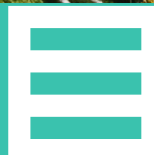




ORCaSa

Because soil carbon matters

 Ref: Ares(2022)6387624 - 21/12/2022



Communication, Dissemination & Exploitation Plan

D6.1



www.irc-orcasa.eu



Document Information

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Abbreviations and acronyms

Acronym	Description
PU	Public
IRC	International Research Consortium
SRIA	Strategic Research and Innovation Agenda
CTA	Call to Action

Introduction

The following document outlines the communications, dissemination, and exploitation strategy for the ORCaSa project. Arctik is responsible for overseeing the entire strategy. The official deadline for the deliverable is set for month 4 (December 2022). It will be updated on month 16 (January 2024) and 28 (January 2025) of the project.

The purpose of the strategy is to define and establish an effective framework which will guide the communication, dissemination, and exploitation activities throughout the project. This communication strategy will contribute to the successful implementation of the project and maximize the project's impact, especially regarding the establishment of the International Research Consortium (IRC) and the launch of the KP4SoilCarbon knowledge platform.

The strategy identifies target groups and a set of relevant communication channels and tools. The executed strategy will employ both digital and non-digital tools, including a well-designed interactive website and social media accounts, and a good mix of offline activities such as videos and events.

The communication strategy defines clear and measurable objectives for the communication and dissemination support of the project. The objectives will be assessed on a yearly basis and the activities will be monitored and assessed through a range of indicators. It also sets out important challenges and presents solutions to them.

All communication, dissemination and exploitation activities listed in this deliverable will be carried out in compliance with the Ethics requirements (WP7) and the Data Management Plan (D5.1).

1 General objectives

1.1 Objectives of the project

The main goal of ORCaSa is to launch and roll out an International Research Consortium (IRC) in order to foster international and transdisciplinary synergies on soil carbon practices and solutions. Thanks to the KP4SoilCarbon knowledge platform developed in ORCaSa, the IRC also aims to become a worldwide reference about soil carbon covering all types of soils.

1.1.1 Communication: promoting actions and results

“**Communication** on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”¹

1.1.2 Communication goals

In addition to informing, promoting, and communicating on the project’s activities and results, there are some specific communication objectives:

1. **Attract members and funders to the IRC** and make it a worldwide reference to enable effective information exchange and synergies on soil carbon practices and solutions.
2. **Populating and promoting the KP4SoilCarbon knowledge platform** to become a must-have tool for the project’s stakeholders.
3. **Raise awareness** across sectors (public and private) and the research community of the importance of soil carbon sequestration and practices for guaranteeing soil conservation and food security.
4. **Make the local, national, and EU policymakers** and citizens aware of the soil carbon major issues, solutions, and good practices to guarantee soil conservation and food security.

1.1.3 Dissemination: making the results public

Dissemination is “the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” As such, communication refers to the promotion of the action with targeted information to multiple audiences, while to disseminate results means to make them public by appropriate means. Dissemination of results cannot replace communication activities (or *vice versa*).¹

¹ <https://op.europa.eu/en/publication-detail/-/publication/3bb7278e-ebf3-11e9-9c4e-01aa75ed71a1#>

1.1.4 Dissemination goals

The goal of the dissemination activities is to share research findings about soil carbon with the stakeholders, policymakers, and the wider target audience.

1. **Dissemination of the ORCaSa's research results, products (KP4SoilCarbon platform), and services (IRC)** as well as their benefits to all target groups, and to demonstrate the impact of European funded research projects.
2. **Foster synergies and strengthen engagement** across research fields, sectors, and similar projects to ensure project findings build on each other.

1.1.5 Exploitation: making concrete use of the results

Exploitation is "the utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities." ²

1.1.6 Exploitation goals

Usually taking place once the research findings and results are known, the exploitation of ORCaSa will be directly linked to the IRC and KP4SoilCarbon knowledge platform. The strategy to ensure a continued visibility and effective communication after the IRC's launch in 2024, and once the ORCaSa project completed will be detailed in D6.3 (due at month 24). Directly related to WP6, there are some exploitation objectives:

1. **Building legacy for ORCaSa's findings** thanks to the IRC, the SRIA (Strategic Research and Innovation Agenda), and KP4SoilCarbon knowledge platform.
2. **Promoting policy recommendations** arising from the project at local, EU and international levels.
3. **Fostering the uptake of forward-looking soil carbon sequestration solutions** and good practices in the public and private sector.

2 Communication and dissemination hub

2.1 Participants, roles, and responsibilities

The communication and dissemination activities are led and coordinated by the WP6 leader, Arctik. However, to be successful, the activities will require a proactive and timely contribution from all consortium members (including the regional node coordinators) who have sector and location specific knowledge, channels, and networks. To

² <https://op.europa.eu/en/publication-detail/-/publication/3bb7278e-ebf3-11e9-9c4e-01aa75ed71a1#>

better coordinate the communication actions, a communication contact point must be defined for each partner organization and regional node. In addition, some regular meetings over the project's course will be hold.

When necessary, the ORCaSa communication and dissemination hub will coordinate with the regional nodes to produce materials and support the organization or participation at strategic local events.

The following Table 1 shows the involvement of each partner in WP6. Partners will inform Arctik in case of internal personnel changes.

Partners	WP6 efforts (PMs)	Main contact for WP6
INRAE	7	Mathieu Nogues
CIRAD	1	Julien Demenois
ISRIC	1,5	Emily Toner
ARCTIK	23	Mathilde Bazin-Retours
VIZZ	3	Alexander Wowra
FARA	3	Benjamin Abugri
CSU	0	NA
CSIRO	0	Ben Macdonald
EMBRAPA	3	Beata Madari
SFRI	3	Tran Minh Tien

To support the planning, coordination, and monitoring of the dissemination activities, most of the WPs will be asked to implement some communication activities. This includes events participation, news drafting, videos, press, etc. Arctik will provide the necessary support.

More generally, cross-promotion is encouraged, meaning that all partners are encouraged to disseminate collective project updates whenever relevant through their own organizational and/or personal channels.

