



**EDAPHOS**

*D6.2 Report on stakeholder  
outreach and clustering  
activities*

*WP6*

M24 (Initial) M30 (Reported)

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## *Summary*

This deliverable reports on the implementation and impacts of Task 6.3: Stakeholder Outreach Activities and Task 6.4: Clustering Activities, carried out between M6 and M60. These tasks aim to strengthen societal awareness of soil pollution challenges, enhance stakeholder engagement, foster policy dialogue, and position EDAPHOS within the broader European Soil Mission ecosystem.

## *Keywords*

EDAPHOS, communication, dissemination, awareness raising, stakeholder, outreach, clustering.

## *Abbreviations and acronyms*

Acronym	Description
GA	Grant agreement
WP	Work Package
NBS	Nature-Based Solutions

# 1 Introduction

This deliverable reports on the implementation and impacts of Task 6.3 (Stakeholder Outreach Activities) and Task 6.4 (Clustering and Living Lab Activities) under Work Package 6 of the EDAPHOS project.

The document provides:

- A description of the activities carried out.
- An overview of stakeholder engagement approaches.
- An assessment of achieved results compared to expected impacts.

The report covers activities implemented since M6 of the project, in accordance with the timelines defined in the grant agreement.

Work Package 6 supports the broader EDAPHOS objective ensuring EDAPHOS visibility and widely promote its objectives and activities to a large community of users; raise awareness of citizens and inform key decision-makers about the importance of soil health in our daily life, and thus foster restoration; foster collaboration between researchers and end-users; engage relevant stakeholders and support the exploitation of the project results by end-users (private and public). In that sense, the objectives of tasks 6.3 and 6.4 objectives are the following:

- Raising awareness of soil pollution challenges and NBS opportunities.
- Facilitating stakeholder engagement and knowledge exchange.
- Supporting policy alignment at regional and European levels.
- Enhancing the project's integration within the EU Soil Mission ecosystem.
- Contributing to market uptake perspectives and replication potential.

## 1.1 Partners involved

The implementation of these tasks involved:

- LGI – Lead of communication and awareness-raising activities, including social media campaigns and digital content production.
- UMLP (formerly referenced as UBFC in the GA) – Lead of clustering and Living Lab engagement activities, including participation in Soil Mission clusters and coordination with EU initiatives.
- CRES – Contribution to awareness and stakeholder engagement actions.

## 2 Methodological Approach

### 2.1 Strategy

The following actions were taken early on to make sure the outreach (T6.3) of the project was made, as well as the clustering (T6.4):

- Awareness campaigns were made to increase the visibility of the project and to facilitate stakeholder interest.
- Clustering activities were made to include EDAPHOS within European thematic networks, strengthening its credibility and influence.
- Participation in EU Soil Mission clusters was made to provide opportunities to disseminate EDAPHOS tools and methodologies while aligning with broader EU priorities.

This strategy ensured that communication outputs were not isolated dissemination actions but contributed to long-term ecosystem building.

### 2.2 Target Audiences

In its communication and dissemination plan (D6.1), EDAPHOS developed a list of target audiences which have been reused to attract multiple stakeholder groups.

Target audience	Relevance
Policymakers	<ul style="list-style-type: none"> <li>• Policymakers have the power to influence, develop and determine soil health policies.</li> <li>• Soil health is one of policymakers' key priorities, but they need guidance to make informed decisions.</li> </ul>
Land managers	<ul style="list-style-type: none"> <li>• Land managers protect and oversee natural resource area use.</li> <li>• Land managers need to be more informed on the impacts of soil pollution on human health.</li> <li>• Land managers play a key role in improving soil health.</li> </ul>
Scientific community	<ul style="list-style-type: none"> <li>• The scientific community has the ability to improve traditional ecotoxicology methods and environmental pollution assessments.</li> <li>• Research is needed to grasp the full potential of phytoremediation as a nature-based solution for soil restoration.</li> </ul>
Academic community	<ul style="list-style-type: none"> <li>• The academic community seeks to provide state-of-the-art curriculums to its students.</li> <li>• Students often pursue careers in areas of study that have most inspired them.</li> </ul>
Agricultural community	<ul style="list-style-type: none"> <li>• The agricultural community depends on the capacity of its soils to produce quality crops and earn a living.</li> </ul>

