands, linking them to key messages.

Overview of campaign: The LOESS social media strategy in the Netherlands will focus on reaching university students and staff through a combination of institutional channels, study associations, and thematic networks. We will collaborate with the official communication channels including ELS newsletter, and WUR intranet as well as promote LOESS activities through social media accounts (LinkedIn), and targeted emails to the relevant networks of WUR–team of LOESS and through the Netherlands CoP. We will also request posting through various departmental channels on the LinkedIn and Bluesky (e.g. Soil Biology Group, Social Sciences Group.) In addition, we will also use visual content (posters, infographics) to be placed in spaces such as Libraries, soil museum, notice boards etc.



Channel	Objective	Target audience	Format	Potential reach
Wageningen University & Research – Website (intranet)	Communication of in person campaign activities Promotion of LOESS activities, resources and tools. Information on various LOESS campaigning events	University staff and students at WUR	Newsfeed, posts, photos, posters	Most WUR staff and students
LinkedIn (WU team)	Communication of in person campaign activities Promotion of LOESS activities, resources and tools. Information on various LOESS campaigning events	Academic, research and business sector interested in sustainability and soil	posts, photos, videos	300+
Chair group- Educational and Learning Sciences at WUR- Newsletter	Communication of in person campaign activities Promotion of LOESS activities, resources and tools. Information on various LOESS campaigning events	Academic, research and business sector interested in sustainability and soil	posts, photos, videos	

8.9 Poland

In person campaign activity

Brief overview: The activities of Adam Mickiewicz University are mainly focused on students and future teachers. One can talk about soils in theory, but they are best learned in practice. Knowing the basic properties, being able to learn to distinguish them in the field and getting to know them personally, through touch, allows you to discover and understand. We believe that having direct contact with learning by doing, future teachers will convey their knowledge more convincingly, based on practice. Moreover, hands-on activities will be used to engage these target groups (students and future teachers) and this will allow for LOESS activities relevant to universities to be promoted and disseminated.

Activity 1: Practice in the field – let's touch the soil

Date	Description of activity



12.05.2025	Soil sampling and basic properties description in the field. During the course of the class, a soil auger (Egner's Stick) was used to collect soil samples. Samples were popped from different depths, every 10 cm to 90 cm. Each sample was evaluated based on the grain size triangle and Munsell's soil color atlas.
Target audience	Objectives
university students from Erasmus exchange program	This will promote the competency map devised for students and to promote the training modules which will be offered by university for students eg. from Erasmus + This also promotes demonstration gardens.
Estimated numbers to be reached: Please provide an estimate	10

Activity 2: Practice in the field

Date	Description of activity
16.05.2025	Horticulture and soil science lesson conducted at an exhibition dedicated to soils as the natural basis of horticulture. In an illuminated display case, participants will view soil-forming magmatic, sedimentary and metamorphic rocks. Next, soil profiles (19) corresponding to the different types of soils found in Poland will be discussed. Special attention will be paid to the most abundant brown soils proper, which account for 25% of Polish soils. Participants will also learn about two examples of anthropogenic soils, i.e. post-mining land from the Konin Mine, which has been reclaimed for more than 20 years.
Target audience	Objectives
university students from Erasmus + exchange program, employee from the National Museum of Agriculture and Agro-Food Industry	This will promote the competency map devised for students and to promote the training modules which will be offered by university for students eg. from Erasmus +.



Estimated numbers to be reached:	20
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Activity 3: Practice in the field

Date	Description of activity
22.05.2025	Field activity the best lesson about soil Students will learn and raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. Samples collection and description of basic properties eg. by a description based on organoleptic testing.
Target audience	Objectives
university students from the first year of the bachelor's degree	-To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the Science Shop approach for soil health topics
Estimated numbers to be reached:	17

Activity 4: Practice in the field

Date	Description of activity
May-June 2025	Field activity the best lesson about soil Students will learn and raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool and in the demonstration gardens near the Faculty of Geographical and Geological Sciences. Samples collection and description of basic properties eg. by a description based on organoleptic testing.
Target audience	Objectives



university students	-To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the Science Shop approach for soil health topics
Estimated numbers to be reached:	60

Activity 5: Practice in the field

Date	Description of activity
May 2026	Field activity the best lesson about soil Students will learn and raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool and in the demonstration gardens near the Faculty of Geographical and Geological Sciences. Samples collection and description of basic properties eg. by a description based on organoleptic testing.
Target audience	Objectives
university students, students from Erasmus+	-To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To promote the Science Shop approach for soil health topics
Estimated numbers to be reached:	60

Activity 6: Practice in the field – let's touch the soil

Date	Description of activity
May-June-July 2026	Field activity the best lesson about soil Follow on seminar about how to implement CERL for soil health with input from a lecturer who has implemented a CERL soil health project as a result of the LOESS online module (either from AMU or from another university within the LOESS network and joins remotely / records a short video).



Target audience	Objectives
university students; science shops or CERL units in universities as well as lecturers	To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To raise awareness about healthy soils by observation and - to promote the training modules which will be offered by the university. - to disseminate how to implement CERL projects for soil health
Estimated numbers to be reached:	80

Social media campaign activity

The objectives of the Poland social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Poland, linking them to key messages.

Overview of campaign: The LOESS overall social media strategy in Poland will focus on sharing information about our activities related to companies for students, teachers, specialists and general audience. We will use various channels for communication like websites (the Faculty of Geographical and Geological Sciences and Faculty of Human Geography and Planning), social networks (Facebook, LinkedIn) and newsletters (for selected recipients). We also belong to various associations whose news channels will be used to spread news about the LOESS project.

Channel	Objective	Target audience	Format	Potential reach
Facebook of both Faculties, Instagram and general channel for AMU	Communication of campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	Students, staff, general audience, future students, parents	posts, photos, videos, shared information,	2000



Channel	Objective	Target audience	Format	Potential reach
Website of both faculties	Communication of campaign activities eg. Field demonstrators Promotion of key messages regarding soil health Communication of online campaign activities	Students, staff, general audience, future students, parents	posts, photos, videos,	3000

8.10 Serbia

In person campaign activity

Brief overview: The activities of the Center for promotion of science are primarily focused on reaching students, especially future teachers. There are various events that can be used for campaign work, including events that are open to the public. For example, there will be the national summer camp for students and also pupils but also an activity as part of the research promotion day, an event open to all stakeholders. In this document the focus is on the University Campaign Activities.

Activity 1: Crowd mapping tool

Date	Description of activity
August 2025	CPN team will organize a crowd-mapping-session with (mainly agricultural) students as part of a seminar. The students will get a short presentation about the project and the tools. Afterwards they will go out and use the crowd-mapping-tool.
Target audience	Objectives
University students and lecturers	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about local soil health challenges that were identified using the crowd mapping tool. -To promote the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026 -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	30

Activity 2: student LOESS youth summer camp

Date	Description of activity
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August 2025	5 day educational camp for students LOESS youth summer camp in person at Goc, regional participation, 01-05.August 2025.
Target audience	Objectives
University students and lecturers 18+	-To raise awareness about local soil health challenges -To offer students the opportunity to develop competences for soil-related education -To promote the tools developed in LOESS
Estimated numbers to be reached:	35

Activity 3: students podcasts

Date	Description of activity
June/ July 2025	
Target audience	Objectives
University students	- To raise awareness about local soil health challenges -To offer students the opportunity to develop competences for soil-related education -To promote the tools developed in LOESS
Estimated numbers to be reached:	20

Social media campaign activity

The objectives of the Serbian social media campaign will be to:

- Communicate key campaign messages on soil health and the developed tools
- Communicate campaign activities being organized by LOESS in Serbia, linking them to key messages.

Overview of campaign: The CPN team will use its own channels (websites, Instagram) as well as channels from other stakeholders. In addition, the information to be disseminated will also be sent to various networks and distribution lists. The aim is to reach as many interested parties as possible.

Channel	Objective	Target audience	Format	Potential reach
CPN – general Website	Promotion of summer student camp Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Students	Articles, calendar posts, photos	



Channel	Objective	Target audience	Format	Potential reach
CPN – website of the Competence Centre for Regional Learning	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Universities Teachers Students	Articles, photos	
CPN– Youtube	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Teachers Students	Videos	
CPN – Instagram	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organizations Universities Teachers Students	calendar posts, invitation/reporting posts, photos	
CPN – FLICKR	Promotion of LOESS event (photographs)			

8.11 Slovakia

In-person campaign activity

Brief overview: In Slovakia, the core of the LOESS campaign is aimed at raising awareness about soil health among researchers, academics, and university students. It mainly uses established academic and institutional events to present educational tools and promote knowledge exchange on sustainable soil management and monitoring practices.

Activity 1: World Soil Day UCM Seminar focused on presentation LOESS activities



Date	Description of activity
5 th December 2025	<i>The seminar focused on colleagues who are not directly involved in the LOESS project (we plan to invite also colleagues from two other universities located in Trnava). We plan to promote approaches used in LOESS project and main outputs and encourage them to use it.</i>
Target audience	Objectives
<i>University teaching, research and administrative staff of all universities located in Trnava (UCM, Trnava University, STU)</i>	- To raise awareness about the implementation of LOESS project and its outputs
Estimated numbers to be reached:	20

Activity 2: Soil as a Phenomenon of Historical Science

Date	Description of activity
23.6.2025	Workshop on presenting historical context of soil and their relevance to research questions in geography, history and ethnology
Target audience	Objectives
University Staff and Students	to introduce the potential of the topic of soil research in the context of historical sciences, while demonstrating its use in a broader interdisciplinary context
Estimated numbers to be reached:	20

Activity 3: Conference Applied Natural Sciences

Date	Description of activity
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17.-19. September 2025	Presentation of scientific outputs on soil health research at the 10th International Scientific Conference Applied Natural Sciences 2025, 17th-19th of September 2025, Štrbské Pleso, Slovakia.
Target audience	Objectives
University Staff and Students	-to present ecological and sustainable solutions for soil health and sustainable agronomical systems for bioavailability of Zn and other minerals
Estimated numbers to be reached:	80

Social media campaign activity

The objectives of the Slovakia social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities organised by LOESS in Slovakia, linking them to key messages.

Overview of campaign: UCM will use a variety of its internal communication channels, including the university website, faculty and institutional social media, and private social media accounts of team members.

We will also collaborate with other universities and associations and selected CoP members to share key messages and project outputs.

Channel	Objective	Target audience	Format	Potential reach
UCM website	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos,	
LinkedIn (private account of members of the team)	Communication of in-person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos,	



UCM LinkedIn	Communication of in-person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos,	
UCM Instagram	Communication of in-person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	University staff and students	Articles, photos,	

8.12 Spain

In person campaign activity

Brief overview: The in-person LOESS University targeted campaign led by ACUP will be focused on promoting and deploying the Science Shop approach and linking it to Service Learning and Citizen Science approaches in Catalonia (Spain). The campaign will primarily focus on four events:

- 3rd Symposium on Service-Learning and Environmental Community Service (linked to the National Congress on Environmental Education, CNEA) in L'Hospitalet de Llobregat (Barcelona) on July 3, 2025.
- VII EUROSIL 2025 & X Iberian Congress of Soil Science in Seville on September 8-12, 2025.
- Transcatalònia field trip 2025, on October 11, 2025 in Alt Empordà.
- 2nd Citizen Science Congress in Barcelona on November 17 and 18, 2025.

These events have been selected because they precede the four key steps of the LOESS process: the identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects, scheduled between September 2025 and February 2026.

Activity 1: 3rd Symposium on Service-Learning and Environmental Community Service [linked to the National Congress on Environmental Education - <https://www.cnea.cat/aps-ambiental/simposi-iii>]

Date	Description of activity
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<p>July 3, 2025</p>	<p>The 3rd Symposium on Service-Learning and Environmental Community Service will take place on Thursday, July 3, 2025, at the Bellvitge-Gornal Cultural Center in L'Hospitalet de Llobregat.</p> <p>This third edition aims to consolidate the Symposium as a platform for promoting environmental service-learning (SL) projects as educational tools and drivers of social transformation, as well as a space for networking, exchange, and collaboration among organizations, educational institutions, and local authorities. Under the motto "We learn, we commit. Do we transform?", the event seeks to give visibility to, explore, and assess the impact of SL on the various stakeholders involved and on the surrounding environment. With a multifaceted approach and a special focus on students' experiences, the Symposium will offer space for reflection and evaluation regarding the effectiveness of SL in generating meaningful change within the educational community and its environment.</p> <p>The contributions and discussions that arise during the Symposium, along with the resulting challenges and goals, will serve as the basis for developing a new roadmap for environmental SL and community service in Catalonia.</p>
<p>Target audience</p>	<p>Objectives</p>
<p>Environmental organisations, educational institutions (including universities), and local authorities</p>	<p>Firstly, to raise participants' awareness of the importance of soil health, as well as to promote the LOESS Science Shop approach (including the identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) within two specific spaces of the Symposium:</p> <p>the "Seeking & Offering" Space (a space designed to connect those offering and those seeking service-learning (SL) initiatives): by setting up a booth</p> <p>the "Agora" Space (a space dedicated to the presentation of experiences by educational institutions, environmental organizations, and public administrations): by giving a presentation</p> <p>Secondly, to promote other LOESS educational modules – for universities (the Science.Learns.Soil module devised for students by students), for schools (learning scenarios, blueprint, and MOOC), and for cross-cutting use (AR+ app, glossary, and field experiments as demonstrators).</p>
<p>Estimated numbers to be reached:</p>	<p>>200 participants</p>



Activity 2: VII EUROSIL 2025 & X Iberian Congress of Soil Science (Seville, September 8-12, 2025 – <https://www.eurosoil2025.eu/>)

Date	Description of activity
September 8-12, 2025	<p>EUROSIL will take place in Seville from 8 to 12 September 2025, held back to back with the Iberian Congress of Soil Sciences (CICS). Held every four years, EUROSIL is the official conference of the European Confederation of Soil Science Societies (ECSSS). The event draws a wide audience, with participants presenting their research through oral and poster sessions across up to 10 parallel tracks. In addition to scientific presentations, EUROSIL features workshops and an exhibition showcasing products and services, aiming to raise public awareness, encourage the exchange of ideas and information, and foster business opportunities.</p> <p>The EUROSIL 2025 program will run over five days, combining intensive scientific sessions with social and cultural activities. It will feature 8 plenary talks, 568 oral presentations, 144 pico presentations, 3,000 posters, 24 workshops, and dedicated time for soil society meetings and the EUROSIL EXPO. A rich social program and optional field trips on the final day will round out the event.</p>
Target audience	Objectives
<p>The event gathers scientists, researchers, professionals, policymakers, and industry representatives involved in soil science. They come from diverse fields such as academia, environmental management, agriculture, industry, and public policy. The event also brings together members of national soil science societies across Europe, ensuring broad and inclusive representation.</p>	<p>Firstly, to promote the LOESS Science Shop approach (including the identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) by setting up a booth, presenting a poster or oral communication and/or offering a workshop.</p> <p>Secondly, to promote other LOESS educational modules – for universities (the Science.Learns.Soil module devised for students by students), for schools (learning scenarios, blueprint, and MOOC), and for cross-cutting use (AR+ app, glossary, and field experiments as demonstrators).</p>
Estimated numbers to be reached:	>2.500 participants



Activity 3: Transcatalònia field trip 2025 promoted by the Soils Section of the Catalan Institute of Agricultural Studies (ICEA) and the Catalan delegation of the Spanish Soil Science Society (SECS) <https://icea.iec.cat/?s=transcatal%C3%B2nia>

