

SOILPROM

Plan for Dissemination, Exploitation and Communication

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More information on the project can be found at: <http://www.soilprom.eu>.

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EXECUTIVE SUMMARY

The deliverable 6.1 “Plan for Dissemination, Exploitation and Communication” has been developed in the SOILPROM Work Package 6 context. It aims to align the Consortium on the means and tools towards efficient communication, dissemination and exploitation activities to reach the relevant target groups and the wider public, even after the end of SOILPROM.

The purpose of this document is to present the strategy that will be followed for all the dissemination and communication activities of the project and suggest a concrete plan for their implementation throughout the project’s four-year duration.

The document outlines all the dissemination and communication tools, channels, and activities that will be utilised in the project, tailored to their respective target groups. It also details the optimal timing for executing the communications strategy and specifies the responsibilities and contributions expected from the various partners.

Deliverable 6.1 is a living document that will evolve throughout the project's duration; it serves as a dynamic record of agreements among the partners, to be reviewed and updated regularly.

I. INTRODUCTION

The aim of this document is to present the SOILPROM Dissemination, Communication and Exploitation plan. It sets out a strategy for dissemination and publicity of the project’s outcomes, as well as effective engagement of stakeholders in relevant project activities.

Dissemination stands for the public disclosure of the results of the project. It is an active process of promotion and awareness-raising right from the beginning of a project. It makes research results accessible to various stakeholders (i.e. other researchers, industrialists, environmental and administration agencies or policymakers) in a targeted manner. Since researchers, environmental and administration agencies, the farming community, consultancy firms and policymakers will be the most benefited target groups of SOILPROM, special focus and efforts will be put on disseminating the project results and technological advances to these groups.

Communication activities promote the project and its results throughout its lifetime to non-expert but targeted audiences. The aim is to inform and reach out to society and to demonstrate the activities carried out, the use and the benefits of the project for citizens. For this various media, both traditional (i.e., Radio, TV, newspaper, posters...) and online (i.e., social media, website...etc) are implemented to reach the wider audience. The content of those activities will be adapted to such an audience so that everyone can understand the stakes and goals of the project without having to understand all the technical details.

Exploitation includes the use of the results of the project in research and innovation activities other than those covered by the action concerned (e.g. continuation of research, patents and licences, sale of products or services, etc.). Specific exploitation strategies and routes will be identified throughout the project, to optimise the use of SOILPROM's results.

For all communication and dissemination activities detailed below, reference to the EU funding will be made: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them."

II. LANGUAGE

The language of this project is English. For consistency, we recommend the use of British English spelling conventions where possible. Other languages spoken in the consortium (Danish, German, Spanish, Polish, Norwegian) will be considered for the creation of communication materials.

We recommend partners read the [EC DG Translation English Language Style Guide](#).

III. TARGET GROUP

To better reach the targets of the SOILPROM project through communication, dissemination and exploitation activities and strategies, a complete target group analysis and mapping needs to be conducted.

The mapping and analysis will help understand the target's behaviour and interests, necessary to better design communication, dissemination and exploitation strategies, as well as the linked message and activities. It will also help define in which ways stakeholders can be solicited to ensure the highest impact of SOILPROM.

The analysis and mapping need to be conducted with the Consortium partners and especially use-case leaders and leader of WP5 – Collaboration with end-users and engagement with local stakeholders, and will be updated annually (M18, M30). The overall activities conducted in WP5 (especially Tasks 5.1 and 5.2) will give new insights about the audiences.

i. PRELIMINARY STAKEHOLDER ANALYSIS

The communication, dissemination and exploitation strategy will aim at reaching the target groups below. Objectives of such activities for each target group, as well as key messages and project results to communicate have also been identified.

Table 1 – Target groups and key message

Target group	Stakeholders	Why?	Key message(s)	Results
Research and development (R&D) community	Research organisations in the environment, agriculture, environmental and soil modelling, soil physics, biology, and chemistry, ecotoxicology, environmental engineers, ISMC working groups, Joint Research Centre (JRC).	– Help the research community to gain and promote knowledge on soil pollution and develop new tools and pathways for visualisation and mitigation. – The R&D community in the field of soil sciences and soil pollution are the prime end-users the MP (PR3) and the DST (PR4).	"SOILPROM offers advanced modelling tools to study soil pollution and its impacts on ecosystem services, allowing a better understanding of the transport and fate across the environmental compartments of a range of common and emerging pollutants."	– Upgraded models for simulating PFAS, microplastics, pesticides, nutrients, and metals transport and fate across environmental compartments (PR1). – Open-access Modelling Platform (PR3). – Decision Support Tool (PR4).
Related European projects, EU and international networks	Coordinators of related Horizon Europe projects (e.g., PREPSOIL, WATERINE, projects to be funded under the MISS-2023-SOIL-01-02, other	– Encourage collaboration with similar projects to maximize impact and share knowledge. The exchange of data through set of local standardised databases (PR2) will be especially emphasised.	"By collaborating with the SOILPROM project, similar EU initiatives can achieve mutual benefits and overcome common challenges. Together, we can connect, exchange ideas, share knowledge, and disseminate results more	– Set of local standardised databases (PR2)