	<ul style="list-style-type: none"> <li>• Some polluted agricultural sites can no longer be farmed due to the risk of crop contamination.</li> <li>• The agricultural community plays a key role in improving soil health.</li> </ul>
Industry	<ul style="list-style-type: none"> <li>• 60% of overall soil contamination comes from industrial or commercial waste.</li> <li>• Key industry players need to understand the consequences of their actions and consider adopting mitigation measures.</li> </ul>
General public	<ul style="list-style-type: none"> <li>• Citizens are unaware of soil pollution and its impact on their health and the environment.</li> <li>• There is a need to inform the general public on nature-based solutions and soil restoration approaches.</li> </ul>

Table 1: Target audiences for outreach and clustering

## 2.3 Coordination with Other Work Packages

Tasks 6.3 and 6.4 relied on inputs from all technical WPs. Scientific results and methodologies, as well as site developments, presentations of the project's soil monitoring and data tools and finally innovation and business model insights are among the themes used in the outreach and clustering activities.

The outputs of those findings from all WPs helped support the dissemination of more technical findings, the integration of EDAPHOS tools within EU-level discussions, an increased stakeholder engagement around project results, as well as contributions to cross-project learning within the Soil Mission framework.

### 3 Societal Awareness-Raising Activities (T6.3)

#### 3.1 Social Media Campaigns

##### 3.1.1 Project Video (2024)

At the end of 2024, LGI produced a project video to introduce EDAPHOS key concepts in clear, accessible terms. The video illustrates how various forms of contamination, from industrial discharges to agricultural chemicals, can be transformed using innovative, nature-based solutions. It also highlights how the project is addressing pollution through techniques such as phytoremediation, advanced mapping, and digital tools to restore degraded land. The video is available on the [Vimeo platform](#) and LinkedIn. As of February 2026, there are around 760 views across both platforms.



Figure 1: Soil Restoration in Europe Video



Figure 2: Stills from the video

##### 3.1.2 Thematic Awareness Campaign (2025)

To reach the general public, specific awareness-raising activities have been and will continue to be developed and launched on occasions such as World Soil Day and EU Green Week. On 5 December 2025, a short campaign was organised for World Soil Day alongside the [ISLANDR](#) project and the [ARAGORN](#) project.



Figure 3: World Soil Day 2025: EDAPHOS social media post

Additionally, in 2025, a targeted awareness campaign focusing on the work conducted in the project's various WPs was launched. The goal was to familiarise audiences with the project's topics and delve deeper into the research achieved since its launch. It took the form of visual carousels, with 4 to 5 slides combining imagery with explanatory text, shared twice per month over five months.

The campaign generated measurable engagement growth on LinkedIn, with post impressions increasing by +28% and reactions (likes, shares, comments) rising by +47%, averaging 25 likes per post. These results demonstrate a growing interest in EDAPHOS' mission and the topics it addresses, as well as the effectiveness of targeted, visually rich communication.