Date	Description of activity
October 11, 2025	<p>The Soils Section of the Catalan Institute of Agricultural Studies (ICEA) and the Catalan delegation of the Spanish Soil Science Society (SECS) organize the Transcatalònia field trip annually, an event aimed at deepening the knowledge of Catalonia's soils among students and professionals involved in edaphology.</p> <p>Over the course of one day, participants visit several soil profiles, up to 1.5 meters deep, at various locations. Experts guide the group, providing insights into the morphological and analytical characteristics of each soil profile, covering aspects such as genetics, morphology, agriculture, forestry, and carbon sequestration.</p> <p>The event rotates annually between different regions of Catalonia, with the exact location for 2025 yet to be announced (TBC: Institute of Agrifood Research and Technology (IRTA)'s Mas Badia research experimental station in Alt Empordà).</p>
Target audience	Objectives
Edaphologists, agronomists, geologists, foresters, naturalists, and environmentalists, as well as university students	<p>Firstly, to promote use of the LOESS crowdmapping tool in the framework of a guided field trip by a soil expert.</p> <p>Secondly, to promote other LOESS educational modules – for universities (Science Shop approach, 'From a problem to a research question' workshop, module for lecturers on embedding CERL, CERL projects, Science.Learns.Soil module devised for students by students), for schools (learning scenarios, blueprint, and MOOC), and for cross-cutting use (AR+ app, glossary, and field experiments as demonstrators).</p>
Estimated numbers to be reached:	20–40 participants

Activity 4: 2nd Citizen Science Congress (Barcelona, November 17 and 18, 2025)

Date	Description of activity
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November 17 and 18, 2025	<p>The 2nd Citizen Science Congress will take place on November 17 and 18, 2025, at the Barcelona Biomedical Research Park (PRBB).</p> <p>The Congress will promote collaboration between science, technology, public administration, civil society, and active citizenship, exploring new methodologies and tools to strengthen citizen science and its impact on society.</p> <p>Participating in the Congress will offer exceptional visibility to over 350 attendees, as well as networking opportunities, brand recognition, and the chance to contribute to positioning Catalonia as a leader in citizen science.</p> <p>This event is sponsored by the Ministry of Territory, Housing and Ecological Transition of the Government of Catalonia and the Barcelona Metropolitan Area, and is supported by the Ministry of Research and Universities, the Barcelona City Council, the Sabadell City Council, and the CosmoCaixa Science Museum. The organizing committee is coordinated by ISGlobal, Science for Change, and Ideas for Change.</p>
Target audience	Objectives
Professionals and stakeholders from the fields of science, education, technology, public administration, and civil society	To promote the LOESS Science Shop approach (including the identification of local soil health challenges using the crowdmapping tool; the delivery of the ‘From a Problem to a Research Question workshop’; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) by presenting a poster and/or setting up a booth.
Estimated numbers to be reached:	>350 participants

Other potential activities to be explored: CONDEGRES (Oviedo, Asturias, 2026). CONDEGRES is the National Symposium on Soil Degradation Control and Restoration, a triennial event organized by the Spanish Society of Soil Science (SECS).

Social media campaign activity

The objectives of the Catalonia (Spain) social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in SPAIN, linking them to key messages.

Overview of campaign: The online LOESS University targeted campaign led by ACUP will focus on disseminating LOESS educational resources (especially those intended for universities and those for crosscutting use), as well as dissemination materials through its own communication channels (website and



social media) and the mailing list of professors and university students who are part of the community of practice. Additionally, support will be provided by other networks such as Aps(U)cat (Service-Learning Network of Catalan Universities) and collaborating institutions (ICEA and SECS, CREA and other research centers) for the dissemination of these resources and materials through their channels.

Channel	Objective	Target audience	Format	Potential reach
Catalan Association of Public Universities (ACUP)'s website and social networks (Twitter and LinkedIn) + mailing list LOESS CoP in Catalonia (including many relevant professors and students in Catalan public universities)	<ul style="list-style-type: none"> -Communication of in person campaign activities -Promotion of key messages regarding soil health -Communication of online campaign activities ('From a problem to a research question' online workshop and module for lecturers on embedding CERL) -Promotion of student focused campaign activities -competency map and training modules devised for students by students 	<ul style="list-style-type: none"> -University leadership and management (rectors, vice-rectors, deans) -Academic staff and researchers -Undergraduate and graduate students -Public policy makers in higher education and research -International organizations related to higher education (e.g., EUA, EAIE, UNESCO, IAU, UNIMED, EUCEN etc.) -Journalists and media covering education and research 	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 4885 followers LinkedIn: 739 followers
ApS(U)Cat network's website, mailing list and social networks (Twitter)	<ul style="list-style-type: none"> -Communication of in person campaign activities -Promotion of key messages regarding soil health -Communication of online campaign activities ('From a problem to a research question' online workshop and module for lecturers on embedding CERL) 	<ul style="list-style-type: none"> -University teaching staff involved in service-learning projects -University social responsibility offices and equality units -University students engaged in community-based learning 	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 294 followers



Channel	Objective	Target audience	Format	Potential reach
	-Promotion of student focused campaign activities -competency map and training modules devised for students by students	-Civil society organizations and NGOs collaborating with universities -Researchers in education, pedagogy, and teaching innovation		
Catalan Institution for Agrarian Studies (ICEA)'s website, monthly newsletter and social networks (Twitter and Facebook)	-Communication of in person campaign activities -Promotion of key messages regarding soil health -Communication of online campaign activities ('From a problem to a research question' online workshop and module for lecturers on embedding CERL) -Promotion of student focused campaign activities -competency map and training modules devised for students by students	-Researchers in rural, agrarian, and environmental studies -Professionals in agriculture, forestry, and livestock sectors -Students in agronomy, environmental science, and rural studies -Public administrators in agricultural and rural development policy -Citizens and local communities interested in sustainable land use	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 1503 followers Facebook: 280 followers
Spanish Society of Soil Science (SECS)' website, biannual newsletter, social networks (Twitter, Instagram, Facebook and	-Communication of in person campaign activities -Promotion of key messages regarding soil health -Communication of online campaign activities ('From a problem to a research question' online workshop and module for lecturers on embedding CERL)	-Soil scientists and researchers in academic and research institutions -University students in soil science, geology, agronomy, and ecology	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter 1328 followers Instagram: 1181 followers Facebook: 3600 followers Youtube: 161 subscribers



Channel	Objective	Target audience	Format	Potential reach
Youtube) and calendar	-Promotion of student focused campaign activities -competency map and training modules devised for students by students	-Agricultural and forestry professionals working with soil management -Policy makers in environmental protection and land use -Science communicators and the general public interested in soil health		
Centre for Ecological Research and Forestry Applications (CREAF)'s website (specific space for educational materials: https://www.creaf.cat/ca/participa/materials-educatius), newsletter, blog and social networks (Twitter, Bluesky, Instagram, Linkedin and Youtube) + Media	-Communication of in person campaign activities -Promotion of key messages regarding soil health -Communication of online campaign activities ('From a problem to a research question' online workshop and module for lecturers on embedding CERL) -Promotion of student focused campaign activities -competency map and training modules devised for students by students	-Environmental researchers and ecologists -University students and PhD candidates in natural sciences -Public authorities involved in climate, biodiversity, and forest policy -Science journalists and environmental media -General public interested in climate change and biodiversity	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 27794 followers Bluesky: 4406 followers Instagram: 23972 followers Linkedin: 16556 followers Youtube: 9490 subscribers



Channel	Objective	Target audience	Format	Potential reach
channels of other research centres				

8.13 Sweden

Social media campaign activity

Overview of campaign: Vetenskap & Allmänhet, VA, Public & Science is a non-profit membership organisation, whose members consist of over 100 organisations throughout Sweden, many of whom are universities and educational institutions. We will therefore primarily disseminate information about LOESS activities to our members, when appropriate, through our website, newsletters and social media channels, thereby reaching universities, researchers and students. Swedish CoP members will also be asked to share information through their own networks.

Channel	Objective	Target audience	Format	Potential reach
VA website	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026 -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities. 	Universities	<ul style="list-style-type: none"> Articles, calendar posts Banners, posts, photos 	Number of visitors to relevant pages



Channel	Objective	Target audience	Format	Potential reach
VA Newsletters (A monthly newsletter to members in Swedish and a quarterly international newsletter in English)	(same objectives as above)	Universities	Articles, calendar posts	Swedish newsletter 2 975 subscribers International newsletter 203 subscribers
VA - Facebook	(same objectives as above)	Universities	Articles, photos, infographic on CERL for soil health identifying LOESS resources, banners, calendar posts	2 634 Followers
LinkedIn - VA	(same objectives as above)	Universities	Articles, photos, infographic on CERL for soil health identifying LOESS resources, banners, calendar posts	3 486 Followers
VA-Instagram	(same objectives as above)	Universities	Photos and infographic on CERL for soil health identifying LOESS resources	1 787 Followers
VA - Bluesky	(same objectives as above)	Universities	Articles, photos, infographic on CERL for soil health identifying LOESS resources, banners, calendar posts	646 Followers



8.14 Türkiye

In person activities:

Overview of campaign: ANS is a small medium enterprise which provides teacher training and develops teacher training resources. The main part of its network and LOESS CoP members includes teachers, educators, VET high schools and the education faculties of universities. Taking this into consideration, we plan to organize in-person activities at the universities in Antalya engaging *students, researchers, and educators* and online activities to connect with other universities from different parts of Türkiye. Additionally, Turkish CoP members will also be asked to attend these events either online or physically.

Activity 1: Promotion of the Crowd mapping tool, VR app and Science.lerns soil training modules

Date	Description of activity
October 2025	ANS will organize a short seminar which will be followed by a crowd-mapping-session. The activity will engage students and lecturers of Agricultural Sciences at Akdeniz University and aim to promote approaches used in LOESS project and main outputs and encourage the participants to use particularly the crowd mapping tool, VR app and Science.lerns soil modules. After the seminar, the participants will go out and have an opportunity to use the crowd-mapping-tool.
Target audience	Objectives
University students and lecturers	<ul style="list-style-type: none"> -To raise awareness about the implementation of LOESS project and its outputs -To raise awareness about local soil health challenges that were identified using the crowd mapping tool. -To promote the competency map devised for students by students and to promote the Science.lerns.soil training modules which will be offered by universities.
Estimated numbers to be reached:	30

Activity 2: Science Shop approach and CERL approach

Date	Description of activity
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November 2025	This webinar will be held online with the students and lecturers from different universities in Türkiye. It will mainly aim to inform the participants about the Science Shop Approach and CERL projects which are not being implemented in Turkish universities. Therefore, the main presenter will be an expert (most probably Assoc. Prof. Selen Işık Maden) in these two areas.
Target audience	Objectives
University students and lecturers	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To promote CERL approach and crowd mapping tool -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL)
Estimated numbers to be reached:	50

Activity 3: CERL projects ‘From a problem to a research question’ training module

Date	Description of activity
December 2025	This webinar will be held online with the students and lecturers from different universities in Türkiye. It will mainly aim to inform the participants about the Science Shop Approach and CERL projects which are not being implemented in Turkish universities. Therefore, the main presenter will be an expert (most probably Assoc. Prof. Selen Işık Maden) in these two areas.
Target audience	Objectives
University students	<ul style="list-style-type: none"> -To promote CERL approach and crowd mapping tool -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool



	<ul style="list-style-type: none"> -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the 'From a problem to a research question' online workshop
Estimated numbers to be reached:	50

Social media campaign activity

The objectives of the Irish social media campaign will be to:

- Communicate key university campaign messages on soil health
- Communicate university campaign activities being organised by LOESS in Türkiye, linking them to key messages.

Overview of campaign: ANS will use its own channels (websites, YouTube, Instagram, LinkedIn). Additionally, we will collaborate with CoP members who are based in or interact with universities regularly to encourage them to act as multipliers and share postings. The aim is to reach as many interested parties as possible.

Channel	Objective	Target audience	Format	Potential reach
ANS website	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Articles, calendar posts, photos	Number of visitors to relevant pages
LinkedIn (ANS)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Articles, calendar posts, photos	114 Followers
LinkedIn (Ayfer Koçak Yılmaz)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Articles, calendar posts, photos	612 Followers



Channel	Objective	Target audience	Format	Potential reach
ANS Facebook	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Calendar posts, invitation/reporting posts, photos	155 Followers
ANS- Instagram	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Calendar posts, invitation/reporting posts, photos	256 Followers
ANS- YouTube	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Videos	
Social media channels of the Turkish CoP	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	University lecturers and students Civil Society Teachers	Posts, photos, videos	Number of shares

8.15 United Kingdom

In person campaign activity

Brief overview: The intention is to target at least one conference for soil scientists, one conference for education professionals and one conference for engagement professionals at UK level, as well as one QUB/NI conference and wider engagement within QUB. We have suggested four conference options below however dates and themes for most of these conferences have not yet been announced. If the theme or date is not suitable then we will identify an alternative .

Activity 1: UK Service Learning/Community Engaged Learning Conference (subject to acceptance of abstract to present online)



Date	Description of activity
10 July 2025	UK Service Learning/CE Learning conference
Target audience	Objectives
University engagement professionals and educators interested in engagement from across the UK	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	50

Activity 2: SEDA conference

Date	Description of activity
TBC Spring 2026	Staff and Educational Development Association spring conference
Target audience	Objectives
Higher education educational developers and lecturers.	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CER) -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.



Estimated numbers to be reached:	50
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Activity 3: QUB Teaching and Learning conference

Date	Description of activity
Spring 2026	Conference bringing together educators from across QUB
Target audience	Objectives
QUB educators and potentially their students	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about local soil health challenges suitable for CERL projects that were identified using the crowd mapping tool. -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	-

Activity 4: British Society of Soil Science conference

Date	Description of activity
TBC likely December 2025	The British Society of Soil Science (BSSS) is an established international membership organisation committed to the study of soil in its widest aspects. The society brings together those working within academia, practitioners implementing soil science in industry and all those working with, or with an interest in soils.
Target audience	Objectives



Soil scientists, academics and educators	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To encourage use of the soil mapping tool -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the 'From a problem to a research question' online workshop which will be run centrally in Oct 2025 and Feb 2026 -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	50

Activity 5: NCCPE Engage Summit

Date	Description of activity
27-28 April 2026	NCCPE Engage Summit
Target audience	Objectives
University engagement professionals from across the UK	<ul style="list-style-type: none"> -To promote the Science Shop approach for soil health topics -To deploy the Science Shop approach for soil health topics -To raise awareness about the implementation of CERL projects designed and planned in the pilot of the LOESS online module (for lecturers on embedding CERL) -To promote the competency map devised for students by students and to promote the training modules which will be offered by universities.
Estimated numbers to be reached:	50

Activity 6: Drop-in Sessions: Exploring CERL and Educational Tools

Date	Description of activity
Sep 2025-Feb 2026	Drop-in individual and group sessions will be offered to staff interested in implementing a CERL approach or learning about other LOESS tools and resources. Based on the level of interest and need,



	they may be offered in seminar or workshop format. Information will also be shared at QUB new staff events
Target audience	Objectives
University educators, researchers, and staff interested in integrating CERL or other LOESS tools into their teaching or research.	To provide individual support and guidance on implementing a CERL approach To introduce and demonstrate LOESS tools and resources To engage staff through flexible, tailored engagement opportunities (seminars or workshops)
Estimated numbers to be reached: Please provide an estimate	Depends on interest and participation.

Social media campaign activity

The objectives of the UK social media campaign will be to:

- Share and underpin CERL methods with UK universities with a specific focus on education for soil health
- Communicate campaign activities being organised by LOESS in the UK, linking them to key messages.

