

History of changes

Date	Page	Change
06/09/24	4, 11, 16, 17, 22	Prizes are removed from the FSTP scheme
06/09/24	8, 19, 20; 32	Ethics WP is added; section 1.2.3 is updated to include the Ethics Advisor; Gantt and Tables 3.1a, Table 3.1b and Table 3.1f are also updated
06/09/24	4, 11, 12, 23, 28	ANDANÇAS is replaced by ENTRUDANÇAS and the dates of Festivals are adjusted to February and September)
06/09/24	31	Table 3.1c was updated to separate deliverables with repeated submissions; add deliverables of the new Ethics WP and the requested policy brief
06/09/24	33	More details are provided on costs described in Table 3.1h: 'Purchase costs' items, with details of costs above 15% of personnel costs
06/09/24	10, 30	Recommended reference to contribution to the development of the EUSO included
06/09/24	15	Recommended examples of messages to be conveyed per target audience are included
06/09/24	16	Recommended clarification on how CC copyright licenses contribute to exploitation included
25/10/24	19-30	Adjustments in the Gantt and time for the submission of deliverables in result of the dates of the festivals (which changed from M16 to M14 and M35 to M32)

Proposal template Part B: technical description

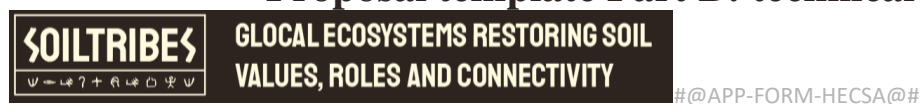


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SOILTRIBES HIGHLIGHTS
MISSION-ORIENTED COMMUNITY OF PRACTICE WITH 1000 PARTICIPANTS COLLABORATING TRANSNATIONALLY IN MULTIDISCIPLINARY TEAMS
7 OPERATIONAL SOILTRIBES COMPOSED OF SOIL LAB ACTIVATORS AND LOCAL COMMUNITIES ORGANIZED IN PARTICIPATORY ASSEMBLIES
DOZENS OF NEW RESOURCES CO-DEVELOPED AND TESTED BY AND WITH MULTI-ACTOR TEAMS IN VARIOUS FORA, INCLUDING 200 TAILORED EVENTS DIRECTLY ENGAGING AROUND 75K PARTICIPANTS AND WITH OUTREACHING 1M CITIZENS
+1.7M€ FSTP SCHEME TO SUPPORT 30 INNOVATIONS, AWARD 8 GOOD PRACTICES AND 7 TEAMS, AND FOSTER 32 KNOWLEDGE EXCHANGES
SOIL LITERACY AND CONNECTIVITY RAISED BY EMOTIONAL EXPERIENCES AND CROSS-INNOVATION AT THE NEXUS OF SCIENCE, ARTS & SOCIETY
3 YEARS IMPACTFUL INITIATIVE, BUILT ON A MULTI-ACTOR, MULTIDISCIPLINARY, MULTI-SETTING AND MULTI-LAYERED APPROACH

1. EXCELLENCE #@REL-EVA-RE@#

Life on Earth depends on healthy soils: they are the basis of our food and provide many other vital **ecosystem services**¹. The EU's **rich soil patrimony features a myriad of soil types** (covering 24 of the world's 32 major groups and 45 ecosystems, grouped in Urban, Agroecosystems, Forest, Wetlands, Heathlands and Rivers and Lakes². But our **soils are severely endangered** by climate changes, intensive agriculture, deforestation, urbanization, fire and invasive species, which are drivers of soil degradation, and lead to loss of organic matter, soil compaction and sealing, soil acidification and nutrient imbalances, pollution, salinisation and sodification, erosion and landslides. The gravity of the situation is demonstrated in clear alarming numbers: approximately **60-70% of EU soils are unhealthy**, soil degradation **costs the EU several tens of billion euros per year** and **halting and reversing current trends could generate up to EUR 1.2 trillion per year** in economic benefits³. It is also well documented that the **costs of inaction on soil degradation surpass the costs of actions by a factor of 6** (EEA, 2018). As such, soil protection is the cheaper and safer option to ensure future food security and to prevent soaring costs for the remediation of degraded soils.

Policy instruments and various anthropogenic activities (management practices preventing soil threats) can help protect and enhance soil biodiversity, and hence ecosystem multi-functionality.

Over the last few years, the EU has become a frontrunner in visioning soil biodiversity protection.

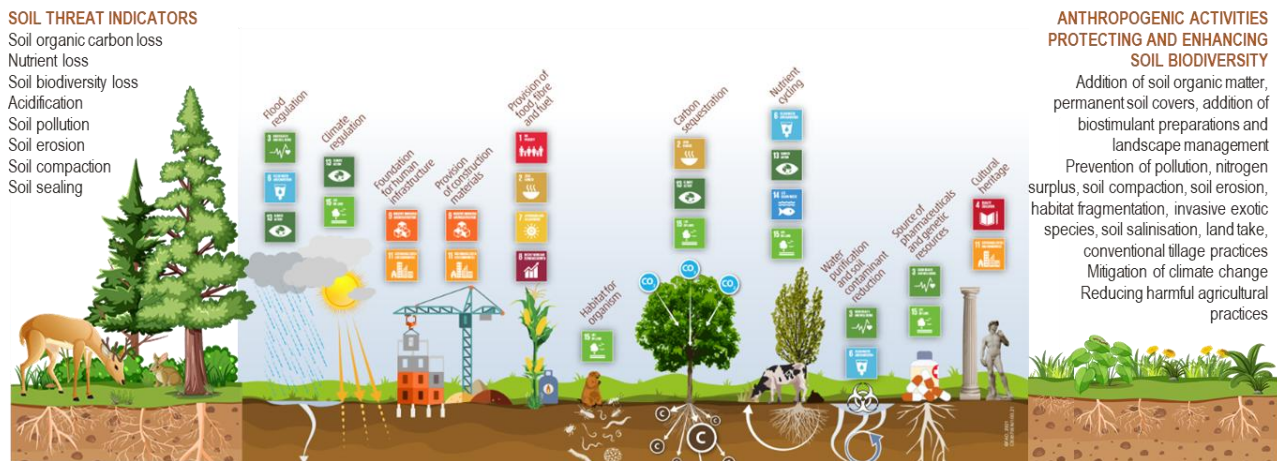
Adopted in 2006, the **Soil Thematic Strategy** (COM/2006/0231) has raised soil conservation awareness and public concerns about the ecological implications of soil biodiversity losses and has reinforced the implementation of an EU soil monitoring scheme, born in 2009 (**LUCAS Soil**). More recently, the **European Green Deal** (COM/2019/640) has

¹Producing nutritious and safe food; storing and cycling carbon, supporting climate mitigation and adaptation; hosting biodiversity; cycling nutrients; protecting from droughts and floods; supporting human activities, landscapes, and cultural heritage.

²EU Soil Strategy for 2030 Reaping the benefits of healthy soils for people, food, nature and climate; MAES - Mapping and Assessment of Ecosystems and their Services

³Report of the Mission: Caring for soil is caring for life

set out an ambitious roadmap to transform the Union into a fair and prosperous society, with a modern, resource-efficient and competitive economy. As part of the Green Deal, the Commission has adopted the EU Biodiversity Strategy for 2030 (COM/2020/380), the Farm to Fork Strategy (COM/2020/381), the Zero Pollution Action Plan (COM/2021/400), the EU Climate Adaptation Strategy (COM/2021/82) and the **EU Soil Strategy for 2030** (COM/2021/699). The latter announced that the Commission would propose a new **Soil Monitoring Law** providing a legal framework to help achieve healthy soils by 2050. It will do so by putting in place a solid and coherent monitoring framework for all soils across the EU so Member States can take measures to regenerate degraded soils making sustainable soil management the norm in the EU. A proposal for this law (COM/2023/416) is currently open for a feedback period before adoption. In 2020, the EC launched the **European Soil Observatory (EUSO)** to better support EU environmental, agricultural, and climate policies, and to be the long-term central scientific and technical point of reference in the EC concerning all soil matters. Providing several tools to promote the sustainable use of soils and safeguard soil biodiversity, the **New Common Agriculture Policy** also aims to contribute to securing the future of agriculture and forestry, as well as achieving the objectives of the European Green Deal. Likewise, there are several funding opportunities available for the protection, sustainable management and regeneration of soils and at the centre



of an enabling framework, one can find the **Soil Deal for Europe**, one of the five EU missions specifically dedicated to leading the transition to healthy soils through funding an ambitious research and innovation programme, establishing **a network of 100 living labs and lighthouses in rural and urban areas**, advancing the development of a harmonized soil monitoring framework and increasing the awareness of the importance of soil. The Mission acknowledges the direct importance healthy soils have to contribute to the achievement of all SDGs⁴, especially the following.

Figure 1. Ecosystem services and SGD's supported by healthy soils, soil threat indicators and anthropogenic activities protecting and enhancing soil biodiversity. Sources: 1) FAO, 2021, *Healthy soils, a prerequisite to achieve the SDGs*; 2) J. Köninger, P. Panagos, A. Jones, M.J.I. Briones, A. Orgiazzi, *In defence of soil biodiversity: Towards an inclusive protection in the European Union*, Biological Conservation, Volume 268, 2022, 109475; 3) European Environment Agency, *Soil monitoring in Europe – Indicators and thresholds for soil quality assessments*, Publications Office of the European Union, 2023.

Beyond policies, regulation, funding opportunities and knowledge of management practices, soil literacy, and connectivity to soil are key to realise the ambitious proposed goals, properly addressing the current challenges humankind faces and protecting our future and well-being as a planet.

As emphasised by the mission, its success largely depends on action being taken by organisations and citizens at all levels. However, **enhanced soil literacy** (i.e., **awareness and specialized and practice-oriented knowledge**) is **lacking** and constitutes a barrier to achieving healthier soils. It is of utmost relevance to produce more and tailored information, by translating scientific knowledge and considering the different stakeholders and experiences of citizens. To value and protect soils, citizens need to know and understand soils, and identify how their practices are affecting them (positively or negatively). It is, thus, crucial to start from people's existing practices, values, and concerns, and engage citizens in identifying and addressing soil literacy needs. Showing how soil is important in everyday life has the power to boost identification and connections between citizens and soil. Moreover, showing that protecting soil can have a direct impact on citizens' quality of life will greatly contribute to this connectivity. **Connectivity**⁵ – one of the five dimensions of soil security which brings in a social dimension around soil – incorporates the knowledge and resources necessary to properly manage soil, views soil management as a long-term commitment that involves many generations, and raises the possibility that we need a soil ethic⁶.

1.1. OBJECTIVES #@PRJ-OBJ-PO@#

SOILTRIBES MAIN GOAL

SOILTRIBES is all about **establishing, activating, and empowering multi-actor communities** tied by a strong and familiar soil "dialect", a deep emotional connection backed up by relevant knowledge and an action-oriented mindset that recognizes the key role each and everyone together has in preserving for generations to come our rich, essential, and

⁴ https://projects.au.dk/fileadmin/projects/ejpsol/EJP_SOIL_Library/Keesstra_et_al_04_2016_The_significance_of_soils_and_soil_science_towards.pdf

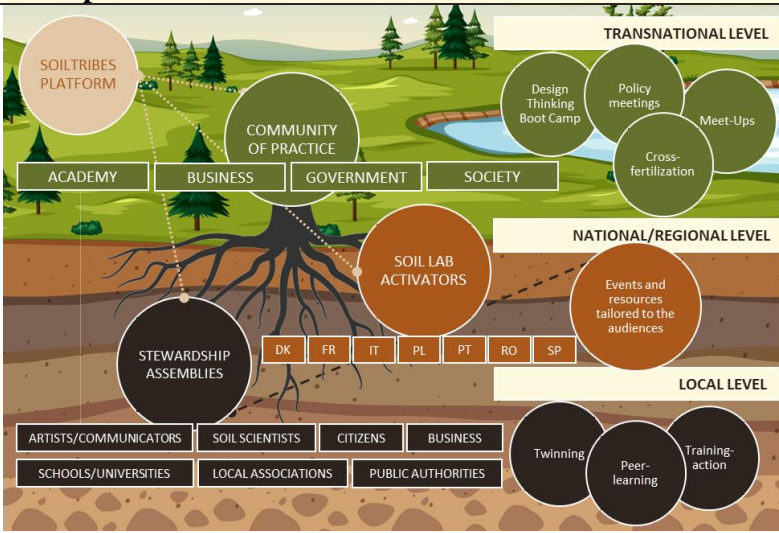
⁵ [The dimensions of soil security](#)

⁶ [The importance of soil education to connectivity as a dimension of soil security](#)

irreplaceable soil. “Tribes” will share the same commitment and will embark on a powerful journey of transition and transformation, bolstered by the nexus of science, technology, arts, and society. **SOILTRIBES main goal is to pave the way towards inspiring “back to Earth” narratives translated in new formats of knowing, feeling, and behaving in regard to soil, its importance and challenges, and its future, which is deeply connected with ours.**

This overall goal will be achieved through the following Specific Objectives (SO):

SO#1: *Elevate the importance of soils through a network of relevant actors and projects from different sectors and expertise. The network should carry out a range of activities and campaigns in the context of citizens’ lives and increase people’s awareness on soils, as well as ensure meaningful citizens’ engagement.*

Description	Outputs, KPIs & targets
 <p>[LINKED TO WP2] SOILTRIBES will seed, nurture, and grow a wide transnational network of relevant actors from different sectors and disciplines, which will have the opportunity to benefit of various actions promoted by the project. The most active and prominent network</p> <p>members will be selected (via EoI) to join a Community of Practice (CoP) and motivated to take in part of concrete discussions and actions. CoP will be composed of change-enablers, and mission-oriented members organized in multidisciplinary teams, that will work collaboratively to co-develop new solutions to increase soil literacy through a design thinking journey at the nexus of science, technology, arts, and society. Operating in 4 pillars (Academy, Business, Government and Society) these teams will contribute to the elevation process, running in parallel, at the regional and community levels, with 7 “tribes” of Soil Lab Activators (developing an array of innovative resources and carrying out a range of activities and campaigns tailored to a multitude of target groups) and stewardship assemblies (SA) (led by municipalities, focused on local challenges and engaged in twinning, peer-learning and “training-action” opportunities). These “tribes” are participatory by default and natural connectors to new ways of valuing soils, triggering, and performing a transformative process (i.e., moving from purely cognitive to additional motivational spheres). The relevant contributions of the CoP and “tribes” will offer an additional value to the awareness raising, engagement and elevation movement, further completed by the projects supported under the comprehensive FSTP scheme proposed (SO#2 & SO#3). Immersed in a fruitful collaborative atmosphere (further supported by a dedicated platform project, project website and social media – WP5), the network will benefit from the cross-fertilization effects of the exchanges promoted with other initiatives and actions (especially with LLs & LHs), which will stimulate the drafting of policy recommendations.</p>	<ul style="list-style-type: none"> ■ +1000 members of the network ■ 80 members actively engaged in CoP 4 pillars ■ 1 design thinking boot camp (3 on-site meetings, 40 participants) resulting in 4 prototypes and forward-looking plans (1 per pillar) ■ 7 Stewardship Assemblies (SA) (70 participants) ■ 1 twinning programme for SA participants to visit other municipalities + 1 photo-report ■ 1 training-action programme for SA ■ 7 local action plans designed and implemented by SA + 20 days of mentoring/ consulting services ■ 14 meetups for exchanging between and beyond CoP (guests: living labs and lighthouses) + informative fiches compiled in a report on bottom-up actions ■ 1 participatory online platform + repository ■ 5 cross-fertilization workshops ■ 1 Map of crossroads of opportunities for the soil mission ■ 1 policy paper + 3 joint meetings for policy drafting + wide dissemination

SO#2 *Increase soil literacy across society, scale up successful initiatives and expand gradually the network by providing FSTP, and ensuring its robust coordination, monitoring and evaluation. This FSP should be used to support innovative communication campaigns and building capacities on how to best engage people from all walks of life in the protection and restoration of soil.*

<p>[LINKED TO WP3] A thorough (relevant, coherent, effective, efficient, and impactful) FSTP scheme will include 1) lump sum micro-grants for the CoP to advance and share their knowledge; and 2) lump sum grants to support innovative multi-actor teams of artists/communicators/creatives, soil experts/scientists/technologists, business/industries linked to soil ecosystem services, public authorities, citizens, youth/citizen/environmental associations, schools/universities communities and other stakeholders to embark into disruptive, place-based and cross-border collaborations with European added value for the development of soil literacy new ideas or scale-up, embedding and mainstreaming of good practices (in both cases, projects – regardless of their grant size or duration – should address one of the possible strands: “communication campaigns”; “creative soil-related activities and events” or “citizens engagement”).. For the lump sum grants to support</p>	<ul style="list-style-type: none"> ■ +1,7M€ for FSTP ■ +330 individuals/ organizations across Europe benefitting directly from FSTP ■ 30 grants for innovation multi-actor teams ■ 32 micro-grants for CoP ■ 8 boosted initiatives (4 established and 4 promising) through expert support
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<p>multi-actor teams, STARTS (Science + Technology + ARTS) methodology will be considered as a reference and a scale-up mentoring programme will provide additional support for the success of these teams in a long-term. In all formats, FSTP will have selection processes based on principles of transparency, fairness, and objectivity. A coordination board will oversee the full cycle of design, implementation, follow-up and evaluation of the scheme and respective calls, counting on the expert contribution of an independent jury. The STARTS network (and key actors, such as ARS-E, WAAG, GLUON, IN4ART, BOZAR, MEET, KERSNIKOVA) will be activated, creating a supportive grid for SOILTRIBES as well the various initiatives and third parties. Moreover, and supplementing the FSTP scheme, a European Soil Booster scheme (“TERRA*Star”) will be delivered to selected established and promising initiatives addressing soil challenges and impacting it positively. Finally, selected young soil scientists and content creators participating in the “Young Soil Scientists Meet News Outlets” competition will be supported to present their outputs at conferences and project festivals.</p>	<ul style="list-style-type: none"> ▪ 7 selected pairs from the “Young soil scientists meet news outlets” competition ▪ +120 specialized scale-up mentoring sessions ▪ 1 booklet compiling and showcasing FSTP innovations
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SO#3 Design and provide tools and materials as well as build capacities and skills for supporting public and private institutions at different levels in their activities to engage with citizens in creative ways in the protection/restoration of soil health. Various and innovative methodologies and tools should be tested in different contexts to reach and involve a large number of people.

<p>[LINKED TO WP4 & WP5] The experienced and multidisciplinary consortium will co-develop and test innovative, creative and, when possible, digitally supported resources (for communication, education and training, engagement, etc.) tailored to various players of the quintuple innovation helix and respective human, economic, natural, information/social and political capitals. This helix covers 1) the education system, considered both in formal and non-formal/informal settings, with an especial focus from lower and upper secondary levels to university degrees; 2) the economic system, with emphasis on business/industries linked to soil ecosystem services; 3) the natural environment, represented by non-governmental associations and citizens science/nature based initiatives; 4) the media/culture-based system, particularly reflected on a dedicated travelling exhibition of a soil artistic tale; and 5) the political system, with resources dedicated to policymakers. These resources, translated into at least 7 different languages, will be tested by the target groups at the various events to be promoted by the Soil Lab Activators with the support of the stewardship assemblies (7 “tribes”), including at fairs, events at schools and museums, soilathons, soilblitz, living soils workshops, training actions, acceleration workshops. They will also be key to supporting the activities of the CoP and stewardship assemblies. A sound methodological approach will be created, offering a robust but flexible structure for operationalization, guiding the stages of planning, implementation, and evaluation. These resources and events will be additionally supplemented by the comprehensive communication and dissemination efforts of the partnership (WP5), which will contribute to the objective of <i>reaching and involving a large number of people</i>.</p>	<ul style="list-style-type: none"> ▪ 4 Artistic soil tales + 1 travelling exhibition ▪ 1 Thematic collection for policymakers ▪ 1 Train-the-trainers package for educators ▪ 1 Crash course Competition “Young soil scientists meet news outlets” in 7 countries ▪ 1 Manual for Local Assemblies ▪ 1 Step-by-step guide for a design thinking journey ▪ 1 Guidelines Compilation for Soilathons, Soilblitz and Living Soil Workshops ▪ 1 Studio Approach Package for Business transformation ▪ 7 Soil Lab Activators ▪ 91 regional/ regional events (13 per Soil Lab Activator) ▪ 33k participants engaged + 751k citizens reached through C&D measures
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SO#4 Organise regular festivals, open to the public with the participation of the beneficiaries of the FSTP, to give visibility to exemplary projects in particular areas (e.g., awards).

<p>[LINKED TO WP4 & WP5] With a strong, multi-level, and extensive “engagement through events” dimension, SOILTRIBES will gather different audiences and participants (including partners, the CoP, and supported third parties) at two international festivals, where celebration ceremonies will be organized together with demonstrations, exhibition, peer-learning, and networking moments. Both, artistic and sustainable ingredients (as well as accessibility and inclusiveness) will be merged with science and education at these two established major events that will embrace the SOILTRIBES goal of increasing soil literacy and will integrate it as a long-term commitment (ENTRUDANÇAS & EXPERIMENTA). In addition to this participation, partners will also attend at least one more international event (e.g. SOILL, as already discussed with ENOLL, <u>European Mission Soil week</u>, <u>Open Living Lab Days (OLLD)</u>, <u>Forum for the Future of Agriculture (ForumforAg)</u>, <u>Ars Electronica Festival</u>, <u>New European Bauhaus Festival</u>).</p>	<ul style="list-style-type: none"> ▪ 2 international festivals (where supported third parties and CoP participate) ▪ 40k participants engaged +100k citizens reached through C&D measures ▪ 1 Long-term plan ▪ 25 participations in international events for dissemination and networking purposes (+30k citizens reached)
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SO#5 Ensure smooth and effective project management, wide dissemination, and communication of SOILTRIBES and a suitable exploitation plan for its multiple direct results, as well as solutions generated in FSTP.

<p>[LINKED TO WP6 & WP7] The whole set of SOILTRIBES activities will be framed by adjusted coordination & management measures (C&M) and dissemination &</p>	<ul style="list-style-type: none"> ▪ Coord& Management tools (manual, data/risks/ethics)
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communication actions (D&C). Right at the project beginning, **C&M manual and tools** will be set-up to guarantee the smooth and effective coordination of SOILTRIBES partners and the various individuals and organisations involved in the different activities of the project (CoP, FSTP...). Similarly, since the project starting, a **D&C strategy and tools** will be designed and implemented to support partners in reaching wider audiences and being successful in the various calls to action foreseen in the project, as well as promoting knowledge sharing and discussions through, for instance, podcasts/vidcasts and comics that will be produced to share contents on soil and its different challenges. **Exploitation and sustainability** of project results are also relevant matters in SOILTRIBES, and, for this reason, consortium partners consider them since the project drafting: not only the project activities were designed considering future exploitation from different agents, as well as SOILTRIBES foresees activities to allow continuously thinking, discussion and decision on the exploitation plan for the project activities.

- 1 Com&Diss strategy + pack (logo, templates...)
- 1 website (linked to platform)
- 2 social media channels (LinkedIn, Twitter)
- 2 Video and sound archives (Youtube and Spotify)
- 20 Podcasts/ Vidcasts
- 20 Comics
- Newsletters, Press Releases
- +3 media campaigns
- 1 Exploitation Plan
- 1 Policy brief

#SPRJ-OBJ-POŠ#

1.2. COORDINATION AND/OR SUPPORT MEASURES AND METHODOLOGY #@CON-MET-CM@# #@COM-PL-CP@#

1.2.1. Concept and methodology

Conceptual assumptions

A Soil Deal for Europe mission will *pioneer, showcase, and accelerate the transition to healthy soils through ambitious actions in 100 living labs and lighthouses (LLs and LHs) within territorial settings. This will be combined with an ambitious transdisciplinary R&I programme, a robust, harmonised soil monitoring framework and increased soil literacy and communication to engage with citizens.* The mission is built on a **novel approach** to soil health that recognizes that, for changes to occur, communities need to work together and take a systems and ecosystem holistic perspective, to understand the diversity and multifunctionality of the soil at different scales, especially at the local scales, protecting and preserving soil health and monitoring related key indicators. People's understanding of the value and role of soils in society needs to be raised so that effects can be produced on how societies behave towards soils. Throughout the mission, communication initiatives should bring soils, as well as soil research and innovation, closer to the lives of individuals to spur action and involvement. This reflects on a dedicated building block to **engage with the soil user community and society at large (OP4)** (Figure 2), an operational objective (OP) that directly or indirectly relates to the remaining transversal operational goals (e.g., bottom-up solutions co-created in specific innovation hotspots, like those linked to nature-based solutions (OP1); engagement sessions to foster ownership and participation of a wide range of stakeholders in the mission and especially the LLs and LHs (OP2); new methods for assessment of soil health by practitioners and citizens, based for instance in citizen science (OP3)). Under this building block, the mission is expected to act to **enhance awareness** of the societal role of soils, **ensure access to soil health education and training, strengthen citizen participation** in soil and land-oriented activities, and **reward best practices**. But to succeed, it is key to **move from intellectual paradigms of sharing/receiving scientific information to more affective and motivational interpretations** (feelings, attitudes, emotions, and values related to learning and acting) where stakeholders can link soil health with their lives and local contexts. Instead of pushing scientific details (*knowing soil* – driven by the specialised concepts of soil materials, properties and attributes), soil science should make people more aware of soil (*be aware of* – driven by concepts of care, ensuring soil is included in a narrative and can be valued) or to let them explore what they already know about it (*knowing of soil* - driven by concepts linked to utility and multifunctionality). Once people become interested in soil, this might lead to sensitization and awareness of soil that could eventually result in knowledge of soil through education in soil science, strengthening their connectivity. Tailored education is essential as it allows to cover messages and topics in a way and at a depth that is appropriate to different targets and their needs. Multiple communication, education, and engagement formats, levels and routes should therefore be considered.