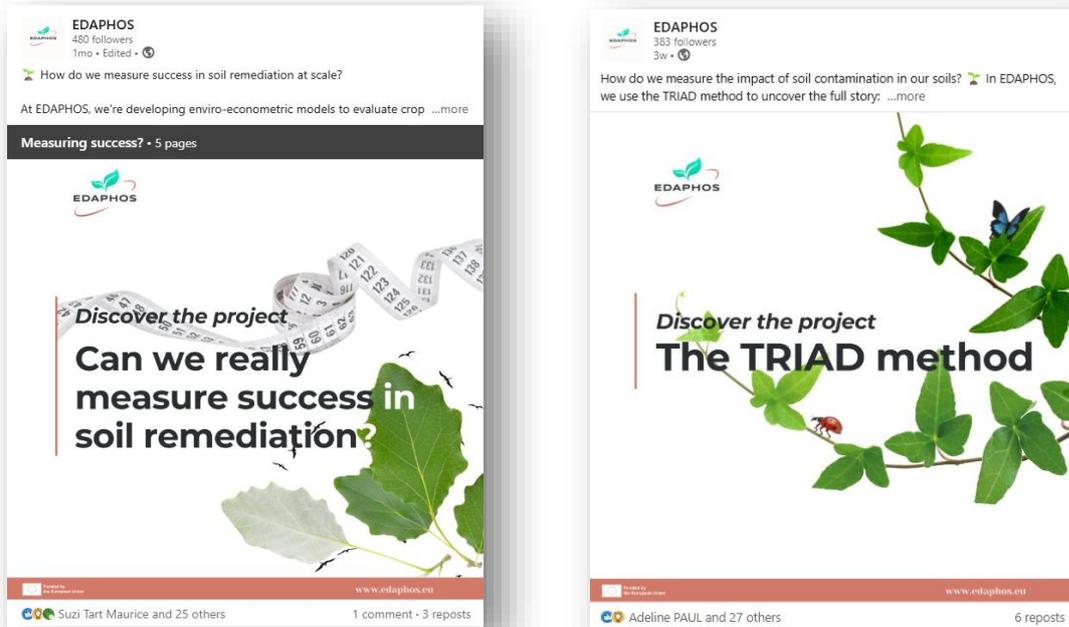


Figure 4 - Examples of the visuals shared during the Awareness campaign

### 3.1.3 Scientific Community Engagement

In the early stages of the project, the Microfluidics Innovation Center (MIC) partners conducted a comprehensive review encompassing the reported uses of microfluidics in soil ecotoxicology and microbiology, the capabilities of the MIC in terms of microfluidic platform design, and the identified opportunities for developing innovative ecotoxicological assessment platforms. The findings of this review were compiled and presented in the form of an online webinar held on 28 May 2024, targeting both EDAPHOS researchers and the wider scientific community with an interest in bioremediation and microfluidics.

The webinar served three complementary purposes: fostering internal interactions between project partners, contributing to the dissemination of project activities to a specialist audience, and engaging the broader bioremediation community in order to gather their needs and inform the project's technical developments accordingly. Advertised through social media channels, the event attracted approximately 30 attendees. The recorded session was subsequently made available on MIC's YouTube channel, extending its reach beyond the live audience.



Figure 5: Webinar on Microfluidics applied to soil ecotoxicology and microbiology, presented in the framework of EDAPHOS.

### 3.2 Summer School



Figure 6 : Promotional visuals for the Summer School

Another activity developed within T6.3 are the project's two summer schools. As of February 2026, one summer school has been organised from 25–29 August 2025 in Montbéliard, France. The week was hosted by Université Marie & Louis Pasteur (UMLP) and co-organised with the BIOSYSMO Project. The event was promoted on all EDAPHOS social media channels and website and brought together participants with doctoral and postdoctoral diplomas. The programme was designed to offer hands-on training combined with expert-led courses. It aimed to equip MSc graduates, PhD students, and early-career researchers with the tools and knowledge to address soil contamination. Over the course of the week, participants engaged in experimental mini-projects, interactive workshops, and lectures from specialists.



Figure 7 - Summer school 2025 participants and animators

The summer school provided a highly collaborative environment, fostering cross-project interaction and networking among 20 participants. The students, coming from various backgrounds (PhD students, Post Docs and Master's Degree) took part in lab sessions, field work and conference sessions. A feedback questionnaire (LGI) was created to gather information about how students perceived the summer school. Below are some of the statistics that have come out of this questionnaire.