Arctik will make available **a toolkit** to facilitate the communication of all partners. This toolkit is available on [the ORCaSa Sharepoint](#).

2.2 Contributions from consortium members

Moreover, all partners will have access to the [Communication and dissemination reporting](#), an Excel document provided by Artick and available on the ORCaSa Sharepoint, to report and evaluate all their communication and dissemination activities.

The contributions from consortium members can be part of the following list:

1. **Using ORCaSa materials and templates.** The consortium is being provided with different templates and communication materials in line with ORCaSa's visual identity. Members are encouraged to use these materials which are available on [the ORCaSa Sharepoint](#).
2. **Keeping Arctik informed:** The consortium should inform Arctik about any activities which can represent communication, dissemination, or exploitation opportunities, like participating in external events or publications. This can be done by sending a short email to contact@irc-orcasa.eu.
3. **Communication on partner social media profiles:** All consortium partners are encouraged to publish about their contributions to their project on their own social media accounts and to tag or mention ORCaSa to facilitate republishing/retweeting. At the beginning of the project, partners were asked to map and share their company's social media accounts in [the following document](#).
4. **Identifying synergies:** The consortium is invited to inform Arctik about any potential synergies and knowledge exchange opportunities with external initiatives or projects via email contact@irc-orcasa.eu.
5. **Contributing to reporting:** Arctik will compile an annual communication report. Consortium members are responsible for adding their actions to [the following shared spreadsheet](#).

2.2.1 Regional nodes

Partners forming the ORCaSa regional nodes will play a key role in hosting and participating at local events, conferences, and workshops. When necessary, they will also contribute to the translation of some communication and dissemination materials in local languages. They will be involved as well in stakeholder activities at regional level, and more details regarding their role will be presented in D6.3 – IRC Communication & dissemination strategy.

2.2.2 Steering Committee

The governance model of the IRC will be further developed in Task 2.2 and before the launch of the IRC (M12), with a clear definition of the role of the Steering Committee (STC) and its communication and dissemination contribution. In addition, more details will be provided in D6.3 – IRC Communication & dissemination strategy.

2.2.3 Task Force

Composed of external policy experts, the Task Force will be integrated in the ORCaSa communication and dissemination strategy and activities when necessary. Nevertheless, they will play a key role when promoting policy materials. More details will be described in D6.3 – IRC Communication & dissemination strategy.

3 Methodology

This section of the communication strategy answers the question “how?”. Three intertwined steps will structure the communication activities over the project lifetime, help engage the audiences, and align internal and external communications.

3.1 Know | Like | Trust: three cumulative steps in ORCaSa

To facilitate the uptake of the ORCaSa findings into business and policy, Arctik proposes to follow a three-step approach. This approach, known to the world of sales and marketing, has also proven effectiveness for communication activities.

Communication activities will follow **the “know – like – trust” approach**. This approach means people will engage and do business with people they will first get to know, then like and finally trust.

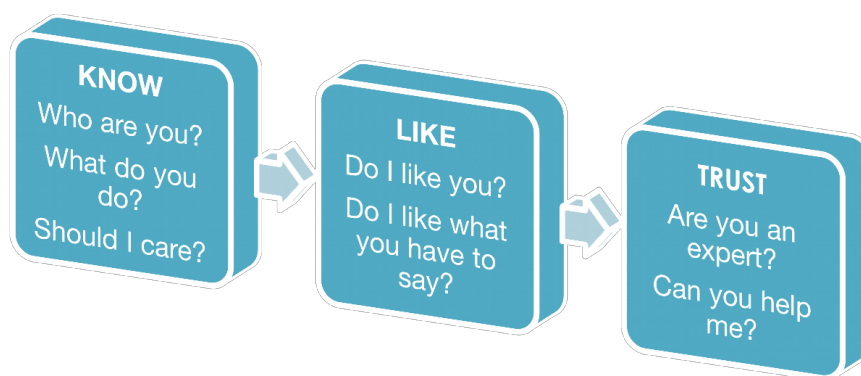


Figure 1 - The “know – like – trust” approach

3.1.1 A communication that “catches the eye” | KNOW

To raise awareness of the project findings and achieve their uptake, the communication team must first inform target audiences about the ORCaSa project. An attractive visual identity will provide consistency in the communication and catch the attention, helping to get the project known. As the first thing by which many people will get to know the project is by the visual identity. The ORCaSa visual identity is described further in section 5.1.

3.1.2 Provide attractive information | LIKE

Once our target groups have taken the step to know about ORCaSa, we need to provide more detailed information about the project and its expected outputs. The target audience will start to like the project at this step. This can be done with an article, a video, a recorded interview, an infographic, etc. The story angle is important here to engage people.

3.1.3 Get deeper | TRUST

At this stage, the target is seriously interested and must be fed with the “serious stuff”. An important role is played here by scientific articles, proof points, as well as the consortium participation at workshops and events. The goal is here to get the audience to act. Therefore, some calls to action (CTA) will be added to the messages, such as “visit www.irc-orcasa.eu”, “meet us at event x”, whenever and wherever appropriate. This will make the audience engage with the project (and in some case, leave his/her contact details).

4 Target audiences, messages, and synergies

Defining the target audience is important to get ORCaSa’s messages across. Not only do we need to define the audiences and targeted messages per audience, but also synergies with other projects which can help amplify the messages.

A series of target audiences were identified during the proposal phase; this list will continue to be adapted throughout the course of the project as new stakeholders emerge and during the IRC’s operation.

For data protection reasons, no centralized or shared contact lists will be created. Hence, contact details of target groups or stakeholders will not be uploaded on the ORCaSa Sharepoint. The consortium members with contacts in a certain area will build on their networks. For example, consortium members working on a specific regional area will reach out to stakeholders relevant to their region, the project’s sectorial representative oversees the establishing and fostering contacts to the involved sectors, or researchers involved in related projects will reach out to these.

