



**ORCaSa**  
Because soil carbon matters

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# IRC Communication & Dissemination Strategy

*D6.3*



[www.irc-orcasa.eu](http://www.irc-orcasa.eu)



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## Abbreviations and acronyms

Acronym	Description
<b>PU</b>	Public
<b>IRC</b>	International Research Consortium
<b>SRIA</b>	Strategic Research and Innovation Agenda
<b>CTA</b>	Call to Action
<b>KPIs</b>	Key Performance Indicators
<b>CTR</b>	Click Through Rate

# Introduction

This document sets out the communication and dissemination exploitation strategy for the Soil Carbon International Research Consortium (IRC), which was launched in November 2023 under the ORCaSa project. Arctik is responsible for managing the project's communication and dissemination strategy, which is aligned with that of the IRC. The objective of the strategy is to define and establish an effective framework that will guide the IRC's communication and dissemination activities throughout the ORCaSa project and beyond. It will contribute to the successful and smooth running of the Soil Carbon IRC: number of members, funders, recognition and visibility, etc.

The strategy will be aligned and intertwined with the following deliverables:

- D2.1 – First draft business model and D2.4 – Updated business model
- D2.3 – IRC Mission and vision statement
- D6.1 - Communication, Dissemination, & Exploitation Plan
- D6.2 – Stakeholder mapping

The official deadline for the deliverable is set for month 24 (August 2024), but delivery has been delayed given the close link between this document and the implementation of the IRC's business plan and model. Indeed, on 4 September, Arctik and INRAE met in Paris to discuss deeper the Soil Carbon IRC's communication and dissemination strategy. As a result, this document covers activities and ideas proposed in Paris but will need to be updated as the Soil Carbon IRC and its business model develops.

In greater detail, the strategy identifies priority and secondary target groups, and a set of relevant communication channels and tools based on the ORCaSa's communication and dissemination strategy. 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 Soil Carbon IRC. 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 and dissemination 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 Soil Carbon IRC

The main goal of the Soil Carbon IRC is to gather and foster international and transdisciplinary synergies and experts on soil carbon practices and solutions. Moreover, the aim of the IRC is 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.'<sup>1</sup>

### 1.1.2 Communication goals

In addition to informing, promoting, and communicating about the IRC's activities and results, there are some specific communication objectives:

1. **Attract members and funders to the Soil Carbon IRC** and make it a worldwide reference to enable effective information exchange and synergies on soil carbon practices and solutions.
2. **Explain how the Soil Carbon IRC works, its mission, services and values**, and why it is important, especially in the context of the Paris Agreement and the EU Soil Mission.
3. **Foster international collaboration** by encouraging and facilitating cooperation on soil carbon research and innovation, aligning efforts to avoid duplication and accelerate progress.
4. **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.
5. **Increase understanding and visibility of soil carbon's role** in climate change mitigation and adaptation among local, national and international stakeholders, including scientists, policymakers, farmers, and the general public.

### 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 disseminating results means to make them public by appropriate means. Dissemination of results cannot replace communication activities (or *vice versa*).<sup>1</sup>

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<sup>1</sup> <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 stakeholders, policymakers, and the wider target audience.

1. **Dissemination of the Soil Carbon IRC mission, values, and services** as well as their benefits to all target groups, and to demonstrate the impact of European funded research projects.
2. **Make the Soil Carbon IRC a worldwide scientific reference** in the field of soil carbon stock changes.
3. **Foster synergies and strengthen engagement** across research fields, sectors, and similar projects to ensure project findings build on each other and through **Impact4Soil**, the knowledge platform developed by ORCaSa.
4. **Disseminate science-based knowledge** by providing clear, accessible, and actionable research outputs on soil carbon, MRV methodologies, and climate-related initiatives to foster informed decision-making.
5. **Promote open knowledge exchange** by facilitating the sharing of methods, data, and resources through an open-access knowledge portal (Impact4Soil), ensuring transparency and accessibility of research outcomes.
6. **Promote the findings on research needs** of both the Knowledge Hub and the updated Strategic Research and Innovation Agenda.
7. **Support (Measurement, Reporting and Verification) MRV methodology development** by communicating the importance and technical basis of harmonised MRV systems for soil carbon, tailored to different land-use contexts and international compliance and voluntary carbon markets.