The mission provides a solid roadmap for needed and collectively agreed activities, including (A1) fostering soil **education across society**; engaging with and activating municipalities and regions to design their own strategies and actions for the protection of soil health (A2), engaging with the **private sector and consumers** to embed soil health in business practices (A3); strengthening soil health advice and improving access to training for **practitioners** in line with the AKIS (A4); creating citizen-led soil stewardship (A5) and **bringing soil closer to citizens' values (A6)**. These activities are interconnected and based on a multi-actor approach that brings together players from the educational, business, and political systems with media/culture-based public and citizens all around the soil. A special emphasis is given to social sciences and humanities and cultural and creative industries and artists as a way forward to boost connectivity and transformative engagement; an emotional-related framework that is clearly expressed in the STARTS initiative (innovation at the nexus of Science, Technology and the Arts) and strongly embedded in the New European Bauhaus. The mission's goal is substantiated by 8 specific objectives interconnected with the four transversal building blocks. Bringing soil closer to citizens' values – directly contributing to the **objective of increasing soil literacy in society (SO8)** is particularly related to almost all objectives of the mission.

Against this background, **SOILTRIBES's thorough approach captures and harnesses the full potential offered**

by the mission's roadmap and establishes a complete innovative transformative action where inter-relations are exploited: e.g., considering peer-learning moments and other exchanges with other projects supported by the mission; planning specific activities that can supplement the progress of ongoing endeavours; adopting a multi-actor methodology with a wide interpretation of the players to be targeted; envisioning direct and indirect contributions to various outcomes and impacts relevant to different objectives and activities of the mission.

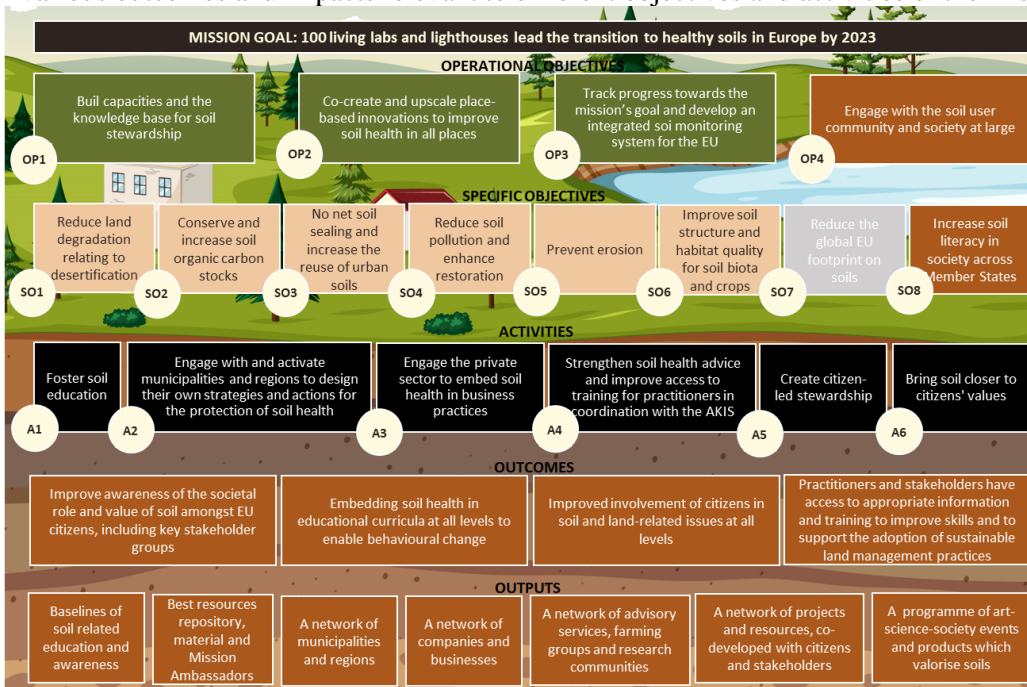


Figure 2. Soil mission intervention logic for operational objective 4. Source: [EU Soil Deal for Europe – Implementation Plan](#).

SOILTRIBES is fully aligned with the mission goals, activities and expected outcomes and outputs, particularly those connected with engaging with the soil user community and society at large (OP4) and increasing soil literacy in society across Member States (SO8). In its holistic proposition, the project covers all the expected activities (A1 to A6) and contributes for the envisaged outcomes and outputs.

A genuine and appropriate involvement of a targeted array of actors (covering the five dimensions of the quintuple helix) reflects the **multi-actor approach adopted by SOILTRIBES**, which is translated into the **composition of the partnership, the proposed activities and target groups** (contributing with their expertise to the success of the action and its further sustainability). **Over the project duration and beyond** different players from the educational, business, and political systems together with media-based/culture-based public and citizens will work collaboratively at different levels and be called to act, i.e., challenge their perspectives, conceptions, and knowledge about soil and elaborate further their interpretation and codification frames, adding an emotional and motivational layer to their connection with the soil. Soil scientists/experts/technologists will be fundamental to this process, offering a building block of knowledge; artists/communicators/creatives will expand the realm of soil science research with visual, cultural, and symbolic forms of inquiry, offering new ways of visualizing, interpreting, and interacting with soil.; practitioners will incorporate practical and local knowledge and ways of doing. **Together, and through powerful processes of cross-fertilisation, they will be co-creators and co-owners of the results, speeding up the process of acceptance and up-take** of the new ideas, approaches, and solutions developed in the project.

A **multi-layer methodology** is adopted for the project to mirror the ambition of engaging the various actors and calling them to actively participate in the expected systemwide transformative process. This multi-layer is composed of **(L1): the Community of Practice** – transnational multidisciplinary groups embarking on a design thinking journey to co-create and co-test new solutions for each one of the four pillars; **(L2) the consortium**, and especially its 7 “Tribes” operating at the national, regional, and local levels. These “Tribes” will take the form of: **Soil Lab Activators (SLAs)** – expert organisations bringing on board a multitude of knowledge and experience (scientific, pedagogical, practical, artistic and communication), leading the implementation of an array of events and a multitude of resources tailored to specific settings and target groups; and **Stewardship Assemblies (SAs)** – participatory collectives gathering different stakeholders of the community committed to participate in a training-action programme under which they co-develop and co-implement place-based solutions relevant for local challenges; **(L3) the third parties supported by the grant scheme**, entrusted with the mission of contributing to increasing soil literacy across society, raising awareness and engaging citizens in the protection and preservation of soil through innovative projects linked to communication campaigns, creative soil-related activities and events, and citizens engagement.

All together, these three layers represent the core of the **SOILTRIBES Network** established, nurtured, and lively activated in close relation with the participants of the project activities and other stakeholders, including representatives of other initiatives, including those supported by EU programmes (Horizon Europe, PRIMA, INTERREG, Creative Europe) and initiatives such as STARTS. The Network will operate and be activated in the different project channels (website, platform, social media), gathering individuals and organisations interested in soil and its various challenges and that have interest in receiving information from the project and take part of project

activities (CoP; FSTP; trainings; dissemination events; etc.). It will have an extended geographical representation, covering a range of Member States and Associated Countries.

Engaging people with soils at a level and settings that correspond with their own interests will allow the development of a sense of curiosity and wonder about soil and thus increased connectivity. **Multi-settings** (schools, universities, museums, fairs, public spaces, farms, etc.) and **multi-resources** (soil artistic tale travelling exhibition, thematic collections, guidebooks and training packages, tutorial materials, step-by-step manuals, etc.) are therefore also considered strategically for the project.

These multi-elements will result both from the actions performed by the consortium and from the actions carried out by the CoP, Stewardship Assemblies and third parties supported, all contributing to an exceptional resources' repository on soil communication, education, and engagement with high-quality materials oriented at different target groups. These **multi-language** resources will be available in at least 8 languages (DA, EN, ES, FR, IT, PL, PT, RO).

With an extended and diversified sphere of action, the project work plan takes stock of the lessons learned⁷, partners' know-how and evidence from the literature, incorporating best practices in the proposed activities.

The project actions will contribute to increased soil literacy and stakeholders' engagement, further assisting in addressing stakeholders' perceived barriers to knowledge development (such as insufficient soil science education activities), knowledge sharing and transfer (such as lack of dissemination of useful information, not sufficiently clear communication for all stakeholders categories, lack of training for researchers on how to better communicate) and knowledge application (such as lack of exchange/communication between researchers and farmers/advisors), as those mapped by the EJP Survey⁸. SOILTRIBES activities are, in fact, expected to support **re-articulating the relevance of soil science in society⁹** ("soil science renaissance"), enhancing the communication to policymakers together with a broader set of science knowledge stakeholders; internationalising soil science knowledge by testing new forms of collaboration; rethinking soil science by using boundary concepts such as soil health and connectivity, which provide common conceptual reference points for soil scientists and stakeholders, allowing to create a common ground and mutual understanding for potential collaboration; adopting an ecosystem approach that helps to understand interactions within and beyond soils and more practically perceiving the potential role of soil in solving societal and environmental problems; and helping developing context-specific practical scenarios.

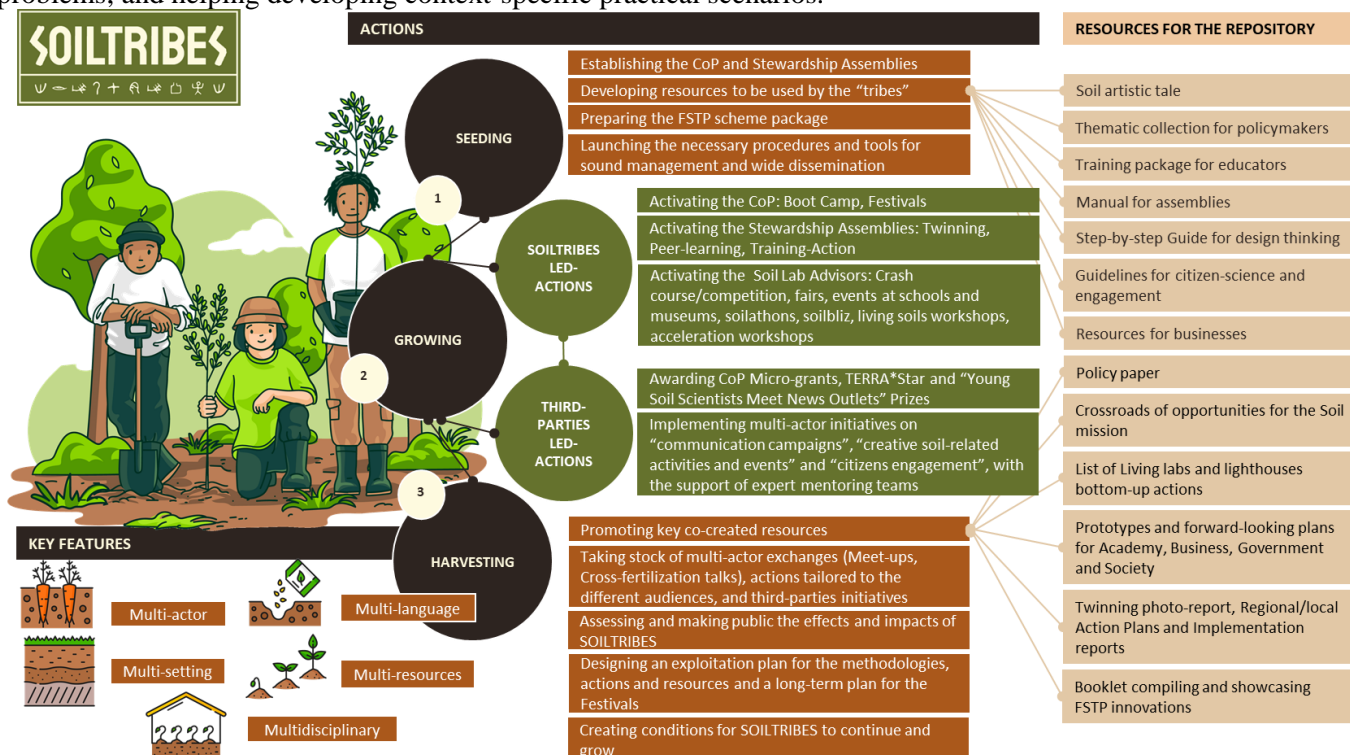


Figure 3. Summary of the intervention methodology. Source: Consortium own elaboration.

1.2.2. Interdisciplinary and humanities, arts, and social sciences

Interdisciplinarity is embedded in SOILTRIBES by the representation of soil and climate science, a variety of environmental disciplines, digital technologies and humanities, arts, and social sciences (HASS). HASS is a crucial component of the project methodology, as reflected in the composition of the consortium, layers of enablers (CoP, SLAs and SAs), proposed activities (resources and events) and FSPT scheme, where CCIS are seen as core component of the expected learning and transformative journey towards a climate-neutral society, caring and preserving its soils.

⁷ [Communication and citizen engagement initiatives in line with the Horizon Europe Mission: A Soil Deal for Europe – Report on Dissemination and Exploitation Practices in Member States and Associated Countries.](#)

⁸ [Barriers and opportunities of soil knowledge to address soil challenges: Stakeholders' perspectives across Europe](#)

⁹ [Changing articulations of relevance in soil science: Diversity and \(potential\) synergy of epistemic commitments in a scientific discipline](#)

HASS will help bridge the gap between technical and social challenges, which are frequently tackled in silos. Within an interdisciplinary framework (at the nexus Science, Arts and Society, HASS will offer new opportunities for engaging in creative ways in soil protection and ensure that the potential of soil-related arts products and innovative methodologies is fully harnessed. Co-creation and participatory approaches are at the basis of the project and reflected fully in the proposed work plan.

1.2.3. Ethics, inclusion, and gender dimensions

The project methodology complies with the **'do no significant harm' principle** as per Article 17 of Regulation (EU) No 2020/852. The consortium is committed to avoiding any harm through its own activities and actions promoted by participants and supported beneficiaries (CoP, SAs and third parties). The potential for harm will mainly rest in the collection and use of personal data on the one hand, and IPR aspects on the other. The consortium will collect quantitative and qualitative data about SOILTRIBES projects, as well as personal data for the open calls, competitions, and participation in the many events and engagement activities, which will inform assessment, dissemination, and outreach activities. Data management principles are described in section 1.2.5.

Ethical considerations will form part of the full intervention, guiding partners and other parties (subcontractors, suppliers, third parties and supporting organizations). The project includes a dedicated WP to specifically address ethical considerations and will count on the support of an Ethics Advisor, who will closely assist the project teams in ethical matters and will produce a report at the end of each reporting period.

SOILTRIBES' partners will address **social equality** at different levels. At consortium level, we will continuously support diverse leadership and encourage the active participation of non-males and other underrepresented societal groups at all levels, functions, and disciplines within the project organisation. Social diversity and expertise and competence in this field will be considered in the selection of involved externals (experts, jury members, etc.). We will ensure a balanced representation of society in all images and visuals used in the project dissemination materials. To provide an example of an inclusive research, creative, and innovation environment, social and gender diversity will also be one of the evaluation criteria for both the selection of projects and competitions.

Climate-change (CC), and soils degradation are a "threat multiplier," intensifying social, political, and economic conflicts in unstable and post-conflict environments. Women, gender diverse and trans people are more likely to be affected by CC-caused hazards than men, particularly in rural, vulnerable areas where they may have less access to resources and assistance and are less likely to actively participate in policy planning and recovery efforts. Depending on where they live, how they make a living, and what roles they play in families and communities, people have varied adaptation needs. There are socially determined differences too - in opportunities, responsibilities, and decision-making power - and all influence how vulnerable people are to CC. Therefore, without understanding these dynamics, often influenced by gender, the people who most need adaptation run the risk of being left behind. Bearing this in mind, SOILTRIBES will fully align with New ERA for R&I objectives, the EU Gender Equality Strategy (2020-2025), EU LGBTIQ Equality Strategy 2020-2025, as well as the recent Ljubljana Declaration on Gender Equality in R&I and commits to delivering gender inclusive outcomes. The project aims to guarantee a **gender dimension and balance** throughout the whole SOILTRIBES extension. Thus, the inclusion of the gender component as a transversal priority that permeates the entire proposal through the creation of the WPs and tasks, especially in the FSTP (WP2), events (WP4) and dissemination campaigns (WP5), that shall be inclusive, addressing all genders, avoiding the maintenance of gender norms and stereotypes, and use inclusive language and human depiction.

1.2.4. Open science practices

From society and to society – this bi-directional intention is at the basis of SOILTRIBES. The project foresees to return and benefit the society since its early stage, by designing and implementing a strategy detailing open science practices that will promote free access, preservation and transparency of information produced. The goal is to promote continuous innovation, reach impactful societal awareness and uptake of knowledge and practices from different stakeholders (Academia, Industry, Policy, Civil Society...). All project activities and results will be produced under cooperative work (through a multi-actor approach that will engage Consortium partners and stakeholders from the different sectors and disciplines, including citizens) and will be available for public consultation. Both activities and results will be widely disseminated, as described in *Section 2 – Impact*. For this, it will contribute the already existing active adoption of open science practices by SOILTRIBES Consortium Partners. The partners are used to produce open access publications, education and dissemination materials. Moreover, FSTP teams will be requested to disseminate as much as possible their knowledge and experience.

To ensure proper implementation and stimulation of open science practices, the Project Coordinator (PC), WP Leaders (WPL) and Task Leaders (TL) will ensure regular follow-up of tasks, activities and results (with quarterly meetings and regular emails exchange). In concrete, **PC, WPL and TL will:** **1)** set quarterly meetings and regular emails to follow each WP working progress, including FSTP; **2)** define contracts/ partnership (clearly identifying expected practices and results, respecting copyright and IPR) to establish the framework for the involvement of the network members in the project activities and establish the practices to ensure free access to relevant results (especially relevant in FSTP and partnerships established with other projects and initiatives for synergies); **3)** organise events and sessions (online and on-site) to ensure the sharing of knowledge and best practices to the wider interested community; **4)**

coordinate the production of public deliverables, reports and publications (following the “Gold” or the “Green” model) to document and report the activities and results achieved in WPs.

The results of the project will be shared, primarily, in the project website, social media and events, and, secondly, in platforms from EU and other European and International free access platforms (**OpenAIRE, EU Soil Observatory – EUSO, and the NEB New EU Bauhaus Platform**). In the case of FSTP, teams will be requested to share the results and news related to their projects also in own websites, social media and other relevant platforms. The results shall be shared using identifiers and adjusted SEO for an easy search and citation.

1.2.5. Data management and management of other research outputs

Open Science Practices will be framed under the [FAIR principles](#) from EC and benefit of an **Data Management Plan (DMP)** that will be defined in the first months of the project and manage the data generated in the project. The DMP will be a living document generated following the latest version of the Horizon Europe Data Management Template. It will define whether and how data will be organised, identified, preserved, exploited and made accessible for verification, re-use and publication. The types, findability, accessibility, interoperability, storage and reusability of all data collected and used in/from SOILTRIBES will be attained and regulated. The DMP will pay especial attention to Copyright and IPR, identifying the various options and their applicability to each project result. The DMP will provide guidance to manage third parties’ results, who will be granted the ownership of data and results generated (under the guidance “results are owned by their creator”). However, all results shall follow open science practices and be properly disseminated. In addition, the DMP will identify all relevant ethics aspects and describe the methodology to address them (e.g. data collected from citizens). A summarised DMP is presented next:

- **Data summary:** SOILTRIBES will produce knowledge and materials based on previous works and existing knowledge. It will also provide FSTP to produce knowledge; *Type of data that will be used in the project:* text, images, statistics/ numbers, sound; *Sources of data:* in the case of (i) re-use: existing literature, statistics; (ii) collection: network (through meetings, workshops), FSTP (through involvement of citizens in activities); *Sensitive data:* the project will collect emails, names and applications from target-audiences willing to participate in FSTP, events and other activities, including impact assessment surveys. The consortium will follow the best ethical practices and make sure that audiences are informed about the privacy policy and data management plan of the project.
- **FAIR management of data:** *Findability and Accessibility:* The data will be accessible through the project channels and EU public platforms/ repositories (eg. OpenAIRE) and the results will specify the copyright and IPR framing the data; *Interoperability:* the data and results generated by the project will follow the best standards, formats, metadata and vocabularies related to the soil topics, science communication practices, multidisciplinary collaborations (the results will be also translated following best translations practices); *Reuse:* results and data will be mostly shared under copyright Creative Commons License typologies, which allow users to distribute, remix, adapt, and build upon work. The consortium will share the necessary data to allow the re-use (documents, maps, etc.) and be accessible to be contacted to provide support and guidance.
- **Curation, storage, preservation:** the project coordinator (INOVA) will coordinate the partners works towards open science practices. The results produced in the project are owned by their creators; the partners authoring results will be named responsible for the curation, storage and preservation of results and data.

SOILTRIBES will contribute to the development of the European Soil Observatory (EUSO). To ensure that relevant knowledge and project outputs (including data) are fed to the EUSO, the consortium will identify in the DMPs which knowledge and specific datasets might be of relevance to the EUSO and how they would be made accessible (including considerations on ownership). The DMPs will be made available to the JRC to validate their relevance and provide recommendations on how the integration of knowledge to EUSO can be organised.

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2. IMPACT

2.1. PROJECT'S PATHWAYS TOWARDS IMPACT

Soils are dynamic systems, which support, provide, regulate, and deliver cultural essential ecosystem services across farming, forestry urban and conservation sectors. Soils are the Earths’ living skin and their quality sets the conditions for their multifunctional role and contributions. There are however many drivers and pressures endangering the health of our soils and their harmful effects are alarming (as reflected in several soil health key indicators). **Europe is one of the most heavily used landmasses on the planet, with roughly 80% of its surface altered by human activity.** The biggest percentages of land are used for agriculture, forests, and to a lesser extent for urban areas and infrastructure. The trend of increasing land take¹⁰, which has been observed over the past ten years (change in the amount of agricultural, forestry, and other semi-natural land used for urban and other artificial land development), threatens biodiversity, degrades habitats, and contributes to problems like soil sealing, landscape fragmentation, increased flood risk, and urban heat island effects. One of the main causes of land degradation is these processes. **It is crucial to restore wetlands, peatlands, coastal ecosystems, forests, grasslands, and agricultural soils to combat climate**

¹⁰ European Environment Agency, [Report No 17/2021](#).

change and the loss of biodiversity. This is a global crusade where each and all are called to act in view of a shared commitment to **achieve by 2050 a climate-neutral and climate-resilient society where threats are reduced to levels no longer considered harmful to human health and natural ecosystem**, as proposed by the New Soil Strategy. SOILTRIBES actions are fully aligned with this vision. Directly connected to “A Soil Deal for Europe” Mission’s OP4 (“Engage with the soil user community and society at large”), and SP8 (“Increase soil literacy across society”), the project is built on a **multi-actor and multi-layer systemic approach**.

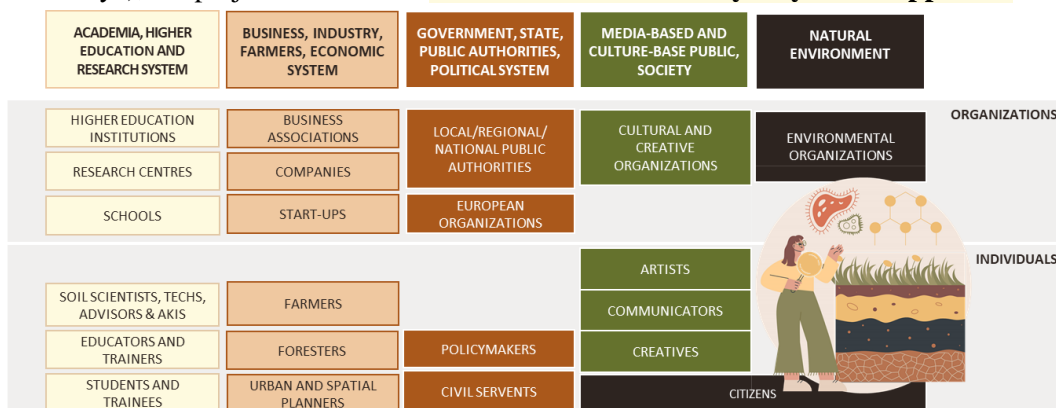


Figure 4. SOILTRIBES Target-Groups. Source: Consortium own elaboration

Audiences from all society quadrants are called to actively participate in the orchestration of new resources, methodologies, and action programmes where interdisciplinarity and cross-fertilization between spheres are expected to trigger knowledge, engagement, innovation, and transformation.

Different settings and layers will seed and nurture opportunities to communicate, educate and engage audiences with soils (and its multiple uses, functions, and challenges) using the new assets **co-developed together with end-users and bringing forward creative, artistic, participatory, hands-on, experiential, and emotional learning methodologies**. These settings cover the various systems represented by the audiences, namely education, economic, political, and media/culture. SOILTRIBES has a holistic perspective of the environments in which soil awareness and literacy can be fostered (schools, fairs, museums, public gardens and buildings, farms, forestry, etc.), and applies this view to the array of activities to be promoted in parallel in several geographical locations. Similar lenses are used for the resources to be co-created, where the needs of the different target groups are addressed by specific materials, products, and solutions. Regarding the **multiple intervention layers**, a glocal approach is at the basis of the projects’ building blocks of action. As such, at a **transnational level, a CoP** will be established and structured into 4 pillars (Academy, Business, Government and Society) with a mandate to co-develop and test prototypes of new resources/solutions, while invited to participate in a design thinking and service design journey; at a **national level, SLAs** from 7 countries, will mobilize their “tribes” and involve them in several different communication, education and engagement activities (deployed at various proposed settings); and at the regional level, municipalities from the same 7 countries will gather a **SAs** (engaging community members from the different nodes of the multi-actor approach), dedicated to create and implement an action plan (inspired by the results of mobility peer learning programme) with citizen-led activities to address soil-related challenges. A final layer of intervention in SOILTRIBES corresponds to the **initiatives supported by a thorough FSTP scheme**. **All layers together represent a powerful chain of intersections and exponentiations, enriching the value of the proposed actions and creating new possible loops for exchanges between audiences.** Within these layers and settings, audiences will be invited to an **immersive journey into the nexus of science, arts and society** where: 1) they will be challenged but will also find support (provided by an extended interdisciplinary network of expert partner organisations, advisors engaged in the activities, and key actors from sibling relevant initiatives); 2) will be co-owners but also beneficiaries; 3) and will be encouraged to learn but especially to act. This is why it will be key to establish a baseline of awareness, understanding, and valuing of soils together with the audience at the beginning of the journey and reassess it later. The wide dissemination of the “repository” to be consolidated with all the outputs produced by the participants (mixed groups of practitioners and public at large) engaged in the different settings and layers is also considered vital.

2.1.1. Contributions to the expected outcomes from the call

This project will provide specific outcomes contributing to the Missions’ objectives, as follows:

EO#1: Increased societal awareness on the importance of soil and the challenges it faces and of the impact of individual decisions on soils.

