



EDAPHOS

*D6.6 Dissemination and
Communication Plan (first
update)*

WP6 – Task 6.1

February 2026 (M30)

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Document information

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Project Acronym	EDAPHOS
Project Coordinator	Dr Michel Chalot, UBFC
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Lead Organisation	LGI
Contributing Partner(s)	UBFC, UNIBO, CRES
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Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote EDAPHOS and the concept of ecological restoration of contaminated soils during the 48 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

EDAPHOS, communication, dissemination, awareness raising.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination
MOOC	Massive Open Online Course
NBS	Nature-based solutions

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union’s Horizon Europe programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of EDAPHOS, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding EDAPHOS and its results. Communication actions will be continuously monitored and updated D6.7 Dissemination and Communication Plan (Second Update) due in M60.

1.2 Partner contributions

LGI Sustainable Innovation leads the communication and dissemination activities for EDAPHOS. More specifically, LGI Sustainable Innovation focuses on the overall communications of the project and its results, while the coordinating partner of EDAPHOS, the University Burgundy Franche-Comté (UBFC) leads the dissemination of results and progress to key stakeholders (policymakers, land managers, scientific community, industry, etc.). The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of the partner contributions to this strategy can be found in the table below.

Partner	Contribution
5 - LGI	<p>Task 6.1 – Communication activities</p> <ul style="list-style-type: none"> • Development, implementation, and update of C&D plan • Development of C&D handbook • Development of the project visual identity • Development of the project website • Creation and management of social media channels • Creation and delivery of bi-annual newsletters • Design of a leaflet, poster, and banner • Creation of a project video <p>Task 6.2 – Dissemination & cross-fertilisation</p> <ul style="list-style-type: none"> • Creation of visual materials such as factsheets • Creation of short videos presenting the Case Studies • Creation of a Zenodo account for the project <p>Task 6.3 – Stakeholder outreach activities</p> <ul style="list-style-type: none"> • Launch of targeted awareness campaigns on social media • Preparation of pedagogical tools • Design of surveys and polls in collaboration with WP4 <p>Task 6.4 – Clustering activities</p> <ul style="list-style-type: none"> • Promotion of living labs and clustering activities
1 - UBFC	<p>Task 6.1 – Communication activities</p> <ul style="list-style-type: none"> • Contribution to development of C&D plan <p>Task 6.2 – Dissemination & cross-fertilisation</p> <ul style="list-style-type: none"> • Coordination of scientific publications and participation at events

	<ul style="list-style-type: none"> • Organisation of a webinar series • Organisation of a summer school Task 6.3 – Stakeholder outreach activities <ul style="list-style-type: none"> • Organisation of in-person activities for awareness campaigns • Preparation of pedagogical tools • Design of surveys and polls in collaboration with WP4 • Policy outreach and recommendation activities • Organisation of final multi-stakeholder event Task 6.4 – Clustering activities <ul style="list-style-type: none"> • Organisation of clustering activities through the living labs
3 - UNIBO	Task 6.2 – Dissemination & cross-fertilisation <ul style="list-style-type: none"> • Organisation of a webinar series • Organisation of a summer school
2 - CRES	Task 6.3 – Stakeholder outreach activities <ul style="list-style-type: none"> • Policy outreach and recommendation activities
All partners	Task 6.1 – Communication activities <ul style="list-style-type: none"> • Provide feedback on overall strategy detailed in C&D plan • Provide inputs based on project progress • Relay project news on social media Task 6.2 – Dissemination & cross-fertilisation <ul style="list-style-type: none"> • Engage in dissemination and networking activities • Publish scientific articles in open access • Present at international events and conferences • Contribute to training modules by providing presentations • Participate in summer schools

Table 1: Partner contributions

1.3 *Relation to other activities*

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP6 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

2 Objectives

Communication and dissemination activities are a top priority in European collaborative research projects funded under the EU Horizon Europe programme.

Based on the needs of the project, the EDAPHOS project's main communication and dissemination objectives include the following:

- To ensure the visibility of the project and widely promote its objectives and activities to a large community of users
- To raise awareness among citizens and inform key decision-makers about the importance of soil health in our daily life
- To transfer and encourage the adoption of results among key stakeholders
- To educate and train students and researchers
- To foster collaboration between researchers and end-users
- To engage relevant stakeholders and support the exploitation of the project results by both private and public end-users
- To coordinate with ongoing and future programmes to maximise impact and create synergies.

3 *Communication and dissemination strategy*

The overall EDAPHOS communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 *Target audiences*

The EDAPHOS project aims to reach key target groups through its communication and dissemination strategy. Each communication action will be targeted at different levels: local, nationwide, European, and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating and disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Policy makers	<ul style="list-style-type: none"> • Policymakers have the power to influence, develop and determine soil health policies. • Soil health is one of policymakers' key priorities, but they need guidance to make informed decisions.
Land managers	<ul style="list-style-type: none"> • Land managers protect and oversee natural resource area use. • Land managers need to be more informed on the impacts of soil pollution on human health. • Land managers play a key role in improving soil health.
Scientific community	<ul style="list-style-type: none"> • The scientific community has the ability to improve traditional ecotoxicology methods and environmental pollution assessments. • Research is needed to grasp the full potential of phytoremediation as a nature-based solution for soil restoration.
Academic community	<ul style="list-style-type: none"> • The academic community seeks to provide state-of-the-art curriculums to its students. • Students often pursue careers in areas of study that have most inspired them.
Agricultural community	<ul style="list-style-type: none"> • The agricultural community depends on the capacity of its soils to produce quality crops and earn a living. • Some polluted agricultural sites can no longer be farmed due to the risk of crop contamination. • The agricultural community plays a key role in improving soil health.
Industry	<ul style="list-style-type: none"> • 60% of overall soil contamination comes from industrial or commercial waste. • Key industry players need to understand the consequences of their actions and consider adopting mitigation measures.
General public	<ul style="list-style-type: none"> • Citizens are unaware of soil pollution and its impact on their health and the environment. • There is a need to inform the general public on nature-based solutions and soil restoration approaches.

Table 2: Relevance of EDAPHOS outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for EDAPHOS has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target audience	Key messages
Policymakers	<ul style="list-style-type: none"> • The EDAPHOS project will provide policymakers with a framework for land rehabilitation and ecological restoration of contaminated areas. • The EDAPHOS project will support policymakers in their efforts to meet the Green Deal objectives and its Mission “A soil deal for Europe” and more specifically, objective four “reduce soil pollution and enhance restoration”. • The seven EDAPHOS case studies will contribute to the European Committee of Regions initiative “Green Deal Going Local”. • The EDAPHOS project will foster interactions between experts and key opinion leaders to define decision-making strategies. • The successful implementation of the project supports several EU policy and international commitments related to land degradation, food and nutrition security, climate, and biodiversity.
Land managers	<ul style="list-style-type: none"> • The EDAPHOS project will enable land managers to better prioritise and plan activities and investments for soil restoration and decontamination. • The spatial planning model developed in the EDAPHOS project will enable land managers to better assess and make decisions on the implementation of nature-based solutions. • Robust soil monitoring programmes and common definitions will allow land managers to take effective action based on up-to-date information. • Land managers will be better able to improve cropping on underused lands. • In collaboration with industry, consumers and society, land managers will be able to improve soil health and alleviate pressure on surrounding terrestrial and aquatic environments.
Scientific community	<ul style="list-style-type: none"> • The EDAPHOS project will advance state-of-the-art knowledge on the mapping of polluted soils. • EDAPHOS project partners will investigate the use of phytoremediation as a soil restoration solution and the applicability of ERA tools. • EDAPHOS project partners will further the development of a microfluidic platform that will simplify laboratory procedures.