## 2 Participants, roles, and responsibilities

During the ORCaSa project, the Soil Carbon IRC's communication and dissemination activities are led and coordinated by the WP6 leader, Arctik in close collaboration with the project coordination team. Results of each Workpackage will be shared to a large audience in collaboration with the ORCaSa Workpackage leaders. Moreover, contributions from the Regional Nodes, Steering Committee, and Scientific and Technical Committee will be asked when necessary and depending on the stakeholder's activities. For instance, Regional Nodes will play a key role in hosting and participating in local events, conferences, and workshops. When necessary, they will also contribute to the translation of some communication and dissemination materials in local languages.

Once the project is finished, a communication, outreach and marketing officer will be taking over the responsibility (see D2.1, section 2.7.2). This person will coordinate and support the planning and implementation of communication and dissemination activities for the Soil Carbon IRC.

## 3 Target audiences and messages

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

A series of target audiences were identified during the initial phase; this list continues to be adapted throughout the course of the ORCaSa project, as new stakeholders emerge during the Soil Carbon IRC's operation.

In the case of the Soil Carbon IRC, the target audiences are mainly connected to the groups of stakeholders identified in the mapping (D6.2). Indeed, knowing your stakeholders and their expectations will allow you to better tailor key communication messages and, ultimately, contribute to the successful implementation of the Soil Carbon IRC and its visibility once the ORCaSa project ends.

Not all these groups will be targeted in the same way and with the same activities, channels, and objectives. Depending on the goal to be achieved, the mapping and its preparation will help to efficiently engage with the targeted stakeholders and audiences. This is an ongoing process and strategy which will allow to better tailor key messages and define relevant strategy and measures to reach each of the stakeholders/audiences defined, in the most effective manner. It will also include a good understanding of the preferred way they would like to receive information and the communication style to adopt.

For data protection reasons, no centralised 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 with the involved sectors, or researchers involved in related projects will reach out to these.

### 3.1 Target groups

#### 3.1.1 Primary audiences

The following primary target groups have been defined for the communication, dissemination, and exploitation activities of the Soil Carbon IRC:

1. **Science and research** through scientists and researchers 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 and international policymakers** on agriculture, food, climate, and environmental issues.
5. **Funding agencies or foundations**

### 3.1.2 Secondary audiences

The following secondary target groups have been defined for the communication, dissemination, and exploitation activities of the Soil Carbon IRC:

1. **Private sector**, with a focus on technological and agro-ecological innovations.
2. **Environmental agencies and NGOs**, conservation organisations.
3. **Landowners, farmers**, and farm advisors.
4. **Local and regional authorities** (land managers and city planners).
5. **Media outlets** (mainstream but also specialised in agriculture, food, biodiversity, and climate topics), local media in regional nodes.
6. **General public** (living in both rural and urban areas), with a strong interest in agriculture, biodiversity, and climate topics.

The primary audiences will be targeted in priority with different messages and activities that match their area(s) of expertise. For instance, the scientific community is more likely to be directly involved in the Soil Carbon IRC activities; compared to policymakers, who will more likely receive policy briefs.

## 3.2 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 primary target audience. These messages will be adapted as the Soil Carbon IRC evolves and the target audiences are more refined.