This outcome will be achieved by the direct engagement and participation in the project activities and indirect involvement created by snowball effect dissemination and exploitation actions, as well as the access to a large repository of soil communication, education, and engagement with high-quality multilanguage materials for different target groups. Awareness about, motivation and a positive attitude/willingness to act towards the protection and restoration of soil health will be assessed by pre- and post-intervention surveys linked to the promoted actions and downloading/commenting forms linked to the resources produced. Focus will be in mapping and measuring increased awareness and knowledge on the importance of soil (including multifunctionality and ecosystem services), associated challenges, possible effective protection, and restoration actions, as well as the active/potential engagement of

participants in these actions and their interest to be signatories of the Soil Mission Manifesto¹¹. Knowledge, emotional and behavioural dimensions will be assessed. At the end, baselines for soil awareness and education will be available (for different audiences) and a **variation of 1,5 points in the pre and post assessment scores (with a 5 points scale) is expected to be observed in at least 75% of the respondents**. Indicators assessed with resources-related forms will focus on the relevance, usefulness, and potential transfer of learnings in real-settings. **At least 75% of the respondents are expected to assess these resources-related indicators between 4 and 5 points (within a 5 points scale).**

EO#2: Opportunities for engaging in creative ways in soil protection are widely available and supported by soil-related arts products and innovative methodologies.

SOILTRIBES will promote access to knowledge about soil health issues and solutions through a variety of resources and activities that enhance soil connectivity and foster multi-actor exchanges. These initiatives will be founded on innovative approaches that blend science, art, and societal engagement, and will be customized for diverse audiences. These efforts will be the result of collaborative development processes, ensuring that end-users become familiar with and take ownership of the knowledge. SOILTRIBES approach will strike a balance between intellectual and motivational/emotional learning, re-grounding audiences in a profound connection to Earth. This will help cultivate a collective sense of stewardship, emphasizing the importance of caring for our soil – a precious gift bestowed by nature, with benefits meant to endure for generations. To engage every and each audience, various participation opportunities will be facilitated by the consortium, CoP, SLAs, SAs, and third parties. These opportunities will include **almost 200 events/actions** (supplemented by an array of high-quality new resources) contributing to create awareness, communicate, build capacities and engage people from all walks of life in the protection and restoration of soil health.

Events and actions	No. events	No. citizens engaged	No. organisations and citizens reached
Fairs, artistic and scientific events	14	28 000	700 000
Hands-on-ground days & museum visits for the itinerant exhibition	21	2 800	32 200
Young soil scientists meet news outlets (crash course & competition)	14	140	8 435
Soilathons	7	350	700
Soilblitz	7	1 400	2 800
Living soils workshops	14	70	7 000
Studio approach for business	14	280	1 400
ENTRUDANÇAS & EXPERIMENTA	2	40 000	100 000
Direct participants FSTP (micro-grants, grants)	62	330	33 000
CoP (Meetups, Cross-fertilization workshops, joint policy meetings)	22	1 060	10 600
Stewardship Assemblies	7	70	7 000
	199	74 500	903 135

Figure 5. SOILTRIBES Events/Actions. Source: Consortium own elaboration.

Actions and resources (including several informative, educational, and training materials) will involve target groups from the different quintuple helix systems (cf. Figure 6), contributing to bringing together informed networks of educators, businesses, municipalities, advisors, and creatives, all committed to SOLTRIBES vision and, therefore, motivated to further use the methodologies and resources. This **availability (to reuse and transfer learnings into actions), to be observed in at least 75% of the stakeholders engaged**, will represent an exponential effect in improving awareness of the societal role and value of soil amongst key target groups, their involvement in soil and land-related issues, and their skills for sustainable land management practices.

EO#3: Cultural and creative industries, artists and civil society organisations are mobilised and work together alongside universities, research institutes, public institutions and citizens to increase soil literacy in society.

The project is fundamentally rooted in a systemic approach, with the involvement of actors from the "quintuple helix" evident in both the composition of the consortium and the various layers of our intervention. This approach is particularly pronounced in the CoP, Stewardship Assemblies, and third parties. At all these layers, **cultural and creative industries play a central role, with dedicated (in-house and external) experts, with a special connection with the STARTS methodology**. Cultural and creative industries participation will be especially reflected in the initiatives supported by the FSTP, which will involve teams running **innovative communication campaigns, organizing, and promoting artistic, and soil-related activities, and engaging citizens in the protection and preservation of soil and tackling soil challenges**. Other examples include the production of the soil tale (teaser and subsequent travelling exhibition), the crash course and competition "Young soil scientists meet news outlets" and an array of dissemination and promotional materials (including podcasts/vidcasts, comics, radio and TV episodes/ads, among others). Artists/communicators/creatives, soil experts/scientists/technologists, business/industries linked to soil ecosystem services (farmers, foresters, urban and spatial planners, agri-food companies, etc.), public authorities, citizens, youth/citizen/environmental associations, schools/universities communities and other stakeholders will be invited to lead, participate and be the final beneficiaries of the SOILTRIBES resources and activities. This multi-actor approach will be extensively ensured, with the **engagement of representatives from at least 2 different systems in the development/implementation of the most (80%) of resources and events/actions**. The SOILTRIBES project

¹¹ [EU Mission Soil Manifesto](#)

will also create synergies and cooperate with (at least 30) other Horizon, PRIMA, Interreg and Creative Europe initiatives especially linked to the Mission (Task 1.4).

EO#4: Increased capacity of public and private institutions at different levels (e.g. European, national, regional and local) to engage with the wide public in creative ways to promote sustainable soil management

A global approach will offer a perfect framework for parallel opportunities to create awareness, educate and engage to take place at different levels (from the wide transnational CoP to the local stewardship assembly or third-party projects). For this approach to succeed several training and capacity-building opportunities are planned, including onboarding workshops within the consortium to discuss methodological approaches outlined for specific resources or action; design thinking and service design bootcamps, twinning, peer-learning and training-action programmes. Furthermore, resources produced during the project will be used at the events, elevating access to information and training and also improving skills to support the adoption of sustainable practices and behaviours. Resources and activities will contribute to the establishment and growth of various networks, including municipalities engaged in delivering citizen engagement and facilitating soil-related objectives, companies and businesses developing strategies for valorising soils, soil educators/scientists/advisors enhancing access to training and education opportunities, and of artists/designers/communicators creating artistic narratives to enhance citizens connectivity to the soil. The various resources, compiled in a repository and used in various activities, will contribute to practitioners and stakeholders having access to appropriate information and training to improve skills and support the adoption of sustainable land management practices. More than 10k users are expected to directly benefit from the use of these resources within the project activities, a number that is estimated to be largely multiplied by a snowball effect (schools, higher education institutions, business associations, local non-governmental organizations, municipalities and stakeholders will continue using the resources in their daily operations) and the accessibility/promotion of these materials online. To the list below, the many resources developed by third parties (FSTP) will be added.

SOILTRIBES Resources/Systems	Academia	Economic	Political	Media	Environment
Soil artistic tale	**	*	*	***	***
Thematic collection for policymakers	**	*	***	*	***
Training package for educators	***	*	**	**	***
Manual for assemblies	**	*	***	*	***
Step-by-step Guide for design thinking	**	**	**	***	***
Guidelines for citizen-science and engagement	**	*	**	***	***
Resources for businesses	**	***	*	*	***
Policy paper	**	**	**	**	***
Crossroads of opportunities for the Soil mission	**	**	**	**	***
List of Living labs and lighthouses bottom-up actions	**	**	**	**	***
Prototypes and forward-looking plans for Academy, Business, Government and Society	**	**	**	**	***
Twinning photo-report, Regional/local Action Plans and Implementation reports	**	*	***	***	***
Booklet compiling and showcasing FSTP innovations	**	**	**	***	***
+ Resources developed by third parties (FSTP)	***	***	***	***	***

Figure 6. SOILTRIBES Resources End-users. Source: Consortium own elaboration.

2.1.2. Contributions to the expected impacts from the call

As described, SOILTRIBES will contribute to the realisation of the soil literacy-related objectives of the Mission, increasing global awareness of the societal role and value of soils among citizens, supporting progress to have soil health firmly embedded in schools and educational curricula, improving involvement in soil and land-related issues (including anthropogenic activities protecting and enhancing ecosystem multifunctionality) at all levels and facilitating the access of practitioners and stakeholders to appropriate information and training. Moreover, the project will play a relevant role in the transformative process where knowledge development, transfer and application are multi-lateral and used to **1) inform science, practices, and policies** (contributing to advancing them across and within disciplines, creating and making available and applicable new knowledge for all); **2) enable a wide range of innovations** to address the manifold pressures on soils and improve soil conditions (including solutions prototyped by end-users leading to new products, services and processes, prompting economic and societal impacts, for instance by enhancing consumer engagement with soil health); and **3) further mobilising society to take effective action** on soil health across sectors and land uses. This latter is connected with societal-related effects, leading to the following impacts:

EI1#: Contributing to the realisation of the mission targets established for the various objectives (linked to SO8 but also to SO1-SO6)

Soil literacy and engagement of the society will be instrumental for the buy-in and uptake of the importance of sustainable practices and behaviours. The project will develop and support the production of several new resources tailored to different audiences and will promote around 200 events, engaging directly nearly 75k participants and

reaching out to more than 1 million people. These activities will as much as possible be connected with LLs & LHs (bolstering their bottom-up processes and contributing for their expected results). With a **forecasted direct and significant effect in the improvement of the behaviour and practices of at least 15% of the involved users** **SOILTRIBES will actively support a collective crescendo transformative process reflected in healthier soil indicators** (presence of soil pollutants, excess nutrients and salts, SOC stock, soil structure including soil bulk density and absence of soil sealing and erosion, soil biodiversity, soil nutrients and acidity, vegetation cover, landscape heterogeneity and forest cover). Progresses will contribute to the achievement of mid-term goals of the mission: significant areas of degraded and carbon-rich soils are restored, an EU net greenhouse gas removal of 310 million tonnes CO₂ equivalent per year for the LULUCF sector is achieved, good ecological and chemical status in surface waters and good chemical and quantitative status in groundwater is reached, nutrient losses are reduced by at least 50%; and significant progress is made in the remediation of contaminated sites.

EI2#: Contributing to the realisation of soil-related EU policy targets

Collective and multi-actor-led actions ignited by SOILTRIBES, together with new communication, education and engagement resources and methodologies will trigger informed-actions towards promoting soil health, combating erosion, and preserving soil biodiversity, all in line with the **New Soil Strategy** (ensuring the sustainable management and protection of our soil resources) and **Green Deal** ambitions for a climate-neutral society. Due to the interdependence of soil health and biodiversity, the transformative processes leveraged by the project will also contribute to the European **Biodiversity Strategy's** goals for 2030 of halting biodiversity loss, land degradation and restoring ecosystems. With its business-oriented activities, SOILTRIBES will also foster sustainable farming practices, emphasizing soil quality and reduced use of harmful chemicals, aligning with the **Farm to Fork Strategy's** vision of a more sustainable and healthy food system. By advertising and practicing for soil protection, urban and rural "TRIBES" will also contribute directly to cleaner air, soil, and water, improving the overall environmental quality in line with the **Zero Pollution Action Plan**. Working together with various regions, the enlarging multi-disciplinary network's efforts will support the **long-term vision for rural areas**, bolstering the recognition of the importance of soil quality, fostering rural development, and ensuring the viability of rural communities. At last, SOILTRIBES developments and effects will be in tandem with the **Common Agricultural Policy (CAP)**, promoting and advancing sustainable agriculture practices.

EI3#: Contributing to the realisation of international commitments

By supporting healthier soils, the project will contribute directly to the achievement of several SDGs, in particular SDG 2 (zero hunger), SDG 3 (good health and well-being), SDG 6 (clean water and sanitation), SDG 11 (sustainable cities and communities), SDG 12 (responsible consumption and production), SDG 13 (climate action). Contributing for the achievement of SDG 15 (life on land), particularly 15.3 related to combating desertification, restoring degraded land and soil, including land affected by desertification, drought and floods, and striving to achieve a land degradation-neutral world by 2030. SOILTRIBES is also linked to the Convention to Combat Desertification and expects to contribute for the targets of the Convention on Biodiversity with the living labs, resources produced, communication campaign, education and training opportunities and third-party projects.

2.1.3. Potential barriers and mitigation measures

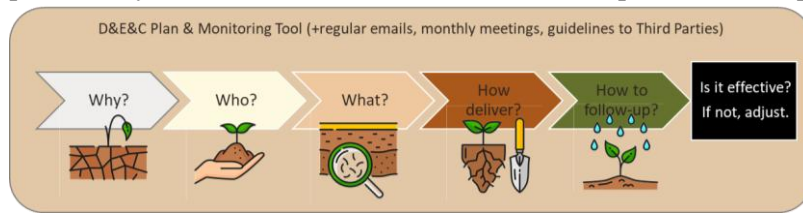
As highlighted by the EJP survey¹², most important barriers of soil knowledge to address soil challenges are technical, political, social, and economic obstacles, which strongly limit the proper development of new knowledge; the effective sharing of soil knowledge; and the actual use and valorisation of the outcomes achieved through soil research by transferring key soil management knowledge to end-users. One of the main priority barriers identified is related to communication. SOILTRIBES proposed work plan takes stock of these findings and brings soil scientists closer to different actors and settings, creating and experimenting new ways of information, education, and engagement, where balance between intellectual and emotional learning is achieved, especially through arts. The project also takes into consideration barriers (B1-B5) to climate-change adaptation (CCA) decision-making enlisted in the 5th Assessment Report of the International Panel on CC:

- **B1: Market failures/ missing markets:** These include externalities, information asymmetries, and moral hazards. As a consequence, some socially desirable actions may not be privately profitable. In such contexts, public norms and standards, direct public investment, tax measures, can work and will be tested.
- **B2: Behavioural obstacles to adaptation:** Includes all behavioural issues that lead to irrational decisions without using all the available information and are time inconsistent. Social norms/cultural factors also have an inadequate influence on adaptation-decision making.
- **B3: Coordination, gov. failures, political econ:** Even though public decision-makers are supposed to remove the barriers listed above, they themselves face barriers such as insufficient knowledge or resources. Addressing this requires high coordination between different gov. levels, as we'll ensure in WP1.
- **B4: Uncertainty:** This represents one of the largest barriers to adaptation as it expands into different dimensions: future demographics, technologies and economics, and future climate change, but it can be minimized through controlled experiments, as we'll put in place.

¹² [Barriers and opportunities of soil knowledge to address soil challenges: Stakeholders' perspectives across Europe](#)

2.2.1. Plan for the dissemination and exploitation including communication activities

The successful achievement of outcomes and impacts described in Section 2.1 will be supported by a Plan for Dissemination, Exploitation and Communication (PDEC). This plan has been discussed among SOILTRIBES Consortium and will be defined at the earliest stage of the project (T5.1). It follows the recommendations and guidelines provided by EC¹³ and it is built based on the wide experience of the partners in D&E&C. Under coordination of YMH,

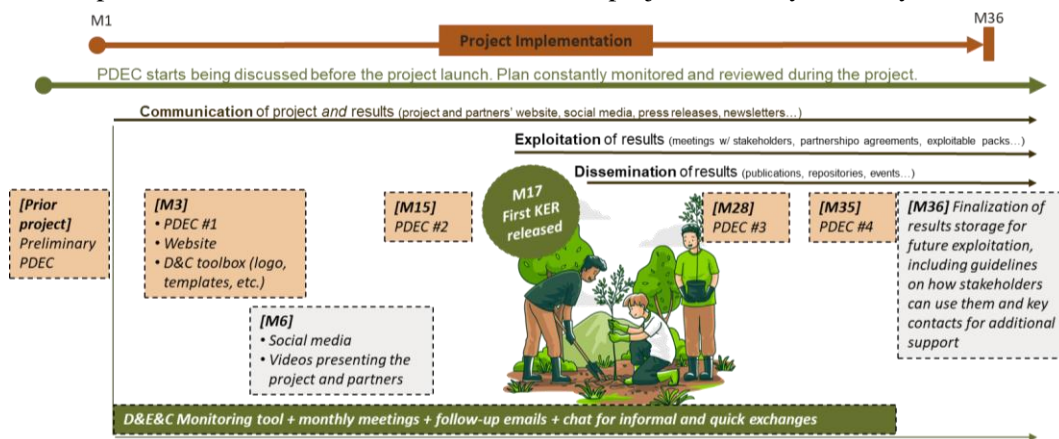


the plan will define the goals and purposes of the D&E&C (*why*), the targets (*who*), the tools and materials (*what*) and the actions to be carried out (*how*) to optimally convey SOILTRIBES messages and achieve a successful D&E&C. The PDEC will be a lively document, updated during the project to adjust

the activities and messages to existing needs and performance of the project. A **monitoring** tool, regular emails and monthly meetings will be set up to support partners assessing the D&E&C measures being implemented and adjust the PDEC if necessary. The D&E&C measures of SOILTRIBES will follow open science and best data management practices and, thus, will make use, primarily, of **free-of-charge** services and tools, such as the ones developed and hosted by EC¹⁴ and the Consortium partners (websites, own publishing services). Nonetheless, others and **paid** services will be also used, if they bring quality, added-value and higher recognition to the D&E&C measures. Moreover, SOILTRIBES will support **third parties** (FSTP), who will be requested to follow the same D&E&C for their activities and results. SOILTRIBES will prepare guidelines to support third parties. All the communication and dissemination tools and materials (including from third parties) will guarantee the visibility of the funding received by EU/HEU, by including the disclaimer and the necessary logos (in compliance with the GA).

The success of SOILTRIBES relies on the outreach and involvement of **different target groups** that will start being involved in the project activities since the beginning of the project, with the creation of the Network. Communication materials will be created and used at an early stage of the project to support the success involvement of target-groups in the different activities and phases. The D&E&C strategy and materials will be planned according to the various stages of development of the project, following the AIDA model: *Awareness* to attract the attention of the target audience, *Interest* of the target audience, *Desire* of the target audience to know more about the project and *Action* to lead the target audience towards getting involved, promoting its results and facilitating its exploitation. SOILTRIBES will start communicating on the project since its beginning, through partners’ own websites and social media in a first moment. The project website and social media, as well as the partners’ institutional platforms will be the main local used to communicate and disseminate the project’s results and activities, but other tools will be used, such as the repositories of the EC. Once the results of the project are ready, not only dissemination measures, but also exploitation

actions will be applied, monitored and continuously enhanced. The table below summarizes the channels and activities that will be promoted, referring to their main purpose and target group, and defining KPIs which will be used to assess the performance of the project and support the decision of any adjustments to the C&D. The table also provides examples of tailored messages



to ensure that target groups are engaged at every stage of the project, from initial awareness to long-term sustainability.

Figure 7. SOILTRIBES D&E&C Plan in brief. Source: Consortium.

D&C Channels and Activities	Purpose		Target Groups					KPI (Target at the end of project) Note: + means “at least”
	Comm	Disem	Academia	Economy	Policy	Media	Envir.	
S. Website (linked to platform)	X	X	X	X	X	X	X	# visits (+10k), # news (+72: 2/mo)
S. social media – Twitter	X		X		X	X	X	# pageviews (+10k), # followers (+3k), # posts (+288)
S. social media – LinkedIn	X		X	X	X			

¹³ [Dissemination and exploitation](#) ; [Online Manual](#) ; [Manual “How to communicate your project: a step-by-step guide”](#) ; [Manual “Communication Network Indicators”](#) ; [Intellectual Property: European IP helpdesk](#) ; [Horizon results booster](#) ; [European standardisation booster](#).

¹⁴ [Open research Europe platform](#) ; [Horizon dashboard](#) ; [Horizon results platform](#) ; [The Horizon Results Platform TV](#) ; [Innovation radar](#).

S. video and sound media (Youtube and Spotify)	X		X	X	X	X	X	# promo videos (2), # podcasts/vidcasts (20) # visualizations (+1k)
Partners' own social media	X	X	X		X			# posts shared by partners (+375: 5/partner/year)
Press Releases (the press, radio, TV)	X		X	X	X	X	X	# press releases (+75: 1/partner country/year)
S. Newsletter		X	X	X	X	X	X	Periodicity: semester, # newsletters (6)
Partners' Institutional Websites		X	X		X	X	X	# news published (+54: 2/partner/year)
EC platforms – e.g. <i>Horizon Results platform</i>		X	X	X	X	X	X	# news (+6)
Press Releases to specialized media		X	X	X	X	X	X	# press releases (+21: 1/partner country/year)
Comics	X				X	X	X	# comics (20)
Participation in international events		X	X	X	X	X	X	# 25 participations (+30k citizens reached)
Brochures, posters and flyers	X	X	X	X	X	X	X	# printed items (1 brochure + posters + flyers), # materials distributed to stakeholders/citizens (+70k)
+ S. Events & Actions (Figure 5)	X	X	X	X	X	X	X	# see Figure 5
+ S. Resources (Figure 6)		X	X	X	X	X	X	# see Figure 6

	Beginning (promoting awareness)	Middle (sharing results)	Conclusion (enhancing sustainability)
Research system	"Join SoilTribes to explore new ways to protect soil. Your research can help connect science and society."	"We've developed new tools to improve soil health. Let's test and refine them together."	"As the project ends, we need your help to make our findings a part of long-term research and education."
Economic system	"Join SoilTribes to discover soil-friendly practices that boost your business and protect the environment."	"We're sharing new tools to help farmers and businesses improve yields and protect the ecosystem."	"Adopt SoilTribes strategies to ensure long term sustainability for your business and the planet."
Political system	"Public authorities are key in SoilTribes. Help us create policies that support sustainable soil management."	"We've developed policy ideas to improve soil health. Let's work together to put them into action."	"Carry forward SoilTribes' findings and embed soil health strategies into long-term policies."
Arts and Culture	"SoilTribes connects art and soil health. Let's use creativity to raise awareness and inspire change."	"We've found new ways to use art and media to share soil science. Help spread these stories!"	"The stories we've created will continue to shape understanding of soil. Let's amplify these messages."
Society	"Healthy soil is the foundation of life. Join SoilTribes and learn how your actions can make a difference."	"Your support has helped us protect soil. Stay tuned for how you can keep making an impact!"	"The journey to soil health continues. Help us keep soils healthy for future generations!"
Environment	"Join SoilTribes in protecting soils. Together, we can find practical solutions to promote ecosystem health."	"We've made progress on soil protection. Learn how you can use our methods in your conservation efforts."	"Continue championing soil health with us. Let's work together to integrate these practices into wider frameworks."

Figure 8. SOILTRIBES Communication & Dissemination Activities and their related target-groups and KPI. Source: Consortium own elaboration.

Impact and the uptake of results are and will be key matters for SOILTRIBES. The project activities were already planned to not be ephemeral actions without future continuation; they are based on already existing experience of partners and, thus, partners will be, in a first moment, the ones interested in exploiting the project results. In SOILTRIBES, partners will have the chance to expand their know-how and exploit their experience. The exploitation plan will define win-win actions, in which the authors of the results and the wider societies will be able to benefit of the results in a long-term. The plan will be realistic, ambitious and, more important, seeking to benefit partners and stakeholders at different levels, including at financial terms, with the goal of stimulating the development of innovative exploitation and business models, motivating self-sustainability and wider impacts in society, economy and environment.

The consortium will organize discussions dedicated specifically to the planning of the exploitation of the project results, as part of the regular D&E&C meetings. These discussions will gather partners and other relevant stakeholders. **For the majority of SOILTRIBES Key Results (Figure 6)**, partners will follow an exploitation model that combines non-commercial (Free Pack, Free Share of Knowledge through dissemination channels (table 2.3); stakeholders have free access to the information and materials generated by the project.) and commercial exploitation (different paid packs; if stakeholders need assistance to implement actions or need a customisation of the results, they can contact the authors of the results and select the best pack of services for them. During the project, the packs and services will be fully defined). In the specific cases of the community and festivals the Consortium partners will seek to develop the following exploitation models:

Exploitation strategy for specific cases
Network/ Community: During project, actions of the community members are supported. After the project, community, under a Memorandum of Understanding, will coordinate efforts and seek for funds to continue supporting their actions. A management structure shall be agreed and periodic "elections" defined. Benefits and duties shall be defined in the MoU.
Festivals methodology: SOILTRIBES create and strengthen an interested and active community around soil topics. The project will support the organization of festivals and opportunities for the community to exchange. After the project, the aim is to turn the festivals aligned with other existing and proven events organisation. Combining the experiences of Academia, Industry and CCIS, the festival will be organised by hosts selected through a call for hosts. The hosts will be responsible for searching for sponsors and set the registration/ tickets fees for participants; they will benefit from the visibility of the community; the festivals shall not create profits; at the end, the hosts shall produce a report to be shared with the community.

The SOILTRIBES project will use Creative Commons (CC) Copyright Licenses to support the exploitation plan by promoting broad dissemination and open access to the project's outputs while protecting the rights of the authors. CC licenses facilitate the free sharing of resources for non-commercial purposes, which aligns with the project's goal of increasing soil literacy and societal awareness. Additionally, CC licenses encourage collaboration and innovation by allowing stakeholders to adapt and build upon the project's results, ensuring long-term relevance and impact.