4.1 Target groups

The target groups for the communication, dissemination, and exploitation activities of ORCaSa are:

1. **Science and research** through scientists working on soil carbon, agriculture, and climate change issues.
2. **National and international R&D agencies** (including space agencies), private foundations.
3. **GHG regulatory bodies.**
4. **Regional, national, European, and international policymakers** on agriculture, food, climate, and environmental issues.
5. **Landowners, farmers,** and farm advisors.

6. **Local and regional authorities** (land managers and city planners).
7. **Private sector**, with a focus on technological and agro-ecological innovations.
8. **Environmental agencies and NGOs**, conservation organizations.
9. **Media outlets** (mainstream but also specialized in agriculture, food, biodiversity, and climate topics), local media in regional nodes.
10. **General public** (living in both rural and urban areas), with a strong interest in agriculture, biodiversity, and climate topics.

Each of these audiences will be targeted with different messages and activities that match their area(s) of expertise. For instance, industry and scientific communities are more likely to be directly involved in the IRC activities; compared to policymakers, who will more likely receive policy briefs.

4.2 Messaging per target audience

To reach the desired audience, we need to understand what the needs of the audience are and why they are interested, and what is needed within the messaging. Once we know the who, why and what, we can identify how it should be communicated towards the target audience.

The table on the next pages shows an example of how we can connect these elements per target audience. These messages will be adapted as the project evolves and the target audiences are more refined.

Target audiences - Who	Why (objectives)	What (messages)
R&I organisations	<ul style="list-style-type: none"> Attract potential members and/or funders to the IRC. Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool and to increase scientific exchanges. Voicing their needs and updates on KP4SoilCarbon. Create synergies/collaborations with other key stakeholders. 	<ul style="list-style-type: none"> The IRC fosters international scientific opportunities for soil carbon research and findings. The IRC connects the academic soil carbon community with SMEs, offering new opportunities of synergies/collaborations. The KP4SoilCarbon knowledge platform gives a better access to relevant research outputs of methodologies for soil carbon balance monitoring, and practices for increasing soil carbon sequestration.
R&D agencies / foundations	<ul style="list-style-type: none"> Attract potential members and/or funders to the IRC. Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool. Voicing their needs and updates on KP4SoilCarbon. 	<ul style="list-style-type: none"> The IRC offers funding and/or membership opportunities. The KP4SoilCarbon knowledge platform gives a better access to relevant research outputs of methodologies for soil carbon balance

		monitoring, and practices for increasing soil carbon sequestration.
Regulatory bodies	<ul style="list-style-type: none"> • Attract potential members and/or funders to the IRC. • Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool. • Voicing their needs and updates on KP4SoilCarbon. 	<ul style="list-style-type: none"> • The IRC offers funding and/or membership opportunities. • The KP4SoilCarbon knowledge platform gives a better access to relevant research outputs of methodologies for soil carbon balance monitoring, and practices for increasing soil carbon sequestration. • Both the IRC and KP4SoilCarbon platform can help improve updates and outcomes to enable new carbon soil protocols and practices.
Policymakers, local & regional authorities	<ul style="list-style-type: none"> • Foster the implementation for new policies and regulations related to soil conservation and food security. • Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool. • Voicing local and regional needs. 	<ul style="list-style-type: none"> • Both the IRC and KP4SoilCarbon platform can help improve policies and regulations on soil carbon and conservation, agriculture, biodiversity, and food security. • Both the IRC and KP4SoilCarbon platform provide policy recommendations tailored to local and regional policy audiences.
Farmers & landowners	<ul style="list-style-type: none"> • Attract potential members to the IRC. • Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool. • Voicing their needs and updates on KP4SoilCarbon. • Increasing awareness and uptakes on soil carbon major issues, solutions, and good practices to guarantee soil conservation and food security. • Create synergies/collaborations with other key stakeholders. 	<ul style="list-style-type: none"> • The IRC offers funding and/or membership opportunities. • The KP4SoilCarbon platform gathers relevant material on soil carbon to encourage farmers and landowners to adopt new practices and solutions. • The IRC connects the farming community with SMEs, offering new opportunities of synergies and innovations at the local and regional levels.
Private sector	<ul style="list-style-type: none"> • Attract potential members and/or funders to the IRC. • Populating and promoting the KP4SoilCarbon knowledge platform to become a must-have tool. • Voicing their needs and updates on KP4SoilCarbon. • Create synergies/collaborations with other key stakeholders. 	<ul style="list-style-type: none"> • The IRC offers funding and/or membership opportunities. • The IRC connects the private sector with the academic soil carbon community, offering new opportunities of synergies/collaborations. • Both the IRC and KP4SoilCarbon platform can help improve updates and innovative outcomes to enable new carbon soil protocols and practices.

NGOs	<ul style="list-style-type: none"> Informing NGOs about the project results to support their work, the launch of the IRC and the KP4SoilCarbon knowledge platform. Support the request for new policies and regulations related to soil conservation and food security. 	<ul style="list-style-type: none"> Both the IRC and KP4SoilCarbon platform can help improve policies and regulations on soil carbon and conservation, agriculture, biodiversity, and food security. Why does soil carbon sequestration matter? What are the main challenges of soil conservation and food security?
General public and media	<ul style="list-style-type: none"> Increasing awareness to a wider community on soil carbon major issues, solutions, and good practices to guarantee soil conservation and food security. Attract potential members and/or funders to the IRC. 	<ul style="list-style-type: none"> What is the ORCaSa project? Why does soil carbon sequestration matter? What are the main challenges of soil conservation and food security? How can citizens get involved and why their contribution is important?

Table 1 – Target audience messages.

5 Tools and channels

Tools & channels (How)	R&I organisations	R&D agencies / foundations	Regulatory bodies	Policymakers, local & regional authorities	Farmers & landowners	Private sector	NGOs	General public & media
Website								
Social media: Twitter & LinkedIn								
Social media: Facebook & Instagram	⊘	⊘	⊘	⊘				
Online campaigns								
Newsletters					⊘	⊘		⊘
Printed marketing materials								
Digital marketing materials								

Policy materials	⊘				⊘	⊘		⊘
Organisation of workshops					⊘		⊘	⊘
Participation at events & conferences								
Multipliers & sister projects					⊘			⊘
Media relations	⊘	⊘	⊘	⊘				
EC channels & tools					⊘	⊘	⊘	⊘

Table 2 – Tools and channels per target audiences.