Overview of campaign: Queen’s University Belfast will use university channels – in particular the Civic Engagement office where the LOESS project is located, but we will also seek to amplify with departmental and institution-level accounts where appropriate which have a much wider reach. We will also tag our CoP members and community partners (who have a much wider social media reach amongst the general public) and invite them to share where relevant to their work. And we will seek re-shares from relevant organisations with a sectoral reach e.g. SEDA, NCPPE as well as through teaching excellence mailing lists such as Principal Fellows list and National Teaching Fellowship lists.

Channel	Objective	Target audience	Format	Potential reach
x QUB Civic Engagement @QUBEngagement	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities (‘From a problem to a research question’ online workshop running centrally in Oct 2025 & Feb 2026)	Academics and educators	Posts	4425 followers
Youtube Emma McKenna	Communication of in person campaign activities Promotion of key messages regarding soil health		posts	1127 connections



	Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	Professional network, mainly educators, engagement professionals and community organisations		
X Emma McKenna	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	Professional network, mainly educators, engagement professionals and community organisations	Posts	1500 followers
Blue Sky Emma McKenna	Communication of in person campaign activities Promotion of key messages regarding soil health Communication of online campaign activities ('From a problem to a research question' online workshop running centrally in Oct 2025 & Feb 2026)	Professional network, mainly educators, engagement professionals and community organisations	Posts	167 followers (newly established)



9. Public Campaign CoP Plans

9.1 Austria

LOESS PARTNER(S): *UIBK*

In person campaign activity

Brief overview: In Austria, campaign activities will be run at several existing events in different locations across Austria and Europe. The LOESS team of UIBK will attend and organise conferences as well as events such as workshops for educators, the general public and students. Additional activities, depending on the remaining budget and opportunities that occur, will be considered in 2026. LOESS leaflets will be handed out at any event that appears and seems promising for campaigning. The overall strategy is based on communicating the event beforehand via our channels, as well as disseminating afterwards.

Activity 1: Workshop on healthy soil

Date	Description of activity
11.05.2025	UIBK will have the opportunity to offer a workshop for the general public and teachers to learn about soil health. The workshop will be listed in the official program and open for everyone who is interested. The plan is to present the developed tools and also test them.
Target audience	Objectives
Teachers as well as interested broader community	To raise public awareness of the importance of soil health To offer a hands-on learning experience To promote the LOESS project and tools
Estimated numbers to be reached:	About 20

Activity 2: Conference FDDB

Date	Description of activity
15-18th September 2025	UIBK will have a stand at a conference of the local institute for science education. These days will include both a foundational introduction to soil-related topics and hands-on sessions with the project's tools. The conference will be listed in the official program and open for everyone who is interested.



Target audience	Objectives
Researcher and interested general public as well as teacher	<ul style="list-style-type: none"> To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool To promote the LOESS project
Estimated numbers to be reached:	About 200

Activity 3 Conference/Workshop Day:

Date	Description of activity
Late 2025	A workshop day is for general public aimed at raising soil health awareness in society. The workshop will focus on the importance healthy soil when growing vegetables at home.
Target audience	Objectives
General public	<ul style="list-style-type: none"> To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	20

Activity 3: Long Night of Research

Date	Description of activity
24.04.2026	As part of the "Long Night of Research" (Austria's largest science festival) the UIBK will present the results of the LOESS project, introduce the tools developed and invite participants to engage with them through interactive learning activities to soil-related topics. The event is part of the official program and open to the general public.
Target audience	Objectives



General public	To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool To offer a hands-on learning experience To promote the LOESS project
Estimated numbers to be reached:	About 200

Social media campaign activity

The objectives of the ADD COUNTRY social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in COUNTRY, linking them to key messages.

Overview of campaign:

Channel	Objective	Target audience	Format	Potential reach
LinkedIn – Lucas Weinberg and colleagues	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool Disseminating results and deliverables to reach a broad community and multipliers	Very broad – depends on the objective	posts, photos, videos as well as short texts	200
Instagram – Fachdidaktik Universität Innsbruck	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool Disseminating results and deliverables to reach a broad community and multipliers	Very broad – depends on the objective	posts, photos, videos as well as short texts	200
Website – Newsletter Blog	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health	Very broad – depends on the objective	posts, photos, videos as well as short texts	Est 1000



Channel	Objective	Target audience	Format	Potential reach
	Promotion of LOESS crowdmapping tool Disseminating results and deliverables to reach a broad community and multipliers			

9.2 Germany

LOESS PARTNERS: University of Vechta and WILA Bonn

In person campaign activity

Brief overview: The activities of the University of Vechta are primarily focused on reaching students, especially future teachers. Activities include a national summer camp for students, a crowdmapping activity with excursion, workshop, plus an activity as part of the research promotion day, an event open to all stakeholders. WILA Bonn will focus on running hands-on activities at a festival and museum action day.

Activity 1: National Summer Camp in Germany

Date	Description of activity
11- 13. June 2025	During these days, the University of Vechta will be holding a summer camp for students and pupils in vocational training. In addition to basic knowledge on the subject of soil, the tools developed in the project will be presented and tested. There will also be two excursions.
Target audience	Objectives
University students, pupils in vocational training	To raise awareness of the importance of soil health To promote the LOESS tools (AR App, crowd mapping, learning scenarios...) To offer hands-on learning experience To train soil envoys
Estimated numbers to be reached:	25

Activity 2: Crowdmapping activity with students of the University of Vechta (outdoor hands-on learning experience)

Date	Description of activity
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September	The UoV-team will organize a crowdmapping session with (mainly geography) students as part of a seminar. The students will get a short presentation about the project and the tools. Afterwards they will go out and use the crowd-mapping-tool.
Target audience	Objectives
University students	To raise awareness of the importance of soil health To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	About 30

Activity 3: Activity with university students as part of the ESD week at the University of Vechta

Date	Description of activity
November 2025	During the ESD week at the University of Vechta, the UoV-team will have the opportunity to offer an activity about the LOESS project during a seminar. The plan is to present the developed tools and also test them with interested university students. The offered activity will be listed in the official program and open to everyone who is interested.
Target audience	Objectives
University students	To raise awareness of the importance of soil health To promote the LOESS tools
Estimated numbers to be reached:	About 30

Activity 4: Workshop 'From a problem to a research question' with university students

Date	Description of activity
November 2025	During the ESD week at the University of Vechta, the UoV-team will have the opportunity to offer the workshop 'From a problem to a research question' for all interested students and lecturers. The workshop will be listed in the official program and open for everyone who is interested.



Target audience	Objectives
University students	To raise awareness of the importance of soil health To promote the LOESS project
Estimated numbers to be reached:	About 30

Activity 5: Conference: Learning the future, shaping change: Innovative Formats for Education for Sustainable Development in Higher Education (focus on tools, mainly on the AR-App)

Date	Description of activity
September 2025	The UoV-team will submit an application for a poster session. The poster will be presented and exhibited where interested participants can get in touch afterwards. The focus should be on the presentation of the AR-app, which can then be further explained and demonstrated at the poster. The congress is open to the public.
Target audience	Objectives
Interested general public, people from the scientific community (various disciplines related to education and sustainability)	To raise public awareness of the importance of soil health To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	About 50 to 100

Activity 6: Museum Bundeskunsthalle Bonn: Action day on the subject of soil parallel to the Save Land exhibition (focus on soil experiments, AR-App, crowdmapping tool)

Date	Description of activity
May 2025	WILA Bonn team will represent LOESS on the action day with a stand where visitors will be introduced to the topic of soil in a playful way via water infiltration experiments, the AR app, crowdmapping tool. https://www.bundeskunsthalle.de/veranstaltungen/detail/aktionstag-boden
Target audience	Objectives



Interested general public	To raise public awareness of the importance of soil health To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	About 50 to 100 persons

Activity 7: BNE Festival (ESD) in North Rhine Westphalia: We will present LOESS on a stand

Date	Description of activity
October 2025	WILA Bonn team will represent LOESS at the Education for Sustainable Development Festival in Hagen with a stand where visitors will be introduced to LOESS in a playful way via water infiltration experiments, the AR app, crowdmapping tool.
Target audience	Objectives
Interested general public, educators, NGOs	To raise public awareness of the importance of soil health To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	200

Social media campaign activity

The objectives of the German social media campaign will be to:

- Communicate key campaign messages on soil health and the developed tools
- Communicate campaign activities being organised by LOESS in Germany, linking them to key messages.

Overview of campaign: German partners will use their own channels (websites, YouTube, Instagram, LinkedIn) as well as channels from other stakeholders. In addition, the information to be disseminated will also be sent to various networks and distribution lists. The aim is to reach as many interested parties as possible.

Channel	Objective	Target audience	Format	Potential reach
UoV – general Website	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Students	Articles, calendar posts, photos	



Channel	Objective	Target audience	Format	Potential reach
UoV – website of the Competence Centre for Regional Learning	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Universities Teachers Students	Articles, photos	
UoV – Youtube	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Teachers Students	Videos	Ca. 630 followers
UoV – Website Science Shop	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities	Articles, photos	
UoV – Instagram University of Vechta	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities Teachers Students	calendar posts, invitation/repo rting posts, photos	Ca. 5990 followers
UoV- Instagram VISTRA	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Universities Teachers Students	calendar posts, invitation/repo rting posts, photos	Ca. 130 followers
UoV- Instagram Science Shop	Promotion of LOESS Tools	Civil Society Organisations Universities		Ca. 180 followers



Channel	Objective	Target audience	Format	Potential reach
	Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Teachers Students	calendar posts, invitation/repo rting posts, photos	
LinkedIN (Caroline Schmidt)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Stakeholder from different areas	invitation/repo rting posts, photos, links to other posts	Ca. 85 contacts
LinkedIN (Sonja Medwedski)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Stakeholder from different areas	invitation/repo rting posts, photos, links to other posts	Ca. 2145 followers
ima-agrar - Website	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Civil Society Organisations Teachers Students	invitation/repo rting posts	Number of visitors to relevant pages
LinkedIn (WILA Bonn)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	General public, scientists, Municipal representatives, NGOs, Universities, Policy makers, companies, educators	invitation/rep orting posts, photos, sharing links to other posts	352 followers
WILA Youtube	Promoting LOESS	General public, students	Sharing LOESS videos	96 follower Up to 300 views



Channel	Objective	Target audience	Format	Potential reach
		NGOs Universities, business, CSOs, companies		
WILA Instagram	Promoting LOESS activities Promoting LOESS tools and material	General public	calendar posts, invitation/repor ting posts, photos	414 followers
WILA website	Promotion of LOESS Tools Promotion of key messages regarding soil health	All groups in society	Description LOESS projects, promoting activities	
German speaking Science Shops network (wissnet)	Promotion of LOESS Tools Communication and Reporting of in-person campaign activities Promotion of key messages regarding soil health	Organisations, NGOs, Universities, local authorities, CSOs	Articles about LOESS	40
Living Knowledge Network (international science shop network)	Promotion of LOESS Tools Communication and Reporting of in person campaign activities Promotion of key messages regarding soil health	Organisations, NGOs, Universities, business, CSOs, companies	Articles about LOESS	500



9.3 Greece

LOESS PARTNER: APOPSI SA

In person campaign activity

Brief overview: In Greece, campaign activities will be run at a number of existing events including a sustainability forum, conference as well as a field trip in Athens with hands-on activities. An activity will also be held at an upper secondary school.

Activity 1: Ekpedeftiki Anagenmisi, Antonopoulos School

Date	Description of activity
24 Sept 2025	The project LOESS to be presented in the school's auditorium. A presentation will be organised to present the project LOESS, its objectives and outputs, including the AR app.
Target audience	Objectives
Upper secondary school pupils + teachers + staff members	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool
Estimated numbers to be reached:	105

Activity 2: Sustainability Forum, Athens

Date	Description of activity
03 10 2025	APOPSI will be present at the conference make use of a stand/rollup: mainstreaming sustainability, ESG and circular economy throughout Greece, Athens Sustainability Forum brings together leading Greek and EU senior CEO, Board and Governmental members willing to set the low-carbon and sustainable agenda for years coming.
Target audience	Objectives
Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool



Estimated numbers to be reached:	100+
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Activity 3: Hands-on activity - crowdmapping field trip at Organization Earth, Athens

Date	Description of activity
November 2025	A field trip at Organization Earth, an award-winning Greek NGO, is a citizens' initiative founded in 2010. Their mission is to deliver community-driven change towards a fair and resilient society, as anchored in the UN SGDs by engaging local authorities and other levels of government, civil society and grassroots communities, philanthropic foundations, the private sector, and academia. They have 22 Pocket Parks in Attica, Thessaloniki and Larissa, transforming neighbourhoods into greener and friendlier areas. These parks are part of residents' daily lives, offering spaces for play, recreation and environmental education. We plan to visit three of them located in the center of Athens.
Target audience	Objectives
Members of the general public	<ul style="list-style-type: none"> To raise public awareness of the importance of soil health To offer a hands-on learning experience To gather data for the crowdmapping tool
Estimated numbers to be reached:	20

Activity 4: 18th International Conference on Energy and Climate Change

Date	Description of activity
6-10 October 2025	<p>We will participate as guest speakers and present the project and its research outcomes and training materials developed.</p> <p>The 18th International Conference on "Energy and Climate Change" will take place at the National and Kapodistrian University of Athens (NKUA) during 6-10 October 2025, in Athens-Greece. The Conference is set under the auspices of the Black Sea Economic Cooperation Organization (BSEC).</p> <p>This year KEPA of NKUA in its capacity as the United Nations Academic Impact Hub Co-Chair for the 7th Sustainable Development Goal (UNAI SDG7 Hub Co-Chair) will host</p>



	the second (2nd) Conference of all UNAI SDG Hubs in Athens with the aim to further promote the “2030 – Agenda for Sustainable Development”.
Target audience	Objectives
Researchers, policymakers Members of the general public	To raise public awareness of the importance of soil health
Estimated numbers to be reached:	50

Social media campaign activity

The objectives of the Greek social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Greece, linking them to key messages.

Overview of campaign:

Channel	Objective	Target audience	Format	Potential reach
APOPSI – website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities	Articles, calendar posts Banners, posts, photos, videos	Number of visitors to relevant pages
APOPSI – Facebook	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Teachers	Banners, posts, photos, videos	TBD Followers



9.4 Hungary

LOESS PARTNER: Corvinus Science Shop, Corvinus University of Budapest

In person campaign activity

Brief overview: In Hungary in person campaign activities will be aligned with events run by Corvinus University (e.g. farmer’s market) and local and international initiatives (e.g. European Researchers’ Night). Activities will be run together with community partners and CoP members, locating the activities both at the university campus and outside it. LOESS leaflets will be handed out and made available and further events as the opportunities occur.

Activity 1: Earthworm Theatre – European Researchers’ Night in Budapest

Date	Description of activity
26 Sep 2025	An earthworm theatre show and discussion on soil health held as part of the European Researchers’ Night programme in Budapest
Target audience	Objectives
University students, lecturers, researchers Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App the use of the crowdmapping tool
Estimated numbers to be reached:	50

Activity 2: Plant dye workshop with SzínesKert Foundation – Farmers’ Market at Corvinus

Date	Description of activity
Autumn 2025 (tba)	During the farmers’ market visitors can learn more about SzínesKert school garden and the pigments the children make from the plants, as well as have a go themselves.
Target audience	Objectives
University students, lecturers, researchers Members of the general public	To raise public awareness of the importance of soil health To offer a hands-on learning experience To promote the LOESS AR App the use of the crowdmapping tool
Estimated numbers to be reached	25

Activity 3: How to love your perma gardener neighbour?