2.2.2. Strategy for the management of intellectual property

The ambitious intended impacts and dissemination and exploitation plan will require transparent agreements between the consortium and Third Parties. The **DMP and PDEC** will dedicate proper time and coordination to achieve such agreements. At the basis is the principle “results are owned by the authors that generated them” and the open science approach. The combination of the two will result in commercial and non-commercial exploitation plans, and the data will be protected mainly under Creative Commons Copyright Licenses. The DMP will detail all the necessary procedures so that the storage of data is done in compliance with ethical standards and regulations. The consortium will follow templates endorsed by EC (such as DESCAs Model) and will adhere to the provisions of the GA regarding the ownership, transfer, protection, use and dissemination of foreground, access rights for implementation, use and background covered and any other principles relevant to intellectual property rights, such as the Code of Practice annexed to the Commission Recommendation on the management of the intellectual property in knowledge transfer activities¹⁵.#§COM-DIS-VIS-CDV§#

¹⁵ Commission Recommendation C(2008) 1329 of 10.4.2008 on the management of intellectual property in knowledge transfer activities and the Code of Practice for universities and other public research institutions attached to this recommendation. ([link](#))

2.3. SUMMARY

SPECIFIC NEEDS	EXPECTED RESULTS	D & E & C MEASURES
<ul style="list-style-type: none"> ▪ Soils are severely endangered; 60-70% of EU soils are unhealthy; soil degradation costs the EU several tens of billion euros per year and halting; costs of inaction on soil degradation surpass the costs of actions by a factor of 6; various anthropogenic activities (management practices preventing soil threats) can help protect and enhance soil biodiversity, and hence ecosystem multi-functionality. ▪ As soil literacy is lacking and constitutes a barrier to achieving healthier soils; it is of utmost importance to bring citizens and communities closer to the soil, enhancing awareness of the societal role of soils, ensuring access to soil health education and training, strengthening citizen participation in soil and land-oriented activities, and rewarding best practices. ▪ Barriers to soil knowledge development and transfer include, among others, insufficient soil science information, education, and engagement activities, as well as communication skills contributing to reaching out and connecting with different audiences. 	<ul style="list-style-type: none"> ▪ Transnational, multidisciplinary, multilayered and active network of relevant actors from various sectors and backgrounds (incl. Culture and Creativity): +1000 members; 80 CoP members; 7 S.Assemblies; Twinning, Training, mentoring, advising, cross-fertilization programmes; 11 concrete plans contributing to soil challenges and literacy); ▪ +1,7M€ for FSTP (30 grants for multidisciplinary teams to create innovative solutions; 32 micro-grants for CoP to enhance know-how; Supplementary scheme to support 8 initiatives and 7 teams in their efforts to promote soil literacy; +128 sessions for scale-up; ▪ +10 tools/manuals to support organisations to engage with quintuple-helix stakeholders and inspire enhanced knowledge and practices regarding soil; ▪ ~200 local/ international events (including 2 Festivals) to raise awareness on soil among quintuple-helix and stimulate concrete actions. ~1Million people reached; ▪ Exploitation Plan ensuring long-term exploitation of results generated in the project. 	<p>#Dissemination: Project website; Partners own websites; Project newsletter; EC Platforms (HRP, OpenAire); Press Releases; Participation in events and conferences; Project deliverables, reports and tools; WP1's events (twining, training, mentoring, cross-fertilization sessions);</p> <p>#Exploitation:</p> <ul style="list-style-type: none"> ▪ For the majority of SOILTRIBES Key Results: model gathering non-commercial (Free Pack giving access to results generated) and commercial exploitation (Paid pack for customization of results and assistance). ▪ For Network: self-sustainability and governance model. ▪ For Festivals: model based on call for hosts, sponsors and ticket fees. <p>#Communication: Project website; Facebook, LinkedIn, Youtube, Spotify; Partners own social media; Press releases; Comics; Podcasts/Vidcasts; project videos; project brochures, flyers, posters; WP4's events (hands-on activities, workshops, local events, Soilathons, Soilblitz, itinerant exhibition...).</p>
TARGET GROUPS	OUTCOMES	IMPACTS
<p>Multi-actor (covering the quintuple helix systems):</p> <ul style="list-style-type: none"> ▪ ACADEMIA: a) Higher education institutions, research centres, and schools; b) Soil scientists, technologists, advisors, educators and trainers, students and trainees; ▪ 2) BUSINESS: a) Business associations, companies, and start-ups; b) Farmers, foresters, urban and spatial planners; ▪ 3) POLITICAL: a) local/regional/national public authorities, European organizations; b) policymakers, civil servants; ▪ 4) MEDIA/CULTURE/SOCIETY: a) CCIS; b) artists, communicators, creatives, citizens; ▪ 5) NATURAL ENVIRONMENT: a) environmental organizations. 	<ul style="list-style-type: none"> ▪ Increased societal awareness on the importance of soil and the challenges it faces. Participants of activities report increased awareness on soil and its challenges in 30%; ▪ More opportunities for engaging in creative ways in soil protection and supported by soil-related arts products and methodologies. Various new/enhanced type of engaging, attractive and creative events/actions for various audiences to be exploited in long-term. ▪ Cultural & creative industries, civil society orgs. are mobilised and work with research institutes, public institutions and citizens. 80% of project resources, events, actions are developed in multi-actor/sector collaboration, inspiring long-term cooperation. ▪ Increased capacity of public and private institutions to engage with the wide public promote sustainable soil management. 80% of organisations participating in events report increased capacity. 	<ul style="list-style-type: none"> ▪ Contribution to the realisation of the mission targets established for the various objectives (linked to SO8 but also to SO1-SO6). Improvement of users' behaviour and practices by +15%; ▪ Contribution to the realisation of soil-related EU policy targets. New Soil Strategy, Green Deal, Biodiversity Strategy's, Farm to Fork Strategy's, Zero Pollution Action Plan, Long-term vision for rural areas, Common Agricultural Policy (CAP); ▪ Contribution to the realisation of international commitments. SDG 2 (zero hunger), SDG 3 (good health and well-being), SDG 6 (clean water and sanitation), SDG 11 (sustainable cities and communities), SDG 12 (responsible consumption and production), SDG 13 (climate action), SDG 15 (life on land). ▪ Positive impacts at social, well-being, environment and economic level, motivating creation of innovative solutions, jobs and enhanced links w/ nature.

#\$IMP-ACT-IA\$#

3. QUALITY AND EFFICIENCY OF THE IMPLEMENTATION #@QUA-LIT-QL@# #@WRK-PLA-WP@#

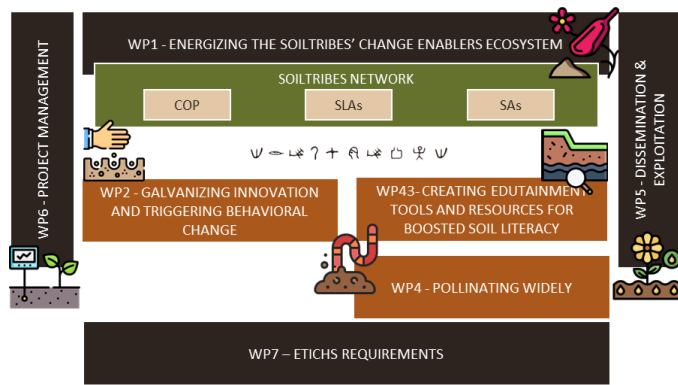


Figure 9. SOILTRIBES PERTT. Source: Consortium own elaboration.

3.1. WORK PLAN AND RESOURCES

SOILTRIBES has a strong collaborative foundation that resonates in the **SOILTRIBES Network (WP1)**, which is composed of **1) a CoP**, i.e., a multi-actor interdisciplinary co-creating new solutions for soil literacy; **2) SLAs**, i.e., partner organizations that will coordinate at national level the communication, education and engagement actions planned for 7 “TRIBES” operating in DK, FR, IT, PL, PT, RO, and SP; **3) SAs**, i.e., community assemblies gathering all nodes of the quintuple helix around the joint development and implementation of actions plans adjusted to the needs of their regions.

The Network will be established from the outset of the project and will grow during and beyond the 36 months of this thorough initiative. This expansion will be empowered by the activities promoted by the CoP, Las and SAs, by cross-fertilization actions with the cohort of Soil Mission; and by a thorough **FSTP scheme (WP2)**. Support to third parties will be key to **i) promoting the exchange of knowledge; ii) accelerating creative ways to elevate soil literacy; iii) rewarding and supporting scale-up** of promising and valuable projects; and **iv) breaking silos and improving communication skills** on soil-related matters. The SOILTRIBES’s action-led essential nature is reflected in its FSTP scheme and additionally in both, the immersive transformative journeys of the CoP, SLAs SAs, and the learning, engaging and change-enabler activities proposed for the various target groups. To facilitate the latter, several **tailored edutainment tools and resources (WP3)** will be developed and implemented during the project, especially at the many **events promoted for the 7 “TRIBES” (WP4)**. Built on innovative methodologies, these will be accessible to all, contributing to bringing communities and citizens closer to the soil. Comprehensive **communication, dissemination, and exploitation (WP5)** strategies will be applied, contributing to the goals of reaching and involving a large number of people with the overall scope of increasing soil literacy across society. The experienced consortium composed of 25 organizations, will promote policy dialogues with the EC for the **management of the project (WP6)** and make SOILTRIBES’ vision’ a reality to be sustained. Finally, the work plan includes a dedicated work package for **ethics requirements (WP7)**.

WP & Task	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12
WP1 - ENERGIZING THE SOILTRIBES' CHANGE ENABLERS ECOSYSTEM												
T1.1 - Creating and enacting a multi-actor community of practice												
T1.2 - Facilitating a design thinking and service design co-creation journey												
T1.3 - Activating local-placed experimentation through participatory assemblies												
T1.4 - Cross-fertilization for a joint soil realm												
WP2 - GALVANIZING INNOVATION AND TRIGGERING BEHAVIORAL CHANGE												
T2.1 - Design and launch of open calls & financial support to third parties												
T2.2 - Submission of applications, selection and contractualization												
T2.3 - Assistance for the implementation and support to scale-up												
WP3 - CREATING EDUTAINMENT TOOLS AND RESOURCES FOR BOOSTED SOIL LITERACY												
T3.1 Producing a multidisciplinary artistic soil tale												
T3.2 Developing a thematic collection for policymakers												
T3.3 Creating a train-the-trainers package for educators												
T3.4 Crash course soil science communication in news media outlets												
T3.5 Developing resources for local assemblies and communities												
T3.6 Producing resources for citizens participation												
T3.7 Developing resources for business												
WP4 - POLLINATING WIDELY												
T4.1 - Participation and organization of regional/national events												
T4.2 - Edutainment activities for young people in different learning settings												
T4.3 - Science communication activities for researchers and communication experts												
T4.4 - Activities for citizens												
T4.5 - Acceleration activities for entrepreneurs and business												
T4.6 - Celebration and networking												
WP5 - DISSEMINATION & EXPLOITATION												
T5.1 - Plan for Dissemination, Exploitation and Communication (PDEC)												
T5.2 - Communication, dissemination and exploitation toolboxes												
T5.3 - Development of Social Media Campaigns												
T5.4 - Networking and dissemination												
T5.5 - Develop a sound exploitation plan												
WP6 - PROJECT MANAGEMENT												
T6.1 - Overall coordination and management of the project												
T6.2 - Risk management and quality control												
T6.3 - Data Management Plan												
WP7 - ETHICS												
T7.1 - Ethics Advisory												

Figure 10. SOILTRIBES GANTT. Source: Consortium own elaboration.

Table 3.1a: List of Work Packages (WP)

WP	Title	Lead BEN	Short Name	PM	Star	End
1	Engorgizing the SOILTRIBES' change enablers ecosystem	P7	PLATONIQU	82,6	1	36
2	Galvanizing innovation & triggering behavioural change	P1	INOVA+	44,8	4	36
3	Creating edutainment tools & resources for boosted soil literacy	P3; P4	WU; OCE	58,2	1	36
4	Pollinating widely	P2	POLIMI	95,6	4	36
5	Dissemination & Exploitation	P5	YMH	93.1	1	36
6	Project coordination and management	P1	INOVA+	36,4	1	36

7	Ethics requirements	P1	INOVA	0,7	1	36
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Table 3.1b: Work packages description

WP1 - ENERGIZING THE SOILTRIBES' CHANGE ENABLERS ECOSYSTEM

OBJECTIVES

- Establish, activate, and enlarge a SOILTRIBES Community of Practice (CoP) and Stewardship Assemblies (SA), that together with the Soil Lab Activators (SLA) and supported projects, composes the SOILTRIBES network, actively operating to build new solutions and put actions forward to address soil-related challenges, especially those linked with soil literacy and connectivity.
- Create and encourage new ways of collaboration, peer-learning, and exchange between the actors of the quintuple helix at different levels, through multidisciplinary teams working in transnational and national/regional groups, enabling changes in the ecosystem, and contributing for policy shaping.
- Open and scale-up the collaboration framework, stimulating cooperation and exploitation links with initiatives contributing for the realisation of a Soil for Europe mission.

WP Leader: P7 - PLATONIQ | Participants: All partners

T1.1. Creating and enacting a multi-actor community of practice [M1-M32 | L: P1; MC: P4, P6, P7, P14, P15; C: All]

The SOILTRIBES network has **various layers of operation** (that reflect its glocal nature), all connected by a CoP. This mission-oriented and action-driven CoP is the beating heart of the network, gathering change-makers and enablers in multidisciplinary teams organized in four thematic groups. These teams, composed of actors coming from all the nodes of the quintuple helix, are committed to the mission and willing to exchanging their knowledge and working together to co-develop new solutions considered potentially effective to foster soil literacy in the thematic pillars proposed. These pillars – Academy, Business, Government and Society – will be led by an expert partner (OCE, ERDN, ICLEI and ECSA, respectively). The CoP operations will be hosted in the SOILTRIBES platform (WP5) and organised under a **collaboration framework and engagement strategy (D1.1; M2)** that will establish the benefits, management, organisation structure and roles of its members. This work will provide the basis for the **EoI (M2)** issued to generate the interest of potential members (widely disseminated by all partners among their networks, the project online channels, a large mailing list to an extended database of contacts assembled by the consortium and tailored invitations to participants of the SA – T1.3). Benefits of becoming part of the CoP will be emphasised, including peer-learning and networking opportunities, possibility to embark on a co-creation journey to co-develop new solutions, access to expert know-how and micro-grants to advance knowledge and supported participation for two festivals. Respondents will be grouped by their main expressed interest and encouraged to subscribe to the **Mission Soil Manifesto**. Activation will start right after an inception gathering, where the **roadmap of their collaborative journey (M3)** will be presented together with the available tools (online platform and resources). **Meet-ups** – i.e., regular events for the CoP and open to the public represent a core component of the collaborative endeavour, contributing to pinpointing further opportunities to exploit and scale up ideas and solutions. At these meetups, LLs & LHs will be invited to share knowledge and experiences. Organized every 2 months from M4 to M30 (14 in total), these events will be recorded and made available. They will also result in a compilation of fiches on good practices and invitations to participation (**Living labs and lighthouses: an invitation to bottom-up actions, D1.2; M32**). A **design thinking bootcamp** will also be instrumental, creating the necessary on-site learning, networking, and checkpoint moments, supplemented by a regular online follow-up to the progress of the teams (T1.2), which will be translated into specific solutions co-created, tested and submitted to a forwarding looking exercise. Besides their envisaged mission of delivering specific products/tools, the operational groups of the CoP are also expected to contribute with their views to a policy paper, exhaling the multidisciplinary nature of these teams. 3 joint meetings with CoP members of all pillars will be organized between M30 and M31, along which a policy paper with policy recommendations will be drafted. For this process, **collaborations with other initiatives (T2.4)** will be vital, amplifying and connecting actors, results, and perspectives. A **Soil Deal for Europe – Ways Forward for Soil Literacy – policy paper (D1.3; M33)** will be presented at the final event (EXPERIMENTA Biennale).

T1.2. Facilitating a design thinking and service design co-creation journey [M4-M31 | L: P7; MC: P1, P4, P6, P14, P15]

Built on a **participatory action approach**, the methodology proposed for the CoP harnesses and stimulates joint reflection, collective intelligence, and strategic thinking, using **service design and design thinking** tools to shape a **co-creation learning journey structured around five steps** (setting the context, making sense, ideating, prototyping and testing & validation) as well as a **boot camp with three on-site workshops and an ongoing online follow-up** (alternating synchronous and asynchronous activities). Members of the CoP will be invited to participate in the journey and 40 (10 of each pillar) will attend the workshops of the boot camp taking place in Portugal, France, and Spain (M7, M15, M23). These workshops will be key on-site milestones of their joint journey where together they will identify a specific need linked to soil literacy they want to address and will co-create and co-implement a possible solution for that need (e.g., new educational toolkits, innovative spaces and practices for dialogue and co-creation, creative business accelerators, tools to address innovation hotspots, farmer-driven experimentation with soil health-oriented land management methods, etc.). The 1st on-site event will cover the initial steps and ignite the prototyping phase, the 2nd will focus on preparing the testing

and the 3rd will be dedicated to formulating the solutions into forward-looking plans, establishing a strategy for exploiting them further. Between these events, 9 online follow-up sessions will be promoted, the 3 final focused on the implementation of the exploitation actions. At the end **4 tested/successful prototypes (i.e., solutions co-create and implemented) and respective forward-looking plans** are expected to be delivered and to enable this outcome, each pillar will have its prototype/production costs (5k each) supported by the leading partner overseeing the activities of the group. A **report on the design thinking and service design journey (D1.4; M31)** will be prepared and dedicated events to share experiences and results will be organized on the CoP platform.

T1.3. Activating local-placed experimentation through participatory assemblies [M1-M36 | L: P6, P1; MC: P1, P19, P20, P21, P22; P23, P24, P25; C: P5]



If the CoP (T1.1) is the beating heart of the network, the Stewardship Assemblies (SAs) are its circulating system, as these Assemblies will pulse the goals of the place-based approach and align the action with the specificities of the soil and soil literacy regional/local challenges. In this task, public authorities from 7 countries (members of the consortium), with the support of ICLEI (and through an **EoI**), will establish these participatory assemblies with a **multi-actor composition** (Cf. *Figure 4*). Each SA will gather at least 10 participants who will be invited to join the CoP and take part in a comprehensive participatory methodology (T3.5) with **peer-learning and advisory “training-action” opportunities**. After an immersion period (where municipalities establish operationalization committees), the activities start with a **twinning programme** (M4-M10) in which each assembly’s participants visit a twinning municipality and learn about their challenges and good practices. A **photo report on the twinning and peer-learning activities of the**

SAs (D1.5; M12) will be created. The next phase consists of a training-action programme with **3 online overarching training sessions** (M12-M14), open to all assemblies’ participants, followed by the hands-on component in which the participants are encouraged to **design and implement an action plan** (M15-M22) with the tailored support of advisory experts (20 days) (e.g., European Climate Pact Ambassadors). One of the advantages of this methodology is to include a "training" component that is common to all participants (thus enabling the exchange of ideas and knowledge among all participants) followed by an "action" component, specific for each Assembly, with expert support and where each SA will design a tailored action plan. In the end, at least one action of each plan developed should be implemented and reported. To enable this outcome, each assembly will have their prototype/production costs (5k each) supported by the respective leading municipality. A **report on the training-action programme (D1.6; M24)** will be prepared and dedicated events to share experiences and results organized on the CoP platform. Throughout this task, a peer-to-peer group will be facilitated by ICLEI. It will gather the local authorities to create a sense of community. 1 meeting per year will enable them to discuss the challenges, and the difficulties, pointing out solutions to tackle them. The 1st meeting will be held before the twinning program. The 2nd will be held in the middle of the project to discuss the advancements of their action plans. The 3rd will highlight the good practices learnt out of the SAs and showcase the action that will be implemented.

T1.4. Cross-fertilization for a joint soil realm [M1-M33 | L: P11; MC: P3, P10; C: P1, P2, P4, P5, P6, P14, P15]

The Soil Mission has already supported a range of projects and will support more in the coming years. These projects work with stakeholders representing various nodes of the quintuple helix. Through task 1.4, in close collaboration with the Soil Mission platform, cross-fertilization with the Soil Mission projects will be realised in order to: i) identify the needs for soil literacy and the target stakeholders in the current projects ii) advice on, and if possible test, specific soil literacy approaches in collaboration with the Soil Mission projects iii) identify latest soil insights that can be communicated to the nodes of the quintuple helix. Benefiting from the direct engagement of the partners in key initiatives, namely the **EJP SOIL** (coordinated by CLIMATE-KIC members leading T1.4), and several Soil Mission projects (e.g., **PREPSOIL**, **NATI00NS**, **InBestSoil**, **NOVASOIL**, **SOILVALUES**; **SOILL**; **LOESS**, **BIOservicES**), partners will establish links with other projects (e.g., **NBSoil** (soil advisors), **HuMUS** (municipalities and regions; linked to the topic HORIZON-MISS-2021-SOIL-02-06); **ECHO** (Citizen science; linked to the topic HORIZON-MISS-2022-SOIL-01-07); **SoilWise** (knowledge and data repository), but also with other initiatives supported by PRIMA, INTERREG, Creative Europe and other funding programmes. Moreover, synergies with the **STARTS** initiative and ecosystem will also be fostered. Teams from nearly 60 different projects will be invited for cross-fertilization activities, including **5 cross-fertilization workshops** where possible intersections will be explored and converted into specific actions, benefiting the Mission goals. As much as possible, these events will be aligned to the Soil Mission Platform gatherings. Additionally, synergies with the twin project **SOILSCAPE** (HORIZON-MISS-2023-SOIL-01-07) will be fostered. The results of these exchanges will be detailed in the booklet **“Crossroads of Opportunities for the Soil Mission” (D1.7; M32)**, which will provide an overview of the insights and cross fertilisation achieved, lessons learned and advice to the soil mission platform on how to implement the edutainment tools and resources to facilitate cross-fertilization with the cohort of Soil Mission.

WP2 - GALVANIZING INNOVATION AND TRIGGERING BEHAVIORAL CHANGE

OBJECTIVES

- Create a funding scheme to enable, foster and scale up successful initiatives, promoting multidisciplinary exchanges and harnessing the full potential of multi-actor-led innovations within the nexus of science, arts and society.
- Unveil and value CCIs and art-related products, services, and processes' role in increasing soil literacy, mobilising populations and promoting a transformative process towards a climate-neutral society that cares for its soils.
- Support 1) innovative communication campaigns using different tools to raise awareness and involve citizens in sustainable practices; 2) creative soil-related activities and events targeted/involving citizens and centred on the importance of soils, and 3) citizens engagement actions applying innovative, participatory and creative methodologies.

WP Leader: P1 – INOVA+ | Participants: P1, P2, P3, P7, P8, P10

T2.1. Design and launch of open calls & financial support to third parties [M4-M31 | L: P1; MC: P2, P3, P7, P8, P10]

A thorough FSTP scheme will be finetuned and implemented during the project, including **(a) lump sum grants to support 30 initiatives led by multi-actor teams** (Cf. *Figure 4*) to implement disruptive, place-based and cross-border collaborations for the development of soil literacy. These initiatives can take the form of new ideas (**development of innovation**) or envisage scale-up, embedding and mainstreaming good practices (**transfer of innovation**). In both cases, the teams should address one of the possible **three strands: “communication campaigns”; “creative soil-related activities and events” or “citizens engagement”**. Each topic will be overseen by one specialised partner (covering the artistic, communication and engagement components), which will integrate the FSTP board. This structure will also involve expert partners linked to soil science and the New European Bauhaus. Proposed initiatives can vary in size and duration, applying to **small (6 months, 25k), medium (9 months, 50k) or large (12 months, 100k) lots**. With a strong artistic component, projects will need to show how they contribute to the realization of the mission targets. FSTP will also include **(b) lump sum 32 micro-grants for members of the CoP** (T1.1) to advance and share their knowledge in conferences or request access to advisory services/vouchers. During the first 2 years of the project, four calls will be issued for these 750€ micro-grants. In this task, partners will prepare the launching of all these different open calls, when possible, engaging the CoP and other relevant stakeholders in consultation processes that will help to finetune the outline proposed. **Calls packages (D2.2; M31)** will be created, including the call text, templates to be used by candidates, tutorial videos and FAQ, among other relevant documents. Calls will be launched through the EU Survey, assisted by the SOILTRIBES platform. (More details in the Annex). In parallel with the FSTP, the **TERRA*Star boost scheme** will be created to distinguish and support initiatives that proved their value but also those paving their way towards impactful contributions (expert support will be provided to the best 8 initiatives: 4 established and 4 promising). Additionally, the best **teams participating in the competition “Young soil scientists meet news outlets”** will also be supported to disseminate further their soil literacy and awareness-raising outputs at conferences and SOILTRIBES festivals (T4.3).

T2.2 - Submission of applications, selection and contractualization [M6-M32 | L: P1; MC: P2, P3, P7, P8, P10]

During the application period, the advertising of the calls and all related information will be primarily disseminated via the online channels of the project, at the F&T Portal and other relevant platforms of funding opportunities. Moreover, each partner will promote the calls among their network (reaching at least 100 local stakeholders). Webinars with an info-session format will also be organized to disseminate to present the main features of the calls, clarify doubts, and encourage participation. For the time the calls are open, an intensive promotional campaign will be run, and a helpdesk line (email) will be secured, respecting principles of equal treatment and the absence of conflict of interest. Once the submission period is completed, the team collects all applications received through the ‘EU Survey platform’ and compiles them in a folder using an online platform OneDrive that guarantees the required levels of data security with all data stored in European servers. One password-protected folder will be created for the purpose of storing all applications received in each call. Each one will be stored in a dedicated sub-folder where will be added all the information received through the application and further information on the following steps. Applicants will be informed beforehand of the policy for the processing of personal data. At this stage, the project team (technical and financial officers) will perform a first screening to assess the admissibility requirements. In case of incomplete applications, candidates are granted the right to submit the missing administrative files or correct clerical mistakes within five working days. Further to this first checking, the team will undergo a second analysis of the proposed actions towards eligibility/selected criteria. Non-eligible proposals will be collected in a separate folder and a notification will be sent out to the respective applicants. Applications that pass this check will be assigned to a team composed of a pair of evaluators who will perform their evaluation. Different jury panels will be composed for the evaluation and selection of the calls, with a mixed external/in-house panel to be constituted for FSTP(a). **Evaluation Packages** will be created to be shared with jury members, including a presentation of SOILTRIBES, open calls scope, evaluation procedures, and scorings, among other relevant information. A user-friendly system will be used to collect the evaluation from jury members, ensuring smooth, clear and fair evaluation. In all cases, a kick-off meeting will be organised to present the evaluation procedures and system, and final meetings carried out to discuss the final candidates’ ranking list. Notification of the results will be sent to all participants and after the period of contestation, the final selected candidates (including compulsory details) will be announced through the different SOILTRIBES channels. Together with the notification informing on their results, selected applicants will be notified that their proposal has reached the stage of Grant Agreement preparation. At that moment, for lump sum grants they will be requested to send

various administrative and financial documents. After receiving the documents, the project team will proceed with a second administrative and financial check. Concluded the analysis, a template of a contract will be sent to the applicants. The agreement is supplemented by the DoA, budget of action and models of reports. At the end of the task, all **contracts will be assembled (D2.3., M35).**

T2.3 - Assistance for the implementation and support to scale-up [M6-M32 | L: P1; MC: P2, P3, P7, P8, P10]

Once the contract is signed with the beneficiaries' payments are processed and the project team, closely monitor the beneficiaries and their actions/projects and provides them with the support needed. Technical and financial officers are assigned to assisting and monthly email exchanges will be ensured after the inception meeting and supplemented by peer-learning events. At the kick-off of each process (which for the beneficiaries supported under the FSTP(a) will correspond to the ENTRUDANÇAS festival on M14), an overview will be provided together with more information/clarification about the administrative and financial aspects, as well as the visual guidelines to comply with. It is expected that several projects will run simultaneously and contribute to complementary objectives, increasing opportunities for cross-fertilization and connecting during implementation to maximise potential synergies, mutual learning and cross-feeding and providing an informal space to reflect on possible additional areas of cooperation. These actions will be further supplemented by the participation at the festivals (T4.6), which all beneficiaries are expected to attend (and therefore, a direct reference will be made in the call and in the contract to the compulsory nature of their participation and the fact that costs need to be supported by beneficiaries). Information about payments and technical support/progress will be continuously updated in the management system. At the end, beneficiaries will submit a report detailing the level of implementation of their actions, the realisation of their proposed objectives, and a financial statement. The project team will analyse the technical and financial information provided and inform participants of the approval of their report or the need for further clarifications/elements. After the approval, projects will receive the final payment, which will depend on the level of execution of the work in line with the terms of the application/contract signed. **All reports will be compiled into a single deliverable (D2.4; M36)** A helpdesk will be available from the beginning to the end, and for initiatives under the FSTP(a) *a mentoring programme* will also be ensured to advise, share best practices and tools to support their successful progress in their different phases. Internal (consortium partners) and external advisors will be invited to take part of the program and support teams in different topics. The topics will be identified through a needs analysis conducted with the teams. An impact report will be produced by the beneficiaries, triggering their participation at the EXPERIMENTA Biennale (M32).