5.1 Logo and visual identity

To raise awareness about the ORCaSa project, its mission, research, products, and services should be made known. Creating attractive visuals and a coherent visual identity is a first step towards achieving this objective. It provides consistency in the communication, and it helps to attract the attention from the audience.

As the visual identity is usually the first thing many people will associate the ORCaSa project with, all ORCaSa visuals should be clean, photo- or graphic-oriented and talking about the content of the project at a glance. The logo, templates and brand guidelines were made available to the consortium in November 2022 (Month 3).

The layout and colours associated with this identity are applied to the website and all subsequent communication materials, including report and presentation templates.

A graphic charter will be provided to the partners to ensure the appropriate use of the logo and the visual identity more generally.

All dissemination materials should acknowledge the EC funding with the use of the European emblem (flag) and a sentence that acknowledges the EU support.

5.1.1 Colours

The logo has been designed based on four key words and ideas representing the project, its main topic, and objectives. Thus, the four pictograms on the left part of the logo evoke:

1. Tree/plant
2. Soil



3. Urban environment
4. Field/countryside

Each pictogram led to a specific colour (green, brown, yellow, and purple) which enabled the project's colour palette.



Figure 2 – ORCaSa logo.

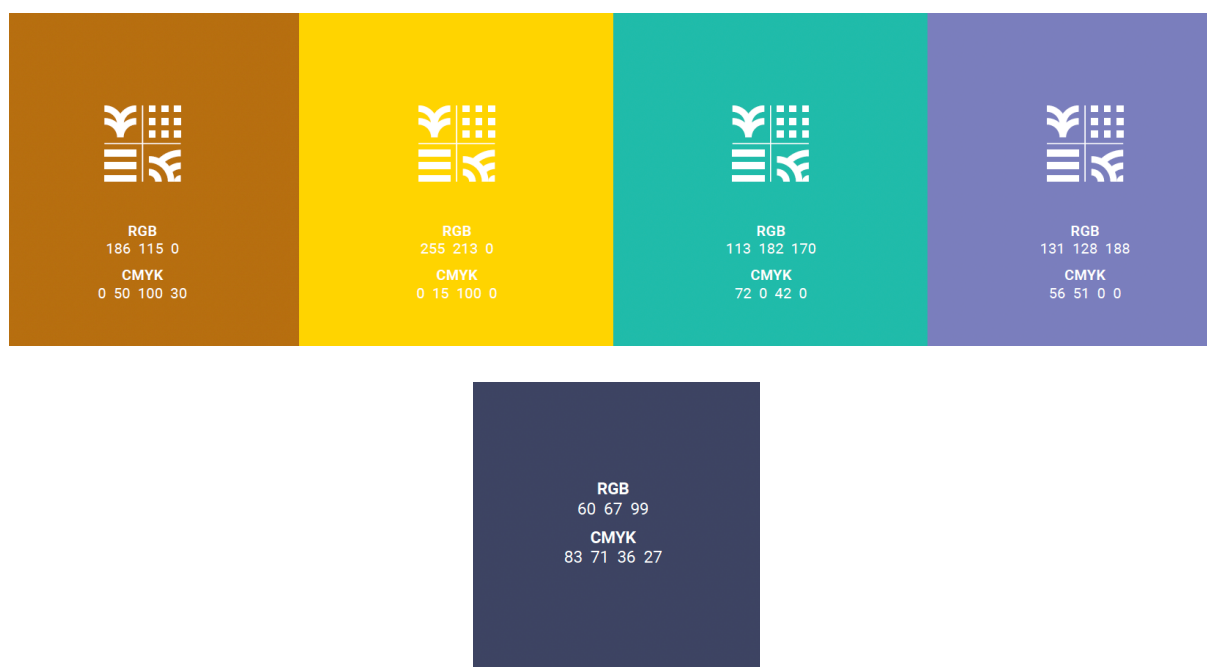


Figure 3 – ORCaSa colour palette.

Both the project's full name – *Operationalizing International Research Cooperation on Soil Carbon* – as well as its abbreviation ORCaSa may not communicate to the wider public what the project is about immediately. This makes using a short and easily understandable tagline ever more important. Thus, **the tagline 'Because soil carbon matters'** was added for an immediate understanding.



Figure 4 – ORCaSa logo with tagline.

5.1.2 Templates

To ensure that the project partners can easily use the visual identity throughout the project life cycle, a set of templates will be created:

- Word documents (for reports and deliverables)
- PowerPoint template (for presentations)
- Template for letters
- Template for internal newsletters (to be distributed to the consortium)

5.1.3 Toolkit

A dedicated toolkit will be created for the project to be used for multiplier dissemination. A toolkit is a method of compiling materials that relevant organizations (both inside the consortium and externals) can use to share information about the project.

The ORCaSa toolkit will include:

- One-page description about the project
- Logo versions (colour/white, print versus digital use)
- Brand guidelines

As the project progresses, any other relevant materials will be added to the toolkit on a needed basis. If any materials are added, the project partners will be notified, and the toolkit description will be adapted accordingly.

5.2 Website

The project website, www.irc-orcasa.eu, is one of the main communication channels of the project. Presenting the project as well as communicating the objectives, the results, and the impacts of ORCaSa will be the main purpose of the website. The webpage will also be a platform for sharing information and ensures a continuous process of exchange and feedback between the users and project partners. Moreover, the future KP4SoilCarbon platform (presented in section 5.7) will be directly accessible from the website.

Arctik leads the website creation, development, and maintenance. The structure of the website will be reviewed and updated as the project evolves and in function of the establishment of the IRC. Content development for the website is based on a progressive and interactive process in which the ORCaSa partners will be involved.

The website will be designed in accordance with the project's visual identity (see previous section) and by making use of attractive visuals to enhance the visual appeal of the website. In addition, the website will follow the GDPR requirements: privacy policy page, cookies disclaimer, Matomo to track and monitor KPIs...