Academic community	<ul style="list-style-type: none"> • The academic community involved in EDAPHOS will play a key role in reducing exposure to contaminated groundwater and soil. • The EDAPHOS project will transfer its results to the academic community for their integration into curriculums. • The EDAPHOS project will stimulate new research collaboration, as well as coordinate ongoing and future programmes to maximise impact and create synergies. • The EDAPHOS project will provide education and training opportunities for students and researchers.
Agricultural community	<ul style="list-style-type: none"> • Soils supply the essential nutrients, water, oxygen, and root support that food-producing crops need to grow. • There is a key link between healthy soils, nutritious and safe food, and a healthy environment. • The EDAPHOS project will increase knowledge on how to assess and reduce the risk of soil pollutants on plant health to improve soil fertility and biodiversity. • The EDAPHOS project will develop nature-based solutions and ecological risk assessment frameworks to enhance soil restoration. • The EDAPHOS project will enable the reintroduction of once polluted agricultural sites in the agricultural sector.
Industry	<ul style="list-style-type: none"> • Chemical and mining activities have devastating consequences on soil health. • Chemical and mining activities should consider adopting mitigation measures to limit pollution. • The EDAPHOS project will provide insights on the origin, fate, and hotspots of pollutions to support soil pollution hazard, exposure and risk assessments. • The EDAPHOS project will monitor contaminated soils, evaluate pollution risks, and investigate phytoremediation as a nature-based solution to enhance soil restoration. • The EDAPHOS project will increase the number of nature-based solutions available, creating an influx of green investments enabling the acceleration and upscaling of restoration activities. • In collaboration with land managers, consumers and society, industry players will be able to improve soil health and alleviate pressure on surrounding terrestrial and aquatic environments. • The EDAPHOS project will aim to increase the acceptance and adoption of applications developed.
General public	<ul style="list-style-type: none"> • Soils form the basis of healthy and vibrant ecosystems, and provide physical, chemical, and biological functions necessary to support life. • Soils supply the essential nutrients, water, oxygen, and root support that our food-producing crops need to grow. • Soils are under constant threat from pollution, which poses a risk to human, terrestrial and aquatic health.

	<ul style="list-style-type: none"> • Soil contaminants often disturb the soil biomes and plant nutrient availability. • The proper management of soils is an investment in the health and wellbeing of future generations. • The EDAPHOS project will increase knowledge on how to assess and reduce the risk of soil pollutants on plant health. • The EDAPHOS project will put effective measures in place for soil restoration and demonstrate noticeable improvements in soil health. • The EDAPHOS project will foster interactions between researchers and citizens to discuss and share existing sustainable practices. • The EDAPHOS project aims to generate interests in project results, increase public awareness and underpin public acceptance of the technology developed in the project.
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Table 3: Key messages for each target audience

3.3 Timeline

A timeline illustrating the key communication and dissemination activities throughout the project has been created and will be continuously updated.

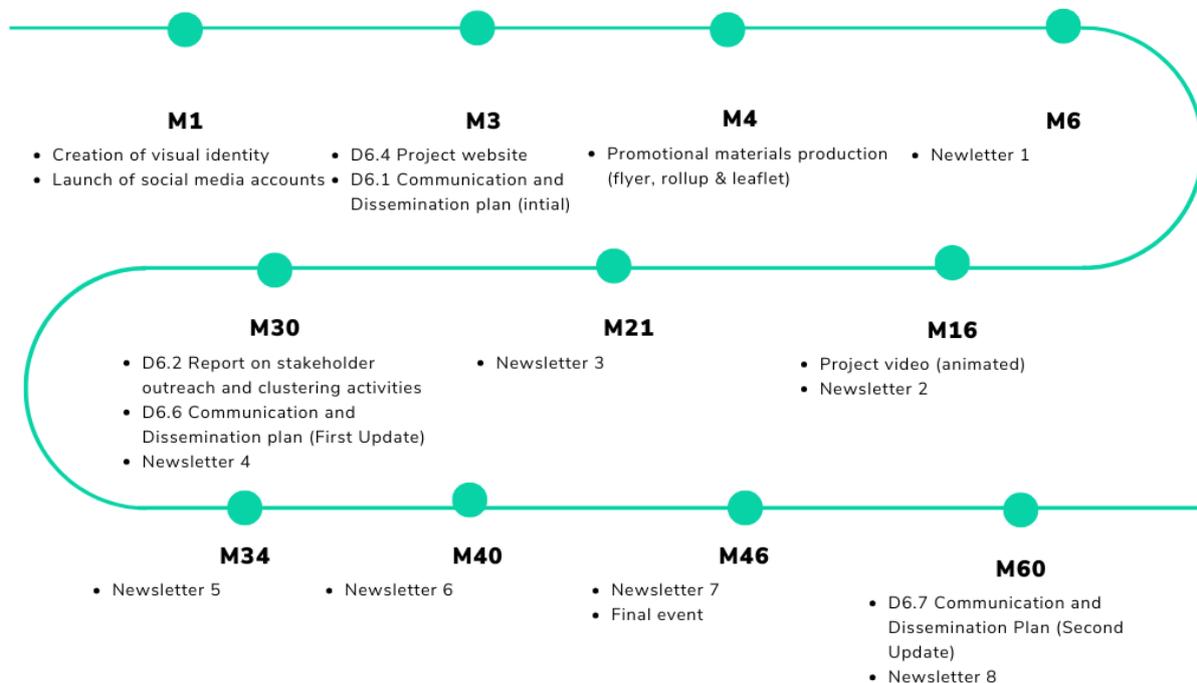


Figure 1: Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on the content creation and relay the information shared through EDAPHOS communication channels.

LGI Sustainable Innovation uses the email address contact@edaphos.eu to receive news, announcements, scientific papers, pictures, or information concerning partner participation in events related to the project.

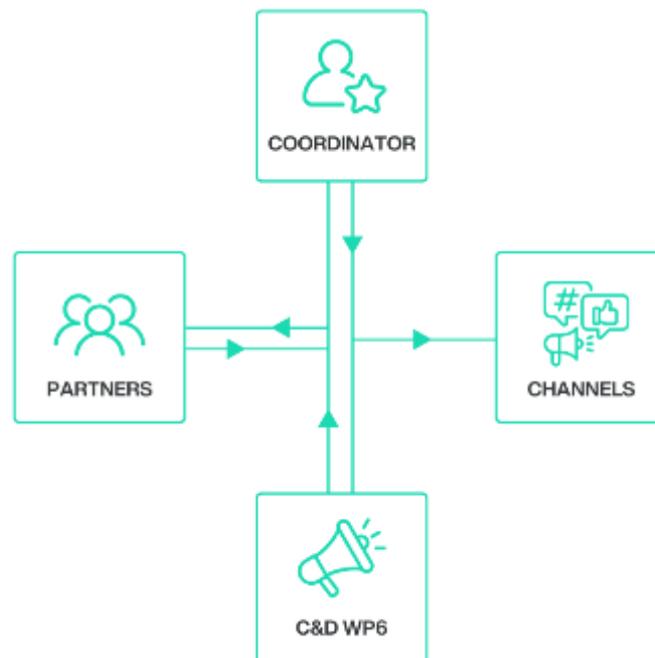


Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an [online form](#) was created. Partners can fill out the form when they participate in an event, attend a conference related to the EDAPHOS project or publish an article about the project.

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Figure 5: EU disclaimer

5.1.1 Logo

One of the first communications actions (Task 6.1) was to develop the visual identity of the project. To build its brand recognition from the very beginning, a logo was designed in time for the kick-off meeting of the EDAPHOS. It is, and will be, associated and included in all paper and electronic documentation, as well as in all promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and edited, to best represent EDAPHOS in the simplest and clearest way possible.

The EDAPHOS logo features a creative logo mark and a bold typeface to make a lasting impression on viewers and ensure project visibility. The logo mark consists of newly blossomed leaves, representing health and renewal, encircled by a light band of colour, representing restored soil. The typeface presents the project name in clear, distinct letters, enabling the logo to stand out on all electronic or printed materials. Several other logo options were designed to offer versatility.



Figure 6: Official logo

In text, the project should be referred to as EDAPHOS.



Figure 7: Logo variations

5.1.2 Rules when using the logo

When using the logo, the following rules apply:

- It cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project
- The EDAPHOS logo must be used in PNG format with a transparent background, or in EPS format (vector option, high definition for printed documents, goodies...)
- All versions of the logo are available for download on the collaborative [project workspace](#)
- When used with other logos, the EDAPHOS logo size must be proportional to that of other logos
- For optimal visibility, accessibility and readability, the logo must be surrounded by a proportional amount of blank space as illustrated below



Figure 8: Incorrect and correct uses of the EDAPHOS logo

5.1.3 Logotype

One typeface was selected for the project logo. The choice was made based on its readability and structure, which provides a clear, distinct, and appealing image.