WP3 - CREATING EDUTAINMENT TOOLS AND RESOURCES FOR BOOSTED SOIL LITERACY

OBJECTIVES

- Design and provide multi-actor tools and resources to build capacities and skills and assist public and private institutions at different levels (e.g., European, national, regional, and local) and settings in their efforts to engage with citizens in creative ways in the protection and restoration of soil health.
- Gather in the same repository, resources developed by the consortium and co-create with and by the different end-users (including through the FSTP initiatives), contributing for practitioners and stakeholders to have access to appropriate information and training to improve skills and to support the adoption of sustainable land management practices.

WP Leader: P3 – WU; P4 - OCE | Participants: All partners

NB. All resources developed will benefit for the extended knowledge of the consortium partners (including different expertise fields, such as soil science, arts and participatory and innovative methodologies, education/training/pedagogies etc.), external experts invited to collaborate in their development, end-users and other stakeholders, such as teams of sibling initiatives providing valuable inputs). WU, POLIMI, DCA-AU and IFOS will be responsible for the scientific supervision..

T3.1. Producing a multidisciplinary artistic soil tale [M2-M32 | L: P9; MC: P3; P8; C: P5, P16]

Artworks focused on soils provide a different way of appreciating the soil and could therefore be valuable for soil conservation and soil awareness-raising efforts. As such, artists can contribute to expanding the realm of soil science research with visual, cultural, and symbolic forms of inquiry, offering new ways of visualizing, interpreting, and interacting with soil. At the same time, the soil science community can offer the art world a new analytical lens to examine soil and environmental protection issues. In this task, a multidisciplinary artistic soil tale composed of four different art works (invited artists from the fields of plastic arts, photography, and digital arts) will prepare their productions at the **nexus of arts, science, and soil & and water** and **film teasers** to present their vision (which will be used both to promote soil literacy and disseminate the open call for initiatives (T2.1). An invitation to artists will be issued and after the selection, a six-month phase for production will start, following which teasers are expected to be recorded. The tale (4 artworks) will be showcased as a **travelling exhibition**, from M11 until M35 (cf. T4.2). At the end of the process, a **booklet of the artistic tale and teasers will be produced (D3.1; M36)**. This resource, together with the teasers and other related materials will be made available to end-users through the Global Network of Water Museums and its members (+90 members in 42 different countries worldwide). They will also be accessible to soil museums and natural history museums¹⁶. Moreover, agreements will be made with several museums affiliated with WAMU-NET to increase soil literacy. Results will also be integrated into the UNESCO project “The Walk of Water”, a worldwide exhibition coordinated by WAMU-NET and launched in the NY UN Water Summit to increase water knowledge and literacy.

¹⁶ Globally, there are 38 museums focused on soil. [Soil science education: a multinational look at current perspectives.](#)

T3.2 Developing a thematic collection for policymakers [M10-M35 | L: P6; MC: P3; C: P2, P10, P16, P19, P20, P21, P22, P23, P24, P25]

Collaboration between communities and stakeholders is key for realising the mission goals and regional and local authorities play a central role in their capacity to identify and mobilise relevant actors, create spaces and practices for a dialogue on soil health challenges, support public, private, and policy solutions, and contribute to share knowledge and best practices with peer municipalities and regions. In this task, a thematic collection will be produced, combining the in-house knowledge of the partners with the expert advice of invited authors (including, for instance, renowned soil scientists/experts involved in current initiatives supported by the mission) that will collaborate with team for the development of the e-book. The **collection will consist of different booklets**, that will be defined based on the first discussions and issues raised in the CoP (T1.1) and Stewardship Assemblies (T1.3) and will use as inspiration the operational objectives of the Soil Mission. Each booklet will include an introductory note, followed by a systematization of current state-of-art regarding the theme, a list of possible areas for action with concrete examples, and case studies that help to demonstrate the importance and impact of acting or enabling changes. Each booklet will be around 10 pages long and will be supplemented by an audiobook to facilitate the access to the content in different formats and audiences. The work will start right after the mobility programme is concluded (T1.3) and from M14 until M30, the chapters of the collection will be prepared (one every 3 months). A period of 3 months will be then needed for designing the chapters and recording the **audiobooks**. When ready, the **thematic collection for policymakers (D3.1; M35)** will be disseminated during a semestral, when meetings will be organized with the Stewardship Assemblies and other interest parties.

T3.3 Creating a train-the-trainers package for educators [M2-M17 | L: P4; MC: P2, P8; C: P16]

It is recognized that a deeper understanding of the fundamental functions of all environmental systems, including soils, and the interactions between human activities and the natural world is necessary for today's high school students, who will be our future landowners, agriculturalists, and decision-makers. This will enable them to make informed decisions about current environmental issues as they arise. This prior awareness or knowledge about soil is also necessary to increase the student pipeline into university soil science programs. There is therefore a potential role for soil scientists in direct outreach in primary and secondary schools, exposing both teachers and students to soil science concepts that are relevant to the current curriculum. By connecting with educational (formal and nonformal) settings, soil scientists can help to develop appropriate methodological and instructional guidelines to make future generations aware of the study of soil science at more than just a superficial level. This task is related to the development of a **train-the-trainers package for educators (D3.3; M17)** for teachers (primary to secondary) and youth workers. In total **12 ready-to-use lessons** (targeting primary, lower secondary, and upper secondary teachers and youth workers, covering both formal & and informal education), a **teacher-training protocol**, and **12 tutorial videos** will be produced and translated into at least the 7 national languages. The development of these resources will count on in-house teams, gathering both the pedagogical and scientific expertise necessary for the development of this package. Connections with the Educational for Climate Coalition will be ensured from the beginning to build bridges for the relevance and further usability of the resources. Moreover, the resources will be aligned with the European sustainability competence framework (GreenComp). After a preparatory stage during which key topics will be defined, lessons and tutorial videos will be developed every month for one year, followed by the production of the protocol. For these resources, theoretical issues in the field of knowledge of facts will be addressed in connection with the issues based on the understanding of processes and the ability to apply this knowledge in practice, emphasising the functions of soils and the role that soils play in the environment. In the proposed approach, students should be able to draw conclusions and notice the relationship between soil types and their management. Previous experiences, including the handbook "The climate in our hands – Climate Change and Land, a teacher's handbook for primary and secondary schools" researched and written by OCE), are considered assets for this task and will be used as inspiring references. The train-the-trainers package, translated into at least the 7 national languages of the "tribes", will be used in the activities promoted within the WP4 and disseminated in various education events (webinars, conferences, teacher training workshops, high level events like the "teachers' COP" organized by the OCE within the UNFCCC-COPs).

T3.4 Crash course soil science communication in news media outlets [M2-M17 | L: P2; MC: P10; C: P5, P16]

One of the main objectives of soil education in the modern era is arguably to effectively encourage stakeholders to act towards the improvement of soil health and security. Primary stakeholders who might not understand how they are connected to soil and as such for soil scientists to be effective in creating connectivity, they need to understand different ways of creating those connections to people of different backgrounds. Scientific communication courses might be a crucial component of current or future soil science degree programmes to develop soil scientists who are proficient communicators and who can put themselves in the shoes of "different stakeholders." In this task, **a crash course programme about soil science communication in news media outlets will be developed (D3.4; M17)**. The course will ally communication with soil science and restoration, with an emphasis on specific topics such as: 1) NBS, Bio-architecture and low environmental impact buildings and settlements at the urban scale; 2) Pedological aspects, soil formation, classification, and properties; 3) Impact of Pesticides on Soil, addressing the effects of pesticides on soil organisms, biodiversity, and nutrient cycling as well as the importance of integrated pest management (IPM) and eco-friendly alternatives to minimize the negative impacts of pesticides on soil ecosystems; 4) Integrated waste management strategies to minimize the environmental footprint and enhance soil health; 5) CO2 emissions and Carbon Capture techniques, exploring ways to mitigate greenhouse gas emissions and their impact on soil quality; 6) Conservation and protection of

natural areas, including fragile territories and protected zones, to preserve soil biodiversity and ecosystem services; and 7) Soil mapping and soil conservation techniques, Land degradation, Soil and Regeneration monitoring, to ensure sustainable land use practices. The course will also focus on communication strategies and tools, including social marketing, media, social media, storytelling and narratives, apps, and games). The programme and supporting resources (presentations for the lessons, exercises, etc.), prepared for a course with an estimated duration of 40 hours, will be used in T4.3 and linked to a competition (T4.3). Participants of the contest will necessarily need to complete the online course.

T3.5 Developing resources for local assemblies and communities [M1-M33 | L: P6; MC: P1, P3, P7; C: P16, P19, P20, P21, P22, P23, P24, P25]

Engaging with and activating municipalities and regions to design their own strategies and actions for the protection of soil health is considered strategic for a Soil Deal for Europe and there already exist concrete efforts towards this direction (e.g., **HuMUS**). This task will further contribute to supporting regional and local authorities in this journey (linking especially with LLs & LHs, as well as to other Missions), offering them useful resources to promote multi-actor participatory projects of co-creation that aligned with regional and local challenges will be mobilized and owned by the communities. These resources will be developed and tested in specific activities of the project, namely by the CoP and the Stewardship Assemblies (WP1, Task 1.2 and Task 1.3). One of these resources will be a **Step-by-step guide for a design thinking and service design journey (D3.5; M33)**. Directly linked to the boot camp, this guide will detail the approach that will be applied by the CoP for the development of new solutions (T1.2). The results of this process will be integrated into the guide and serve as inspirational examples of how the journey can be translated into reality. The second resource will be a **Manual for Local Assemblies (D3.6; M27)** (linked to T1.3) and will also evolve during the progress of the project and be tested, concretely by the Stewardship Assemblies. This Manual will offer the necessary roadmap for this venture and will include key takeaways from the journey implemented by the assemblies.

T3.6 Producing resources for citizens participation [M3-M27 | L: P14; MC: P11, P12; C: P16]

Participatory methodologies, involving trained professionals (such as scientists, and specialized stakeholders) but also other interested parties, including, for example, the general public, amateur soil scientists, concerned community members or school/university students, are powerful tools to balance interests, expectations, and knowledge, helping to address challenges at the interface between science and society and increasing connectivity and motivation for action. In this task, resources to promote the engagement of these interested parties will be developed, including **Guidelines for Soilathons, Soilblitz and Living Soil Workshops (D3.7; M27)**. These resources will take into consideration earlier citizen-science-related efforts (for instance, linked to improving digital soil mapping, enhancing understanding of environmental quality, assessing the impact of soil management on pollinators, etc.). In addition, this task will be directly connected to ongoing initiatives such as the Climathons promoted by the CLIMATE-KIC, Biolblitz activities promoted by ECSA and the Living Soils Workshop methodology developed by the LSW. Together, these partners will prepare 3 chapters of a guiding book for citizen participation, describing how these methodologies can be used, recognising that everyone has the potential to become a soil steward, and proposing possible actions to create a positive relationship between citizen's practices and soil health outcomes. These activities are planned to put into practice these three engagement components, key learnings and inspiration examples will be incorporated into the guidelines, facilitating their subsequent implementation.

T3.7 Developing resources for business [M7-M21 | L: P15; MC: P11, P13; C: P1]

It is well documented that soil science knowledge alone is insufficient to ensure farmers' conservation behaviour, possibly because the latter enactment needs a motivational component and soil science education has traditionally focused on psychomotor and cognitive learning. In this task, a **Studio Approach Package for Business Transformation (D3.8; M21)** will be developed, integrating a step-by-step guide on how to apply the Studio methodology (a rapid iterative process that allows multi-actor teams to work together to solve challenges through collaboration, iteration and idea creation). Lectures focused on Soil Mission's innovation hotspots and linked to agroecological approaches and NBS will encourage experimentation and will be supplemented by methods and tools to assist end-users (especially businesses, farmers, and consumer organizations) to work together and agree on specific actions for the adoption of soil health-oriented land management methods, valuing of soils in the production and supply chains, and a step-change in business culture and practice. These resources will take into consideration the results of InBestSoil, NOVASOIL and SOILVALUES. Clearly emphasising the important role the AKIS and soil advisors can play in this acceleration process, they will be used in the activities of T4.5. The results of this implementation will consist of additional elements to be included in the final Package.

WP4 - POLLINATING WIDELY

OBJECTIVES

- Create new opportunities for increased awareness, enhanced knowledge, and improved involvement of different actors in soil and land-related issues at all levels, through their direct engagement in creative ways, including soil-related arts products and innovative methodologies.
- Organise regular festivals open to the public to celebrate soil health, present activities aimed at increasing soil literacy across society to a broader audience, and recognize exemplary projects.
- Promote capacity of different organizations and individuals to have a major role to play in acting as ambassadors, giving visibility to soil related challenges and advocating for a soil stewardship society.

WP Leader: P2 – POLIMI | Participants: All partners

NB. Soil Lab Activators - SLAs (P2, P4, P7, P10, P13, P14, P15), operating in each one of the seven “tribes” (IT, FR, SP, DK, RO, PT and PL), will connect with the WP/Tasks leaders to align the methodology for the implementation of the tasks at the national and regional levels, as well as with the seven local municipalities and respective Stewardship Assemblies, to explore and strengthen collaborations. For WP4 tasks, SLAs will have access to joint guidelines that will ensure coherence between the different “tribes” but will have flexibility in their operationalization, to allow the relevance and impact of the proposed actions and its assimilation to the specificities of the communities and their soil-related challenges. Moreover, the implementation of the outlined tasks will as much as possible make use of resources developed within the project, especially within the WP3.

T4.1. Participation and organization of regional/national events for wide audience [M4-M19 | L: P15; MC: P1, P2, P4, P7, P10, P13]

Public engagement to raise awareness of soil science and literacy can be achieved through harnessing the potential of key thematic, sectorial, or special events, organized at the national and regional levels. Securing the presence of the project and both, informative materials and didactic and engaging activities is considered strategically effective to reach out to various audiences and keep the associated logistical costs limited. In this activity, a detailed **map of key events will be prepared**, with a special focus on the European Researchers’ Night (organized always in last Friday of September), the World Soil Day (December 5), agricultural fairs (e.g. Feira Nacional de Agricultura, Paris International Agricultural Show, Esposizione Internazionale di Macchine per l’Agricoltura) and events linked to the New European Bauhaus, where soil can play a central role (e.g., Biennale International Architecture Festival). Participation at these events will be guided by a methodological concept, that will preferably **ally communication with hands-on activities** promoted by soil scientists, creating opportunities for participants to experience, inquire and see their curiosity triggered by the understanding of the role of soils in humanity’s future. The use of relevant concepts needed to generate interest and appreciation of soil (using appropriate recognizable and familiar language) will be key. Examples of possible hands-on activities and protocols for their implementation will be included in the guidelines provided (e.g. “Soil Builders” through which citizens explore differences in soil types and what those differences mean to people and plants; “Soil sets a precedent”, a PREPSOIL workshop for pupils who have the chance to explore soil by touching it and analysing it through microscopes). SLAs will contact organizers of key short-list events and prepare the necessary arrangements for the participation of the project at selected events. **For a period of 1 year, at least 2 events will be co-organized/actively participated in each country.** At the end, a **Report on the participation and organization of regional/national events for wide audience (D4.1; M19)** will be prepared, including photos, description of the activities implemented and reference to KPIs and results.

T4.2. Edutainment activities for young people in different learning settings [M10-M32 | L: P4, P9; MC: P1, P2, P7, P10, P13, P15]

Although high school students are aware of climate change, flooding, and water and air pollution, they are not sufficiently informed about the value of soil resources and soil protection to humanity. To ensure that future generations have a deeper understanding of the subject of soil science than merely a cursory understanding, it is necessary to set appropriate methodological and pedagogical guidelines and resources (cf. T3.2). Furthermore, creating opportunities for young people to increase their soil literacy, learning by doing, with soil scientists, in formal and non-formal settings can be decisive to increasing connectivity and interest in exploring soil-related careers in science. In this activity, a **methodological guide will be prepared** outlining possible hands-on activities and information sessions that are planned to take place in different learning settings. Desirably linked to the curriculum, the proposed activities will largely benefit from the resources developed within WP3 (T3.3). SLAs will contact schools potentially interested in hosting a hands-on-ground day when workshops will be offered to students and teachers. For 10 months (M20-M29), **at least 2 hands-on-ground days will be promoted in each country.** In addition to these actions promoted in formal learning settings, the task incorporates a layer of intervention targeting the same audience in non-formal (extra-curricular) contexts. The artworks produced in WP3 (artistic soil tale, T3.1) will be showcased in a **travelling exhibition** which is expected to be arranged with museums. In this task, the travelling arrangements and curatorship of the exhibition will take place in 7 museums hosting the exposition with the 4 artworks, which will be complemented by edutainment workshops to further engage local communities via arts and education and build a new narrative to their lived experience to soil. Concluded the activities in schools and museums, a **Report on Edutainment activities for young people in different learning settings (D4.2; M32)** will be prepared.

T4.3. Science communication activities for researchers and communication experts [M18-M32 | L: P2; MC: P1, P4, P7, P10, P13, P15; C: P11]

A competition **“Young soil scientists meet news outlets”** will be organized by SLAs in each of the 7 countries, connecting young communicators, content writers and journalists (from traditional and new media outlets) and soil scientists. Communication is one of the key barriers affecting soil knowledge sharing and transfer and soil knowledge application (as demonstrated in the EJP SOIL survey results). Improving communication with different stakeholders (understanding different ways to creating emotional and motivational enablers to people of different backgrounds) is vital to scientists to be effective in creating connectivity to soil and ignite behavioural changes. By creating opportunities for collaboration between science and communication arenas, the competition will contribute to overcome silos and 1) opening up for an improved mutual understanding of the counterparts focus points, 2) increasing soil literacy amongst journalists and media professionals and draw their attention to the untold and underexposed stories about the critical condition of European soil; 3) improve communication skills of soil scientists; 4) establishing lasting connections between soil scientists and journalists and media professionals (which will be selected and invited to join Soil Communication Networks). An open call will be launched inviting university students/early career researchers from soil science as well as journalism and communication degrees to participate in the competition. Selected paired teams (10 per SLAs) will participate in the crash

course (T4.4) before starting their collaborative project. During that period, they will have access to online guest lectures from soil scientists and communications professionals experienced in communicating the EU Mission: “A soil deal for Europe”. Supported actions will be aimed at testing and showcasing innovative ways to communicate soil science content and will conclude with a poster and pitch at an event organized at regional/national level by each soil lab activator. 7 competitions will run in parallel and lead to 7 awarded winners, each with an award ceremony day (Soil Engagement Event). Partners will identify relevant journalists employed in national and international media as well as niche and industry specific media corporations to participate in this event. Drawing on experience from the NATI00NS project, specifically the highly successful National Engagement Events, an event guideline will be prepared to support the implementation by SLAs. Besides the poster exhibition and pitch, engagement events will include lectures from both soil scientists and media professionals, workshops, open discussions, break-out sessions, and the facilitation of future Soil Communication Networks to connect soil scientists and media professionals even closer. The events will conclude with the award ceremony. Moreover, a commemorative online event will be organized online with the winners, who will present their works to peers and other interest audiences. At the end of the task, a **Report on Science communication activities for researchers and communication experts (D4.3; M32)** will be prepared.

T4.4. Engagement activities for citizens [M5-M26 | L: P11, P12, P14; MC: P1, P2, P4, P7, P10, P13, P15]

As stated by the mission, “citizen engagement in identifying and addressing soil literacy needs is key and represents a key novelty of the mission’s approach. It will allow the mission to create effective messaging and design targeted actions which highlight and activate the link between citizen’s lives and soil health”. By connecting citizens to soil, awareness raising, and engagement activities can have a spillover effect that is translated into concrete behavioural changes contributing to soil health. Participation is instrumental and can be activated via multiple routes. In this task, three approaches will be promoted by SLAs Soilathons, Soilblitz and Living soils workshops. Resources developed within WP3 will be used for the implementation of these avenues of engagement and will be supplemented by a methodological roadmap provided by the task leaders, which will instruct SLAs on how to proceed with the operationalization of the events. The proposed journey will start with **Soilathons**. In the quest to enhance climate resilience through soil literacy, 7 dynamic Soilathons will be organised (one in each region) to address local soil challenges. This initiative stands as an invitation to citizens from all walks of life, urging them to contribute their insights and innovative solutions. Drawing inspiration from the well-established methodology of EIT Climate-KIC, these events will be tailored to the distinct needs of the SOILTRIBES initiative. Beyond the surface objective of knowledge dissemination, these participatory actions aim to cultivate lasting transformation. By fostering collaboration and seeding local and innovative ideas, the approach intends to empower a resilient ecosystem where informed citizens and forward-thinking stakeholders collaborate. EIT Climate-KIC will train and support partners’ efforts in the establishment of these transformative events at the local level. Preferably, these Soilathons will be organized during the last weekend of October, preferably together with the Climathon Global Days. The participatory journey will then continue with an innovative approach to citizen science reflected in **Soilblitz** events. Built on the established methodology of bioblitz, the soilblitz will encourage citizens to embark on a hands-on challenge and contribute to science efforts to improving soil health monitoring. Before launching the challenge, SLAs will connect with possible LLs & LHs and other key local actors to map possible related initiatives, aligning the citizen-science efforts to ongoing participatory-research-action projects (including bioblitz events potentially interested in widening approaches to address soil-related challenges). ECSA will oversee the process and support SLAs in the implementation of the 7 events applying the soilblitz methodology. A third component of this tasks refers to the **Living soils workshop**. Inspired by the pedagogy of the Climate Fresk, the Living Soils Workshop is a fun and collaborative tool that aims to disseminate a common language on soil functioning and the issues related to its preservation. This serious game allows to acquire fundamental knowledge about soils - the life they contain & the cycles of which they are a key element - to understand the impacts of agricultural practices and to open a fertile discussion on the actions to be taken to engage society towards a better management of this finite resource. LSW will train the facilitators of these workshops and supervise the operationalization of 14 events. Participants of these workshops will become trainers, spreading knowledge and engagement. At the end of the task, a **Report on Engagement activities for citizens (D4.4; M26)** will be prepared.

T4.5. Acceleration and transformation activities for business [M10-M21] L: P13, P15; MC: P1, P2, P4, P7, P10]

In this task, SLAs will organise an attractive and engaging acceleration and transformation programme for business relying on the resources developed under T3.7, including “studio” approaches involving active learning techniques and problem-based learning. The programme will include two acceleration components (events): a first will be dedicate to trainers, consultants and advisors interested in learning more about the methodology and how to use package of resources; a second will be targeted to farmers, foresters, urban/spatial planners, employers/line managers, and representatives from consumers’ organizations, all interested in using this innovative approach to embed or contributing to improve soil health in their business strategies and operations. Training-based, these events will be as much as possible linked to micro-credentials (certifying the learning outcomes of this short-term learning experiences); action-led, the events are aimed to generate concrete action points, to be further implemented by the participants. At the end of the task, a **Report on Acceleration and transformation activities for business (D4.5; M21)** will be produced.

T4.6. Celebration and networking [M13-M36] L: P17, P18; MC: P1, P5; C: All]

Arts and Arts X Science Festivals offer significant opportunities to bringing communities closer to the soil and bring soil closer to citizens’ values, elevating the importance of soils in the context of citizen’s lives, especially through original,

participatory, and engaging ways. SOILTRIBES will be at 2 international festivals: ENTRUDANÇAS, in February 2026; and EXPERIMENTA, in September 2027. [ENTRUDANÇAS](#) is an international festival that promotes popular music and dance as privileged means of learning and exchange between generations, knowledge, and cultures. Organized in Portugal by Pedexumbo (P17), This event unites, since 1996, people from all over the world. The coordinating association and the festival are strongly linked to the principles of the community and seek, with various actions, to contribute to the revitalization of the depopulated and aging interior Alentejo region. With more than 10 editions, [EXPERIMENTA](#) biennial is a major event in the Southeastern French city of Grenoble. This Arts X Science event is organized by Hexagon Scène Nationale Arts Sciences, the only national theatre in France with transdisciplinary programming. This 10-days festival involves live music, shows, theatres, conversations, workshops, exhibitions, forums and original commissions about music, art and science. EXPERIMENTA is built on ecology and sustainability principles and consist of a matrix of several projects that allow artists to develop the activity for their territories and territories to developed contemporary artistic activities. SOILTRIBES, a dedicated and committed community, will participate in these two events. FSTP initiatives will kick-off at ENTRUDANÇAS and their projects will be presented at EXPERIMENTA. After the biennale, a **Report on Celebration and networking activities, including a long-term plan (D4.6; M34)**, will be prepared.

WP5 - DISSEMINATION & EXPLOITATION

OBJECTIVES

- Create a strong engagement, communication, dissemination and exploitation strategy to raise awareness, foster soil literacy, and effectively reach and involve intended audiences.
- Create a distinctive and unified brand identity and clear messages for the project, reflecting its mission, values, and objectives.
- Communicate and disseminate best practices and progress towards soil health, sharing results and successful approaches via various materials and channels, including an online platform (which will also consist of a repository).
- Foster a multiplier effect and the uptake of results, by reaching and engaging the different target-groups and sharing the benefits of the project results.