5.2.1 Types of content

The following types of contents will be part of the ORCaSa website:

- News items
- Blog posts
- Events
- Resources (press releases, scientific publications, videos, policy briefings, etc.)
- Public deliverables

The consortium will be regularly encouraged to share for publication:

- Updates on their activities for ORCaSa
- Any ORCaSa related news that they see relevant (presentation of activities, presentation of reports, participation in events, speeches, etc.)

5.3 Social media

Arctik oversees creating and managing the social media accounts and related tools. Arctik will regularly contact the partners to obtain some content to share on the project's social media.

Regarding the sponsoring of content on social networks, Arctik considers that this is not always necessary. Our experience has indeed proved that sponsored content is not efficient enough in reaching key audiences.

Arctik has a particular interest in activating influential social media accounts as these can act as effective multipliers for ORCaSa, the IRC and the KP4SoilCarbon platform. Previously to ORCaSa, the CIRCASA project relied on a Twitter (around 750 followers), Facebook (370 followers) and LinkedIn accounts (nearly 810 followers).

After initial research for best social media channels for our target audiences, we have decided to use Twitter, LinkedIn, Facebook and, when necessary and appropriate, Instagram.

Instead of having a dedicated account for ORCaSa on each of these social media platforms, we will create:

- For ORCaSa: a LinkedIn page related to the IRC one and using the same Twitter account.
- For the IRC: a LinkedIn, Twitter, Facebook, and Instagram account (more details in D6.3).

Following this strategy, we will communicate the project's research results and outcomes, foster synergies and strengthen engagement across research fields, sectors, and similar projects. We will also attract members and funders from the beginning of ORCaSa and before the official launch of the IRC. Moreover, we will avoid losing followers by multiplying social media accounts. Content and posts focusing on the project itself will be clearly labelled to avoid confusion with the IRC activities.

5.3.1 Twitter and LinkedIn

Twitter is widely used in business-to-business (B2B) and business-to-consumer (B2C) communications and allows to reach many people. Experience from previous related projects indicate that many relevant players for ORCaSa and the IRC can be reached via Twitter.

LinkedIn is particularly appropriate when it comes to reaching leaders in state and private organizations. In a nutshell, LinkedIn gives the possibility for employees and employers to create profiles and “connections” to each other that are professionally related. Therefore, any member of the network can invite anyone to become a connection.

To build and grow our Twitter and LinkedIn audience, the following actions will be taken:

- Map/follow/like similar social media accounts to attract these to follow back.
- Identify and use popular hashtags in relation to the projects’ area of activity.
- Map partners’ Twitter and LinkedIn accounts to follow them from the project account and ask the partners to follow the project’s accounts back.
- Encourage partners to use the project and IRC hashtags as often as possible and retweet posts published by the project/IRC account. The relevant partners’ publications will also be retweeted on the project/IRC’s Twitter and LinkedIn accounts. Consortium members participating in relevant events will be encouraged to tweet from and about these events and can ask for advice from Arctik.

5.3.2 Facebook and Instagram

According to several studies, Facebook and Instagram are the two main social media networks used by farmers and the agriculture community (institutions, private companies...). That is why Arctik will use both channels when relevant and depending on the type of content published (social media campaigns). The strategy followed on these two platforms will be developed in D6.3 – IRC Communication and dissemination strategy.

5.4 Newsletters

As the main objective of the ORCaSa project is the establishment of the IRC, external electronic newsletters will be distributed in the framework of the IRC but including some news and insights from ORCaSa. These are the types of content the newsletters will include:

- News from the project (published on the website)
- News from the IRC
- Promotion of upcoming events
- Summaries of past events
- Videos and other communication materials

To monitor the list of recipients, we will use the GDPR compliant software **Campaign monitor**.

5.5 Printed marketing materials

A flyer will be designed by Arctik and will include a short description of the project and its objectives, an overview of the IRC and the KP4SoilCarbon knowledge platform.

The aim of this flyer is to attract members and funders to the IRC whilst potential users of KP4SoilCarbon platform.

In accordance with the grant agreement, Arctik will avoid as much as possible to generate printed materials and will favor digital means. The flyer will therefore first be available online, in a digital format. If necessary and at their request, the ORCaSa partners will receive an adequate number of copies for distribution at key events.

Posters and roll-ups will be mainly used at events organized by the project or external conferences, workshops, etc. They will be prepared as necessary.

5.6 Policy materials

In collaboration with the consortium partners and the task force of external policy experts, we will produce **4 policy materials targeting European policymakers and initiatives**. Two of them will directly addressed international policymakers. Their promotion and impact will be ensured through the different ORCaSa's channels and tools but also by the participation at, at least, 4 events at the European and global level. In addition to disseminate and communicate about ORCaSa and the IRC, the policy materials will contribute to the exploitation objectives.

5.7 KP4SoilCarbon Knowledge Platform

Developed in WP5, KP4SoilCarbon will aim to function as an all-encompassing soil carbon knowledge platform serving as **an international reference**, aggregating, synthesizing, and disseminating existing and newly acquired soil research insights.

Providing the most comprehensive and up-to-date soil carbon science knowledge base, KP4SoilCarbon will allow policymakers, funders, farmers, foresters, NGOs, consultancies, and researchers to map soil carbon science trends, use it as **a soil carbon science search engine and data depository**, review and align the latest research and practices on the ground, and network and build collaborations.

As an interoperable and inclusive platform that will target not only researchers but a wide variety of stakeholders, it will also serve as a communication tool that will advance the overall goals of the ORCaSa project.

Firstly, the findings and information available thanks to KP4SoilCarbon will be promoted by the ORCaSa communications team via social media, during public and private events, and through presentations and webinars. This will include sharing of visuals such as graphics and text obtained from the platform. In addition, stakeholders will showcase their findings and decisions reached via KP4SoilCarbon through their own means of communication, that is via presentations, on social media channels, or by contributing other media outputs including, but not limited to, blog posts, audio/ podcast, or radio interviews.