	similar funding as MISS-2022-SOIL-01-04, MISS-2023-SOIL-01-01, CL3 DRS-01-0202, and other Soil Mission calls, etc.), EU Soil Observatory, funding bodies, JRC, ISMC, ESA, ECMWF, EUMETSAT, EFSA, ECHA, EIP AGRI, etc.	- Create synergies and partnerships to strengthen collective efforts, overcome common challenges and achieve shared goals.	effectively, amplifying our collective impact on soil health and environmental sustainability." "SOILPROM is about centralizing the knowledge and processes regarding soil health and pollution fate. In a digital environment cluttered with scattered information, SOILPROM will be the gateway to simulate pollutant fates."	
Environmental and administration agencies, and consultancy companies	European Environmental Agency, National governmental agencies, administration agencies and technicians, technical advisers, environmental authorities at municipal and regional level, consultancy companies, etc.	- Environmental and governmental agencies can be responsible for soil remediation and protection of water resources; and coordinate the prevention and remediation of diverse sources of contamination. They are therefore a hub for varied pollution data and are target of the MP (PR3) and of the DST (PR4). - Consultancy firms are key users of models (PR3) and data (PR2) which they use to	- "SOILPROM provides advanced models and comprehensive data to enhance soil remediation and water resource protection efforts." - For consultancy firms: "Leverage SOILPROM's expertise, tools and data to advise authorities and stakeholders on future policy and spatial measures. Access complementary data from SOILPROM use-cases and benefit from user-friendly	- Set of local standardised databases (PR2). - Open-access Modelling Platform (PR3). - Decision Support Tool (PR4).

		advice authorities and other stakeholders in planning future policy and spatial measures.	instructions to effectively utilize these models."	
Farming community and its associated ecosystem	Land users and land managers including industries and farmers, farmers associations, producers organisations, cooperatives, foresters, water companies, advisory services, national soil hubs, EIP AGRI.	- Fully inform the farming community and its associated ecosystem, as major users of certain pollutants such as pesticides or nutrients studied in the project, of the impacts of these compounds on ES. - Inform them of the possible soil and land management practices that can reduce soil pollution (PR6). - Their associated ecosystem (e.g., advisors) needs to be addressed as well to ease knowledge sharing and results transfer.	- "SOILPROM offers decision-support tools for sustainable soil management." - "Adopt soil and land management practices based on SOILPROM's recommendations to reduce soil pollution, and in consequence air and water pollution, thus improving the environment and human health."	- Set of scenarios for use-cases to highlight possible pathways for reducing the levels of pollution (PR5). - Set of recommendations for policymakers and use-cases stakeholders (PR6).
EU, national, and local policymakers and public bodies	Ministries and National agencies of Food and Agriculture, Ministries and National agencies of	- Increase the awareness of policymakers concerning pollutant's impacts on ES and sustainable soil management practices.	- "Soil pollution from metals, PFAS, nutrients, microplastics, and pesticides not only degrades soil health but also disrupts ecosystems, contaminates water sources,	- Set of scenarios for use-cases to highlight possible pathways reducing the levels of pollution (PR5).

	industry and Environment, policy consultants, (Inter-) Regional administrations, local authorities and policymakers, National water and Maritime authority, etc.	- Pushing the right science-based regulation framework for reducing levels of pollution.	and threatens biodiversity as well as human health. This is why it's crucial to implement sustainable soil management policies." - "Use SOILPROM's model-based scenarios and data-driven recommendations to develop soil management policies that reduce soil pollution and protect human and environmental health."	- Set of recommendations for policymakers and use-cases stakeholders (PR6). - 7 demonstration use-cases (PR7).
Citizens	General public, citizens affected/interested by pollution, community groups, and environmental NGOs.	- Inform the general public about the issues of soil pollution and its impacts on the environment and health. - Raise awareness of how public money is spent. - Show the success of European collaboration.	- "SOILPROM is a European collaborative project funded by the EU that aims to predict, prevent and combat soil pollution for environmental and human well-being." - "Stay informed about our progress and learn how you can contribute to sustainable soil management."	- All project's results (PR1 to PR7), from the start until the end of the action. Communication and dissemination directed at citizens will be more about the stakes and objectives of the project in general, without the need to understand all the technical details.

The **general key message** of the project, that will figure in all communication is: "Developing sustainable solutions for soil pollution."

ii. STAKEHOLDER MAPPING

A stakeholder mapping will be conducted on two levels by use-case leaders later in the project (M12). The mapping and analysis will study the role of stakeholders in driving the uptake of the results and define their stake based on their interests and potential impact. A first set of stakeholders will be identified through a Modelling Board (created at M8) consisting of scientists, agencies, European organisations and consultancy firms. For use-case stakeholders, 7 stakeholder networks consisting of local policymakers, land users (farmers, foresters...), urban planners, and local companies, will be set up.

iii. MODELLING BOARD

The Board will gather scientists, agencies, European organisations and consultancy firms. It will be created to:

- Gather and categorise their needs regarding the Modelling Platform and the Decision Support Tool
- Use the SOILPROM Modelling Platform and Decision Support Tool to further validate its functionalities and discuss potential barriers.
- Present the project progresses.

The Board targets 10 members at the beginning. It is expected that this board will be joined by ca. 10 new members per year.

IV. DISSEMINATION ACTIVITIES

i. DISSEMINATION CHANNELS AND TOOLS

a. SCIENTIFIC AND TECHNICAL PUBLICATIONS

Purpose

SOILPROM partners will publish reports and results (according to the intellectual property rights protection strategy defined in the Consortium Agreement and the open-access objective) in the scientific literature, dedicated peer-reviewed journals and magazines.

Target group

These scientific and technical publications will aim to reach the R&D (research and development) community and other research projects in the field of soil pollution.