WP Leader: P5 – YMH | Participants: All partners

T5.1. Plan for Dissemination, Exploitation and Communication (PDEC) [M1-M36 | L: P5; MC: P1, P7; C: All]

All partners, coordinated by YMH, will discuss and define the PDEC for SOILTRIBES project. By M3, a first version of PDEC will be finalized (**D5.1, D5.2, D5.3 and D5.4; M3, M15, M28, M35**). This will be a lively document and updates are planned to accommodate the project progress in terms of communication, dissemination and exploitation (D&E&C) needs and agreements. A monitoring system will be set up to guide and assess D&E&C performance. Periodic meetings will provide the space and time for partners (and other relevant stakeholders) to discuss the various aspects related to D&E&C measures. The PDEC will encompass a multi-pronged approach to effectively promote project information and foster engagement with diverse stakeholders, from the quintuple helix (Cf. *Figure 4*). It will define the why, what, who, when and how to communicate, disseminate and exploit the project results, identifying the messages, tailoring the actions to the target groups, and describing monitoring tools. *A preliminary version of the PDEC can be consulted in Section 2.*

T5.2. Communication, dissemination and exploitation toolboxes [M1-M36 | L: P5; MC: P7 C: All]

This task encompasses the development of the project website and the creation of D&E&C information and materials that will be organised in toolboxes for communication, dissemination and exploitation purposes. Toolboxes will be strategically stored in the project website and other channels to allow Consortium partners and other stakeholders to use them to promote, understand and uptake project activities and results. The Communication Toolbox is focused on the creation and sharing of the visual identity and brand framework of the project including: Project logo; Standards manual; Identifier hashtag for social networks; Brochure/leaflet; Banner Roll-up; poster. Adding to these materials, 20 Vidcasts (with soil experts, CoP, SLAs, Sas and third parties supported) will be produced, addressing Mission Soil topic priorities and providing concrete examples of actions in course to tackle soil challenges and promote soil literacy and engagement. Furthermore, 20 Comics (BD) will be created, translating a creative way to connect with the target-groups and inform them on key matters. The Dissemination and Exploitation Toolbox will include the results of the project (documents, reports, publications) produced within other WPs and describe the modalities of exploitation. The project website will contain an overview of the project and updated information about ongoing activities and available resources and events. The website will be linked to the **SOILTRIBES platform (D5.5; M3)**, where the CoP and resources will be managed. This Platform will be customized using [Decidim](#) as a basis and benefit from its management now-how (PLATONIQ). At the end of the project, a **Policy Brief (D5.6; M36)** will be produced and widely disseminated. Practice abstracts, in the common EIP-AGRI format, will be produced at the beginning (**Practice Abstract 1, D5.7, M3**) and end of the project (**Practice Abstract 2, D5.8, M36**).

T5.3. Development of Social Media Campaigns [M1-M36 | L: P5; MC; P10; C: All]

Through strategic planning and creative execution, the campaigns will effectively communicate the project's mission, achievements, and significance. Captivating visual and written content will be produced, utilizing storytelling techniques to resonate with the audience and evoke emotions. The campaigns will span across various social media platforms depending on the aim of the campaign and its target audience, engaging with diverse audiences and tailoring content to suit each platform. Interactive elements such as polls, quizzes, and discussions will encourage audience participation and

foster a sense of community. A close connection will be secure with the Soil mission platform. Collaborations with influencers, organizations, and stakeholders will extend the reach of the campaigns, amplifying their messages and inspiring action. Examples of campaigns could be the "Know Your Soil" series, "Sustainable Soil Heroes" spotlights, "Fact Friday" posts, all contributing to raising awareness about soil health, showcasing sustainable practices, and inspiring collective commitment. Campaigns will be finalized during the development of the **PDEC** (T5.1).

T5.4. Networking and dissemination [M1-M36 | L: P5; C: All

The task of networking and dissemination involves establishing meaningful exchanges with other initiatives, fostering collaboration, and sharing knowledge and experiences. Through active participation in multiplier events (including gatherings promoted by strategic projects, such as, for example, SOILL; coordination events, such as the European Mission Soil Week; and conferences such as the Forum for the Future of Agriculture), SOILTRIBES will create a synergistic environment that leverages complementary expertise and resources. These exchanges will facilitate the dissemination of research findings, best practices, and innovative solutions, contributing to a broader understanding of soil health and sustainable land management practices. By building strong connections with other initiatives and projects (e.g., connecting with the platform Climate-neutral Cities Mission), the consortium seeks to amplify the impact of the project, enhance stakeholder involvement, and collectively work towards achieving common objectives in promoting soil health and environmental conservation. The various partners are expected to attend at least one multiplier events. The results of this task will be gathered in the **PDEC** reporting.

WP6 - MANAGEMENT

OBJECTIVES

- Ensure efficient project coordination and management, which concerns all aspects relating to the implementation of activities according to the work plan.
- Ensure smooth communication within the consortium and between this and external bodies, namely the EC.
- Evaluate progress, monitor risk and assess impact to ensure that the project activities have the desired effects.
- Manage issues related with Ethics and Data Protection.

WP Leader: P1 – INOVA+ | Participants: All partners

T6.1. Overall coordination and management of the project [M1-M36] [L: INOVA+; Part: All partners]

This task encompasses all procedures to ensure that: project team members comply with the timely delivery of results; the work is executed with high quality; input is generated for internal and external reporting and documentation; overall legal, ethical, financial, and administrative management runs effectively. In particular, this task intends to ensure adequate and efficient elaboration of the detailed work plan and monitoring of activities development as planned in the work plan (i.e., project objectives are fulfilled within schedule and budget); organization and chairing of online (monthly) and on-site consortium meetings (4) to evaluate WP progress, including defining the agenda, minutes and following up on agreed actions; continuous communication between partners and external bodies and management of any possible conflicts; and timely submission of deliverables and periodically reports and management of review meetings to/with EC. **A Management and Coordination Handbook (D6.1; M1)** with internal rules, reporting procedures, communication policies and a set of templates to be used within the project will be developed at the beginning of the project.

T6.2. Risk management and quality control [M1-M36] [L: INOVA+; Part: All partners]

To guarantee the successful implementation of project activities and the delivery of high-quality outputs (deliverables, reports, others), the consortium will develop **(i) a Risk Management Tool and (ii) a Quality Assurance Plan (D6.2 and D6.3; M2; M18)**, which will add value to all activities and increase the probability of success and mitigate the doubt of achieving the project's objectives. The risk assessment presented in this proposal will be further developed, including which indicators to observe when measuring vulnerability and impact of an unwanted occurrence. The quality of all project outputs (internal and external) will be controlled using a peer-review process: each report/deliverable will be revised for improvement/validation by another project partner possessing sufficient competencies to analyse the consistency and completeness of the report/deliverable against the expected content, and not involved in its preparation. Internal audits will be performed by the Project Manager periodically to verify the standing point and quality of the results and deliverables.

T6.3. Data Management Plan [M1-M36] [L: INOVA+; Part: All partners]

The consortium will prepare and update during the project an **Data Management Plan (DMP) (D6.4, D6.5 and D6.6; M2, M18 and M36)** that will include information on the handling of data during and after the project; which methodology and standards will be applied; what data will be collected, processed and/or generated; whether data will be shared/made accessible for verification or reuse; and how data will be curated and preserved. The DMP will be a dynamic tool that will be updated throughout the project duration. To ensure an effective contribution to the EUSO, the consortium will identify in the DMPs which knowledge and specific datasets might be of relevance to the EUSO and appoint a contact person to participate in discussions on data management with the JRC's EUSO.

WP7 - ETHICS

OBJECTIVES

- To guarantee that all project activities, including those carried out by third parties, comply with EU and international ethical and legal frameworks, particularly in regard to the involvement of vulnerable groups, data protection, and cross-border data transfers.

- To create a structured oversight mechanism by appointing an independent Ethics Advisor and forming an Internal Board for Ethical Matters, ensuring continuous monitoring and assessment of ethical risks throughout the project.

WP Leader: P1 – INOVA+ | Participants: All partners

T7.1. Ethics Advisory [M1-M36] [L: INOVA+; Part: All partners]

In the SoilTribes project, the ethical and legal aspects of activities involving third parties, particularly those involving human participants, are of paramount importance. WP7 focuses on ensuring full compliance with relevant ethical and legal frameworks, especially when it comes to vulnerable groups, such as children, and the management of personal and sensitive data. This work package will address the consortium's ethical responsibilities, not only within its core activities but also for all third parties funded through FSTP measures. To ensure robust ethical oversight, WP7 will establish a two-tier structure: an External Ethics Advisor and an Internal Board for Ethical Matters.

An external and independent Ethics Advisor will be appointed to provide expert guidance on the ethical and legal issues associated with third-party activities. This advisor will be responsible for assessing the compliance of all funded third parties with the ethical standards required by the project. The Ethics Advisor's primary focus areas will include: 1) the involvement of human participants, particularly vulnerable individuals, minors, and underrepresented groups; 2) the collection, processing, and protection of personal and sensitive data, ensuring compliance with the GDPR and other data protection regulations; 3) the further processing of previously collected data, ensuring that its reuse respects the original consent given by participants; 4) the transfer of data between EU and non-EU countries (if this case occurs) and 5) any potential ethical concerns related to non-EU participation.

The Ethics Advisor will be consulted at key stages of the project, including during the launch of open calls for third parties, and whenever activities involving vulnerable groups or sensitive data arise. This role will ensure that all third-party actions comply with the highest ethical standards.

In addition to the Ethics Advisor, the project will establish an Internal Board for Ethical Matters composed of representative members from the consortium. This board will work closely with the Ethics Advisor to ensure seamless communication and timely action on ethical issues. The board will meet regularly to review the third-party activities, consult with the Ethics Advisor, and address any internal ethical concerns that may arise during the project's implementation.

This Internal Board will also be responsible for coordinating the ethics-related activities within the consortium itself, ensuring that all partners are aligned with the ethical guidelines set for the project. It will act as the primary interface between the third parties, the consortium, and the Ethics Advisor, ensuring that any issues are promptly raised and addressed.

The consortium will establish a comprehensive plan - **OEI - Requirement No. 1 (D1.1; M7)** that outlines the procedures and protocols for managing ethical issues. This plan will detail the processes for identifying, reporting, and mitigating potential ethical risks. It will also specify the timeline for ethics consultations, reports, and reviews. The Ethics Plan will ensure that all third-party activities are monitored from the outset and provide a clear framework for compliance with ethical standards throughout the project's lifespan. Additionally, two **Ethics Reports – interim (D7.2, M18) and final (D7.3, M36)** - will be produced during the project and submitted with the official reports in the Portal.

Table 3.1c: List of Deliverables

Deliv. (no.)	Deliverable name	WP	Lead participant	Type	Dissemin. level	Delivery date
D1.1	Collaboration framework and engagement strategy	1	INOVA	R	SEN	M2
D1.2	Living labs and lighthouses: an invitation to bottom-up actions	1	INOVA	R	PU	M32
D1.3	Soil Deal for Europe Ways Forward for Soil Literacy policy paper	1	INOVA	R	PU	M35
D1.4	Report on the design thinking and service design journey	1	PLATONIQ	R	SEN	M31
D1.5	Photo report on the twinning and peer-learning activities of the Stewardship Assemblies	1	ICLEI	R	SEN	M12
D1.6	Report on the training-action programme	1	INOVA	R	SEN	M24
D1.7	Crossroads of opportunities for the soil mission	1	CLIMATE-KIC	R	SEN	M32
D2.1	Draft of the open calls	2	INOVA	R	SEN	M6
D2.2	Calls packages	2	INOVA	R	PU	M31
D2.3	Contracts with third parties	2	INOVA	R	SEN	M35
D2.4	FSTP overall report	2	INOVA	R	SEN	M36
D3.1	Booklet and teasers of the artistic tale	3	WAMU-NET	R	PU	M36
D3.2	Thematic collection for policymakers	3	ICLEI	R	PU	M35
D3.3	Train-the-trainers package for educators	3	OCE	R	PU	M17
D3.4	Programme for the crash course “Soil science communication in news media outlets”	3	POLIMI	R	PU	M17
D3.5	Step-by-step guide for a design thinking and service design	3	PLATONIQ	R	PU	M33

	journey					
D3.6	Manual for Local Assemblies	3	ICLEI	R	PU	M27
D3.7	Guidelines for Soilathons, Soilblitz and Living Soil Workshops	3	ECSA	R	PU	M27
D3.8	Package of resources for business	3	ATC	R	PU	M21
D4.1	Report on the participation and organization of regional/national events for a wide audience	4	ERDN	R	SEN	M19
D4.2	Report on Edutainment activities for young people in different learning settings	4	OCE	R	SEN	M32
D4.3	Report on Science communication activities for researchers and communication experts	4	POLIMI	R	SEN	M32
D4.4	Report on Engagement activities for citizens	4	CLIMATE-KIC	R	SEN	M26
D4.5	Report on Acceleration and transformation activities for business	4	ATC	R	SEN	M21
D4.6	Report on Celebration and networking activities	4	PEDEXUMBO	R	SEN	M34
D5.1	Plan for Dissemination, Exploitation and Communication (PDEC)	5	YMH	R	SEN	M3
D5.2	PDEC 2	5	YMH	R	SEN	M15
D5.3	PDEC 3	5	YMH	R	SEN	M28
D5.4	PDEC 4	5	YMH	R	SEN	M35
D5.5	SOILTRIBES platform	5	PLATONIQ	DEC	PU	M3
D5.6	Policy brief	5	INOVA	R	PU	M36
D5.7	Practice Abstract 1	5	INOVA	R	PU	M3
D5.8	Practice Abstract 2	5	INOVA	R	PU	M36
D6.1	Management and Coordination Handbook	6	INOVA	R	SEN	M1
D6.2	Risk Management Tool and Quality Assurance Plan	6	POLIMI	R	SEN	M2
D6.3	Risk Management Tool and Quality Assurance Plan 2	6	POLIMI	R	SEN	M18
D6.4	Data Management Plan (DMP)	6	INOVA	DMP	PU	M2
D6.5	Data Management Plan 2 (DMP)	6	INOVA	DMP	PU	M18
D6.6	Data Management Plan 3 (DMP)	6	INOVA	DMP	PU	M36
D7.1	OEI - Requirement No. 1	7	INOVA	ETHICS	SEN	M7
D7.2	OEI - Requirement No. 2	7	INOVA	ETHICS	SEN	M7
D7.3	OEI - Requirement No. 3	7	INOVA	ETHICS	SEN	M7

Table 3.1d: List of milestones

Milest. #	Milestone name	WP	Date	Means of verification
MS1	CoP members selected (20 members * 4 pillars)	WP1	M4	List of names of the members of the CoP and agreements signed; Pre-requisite: D1.1 - Collaboration framework and engagement strategy
MS2	Plan for cross-fertilization and synergies established	WP1	M5	Plan for cross-fertilization and synergies including projects to be invited and outline of the sessions; Prerequisite: D1.1 - Collaboration framework and engagement strategy
MS3	First bootcamp organised	WP1	M8	Programme and list of attendees of the first bootcamp dedicated to the initial steps of the co-creation phase and igniting the prototyping processes.
MS4	Twinning Programme visits are concluded	WP1	M11	Draft of D1.5 - Photo report on the twinning and peer-learning activities of the Stewardship Assemblies
MS5	Open call for multi-actor initiatives launched	WP2	M12	Call package of the first open call for multi-actor initiatives, including the call text, templates to be used by candidates, tutorial videos and FAQ; pre-requisite: D2.1 - Draft of the open calls
MS6	Micro-grants granted within the first three calls	WP2	M20	Contracts with the beneficiaries of the FSTP granted within the first three open calls for members of the CoP to advance and share their knowledge in conferences or request access to advisory services
MS7	30 multi-actor initiatives are successfully running	WP2	M22	Contracts with the beneficiaries of the FSTP granted within the one call for multi-actor initiatives and reports with status of

				their projects.
MS8	Travelling exhibition successfully started	WP3/4	M11	Programme of the travelling exhibition of the multidisciplinary artistic soil tale
MS9	Plan for regional and national events prepared	WP4	M6	Plan with key thematic, sectorial, or special events to be organized at the national and regional levels within Task T4.1. and outlining the resources to be used and edutainment activities to be deployed.
MS10	Soilathons (7) are implemented	WP4	M12	Report describing the implementation of the Soilathons
MS11	Festival #1 (at ENTRUDANÇAS) is concluded	WP4	M15	Report describing the implementation of the first festival, ENTRUDANÇAS, organised in Portugal
MS12	+800 followers in SOILTRIBES social media	WP5	M12	Statistics from social media, namely those referring to the followers (on Twitter/X and LinkedIn); Pre-requisite: D5.1 - Plan for Dissemination, Exploitation and Communication (PDEC)
MS13	SOILTRIBES results downloaded 2.500 times	WP5	M18	Analytics from the website/platform, namely those referring to the number of downloads; Pre-requisite: D5.1 - Plan for Dissemination, Exploitation and Communication (PDEC) and D5.5 - SOILTRIBES platform

Table 3.1e: Critical risks for implementation #@RSK-MGT-RM@#

Description of risk <i>(i) likelihood, and (ii) severity: Low/Medium/High</i>	WP(s) involved	Proposed risk-mitigation measures
Enduring the Covid pandemic and other crises (including the war in Ukraine), as well as natural and unpredictable emergencies Probability: medium; Impact: high	All	The COVID crisis and later the war in Ukraine have created difficult conditions highly affecting environments to maintain the business operations running and limiting travelling and gatherings. The project design is flexible and exploits the benefits of a digital environment and local-based activities, mitigating the eventual effects of travel restrictions.
Delay in the activities, slowing down the global progress and execution Probability: low; Impact: medium	All	Partners are experienced and very committed to their vision and work plan. Through project meetings and proactive management and reporting (supported by management and control tools), delays will be resolved promptly.
Change in team members' evolving roles and main division Probability: low; Impact: medium	All	Extended team and shared participation facilitate processes of replacement if needed. The Project coordinator will require from partners to include substitutes with equivalent (or higher) qualifications and experience and inform them in detail about the project, their role and responsibilities.
Time/resources required for the finalisation of specific tasks are underestimated Probability: low ; Impact: medium	All	The project work plan and resources have been carefully designed. During project, proper control will be ensured with regular checking on partners resources and time execution (with periodic internal audits). Eventual corrective actions will be agreed by the consortium.
Insufficient engagement of key stakeholders and poor quality of events/ activities Probability: low ; Impact: medium	WP2, 3, 4, 5, 6	Partners have good networks involving local, regional and international stakeholders, from the different sectors. This will guide the design of messages, materials and tools adjusted to stakeholders interests and needs. Since day 1, partners will work towards the creation and engagement of Network and CoP. The community strategy, as well as the PDEC will support partners in identifying gaps and needs to be solved, and act accordingly.
Lack of coordination during events implementation due to the high number of stakeholders and activities foreseen. Probability: low; Impact: medium	WP2, 3, 4, 5, 6	Roles were assigned based on partners competencies. WP and Task leaders will be responsible for monitoring all the implementation activities and ensure the transfer of all necessary information to the involved partners. In case of misunderstanding, personal meetings will be implemented.
Lack of interest of stakeholders on FSTP calls OR withdrawal of FSTP Teams Probability: low ; Impact: high	WP3	Partners will dedicate good efforts in promoting the call through mass mailing and organization of online sessions to present the calls (WP3). The project will select the applicants based on criteria that will assess the quality of the proposed actions and the competencies of the teams, what shall prevent withdrawals. Moreover, during the FSTP programs, partners will dedicate good efforts in monitoring and mentoring the teams, stimulating their commitment with the project and supporting them in any issue arising.
Low number of new partnerships and interest in cross-fertilization Probability: low ; Impact: medium	WP2	Partners will identify the causes and explore new networks/contact to reach the targets, and organise meetings.

#§RSK-MGT-RM§#

Table 3.1f: Summary of staff effort

		WP1	WP2	WP3	WP4	WP5	WP6	WP7	TOTAL
P1	INOVA+	14	20	6	10	10	12,7		72,7
P2	POLIMI	3	3	6	11,6	4	1,5		29,1
P3	WUR	4	3	6,5	1,5	4	1,5		20,5
P4	OCE	4		7,3	8	4	1,5		24,8
P5	YMH	4	4	3,1	4	19,5	1,5		36,1
P6	ICLEI	8	0	3,4	0,5	4	1		16,9
P7	PLATONIQ	15,5	3	2	9	8	1,5		39
P8	PINA	4	8,8	4	1,5	4	1		23,3
P9	WAMU-NET	2		4,9	11,5	4	1		23,4
P10	DCA-AU	1	3	2,4	7,5	4,5	1		19,4
P11	CLIMATE-KIC	2,5		1,5	2,5	5,5	1		13
P12	LSW	0,3		1	0,8	0,5	1		3,6
P13	ATC	0,5		2	6,5	2,5	1		12,5

		WP1	WP2	WP3	WP4	WP5	WP6	WP7	TOTAL
P14	ECSA	2,9		1,5	3,5	4	1		12,9
P15	ERDN	3,9		2,5	8,5	3	1		18,9
P16	IFOS	0,5		2		0,3	0,5		3,3
P17	PEDEXUMBO	0,2			6,5	5	0,5		12,2
P18	HEXAGONE	0,1		2	0,5	0,5			3,1
P19	Viborg	0,3		0,3	0,1	0,1	0,6		1,4
P20	Cluj-Napoca	1,7		0,3	0,1	1	1		4,1
P21	Michałowice	2		0,3	0,1	1	1		4,4
P22	Altea	2,5		0,3	0,1	1	1		4,9
P23	Scafati	1,2		0,3	0,1	1	1		3,6
P24	Nantes	1		0,3	0,1	0,7	1		3,1
P25	Fundão	3,3		0,3	0,1	1	1		5,7
	TOTAL	82,4	44,8	58,2	96,1	93,1	37,3	0	411,90

Note: P12, P16, P18, P19, P23 and P24 have limited PMs because the activities they are involved in will be supported by partners from the same regions/countries.

Table 3.1h: 'Purchase costs' items | **Table 3.1i: 'Other costs categories' items:**

Purchase costs' items (travel and subsistence, equipment and other goods, works and services)		
P1-INOVA+	Cost (€)	Justification
Travel and subsistence	120.000€	1) participation of the members of the community at the assemblies and festivals (750€*80 px*2 events=120k) (T1.1);
Other goods, works and services	135.000€	1) consultancy/mentoring support for the definition and implementation of an action plan (7 assemblies*10 days*250€ fee*2 definition and implementation=30k)(T1.3); 2) expert support for the TERRA STAR Boost scheme to support 4 established and 4 promising initiatives with expert support to developed further their initiatives (8 initiatives*15 days*250€ fee=30k) (T2.3); 3) experts to assist selected projects to implement and support projects to scale-up (10 projects*12 days*250€fee=30k)(T2.4); 4) experts for the bench-learning talks (14 events*750€ fee=10,5k)(T1.1); 5) external ethics advisor (500€*20days=10k) (T7.1); 6) independent jurors (3 jurors *3 strands *1k€ fee=9k) (INOVA+-IP)(T2.2); 7) costs linked to the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 8) costs linked to edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2).
Remaining purchase costs	42.350€	
Total	297.350€	
P2-POLIMI	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k) (T6.1)
Other goods, works and services	34.500€	1) external experts for the crash course and productions costs (1,5k€ fee*4 experts+3k production costs=9k)(T3.4); 2) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 3) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 4) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 5) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2)
Remaining purchase costs	21.000€	
Total	61.900€	
P4-OCE	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k) (T6.1)
Other goods, works and services	60.500€	1) costs produce the train-the-trainers package, including expert support for the development of the 12 lessons and 12 tutorial videos (1,5k expert support*12 lessons+1k video production*12videos=30k) (T3.3); 2) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 3) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 4) production costs for the solution designed by the CoP group led by the partner (5k)(T1.2), 5) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for

		training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 6) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2);
Remaining purchase costs	23.250€	
Total	90.150€	
P5 - YMH	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k) (T6.1)
Other goods, works and services	15.000	1) production of the 20 comics (20*750€=15k)(T5.2)
Remaining purchase costs	11.500€	
Total	32.900€	
P7 - PLATONIQ	Cost (€)	Justification
Travel and subsistence	96.400€	1) costs to ensure participation of CoP members at the meetings of the cocreation journey (750€ cost per travel *3 meetings*40 px=90k)(T1.2); 2) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k) (T6.1)
Other goods, works and services	45.500€	1) costs for DECIDIM platform customization and maintenance (20k)(T1.1); 2) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 3) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 4) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 5) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2)
Remaining purchase costs	21.000€	
Total	162.900€	
P9 – WAMU-NET	Cost (€)	Justification
Other goods, works and services	84.500€	1) costs for the production of the multidisciplinary artistic soil tale, including artworks from multidisciplinary artistic fields and teaser films (15k per artist to support fees and production costs*4artists=60k)(T3.1); 2) production costs for itinerant exhibition, including transportation, venues, curation at museums (3,5k production*7 places of exhibition=24,5k)(T4.2)
Remaining purchase costs	7.900€	
Total	92.400€	
P10 – DCA-AU	Cost (€)	Justification
Travel and subsistence	20.300€	1) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*4px=12,8k); 2) costs to support the participation of the members of the local assembly in the 1:1 missions(750€ travel+subsistence+accommodation*10 px=7,5k)(T1.3)
Other goods, works and services	30.500	1) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 2) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 3) production costs linked to the experimentation of the local participatory assembly (5k)(T1.3); 4) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 5) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2);
Remaining purchase costs	21.000€	
Total	71.800€	
P12 - LSW	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k)(T6.1);
Other goods, works and services	2.500€	1) costs to host a project meeting, including venue, catering and consumables (2,5k) (T6.1);
Remaining purchase costs	1.500€	
Total	10.400€	