Secondly, stakeholders working with KP4SoilCarbon will be encouraged to mention and promote the platform in the presentations of their work and during events.

Thirdly, the ORCaSa communications team will promote the launch of KP4SoilCarbon, significant updates to the platform, as well as newsworthy findings and decisions reached with the help of KP4SoilCarbon via press releases, the ORCaSa/IRC newsletter, social media as well as via blog posts detailing the significance of the platform and its development for soil carbon science and policy.

These communication and exploitation efforts will ensure promotion of the findings and knowledge created via ORCaSa and KP4SoilCarbon within research and policy circles but will also extend their reach to the public, private sector, and media domains.

Once the ORCaSa project will have been completed and the IRC launched, KP4SoilCarbon will play a key role in upholding future communication and visibility as well as exploitation of the project's goals and results.

Having been established as an international reference and up-to-date knowledge platform by 2024, KP4SoilCarbon will continue to serve as the focal point guiding soil carbon research, promoting and informing policy decisions at local, national, EU, and global levels, and promoting the transformation of the public and private sectors in favor of more sustainable practices and carbon sequestration solutions.

5.8 Events and conferences

Participating in conferences and events is a classic and effective mean to approach stakeholders and boost visibility of the project and its outputs. That is why, partners will be encouraged to attend events and present the project/IRC. A list of events has already been established during the kick-off's WP6 working session.

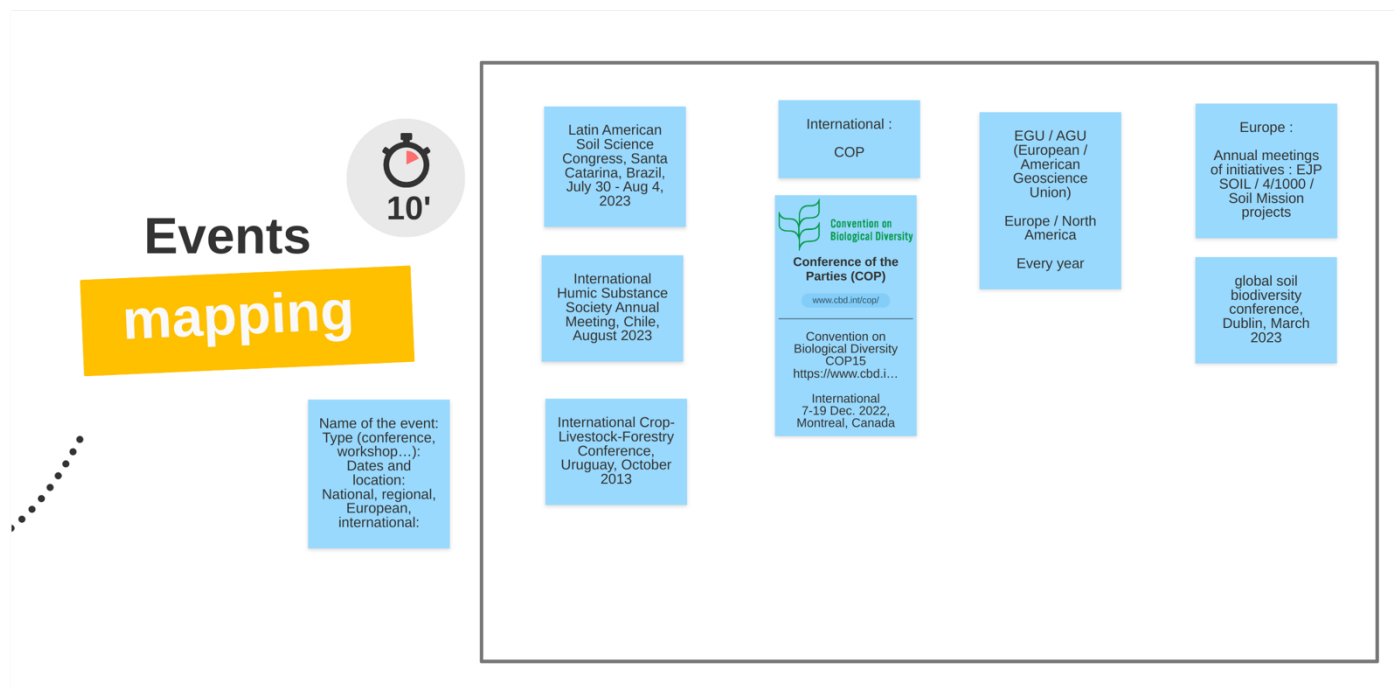


Figure 5 – Event mapping’s results of the WP6 working session held at the kick-off meeting.

A well-coordinated event participation will be essential to ensure the project’s visibility to the target audiences. Project partners will inform Arctik about their events, so that Arctik can fully support their participation (promotional activities, relevant materials to be handed-out about the project, social media posts...). A dedicated document is available on [the ORCaSa Sharepoint](#) to map and coordinate event participation.

5.9 Workshops

In addition to the yearly assembly, **at least 20 workshops** will be organized in the framework of ORCaSa and the IRC. A list of 4 workshops has already been established during the kick-off’s WP6 working session, targeting two geographical areas: Africa and South America.

The international dimension will be key to promote and give visibility to the IRC, so that regional nodes will be encouraged to organize and host workshops.

More details about the strategy followed and the purpose of each workshop will be developed in D6.3 – IRC Communication and dissemination strategy.

WORKSHOP 1

Latin American Soil Science Congress, Santa Catarina, Brazil, July 30 - Aug 4, 2023

Within the framework of the IRC, you have to organise a workshop in South America.

MAIN TOPIC

Once done all the steps to organise your workshop, go back here to give a final check!

MAIN FOCUS: MRV - soil carbon measurement methods

FOR WHO?

General public, researchers, policymakers, farmers...
scientists

FOR WHAT?

Main objective of your workshop, what do you want to achieve?

dissemination about strategic research agenda - Orcasa

MAIN FOCUS: MRV - soil carbon measurement methods

WHEN & WHERE?

Best time to hold your workshop. Any relevant conference, side-event to the conference?