Who (target audiences)	Why (objectives)	What (messages)
<b>Scientific community</b>	<ul style="list-style-type: none"> <li>• Attract potential members and/or funders to the Soil Carbon IRC.</li> <li>• Voicing their needs and updates on soil carbon research and knowledge.</li> <li>• Create synergies/collaborations with other scientists and key stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC fosters international scientific opportunities for soil carbon research and findings.</li> <li>• The Soil Carbon IRC connects the academic soil carbon community with SMEs, offering new opportunities for synergies/collaborations.</li> </ul>
<b>R&amp;D agencies</b>	<ul style="list-style-type: none"> <li>• Attract potential members and/or funders to the Soil Carbon IRC.</li> <li>• Voicing their needs and updates on soil carbon research and knowledge.</li> <li>• Create synergies/collaborations with other key stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC fosters international scientific opportunities for soil carbon research and findings.</li> <li>• The Soil Carbon IRC connects the academic soil carbon community with SMEs, offering new opportunities for synergies/collaborations.</li> </ul>
<b>Regulatory bodies</b>	<ul style="list-style-type: none"> <li>• Attract potential members and/or funders to the Soil Carbon IRC.</li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC offers funding and/or membership opportunities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Voicing their needs and updates on soil carbon research and knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC can help improve updates and outcomes to enable new carbon soil protocols and practices.</li> </ul>
<b> Policymakers, local, regional, national and international authorities</b>	<ul style="list-style-type: none"> <li>• Foster the implementation of new policies and regulations related to soil conservation and food security.</li> <li>• Voicing local and regional needs.</li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC can help improve policies and regulations on soil carbon and conservation, agriculture, biodiversity, and food security.</li> <li>• The Soil Carbon IRC provides policy recommendations tailored to local and regional policy audiences.</li> </ul>
<b>Funding agencies or foundations</b>	<ul style="list-style-type: none"> <li>• Attract potential members and/or funders to the Soil Carbon IRC.</li> <li>• Voicing their needs and updates on soil carbon research and knowledge.</li> <li>• </li> </ul>	<ul style="list-style-type: none"> <li>• The Soil Carbon IRC fosters international scientific opportunities for soil carbon research and findings.</li> <li>• The Soil Carbon IRC can help improve updates and outcomes to enable new carbon soil protocols and practices.</li> </ul>

*Table 1– Primary target audience messages.*

The following list provides examples of key messages that can be used to target different audiences and that are more general and not just specific to Soil Carbon IRC:

- **Soil carbon for climate action:** Soil carbon is a vital component in achieving climate neutrality, and international cooperation is essential to scale up solutions.
- **Global cooperation to reach scale:** the Soil Carbon IRC is building a global network of scientists and stakeholders to create breakthrough innovations in soil carbon research.
- **Alignment and innovation for the future:** Soil Carbon IRC aligns research and funding efforts across different sectors to address remaining scientific and technical challenges, ensuring rapid scaling of soil carbon solutions.
- **Accessible and actionable knowledge:** the Soil Carbon IRC’s open online platform (Impact4Soil) provides resources and guidance on MRV and soil carbon management methods, ensuring all stakeholders have access to the latest science.
- **MRV for effective carbon management:** Harmonised MRV methodologies ensure that soil carbon efforts are measurable and verifiable, supporting both compliance and voluntary market frameworks.

## 4 Tools and channels

★☆☆ Poorly targeted

★★☆ Moderately targeted

★★★ Highly targeted



Tools & channels (How)	Scientific community	R&D agencies	Regulatory bodies	Policymakers, local & regional authorities
Soil Carbon IRC website	★★★★	★★★☆☆	★★☆☆☆	★★★★
Impact4Soil platform	★★★★	★★★☆☆	★★☆☆☆	★★☆☆☆
LinkedIn & X	★★★★	★★★☆☆	★★☆☆☆	★★★★
Newsletters	★★★★	★★★☆☆	★★★☆☆	★★★★
Outreach materials	★★★☆☆	★★★☆☆	★★★☆☆	★★★★
Participation at events & conferences	★★★★	★★★☆☆	★★★☆☆	★★★★

Table 2 – Tools and channels per target audiences.