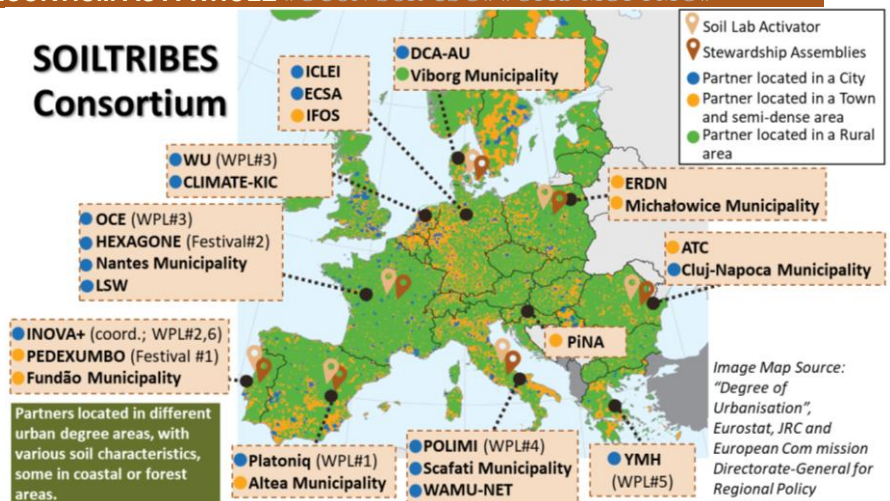
P13 - ATC		
	Cost (€)	Justification
Travel and subsistence	9.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k)(T6.1); 2) costs to support participation of selected team/pair from the soil meets news media outlets competition at 2 events (750€ travel cost*2 px*2 events=3k)(T2.3)
Other goods, works and services	30.500€	1) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 2) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 3) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 4) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2); 5) costs for translation into national language and publicity (2,5+2,5=5k)(T5.3)
Remaining purchase costs	10.500€	
Total	50.400€	
P14 - ECSA		
	Cost (€)	Justification
Travel and subsistence	9.650€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k)(T6.1); 2) costs to support participation in the bootcamp events (750€ travel cost*1 px*3 events=2250€)(T2.3); participation in one international event (1.000€))T5.4).
Other goods, works and services	5.000	1) production costs for the solution designed by the CoP group led by the partner (5k)(T1.2)
Remaining purchase costs	500€	
Total	15.150€	
P15 - ERDN		
	Cost (€)	Justification
Travel and subsistence	9.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k) (T6.1); 2) costs to support participation of selected team/pair from the soil meets news media outlets competition at 2 events (750€ travel cost*2 px*2 events=3k)(T2.3)
Other goods, works and services	45.500€	1) costs for the development of resources for business (1k per module*10 modules=10k)(T3.6); 2) costs for activities of the 2 soil lab activators events – cross-fertilization national fair/event and the Soil NIGHT festival – including booths, consumables, catering and expert fees (4k€ *2 events=8k)(T4.1); 3) costs for the edutainment activities in schools (2 events) and water museums (1 event) – including consumables, catering and expert fees (3 events*2,5k€=7,5k)(T4.2); 4) costs for acceleration events for entrepreneurs and business including venues, consumables, catering and expert fees for training event and workshops (2events*2,5k costs of the organization=5k)(T4.5); 5) printing costs, including roll-ups, brochures, flyers and other materials (5k)(T5.2); 6) costs for translation into national language and publicity (2,5+2,5=5k)(T5.3); 7) production costs for the solution designed by the CoP group led by the partner (5k)(T1.2);
Remaining purchase costs	12.750€	
Total	67.650€	
P16 – IFOS		
	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k) (T6.1)
Remaining purchase costs	0€	
Total	6.400€	
P17 - PEDEXUMBO		
	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k) (T6.1)
Other goods, works and services	25.000€	1) costs for the organization of project activities at the festival including booths/rooms, audiovisual tools, expert fees, catering, consumables (25k)(T4.6)
Remaining purchase costs	3.000€	
Total	34.400€	
P18 - HEXAGONE		
	Cost (€)	Justification
Travel and subsistence	6.400€	1) attend coordination meetings and festivals (800€ travel+subsistence+accomodation*4meetings*2px=6,4k) (T6.1)

Other goods, works and services	34.000€	1) costs for the organization of project activities at the festival including booths/rooms, audiovisual tools, expert fees, catering, consumables (34k)(T4.6)
Remaining purchase costs	3.500€	
Total	43.900€	
P20 – CLUJ-NAPOCA/ P21 - UGM/ P22 - ALTEA/ P23 - SCAFATI/ P24 - NANTES/ P25 - FUNDAO	Cost (€)	Justification
Travel and subsistence	13.900€	1) costs to support the participation of the members of the local assembly in the 1:1 missions(750€ travel+subsistence+accommodation*10 px=7,5k) (T1.3); 2) attend coordination meetings and festivals (800€ travel+subsistence+accommodation*4meetings*2px=6,4k)
Other goods, works and services	5.000€	1) production costs linked to the experimentation of the local participatory assembly (5k)(T1.3).
Remaining purchase costs	3.000€	
Total	21.900€	

3.2 CAPACITY OF PARTICIPANTS AND CONSORTIUM AS A WHOLE #@CON-SOR-CS@##@PRJ-MGT-PM@#

SOILTRIBES consortium were selected based on their expertise, proven track-record capabilities and successful past experiences. This will be valuable for a quick and successful take-off and a smooth running of the project and its activities throughout the whole project life cycle. **SOILTRIBES** partners form a strong group that gathers the necessary experience to successfully achieve the project goals. The consortium brings together partners with complementary expertise, different experiences, and different geographical distribution, guaranteeing the exchange and exploration of different perspectives, local-based needs and the coverage of the value-chain related to soil literacy.

The 25 consortium partners represent 11 different EU Member States that hold the capacity to mobilise organizations and individuals in the eligible countries, where third parties can especially benefit from FSTP scheme. This capacity is more immediate evident for on the partners such as ICLEI, WAMU-NET, ECSA, ERDN and CLIMATE-KIC, but also expressed in the networks of the remaining partners (e.g., INOVA+ and PINA connections in the STARTS ecosystem, OCE and WAMU-NET links to UNESCO, OCE proximity with Educational for Climate Coalition and universities/researcher centres that can be activated by WU, POLIMI, DCA-AU). Moreover, SLAs and SAs will take place in 7 countries covering southern (IT, PT, SP), western (FR), central (PL, RO) and northern (DK) regions. The consortium is composed of SMEs, Universities, Public Authorities, NGOs, and Networks, gathering soil experts, social sciences, cultural and creative organisations, business, and industries, education and training, among other fields. They are strongly connected to the Horizon Missions (especially Soil but not exclusively), as well as other key initiatives, including STARTS, the New European Bauhaus. Together, their profiles and know-how guarantee that innovative approaches are sought and reached, and an insightful cooperation can be further developed. As introduced in Section 1, **SOILTRIBES** consortium gather partners from different disciplines (including HASS), experienced in open science practices and committed to implement gender and other inclusive measures in their work. In addition, tasks were designed with clear roles for partners based on their expertise. This will ensure an efficient work process, while motivating partners to cooperate, exchange and build results together during the project and after it. **SOILTRIBES** is a project of consortium partners' interest and, thus, all partners are motivated to contribute to the success of the project activities and to exploit the project results. Local municipalities onboard (representing urban and rural regions, different types of soils and land uses) are especially committed to the leading a participatory process open to their communities. All tasks will stimulate exchanges between partners, including tasks dedicated to design of strategies and methodologies, as well as implementation of events. This will ensure and motivate an alignment between partners



and stimulate partners to exchange knowledge and best practices. The table below summarizes the expertise and complementary of the Consortium members.

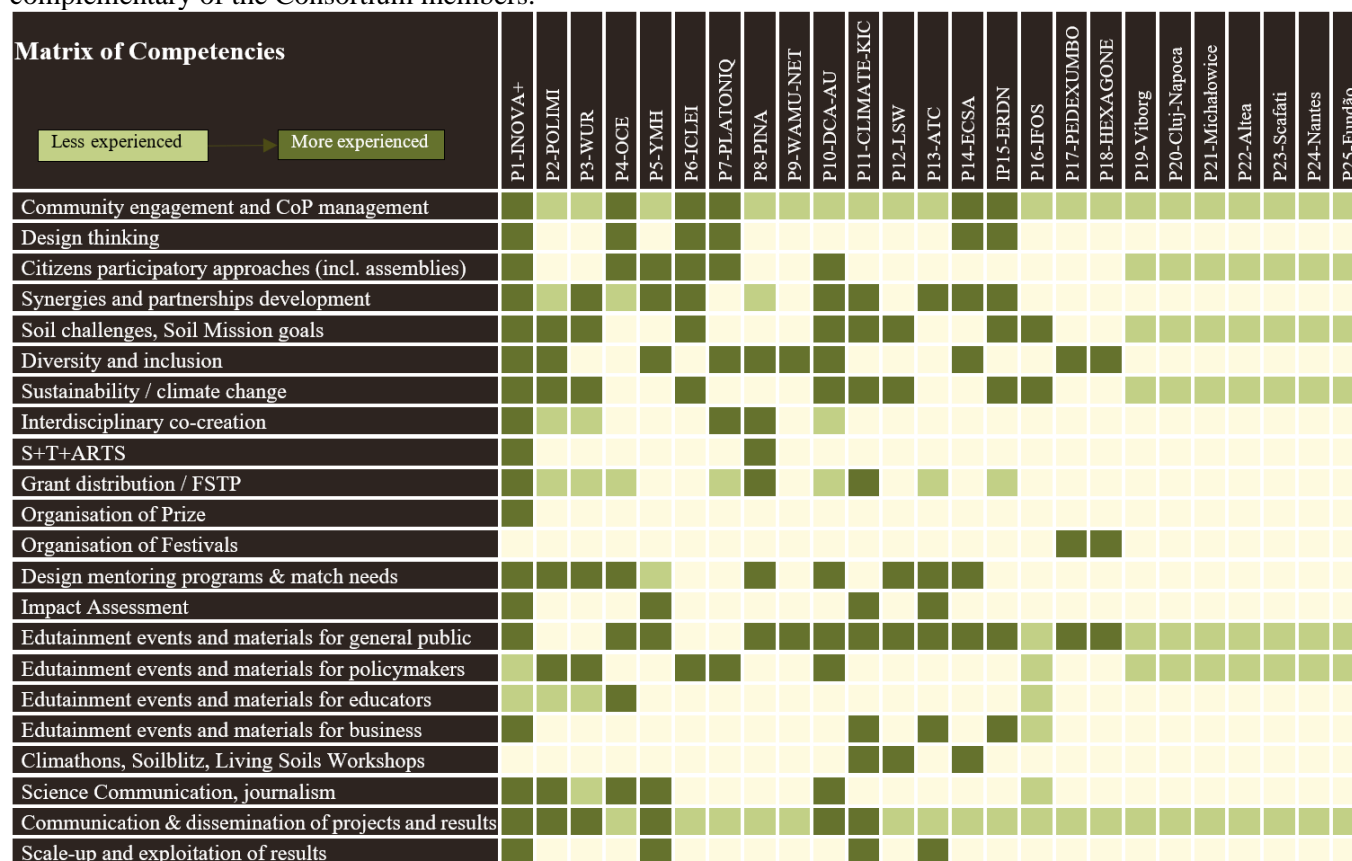


Figure 11. SOILTRIBES Consortium: matrix of skills and competencies. Source: Consortium own elaboration.

4. ETHICS SELF-ASSESSMENT

Ethical dimension of the objectives, methodology and likely impact

SOILTRIBES does not involve critical ethical issues. No major ethical issues have been raised in the self-assessment ethics table. A few remarks are addressed below concerning the: (i) involvement of human participants; and (ii) collection of personal data.

HUMAN PARTICIPANTS - volunteers for non medical studies:

SOILTRIBES is a Coordination and Support Action, planning to create and strengthen a community around soil topics; provide financial support to third parties to develop innovative solutions for an enhanced soil literacy; organise multiple events to disseminate tools and best practices on soil protection. In this context, SOILTRIBES will call for the participation of various citizens in its activities. The project will organise multiple events, sessions and a community that will involve thousands of citizens (especially in WP2, WP3, WP5 and WP6). The performance and impact of these activities will be assessed based on impact assessment tools for participants of the activities (surveys, interviews, etc.). In all these actions, participants will participate voluntarily and they can withdraw at any time. An informed consent will be prepared and stakeholders will be properly informed about any procedures implemented by SOILTRIBES (e.g. privacy policy) and their rights related to their participation in the activities. A clear participants' informed consent will be asked and documented.

In the case of participants with whom contracts will be established (such as FSTP, contracts for the buying of services), rights and duties will be also established in the contract in a clear format and as agreed between all the parties involved.

HUMAN PARTICIPANTS - children/minors:

Some of the activities planned by SOILTRIBES target young citizens and the wide audience (in WP4, where multiple events will be organised targeting the different audiences). In this context, some of the activities will involve children/minor. However, none of the activities pursues the involvement of non-supervised children/ minor. Instead, the activities target organisations that have contact with young people (schools, museums, etc.). As such, children/ minors will be always supervised by their tutors/ parents, who will be adequately informed about SOILTRIBES actions and conditions. Moreover, none of the activities will request sensitive information from children/ minors. In case information is needed, tutors/ parents will be contacted.

PERSONAL DATA:

SOILTRIBES will collect some personal data - gender, birth year, contacts - from the participants mentioned before. The data will be requested from individuals/ organisations: applying to FSTP; registering to participate in the project events; and answering to the project impact assessment tools. None of the data that will be requested involve special

categories or the profiling, systematic monitoring of individuals. A Data Management Plan will be detailed at an early stage of the project (in WP7) to detail procedures to manage and store all the types of data handled in the project. Stakeholders will be adequately informed about the procedures for data management adopted by SOILTRIBES. These procedures will respect the best practices and the privacy of stakeholders (using by default the procedure of anonymisation of personal data and the limitation of the access to data to a restricted number of entities).

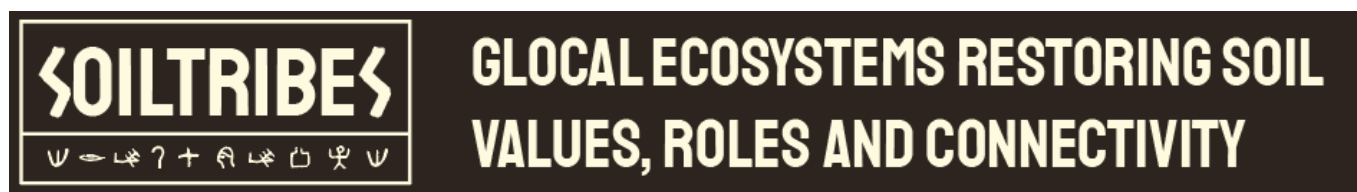
Compliance with ethical principles and relevant legislations

SOILTRIBES's Consortium will ensure full compliance with the ethical principles and the applicable EU, international, and national laws for the ethics issues identified in the Ethics Summary Report and any additional ethics issues that may emerge in the course of the grant, will be ensured. The guidance provided in the European Commission Ethics Self-Assessment Guidelines will be rigorously followed for any applicable ethics issue.

In specific, in relation to the two issues raised in the Ethics self-assessment (human participants and personal data), the project will comply with the best ethical principles from the applicable international, EU and national law (in particular, the General Data Protection Regulation - GDPR (Regulation EU2016/679 of the European Parliament, national data protection laws and other relevant legislation).

The project will document participants' informed consent in advance, providing a clear and understandable explanation of the purposes, methods and implications of each activity, as well as an overall explanation about the purposes of the project. External individuals/ stakeholder groups that will take part of the project activities (e.g. FSTP, events, surveys) will be invited on free voluntary basis, and they will be able to 'opt-out' at any time of the activity. If sound or image recordings are required for developing the planned activities, all participants are informed of any intention to make any visual material public and they are given the opportunity to refuse to be taped or photographed. In case of activities targeting young citizens, no information will be requested to children/minor and they shall be accompanied by their tutors/ parents. SOILTRIBES will work to limit all potential negative impact in the persons concerned. Data will be subject to appropriate safeguards; access to personal data will be limited to the SOILTRIBES team members responsible for the collection and processing of the data.

The project consortium is committed to take the best interests of all participants/organizers during all planned activities following the best ethical practices. Efforts are dedicated for the proper monitoring, compliance, and safeguard of ethics and data management within WP7, coordinated by INOVA+. An Ethics and Data Management Plan will be set up to guide the consortium partners to fulfil the overall project's objectives and to ensure that the legal and ethical standards and guidelines of Horizon Europe are rigorously applied, regardless of the country in which the actions are taking place.



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1. FINANCIAL SUPPORT TO THIRD PARTIES

1.1. OVERVIEW

SOILTRIBES is all about **establishing, activating, and empowering multi-actor communities** tied by a strong and familiar soil “dialect”, a deep emotional connection backed up by relevant knowledge and an action-oriented mindset that recognizes the key role each and everyone together has in preserving for generations to come our rich, essential, and irreplaceable soil. “Tribes” will share the same commitment and will embark on a powerful journey of transition and transformation, bolstered by the nexus of science, technology, arts, and society. **SOILTRIBES main goal is to pave the way towards inspiring “back to Earth” narratives translated in new formats of knowing, feeling, and behaving in regard to soil, its importance and challenges, and its future, which is deeply connected with ours.**

To realise its vision, SOILTRIBES will implement a set of actions to galvanizing innovation and triggering behavioural change with the following objectives:

- Create a funding scheme to enable, foster and scale up successful initiatives, promoting multidisciplinary exchanges and harnessing the full potential of multi-actor-led innovations within the nexus of science, arts and society.
- Unveil and value CCIs and art-related products, services, and processes' role in increasing soil literacy, mobilising populations and promoting a transformative process towards a climate-neutral society that cares for its soils.
- Support 1) innovative communication campaigns using different tools to raise awareness and involve citizens in sustainable practices; 2) creative soil-related activities and events targeted/involving citizens and centred on the importance of soils, and 3) citizens' engagement actions applying innovative, participatory and creative methodologies.

As such, SOILTRIBES will establish a thorough Financial Support to Third Parties (FSTP) scheme (relevant, coherent, effective, efficient, and impactful), composed of two main components:

1. Financial support in the form of a grant awarded after a call for proposals, subdivided into:

- **(a) lump sum grants to support initiatives led by multi-actor teams** (gathering artists/communicators/creatives and soil experts/scientists/technologists, together with business/industries linked to soil ecosystem services, public authorities, citizens, youth/citizen/environmental associations, schools/universities communities and other stakeholders), assisting these teams in the implementation of disruptive, place-based and cross-border collaborations for the development of soil literacy. These initiatives can take the form of new ideas (**development of innovation**) or envisage scale-up, embedding and mainstreaming good practices (**transfer of innovation**). In both cases, the teams should address one of the possible **three strands: “communication campaigns”; “creative soil-related activities and events” or “citizens engagement”**. Each topic will be overseen by one specialised partner (covering the artistic, communication and engagement components), which will integrate the FSTP board. This structure will also involve expert partners linked to soil science and the New European Bauhaus. Proposed initiatives can vary in size and duration, applying to **small (6 months, EUR 25.000), medium (9 months, EUR 50.000) or large (12 months, EUR 100k.000) lots**. With a strong artistic component, projects will need to show how they contribute to the realization of the mission targets. Selected beneficiaries will have access to a mentoring scheme to assist them in the successful implementation of their projects.
- **(b) lump sum micro-grants for members of the SOILTRIBES CoP** to advance and share their knowledge in conferences or request access to advisory services/vouchers. During the first 2 years of the project, four calls will be issued to grant 32 applicants with these EUR 750 micro-grants.

1.2. LUMP SUM GRANTS TO SUPPORT INITIATIVES LED BY MULTI-ACTOR TEAMS

The **main objective of these lump grants** is to support projects ambitioning to contribute to increasing soil literacy across society, raise awareness and engage citizens in the protection and preservation of soil. Projects shall address and contribute to, at least, one of the following 3 strands of actions, while contributing to the New European Bauhaus:

- Communication campaigns, using different tools (e.g. social media, magazines, podcasts, posters, arts, movies, documentaries) to raise awareness on the importance of soil, engaging with citizens by proposing hands-on activities on proven sustainable practices for soil protection and management, and highlighting the relevance that soil has in people's daily lives and link it with people's values.
- Creative soil-related activities and events, that target and/or involve the public, such as cultural/arts events, exhibitions, and creative workshops that have at their centre the importance of soils.
- Citizens' engagement in the protection and preservation of soil as well as in tackling soil challenges, through innovative, participatory and creative methodologies (e.g. by applying arts-based methods for transformative engagement, citizen assemblies and collaborative projects (e.g. on composting, greening cities and reducing soil sealing, avoiding soil pollution, promoting soil biodiversity).

The call is designed in line with "Mission Soil – Soil Deal for Europe". Applications shall address the topic priority of soil literacy and at least one more of the following mission topic priorities:

1. Land degradation relating to desertification;
2. Conservation and increasing of soil organic carbon stocks;
3. No net soil sealing and increase the reuse of urban soils;
4. Reduction of soil pollution and enhance restoration;
5. Soil erosion prevention;
6. Improvement of soil structure to enhance habitat quality for soil biota and crops;
7. Reduction of EU global footprint on soils.

Projects shall be multidisciplinary and use a multi-actor approach. They also must demonstrate to have a strong artistic component.

1.2.1 Design and launch of the open call

The SOILTRIBES Network, in particular members of the Community of Practice and other relevant stakeholders (including teams leading projects of the cohort of the Soil Mission and teams from the STARTS initiative), will be involved in a consultation process (through an online survey) that will help to finetune the outline here proposed.

Inputs gathered will be as far as possible incorporated in the calls through a supplementary validation process where compliance with the framework proposed, general rules and guiding principles will be guaranteed by the consortium. At the end of the process, the project team will carry out the final arrangements to launch the call (including the specifications, application form(s) and annexes, FAQ, and other necessary elements). Priority will be given to a simplified procedure at all steps, reducing the burden and encouraging less experienced applicants and newcomers to funding schemes to participate. The EU survey platform will be used to support the process and accessibility ensured. With the preparatory steps concluded between M5 and M7 (development of all necessary documents, setups in EU Survey, FAQ sections prepared, and help desk line created, among others) the call will be formally activated and announced to the public (M8). The launch of the call will include the publication and advertising of the call and all related information, which will be primarily disseminated via the project website/platform, and social media channels of the project and partner organizations. Moreover, each partner will promote the calls among their network (reaching at least 100 local stakeholders). Additionally, a business intelligence platform providing information about grants at the international level (for instance, DevelopmentAid), will be used to scale up the outreach of the calls. The call will be disseminated in the F&T Portal.

Whereas the call and related documents will be in English, their availability online will harness the full potential of automatic translations into the national languages. Moreover, the consortium members will take advantage of their multinational teams to disseminate the scheme in different languages when possible (e.g., info sessions). Nevertheless, it is important to highlight the applicants should be able to communicate in English about their project. An information package about the call (including all relevant documents and the video tutorials prepared by the consortium) will be forwarded to the key players supporting the promotion of the call. This package will be made available also on the EU Survey. Information sessions will be promoted after the launch of the call to present the main features, clarify doubts, and encourage participation. The call will remain open for at least two months, a period during which an intensive promotional campaign will be run, and a helpdesk line (email) will be secured, respecting principles of equal treatment and the absence of conflict of interest.

In parallel with this process, a call for expression of interest dedicated to identifying potential jurors will be launched. Procedures for EU Experts will be considered as a reference.

Main features of the call

The text of the calls will be clear and objective to allow all applicants to prepare and organise the submission of the respective proposals. It expects to be innovative but at the same time comply with the regulatory framework set out in the EU Financial Regulation and GA signed by the consortium, using as a basis the principles of proportionality, sound financial management, equal treatment and non-discrimination.

The following sections will be considered for the call specifications: 1) Introduction, 2) Background, 3) Objectives, priorities, and activities, 4) Timetable, 5) Available budget, 6) Admissibility and documents, 7) Eligibility, 8) Financial and operational capacity and exclusion, 9) Financial provisions, 10) Award criteria, 11) Visibility, 12) Processing of personal data and 13) How to apply? For the application form, the outline will most likely include sections linked: Organisation data, Main contact details, Declarations¹, Summary/Abstract, Description of the Action (DoA), and Simplified Estimation of Costs (annex to be uploaded). Sections will be limited in the number of characters and applicants instructed to comply with the limits indicated. Applicants will also be requested to submit a short presentation video. Technical details will be instructed.

In order to qualify for financial support via the grant distribution scheme, proposals must meet the pre-defined admissibility and selection criteria as well as a score above thresholds on the award criteria.

Admissibility criteria

Proposals need to be submitted in English, complying with the submission rules (procedure, form(s), limit of pages number and deadline).

Applicants need to identify the **lot** they are applying to:

- Lot1 – Development of new ideas
- Lot 2 – Improve and scale-up of existing ideas/ solutions

Applicants need to identify the **strand** they are applying to (cf. 1.2):

- Communication campaigns
- Creative soil-related activities and events
- Citizens' engagement

A simplified estimation of costs considering the provided budget headings will need to be submitted in the given Excel worksheet. The budget proposed by the applicant needs to be equal to the fixed sizes of lump sums foreseen in the scheme:

- small (EUR 25.000),
- medium (EUR 50.000)
- large (EUR 100.000)

Applicants need to consider a fixed period for their actions depending on the size of grant they are applying to.

- small (6 months)
- medium (9 months)
- large (12 months)

Applications shall address the topic priority of soil literacy and at least one more of the following mission topic priorities

Eligible activities (List of the types of activities that qualify for FSTP)

- Awareness-raising/communication activities (including production and distribution of print, multimedia or audiovisual material, web and social media outreach activities, media events, conferences, seminars, workshops)
- Capacity-building actions (education, training, mentoring, conferences, seminars, workshops)
- Campaigning and advocacy activities
- Participatory processes aimed to engage with different groups of people
- Development and prototyping of innovative artistic-driven solutions, as well as pilots for testing and upscaling artistic-driven innovative solutions

¹ Confirming that the information contained in this proposal is correct and complete and that none of the project activities have started before the proposal was submitted; declaring to be fully compliant with the eligibility criteria set out in the call, not to be subject to any exclusion grounds, and to have the financial and operational capacity to carry out the proposed project; have read, understood, and accepted the Privacy Policy; declaring to be aware that if the proposal is retained for EU funding, a signed declaration of honour and other supporting documents for an additional check on the eligibility and preparation of the contract should be provided; confirming that neither the project as a whole nor any parts of it have benefitted from any other EU grant.