The project title “EDAPHOS” uses Syncopate Bold.

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789?.,;/!+-@**

These fonts cannot be modified and must be used for the EDAPHOS logo. Although these are the logotype font, they do not have to be used in cover, body copy or official correspondence.

5.1.4 Colour palette

To illustrate the biodiversity and restoration aspects of the project, a turquoise was used to add a bright and colourful feel, while a dark coral pink was used to represent soil and soil health.

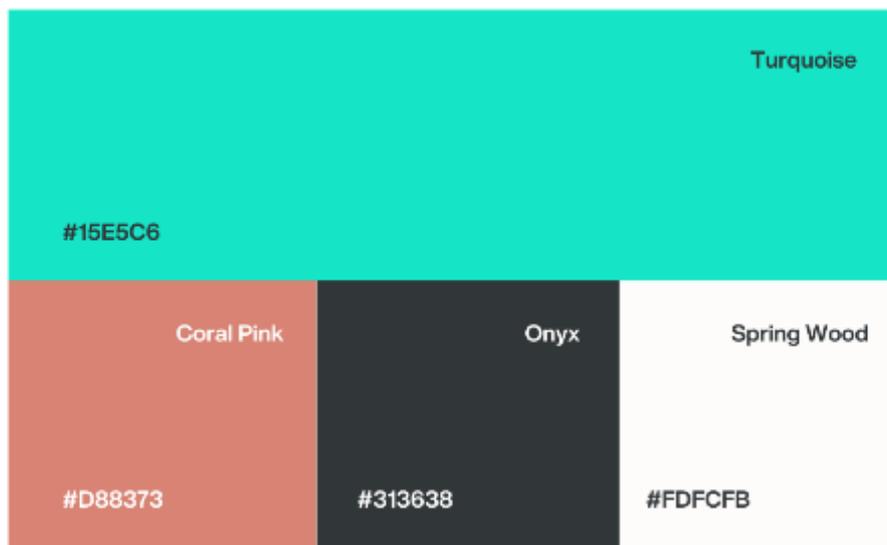


Figure 9: Colour palette

5.1.5 Typefaces

The typefaces to be used in documents such as Word, PowerPoint and other desktop applications should be:

- Helvetica Neue Bold for headers and titles:

*abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789?.,;/!+-@*

- Helvetica Neue Light for body text:

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789?.,;!/+-@

5.1.6 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the EDAPHOS brand and ensures the project's visibility when presented at events or conferences.

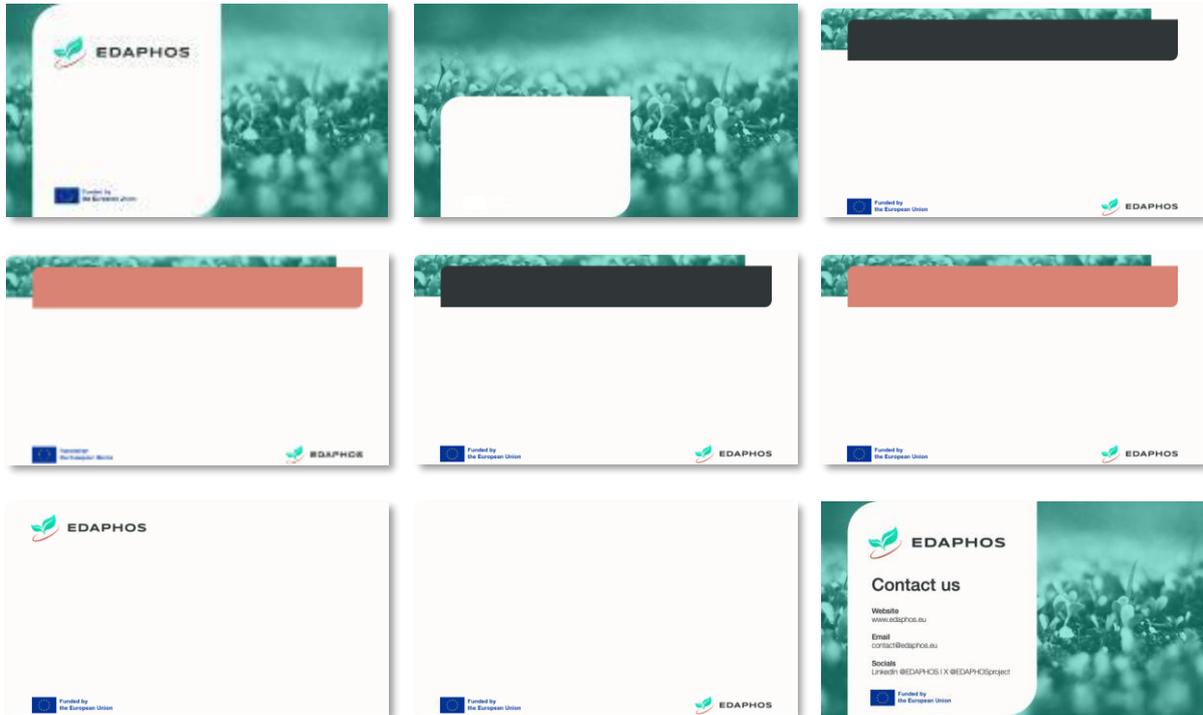


Figure 10: PowerPoint template

5.1.7 Deliverable template

A Word document template was also prepared and shared with all EDAPHOS partners shortly after the start of the project. Consistent with the EDAPHOS visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 11: Deliverable template cover

5.1.8 Other materials

Flyer: A flyer has been designed. It is possible to distribute it at workshops and events organised by EDAPHOS, as well as at external events. It includes key messages, objectives, expected impacts and consortium members and contact information. The flyer is printed on demand to avoid waste.

Roll-up: A roll-up has been designed for display at various events and conferences attended by project partners. It includes visual elements that represent the project, a summary, consortium members and contact information. The roll-up has been printed for in-person general assemblies and other events in which project partners participated.

Other promotional materials: visuals have been created to promote project events, publications and project news across the EDAPHOS communication channels, including social media as needed.

5.2 Project description

A text describing EDAPHOS has been drafted in two versions (short and long) to ensure a comprehensive and consistent message about the project. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of EDAPHOS—such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.

Short version:

Gathering 12 partners from six countries, the EU-funded project EDAPHOS aims to accelerate the land rehabilitation and ecological restoration of contaminated soils through innovative nature-based solutions. Coordinated by the University of Bourgogne Franche-Comté, an association of higher education and research institutions, EDAPHOS will deliver a holistic land management approach to contribute to the EU Mission "A Soil Deal for EU", develop risk assessment methods and metrics taking into account soil pollution sources, pathways, exposure and effects, make ecological restoration a mainstream business endeavor, and demonstrate its potential to increase public well-being over the course of four years.

Visit the project website for more information at www.edaphos.eu.

Coordinator: Dr Michel Chalot, UBFC

EDAPHOS received funding from the Horizon Europe Programme under grant agreement n°101112768.

Long version:

Soils are the keystone of healthy and vibrant ecosystems, providing physical, chemical, and biological functions necessary to support life. However, the ever-increasing contamination of soils poses a significant threat to human health as well as to terrestrial and aquatic ecosystems. It is estimated that three million sites have been contaminated in Europe, with 250,000 in need of urgent remediation. The health impacts of soil on all species cannot be ignored, and measures must be taken to ensure soil protection and restoration actions.

Gathering 12 partners from six countries, the EU-funded project EDAPHOS aims to accelerate the land rehabilitation and ecological restoration of contaminated soils through innovative nature-based solutions. Coordinated by the University of Bourgogne Franche-Comté, an association of higher education and research institutions, EDAPHOS will deliver a holistic land management approach to contribute to the EU Mission "A Soil Deal for EU", develop risk assessment methods and metrics considering soil pollution sources, pathways, exposure, and effects, make ecological restoration a mainstream business endeavor, and demonstrate its potential to increase public well-being.