## 4.1 Logo and visual identity

To raise awareness about the Soil Carbon IRC, its mission, values, activities, and services should be made known. Creating attractive visuals and a coherent visual identity aligned with the ORCaSa project’s visual identity is a first step towards achieving this objective. It provides consistency in communication activities, and it helps to attract attention from the audience and potential stakeholders.

As the visual identity is usually the first thing many people will associate the Soil Carbon IRC with, a version of the Soil Carbon IRC logo based on the ORCaSa one was produced a few weeks before its launch in Madrid.



Figure 1 – Soil Carbon IRC logo

### 4.1.1 Colours

To keep visual coherency, the ORCaSa colour palette has been maintained:

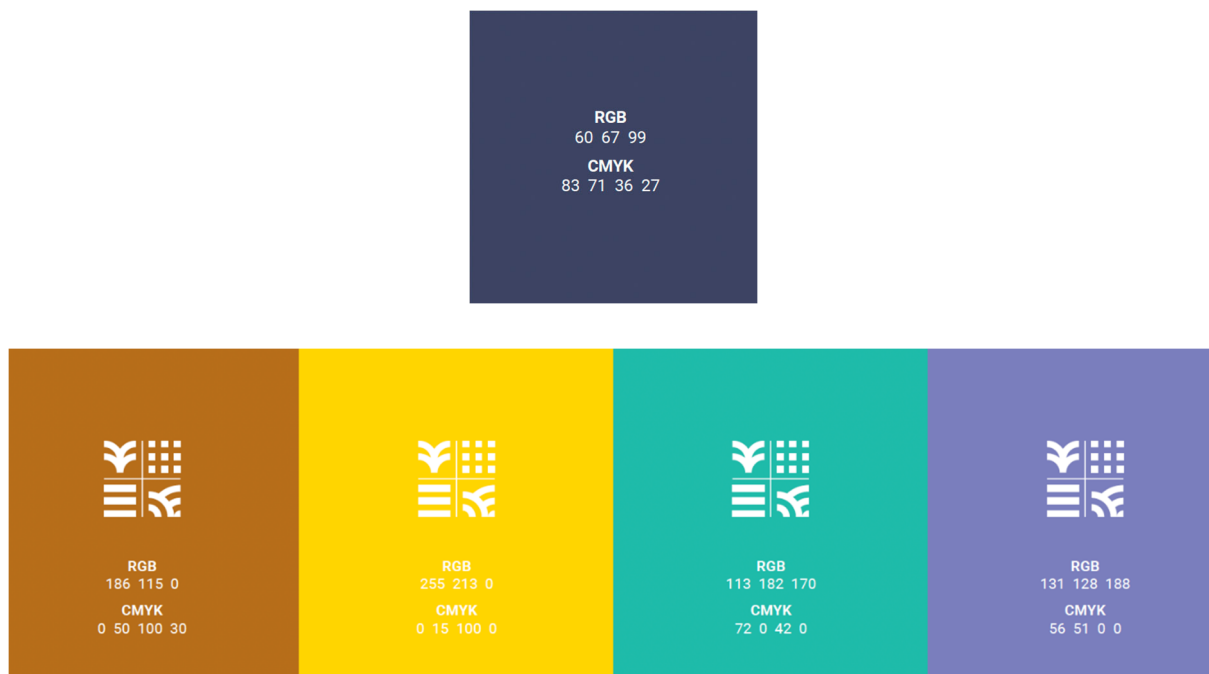


Figure 2 – Soil Carbon IRC colour palette.

## 4.2 Website

The Soil Carbon IRC website is one of the main communication channels of the project. It's based on the initial website, created when the ORCaSa project was launched (see D6.1): [www.irc-orcasa.eu](http://www.irc-orcasa.eu)

Arctik led the website creation, development, and maintenance. The structure of the website has been regularly reviewed and updated as the project evolves and in function of the establishment of the Soil Carbon IRC. That's why by early 2025, Arctik plans to change the domain name to match the Soil Carbon IRC's ambition and needs: [www.soil-carbon.org](http://www.soil-carbon.org)

Content and resources related to ORCaSa will still be accessible on the Soil Carbon IRC website, but the homepage will be redesigned to showcase and focus on the Soil Carbon IRC's mission, values, services, and activities. The design and content of other pages will also be reviewed and changed to bring the Soil Carbon IRC into the foreground.