- Exchange of good practices (including networking to ensure cross-fertilisation and collaboration)

Eligibility/selection criteria

Eligible participants (Persons or category(ies) of persons that may receive the grant)

To be eligible, applicant(s) (beneficiary(ies)) must:

- be legal entities (public or private bodies)
- be established in one of the Member States of the European Union and its Overseas Countries and Territories (OCT) or Associated Countries to Horizon Europe. that, on the date of the publication of the call, participate in the Horizon Programme.

Other entities may participate in other consortium roles, such as associated partners, subcontractors, third parties giving in-kind contributions, etc.

Consortium composition

Proposals can be submitted by a mono-beneficiary or consortium, as follows.

For small projects, applications by single applicants are allowed (single beneficiaries), as well as proposals submitted by a consortium of at least 2 applicants (beneficiaries; not affiliated entities). For medium and large projects, proposals must be submitted by a consortium composed of at least three entities (beneficiaries; not affiliated entities).

Both, mono-beneficiary or consortium application must ensure at least a leading or partner organization from creative and cultural industries and sectors.

For consortia, proposals may be submitted by any of the following applicants or combinations of:

- organizations from creative and cultural industries and sectors
- non-profit organisation (private or public);
- public authorities (national, regional, local);
- international organisations;
- non-governmental organisations;
- universities;
- educational institutions;
- think tanks;
- research centres;
- startups and SMEs;

Applicants must have sufficient resources to successfully implement the projects, demonstrated by their financial capacity and their know-how, qualifications, and human capital to successfully implement the projects.

Moreover, projects shall be multidisciplinary and use a multi-actor approach. They also must demonstrate to have a strong artistic component.

Multiple proposals are not allowed.

Criteria for awarding the financial support

Relevance (40%)

Description of the background, needs analysis and objectives of the project, demonstrating the alignment with the topic selected; description of the European added value of the project; detail on how the project addresses the cross-cutting issues; artistic value

Quality (20%)

Presentation of a coherent and consistent work plan and timeline, adequate to achieve the proposed objectives and lead to appropriate, effective and high-quality results

Management and cost-effectiveness (20%)

Demonstration of the operational capacity of the organisation and the team; cooperation mechanisms with external organizations; details on how the team will manage, monitor, and secure the quality of the action, appropriate allocation of the budget for the proposed work plan and strategies for saving costs

Impact and sustainability (20%)

Details on how the project is innovative/new/experimental or has the potential to scale up a good practice, description of the communication, dissemination and engagement strategy, clarification on how the results of the project will be used beyond the end of it

*Thresholds correspond to 50% of each criterion individually and all together.

Financial provisions and criteria for giving financial support

Maximum amount of financial support for each third party ('recipient')

The maximum amount to be granted to each third party is EUR 100 000. Third parties cannot be recipients of more than one grant within the SOILTRIBES and twin project SOILSCAPE (ID 101156511).

Criteria for calculating the exact amount of the financial support

The call for proposals defines a fixed lump sum and the budget requested by applicants in the proposal must be equal to this fixed lump sum. The proposal must describe the resources mobilised for this amount.

The budget proposed by the applicant needs to be equal to the fixed sizes of lump sums offered by the scheme: EUR 25.000€, EUR 50.000 and EUR 100.000.

A simplified estimation of costs considering the provided budget headings will need to be submitted in the given Excel worksheet. Budget headings include:

- Personnel costs
- Subcontracting
- Purchase costs
 - o Travel*
 - o Equipment
 - o Other goods, works and services

Caps are not anticipated for these categories.

**Budget provisions draft by applicants in their estimated budget for the action shall include two compulsory travels: a kick-off meeting, organized together with the ENTRUDANÇAS Festival, in Portugal (M14), and an impact assessment meeting, organized together with the EXPERIMENTA Festival (M32), in France.*

The call for projects should result in the selection of 30 projects eligible to receive funding. Three sizes will be considered for grants in the three strands, taking the form of fixed lump sums: EUR 100.000, EUR 50.000 and EUR 25.000 allowing applicants to submit projects with different levels of ambition/complexity. Projects are funded at 100% for the strands defined. Applicants are invited to complete a simplified estimation of costs explaining how the resources will be mobilised for the lump sum fixed in the contract.

A proposed initial distribution is provided below, however, should be considered flexible and subject to eventual adaptations in what concerns the total number of projects selected in each strand and open call.

	Communication campaigns	Creative soil-related activities and events	Citizens' engagement	Total FSTP
Large: EUR 100.000	3	3	4	EUR 1.000.000
Medium: EUR 50.000	4	3	3	EUR 500.000
Small: EUR 25.000	3	4	3	EUR 250.000
Number of projects	10	10	10	30/ EUR 1.750.000

1.2.2. Submission of applications and procedures for giving financial support

During the application period (2-month period, concluding on M10), 4 webinars with an info-session format will be organized to disseminate to present the main features of the call, clarify doubts, and encourage participation. Additionally, an intensive promotional campaign will be implemented, and a helpdesk line (email) will be secured, respecting principles of equal treatment and the absence of conflict of interest. Once the submission period is completed, the team collects all applications received through the 'EU Survey platform' and compiles them in a folder using an online platform OneDrive that guarantees the required levels of data security with all data stored in European servers. One password-protected folder will be created for the purpose of storing all applications received in each call. Each one will be stored in a dedicated sub-folder where will be added all the information received through the application and further information on the following steps. Applicants will be informed beforehand of the policy for the processing of personal data. At this stage, the project team (technical and financial experts) will perform a first screening to assess the admissibility requirements. In case of incomplete applications, candidates are granted the right to submit the missing administrative files or correct clerical mistakes within five working days. Further to this first checking, the team will undergo a second analysis of the proposed actions towards

eligibility/selected criteria. Non-eligible proposals will be collected in a separate folder and a notification will be sent out to the respective applicants. Applications that pass this check will be assigned to a team composed of a pair of evaluators who will perform their evaluation. A jury panel will be composed for the evaluation and selection of the applications, with a mixed external/in-house panel to be constituted for the lump sum grants to support initiatives led by multi-actor teams.

An evaluation package will be created to be shared with jury members, including a presentation of SOILTRIBES, open call scope, evaluation procedures, and scorings, among other relevant information. A user-friendly system will be used to collect the evaluation from jury members, ensuring smooth, clear and fair evaluation. A kick-off meeting will be organised to present the evaluation procedures and system, and final meetings carried out to discuss the final candidates' ranking list.

The evaluation system will be built on a two-stage approach: in the first stage, jurors will assess all eligible proposals by their summary section and presentation video, based on a 10-point scale and predefined award criteria (a threshold of 5 points will be considered); proposals that pass the overall threshold will be considered for the second stage of evaluation within the limits of the 150 highest ranking proposals and each application will be assessed by each section of the application form and submitted annex (simplified estimation of costs), based on a 100-point scale (proposals will need to pass thresholds defined per criterion and the overall threshold defined, which will be at least half of the maximum score possible). Criteria to be used in case of ties will be agreed upon beforehand.

The proposed approach for this stage involves the following steps condensed in two months:

- Set-up – online kick-off meeting with the jury panel and distribution of the evaluation packages (shared protected folder with an Excel with codified applications and respective summaries and presentation videos, where jurors individually provide their scores to all predefined criteria²)
- 1st Stage assessment: each juror assesses, individually, each application and then the project team gathers the evaluations of each pair, calculates the averages highlighting cases of discrepancy and requests jurors to proceed with consolidation meetings when applicable; after the meetings and receiving all the agreed consolidated scores, the project team assembles the final ranking of the 1st stage, with up to 150 applications;
- 2nd Stage assessment: the project team updates the evaluation packages by adding/forwarding to the jurors the complete folders of the applications (the form with the full description of action – DoA - and simplified estimation of costs); full applications are assessed individually by each juror (organized in pairs), considering the predefined criterion and sub-criterion and then the project team gathers the evaluations, calculates the averages highlighting cases of discrepancy (e.g., where a difference of 20 points is observed in the final scores of the two jurors) and requests jurors to proceed with consolidation meetings when applicable; after the meetings and received all the agreed consolidated scores, the project team assembles the final ranking and organizes a final ranking meeting with all jurors. During this stage, special attention will be given to a balanced distribution, considering the geographical coverage and the different lots and strands.

After the meeting, and concluding the process, notifications are sent to all applicants, informing them of the process and results (rejected due to non-eligibility, rejected due to scores below thresholds, not selected due to lack of funds and awarded). After the period of contestation, the final selected candidates (including the identification of selected projects, award dates, project durations, final recipients' legal names and countries of establishment) will be announced, on M13 through the different SOILTRIBES channels.

Together with the notification informing on their results, selected applicants will be notified that their proposal has reached the stage of contractualization. At that moment, they will be requested to send various administrative and financial documents, including the Declaration of Honour, Legal Entity Form and respective supporting documents, Financial Identification Form, and Financial Capacity Table (only for large-size projects). After receiving the documents, the project team will proceed with a second administrative and financial check. Concluded the analysis, a template of a contract will be sent to the applicants. Articles of the agreement will refer to the general conditions of the contract between the parties (the consortium and the awarded beneficiary), including the subject and period of the agreement, the form of the grant, maximum amount and estimated budget, eligible and ineligible costs, obligations of the beneficiary, conflict of interests, confidentiality, ethics and values, data protection, intellectual property rights, dissemination and visibility, reporting, payments and costs with transfers, communication details of the parties, liability for damages, amendments, force majeure, suspension of the implementation of the action, suspension of payments, termination of the agreement, etc. The agreement is supplemented by the description of the action, budget of action and models of reports. The contractualization period should be concluded in 1-month period (M13).

1.2.3. Assistance for the implementation and support to scale-up

The contract will have a fixed starting date and will establish the final date of the action based on the selected strand, which will correspond to 6-, 9- or 12-month months counting 30 days after the notification. This document will also

² Assignments limit the risk of conflict of interest as jurors are asked to check all cases and are reassigned in cases a conflict of interest is mentioned.

mention the payments scheme, which in standard will involve 3 payments: one advance payment (50%) at the beginning of the action, with the signature of the contract, one interim payment (30%) in the middle, with the submission and approval of the interim report and remaining (20%) at the end, with the submission and approval of the final report. Once the contract is signed the beneficiaries' advancement payments are processed and the project team, closely monitor the beneficiaries and their actions/projects and provides them with the support needed. Technical and financial officers are assigned to assist, and monthly email exchanges will be ensured after the inception meeting and supplemented by peer-learning events. At the compulsory on-site kick-off meeting³ (which will correspond to the ENTRUDANÇAS festival on M14), an overview will be provided together with more information/clarification about the administrative and financial aspects, as well as the visual guidelines to comply with. It is expected that several projects will run simultaneously and contribute to complementary objectives, increasing opportunities for cross-fertilization and connecting during implementation to maximise potential synergies, mutual learning and cross-feeding and providing an informal space to reflect on possible additional areas of cooperation. These actions will be further supplemented by the participation at the festivals (including the EXPERIMENTA biennale in M32), which all beneficiaries are expected to attend (and therefore, a direct reference will be made in the call and in the contract to the compulsory nature of their participation and the fact that costs need to be supported by beneficiaries). Information about payments and technical support/progress will be continuously updated in the management system. At the end, beneficiaries will submit a report detailing the level of implementation of their actions, the realisation of their proposed objectives, and a financial statement. The project team will analyse the technical and financial information provided and inform participants of the approval of their report or the need for further clarifications/elements. After the approval, projects will receive the final payment, which will depend on the level of execution of the work in line with the terms of the application/contract signed.

A helpdesk will be available from the beginning to the end and a mentoring programme will also be ensured to advise, and share best practices and tools to support their successful progress in their different phases. Internal (consortium partners) and external advisors will be invited to take part in the program and support teams on different topics. The topics will be identified through a needs analysis conducted with the teams. After the end of the action, an impact report will be produced by the beneficiaries, triggering their participation at the final event (the EXPERIMENTA Biennale on M32).

1.3. LUMP SUM MICRO-GRANTS FOR MEMBERS OF THE SOILTRIBES COP

The **main objective of these lump microgrants** is to support knowledge development and transfer in the field of soil literacy. The call is designed in line with “Mission Soil – Soil Deal for Europe”. Applications shall address the topic priority of soil literacy and at least one more of the following mission topic priorities:

1. Land degradation relating to desertification;
2. Conservation and increasing of soil organic carbon stocks;
3. No net soil sealing and increase the reuse of urban soils;
4. Reduction of soil pollution and enhance restoration;
5. Soil erosion prevention;
6. Improvement of soil structure to enhance habitat quality for soil biota and crops;
7. Reduction of EU global footprint on soils.

Activities proposed in the applications, which are exclusively allowed for members of the Community, should contribute to the benefit of the Community.

1.3.1 Design and launch of the calls

The survey to be carried out to the members of the SOILTRIBES Community of Practice for the lump sums above described will also include elements to allow their consultation regarding the micro-grants. Feedback collected will further inform the proposed outline for this specific type of support, which is also intended to encourage participation in the Community of Practice.

The final arrangements to launch the call (including the specifications, application form(s) and annexes, FAQ, and other necessary elements, and setups in the EU Survey,) will be prepared by the team between M4 and M5 and the first call will be formally announced on M6. Each semester, until the SOILTRIBES completes 2 years, the call will be reopened (M12, M18, M24). For the first and following launchings, publication and advertising will be primarily disseminated via the project website/platform, and social media channels of the project and direct mailing to registered members of the Community of Practice. The application package will be available in English. Information sessions will be promoted after the launch of the call to present the main features, clarify doubts, and encourage

³ Budget provisions draft by applicants in their estimated budget for the action shall include two compulsory travels: a kick-off meeting, organized together with the ENTRUDANÇAS Festival, in Portugal (M14), and an impact assessment meeting, organized together with the EXPERIMENTA Festival (M32), in France.

participation. The call will remain open for one month, during which the helpdesk line (email) will be secured to potential applicants.

Eight webinars with an info-session structure will be organised during the application period (1 month, ending on M6, M12, M18, and M24) to disseminate information, address questions, and promote engagement among the Community of Practice members.

Main features of the calls

The text of the calls will be clear and objective to allow all applicants to prepare and organise the submission of the respective proposals. A simplified process will be secured, starting with the brief/incisive call specifications, which will include: 1) Why to apply?; 2) Can I apply?; 3) How to apply? 4) When to apply? 5) What should I know further?. These sections will include, in simple terms, elements referring to eligibility criteria, evaluation and selection, administrative and financial matters, etc. For the application form, the outline will most likely include sections linked: Contact details, Declarations³, Description of the activity and Estimated Costs (annex to be uploaded). Sections of the application will be limited in the number of characters and applicants instructed to comply with the limits indicated.

Admissibility criteria

Proposals need to be submitted in English, complying with the submission rules (procedure, form(s), limit of pages number, and deadline)

A simplified estimation of costs considering the provided budget headings will need to be submitted in the given Excel worksheet. The budget proposed by the applicant needs to be equal to the fixed sizes of lump sums foreseen in the scheme: 750€

Applications shall address the topic priority of soil literacy and at least one more of the following mission topic priorities.

Activities proposed in the applications must contribute to the benefit of the Community.

Eligible activities (List of the types of activities that qualify for FSTP)

- Active participation in conferences, seminars or other events as speaker or equivalent
- Short-training course or equivalent to improve communication skills and/or learn more about soil literacy
- Acquisition of advisory services by experts on soil science and especially on literacy
- Other communication, education or engagement activity necessary for or justified by the activities of the CoP

Eligibility/selection criteria

Eligible participants (Persons or category(ies) of persons that may receive the grant)

To be eligible, applicant(s) (beneficiary(ies)) must:

- be natural persons
- be established in one of the Member States of the European Union and its Overseas Countries and Territories (OCT) or Associated Countries to Horizon Europe. that, on the date of the publication of the call, participate in the Horizon Programme
- be registered and demonstrate engagement/participation in the Community of Practice.

Multiple applications are allowed but between calls, preference will be given to candidates not supported in previous rounds.

Criteria for awarding the financial support

Relevance (40%)

Need and coherent alignment with the goals of the micro-grants call and activities of the Community of Practice; European added-value of the proposed action

Quality (30%)

Work plan and timeline, adequate to achieve the proposed objectives and results

Impact and sustainability (30%)

Details on how the action will contribute to the participant, Community of Practice and the elevation of soil literacy; concrete exploitation measures demonstrating a multiplier effect of the action.

*Thresholds correspond to 50% of each criterion individually and all together.

Financial provisions and criteria for giving financial support

Maximum amount of financial support for each third party ('recipient')

The maximum amount to be granted to each third party is EUR 1.500. Third parties cannot be recipients of more than two micro-grants within the SOILTRIBES.

Criteria for calculating the exact amount of the financial support

The call for proposals defines a fixed lump sum and the budget requested by applicants in the proposal must be equal to this fixed lump sum. The proposal must describe the resources mobilised for this amount.

The budget proposed by the applicant needs to be equal to the fixed sizes of lump sums offered by the scheme, i.e., EUR 750.

A simplified estimation of costs considering the provided budget headings will need to be submitted in the given Excel worksheet. Budget headings include:

- Purchase costs
 - o Travel
 - o Equipment
 - o Other goods, works and services

Caps are not anticipated for these categories.

The call for projects should result in the selection of 32 projects eligible to receive funding (e.g., 8 applications selected in each one of the 4 calls).

1.3.2 Submission of applications, selection and establishment of agreements

The team combines all applications received through the "EU Survey platform" once the submission period has ended and stores them in a folder using the online service OneDrive, which ensures the necessary levels of data security with all data saved in European servers. Each call's applications will be collected into one password-protected folder for storage. Each one will be kept in a separate subfolder where all the data obtained through the application and additional details regarding the next steps will be added. Candidates will be made aware of the policy for handling personal data in advance.

The project team will conduct a first screening at this time to evaluate the prerequisites for admissibility (including confirming whether the applicant is registered and active in the Community of Practice). Candidates are given three working days to complete any missing administrative files or rectify any typos in case their applications are incomplete. Non-eligible submissions will be gathered in a separate folder, and the relevant applicants will be notified.

Applications that pass the screening will be given to a team of two evaluators who will evaluate them. The applications will be evaluated and chosen by a jury panel made up of team members. To provide a smooth, transparent, and impartial review, a user-friendly mechanism will be used to collect the jury members' evaluations. The evaluation system and procedures will be introduced at the kick-off meeting. Final meetings will be held to discuss the final candidate ranking list.

The evaluation process will be based on a one-stage method, and on a scale of 100 points, jurors will score all qualifying proposals according to each section of the application form and the attached annexe (simplified estimation of costs), as follows: After the kick-meeting, evaluation packages are given out; full applications are then evaluated individually by each juror (organised in pairs), taking into account the predefined criteria, and the project team compiles the evaluations, calculates the averages, highlights instances of discrepancy, and asks jurors to move forward with consolidation meetings as necessary. Following the meetings and receiving all the agreed-upon consolidated scores, the project team puts together the final ranking. A balanced distribution will receive special consideration, taking into account the geographic coverage, gender, and representation of the different quintuple helix nodes.

After the meeting, and concluding the process, notifications are sent to all applicants, informing them of the process and results. After the period of contestation, the final selected candidates will be announced (M7, M13, M19, M25). The general terms of the agreement will then be agreed upon in a contract, including the subject and duration of the agreement, the grant's format, its maximum amount and estimated budget, eligible and ineligible costs, the beneficiary's obligations, conflicts of interest, confidentiality, ethics and values, data protection, intellectual property rights, dissemination and visibility, reporting, payments and costs associated with transfers, the parties' specific means of communication, and liability for The agreement is reinforced by the action's description, budget, and report template. The notification shall be followed by the end of the contractualization period in the same month.

By the agreed terms of the contract, selected beneficiaries will be obliged to implement the action within a maximum period of 6 months after the signature of the contract. Following the conclusion of the action, beneficiaries are expected (within 2 months) to deliver a report and explanation of the level of completeness of the activities proposed. With the approval of the report, the payment is forwarded to the third party.

2. GANTT

WP & Tasks	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36		
WP1 - ENERGIZING THE SOILTRIBES' CHANGE ENABLERS ECOSYSTEM				MS1	MS2			MS3		MS4																												
T1.1 - Creating and enacting a multi-actor community of practice		D1.1		MU1		MU2		MU3		MU4		MU5		MU6		MU7		MU8		MU9		MU10		MU11		MU12		MU13		MU14	PM2	D1.2						
T1.2 - Facilitating a design thinking and service design co-creation journey							BC1		BTF1		BTF2		BTF3		BC2		BTF4		BTF5		BTF6		BC3		BTF7		BTF8		BTF9		D1.4							
T1.3 - Activating local-placed experimentation through participatory assemblies				TP1	TP2	TP3	TP4	TP5	TP6	TP7		D1.5	T	T	A1	A1	A1	A2	A2	A2	A2			D1.6														
T1.4 - Cross-fertilization for a joint soil realm						CFW1						CFW2					CFW3							CFW4							CFW5		D1.7					
WP2 - GALVANIZING INNOVATION AND TRIGGERING BEHAVIORAL CHANGE												MS5									MS6		MS7															
T2.1 - Design and launch of open calls & financial support to third parties								OCI																								D2.1						
T2.2 - Submission of applications, selection and contractualization							MG1					MG2						MG3							MG4													D2.2
T2.3 - Assistance for the implementation and support to scale-up						AMG1	ECMG			AOCI	AOCI	EOCI	EOCI	COCI				AMG3	ECMG3						AMG4	ECMG4				AMG5	ECMG5						IROI	D2.3
								IMG1	IMG1	IMG1	IMG1	IMG1	IMG1	CMG1 / IMG2	CMG1 / IMG2	IMG2	IMG2	IMG2	IMG2	IMG2	CMG2 / IMG3	CMG2 / IMG3	IMG3	IMG3	IMG3	IMG3	CMG3 / IMG4	CMG3 / IMG4	IMG4	IMG4	IMG4	IMG4	CMG4	CMG4				
WP3 - CREATING EDUTAINMENT TOOLS AND RESOURCES FOR BOOSTED SOIL LITERACY												MS8																										
T3.1 Producing a multidisciplinary artistic soil tale											TE1				TE2																	TE6					TE7	D3.1
T3.2 Developing a thematic collection for policymakers																																						D3.2
T3.3 Creating a train-the-trainers package for educators																		D3.3																				
T3.4 Crash course soil science communication in news media outlets																		D3.4																				
T3.5 Developing resources for local assemblies and communities																																						D3.5
T3.6 Producing resources for citizens participation																																						
T3.7 Developing resources for business																																						
WP4 - POLLINATING WIDELY						M9					M10							MS11																				
T4.1 - Participation and organization of regional/national events																				D4.1																		
T4.2 - Edutainment activities for young people in different learning settings																																					D4.2	
T4.3 - Science communication activities for researchers and communication experts																																					D4.3	
T4.4 - Activities for citizens																																						
T4.5 - Acceleration activities for entrepreneurs and business																																						
T4.6 - Celebration and networking																																						
WP5 - DISSEMINATION & EXPLOITATION												M12			F1																					F2	D4.6	
T5.1. Plan for Dissemination, Exploitation and Communication				D5.1																																		
T5.2. Communication, dissemination and exploitation toolboxes				D5.5 / D5.7											D5.2																							D5.4
T5.3. Development of Social Media Campaigns																																						D5.6
T5.4. Networking and dissemination																																						D5.8
WP6 - PROJECT MANAGEMENT																																						
T6.1 - Overall coordination and management of the project	D6.1	CM1														CM2									CM3													CM4
T6.2 - Risk management and quality control		D6.2																D6.3																				
T6.3 - Data Management Plan		D6.4																D6.5																				
WP7 - ETHICS REQUIREMENTS																																						
T7.1 - Ethics Advisory								D7.1												D7.2																		D7.3

MU-Meetups, PM - Policy meetings, BC - Boot camp on-site meeting; BCF - Boot camp follow-up meetings; TP - Twinning Programme visits; T - training component of the training-action programme; A - action component of the training-action programme; CM - Consortium Meeting; CFW - Cross-fertilization workshops; OCI - Open call for initiatives; MG - Micro-grants; ACOI - Application period open call for initiatives, EOCI - Evaluation period open call for initiatives, CCOI - Contractualization period open call for initiatives; AMG - Application period for the micro-grants; ECMG - Evaluation and contractualization period for the micro-grants; IOCI - Implementation period for the selected initiatives; COCI - Concluding period/reporting for the selected initiatives; IROI - Impact report supported initiatives; IMG - Implementation period for micro-grants; CMG - Concluding period/reporting for micro-grants; TE - Travel exhibition; F1 - ENTRUDANÇAS; F2 - EXPERIMENTA

D1.1 - Collaboration framework and engagement strategy; D1.2 - Living labs and lighthouses: an invitation to bottom-up actions; D1.3 - Soil Deal for Europe: Ways Forward for Soil Literacy - policy paper; D1.4 - Report on the design thinking and service design journey; D1.5 - Photo report on the twinning and peer-learning activities of the Stewardship Assemblies; D1.6 - Report on the training-action programme; D1.7 - Crossroads of opportunities for the Soil Mission; D2.1 - Calls packages; D2.2 - Contracts with third parties; D2.3 - FSTP overall report; D3.1 - Booklet and teasers of the artistic tale; D3.2 - Thematic collection for policymakers; D3.3 - Train-the-trainers package for educators; D3.4 - Programme for the crash course "Soil science communication in news media outlets"; D3.5 - Step-by-step guide for a design thinking and service design journey; D3.6 - Manual for Local Assemblies; D3.7 - Guidelines for Soilathons, Soilblitz and Living Soil Workshops; D3.8 - Package of resources for business; D4.1 - Report on the participation and organization of regional/national events for a wide audience, D4.2 - Report on Edutainment activities for young people in different learning settings; D4.3 - Report on Science communication activities for researchers and communication experts; D4.4 - Report on Engagement activities for citizens; D4.5 - Report on Acceleration and transformation activities for business; D4.6-Report on Celebration and networking activities, including a long-term plan; D5.1 - Plan for Dissemination, Exploitation and Communication (PDEC); D5.2 - PDEC2; D5.3 - PDEC3; D5.4 - PDEC4; D5.5 Soiltribes Patform; D5.6 - Policy Brief; D5.7 - Practice Abstract 1; D5.8 - Practice Abstract 2; D6.1 - Management and Coordination Handbook; D6.2 - Risk Management Tool and Quality Assurance Plan; D6.3 - Risk Management Tool and Quality Assurance Plan 2; D6.4 - Data Management Plan (DMP); D6.5 -DMP2; D7.1 - OEI - Requirement No. 1; D7.2 - Ethics Interim Report; D7.3 - Ethics Final Report