1 August 2023
Santa Catarina, Brazil

side-event to the conference

GUEST SPEAKERS?

Professionals from:
- prominent universities in Latin America and Caribbean
- national research institutions (INTA - Arg.; INIA - Uruguay; CIAT - Colombia)

being it in Latin America it makes sense having researchers from the area speaking on the topic

WORKSHOP 2

International Crop-Livestock-Forestry Conference, Uruguay, October 2013

Once done all the steps to organise your workshop, go back here to give a final check!

MAIN TOPIC

identification of remote sensing methods crop livestock systems

FOR WHO?

General public, researchers, policymakers, farmers...
researchers

FOR WHAT?

Main objectives of your workshop, what do you want to achieve?

advance in the methodology

WHEN & WHERE?

Best time to hold your workshop. Any relevant conference, side-event to the conference?

International Crop-Livestock-Forestry Conference, Uruguay, October 2023

GUEST SPEAKERS?

Outside the project, which guest would you like to have and why? (max 100 characters)

international researchers working on the topic

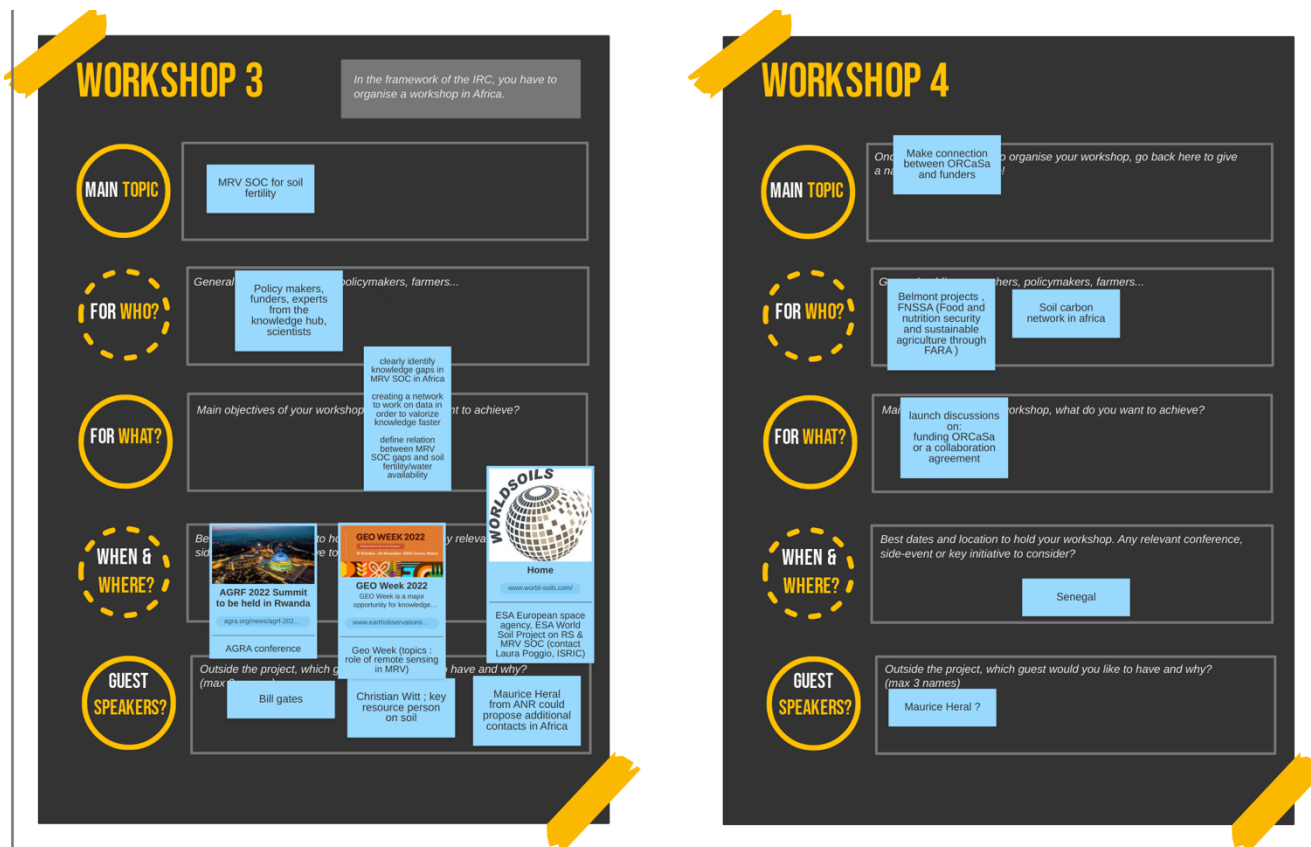


Figure 6 – Workshops' results of the WP6 working session held at the kick-off meeting.

5.10 Multipliers and synergies with network and sister projects

Multipliers will enable spreading information about ORCaSa to a larger audience and will be a key in getting our message across. We will aim to liaise with other initiatives or EU-funded projects with shared interest. Several ORCaSa partners are involved in projects that offer great synergy opportunities for sharing expertise and for disseminating information about the project and the IRC.

More generally, we will aim to exploit the communication departments of partner institutions and their other channels, asking partners to further disseminate any relevant news.

Network /sister project / initiative	Website
CIRCASA	https://www.circasa-project.eu/
EJP Soil	https://ejpsoil.eu/
4 pour 1000 initiative	https://4p1000.org/?lang=en
FACCE-JPI	https://www.faccejpi.net/en/faccejpi.htm

Global Research Alliance on Agricultural Greenhouse Gases	https://globalresearchalliance.org/
Road4Schemes Project	https://ejpsoil.eu/soil-research/road4schemes
Soil Mission Support (SMS)	https://www.soilmissionsupport.eu/
Naturellement Popcorn	https://www.popcorn.fr/actualites/consortium-sur-le-projet-naturellement-popcorn/
SOILDarity	https://www.soildarity.eu/
Land Support	https://www.landsupport.eu/
i2connect	https://i2connect-h2020.eu/
SPRINT project	https://sprint-h2020.eu/
POREM Life project	http://www.lifeporem.it/index.php/en/
Farm Carbon Toolkit	https://farmcarbontoolkit.org.uk/soil-carbon-project/
Landmark project	https://landmark2020.eu/project-details/
RECARE project	https://recare-hub.eu/

Table 3 – Initial list of ORCaSa’s sister projects and networks.