In seven case studies located throughout Europe, the consortium will combine robust remote sensing tools and geographic information system-based methods to improve the monitoring of contaminated soils and better understand specific pollution sources. Lab and field studies will also be performed to validate the technological readiness and cost-effectiveness of nature-based solutions as a remediation strategy for reducing soil contamination in urban, peri-urban, and rural settings. To establish a self-sustained and replicable market for these nature-based solutions, partners will develop performance indicators to measure economic benefit and cost prevention, as well as tailored ecological finance instruments.

One of the key project outputs, the EDAPHOS WebGIS platform, will enable land managers to better assess and monitor the implementation of nature-based solutions in contaminated areas. This pragmatic, easy-to-use artificial intelligence tool will facilitate analysis, visualisation, data sharing and foresight reporting. Land managers will receive training and gain access to the platform's crucial site information and predictive insights required for efficient soil remediation plans.

Visit the project website for more information at www.edaphos.eu.

Coordinator: Dr Michel Chalot, UBFC

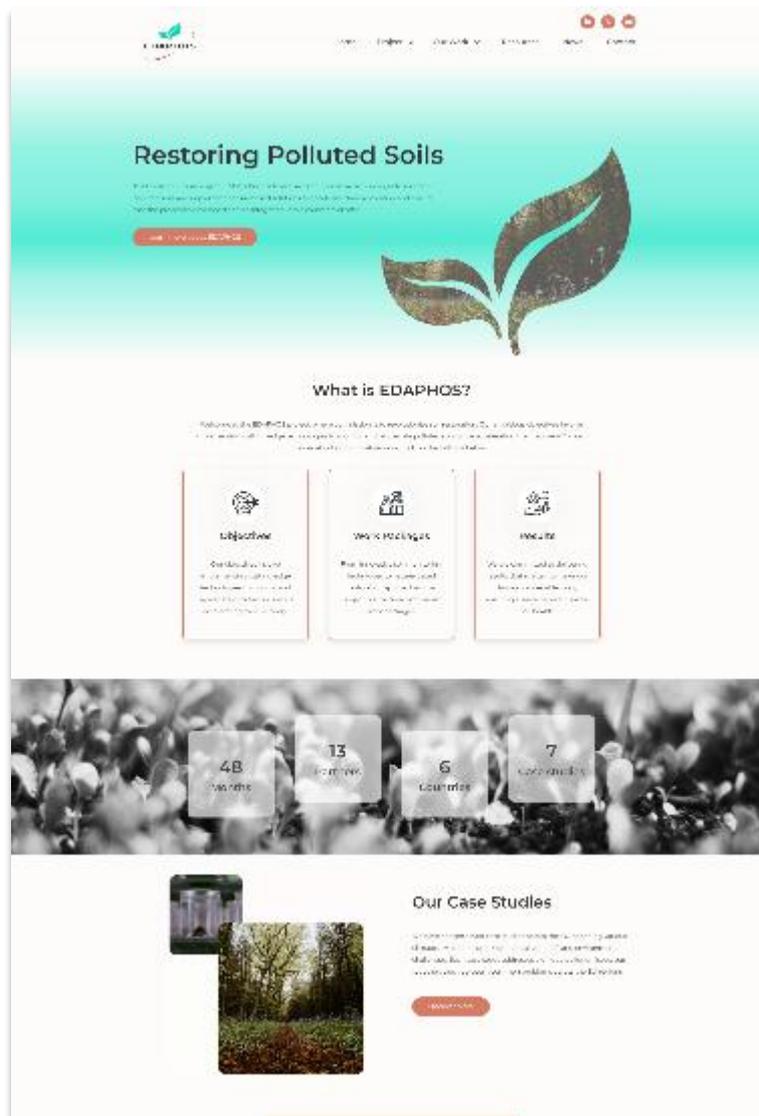
EDAPHOS received funding from the Horizon Europe Programme under grant agreement n°101112768.

5.3 Online resources

5.3.1 Website

The EDAPHOS project website was launched in November 2023: www.edaphos.eu

The website serves as the primary information source for the project and is where most stakeholders go to find out more about its activities. The design is intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to effectively engage stakeholders. The website is continuously updated with news, events, communication items, deliverables, and results to keep frequent visitors and target audiences engaged.