Content

Most publications will be about the development and improvements of the SOILPROM solutions in modelling of soil pollution processes for metals, PFAS, nutrients, microplastics, and pesticides through soil, air, water, and plants compartments; and sustainable soil

management practices to reach reduced levels of pollution and healthier soils across Europe.

Table 2 – Planned publication topics and targeted journals

Topic	Journal(s) targeted
Effects of pollutants on soil biota and related ecosystem functions/services.	To be determined
International and EU plastic governance	Environmental Sciences Europe
Overarching soil pollution/protection governance	Land Use Governance, Journal of Cleaner Production
Governance analysis on one pollutant of the project	AMBIO, Review of European, Comparative & International Environmental Law
Review of existing decision support tools	Science of The Total Environment, Agricultural water management, Environmental Modelling & Software
Review on knowledge gaps in nitrogen and phosphorus modelling	Science of The Total Environment, Agricultural water management, Environmental Modelling & Software
Phosphorus transport as affected by soil chemistry	Journal of Soils and Sediments
Environmental mobility of PFAS	Water Research, Environmental Science & Technology
Atmospheric transport of soil pollutants	Environmental Pollution, Science of The Total Environment, Aeolian Research
Model-based management scenarios for large industrial sites with complex PFAS contamination	Science of the Total Environment
Use-case monitoring papers about better process understanding	STOTEN, Vadose Zone Journal
Improved models	Vadose Zone Journal
Modelling scenario analysis for certain use-cases	European Journal of Soil Science
Impacts of soil pollution on ecosystem services	Eco environment and Health, Journal of Pollution Effects & Control
Integrated coupling of pollutant transport across the soil-water-plant-atmosphere continuum	STOTEN, Environmental science and technology

Assessing and comparing the importance of different pollutant transport pathways	Earth Science & Climate Change / European Journal of Soil Science
Coupled groundwater and solute transport models	HESS, Vadose Zone Journal, Journal of Hydrology, Science of the Total Environment, ...
Sustainable Business Model for the SOILPROM digital solution	To be determined
Coupled groundwater and unsaturated water and pollution transport,	Water Resources Research, Vadose Zone Journal, HESS
Description of the modelling platform and the decision support tool	Environmental Modelling and Software, Computers & Electronics in Agriculture
Implications of the research done for land management and policies	Journal of Environmental Management, Agriculture Ecosystems and Environment

Additionally, all public project deliverables will be published on the SOILPROM website.

Table 3 – List of public deliverables

N°	Deliverable name	WP	Lead partner	Date
D1.1	Report on SOILPROM specifications and requirements	WP1	NIBIO	M8
D1.2	Report on soil pollution processes knowledge gaps	WP1	UPCT	M8
D1.3	Blueprint for harmonised databases	WP1	VITO	M8
D1.4	Plan for models' upgrade and integration	WP1	WR	M8
D3.1	7 use-case databases	WP3	VITO	M32
D3.2	Lessons learned from use-case models' application	WP3	WR	M34
D3.3	SOILPROM scenarios for reducing levels of pollution WP3	WP3	WU	M40
D3.4	Report on the link between soil pollution and ES	WP3	MU	M46
D4.1	SOILPROM Modeling Platform	WP4	AUA	M46
D4.2	SOILPROM Decision-support tool	WP4	GUT	M46
D5.1	Needs of MP and DST users	WP5	WU	M6
D5.2	Report from international conference	WP5	FZJ	M42
D5.3	Toolbox for local stakeholders' engagement	WP5	SAV	M10
D5.4	Policy brief	WP5	UFZ	M48
D6.1	Plan for Dissemination, Exploitation and Communication	WP6	EQY	M6
D7.1	Project Management Plan	WP7	WU	M3

D7.2	Quality Management Plan	WP7	WU	M3
D7.4	Data Management Plan	WP7	WU	M6
D7.5	Data Management Plan (first update)	WP7	WU	M24
D7.6	Data Management Plan (second update)	WP7	WU	M48

Schedule

Publications will be made available according to the results' obtention and deliverables' deadlines.

Impact tracking

Key indicators	Impact
Number of scientific papers submitted	10-15

b. PARTICIPATION IN CONFERENCES AND EVENTS

Purpose

SOILPROM partners will participate in conferences and events (workshops, seminars, webinars) with a focus on soil pollution, modelling, soil-related ecosystem services, and restoration mechanisms.

The project will also be presented at some external events, for example, those organised by or attended by JRC, ISMC, and other events: Annual European Soil Mission Fair, European Geosciences Union EGU General Assembly, Global Forum for Innovation in Agriculture, SETAC conferences, ISPIM Innovation Conference, Wageningen Soil Science Conference, Eurosoil.

Target group

Related European projects, EU and international networks, environmental and administration agencies, consultancy companies, the farming community and its associated ecosystem as well as policymakers and public bodies – and the associated stakeholders as described in section III.i will be targeted with these events.

Content and schedule

Events will take place at strategic moments throughout SOILPROM (see Table below).