Date	Description of activity
Spring 2026 (tba)	During a permaculture garden visit opening a discussion about permaculture gardening will be run enabling those unfamiliar with the concept to find ways to connect with those using the method.
Target audience	Objectives
University students, lecturers, researchers Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App the use of the crowdmapping tool
Estimated numbers to be reached:	75

Activity 4: Earth dye workshop with ComPot – Farmers’ Market at Corvinus

Date	Description of activity
2026 Spring (tba)	During the farmers’ market visitors can learn more about composting and soil health while getting to know the indoor compost system of ComPot and also trying painting with the soil pigments made by our community partner Tünde Udvarnoki.
Target audience	Objectives
University students, lecturers, researchers Members of the general public	To raise public awareness of the importance of soil health To offer a hands-on learning experience To promote the LOESS AR App the use of the crowdmapping tool
Estimated numbers to be reached:	40

Activity 5: Earthworm Theatre – Gellért Campus Corvinus

Date	Description of activity
2026 Spring (tba)	Inviting participants to discover the green spaces of the Gellért campus of Corvinus and earthworm theatre show and discussion on soil health
Target audience	Objectives
University students, lecturers, researchers Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App the use of the crowdmapping tool



Estimated numbers to be reached:	10
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Social media campaign activity

The objectives of the Hungarian social media campaign will be to:

Communicate key campaign messages on soil health

Communicate campaign activities being organised by LOESS in Hungary, linking them to key messages.

Overview of campaign: Corvinus Science Shop plans to utilize its own channels (Facebook, LinkedIn), to utilize Corvinus University's channels (website, Instagram) as well as opportunities for using other platforms (Kutatók Éjszakája website, media coverage through press release). Corvinus Science Shop plans to collaborate with community partners and CoP members to co-produce, share and repost content and promote using of LOESS tools and key messages.

Channel	Objective	Target audience	Format	Potential reach
Corvinus website	Communication of in person campaign activities Promotion of key messages regarding soil health	Youth, University citizens, Researchers, General public	Articles, calendar posts Banners, photos, videos	Number of visitors to relevant pages
Facebook - CSS	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	University lecturers, researchers and students, Community partners, General public	Banners, posts, photos, videos	714 followers
LinkedIn - CSS	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	University lecturers, researchers and students, Community partners, General public	Banners, posts, photos, videos	859 followers
Instagram - Corvinus	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health	University lecturers, researchers and students, Community partners, General public	Reels, posts, photos, videos	13,2K followers
Kutatók Éjszakája website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	University lecturers, researchers and students, Community partners, General public	Banners, posts, photos, videos	



Channel	Objective	Target audience	Format	Potential reach
Media - press releases	Promotion of key messages and tools regarding soil health - connecting to LOESS activities by Corvinus Science Shop, Corvinus University of Budapest	Media	Press releases	Press coverage

9.5 Ireland

LOESS PARTNER: *Technological University Dublin*

In person campaign activity

Brief overview: In Ireland, campaign activities will be run at a number of existing events which take place in the Dublin area. Additional activities, depending on remaining budget and opportunities that occur, will be considered in 2026. LOESS leaflets will be handed out at other events e.g. TU Dublin outreach events for community groups and schools, particularly those focused on sustainability, science summer camps and the Chem Ed Ireland conference for chemistry teachers.

Activity 1: Stoneybatter Festival EcoHub

Date	Description of activity
June 13-15, 2025	An annual 3 day festival in the neighbourhood beside TU Dublin. Themes include sustainability and community as well as music, sport, culture and food. We will have a stand for one of the days in collaboration with colleagues interested in air quality when the EcoHub is running, https://stoneybatterfestival.ie/ . We will offer short hands-on activities and will promote the crowd-mapping tool.
Target audience	Objectives
Members of the general public interested in sustainability and growing fruit and vegetables	To raise public awareness of the importance of soil health To promote use of the crowd-mapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	100

Activity 2: National Allotments and Community Gardens Week - Hands On activities in TU Dublin Community Garden

Date	Description of activity
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October 2025	This week aims to raise awareness of community gardens and allotments and the benefits they offer for communities, individuals, biodiversity and the local environment. A local event will be organised in collaboration with either the TU Dublin community garden or one of the other local community gardens that we have been liaising with. We will offer short hands-on activities and will promote the crowd-mapping tool and will integrate what we are doing with the activities being organised by the community garden volunteers.
Target audience	Objectives
Members of the general public interested in sustainability and growing fruit and vegetables	To raise public awareness of the importance of soil health To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	50

Activity 3: Science week in TU Dublin

Date	Description of activity
9-16 November 2025	An annual week-long event in Ireland each November, celebrating science in our everyday lives. Science week Engagement Science Foundation Ireland. We will run a workshop on Soil – the Magic Carpet Beneath Your Feet with hands on activities including opportunities to try out the AR App and hope to have an expert on composting in schools contribute. More details available when planning meetings have taken place.
Target audience	Objectives
School children (primary and secondary) and their teachers.	To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	200



Activity 4: TU Dublin Green Week 2026

Date	Description of activity
March 2026	Green Week at TU Dublin involves students, staff and the wider community co-creating a week of environmental action and sustainability education on campus and beyond. We will offer short hands-on activities and will promote the crowd-mapping tool and will invite colleagues involved in soil health projects to give 'elevator pitch' 3 minute inputs on their work.
Target audience	Objectives
Students, members of the public	To raise public awareness of the importance of soil health To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	100

Social media campaign activity

The objectives of the Irish social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Ireland, linking them to key messages.

Overview of campaign: TU Dublin will use several of its own channels, including the Sustainability unit and Learning Teaching and Assessment unit. TU Dublin will also collaborate with COP members who are school-based or community-based or who interact with the general public regularly to encourage them to act as multipliers and share postings.

Channel	Objective	Target audience	Format	Potential reach
TU Dublin -website (home department, Research Engagement and Societal Engagement units, Sustainability Education unit, Learning Teaching and Assessment unit)	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	University staff and students, teachers and community organisations interested in sustainable development	Posts, photos, videos	Where possible, the number of visitors to the relevant pages will be tracked.



Channel	Objective	Target audience	Format	Potential reach
LinkedIn (home department, Research Engagement and Societal Engagement units, Sustainability Education unit, Learning Teaching and Assessment unit)	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations, Teachers, University staff, students and graduates. Staff in other Irish universities.	<i>Posts, photos</i>	Cumulative count can be approximated up to 4000; Personal accounts, approx 3000 followers. Total 7,000 approx.
Instagram (home department, Research Engagement and Societal Engagement units, Sustainability Education unit)	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Staff and students in TU Dublin and in other Irish universities, General public, Civil society organisations.	Posts, photos	2,000 followers approximately
Bluesky (home department, Sustainability Education unit)	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Staff and students in TU Dublin and in other Irish universities, General public, Civil society organisations	Posts, photos	3,500 followers
Community Gardens Ireland Instagram and website	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	General public interested in growing food, Civil society organisations	Posts, photos	1250 followers



9.6 Italy

LOESS PARTNER: UNISS/UNIBS/Contro V

In person campaign activity

Brief overview: The Italian CoP will organize several engagement activities throughout 2025 focused on soil health awareness. These events will bring together researchers, students, and citizens to highlight the importance of soil health and its impact on our ecosystems and communities. These activities will serve as key opportunities to promote innovative digital tools developed by the LOESS initiative, including the LOESS AR App and the crowdmapping tool. Participants will have the chance to experience these technologies firsthand and contribute to collaborative soil mapping efforts.

Activity 1: LOESS Summer Camp in Cesena – IT (Controvento – UNIBS)

Date	Description of activity
5th–8th May 2025	The LOESS summer camp, organised by Controvento and implemented by Controvento and the University of Brescia, will involve students from different classes of an agricultural technical institute and a technical institute for surveyors. During the four days, trainers will offer hybrid forms of teaching, alternating in-depth lectures on soil, non-formal and informal activities aimed at building a conceptual map of the soil, hands-on and scientific activities in the field of soil analysis, soil mapping activities with the help of the LOESS crowd-mapping app, foresight exercises and dialogue with local, regional and international policy makers. Members of the LOESS Italian Community of Practice will also participate in the initiative.
Target audience	Objectives
Upper secondary school pupils, teachers, policy makers	<ul style="list-style-type: none"> Enhance students' knowledge of soil science Provide participants from agricultural and surveying technical institutes with an in-depth understanding of soil as a critical natural resource through both theoretical and applied learning. Promote interdisciplinary and hybrid learning approaches Combine formal lectures, non-formal and informal educational activities to support different learning styles and foster deeper conceptual understanding of soil-related topics. Foster hands-on scientific engagement Involve students in practical fieldwork, including soil sampling, analysis, and mapping, to develop technical and observational skills relevant to environmental monitoring. Introduce innovative digital tools for environmental education Train participants in the use of the LOESS crowd-mapping app to engage with real-world data collection and visualization in the context of soil health and land use.



	<p>Encourage systemic and forward-looking thinking</p> <p>Facilitate foresight exercises to help students reflect on the long-term impact of soil degradation and climate change and explore future-oriented solutions.</p> <p>Bridge youth with policy dialogue</p> <p>Create opportunities for students to interact with local, regional, and international policy makers, fostering civic engagement and awareness of policy processes related to soil and environmental sustainability.</p>
Estimated numbers to be reached:	50 people (students, teachers, educators, stakeholders, policy makers) directly involved

Activity 2: Hands-on activities and demonstrator at End-of-School-Year Event (Controvento)

Date	Description of activity
24 May 2025	End-of-school-year events at primary schools, that will have soil as the central theme. The activities will revolve around five school vegetable gardens, which are tended by children and parents together with Controvento educators during after-school hours. Controvento will leverage the end-of-school-year social event to focus with families on the importance of soil health and caring for it, and to present LOESS's augmented reality app. During the workshop, children and parents will build ten large hotels for pollinating insects to support the school vegetable gardens.
Target audience	Objectives
Primary school pupils	<p>Raise awareness among families about soil health</p> <p>Use the school community gathering to highlight the importance of soil as a vital ecosystem and to promote responsible practices for its care.</p> <p>Foster intergenerational environmental engagement</p> <p>Encourage collaboration between children, parents, and educators through shared educational and hands-on activities in the school vegetable gardens.</p> <p>Promote experiential learning through school gardens</p> <p>Strengthen children's understanding of ecological principles by involving them in the cultivation and stewardship of school gardens throughout the year.</p> <p>Introduce innovative educational tools on soil</p> <p>Present and demonstrate the LOESS augmented reality app to support interactive and technology-enhanced learning about soil and biodiversity.</p> <p>Support pollinator biodiversity in school environments</p> <p>Engage families in building insect hotels to enhance pollinator presence and support soil health and sustainability of the school gardens.</p>



Estimated numbers to be reached:	At least 400 people involved (family groups)
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Activity 3: Hands-on activities and demonstrator at Leadership training to combat climate change (Controvento)

Date	Description of activity
7-10 July 2025	Controvento will participate in the implementation of a Summer School dedicated to ‘Leadership training to combat climate change’ coordinated by the University of Bologna, the University of Turin and the Federico II University of Naples as part of a research project of national interest called E-CLIC. The project will focus on soil as a crucial factor in combating the effects of climate change. In line with LOESS's objectives, Controvento will offer students hands-on soil analysis and mapping activities and will facilitate the design of awareness-raising actions on the importance of soil health aimed at the general public. All the educational (learning scenarios, AR app, crowd-mapping map) and communication tools (Stories from the subsoil videos) developed by LOESS partners will be used during the activity.
Target audience	Objectives
University students	<p>Train young leaders on climate crisis issues</p> <p>Equip university students with knowledge and practical skills regarding the role of soil in mitigating climate change through hands-on learning experiences.</p> <p>Promote the importance of soil health</p> <p>Raise awareness among participants—and through them, the wider public—on the need to protect and restore soil as a key resource for climate action.</p> <p>Integrate innovative educational tools</p> <p>Make use of the educational and communication materials developed by the LOESS project partners to enhance the quality and impact of the training activities, build capacities and disseminate the LOESS results.</p> <p>Encourage active and participatory learning</p> <p>Engage students in soil analysis and mapping activities to foster critical thinking and a scientific approach to climate leadership.</p> <p>Support the development of awareness campaigns</p> <p>Guide students in designing and co-creating public communication actions aimed at increasing understanding of the importance of soil health.</p>
Estimated numbers to be reached:	20 university students and their teachers directly involved

Activity 4: Hands-on activities and demonstrator at teacher training (Controvento)

Date	Description of activity
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11 September 2025	Training for 70–80 teachers from four primary schools. Controvento will seize this opportunity to promote reflection on the importance of soil in a community of 70–80 citizens and primary school teachers. These are teachers from four primary schools, located in the historic centre, peri-urban areas and rural areas, which have the potential to reach almost 700 pupils and their families. This opportunity will allow Controvento to work on two fronts: educating people to become conscious and active citizens and training a group of education professionals. The activities will be organized around practical experiences, supported by LOESS applications, and foresight exercises aimed at designing future educational and civic participation activities involving the pupils' families.
Target audience	Objectives
Teachers	<p>Promote awareness of soil as a shared natural heritage Encourage 70–80 primary school teachers to reflect on the environmental, social, and civic value of soil, positioning it as a key theme for both education and community engagement.</p> <p>Foster civic responsibility and active citizenship Leverage the training to support a community of educators and citizens in becoming more conscious and proactive in addressing climate and environmental challenges, starting from the local scale.</p> <p>Train educators as multipliers of environmental awareness Equip teachers with tools and methods to integrate soil-related topics into their curricula, reaching up to 700 pupils and their families across urban, peri-urban, and rural contexts.</p> <p>Use experiential and digital learning approaches Structure the training around hands-on activities, supported by LOESS digital tools, to make learning engaging and applicable to real-life educational settings.</p> <p>Encourage long-term planning for education and community involvement Conduct foresight exercises to help teachers design forward-looking educational pathways and civic participation initiatives that can involve pupils' families and the wider community.</p>
Estimated numbers to be reached:	70–80 citizens–teachers

Activity 5: Hands-on activities and demonstrator at Researchers' Night (Controvento)

Date	Description of activity
26 September 2025	Controvento will participate in Researchers' Night organized by the University of Bologna. On this occasion, it will support and assist participants in the Leadership Training Course for Combating Climate Change during activities aimed at raising public awareness of the importance of soil health and the consequences of its deterioration on individuals, communities and territories. Controvento will involve the



	general public in hands-on activities and act as a demonstrator, promoting the application of LOESS for augmented reality and crowd-mapping.
Target audience	Objectives
General public	<p>Raise public awareness on soil health and climate resilience</p> <p>Engage the general public in understanding the critical role of soil in sustaining ecosystems, human well-being, and climate stability.</p> <p>Support youth leadership in climate action</p> <p>Assist participants of the Leadership Training Course for Combating Climate Change in delivering effective public engagement activities, reinforcing their skills as environmental communicators and advocates.</p> <p>Promote experiential learning through hands-on activities</p> <p>Offer interactive, accessible educational experiences to help people of all ages connect with scientific knowledge and environmental challenges in a tangible and meaningful way.</p> <p>Showcase LOESS digital tools for citizen science</p> <p>Demonstrate the use of LOESS's augmented reality and crowd-mapping applications, encouraging public interaction with innovative technologies that make soil science more engaging and participatory.</p> <p>Foster dialogue between science and society</p> <p>Use the high visibility of Researchers' Night to bridge the gap between research communities and citizens, encouraging reflection and action on soil-related issues at both personal and community levels.</p>
Estimated numbers to be reached:	Not quantifiable at this time

Activity 6: Soil Mapathon (Controvento – UNIBS – UNISS)

Date	Description of activity
October/ November 2025	<p>Coordinated mapping events.</p> <p>On the occasion of an international event (e.g. World Habitat Day) or national event, a capillary and widespread mapping of the soil will be organized in various regions of Italy. This initiative will take shape and expand thanks to the involvement of the Italian LOESS Community of Practice and, hopefully, the Italian partner of the twin project CURIOSOIL. During the initiative, LOESS's augmented reality and crowd-mapping apps will be showcased.</p>
Target audience	Objectives



Pupils, students, teachers	<p>Promote national-scale engagement with soil health Organize a coordinated, widespread soil mapping initiative across multiple Italian regions to raise public awareness of soil's ecological value.</p> <p>Strengthen the Italian LOESS Community of Practice Activate and expand the national network of educators, researchers, and citizens engaged in soil-related issues by fostering collaboration during a shared national or international event.</p> <p>Foster synergies with partner projects Encourage the involvement of other initiatives, particularly the Italian partner of the twin project <i>CURIOSOIL</i>, to build momentum and foster inter-project collaboration on soil education and citizen science.</p> <p>Promote citizen science through innovative tools Showcase and apply the LOESS augmented reality and crowd-mapping applications to make soil science accessible, engaging, and participatory for the general public.</p> <p>Celebrate international and national environmental milestones Use key events such as <i>World Habitat Day</i> as platforms to highlight the importance of soil and to mobilize schools, communities, and local institutions in collective action.</p>
Estimated numbers to be reached:	50+ The initiative will involve dozens of people at each location. The total estimate at this stage is still approximate.