A direct access to Impact4Soil, the knowledge platform developed by the ORCaSa team, will be maintained. The three SC-IRC services, the link to join the SC IRC and the added value to be a member of the SC-IRC will be highlighted.

## 4.3 Social media

Social media accounts are effective multipliers for the Soil Carbon IRC and its activities. As described in D6.1, it has been decided to use X and LinkedIn platforms and make both evaluating as and when the Soil Carbon IRC is established. Thus, the X account's name is **@IRC\_ORCaSa** and on LinkedIn, the main page (namely a company page) goes for the Soil Carbon IRC, whilst the secondary is dedicated to ORCaSa's activities. The idea was to gradually give greater prominence to the Soil Carbon IRC over ORCaSa, and to pave the way once the project was completed and the Soil Carbon IRC's future activities were secured.

### 4.3.1 X and LinkedIn

**X (formerly 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 indicates that many relevant players for the Soil Carbon IRC can be reached via X. However, the recent platform's new terms of service raise questions, and the following alternative platforms will have to be considered:

#### 1. Bluesky

- It gained over 1 million new users in the week following the 2024 US presidential election and as of October 2024, it has over 10 million users globally.
- It offers a user experience similar to early X, with a chronological feed and no algorithmic content.
- It's seen as more politically neutral and has attracted academics, journalists, and technology workers.
- It recently introduced a "Starter Pack" feature to help new users find interesting content quickly.

#### 2. Mastodon

- It operates as a series of smaller servers, each with a maximum of 250,000 participants.
- Users can choose servers based on interests or location, including country-specific options.
- As of late 2023, Mastodon had 5,8 million registered users worldwide and 1,8 million active monthly users.
- It has recently simplified its sign-up process to remain competitive.

#### 3. Threads

- It became available in the EU in December 2023 and boasts around 275 million users globally.
- It's closely integrated with Instagram, making it easy for users to port their existing follows.
- Threads offers a familiar experience for those used to Instagram's interface.

**LinkedIn** is particularly appropriate when it comes to reaching leaders in state and private organisations but also the scientific community. 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 X and LinkedIn audience, the following actions are 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' X and LinkedIn accounts to follow them from the Soil Carbon IRC account and ask the partners to follow the Soil Carbon IRC's accounts back.

- Encourage partners to use the Soil Carbon IRC hashtags as often as possible and retweet posts published by the Soil Carbon IRC account. Consortium members participating in relevant events are encouraged to tweet from and about these events and can ask for advice from Arctik.

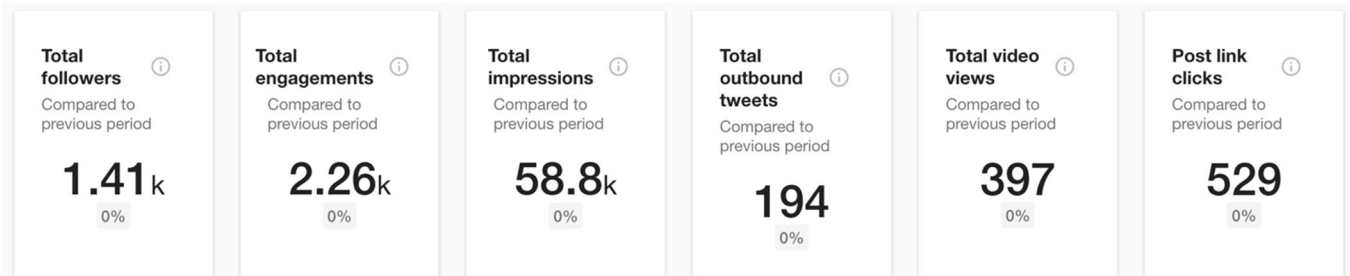


Figure 3 – X KPIs at M27.