Table 4 – SOILPROM representation at events and conference

Name of the event	Date	Location	Partner(s) involved and/or attending
2025 ISMC Annual Meeting	24-25 March 2025	Wageningen (Netherlands)	UFZ, WR

2025 Soil Health Now Conference	8–10 April 2025	Wageningen (Netherlands)	WU
EGU General Assembly 2025	27 April – 02 May 2025	Vienna (Austria)	WU
SETAC Europe Annual Meeting	11–15 May 2025	Vienna (Austria)	MU, FZJ
The Salt Water Intrusion Meeting (SWIM) 2025: “Integrating land and ocean approaches in the study of coastal groundwater”.	2–6 June 2025	Barcelona (Spain)	GUT
ISPIIM innovation conference	15–18 June 2025	Bergen (Norway)	SAV
AquaConSoil	16–20 June 2025	Liège (Belgium)	VITO, WU
Eurosoil 2025 Congress	8–12 September 2025	Seville (Spain)	UPCT, WU, UFZ
European Environmental Law Forum 2025	10–12 September 2025	Ghent (Belgium)	UFZ
The 52nd Congress of the International Association of Hydrogeologists	15–19 September 2025	Melbourne (Australia)	GUT
AGU Fall Meeting 2025	15–19 December 2025	New Orleans, Louisiana (USA)	FZJ
EGU General Assembly 2026	3–8 May 2026	Vienna (Austria)	FZJ, WU
SETAC Europe Annual Meeting	16–21 May 2026	Maastricht (Netherlands)	MU, FZJ, WR, VITO
World Congress of Soil Science	7–12 June 2026	Nanjing (China)	NIBIO
Spanish National Meeting of Soils	2026 (to be determined)	Spain (to be determined)	UPCT
SETAC Europe Annual Meeting	May 2027	TBD	MU, FZJ
Spanish National Symposium on Control of Soil Degradation and Recovery	2027 (to be determined)	Spain (to be determined)	UPCT

International Phosphorus Workshop	2027 (to be determined)	TBD	NIBIO
SETAC Europe Annual Meeting	May 2028	TBD	MU, FZJ
Land Use and Water Quality Conference	2028 (to be determined)	TBD	NIBIO

Impact tracking

Key indicators	Impact
Number of outreach events organised	6-10
Number of external outreach events attended	15-20
People reached per event	20-40

c. COOPERATION WITH OTHER PROJECTS, NETWORKS AND INITIATIVES

Purpose

Throughout the project's life and beyond, SOILPROM will establish synergies and close cooperation patterns with local, regional, national, European, and international initiatives and projects, as well as with completed and ongoing European projects. Joint dissemination activities and clustering will be planned with other funded projects.

Target group

The scientific community from other research projects and public authorities (national and European) will be targeted with these joint activities: EU Soil Observatory, ISMC, JRC, ESA, ECMWF, EUMETSAT, EFSA, ECHA.

Content

SOILPROM will have strongly linked activities with researchers and partners of other projects (see table below). Discussions and exchanges by email, and during meetings with other relevant existing Horizon Europe projects and newly identified projects, will be engaged when relevant to create potential synergies. A special relationship will also be built with the sister projects funded under the same call as SOILPROM, i.e., PHISHES (coordinated DHI Water & Environment AS).

Schedule

This will take place throughout the project's life and beyond.

Table 5 – Potential collaboration with other projects

SOILPROM Objective	Project acronym	Inputs to SOILPROM	Partner	Collaboration potential
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O1	TwinSubDyn	Dedicated lysimeter experiments with different soils and soil organic amendment mixtures can be used for model development in SOILPROM.	FZJ	P
O1 + O3 + O4	WATERLINE	The framework developed for coupling hydrological models for different compartments in WATERLINE (including MODFLOW, SWAT and HYDRUS) can be possibly extended and adapted to pollutant transport.	GUT	P
O1	AQUIGROW	Improved algorithms for coupling HYDRUS and MODFLOW	GUT	P
O1 + O4	SPRINT	The collected data on pesticide in agricultural soil and wind driven dust will be shared with SOILPROM for model development and validation.	WU	P
O1 + O4	FARMWISE	FARMWISE focuses on nutrient and pesticide reduction. Data collected can be shared with the SOILPROM.	WU	P
O1 + O2	FAIRWAY	The focus is on assessing the risk of groundwater and surface water pollution by nutrients and pesticides, involving field measurements and modelling. Practical farm related scenarios have been explored to minimise these risks. Data collected and model scenarios analysed can be shared with the SOILPROM.	WU	P

O1	CATRINE	Further numerical developments of the MicroHH model will be implemented that can be used in SOILPROM initiative.	WU	P
O1	LegacyP	Understanding of soil legacy P issues in LegacyP can be used for improving the understanding of P processes in SOILPROM	NIBIO	P
O1 + O2	NationalCal	The ICECREAM model is used in Sweden for national calculations for nutrient loads. Collaboration between NationalCal and SOILPROM will help improve the process understanding, simulation accuracy and stakeholder engagement.	NIBIO	P
O1 + O2	PFASTER	The use-case is the same as for SOILPROM. Thus, data will be shared which will allow to align experiments on PFAS plant uptake and follow up on remediation technologies tested.	VITO, WR	P
O1 + O2	KIS	Within KIS a lot of pilot testing of different remediation and/or management strategies for PFAS is carried out. Collaborating with them will give insight on the feasibility and efficiency of the different technological options.	VITO	P

SOILPROM Objectives

O1: Increased understanding of the impact of various types of soil pollution on soil processes, soil functions and related ecosystem services along with increased insight into how soil pollution responds to different land-uses and soil-management practices, restoration mechanisms, emission controls, climate extremes, drying-rewetting cycles and land cover dynamics at various scales.

O2: Enhanced access to soil relevant knowledge and data for a wide range of stakeholders that can inform practices and policies for reduced levels of pollution, enhanced take up of sustainable soil management practices and restoration of polluted soils, especially those with high risk to human health and environmental wellbeing.

O3: Enhanced capacities are in place to integrate diverse data streams (including from Earth Observation), to model and predict soil-related processes and their interactions with soil pollutants, and ultimately to demonstrate the effectiveness of policy measures (for air, water, soils) and their impact on soils.