5.11 Media relations

To disseminate project outcomes, we will engage with the media. The engagement will depend on the research, outcomes, and relevant target audiences. We will map local/regional, national media and European contact points and undertake soft sounding and other communication techniques to maximize the service positioning.

To amplify key moments during the project’s lifetime, we will write and publish **press releases** when necessary. With these press releases, we aim to be published especially in local, national, and European media to generate interest in the project, stories, and their tangible impacts. Partners will be asked to publish such news in their publication channels and to distribute them in relevant media channels within their own countries.

5.12 EC tools and channels

Any relevant opportunity to communicate and disseminate the project activities and results via the EC and Horizon 2020 communication channels, including social media, will be considered to help raise the profile of the project and reach out to a wider audience. The ORCaSa Coordinator will maintain regular communication with the Project Officer and inform about interesting news, results, or events.

In addition, we will consider using some of the free tools made available by the European Commission to H2020 projects, such as:

Publications	Horizon Magazine
	Project stories
	research*eu results magazine
	research*eu focus
	Newsletters
Audiovisual	Futuris Magazine – EuroNews
Events	Events on the CORDIS website
Online events	Headlines on Commission's Research & Innovation website
	CORDIS Wire

6 Content strategy

6.1 Editorial content and calendar

All content produced for ORCaSa will follow the 'Know – Like – Trust' approach, laid out in section 3, allowing the different audiences to get familiar with the project and its insights. They will be published on the most relevant channels of the project in function of their format and main topic.

Their planification will be done using **a content calendar**. This tool will be central to monitoring the date of completion, date of publication, contacts to be interviewed, captions and photos selected, etc.) as well as the

partners involved at each stage (copywriter, proofreader, validator, etc.). The content calendar will be deployed to manage all levels of content (social media, newsletters, events, video, news, articles/blogs, and deliverables).

Lastly, the content calendar will also be used to track the progression of communications activities and ensure that we meet our target KPIs.

6.2 Online campaigns

To reach a broader audience, **9 online campaigns** will be run throughout the project. Social media platforms plus the project's website will be the most relevant channels to share and publish them. Visuals and messages will be produced in function of the main topic of each campaign. **At least 3 videos or GIFs** will be created to be part of the campaigns.

The main objective will be to highlight the importance of soil carbon and the impacts of the ORCaSa project. When relevant, each campaign would be organized in relation with a special event: World Soil Day, implementation of a new policy related to soil carbon, scientific news...

7 Monitoring and evaluation

Continuous evaluation is necessary to analyze the effectiveness of the actions taken and optimize future actions. We will regularly monitor the effectiveness of the communication and dissemination activities and consider the use of different and/or additional channels if considered necessary. Both quantitative and qualitative indicators will be considered.

To facilitate monitoring and assessment, all partners will be requested to:

- Prepare and update their individual action plans.
- Conduct their dissemination and communication activities according to the global and individual action plans.
- Keep the WP6 leader Arctic updated about their dissemination activities as well as report on their activities during the update of the action plans (which actions were implemented, what supplementary activities were performed) and in the periodic reports to the EC.
- All partners should keep evidence of their implemented activities.

The following quantitative and qualitative KPIs have been defined to measure the effectiveness of the dissemination activities undertaken:

Activity & channels	Methodology & tools	KPIs	Target (at M36)
Website	Matomo / Google Analytics	Number of page-views and visits	NA

Twitter	Twitter analytics	<ul style="list-style-type: none"> • Number of followers. • Top 3 most viewed and shared posts. 	100k people reached via social media (50% researchers and 50% agri-business).
LinkedIn	LinkedIn analytics	<ul style="list-style-type: none"> • Number of followers. • Top 3 most viewed and shared posts. 	100k people reached via social media (50% researchers and 50% agri-business).
Facebook	Facebook analytics	<ul style="list-style-type: none"> • Number of followers. • Top 3 most viewed and shared posts. 	100k people reached via social media (50% researchers and 50% agri-business).
Instagram	Instagram analytics	<ul style="list-style-type: none"> • Number of followers. • Top 3 most viewed and shared posts. 	100k people reached via social media (50% researchers and 50% agri-business).
Social media campaigns	Depending on the social media platform used.	<ul style="list-style-type: none"> • Number of views. • Traffic to ORCaSa website. 	<ul style="list-style-type: none"> • 9 social media campaigns targeting a broader audience (including at least 3 videos/GIFs). • 100k people reached via social media (50% researchers and 50% agri-business).
Videos	YouTube analytics if applicable.	<ul style="list-style-type: none"> • Number of views. • Traffic to ORCaSa website. 	<ul style="list-style-type: none"> • 9 videos highlighting the benefits of soil carbon sequestration and solutions offered by international R&I efforts. • 100k people reached via social media (50% researchers and 50% agri-business).
Media	Meltwater or similar tool.	Press releases and articles mentioning the project/the IRC.	
Policy papers & briefs	NA	Number of copies	<ul style="list-style-type: none"> • 6 policy papers written and disseminated • 4 policy briefs and materials and animation of a Funders Group
Workshops organized	Evenium or similar tools.	Number of participants	20 workshops organized.
Events attended	NA	Number of participants	15 events attended (3 targeting a non-specialist audience + 4 high-level policy events)

Table 4 – ORCaSa communication and dissemination KPIs.

Conclusion

As the initial version of the communication, dissemination, and exploitation strategy for ORCaSa, this deliverable will be updated with key results and activities. Once the establishment of the IRC, the communication and dissemination strategy will evolve to focus more on the IRC and its needs. Due to at M24, the deliverable 6.3 will outline in more details the strategy to promote the IRC and ensure its viability by attracting members and fundings.