Activity 7: World Soil Day (Controvento – UNIBS – UNISS)

Date	Description of activity
5th December 2025	Laboratory activities aimed at pupils and students from primary schools, secondary schools, or universities. For two years, LOESS's Italian partners have been organizing a widespread event on World Soil Day, during which they run workshops dedicated to soil health in their respective regions. Members of the Italian LOESS Community of Practice and the Italian partner of the twin project <i>CURIOSOIL</i> also participate in the organization of the event. In 2023, the event involved seven primary school classes in four Italian regions, three universities and the Emilia Romagna Region's Sustainability Education Network in a widespread experiment on soil water retention. In 2024, the event involved two primary school classes, one secondary school class, a group of PhD students, several researchers and lecturers from three universities in four Italian regions in a workshop dedicated to soil and war and soil and peace. In both years, the initiative culminated in an online meeting, during which participants shared their experiences with members of the national Community of Practice. In 2025, the same format will be maintained, but



	the approach and content will be adapted to the current context and the consortium's new pedagogical insights. In addition, efforts will be made to expand the impact of the initiative in both qualitative and quantitative terms.
Target audience	Objectives
Pupils, students, teachers, researchers	<p>Promote soil literacy among learners of all ages</p> <p>Engage pupils, students, and academic communities from primary schools to universities in hands-on, interdisciplinary learning experiences focused on soil health and sustainability.</p> <p>Celebrate World Soil Day as a national educational milestone</p> <p>Use World Soil Day as a platform for mobilizing educational institutions across Italy around the theme of soil, turning it into a widely recognized and participatory learning event.</p> <p>Strengthen collaboration within national and project-based networks</p> <p>Foster cooperation between the Italian LOESS Community of Practice and the Italian partner of the twin project CURIOSOIL, reinforcing cross-sectoral and intergenerational dialogue on soil issues.</p> <p>Promote inclusive and adaptive pedagogical practices</p> <p>Design workshops that reflect current socio-environmental contexts and integrate the consortium's evolving educational strategies</p> <p>Encourage scientific inquiry through citizen science</p> <p>Involve participants in real-life experiments, that develop scientific skills and environmental awareness, while producing useful data and shared insights.</p> <p>Create a national dialogue through shared reflection</p> <p>Conclude the annual events with a national online meeting, where participants from diverse regions and education levels exchange experiences, fostering a sense of community and shared purpose.</p> <p>Broaden the initiative's reach and impact</p> <p>strategy Continuously refine and scale the initiative both qualitatively and quantitatively, increasing the number of participants, diversifying formats, and deepening the learning outcomes.</p> <p>Networking</p> <p>To create opportunities for networking between local and educational communities around the theme of soil health.</p>
Estimated numbers to be reached:	50+ The initiative will involve dozens of people at each location. The total estimate at this stage is still approximate.

Other activities are currently being defined by LOESS partners. This document will be updated as soon as they are confirmed.
 Social media campaign activity (Controvento – UNIBS – UNISS)



Campaign title			
Soil Is Life – Explore It, Teach It, Protect It			
Channel	Target audience	Format	Potential reach
LOESS Italia – LinkedIn Purpose: Professional outreach, scientific and policy engagement	Civil Society Organizations Universities	Professional engagement, evidence-based results, partnerships, policy dialogue, and visibility of research-based impact: short-form posts emphasizing outcomes, partnerships, research insights, infographics & visuals showing data impact, soil mapping, AR app use, articles for in-depth project updates or insights from LOESS partners, mentions and tags involving universities, research centres, NGOs, EU programmes, videos or clips from webinars highlighting best practices or key findings	
LOESS Italia – Facebook Purpose: Community interaction, detailed posts, discussion	Families and parents School communities Local civic groups Teachers Educators Local environmental organizations and networks	Community-building, information-sharing, involvement in local activities and discussions: long-form posts to explain actions, highlight outcomes, or invite feedback, photo albums documenting events, school activities, or mapping workshops, event pages for workshops, webinars, or awareness campaigns, group posts in LOESS-related groups to foster dialogue, pinned posts to highlight current campaigns or calls to action	
LOESS Italia – Instagram Purpose: Visual storytelling, quick engagement, audience building	Young adults Teachers Educators Students Young activists Young researchers Families and parents	Visually-driven content that inspires action and connects emotionally with nature, education, and sustainability: visual, stories and reels	
Controvento – Vimeo This platform's main function is to support the publication of LOESS Italia videos on other	Educators and Institutions Creative Professionals	This audience values high-definition content, customization options, and a platform free from intrusive advertising: educational video documentation, LOESS video series, documentaries on soil	



LOESS Italia social networks			
The general objectives of the Italian social media campaign will be to:			
<p>Raise awareness among the general public about the importance of soil health.</p> <p>Communicate key campaign messages on soil health</p> <p>Communicate campaign activities being organized by LOESS in Italy, linking them to key messages</p> <p>Disseminate and promote the educational tools developed by LOESS</p> <p>Engage new stakeholders: schools, citizens, farmers, local authorities, green businesses, students, educators</p> <p>Strengthen dialogue between science and society through content co-created with international partners</p> <p>Create an active and participatory community around soil health</p>			
General strategy			
<p>Narrative and Tone of Voice</p> <p>Core narrative: 'Soil is life: discover it, protect it, teach it.'</p> <p>Tone of voice: educational but accessible, inspirational, community-focused, dynamic, positive.</p>			
<p>Official hashtags</p> <p>#LOESSproject</p> <p>#HorizonEurope</p> <p>#MissionSoil</p> <p>#LOESSItalia</p> <p>#SoilAwareness</p> <p>#SoilLiteracy</p> <p>#SoilHealthEducation</p>			
Social media content			
<p>Video series 'LOESS introduces itself'</p> <p>Presentation of LOESS partners and their role in the project</p> <p>Videos posted regularly</p> <p>Video series 'Stories from the subsoil'</p> <p>Storytelling by soil professionals: writer and illustrator, soil protection engineer, epidemiologist, geographer, geologist, farmer, cultivator</p> <p>Videos posted regularly</p> <p>Video series 'Best teaching practices'</p> <p>Documentary videos on soil education projects developed by members of the Italian LOESS Community of Practice and other educational actors in Italy</p>			



Videos posted regularly	
Coordination with Italian and European partners	
Sharing of harmonized content in all languages (translated/localized posts) Creation of a shared editorial calendar Cross-posting and cross-tagging to increase visibility	
LOESS Community of Practice – Social Media Engagement Strategy	
<p>The goal is to foster visibility, active participation, and co-creation among LOESS Community of Practice members through targeted and interactive content. Below is a 3-part strategy:</p> <p>1. “Faces and Words of the LOESS Community” Objective: Give visibility to members and build a sense of belonging How: Regularly sharing of a portrait of one of the members of the community of practice and three sentences summarizing why he/she cares for the soil, his/her experience with LOESS and his/her commitment to soil protection</p> <p>2. #MySoilAction Campaign Objective: Encourage sharing and multiplying good practices How: Inviting members to post a photo or short description of a concrete action they’re taking to improve soil awareness and soil health (e.g. organic vegetable garden, urban forestry, soil workshop, soil mapping, event), tagging LOESS Reposting the most impactful contributions on official LOESS channels</p> <p>3. Citizen Science & Soil Education: from practice to the classroom Objective: Highlight educational resources from community members How: Regular spotlight on an educational activity led by a LOESS member, with pictures and descriptions Encouraging others to replicate or adapt the activity in their local context Promoting use of the LOESS crowd-mapping app and LOESS AR app</p>	
Graphic support and communication	Monitoring metrics
Use of uniform visual templates from LOESS	Reach and impressions on key content Engagement rate (likes, comments, shares) Growth in followers on social media accounts Number of toolkits downloaded on the LOESS official website Mentions by external stakeholders
Expected results	
Growth of the LOESS community in Italy Increase in the number of users of LOESS tools	



Greater visibility of European soil research

9.7 Lithuania

LOESS PARTNER: Social Innovation Institute

In person campaign activity

The campaign will include excursions, educational activities, a movie screening, participation in festivals, presentation and promotion of apps developed within the LOESS project. Activities will involve soil experts or enthusiasts and researchers. Some of the activities will be organised by the Social Innovation Institute, while other will be carried out in partnership with governmental and non-governmental organisations.

Activity 1: Educational and hands-on learning activity

Date	Description of activity
To be decided	Educational activity in the Japanese Garden in Vilnius. This event will feature a guided tour and an educational session led by a biology/soil expert. During the tour, the expert will place special emphasis on the vital role of soil in shaping and sustaining the natural environment around us. Participants will also engage in hands-on activities related to soil.
Target audience	Objectives
General public	To raise public awareness of the importance of soil health To offer a hands-on learning experience
Estimated numbers to be reached:	25

Activity 2: Educational and hands-on learning activity

Date	Description of activity
To be decided	Educational activity in a private collection garden. This event will include a guided tour and an educational session led by plant collector Ingrida Gečienė-Janulionė. During the tour, the expert will place special emphasis on the importance of soil for different types of plants, discussing soil characteristics and methods for protecting and cultivating healthy soil. Participants will also take part in hands-on soil-related activities.



Target audience	Objectives
General	To raise public awareness of the importance of soil health To offer a hands-on learning experience
Estimated numbers to be reached:	25

Activity 3: Movie screening and discussion

Date	Description of activity
<i>To be decided</i>	Screening and Discussion of the Film <i>Kiss the Ground</i> . This event will feature a screening of the documentary <i>Kiss the Ground</i> , which highlights the critical importance of restoring soil health and presents it as a key solution to the challenges of climate change. Following the screening, there will be a discussion focusing on the film's content, the current state of soil in Lithuania and globally, and potential actions that can be taken to address these issues. The discussion will also include presentations of the augmented reality (AR) app and the crowd mapping tool developed as part of the LOESS project. The screening will take place at a university or library, in collaboration with the Student Society of Natural Sciences.
Target audience	Objectives
University students General public	To raise public awareness of the importance of soil health To promote the LOESS AR app and the crowdmapping tool
Estimated numbers to be reached:	40

Activity 4: Lesson on soil and presentation of the AR app at the Earth Day event in Aukštadvaris Regional Park

Date	Description of activity
20 March 2026	As part of the annual Earth Day celebrations, held on March 20 or April 22, the administrations of protected areas under the State Service for Protected Areas, operating under the Ministry of



	<p>Environment of the Republic of Lithuania, organise a range of educational events. These events primarily target school pupils and their teachers but are also open to the general public.</p> <p>As a part of communication campaign, one such event is planned to take place in a protected area (preliminarily at Aukštadvaris Regional Park) and will feature a lesson on soil led by a soil expert (such as a university lecturer or another specialist). The session will also include a presentation of an augmented reality (AR) app, offering an interactive way to explore and better understand soil and its vital role in the environment.</p> <p>Leaflets prepared as part of the project will be distributed during Earth Day events organised by the administrations of various protected areas.</p>
Target audience	Objectives
Upper secondary school pupils and teachers General public	To raise public awareness of the importance of soil health To promote the LOESS AR app
Estimated numbers to be reached:	30

Activity 5: Participation in the annual “Natura Fest” festival

Date	Description of activity
30–31 May 2026	Participation in the Natura Fest festival organised by the Baltic Environmental Forum—an environmental NGO dedicated to fostering a deeper connection with nature. The festival takes place in different Lithuanian National or Regional Parks to promote environmental awareness and strengthen the relationship with nature. As part of the event, a LOESS stand featuring a soil-related activity will be set up, and the augmented reality (AR) app will be showcased to provide an interactive learning experience.
Target audience	Objectives
General public	To raise public awareness of the importance of soil health To promote the LOESS AR App
Estimated numbers to be reached:	300



Activity 6: Presentation of the crowdmapping tool within the informal education programme “Gamta mieste”	
Date	Description of activity
Autumn 2025 – Spring 2026	“Gamta Mieste” (Nature in the City) is an informal education programme in Lithuania designed for schools, focusing on the food chain and including topics on soil health. This activity will involve presentation of the crowdmapping tool designed within the project to the pupils and their teachers participating in the programme.
Target audience	Objectives
Secondary school pupils and teachers	To raise public awareness of the importance of soil health To promote the LOESS crowdmapping tool
Estimated numbers to be reached:	60

Social media campaign activity

The objectives of the Lithuanian social media campaign will be to:

- Communicate key campaign messages on soil health,
- Communicate other campaign activities being organised by LOESS in Lithuania, linking them to the key messages.

Overview of campaign: The social media campaign will be carried out in collaboration with partners and environmental activists, some of whom are members of the LOESS Community of Practice (CoP), as the Social Innovation Institute does not have its own social media channel. We will also target other relevant communities on social media, such as the Lithuanian biology teachers’ group. Most of the campaign will take place on Facebook, one of the most popular social media platforms in Lithuania. The campaign will also include a news article published on a popular news site.

Channel	Objective	Target audience	Format	Potential reach
Facebook: profile of the Student Society of Natural Sciences	Promotion of key messages regarding soil health Promotion of soil-related events	University students General public	Information sheets, other entries	1300 followers



Channel	Objective	Target audience	Format	Potential reach
Facebook: profiles of individual environmental activists – CoP members	Promotion of key messages regarding soil health Promotion of soil-related events	General public	Information sheets, other entries	2000 followers
Facebook: Profile of a branch of SII (publisher of children's books)	Promotion of key messages regarding soil health	Families with children	Drawings; suggested hands-on activities about soil for children with parents	1000 followers (over 5,000 reach with boost)
15min.lt (one of the largest news sites in Lithuania)	Promotion of key messages regarding soil health	General public	Press release/article	10,000

9.8 Netherlands

LOESS PARTNER: *Wageningen University*

In person campaign activity

The campaign for the general public in the Netherlands will use a mix of in-person and community-based approaches to raise awareness about soil health. Key strategies include collaborating with institutions such as soil museums, libraries, and nature education centers (e.g., IVN Natuureducatie), and participating in local events and festivals.

Activity 1: Engaging children through CoP

Date	Description of activity
TBD (September 2025–Feb 2026)	WU will promote crowd mapping tool and AR app through our CoP network. We plan to engage children (and potentially parents) through our CoP members who offer courses and workshops specifically the IVN natuureducatie.
Target audience	Objectives
Children and parents	To raise public awareness of the importance of soil health To promote the LOESS AR App



	To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	50+

Activity 2: Promotion through library and museum combined with drop-in sessions.