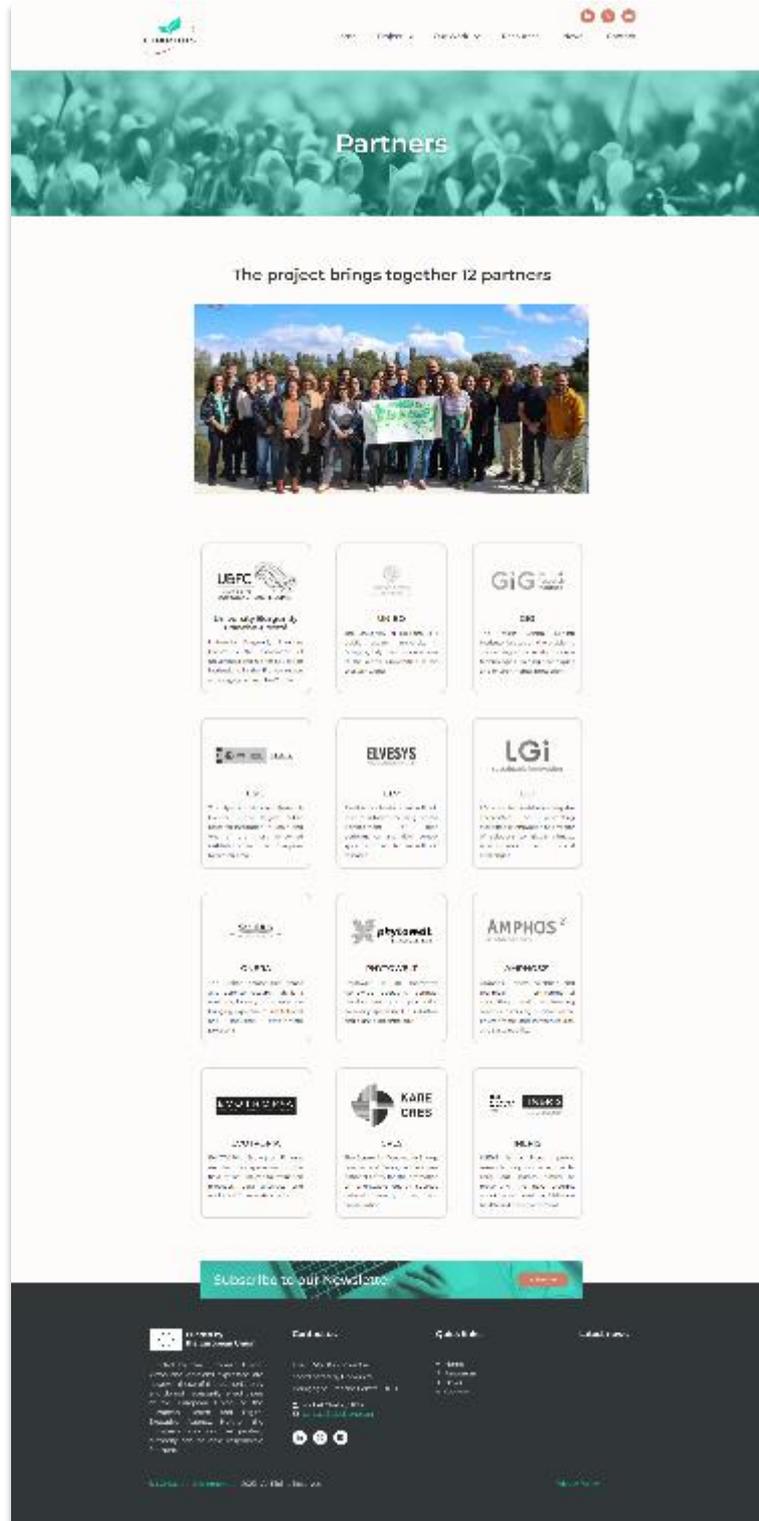


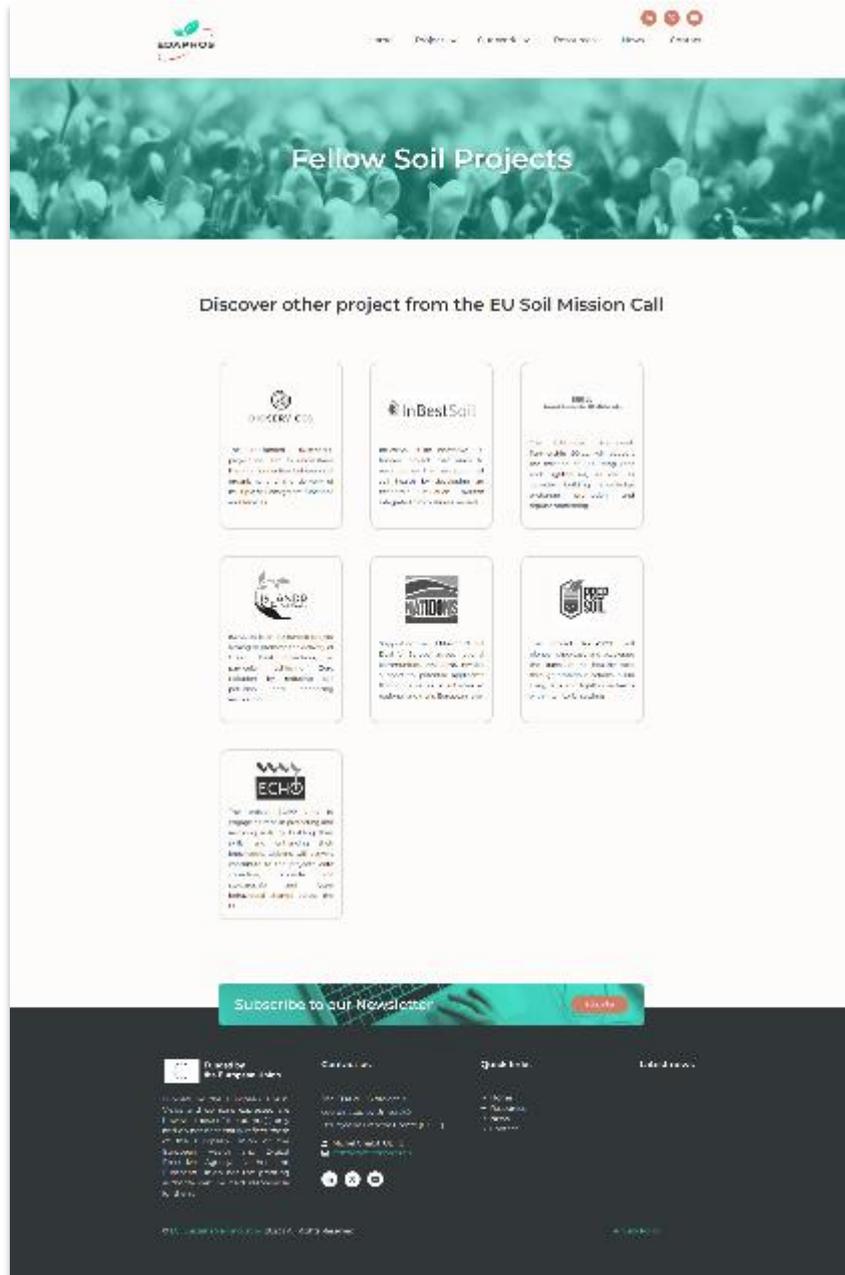
The screenshot displays the EDAPHOS website layout. At the top, there is a navigation bar with the EDAPHOS logo and menu items: HOME, ABOUT US, EDAPHOS, PARTNERS, NEWS, and CONTACT. Below the navigation bar is a large teal banner with the text "The Project".

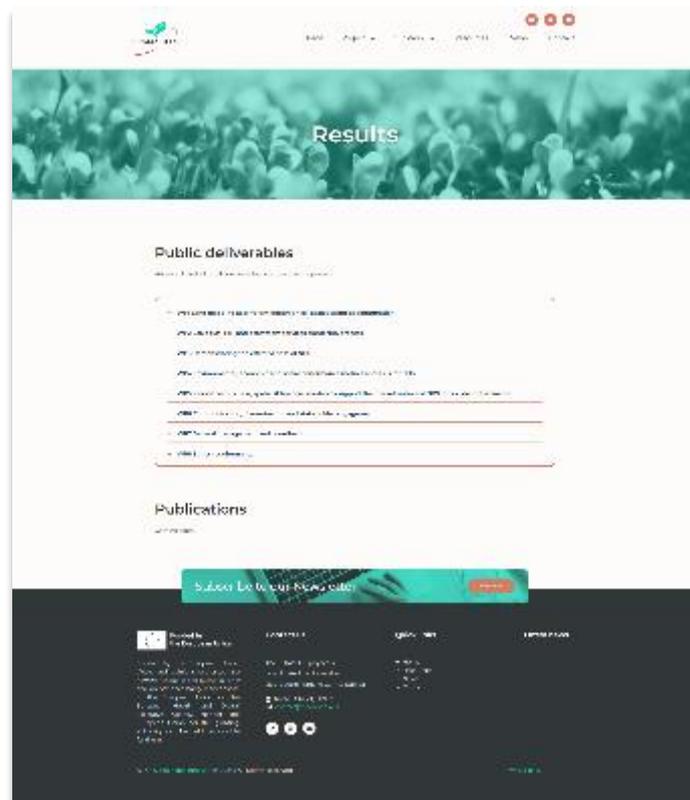
The main content area is divided into several sections:

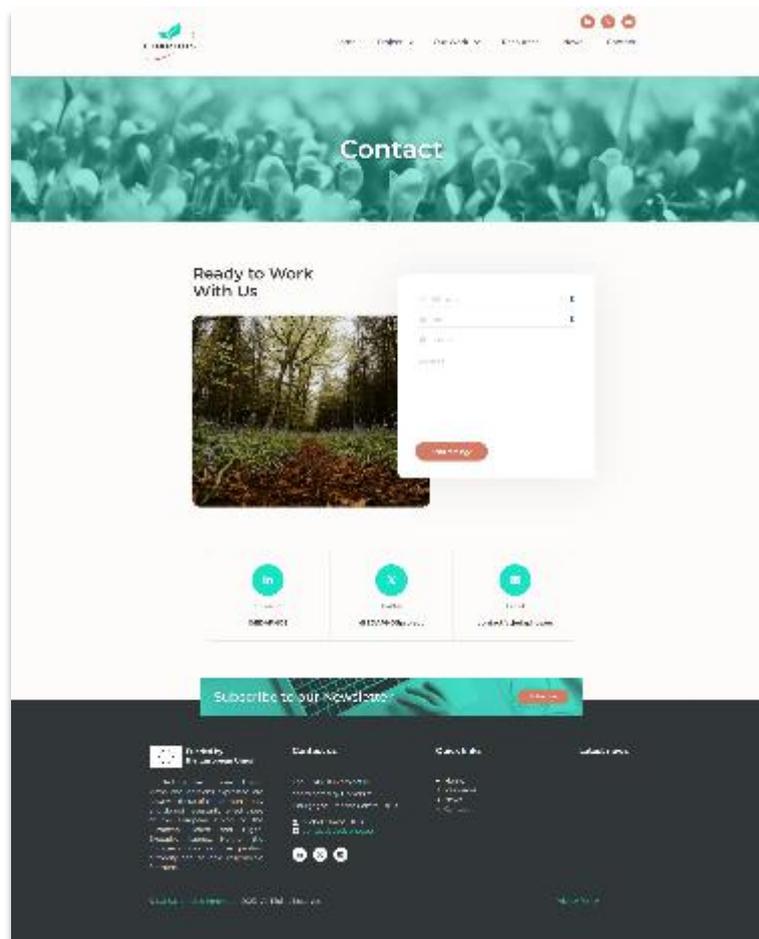
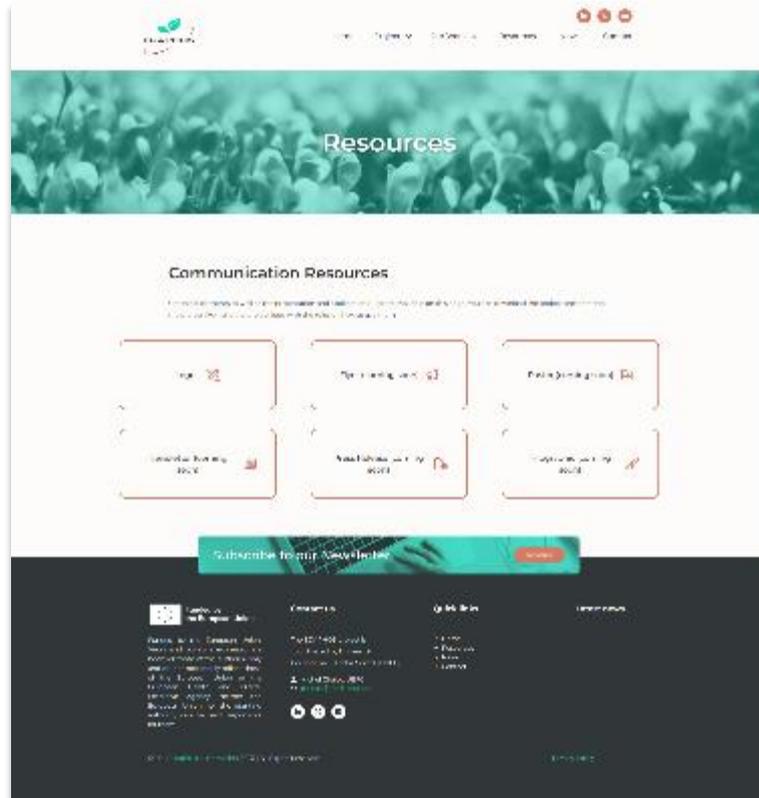
- About EDAPHOS:** A text block providing an overview of the project's goals and objectives.
- A Soil Deal for Europe:** A section with a dark background and white text, discussing the importance of soil health and the project's contribution to the European Soil Deal.
- What is a Living Lab?:** A section explaining the concept of a living lab and how it is used in the project.
- Objectives:** A section with four numbered cards, each representing a key objective of the project. The cards are:
 1. Develop a common framework for soil health assessment and monitoring.
 2. Demonstrate the effectiveness of NBS in improving soil health and ecosystem services.
 3. Develop a common framework for soil health assessment and monitoring.
 4. Demonstrate the effectiveness of NBS in improving soil health and ecosystem services.
- Learn more about our work packages:** A section with eight cards, each representing a work package:
 - Work Package 1: Land mapping at different geographical scales.
 - Work Package 2: Ecological risk & ecosystem services NBS process.
 - Work Package 3: Demonstrating the effectiveness of NBS.
 - Work Package 4: Environmental, economic & social performance.
 - Work Package 5: Innovative business, spatial & financial models.
 - Work Package 6: Communication & dissemination.
 - Work Package 7: General management & coordination.
 - Work Package 8: Ethics requirement.

At the bottom of the website, there is a footer with the EDAPHOS logo, a list of partners, and contact information. The footer also includes the text "EDAPHOS is funded by the European Union" and "EDAPHOS is a project of the Horizon Europe programme".









To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Browser compatibility: the website is compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is responsive and adjusts based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, IONOS is employed. Reports provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results enable the communication team to adapt its strategy to be more efficient and reach a wider audience. Website traffic has shown strong growth, increasing from 6,953 visits in 2023–2024 to 10,244 visits in 2024–2025.

Three main sections will be used to communicate and disseminate information:

1. Newsroom: activities, milestones, results and news related to the project are featured in articles and posts. Among the blog posts, the project's kick-off meeting article remains the most popular in 2023–2024, with over 388 views, followed closely by the “EU Mission Soil Week” article, which gathered 333 views. In 2024–2025, the most-read article was the report on our consortium meeting in Thessaloniki, attracting 488 views.
2. Results: [public deliverables and reports](#) and the 3 electronic [newsletters](#) have been made available for download.
3. [Resources](#): all promotional materials produced are made available for download.

5.4 Social media

Different social media channels, including X and LinkedIn, are used during the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences are targeted and engaged with across all platforms:

- Policymakers
- Land managers
- Scientific community
- Academic community
- Industry
- Agricultural community
- General public

A first list of hashtags related to EDAPHOS has been developed and will be used to maximise the project's visibility on all channels.

General	Specific
#EDAPHOS #EDAPHOSProject #EURResearch #Innovation #HE #HorizonEU #HorizonEurope #EU	#Soils #MissionSoil #SaveSoil #SoilHealth #HealthySoils #SoilPollution #EnvironmentalRestoration #SoilRestoration #Biodiversity #NBS #NatureBasedSolutions #WorldSoilDay #MissionSoilWeek

Table 4: Hashtags

5.4.1 X

An X account was created at the start of the project under the handle @EDAPHOSproject.



X is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for X are to:

Figure 12: X account

- Build relationships and engage with target audiences
- Disseminate knowledge on soil pollution and restoration approaches
- Bring the EDAPHOS results closer to key stakeholders

The EDAPHOS X account is managed on a regular basis. To be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post on a bi-weekly basis

- Reply to users who post or mention **@EDAPHOSproject**
- Follow and engage users who post content related to EDAPHOS activities
- Track specific words, mentions and trending hashtags

X serves as a channel for the mass distribution of news published on the website, advertise events that are attended by EDAPHOS partners and promotes content generated by the project. Partners involved in communication activities closely monitor related content posted by other social media accounts to share it on the EDAPHOS X account.

On X, followers have risen from 22 followers in 2023 to 69 in 2025, reflecting broader platform-wide declines in interaction. Following the changes on the platform X, it was decided among partners to open a Bluesky account for the EDAPHOS project. The account was launched in June 2025, already attracting 17 followers and showing encouraging potential on this emerging platform.

5.4.2 LinkedIn

A LinkedIn page was created for EDAPHOS: www.linkedin.com/company/edaphos

The EDAPHOS LinkedIn account is managed on a continuous basis. In terms of audience, a specific focus on academics, researchers and project stakeholders (consortium members, advisory board members and end user group members) is operated.

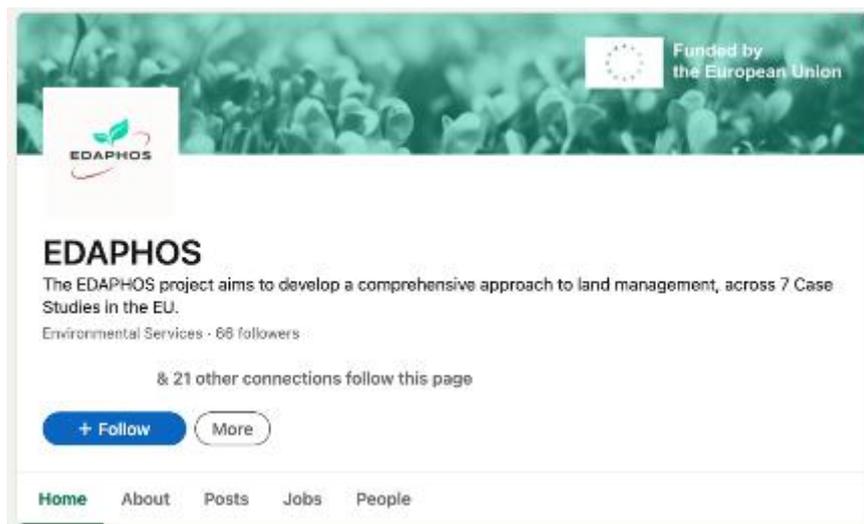


Figure 13: LinkedIn account

In order to be as responsive, efficient and proactive on the channel as possible, the following actions are taken:

- Target at least one post or share on a bi-weekly basis
- Reply to users who mention **@EDAPHOS**
- Follow and engage users who post content related to EDAPHOS activities
- Track specific words, mentions and trending hashtags

On LinkedIn, followers increased from **98** in 2023 to **225** in 2024, and nearly doubled to **522** by September 2025: a growth of +387.8%

5.5 Newsletters

At least eight electronic newsletters will be distributed over the duration of the project, on a bi-annual basis. The newsletters inform the EDAPHOS community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project's digital workplace, as described in section 4.2 of this document.