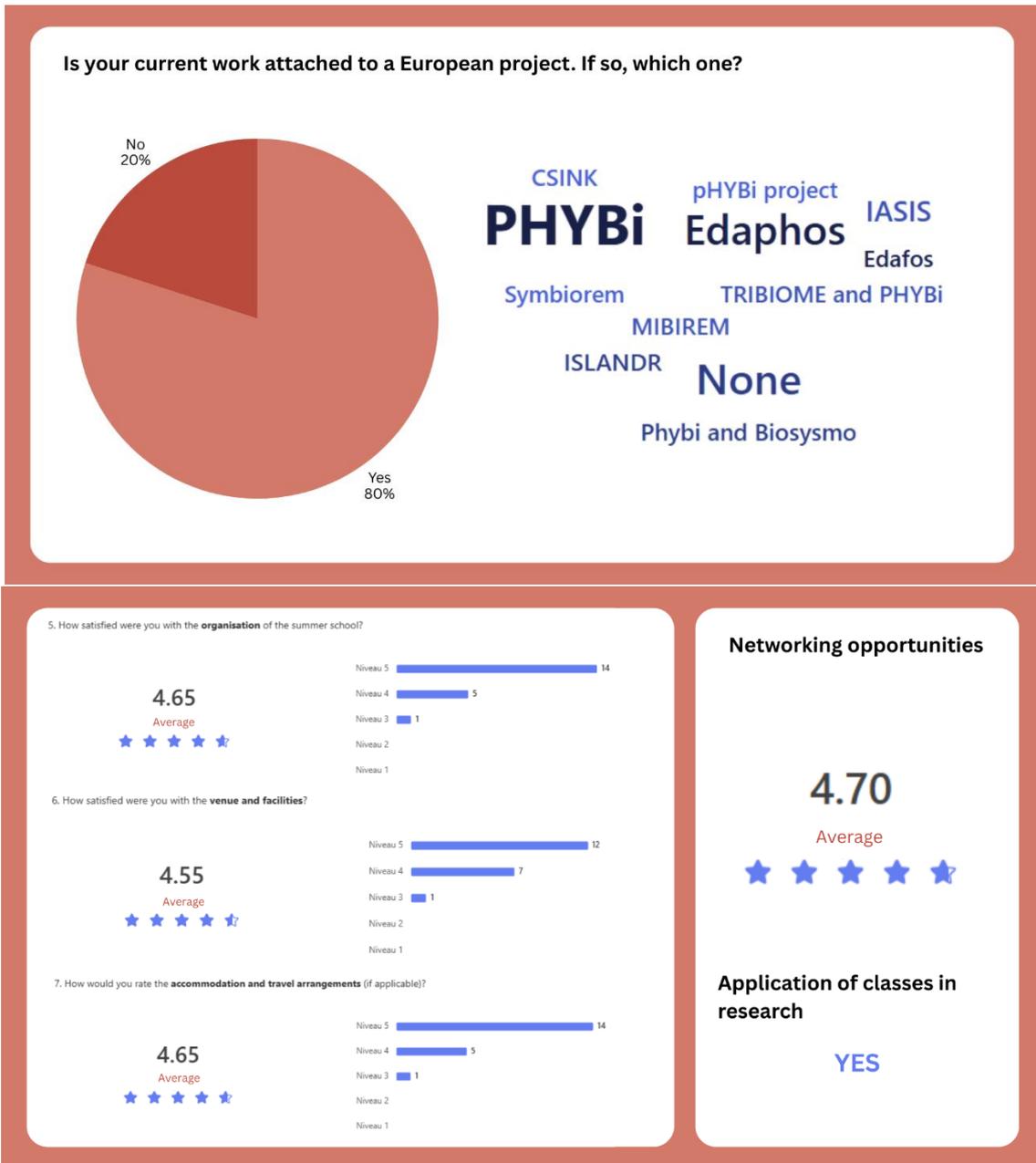


Figure 8: Summer School feedback questionnaire

### 3.3 Clustering Activities

#### 3.3.1 ALL4BIOREM Cluster

EDAPHOS is part of the ALL4BIOREM cluster, a collaborative network of European projects dedicated to advancing sustainable bioremediation solutions. The cluster brings together initiatives such as MIBIREM, BIOSYSMO, NYMPHE, and more to exchange knowledge, coordinate communication activities, and enhance collective outreach. Through joint participation in events (e.g., EBC IX, 2025) and shared dissemination channels, the cluster allows for an increase in the visibility of project results, fostering synergies with related projects, and strengthening its contribution to European and international discussions on soil pollution and restoration.

#### 3.3.2 Additional clustering activities

Beyond ALL4BIOREM, EDAPHOS actively participates in several thematic clusters established under the EU Soil Mission framework, namely the Soil Indicators and Monitoring, Data & Knowledge Management, and Communications & Stakeholder Engagement clusters. A first in-person coordination milestone was reached in July 2024, when UMLP attended the ISPRA meeting organised by the Joint Research Centre (JRC). EDAPHOS is fully involved in the following clusters:

- Within the Data & Knowledge Management cluster, UMLP and INERIS contributed to the technical report of the JRC on [data harmonization and standardization](#) that are crucial for effective soil pollution management. The EDAPHOS template that gathers data and metadata on soil pollution on soil indicators was provided as an example.
- UMLP is co-leading the *Soil Pollution & Remediation*, contributing technical, methodological, and practical innovations that can be shared/used by other projects in those thematic clusters.
- EVO is actively participating in the EU Soil Missions *Business Models and Investments* (BMI) Cluster, steering Group 2 on *Natural Capital* (NatCap) valuation, hosting representatives of 4 other Soil Missions projects.

#### 3.3.3 Living Labs

No Living Lab activities have been initiated under EDAPHOS since M6. It may nonetheless be noted that two project proposals were submitted under the Horizon Europe programme, which would have included EDAPHOS case study sites within a broader Living Lab framework. While these proposals were ultimately unsuccessful, they reflect the consortium's commitment to embedding EDAPHOS within a wider ecosystem and its continued efforts to secure the conditions for long-term Living Lab implementation.