Date	Description of activity
September 2025	An information corner will be set up at the Wageningen library, and World Soil Museum, featuring LOESS resources and tools such as the LOESS AR app and crowd mapping tool. Alongside this, regular drop-in sessions will be offered for interested individuals or small groups who wish to explore these tools in more depth or learn how they can contribute to soil awareness in their communities.
Target audience	Objectives
The general public including families, students, nature enthusiasts.	To promote soil awareness through engaging, informal public spaces. To introduce and demonstrate the LOESS tools and educational resources. To support citizen engagement with soil-related initiatives like crowd mapping. To foster community dialogue around local soil knowledge and care.
Estimated numbers to be reached:	50+

Activity 3: Promotion and demonstration of LOESS resources and tools at Soil Health Now Conference

Date	Description of activity
08.04.2025 – 08.04.2025	Within an international Conference Soil Health Now 2025, LOESS tools and resources (crowd mapping tool; AR app and learning scenarios) were presented. In the workshop, 'Soil Health governance: tools and methods to enhance soil literacy and facilitate the decision making processes', these resources were also demonstrated to the audience. In addition, a poster was also displayed.
Target audience	Objectives



University teachers and students, policymakers, businesses, NGOs, and interested citizens were present.	To promote the crowd mapping tool, AR app, CERL, and learning scenarios To demonstrate the tools and invite stakeholders to use them To raise awareness about the implementation of CERL projects designed in the LOESS online module for lecturers
Estimated numbers to be reached:	21 participants in the workshop, with an additional 50+ reached through poster and networking at the event.

Activity 4: : Extended CoP Meeting and Mission Soil Exchange at WUR

Date	Description of activity
TBD (July–December 2025)	An extended Community of Practice (CoP) meeting will be held at Wageningen University and Research (WUR), bringing together members from three Mission Soil projects, educators, artists, NGOs, students, researchers will be invited alongside CoP members. During the meeting, LOESS tools and resources will be showcased and promoted.
Target audience	Objectives
Stakeholders interested in soil health education including soil museum representative, artist, educators, students, and environmental education NGOs	To promote LOESS tools and resources among a broader academic and research audience To strengthen collaboration across Mission Soil projects and use this extended network for further promotion of tools. To promote the Science Shop approach for soil health topics To promote crowd mapping tool and AR app. To promote CERL approach and discuss local soil health challenges suitable for CERL projects. To promote and reflect over the competency maps and to promote the training modules to be developed which will be offered by universities.
Estimated numbers to be reached:	30

Social media campaign activity

The objectives of the Netherlands social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Netherlands, linking them to key messages.



Overview of campaign: The social media strategy for the general public in the Netherlands will focus on promoting LOESS tools and activities through visual and engaging content. We will use LinkedIn, X and the WU website to share updates, short videos, and infographics. Posts will highlight tools like the AR app and crowd mapping tool. Content will be shared through WUR channels and local partners such as libraries, nature education centers (e.g. IVN Natuureducatie), and relevant community groups. We also plan to include articles in local newsletters and are exploring the possibility of holding a community event.

Channel	Objective	Target audience	Format	Potential reach
WUR website (intranet)	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Interested individuals, Civil Society Organisations Universities	Articles, posts, photos, newsfeeds, event updates on campaign (e.g. drop-in sessions)	Number of visitors to relevant pages
LinkedIn – WU team	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Interested individuals, Civil Society Organisations Universities	Articles, posts, photos, newsfeeds, event updates on campaign (e.g. drop-in sessions)	300+
X – WU team	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Interested individuals, Civil Society Organisations Universities	Articles, posts, photos, newsfeeds, event updates on campaign (e.g. drop-in sessions)	500+

9.9 Poland

LOESS PARTNER: AMU



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In person campaign activity

Brief overview: The Polish campaign will primarily consist of workshops and hands-on learning experiences for a range of target audiences run at key science festivals – Poznan Festival of Science and Arts and European Researchers’ Night.

Activity 1: Workshop – Soil as a source of life

Date	Description of activity
11.04.2025	Workshop at Poznan Festival of Science and Arts
Target audience	Objectives
Pupils, students, teachers, general public	SOIL THROUGH LIFE – At least 1/4 of all Earth’s organisms live in the soil. All of this rich biodiversity is a source of innumerable benefits, and it is on our shoulders to keep the soil as healthy as possible. The workshop provided basic information on the function of soil in the environment, properties of soils and threats to soil resources as well as promoted use of the crowdmapping tool and offer a hands-on learning experience.
Estimated numbers to be reached:	75

Activity 2: Workshop – let’s touch the soil

Date	Description of activity
27.09.2025	Researchers’ Night – workshop
Target audience	Objectives
Pupils, students, teachers, general public	SOIL LABORATORY – During the workshop you will learn how kitchen waste can be used in the garden, you will also find answers to the questions: how do various bio-wastes affect the quality of soil, and can anything grow on it later? The workshop will provide basic information about soils, their threats and their functions.
Estimated numbers to be reached:	75



Activity 3: Workshop – Soil through life

Date	Description of activity
April 2026	Poznan Festival of Science and Arts – workshop
Target audience	Objectives
Pupils, students, teachers, general public	SOIL THROUGH LIFE – At least 1/4 of all Earth's organisms live in the soil. All of this rich biodiversity is a source of innumerable benefits, and it is on our shoulders to keep the soil as healthy as possible. The workshop will provide basic information on the function of soil in the environment, properties of soils and threats to soil resources as well as to promote use of the crowdmapping tool and offer a hands-on learning experience.
Estimated numbers to be reached:	75

Activity 4: Workshop – Soil as a source of LIFE

Date	Description of activity
April 2026	Poznan Festival of Science and Arts – workshop and hands-one learning experience in the demonstration garden
Target audience	Objectives
Pupils, students, teachers, general public	SOIL as a source of LIFE – The workshop will provide basic information on the function of soil in the environment, properties of soils and threats to soil resources as well offer a hands-on learning experience in demonstration gardens near the Faculties of AMU.
Estimated numbers to be reached:	100

Activity 5: Workshop – take soils closer

Date	Description of activity
September 2026	Researchers' Night – workshop



Target audience	Objectives
Pupils, students, teachers, general public	SOIL LABORATORY - During the workshop you will learn how kitchen waste can be used in the garden, you will also find answers to the questions: how do various bio-waste affect the quality of soil, and can anything grow on it later? The workshop will provide basic information about soils, their threats and their functions.
Estimated numbers to be reached:	75

Social media campaign activity

The objectives of the Polish social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Poland, linking them to key messages.

Overview of campaign:

Channel	Objective	Target audience	Format	Potential reach
Facebook of both Faculties, Instagram and general channel for AMU	Communication of campaign activities Promotion of key messages regarding soil health Communication of online campaign activities	Students, staff, general audience, future students, parents	posts, photos, videos, shared information,	2000
Website of both faculties	Communication of campaign activities eg. Field demonstrators Promotion of key messages regarding soil health Communication of online campaign activities	Students, staff, general audience, future students, parents	posts, photos, videos,	3000

9.10 Serbia

LOESS PARTNER: Center for Promotion of Science



In person campaign activity

Brief overview: In Serbia, general public campaign activities will be run at a number of events in different locations across Serbia. Several activities will be run during thematic conferences in Belgrade, Novi Sad and Vrdnik. Activities will also be held during European Researchers' Night in September 2025, an International Agricultural Fair in May 2025, short talks by soil experts will also be held. LOESS leaflets will be handed out at other events and conferences, when appropriate.

Activity 1: 92nd International Agricultural Fair, Novi Sad

Date	Description of activity
17/22 May 2025	CPN will have a stand at a traditional Agricultural fair held in Novi Sad.
Target audience	Objectives
Members of the general public	To raise public awareness of the importance of soil health. To promote the LOESS tools (AR App, crowd mapping, learning scenarios...) To promote the LOESS AR App and crowdmapping tool
Estimated numbers to be reached:	About 150 people

Activity 2: 11th International Salon of Landscape Architecture, Belgrade

Date	Description of activity
12/27 June 2025	CPN will participate at 11th International Salon of Landscape Architecture, which will be held from June 12 to 27, 2025, in the Gallery of Science and Technology of the Serbian Academy of Sciences and Arts in Belgrade, Serbia. CPN team will submit an application for a poster session. The poster will be presented and exhibited where interested participants can get in touch afterwards. The focus should be on the presentation of the AR-app, which can then be further explained and demonstrated at the poster. The congress is open to the public.
Target audience	Objectives
Members of The Association of Landscape Architects of Serbia (UPAS) general public, academia, general public	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	About 100 people

Activity 3: Serbia Goes Green, Sustainable development and business conference, Belgrade

Date	Description of activity
24 June 2025	Serbia Goes Green, Sustainable development and business conference, Chamber of Commerce Serbia, Belgrade.



	CPN team will submit an application for a poster session. The poster will be presented and exhibited where interested participants can get in touch afterwards. The focus should be on the presentation of the AR-app, which can then be further explained and demonstrated at the poster. The congress is open to the public.
Target audience	Objectives
Members of the general public	To raise public awareness of the importance of soil health. To promote the LOESS AR App and crowdmapping tool. To promote educational materials for teachers and school children.
Estimated numbers to be reached:	About 80 people.

Activity 4: CASEE CONFERENCE 2025 “Green transitions in agriculture, forestry, veterinary medicine and food systems under a changing climate”, Novi Sad

Date	Description of activity
25/27 June 2025	CPN will participate at the conference “Green transitions in agriculture, forestry, veterinary medicine and food systems under a changing climate”
Target audience	Objectives
Members of the general public and academia	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	80+

Activity 5: ECSITE conference Warsaw, Poland

Date	Description of activity
02 June 2025	At the ECSITE conference in Warsaw, six people from CPN will lead session “Future-proof learning: Advancing climate education through VR, art, storytelling, and hands-on science Explore innovative approaches to climate education that build resilience and skills through hands-on experiences with modern technologies, crowdsourcing tools, and interactive storytelling. Present in person LOESS application and crowdmapping tool.
Target audience	Objectives
Project ECSITE partners	To promote LOESS application and crowdmapping tool.
Estimated numbers to be reached:	30+

Activity 6: European Researchers’ Night, Belgrade

Date	Description of activity
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26 and 27 Sept 2025	<i>Consists of Hands-on activities, lectures, presenting Application and crowd mapping tool</i>
Target audience	Objectives
Members of the general public	To raise awareness of the importance of soil health To promote the LOESS tools (AR App, crowd mapping, learning scenarios...)
Estimated numbers to be reached:	150+

Activity 7: International Conference on Silicon in Agriculture, Belgrade

Date	Description of activity
15-19 September 2025	9th International Conference on Silicon in Agriculture (ICSA 2025), 15-19. September 2025, Belgrade, Serbia is the annual conference will held in Belgrade in 2025. Topics will include but are not limited to the dynamics of silicon in soil both at the rhizosphere and ecosystem levels; silicon uptake and transport; the role of silicon in plant growth and metabolism, with a particular focus on stress alleviation mechanisms; innovative silicon fertilizers and sustainable fertilization practices; and the broader impact of silicon on agricultural productivity, food and feed quality, ecosystem resilience, and climate change mitigation. The conference will provide a platform for scientists and industry professionals to exchange cutting-edge ideas, establish new research collaborations, and build a global network of camaraderie. The UoV-team will submit an application for a poster session. The poster will be presented and exhibited where interested participants can get in touch afterwards. The focus should be on the presentation of the AR-app, which can then be further explained and demonstrated at the poster. The congress is open to the public.
Target audience	Objectives
Members of the general public, academia	To raise public awareness of the importance of soil health To promote the LOESS tools, focus on the AR-App
Estimated numbers to be reached:	About 250 people

Activity 8: Climateurope festival Belgrade, Serbia

Date	Description of activity
29 September/ 03 October 2025	A panel session and/or art installation on soil health, how do we communicate science topics in art - in person
Target audience	Objectives
Members of the general public, policymakers, educators, CLIMATEUROPE2 participants	To raise public awareness of the importance of soil health To promote the crowd-mapping tool



Estimated numbers to be reached:	About 300 people
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Activity 9: World Soil Day, Belgrade

Date	Description of activity
05 December 2025	Some activities are always organized by the Environmental protection Agency, CPN will join their event.
Target audience	Objectives
Members of the general public	To raise public awareness of the importance of soil health To promote the crowd-mapping tool
Estimated numbers to be reached:	About 100 people

Social media campaign activity

The objectives of the Serbian social media campaign will be to:

Communicate key campaign messages on soil health and the developed tools

Communicate campaign activities being organised by LOESS in Serbia, linking them to key messages.

Overview of campaign: CPN will utilise a number of its own channels, including Researchers' Night channels. CPN will also collaborate with ecological and nature organisations, civil society groups, nature schools, some of whom are LOESS CoP members and others who are CPN member organisations to encourage them to share postings in order to reach wider general public audiences. We will also target other relevant community groups e.g. gardening communities.

Channel	Objective	Target audience	Format	Potential reach
CPN - website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities	Articles, calendar posts Banners, posts, photos, videos	Number of visitors to relevant pages
CPN - Instagram	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Teachers	Articles, photos	Number of visitors to relevant pages
Youtube - CPN	Promotion of key messages regarding soil health Promotion of LOESS AR App Communication of in person campaign activities	Youth	videos	Number of visitors to relevant pages
LinkedIn - CPN	Promotion of LOESS AR App Communication of in person campaign activities	Civil Society Organisations	Banners, posts, photos, video	Number of visitors to relevant pages



Channel	Objective	Target audience	Format	Potential reach
	Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Universities Teachers		
CPN - flickr	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities	Banners, photos, video	Number of visitors to relevant pages
Art and Science - official website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Youth Teachers	Banners, photos, video	Number of visitors to relevant pages

9.11 Slovakia

LOESS PARTNER: *University of Ss. Cyril and Methodius in Trnava*

In person campaign activity

Brief overview: In Slovakia, the core of campaign activities will use the existing events around the country. We plan to establish closer cooperation with more local actors (if they are not already members of the CoP or EIG). We plan to cover the second half of 2025 and the first half of the year 2026.

Activity 1: “Week of Science and Technology” (Týždeň vedy a techniky)

Date	Description of activity
10.11.-16.11.2025	The Week of Science and Technology in Slovakia is organised annually by the Ministry of Education, Science, Research and Sport of the Slovak Republic in cooperation with the Centre of Scientific and Technical Information of the Slovak Republic and the National Centre for Popularisation of Science and Technology in Society. The aim of the Week of Science and Technology in Slovakia is to improve the perception of science and technology in the awareness of the whole society, to popularize and present them, to arouse the interest of young people in the study of scientific and technical disciplines, to inform the public about the knowledge of science and technology and the need to promote science and technology, which are the basis of economic and social progress and help to solve global problems and challenges. We plan to have organize a workshop.