O4: Data and tools available can feed effectively and further advance the “Destination Earth” initiative.

Impact tracking

Key indicators	Impact
Nb of relations with relevant projects and initiatives	>5

d. SOILPROM END-USERS’ DISSEMINATION MATERIALS AND SCENARIOS

Purpose

Through the publication of end-user dissemination materials and scenarios, SOILPROM aims to promote policy changes regarding soil management and land use at various levels (national, regional and local). More generally, the activities described below are intended to raise awareness of SOILPROM results and recommendations, as well as to ensure that they reach a wide audience.

Target group

These activities will address all the identified target groups of the project, and notably policymakers and land managers (see Section III.i).

Content

SOILPROM will publish recommendations and selected scenarios to support policy change at EU level for national and EU policymakers, and at use case level for regional and local policymakers and land managers. In addition, at least 3 press releases will be distributed to local, national and EU media.

Schedule

Early results will be displayed starting from M12.

Impact tracking

Key indicators	Impact
Number of land managers reached	25-35

Number of local policymakers reached	5-10
Number of press and media organisations reached	20-30

e. WORKSHOPS AND CONFERENCES

Purpose

The purpose of the workshops and conferences that will be organised by SOILPROM is co-create suitable scenarios with local stakeholders, and to widely disseminate and train end-users in the use of SOILPROM's advanced tools that improve soil and water management.

Target group

The target group includes local stakeholders, land managers, policymakers, environmental and governmental agencies, consultancy firms, and researchers specializing in soil process modelling, including MP and DST end-users from and outside partners' countries.

Content

At least three technical sessions per use-case will be organised to co-create scenarios with local stakeholders and train them to use the main project findings, with 21 sessions expected. Moreover, an international conference, organised with the ISMC, will present SOILPROM results as well as the coupling of data platforms with soil process models to researchers. Moreover, at least one webinar will be held to showcase advanced digital tools to MP and DST end-users, such as environmental and governmental agencies, related consultancy firms. Additionally, the consortium will organise at least two webinars and one one-day event per year in different EU regions, focusing on scientific advances within the project, as well as replication strategy beyond the project's lifetime and future expectations/exploitation activities.

Impact tracking

Key indicators	Impact
Number of workshops	20-25
Number of participants per workshop	20-30

ii. DISSEMINATION MULTIPLIERS

To increase the impacts of SOILPROM, partners will need to exploit the networks they are already a part of as dissemination multipliers: Spanish Society of Soil Science, SECS; Helmholtz Association; IAH; Collaborative Research Centre SFB 1313 at University of Stuttgart ("Interface-Driven Multi-Field Processes in Porous Media – Flow, Transport and

Deformation"); Nordic Association of Agricultural Sciences (NJF); Norwegian Soil Science Society, SERA-17.

V. COMMUNICATION ACTIVITIES

Through communication activities, SOILPROM targets the general public and aims to raise awareness about soil pollution.

Communication on the SOILPROM project will be done using the following channels and tools:

- Online channels: website of the project (www.soilprom.eu), including its visual identity, and social media accounts (LinkedIn)
- Promotional materials: short explanatory videos, brochures, leaflets, PowerPoint templates, etc.
- Events and conferences (tools: conferences, workshops, webinars...)

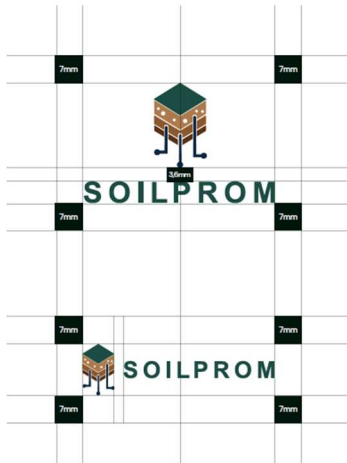
The online channels and promotional materials developed in SOILPROM will be used to target the relevant stakeholders of the SOILPROM project (identified in Table III.i), but especially the general public.

i. COMMUNICATION CHANNELS AND TOOLS

a. VISUAL IDENTITY

Purpose

A graphic charter has been developed at the beginning of the project and includes the typography, a colour palette and the logo. It represents the visual identity of SOILPROM. The main objective of the graphic charter is to create coherence between the materials and graphic elements developed during the project and thus ensure uniform recognition of the project.



COLORS



TYP0

DM Sans font family

Aa Bb Cc Dd Ee Ff Gg Hh Ii	Aa Bb Cc Dd Ee Ff Gg Hh Ii	Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr	Jj Kk Ll Mm Nn Oo Pp Qq Rr	Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 00	Ss Tt Uu Vv Ww Xx Yy Zz 00	Ss Tt Uu Vv Ww Xx Yy Zz 00
01 02 03 04 05 06 07 08 09	01 02 03 04 05 06 07 08 09	01 02 03 04 05 06 07 08 09

Figure 1 – SOILPROM Visual Identity

b. DISSEMINATION TEMPLATES

Based on the visual identity approved by all the consortium partners templates for Microsoft Word and Microsoft PowerPoint were developed by EQY. SOILPROM partners will use these during the project for presentations, reporting, deliverables, etc.

c. ACKNOWLEDGEMENT OF EU FUNDING

As included in SOILPROM's Grant Agreement, all materials used in Communication and Dissemination actions as well as any infrastructure, equipment, or supplies funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 2 – EU emblem

Whenever possible, the full funding statement should be included. It is however not necessary to include it as a written text in social media posts. The following logo that includes the statement with the grant number should be used:



Figure 3 – EU emblem including acknowledgement

d. DISCLAIMER

In some cases, and whenever some project results or opinions are stated through a written text (i.e. reports, articles, publications...) the following disclaimer should be added: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them."

e. WEBSITE

Purpose

A website for SOILPROM (<https://soilprom.eu/>) has been developed in the early stages of the project. The website will be the main communication and dissemination platform, allowing stakeholders and others to access non-confidential information, the project's aims, development, and results. These online channels will give stakeholders the opportunity to contact the consortium for scientific collaboration. The website will also give access to the web-based Modelling Platform and its Decision-Support Tool. The website will appear in all project communication materials. Links to the SOILPROM website and project results will be highlighted from all partners' website.