## 4 *Expected vs. Achieved Impacts*

This section assesses the extent to which the activities implemented under T6.3 and T6.4 have delivered on the impacts anticipated in the project's grant agreement. For each activity area, expected impacts are derived from the task descriptions, and achieved impacts are drawn from the results reported in the preceding sections.

### 4.1 *Societal Awareness-Raising*

T6.3 anticipated that awareness campaigns targeted at civil society would be launched through social media, with clear and accessible messaging close to people's concerns. The expected impact was an increased public awareness of soil challenges and growing engagement with the project's mission among non-specialist audiences.

These expectations have been met and, in several respects, exceeded. The production and publication of the EDAPHOS project video in late 2024 successfully translated complex scientific concepts such as phytoremediation, nature-based solutions, and digital soil mapping into accessible, engaging content for a general audience. The subsequent thematic awareness campaign launched in 2025, structured around WP content, generated measurable and, as illustrated under section 3.1.1, growing engagement on LinkedIn: a 28% increase in post impressions and a 47% rise in reactions, with an average of 25 likes per post. These figures indicate not only growing reach but also an increasingly engaged audience, suggesting that the communication strategy is effectively building a community of interest around EDAPHOS's topics.

The webinar on microfluidics applied to soil ecotoxicology and microbiology represented an effective first step in engaging specialist audiences beyond the consortium. With approximately 30 attendees and a recorded session made freely available on YouTube, it successfully combined internal knowledge-sharing with external dissemination, directly addressing T6.3's objective of reaching scientific and technical communities.

### 4.2 *Summer School*

T6.3 foresaw the organisation of in-person activities to foster citizen and stakeholder engagement, including participation in events and interventions in schools and universities. The expected impact was to reach new audiences beyond the project consortium, build capacity among early-career researchers, and generate cross-project interaction.

The first EDAPHOS Summer School, held in Montbéliard in August 2025 and co-organised with the BIOSYSMO project, directly responds to this objective. By bringing together 20 participants from diverse backgrounds, the event created a high-quality, hands-on learning environment combining field work, laboratory sessions, and expert-led lectures. The collaborative format with BIOSYSMO also demonstrates effective inter-project synergy, multiplying the reach and impact of the event beyond what EDAPHOS alone could have achieved. Feedback was collected through a dedicated questionnaire, providing evidence-based insights into participants' experience and perceived value.

### 4.3 Clustering

T6.4 expected EDAPHOS to establish close collaborations with relevant projects, clusters, and EU initiatives, with a view to networking, fostering market uptake, and positioning EDAPHOS as a cornerstone of a wider Living Lab ecosystem contributing to the EU Soil Mission's ambition of 100 Soil Health Living Labs across 100 EU regions.

On the clustering front, these expectations are being delivered upon effectively. EDAPHOS's integration into the ALL4BIOREM cluster has created concrete opportunities for shared dissemination, joint event participation, and knowledge exchange with closely related bioremediation projects. Engagement with EU Soil Mission thematic clusters has moved beyond passive participation: UMLP and INERIS contributed directly to a JRC technical report on data harmonisation, and UMLP holds a co-leadership role in the Soil Pollution & Remediation cluster. EVO's leadership of the Natural Capital valuation group within the Business Models and Investments cluster further demonstrates the project's active, structuring role within the broader EU Soil Mission network.

## 5 Conclusion

The activities implemented under T6.3 and T6.4 during this reporting period demonstrate meaningful and measurable progress towards EDAPHOS's stakeholder outreach and clustering objectives. Awareness-raising efforts, through targeted social media campaigns and the project video, have successfully reached and engaged non-specialist audiences, with growing metrics attesting to the effectiveness of the communication strategy. In-person engagement, embodied by the first Summer School co-organised with BIOSYSMO, has contributed to capacity building among early-career researchers while fostering valuable cross-project collaboration. On the clustering front, EDAPHOS has established an active and increasingly structured presence within both the ALL4BIOREM network and the EU Soil Mission thematic clusters.

Looking ahead, efforts will focus on consolidating these achievements. The multi-stakeholder event planned for the second half of the project will represent a key milestone in bringing together the full breadth of EDAPHOS's findings and recommendations for a wider audience. Overall, the project is well-positioned to deliver on its broader ambition of contributing to a systemic, science-informed, and societally engaged response to soil pollution challenges in Europe.