The newsletter contains different sections, including:

- An editorial written by the coordinator providing an overview of the previous six months
- A feature on the results achieved
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest

On other occasions, newsflashes can be sent to promote specific events, summer schools etc.

Results and statistics are drawn for each newsletter with conclusions made. Possible areas of improvement are discussed to optimise future editions.

A subscription pop-up box compliant with GDPR regulations was added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

As of January 2026, four newsletters, each sharing updates on the work packages, recent activities, and participation in key events, and one newsflash promoting the first EDAPHOS summer school video have been issued for the project. They are available on the project's "Resource" page. The newsletter currently has 65 subscribers (January 2026).

5.6 Videos

One general project video has been produced to explain the EDAPHOS project and its expected results in an easy-to-understand manner. The video was published on Vimeo as well as on social media (LinkedIn) and has gathered 756 views across all platforms as of January 2026. An additional short video will also be produced to present each of the seven case studies in the project. In the meantime, another video has been produced to showcase student participation in the 2025 Summer School in Montbéliard. The aim of the interview was for the students to reflect on what motivated them to attend the school, which sessions they found most relevant, and the insights they gained throughout the programme. 1153 Views have been recorded as of January 2026 for this video across LinkedIn and Vimeo.

These videos are featured on the project website and widely disseminated on EDAPHOS social media channels.

5.7 Factsheets

Factsheets will be produced to present project results. These factsheets will be widely promoted via the EDAPHOS website, social media channels, conferences and through European networks and initiatives (Task 6.2).

6 Awareness raising campaigns

In order to reach the general public, specific awareness-raising activities have been and will continue to be developed and launched on specific occasions, such as for World Soil Day or EU Green Week. On 5 December 2025, a short campaign was organised for World Soil Day alongside the [ISLANDR](#) project and the [ARAGORN](#) project. The purpose of these campaigns is to inform and educate the general public on the issue of soil pollution throughout Europe and to use the momentum and following of the projects to highlight their topics.



Figure 14: World Soil Day 2025: EDAPHOS social media post.

Clear, straightforward messages close to people's concerns were developed within the context of a second campaign in 2025. A targeted awareness campaign focusing on the work conducted in the project's various work packages was launched. It aimed to familiarise audiences with the project's topic and delve deeper into the research achieved since its launch. It took the form of visual carousels, typically 4 to 5 slides combining imagery with explanatory text, shared twice per month over a five-month period.

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.



These campaigns were conducted through social media, but in-person activities will also be organised to foster citizen engagement.

- Social media: the social media channels of the project (X, LinkedIn) are used to connect with the general public and create a two-way dialogue. Messages are targeted according to audience profiles. As social media is the main communication channel for the awareness campaigns, dedicated hashtags have been created.
 - o Membership of relevant LinkedIn groups and the dedicated EDAPHOS LinkedIn page, will be explored to enable the project to contribute to discussions on the topic of soil restoration, highlighting articles and events happening. This will enable the establishment of the EDAPHOS project as a credible, reliable voice in this area.
 - o X has been used so far to create a follower base by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the EDAPHOS project and beyond to establish it as an interesting, thought-provoking commentary on this topic.
- In-person activities: These activities will include the organisation of open days at EDAPHOS Case Study sites, the participation of the project in events, and interventions in schools/universities for which pedagogic tools will be prepared.

To assess the general public's perception of soil challenges, surveys and polls designed in collaboration with WP4 will be launched.

Success metrics will be followed to adjust the campaigns, if necessary, to deliver traction and encourage audiences to advocate for soil restoration.

7 Policy outreach and recommendations

An analysis of current EU legislation and existing barriers to the implementation of nature-based solutions for soil remediation and re-use will be carried out. Then, the project will provide regional authorities with insights to shape policy supporting the implementation of new initiatives and

decisions on nature-based solutions. These recommendations will be summarised in *Deliverable 6.5 Policy brief*.

To promote policy learning and foster the exchange of best practices with land managers, policymakers, residents on Case Study site as well as local authorities, EDAPHOS project partners will participate in major events such as *European Week of Regions and Cities* and *Initiative for Coal Regions in Transition*.

8 Dissemination channels and content

8.1 Interactions and exchange with other related projects

EDAPHOS fosters a close collaboration through Living Labs with relevant networks, clusters, and initiatives to network and foster market uptake. In addition, the EDAPHOS project has identified several networks, projects, clusters, initiatives, and platforms at the European, national and/or regional level to collaborate with:

- Nati00ns
- PrepSoil
- ECHO
- EUSO
- ISLANDR
- Lifesaver
- Alternative
- Activematter
- GOLD
- BIOSYSMO

A summary of the activities carried out and their impacts will be reported in *Deliverable 6.2 Report on stakeholder outreach and clustering activities*.

EDAPHOS is now 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.

In addition, EDAPHOS is participating in several Soil Mission Clusters: Soil Indicators and Monitoring, Data & Knowledge Management, and Communications & Stakeholder Engagement. UMPL participated in person at the ISPRA meeting organised by JRC in July 2024. 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.

8.2 Conferences and events

Presenting the EDAPHOS results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage directly with stakeholders.

The project consortium will and has attended events that are relevant to the topic, through which target groups can be reached. The interest and readiness of the consortium are evaluated when determining whether to present at key international events, as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle are identified, and event organisers are contacted to ensure the project is properly represented.

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The EDAPHOS project has identified several events of interest, including the following:

- International Phytotechnology Conference
- International Conference on Bioremediation of Contaminated Soils
- AquaconSoil
- SETAC Europe Meetings
- International Conference on Bioremediation Engineering and Research
- MicroTAS

Throughout the initial phase of the project, EDAPHOS partners have actively participated in a range of external events, from scientific conferences to stakeholder workshops (Table 8). These occasions have provided opportunities to present the project's objectives, share preliminary insights, and connect with relevant communities. Below is a table summarising the activities carried out by partners during those events.

Table 5: EDAPHOS events table

EVENT TITLE	PARTNERS ATTENDING	DATE	PLACE	TYPE OF AUDIENCE	SHARED CONTENT
Soil Mission Week	UBFC, LGI	2023, Nov 21-23	Brussels, Belgium	Researchers, European Commission	
RemTech Europe	UBFC, LGI	2024, Sept 16	Online	Researchers, European Commission	Presentation
SFPT-GH	ONERA UMLP	2024, May 30	Rennes France	Researchers	Poster
Soil Mission Week	UMLP, LGI	2024, Nov 12-13	Brussels, Belgium	Researchers, European Commission	Flash presentation
Agrothessaly	CRES	2025 March 5-9	Greece	Farmers, stakeholders	1 Poster
Pre-LS4EU	GIG-PIB	2025, April 24	Poland	Researchers	
EGU 2025	GIG-PIB/INERIS	2025, April 27 - May 2	Austria	Researchers/ Stakeholders/	2 posters
LS4EU - LifeScience4EU 2025 Conference	GIG-PIB	2025, May 15-16	Poland	Researchers	
SFPT GH	ONERA	2025, May 3-5	France, Grasse	Researchers	1 oral presentation