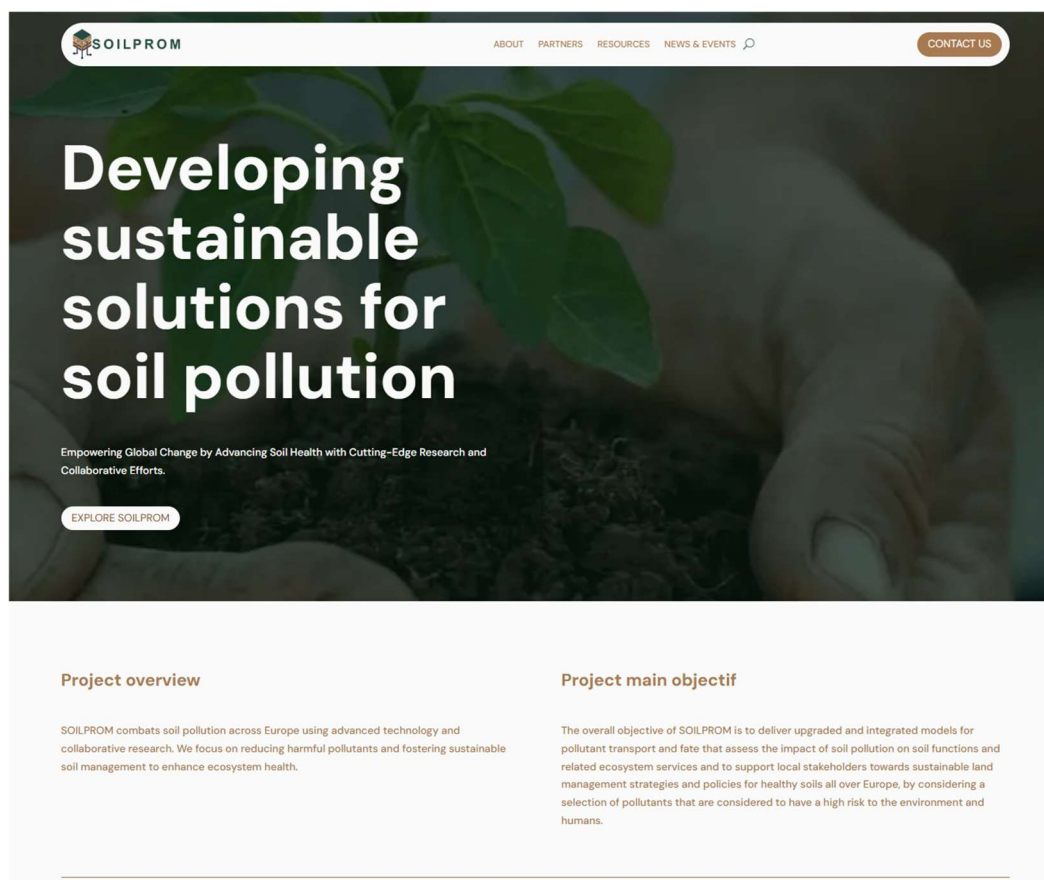


Figure 4 – Website homepage

Schedule

The full English version of the website has been developed by EQY, in close collaboration with the partners, and has been available since M3. The website will be updated regularly by EQY, following project progress. Large updates will be done every 6 months to present e.g., public deliverables (as listed in Table 3), milestones and other achievements or results. Other updates will be done following participation in events and other news to be shared monthly.

Impact tracking

Key indicators	Impact
Material downloads from the website	>300
Relevant contacts made through the website	>30
Number of yearly visitors on the website	>500

f. SOCIAL MEDIA

SOILPROM social media account was created on LinkedIn: <https://www.linkedin.com/company/soilprom>

Purpose

Having this social media channel will increase the visibility of the project and allow to reach different stakeholder groups. Additionally, networking, interactions, and content sharing between different stakeholder groups will be made possible. This will help build a community around the project and thus ensure the sustainability of the project results and inputs beyond the project's lifetime. Already existing social media of all partners will also be used to share news on SOILPROM.

Additionally, each partner will relay information about the project on their own social media accounts, in local languages.

Content

To attract a wider audience, the content shared will be general and popularise. They will invite the reader to visit the project website to have more information.

Posts will include:

- Project press releases
- Announcements of progress
- Reports on conferences and meetings
- News on milestone achievements
- Resources linked to specific deliverables
- Information about forthcoming events
- News on research and developments on related issues from all over the world
- Progress updates on the use-cases

Communication campaigns are planned throughout the project and are detailed in Table 6.

Schedule

The social media account was created at the very start of the project. Regular posts and maintenance will be ensured by EQY throughout the project, with high-impact key campaigns at least once a year, to present project developments and results.