Target audience	Objectives
General Public	<ul style="list-style-type: none"> To raise public awareness of the importance of soil health To promote the LOESS AR App To promote the use of the crowd-mapping tool To promote educational scenarios, questionnaire
Estimated numbers to be reached:	25

Activity 2: Noc vedy 2025 / Night of the Science

Date	Description of activity
26.9.2025	The "Night of Science and Technology" is a public event promoting science, technology, and innovation to the public, especially attended by young people / schools. It features interactive exhibits, experiments, lectures, and workshops, and takes place in various cities across Slovakia, usually as part of the European Researchers' Night initiative. The event is widely attended by school groups, making it an important educational opportunity outside the classroom. We plan to have a stand during the event.
Target audience	Objectives
Young people	<ul style="list-style-type: none"> To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	200

Activity 3: Večerná univerzita ("Evening University")

Date	Description of activity
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To be decided	<i>The regular UCM discussion format aims to present current social issues through attractive discussions with external guests and experts from the academic environment. It will be public discussion focused on the importance of soil health.</i>
Target audience	Objectives
General public	To raise public awareness of the importance of soil health
Estimated numbers to be reached:	40

Activity 4: Public lecture

Date	Description of activity
October 2025	Public lecture to be given by Professor Jana Sedláková on the topic of the richness of soil biology and innovative environmental biotechnology approaches on soil remediation
Target audience	Objectives
General Public, event open for inhabitants and visitors of Trnava (Slovakia)	To raise public awareness of the importance of soil health
Estimated numbers to be reached:	50

Social media campaign activity

The objectives of the Slovak social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Slovenia, linking them to key messages.

Overview of campaign: UCM will use a variety of its internal communication channels, including the university website, faculty and institutional social media, and private social media accounts of team members. We will also collaborate with ecological organisations, nature schools, and civil society groups – many of them LOESS Community of Practice members or UCM partners – to help share key messages and project outputs. To reach the wider public, we will target relevant community groups such as gardening associations, sustainability initiatives, and environmental centres. We will also promote the project via www.prepodu.sk and in cooperation with the Slovak Regenerative Agriculture Association.



Channel	Objective	Target audience	Format	Potential reach
UCM - website	Promotion of LOESS AR App Communication of in-person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool Promotion of key project message Promotion of project outputs and possibilities of engagement	General Public Civil Society Organizations Universities	Articles Post Photos	Average 61 000 visits per month (2025)
UCM - Facebook	Promotion of LOESS AR App Communication of in-person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool Promotion of key project message Promotion of project outputs and possibilities of engagement	General Public Civil Society Organizations Universities	Post Photos	5 400 followers
Linkedin UCM	Communication of in-person campaign activities Promotion of key messages regarding soil health Promotion of project outputs and possibilities of engagement	General Public Civil Society Organizations Universities	Post Photos	1 485 followers
Instagram UCM	Communication of in-person campaign activities Promotion of key messages regarding soil health Promotion of project outputs and possibilities of engagement	General Public Civil Society Organizations Universities	Post Photos	2 187 followers

9.12 Spain

LOESS PARTNER: Catalan Association of Public Universities (ACUP)



In person campaign activity

Brief overview: The in-person LOESS general targeted campaign led by ACUP will primarily focus on four key events: World Soil Day; The National Congress on Environmental Education (CNEA), International Compost Awareness Week and possibly Barcelona Science Festival. The possibility of organizing a workshop based on LOESS learning scenarios at venues such as CosmoCaixa or the Natural Science Museum of Barcelona is also being explored.

Activity 1: World Soil Day (University of Lleida and other universities in Catalonia)

Date	Description of activity
The week including 5 December 2025	<p>On the occasion of World Soil Day, the Catalonia delegation of the Spanish Society of Soil Science, the Catalan Institution for Agrarian Studies, and the University of Lleida regularly organize a campaign aimed at raising awareness about the crucial role of soil in achieving sustainable and resilient agricultural systems.</p> <p>Activities typically include public lectures, science outreach talks, film forums, and other events such as bibliographic exhibitions and scientific escape rooms.</p> <p>The program for 2026 is still being defined, but the organizers aim to include the dissemination of educational materials developed within the LOESS project. In addition, efforts will be made to expand activities beyond Lleida to other locations throughout Catalonia.</p>
Target audience	Objectives
University professors & students and general public	<ul style="list-style-type: none"> • Firstly, to raise society awareness of the importance of soil health. • In the second place, to promote other LOESS educational modules for schools (learning scenarios, blueprint and MOOC), for university students & professors and young professionals (LOESS Science Shop approach including identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) and for crosscutting utilization (glossary, AR+ App and field experiments as demonstrators). <p>The event could feature talks by soil experts who are members of the LOESS CoP in Catalonia, a project presentation by ACUP, a workshop based on one of the project's pedagogical resources, the setup of an exhibition stand, and more.</p>
Estimated numbers to be reached:	60+



Activity 2: National Congress on Environmental Education (CNEA)

Date	Description of activity
January 26 and February 2 & 9, 2026 – Online February 16, 2026 – In person (Manresa)	<p>The National Congress of Environmental Education (CNEA) is the meeting space for environmental education in Catalonia, a working environment to address the challenges posed by a changing and complex world and to conceive solutions for a more sustainable, co-responsible, and just society. Since 2022, the CNEA has been established as a permanent congress. Its aim is to become the natural space for analysis and reflection for environmental education stakeholders and to seek tools that allow reaching new groups and creating innovative alliances to transition from individual change to collective and structural transformation.</p> <p>While the dates are already fixed, the slogan and program for the 2026 congress are yet to be defined.</p> <p>https://www.cnea.cat/ https://x.com/cnea_cat</p>
Target audience	Objectives
Environmental organisations, educational institutions and local authorities	<ul style="list-style-type: none"> •Firstly, to raise society awareness of the importance of education on soil health. •In the second place, to promote other LOESS educational modules for schools (learning scenarios, blueprint and MOOC), for university students & professors and young professionals (LOESS Science Shop approach including identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) and for crosscutting utilization (glossary, AR+ App and field experiments as demonstrators). <p>The event could feature talks by soil experts who are members of the LOESS CoP in Catalonia, a project presentation by ACUP, a workshop based on one of the project's pedagogical resources, the setup of an exhibition stand, and more.</p>
Estimated numbers to be reached:	500

Activity 3: International Compost Awareness Week

Date	Description of activity



<p>First week of May 2026</p>	<p>International Compost Awareness Week (ICAW) is an initiative celebrated annually in various countries to inform and promote the use of compost – explaining where it comes from, how it should be used, and what its benefits are.</p> <p>Compost is the result of the aerobic decomposition of organic matter through the composting process. When reused in agriculture, it becomes a valuable tool for improving soil fertility and crop productivity.</p> <p>ICAW began in Canada in 1995 and has gradually expanded to other countries. The initiative continues to grow as more organizations, educational institutions, and groups join in. International Compost Awareness Week takes place during the first week of May each year. Each edition of ICAW highlights a specific message related to composting.</p> <p>The Catalan Waste Agency (ARC) leads the coordination of the International Compost Awareness Week in Catalonia, with the support and collaboration of local councils, local entities, educational centres (schools and universities), and other organizations committed to sustainability and responsible waste management. Key activities include information and self-service points, educational workshops and hands-on activities, technical seminars, as well as visits to composting facilities and open-door events.</p> <p>https://residus.gencat.cat/ca/ambits_dactuacio/valoritzacio_reciclatge/el_compost/icaw/index.html</p>
<p>Target audience</p>	<p>Objectives</p>
<p>Mainly general public (family audience, young people and adults) but also schools, universities and agrarian sector</p>	<ul style="list-style-type: none"> •Firstly, to raise society's awareness of the importance of composting for soil health. •In the second place, to promote other LOESS educational modules for schools (learning scenarios, blueprint and MOOC), for university students & professors and young professionals (LOESS Science Shop approach including identification of local soil health challenges using the crowdmapping tool; the delivery of the 'From a Problem to a Research Question workshop'; the offering of the training module for lecturers on embedding Community-Engaged Research and Learning (CERL); and the implementation of CERL projects) and for crosscutting utilization (glossary, AR+ App and field experiments as demonstrators). <p>The event could feature talks by soil experts who are members of the LOESS CoP in Catalonia, a project presentation by ACUP, a workshop based on one of the project's pedagogical resources, the setup of</p>



	an exhibition stand, and more. More than 100 activities were organized throughout Catalonia in previous editions.
Estimated numbers to be reached:	100+

Activity 4: 19th edition of the Barcelona Science Festival (subject to feasibility, as the date for the next edition is yet to be confirmed and may fall shortly after the conclusion of the LOESS project)

Date	Description of activity
End of May and beginning of June 2026	The Science Festival is a science outreach event aimed at the general public and organized by the City of Barcelona, with essential participation from the local scientific community. It is organized with the goal of sharing knowledge with the public, encompassing both experimental and technological sciences, as well as social sciences and humanities. https://www.barcelona.cat/festa-de-la-ciencia/ca
Target audience	Objectives
Citizenship (family audience, young people and adults)	Firstly, to raise citizenship awareness of the importance of soil health as well as to offer a hands-on learning experience based on LOESS learning scenarios. In the second place, to promote other LOESS modules for crosscutting utilization (mainly crowdmapping tool and AR+ App). The event could also feature the setup of an exhibition stand. In 2024, the event was attended by 20,000 people.
Estimated numbers to be reached:	100+

Social media campaign activity

The objectives of the Catalonia (Spain) social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Catalonia (Spain), linking them to key messages.

Overview of campaign: The LOESS social media campaign led by ACUP aims to promote key messages regarding soil health, communicate both in-person and online campaign activities, and encourage the use of the project’s educational modules for schools, universities, and cross-cutting utilization. To reach their target audiences effectively, the campaign will collaborate with institutions such as the Ministry of Agriculture, Livestock, Fisheries and Food



of the Government of Catalonia (DARPA), the Catalan Association for Science Communication (ACCC), the Network for Nature Conservation (XCN), and the Catalan Society for Environmental Education (SCEA), leveraging their main channels including websites, newsletters, and social media, as well as other platforms like the ACCC's powerful mailing list and the Generalitat's Ruralcat portal (Ruralcat). Additionally, support will be sought from professional associations, mainstream and specialized media, and influencers focused on climate emergency and sustainability topics.

Channel	Objective	Target audience	Format	Potential reach
Ministry of Agriculture, Livestock, Fisheries and Food of the Government of Catalonia's Ruralcat portal and other media channels (Website, newsletter and social networks [Twitter, Facebook, Instagram and YouTube]).	Promotion of key messages regarding soil health Communication of in person and online campaigns activities Promotion of LOESS educational modules for schools, universities and cross-cutting utilization	Farmers and livestock breeders: Seeking technical info, subsidies, regulations, and digital tools. Forestry and agri-food professionals. Agricultural engineers and technicians. Students and researchers in agricultural and food sciences. Local administrations and agricultural cooperatives.	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 22000 followers Facebook: 11000 followers Instagram: 14.200 followers
Catalan Association for Science Communication (ACCC)'s mailing list, website, newsletter and social networks (Twitter/Bluesky, Facebook, Instagram, LinkedIn and Youtube).	Promotion of key messages regarding soil health Communication of in person and online campaigns activities Promotion of LOESS educational modules for schools, universities and cross-cutting utilization	Science communicators and specialized journalists. Researchers and scientists interested in outreach. Students and professionals in science communication. Media outlets covering science and technology. General public with an interest in science (often with a higher education background).	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Mailing list: 1200 subscribers Twitter: 12100 followers Bluesky: 499 followers Facebook: 2500 followers Instagram: 1652 followers LinkedIn: 2000 followers Youtube: 53 subscribers



Channel	Objective	Target audience	Format	Potential reach
Network for nature conservation (XCN)'s website, newsletter and social networks (Twitter, Instagram, LinkedIn and Youtube)	<ul style="list-style-type: none"> -Promotion of key messages regarding soil health -Communication of in person and online campaigns activities -Promotion of LOESS educational modules for schools, universities and cross-cutting utilization 	Environmental NGOs and land stewardship organizations. Nature reserve managers and environmental technicians. Public administration (local, regional, national). Private landowners involved in conservation initiatives. General public interested in nature and environmental volunteering.	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 7646 followers Instagram: 1739 followers LinkedIn: 2000 followers Youtube: 404 subscribers
Catalan Society for Environmental Education (SCEA)'s website, newsletter and social networks (Facebook, Twitter, Instagram and Youtube)	<ul style="list-style-type: none"> -Promotion of key messages regarding soil health -Communication of in person and online campaigns activities -Promotion of LOESS educational modules for schools, universities and cross-cutting utilization 	Environmental educators (both professionals and volunteers). Schools, teachers, and educational institutions. Environmental officers in public administration. Third-sector environmental organizations. Citizens committed to sustainability and ecological awareness.	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Twitter: 3013 followers Facebook: 1900 followers Instagram: 2014 followers Youtube: 75 subscribers
Sustainability-focused media (mainstream and specialized) and journalists	<ul style="list-style-type: none"> -Promotion of key messages regarding soil health -Communication of in person and online campaigns activities 	All societal stakeholders, including citizens	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Depending on the media



Channel	Objective	Target audience	Format	Potential reach
	-Promotion of LOESS educational modules for schools, universities and cross-cutting utilization			
Influencers (such as Javier Peña, Founder of Hope! Fighting to tackle climate breakdown)	-Promotion of key messages regarding soil health -Communication of in person and online campaigns activities -Promotion of LOESS educational modules for schools, universities and cross-cutting utilization	Climate-conscious citizens	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	2.5M followers. 1.000M video views.
Professional associations /Official colleges (Agronomists, Environmental Scientists, Agricultural and Forestry Technical Engineers, Geologists, etc.)'websites, newsletters and social media	Promotion of key messages regarding soil health -Communication of in person and online campaigns activities -Promotion of LOESS educational modules for schools, universities and cross-cutting utilization	Experts and professionals working in soil health	LOESS educational resources, news and press releases, posts, articles, banners, photos, videos, infographics	Depending on the professional association



9.13 Sweden

LOESS PARTNER: Vetenskap & Allmänhet – Public & Science Sweden

In person campaign activity

Brief overview: In Sweden, campaign activities will be run at a number of existing events in different locations across Sweden. A number of activities will be run during European Researchers' Night in September 2025, including hands-on learning activities at a farm, an excursion with soil health expert and exhibition stands with hands-on activities. A stand with short talks by soil experts will also be organised at an agroecological festival. Activities will be run together with soil experts / researchers at local universities. Additional activities, depending on remaining budget and opportunities that occur, will be considered in 2026 e.g. Gothenburg Science Festival in April and the Nordic Gardening Fair held in April 2026. LOESS leaflets will be handed out at other events and conferences, when appropriate.