<u>44th Earsel Symposium</u>	ONERA/ UMLP	2025, May 26-29	Prague, Czech Republic	Researchers	1 oral presentation
<u>Web Summit Vancouver 2025</u>	EVO	2025, May 27-30	Vancouver, Canada	International Business / Investors	1 Oral Presentation; 25+ pitches; 150 meetings; 1 Interview (CTV News)
<u>5th EUSO Stakeholders Meeting</u>	EVO	2025, June 12	Online	Researchers, Business, EU Commission, Stakeholders, Public	1 online Oral Presentation on NBS business models, software solutions and financial instruments
<u>Green Transition Forum 5 (2025)</u>	EVO	2025, June 16-20	Bulgaria	Researchers, Business, Public Administration, International Organizations	2 Oral Presentations, Q&A and Discussion in 2 Main Event Panels
<u>Greek Association of Olive Oil Mills (pasei.gr)</u>	EVO	2025, September 13 – October 10	Greece (4 cities)	Researchers, Business, Professional Associations, Public Administration	2 online Oral Presentations
<u>EBC IX</u>	UMLP, MIC	2025, June 16-19	Greece	Researchers	2 Posters & flash presentation (1)
<u>Aquaconsoil 2025</u>	UMLP	2025, June 16-20	Belgium	Researchers/ Stakeholders/	2 Posters & flash presentation (1) & roundtable session
<u>ADeBiotech</u>	INERIS	2025, June 25-26	Paris	Researcher, Stakeholders, Politics	1 Poster
<u>EUROSOIL</u>	CSIC, INERIS	2025, Sept 08-12	Seville (Spain)	Researchers, European Commission	Oral presentation & 1 poster + potential other poster 1 poster (INERIS)
<u>RemTech Europe</u>	UMLP / LGI	2025, Sept 15-19	Ferrara, IT / Online	Researchers, European Commission, Stakeholders	1 oral presentation
<u>ICOBTE/ICHME</u>	INERIS	2025, Sept 22-26	Busan, Korea	Researchers	1 Oral presentation / 1 poster
<u>Soil Mission Week 2025</u>	UMLP	2025, Nov 4-5	Aarhus, Denmark	Researchers, European commissions	
<u>SoilVer</u>	INERIS, GIG	29 November 2024	Online	Researchers, stakeholders, politics	2 Oral presentations

8.2.1 Webinars

The EDAPHOS project will organise at least two scientific webinars and two industry-specific webinars.

The scientific webinars serve to share knowledge and results generated by the project with the scientific community and to foster cross-fertilisation between projects. Topics will cover soil mapping, soil remediation and risk assessment, as well as NBS finance. The industry-specific webinars will be about sharing knowledge and results generated by the project with key industry players. Topics will cover financial modelling and exploitation opportunities in soil restoration.

All partners will contribute to the webinars by providing presentations. The webinars will be recorded and made available on the project website.

During the first months of the project, the MIC worked on a comprehensive review of reported uses of microfluidics in the context of soil ecotoxicology and microbiology, of the capabilities of the MIC in terms of microfluidic platform design, and of identified opportunities of innovative ecotoxicological assessment platforms. All the findings were put together in the form of a webinar, presented online on Tuesday, May 28, 2024. The webinar served three parallel purposes:

- 1) Foster interactions between partners within the project,
- 2) Participate in the dissemination of the project to specialists,
- 3) Engage the bioremediation in order to gather their needs and position the technical developments accordingly. It was advertised on social media.

About 30 attendees joined the online presentation which was recorded and put on the MIC's YouTube channel for further dissemination.

8.2.2 Summer schools

Two summer schools will be organised during the project. All partners are set to participate, and external projects and initiatives will be invited to share their results in a cross-fertilisation approach. Reports on the summer schools will be made available on the project website.

The first Summer School took place from 25–29 August 2025 in Montbéliard, France, hosted by Université Marie & Louis Pasteur (UMLP) and co-organised with the BIOSYSMO Project. This event brought together 20 MSc graduates, PhD students, and early-career researchers and equipped them 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 renowned specialists. Photos taken during the event have been published on [Flickr](#), and a blog article will be published on the website. A feedback questionnaire (LGI) was created to gather information about how students perceived the summer school.

8.2.3 Massive open online courses (MOOCs)

The scientific findings and methods developed in EDAPHOS will be integrated in online learning material and MOOCs. These materials will then be made available for education at different levels, such as for farmers, the private sector, political bodies, and academia.

8.2.4 Final Event

In the second half of the project, a final event will be organised to present the project's findings, lessons learned and policy recommendations to a wide audience. The event will bring together high-profile experts, local, national, and European decision-makers, NGOs and key project partners. Relevant international and national media contacts will be invited.

8.3 European dissemination channels

The following official EU dissemination channels will be targeted to share the results of EDAPHOS:

Magazines	Research*EU results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon Europe newsroom	https://research-and-innovation.ec.europa.eu/news/news-alerts_en
Platform	Horizon Result Platform	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform
	Innovation Radar	https://innovation-radar.ec.europa.eu/

Awards	Horizon Impact Award	https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/prizes/horizon-impact-award_en
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Table 6: EU dissemination channels

8.4 *Scientific publications*

Several scientific publications will be written by lead academic partners who are involved in the project. These publications will include the main findings of the project's deliverables and will be presented at some of the conferences listed in section 8.2 of this document.

In addition to those previously mentioned, the EDAPHOS project has selected several journals of interest, including the following:

- Plant Biotechnology Journal
- Journal of Soils and Sediments
- Journal of Hazardous Materials
- Nature Communications
- Environmental Science & Technology
- PLOS
- MDPI

EDAPHOS will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. When possible, the EDAPHOS project will combine different measures to foster open access to knowledge.

Project partners will be encouraged to regularly share information about their scientific publications when related to textile recycling via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

9 Key performance indicators

Activity	Description	Target	Mid-project Update
Public website	As the main communication tool for promoting EDAPHOS, the website will share general project information, public deliverables, news, and events.	<ul style="list-style-type: none"> 350 visits / month 	10,244 / year (2024-2025)
Social media	LinkedIn and Twitter will serve to build and engage an online community, increase project visibility, and raise awareness among followers.	<ul style="list-style-type: none"> >500 followers At least two awareness raising campaigns 	<ul style="list-style-type: none"> 620 Followers (January 2026) 2 awareness campaigns in 2025
Visual materials	The leaflet, poster and factsheets will serve to present the project and its results in a visually pleasing and easy-to-understand way.	<ul style="list-style-type: none"> 1 leaflet 1 poster 2 factsheets 	<ul style="list-style-type: none"> 1 leaflet 1 poster
Project videos	Videos will serve to present the project and its results in a visually pleasing and easy-to-understand way.	<ul style="list-style-type: none"> 1 project video 2 CS videos >500 views 	<ul style="list-style-type: none"> 1 project video (+700 views) 1 Summer school video interviews (+1000 views)
MOOCs	The MOOCs will make scientific findings and methods available for education at different levels.	<ul style="list-style-type: none"> 2 learning modules >200 views 	-
E-newsletters	Newsletters will provide information on project progress, results, and upcoming events.	<ul style="list-style-type: none"> 8 newsletters 	<ul style="list-style-type: none"> 4 newsletters
Scientific publications	Publications will serve to disseminate project results through leading journals.	<ul style="list-style-type: none"> >15 publications >8 co-authored by > 2 partners 	<ul style="list-style-type: none"> 1 publication
Events	Conferences, trade fairs and other events serve to network with other projects, facilitate cross-fertilisation and share key results.	<ul style="list-style-type: none"> >30 events 	<ul style="list-style-type: none"> 22 Events
Summer school	Summer schools will share knowledge / results in a cross-fertilisation approach.	<ul style="list-style-type: none"> 2 summer schools >60 participants 	<ul style="list-style-type: none"> 1 Summer school 20 Participants
Scientific webinars	The scientific webinars will facilitate cross-fertilisation with other ongoing projects.	<ul style="list-style-type: none"> >2 webinars >100 participants 	<ul style="list-style-type: none"> 1 Webinar 30 Participants
Industry webinars	The industry webinars will share the knowledge and key results generated in the project.	<ul style="list-style-type: none"> >2 webinars >100 participants 	-
Policy outreach	Policy outreach activities will contribute to shaping policy and supporting the implementation of new policy initiatives and decisions.	<ul style="list-style-type: none"> 6 policy briefs 4 policy events 25 municipalities on EDAPHOS NBS market platform 	-
Final event	The final event will serve to present project findings, lessons learned and policy recommendations to a wide audience.	<ul style="list-style-type: none"> >100 participants 	-
Advisory board	The project will benefit from the advisory board's expertise, thus guaranteeing the quality of the project's implementation.	<ul style="list-style-type: none"> >1 meeting / year 	-
Living labs	Living labs provide opportunities to network with relevant stakeholders and foster the market uptake of results.	<ul style="list-style-type: none"> 4 living lab experimental sites 	-

Table 7: Key performance indicators

10 *Conclusion*

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the EDAPHOS project and its results in an efficient and impactful way. The plan will be updated and improved based on the monitoring results collected. A final plan (D6.7) will be submitted in the final month of the project.