Table 6 – Social media campaign calendar for 2025

N°	Date	Topic	Partners involved	Communication support
#1	January 2025	Project presentation	All	Visuals
#2	February – Mars 2025	Partner presentation	All	Pictures + written presentation
#3	April – May 2025	Presentation of use-cases	All	
#4	June – July 2025	Presentation of the models	All	Pictures and infographics
#5	September 2025	Focus on Modelling Board and stakeholders	All	Pictures + written presentation
#6	October – November 2025	Right and wrong assumption about Soil pollution	All	Pictures + written presentation
#7	December 2025	Soil month	All	Pictures + written presentation

The social media schedule will be modified throughout the project to match the needs of the specific activities and actions implemented during the project, that were not foreseen. Common activities with the sister projects are also planned and will mostly be conducted through our social media channels.

Impact tracking

Key indicators	Impact
Number of followers on social media (end of the project)	>500
Number of communication campaigns organised	>10
Number of posts on social media per year	>30
Number of views on social media per post	>1000

g. PROMOTIONAL MATERIAL

Purpose

The promotional materials are effective communication tools to reach a wide audience. They describe and explain the background of the SOILPROM research and its importance, clearly and succinctly. All printouts will be uploaded to the website, available to download and serve as support documents for events or conferences. SOILPROM will however limit the physical material used to prevent waste production, and whenever material is needed promote green material (recycled, using less water).

Content

SOILPROM will use physical materials such as roll-ups, brochures and flyers as they are a simple way to disseminate information about the project and can be easily placed on stands, left on tables in high-traffic areas or distributed at events. This material will contain technical and non-technical information on the project.

Digital tools will also be developed and used throughout the project such as infographics and visuals.

In the first year of the project, a video will be developed to inform targeted audiences about the why, how, and the expected outcomes of the project.

Schedule

At the beginning of the project, before M12, a roll-up and flyers following the graphic charter will present the project and include the following: project logo, key message, main objectives, and expected results. Other more specific flyers or leaflets will be produced during the project life whenever a result or milestone is reached.

The project presentation video will be developed at the end of the first year of the project.

Impact tracking

Key indicators	Impact
Paper or digital brochure/leaflet distribution	>1000

VI. MONITORING OF DISSEMINATION AND COMMUNICATION ACTIVITIES

All communication and dissemination activities will be monitored throughout the project. This will be the case for activities initiated by the project, but also by the partners individually. A communication and Dissemination tracker has been made available by EQY on the SharePoint and will need to be updated regularly by all partners, and includes

updates about publications, attendance and organisation of events, social media posts and website.

The monitoring of the communication and dissemination activities' impact will take place at every Consortium Meeting (every 6 months) and more thoroughly at each periodic report. The progress assessment will be made through the identified key indicators in this document.

VII. EXPLOITATION STRATEGY

ii. PURPOSE

The European Commission describes exploitation as “The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” The purpose of this exploitation strategy is to effectively use project results through scientific, policy, and technocratic routes; enabling stakeholders to make concrete use of research results.

VIII. EXPLOITATION STRATEGY AND PLAN

While WU is the project coordinator and the main IPR manager, all partners will ensure that they have defined proper ways to exploit the results. The exploitation strategy will be reviewed and refined throughout the project.

Listed below are the seven key project results, along with corresponding exploitation strategies:

Project Result 1: Set of upgraded and validated soil pollution models (Lead: FZJ; Open Access)

Potential use: Predict soil-related processes and their interactions with nutrients, metals, pesticides, PFAS, and microplastics through the environmental compartments. Models will be used either separately or with the MP.

Potential end users: Scientific communities, environmental and governmental agencies, consultancy firms.

Additional efforts before exploitation: The models will be tested and validated with both large European databases and high-resolution use-case specific local databases. After validation, they will be made available for free download (not the code source), and they will be provided with full documentation of the models.

Measures to maximise the exploitation of results: No commercial exploitation of the models is anticipated, instead SOILPROM will make available the models for the whole scientific community through the ISMC website and maximise their exploitation through scientific articles published in peer-reviewed journals. The models will be supported by their developers (WU, FZJ, NIBIO, VITO, WENR) even after the end of the project, and developers will remain available for peer-to-peer learning, especially to apply the models to pollutants not covered within SOILPROM. Finally, models' exploitation will be maximised during the international SOILPROM conference organised jointly with the ISMC, allowing to present models to a wide audience.

Project Result 2: Set of local standardised databases (Lead: VITO; Open Access)

Potential use: The range of local project-enriched databases compliant with EUSO and DestinE requirements allow to use models and to describe specific areas.

Potential end users: Scientific communities, environmental and governmental agencies, land managers and policymakers, EUSO.

Additional efforts before exploitation: Integration into DestinE, and upgrade of European and local databases following Blueprint developed within the project.

Measures to maximise the exploitation of results: SOILPROM will make available the standardised databases to the EU Soil Observatory. Partners in charge of the use cases (WU, UPCT, FZJ, NIBIO, VITO) will be in contact with regional and national scientific and public bodies to present databases and ease the access even after the end of the project.

Project Result 3: S Open-access Modelling Platform (Lead: AUA; Open Access)

Potential use: A digital platform offering the flexibility to select the best combination of models/data for a given use-case and facilitating the access to existing available databases to simulate soil-related processes.

Potential end users: Scientific communities, land managers, governmental and environmental agencies.

Additional efforts before exploitation: Transfer to the JRC. Full documentation of the models' system (e.g., coupling, input/output structure) will be made available. To this end, a formal technology transfer agreement will be signed to pass the ownership of the platform to JRC. In addition, a sustainability assessment will be performed to ensure long-term use of the platform and to consider post-project extension related to the platform services.