Activity 1: ForskarFredag – European Researchers' Night in Stockholm

Date	Description of activity
26 Sept 2025	VA will have a stand at a big science fair held at AlbaNova in Stockholm. The stand will be manned by soil researchers and offer short hands-on soil activities, including opportunities to try the AR app etc.
Target audience	Objectives
Upper secondary school pupils + teachers Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool
Estimated numbers to be reached:	100+

Activity 2: ForskarFredag – European Researchers' Night across Sweden

Date	Description of activity
22 – 27 Sept 2025	Public & Science Sweden is the Project Co-ordinator of European Researchers' Night in Sweden run annually in around 30 towns and cities across Sweden. The theme of the 2025 event is Jorden under dina fötter (meaning The Earth/soil beneath your feet). VA will make a version of the LOESS campaign toolkit available to European Researchers' Night organisers across Sweden running events, encouraging them to use the LOESS materials and tools and providing inspiration for their own



	programmes. All activities are promoted on the www.forskarfredag.se national website, where LOESS materials will also be highlighted in relation to the theme.
Target audience	Objectives
Upper secondary school pupils Members of the general public	To raise public awareness of the importance of soil health To promote the LOESS AR App and crowdmapping tool
Estimated numbers to be reached:	300+

Activity 3: Hands-on activity - crowdmapping excursion

Date	Description of activity
w/c 22 Sept 2025 (exact date to be decided)	Karl Lundén, a researcher at the Swedish University of Agricultural Sciences and member of the LOESS CoP will run a hands-on activity in which he will take groups on an excursion to learn more about soil. The activity will be focused on gathering data to submit using the crowdmapping tool. The activity will be part of the ForskarFredag - European Researchers' Night in Sweden programme and bookable via the website.
Target audience	Objectives
Upper secondary school pupils	To raise public awareness of the importance of soil health To offer a hands-on learning experience To gather data for the crowdmapping tool
Estimated numbers to be reached:	50

Activity 4: Hands-on learning experience at Alnarp Farm

Date	Description of activity
26 and 27 Sept 2025	Alnarp's Agroecology Farm, located on the Swedish University of Agricultural Sciences (SLU) campus in Southern Sweden, is a student-led initiative focused on sustainable, hands-on, agroecological farming. VA is working together with the farm to develop a hands-on learning experience to enable



	<p>participants to learn more about soil health and agro-practices to build healthy soils.</p> <p>26 Sept: Two school groups given a tour of the farm followed by hands-on activities at themed experimental stations (soil profile, soil filtration, soil respiration, earthworm count)</p> <p>27 Sept: Open house with tours for the general public and hands-on activities at experimental stations</p> <p>This bookable activity will be advertised as part of the ForskarFredag Researchers' Night programme</p>
Target audience	Objectives
Upper secondary school pupils x 2 groups (15-30 pupils each) Members of the general public	<p>To raise public awareness of the importance of soil health</p> <p>To offer a hands-on learning activity</p>
Estimated numbers to be reached:	100

Activity 5: SciFest science festival, Uppsala

Date	Description of activity
One day during the science festival that runs 9-11 October 2025	<p>SciFest is an annual science festival held at Fyrishov, a big sporting facility in the town of Uppsala, run by Uppsala University and the Swedish University of Agricultural Sciences (SLU). Thursday and Friday consists of a programme for school classes and the Saturday for the general public. Activities on offer include workshops, shows, competitions, researcher meetings and lectures.</p> <p>A LOESS stand with soil-related activity will be organised with hands-on activities at which the AR app will also be showcased.</p>
Target audience	Objectives
Upper secondary school pupils Members of the general public	<p>To raise public awareness of the importance of soil health</p> <p>To promote the LOESS AR App and crowdmapping tool</p>
Estimated numbers to be reached:	100+

Activity 6: The Agroecology Europe Forum in Malmö

Date	Description of activity
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One day during the forum that runs 2-4 October 2025	The Agroecology Europe Forum in Malmö is an agroecological festival and science conference for food systems transformation. Day 2 is open to public guests. LOESS will have a stand at the event and run science expressos on soil health education topics with soil experts. https://www.agroecology-europe.org/agroecology-europe-forum-2025/
Target audience	Objectives
Members of the general public interested in agroecology	To raise public awareness of the importance of soil health To promote the crowd-mapping tool
Estimated numbers to be reached:	100+

Social media campaign activity

The objectives of the Swedish social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in Sweden, linking them to key messages.

Overview of campaign: VA will utilise a number of its own channels, including Researchers’ Night channels. VA will also collaborate with ecological and nature organisations, civil society groups, nature schools, some of whom are LOESS CoP members and others who are VA member organisations to encourage them to share postings in order to reach wider general public audiences. We will also target other relevant community groups e.g. gardening communities.

Channel	Objective	Target audience	Format	Potential reach
VA - website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities	Articles, calendar posts Banners, posts, photos, videos	40 000 visitors/year
VA - Facebook	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Teachers	Banners, posts, photos, videos	2 634 Followers



Channel	Objective	Target audience	Format	Potential reach
TikTok - VA	Promotion of key messages regarding soil health Promotion of LOESS AR App Communication of in person campaign activities	Youth	Banners, posts, photos, videos	263 Followers
LinkedIn - VA	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities Teachers	Banners, posts, photos, video	3 486 Followers
VA-Instagram	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Civil Society Organisations Universities	Banners, photos, video	1 787 Followers
ForskarFredag website	As the theme of this years' ForskarFredag (FF) - Researchers' Night in Sweden is Jorden under dina fötter (Earth beneath your feet), an article about the importance of soil health will be written with links to LOESS resources for schools and promoted via FF channels.	Civil Society Organisations Universities Teachers Members of the public Science centres	Articles, calendar posts Banners, posts, photos, videos	20 700 visitors/year
ForskarFredag (Researchers' Night) -Instagram	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Youth Teachers	Banners, photos, video	1 205 Followers
ForskarFredag Facebook	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Teacher Members of the public Science centres	Banners, posts, photos, video	2 475 Followers



Channel	Objective	Target audience	Format	Potential reach
Media - press releases sent out as part of ForskarFredag campaign	Promotion of key messages regarding soil health - connecting to theme of Swedish European Researchers' Night	Media	Press releases	Press coverage
Social media channels of the Swedish network of citizen science	Promotion of LOESS crowdmapping tool	CSOs Universities	Banners, posts, photos,	Number of shares

9.14 Türkiye

LOESS PARTNER: ANS Education and Consultancy

In person campaign activity

Brief overview: The campaign activities in Turkey will be carried out in many different cities, especially in Antalya, and with different groups. In these activities, cooperation will be made with universities, municipalities, public education centers, civil society organizations, environmentally focused youth groups, women entrepreneurs working on soil and food, and schools. Depending on the type of event, LOESS brochures, posters, caps with LOESS logo (hands-on activities), seed balls, etc. will be distributed to the participants.

Activity I: National Summer Camp in Turkey

Date	Description of activity
23 rd -27 th June 2025	ANS will be organising a summer camp at Akdeniz University in Antalya. During the event, the tools developed in the project will be presented and tested. There will also be two excursions.
Target audience	Objectives
University students (10), VET high school students (15) between the age of 17-23.	To raise public awareness of the importance of soil health To promote the LOESS AR App



	To promote use of the crowd mapping tool To offer a hands-on learning experience
Estimated numbers to be reached:	25

Activity 2: Crowd-Mapping-Activity with Local Farmers (outdoor hands-on learning experience)

Date	Description of activity
October 2025	ANS will cooperate with Antalya Provincial Directorate of Agriculture and Döşemealtı Municipality to organize a seminar followed by the crowd-mapping-session. The farmers will get a short presentation about the project and the tools. Afterwards, they will go out and use the crowd-mapping-tool. The seminar will take place in Döşemealtı Town Hall, and they will go to different places in the vicinity. The experts from the Antalya Provincial Directorate of Agriculture will support ANS during the seminar and hands-on activity. Project roll-up to be used in the seminar room, Brochures and caps to be distributed to the participants.
Target audience	Objectives
Local farmers who grow oranges, lemon, pomegranate, or olives.	<ul style="list-style-type: none"> -To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowd mapping tool -To offer a hands-on learning experience
Estimated numbers to be reached:	40

Activity 3: Compost Workshop with a CSO called Antalya Food Community (outdoor hands-on learning experience)

Date	Description of activity
16th October (World Food Day)	ANS will cooperate with Antalya Food Community and Village Market Women's Initiative on the World Food Day. It will be an outdoor event, most probably at a farm. After a short description of LOESS project tools, a compost workshop will be held by Antalya Food Community. Project roll-up to be used in the venue, Brochures, Caps and seed balls to be distributed to the participants.



Target audience	Objectives
Members of the general public: -mostly women -entrepreneurs -volunteers of CSOs	-To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowd mapping tool -To offer a hands-on learning experience -To emphasize the importance of doing compost for keeping the soil healthy and preventing food waste.
Estimated numbers to be reached:	40

Activity 4: Workshop: Soil + SDGs

Date	Description of activity
November	ANS will cooperate with Akdeniz University Science Teaching Faculty. It will be an indoor-outdoor event (in the seminar room and garden). After a short description of LOESS project tools, a workshop on 'How soil is related to all 17 SDGs' will be held. Non-formal learning strategies will be used during the 3-hour workshop. An expert who is a teacher and writer of a book on using SDGs in the classroom will be invited. Project roll-up to be used in the seminar room, Brochures will be distributed to the participants.
Target audience	Objectives
-University students-Teacher candidates -Lecturers	-To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowd mapping tool -To emphasize the relationship between healthy soil and the 17 SDGs.
Estimated numbers to be reached:	100

Activity 5: World Soil Day Celebration by Antalya Metropolitan Municipality

Date	Description of activity
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5th December 2025	ANS will attend the conference and panel organized by Antalya Metropolitan Municipality. Presentation about LOESS project and promotion of its tools. Project roll-up and poster to be used in the venue. Barcode of the project website will be shared with the participants.
Target audience	Objectives
-General public -University -Students -CSO representatives -Experts from Antalya Metropolitan Municipality and Antalya Provincial Directorate of Agriculture	-To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowd mapping tool
Estimated numbers to be reached:	300

Social media campaign activity

The objectives of the Turkish social media campaign will be to:

- Communicate key campaign messages on soil health and the developed tools
- Communicate campaign activities being organised by LOESS in Turkey, linking them to key messages.

Overview of campaign: ANS team will use several of its own channels (website, YouTube, Instagram, Facebook and LinkedIn). ANS will also collaborate with CoP members from schools, universities, CSOs, and local governments to share the LOESS outputs and key soil health messages with wider communities.

Channel	Objective	Target audience	Format	Potential reach
ANS website	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	-CSO representatives and volunteers -University lecturers and students -Local government officers	Articles, calendar posts, photos, videos	Number of visitors
ANS-Instagram	Promotion of LOESS AR App	-General public	Calendar posts, invitation/reportin	256 followers



Channel	Objective	Target audience	Format	Potential reach
	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	-Teachers and administrative staff of VET high schools -VET high school and University students -CSO representatives	g posts, photos, videos	
ANS-Facebook	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	-General public -Teachers and administrative staff of VET high schools -VET high school and University students -CSO representatives	Calendar posts, invitation/reporting posts, photos, videos	155 followers
ANS- YouTube	Communication of in person campaign activities Promotion of key messages regarding soil health	-General public -Teachers and administrative staff of VET high schools -VET high school and University students -CSO representatives	Videos	
ANS-LinkedIn	Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	-CSO representatives -University lecturers and students -Local government officers	invitation/reporting posts, photos, links to other posts	114 followers
LinkedIn (Ayfer Yilmaz)	Promotion of LOESS AR App Communication of in person campaign activities	-CSO representatives -University lecturers and students -Local government officers	invitation/reporting posts, photos, links to other posts	612 followers



Channel	Objective	Target audience	Format	Potential reach
	Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	-Teachers and administrative staff of primary, secondary and VET high schools		
Social media channels of the Turkish CoP	Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	-CSO representatives -University lecturers and students -Teachers and VET high school students	Posts, photos, videos	Number of shares

9.15 United Kingdom

LOESS PARTNER: *Queen's University Belfast*

In person campaign activity

Brief overview: We anticipate that our activity will focus more on the educational aspects of soil health within the LOESS project since this is our area of expertise. We plan to target cross-sectoral events where there is an opportunity to reach out to the wider general public. For the moment our plan focuses on in-person events in Northern Ireland and online across the wider UK, however we are still scoping in-person events at UK level that we can attend. We have identified a number of potential Northern Ireland events below based on events that took place in 2024/5 – since these events have not yet been announced it is not possible to fully assess whether they are a good fit with the campaigning aspects of LOESS (nor whether it is feasible to attend given dates of events) and we will review this as announcements are made and revise plans where necessary. We are also exploring the potential to exploit our position within the Civic Engagement and Strategic Communications Directorate at QUB to develop an event with other mission soil projects in the UK/Ireland/NI however this is still in discussion so has not been included in the below document.

Activity 1: BALMORAL SHOW

Date:	Description of activity
16-17 May 2025	The Balmoral Show is Northern Ireland's largest agricultural event. Balmoral Show – Northern Ireland's Largest Agricultural Event Royal Ulster Agricultural Society We will be part of the QUB stand and will bring along bookmarks, ipads to test the app and show the crowdmapping tool and leaflets about the CoP to share.



Target audience	Objectives
Farmers and their families, also stakeholders from every group interested in agriculture (e.g. universities and research institutes, industry)	<ul style="list-style-type: none"> -To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowdmapping tool -To network with other soil health stakeholders
Estimated numbers to be reached:	200

Activity 2: Education for Sustainable Development event

Date:	Description of activity
April 2026 TBC	Education for Sustainable Development event (NI Environment Link Forum) We will hopefully host a session where we will share the resources developed in LOESS. We will seek out a keynote spot if one is available.
Target audience	Objectives
Environmental educators from across NI and across different education sectors	<ul style="list-style-type: none"> To raise awareness of LOESS resources amongst soil health educators from all sectors To promote the LOESS AR App To promote use of the crowdmapping tool To network with key educational stakeholders and policymakers
Estimated numbers to be reached:	50

Activity 3: REACH FESTIVAL

Date	Description of activity
April 2026 TBC	Reach Festival This cross-border festival run by the Sustainable Development Solutions Network Ireland aims to showcase how art can serve as a powerful tool to engage the public on meaningful conversations about our planet's future



	We hope to host a session where we will share the resources developed in LOESS. We will seek out a keynote spot if one is available.
Target audience:	Objectives
Arts practitioners from all sectors across Ireland	To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool
Estimated numbers to be reached:	50

Activity 4: NI Science Festival

Date	Description of activity
February 2026	NI Science Festival Collaborating with other NI/QUB/UK Mission Soil projects run a workshop that focuses on the importance of soil education This is likely to be hands on either engaging with the LOESS app or the crowdmapping tool
Target audience	Objectives
General public	To ensure collaboration with other soil mission projects To raise public awareness of the importance of soil health To promote the LOESS AR App To promote use of the crowdmapping tool
Estimated numbers to be reached:	30

Activity 5: Balmoral Show 2026

May 2026 TBC	The Balmoral Show is Northern Ireland’s largest agricultural event. Balmoral Show – Northern Ireland’s Largest Agricultural Event Royal Ulster Agricultural Society We will be part of the QUB stand and will bring along bookmarks, ipads to show the app and show the crowdmapping tool and leaflets about the CoP to share.
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Target audience	Objectives
Farmers and their families, also stakeholders from every group interested in agriculture (e.g. universities and research institutes, industry)	<ul style="list-style-type: none"> -To raise public awareness of the importance of soil health -To promote the LOESS AR App -To promote use of the crowdmapping tool -To network with other soil health stakeholders - Hands on activity
Estimated numbers to be reached:	200

Social media campaign activity

The objectives of the UK social media campaign will be to:

- Communicate key campaign messages on soil health
- Communicate campaign activities being organised by LOESS in the UK, linking them to key messages.

Overview of campaign: Queen’s University Belfast will use university channels – in particular the Civic Engagement office where the LOESS project is located, but we will also seek to amplify with departmental and institution-level accounts where appropriate which have a much wider reach. We will also tag our CoP members and community partners (who have a much wider social media reach amongst the general public) and invite them to share where relevant to their work.

Channel	Objective	Target audience	Format	Potential reach
x QUB Civic Engagement @QUBEngagement	Promotion of LOESS project and resources Promotion of LOESS AR App Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	General public	Posts	4425 followers
Youtube Emma McKenna	Promotion of LOESS project and resources Promotion of LOESS AR App	Professional network, mainly educators, engagement	posts	1127 connections



Channel	Objective	Target audience	Format	Potential reach
	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	professionals and community organisations		
X @QUBScienceShop	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowdmapping tool	Professional network, mainly educators, engagement professionals and community organisations	Posts	1500 followers
Blue Sky Emma McKenna	Communication of in person campaign activities Promotion of key messages regarding soil health Promotion of LOESS crowd mapping tool	Professional network, mainly educators, engagement professionals and community organisations	Posts	167 followers (newly established)