Measures to maximise the exploitation of results: The MP will be widely disseminated among its potential users during the international SOILPROM conference and in peer-reviewed publications.

Project Result 4: Decision Support Tool (Lead: AUA/GUT; Open Access)

Potential use: Advise MP users in selecting the most relevant combination of models and databases to simulate pollutants transport and fate in a given area.

Potential end users: Scientific communities, land managers, governmental and environmental protection agencies, consultancy firms.

Additional efforts before exploitation: Transfer to the JRC in order to be used after the project lifetime. Potential expansion of the scope will be discussed at the end of the project. In addition, a license will be developed for the DST so as to make clear terms of its public use.

Measures to maximise the exploitation of results: The DST will be widely disseminated among its potential users through the project website and social media's accounts, but also through peer-reviewed publication and partner networks. In addition, the scientific community will be updated on the possibility to use the DST, as facilitated by ISMC and JRC after the end of the project.

Project Result 5: Set of scenarios (Lead: WU; Open Access)

Potential use: Showcase of possible pathways to reduce the level of pollution and to concretely develop action to mitigate soil pollution threat at use-case scale.

Potential end users: Scientific communities, governmental and environmental agencies, land managers and policymakers (EU and local).

Additional efforts before exploitation: None, except wide dissemination

Measures to maximise the exploitation of results: The set of scenarios will be exploited in the project in the use cases, as well as in peer-reviewed journals. Partners will remain available to support peers to set up scenarios in their own locations.

Project Result 6: Set of recommendations for policymakers and use-cases stakeholders (Lead: UFZ; Open Access)

Potential use: Advise on how to define and adapt current policy framework in order to mitigate soil pollution through measures to prevent, control, and reduce pollutants impacts on soil processes, soil functions, and soil ES.

Potential end users: Land managers and policymakers

Additional efforts before exploitation: Organisation of additional online events for the national and European policymakers, in which will be presented a list of prioritised actions to overcome political bottlenecks.

Measures to maximise the exploitation of results: The recommendations for policymakers and use-cases stakeholders will be widely shared by partners with their respective national public bodies. In addition, a workshop or webinar will be organised to present recommendations to policymakers and use-case stakeholders.

Project Result 7: demonstration use-cases (Lead: WR; Open Access)

Potential use: Use-case sites will be built upon areas which are already under monitoring programs. SOILPROM will deepen knowledge and prepare them as future lighthouses territories.

Potential end users: Local land managers and policymakers

Additional efforts before exploitation: Dissemination to local stakeholders

Measures to maximise the exploitation of results: Each use case will be presented on the project website, and special posts will be released on the project social media accounts.

IX. INTELLECTUAL PROPERTY MANAGEMENT AND PROTECTION

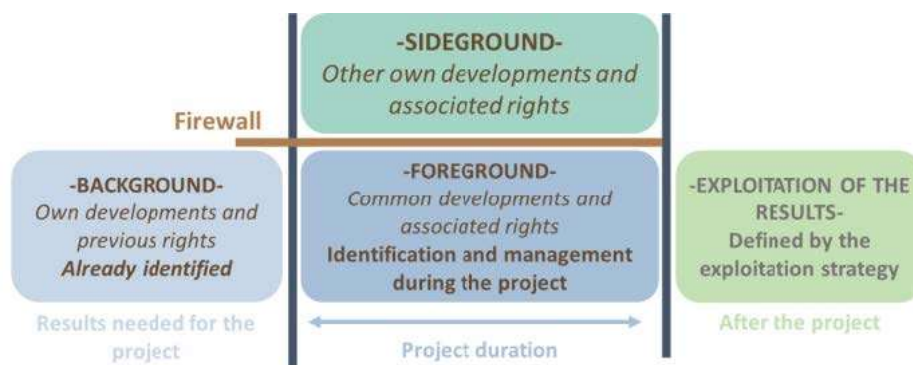


Figure 5 – SOILPROM IP Management

The SOILPROM project does not plan to produce any industrially or commercially exploitable results and is not based on any results which are subject to IP- related protocols and methods. The project's results are meant for public use (research, analysis, policymaking, and project planning) and will be freely available. Nevertheless, SOILPROM will use models and modules that might be subject to specific intellectual property rights for their upgrade, integration with each other, and integration into the modelling platform (see Project Result 3, described in the previous section). Within the preparation phase, several actions have already been implemented to facilitate this task (pre-identification of potential exploitation rights to acquire, contacts established with IP owners, foreseen budget to access acquire the exploitation rights).

As shown in Figure 4 the background of each partner has been assessed to make sure that there will be no problem of exploitation of previous results they bring to the table, that might be needed for the implementation of SOILPROM. If protected results need to be used during the project by another partner, the exploitation rights will be granted for free for a smooth implementation. If protected results under an IP from outside the consortium need to be used during the project, WU will facilitate the acquisition of usage rights following procedures that apply on a case-by-case basis.

The sideground, which concerns all the developments performed by the partners while the project is running--- but related to solutions that are not related to the project--- will be strictly separated from the rest of IP. A firewall will guarantee that there is no permeability between the results developed in the project and the sideground.

The foreground is the main concern of the project as it includes all the IP that will be developed during the project by each partner (individually or in cooperation with other partners). It will be identified and defined as the project progresses (although most of the results that will be subjected to IPR have already been identified). Reaching agreements between IPR-holders will be of utmost importance when it comes to the possibility of exploiting the results. This process will be led by WU, who will be responsible for maximising exploitation of the project results.