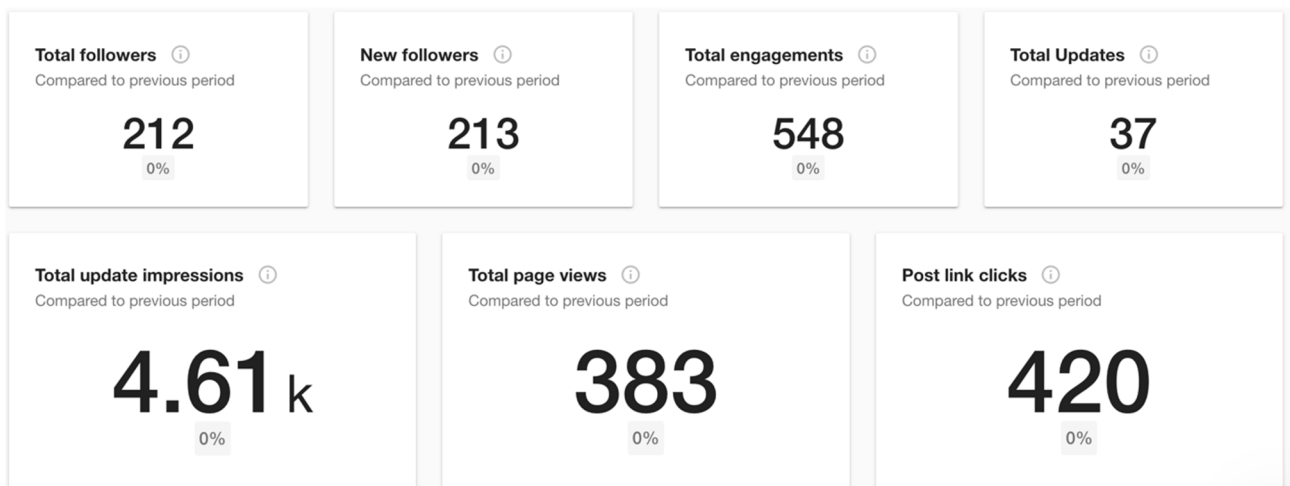


Figure 4 – LinkedIn KPIs at M27 for the Soil Carbon IRC page.

### 4.3.2 YouTube channel & documentary

**A YouTube channel** will be launched to publish and gather all the Soil Carbon IRC’s videos. Working as a repository, this platform was created in 2005 and is now one of **the most popular video-sharing platforms**, providing accessibility and convenience. Videos on YouTube can be accessed from any device with an internet connection, making it a convenient choice for on-the-go entertainment. YouTube is available in 80 different languages, making content creators the opportunity to expand their audience beyond their own country and reach out to international viewers.

In the case of the Soil Carbon IRC, YouTube will be used to share short and longer videos on the Soil Carbon IRC’s activities, services and values. Thus, Arctik will produce **a documentary video** to showcase what’s the Soil Carbon IRC, its mission, values and activities. Success stories from global initiatives and case studies will be presented in this documentary video. The objective is to raise awareness of the Soil Carbon IRC’s values, attract potential

members and funders, but also increase its visibility as a well-recognised and trusted organisation in the field of soil carbon.

This documentary will offer **an in-depth, visual exploration of the crucial role of soil (specifically, soil carbon)** and a cry of alarm for its preservation. Because the future of soils, and therefore, the future of our planet, depends on a global and unified effort, it is a matter that concerns us all. Our film will capture this urgency while showing **that another future is within reach thanks to a wider-reading network of scientists and academics, NGOs, policymakers, industry leaders and citizens**. Above all, our aim is to **highlight practical solutions, ongoing scientific research** and the need to unite the players involved in bringing about change (be they scientists, decision-makers and policymakers, living labs or even citizens).

The documentary format allows for the exposition of current challenges, stories from real people with real-world impact in a way that gives a face to the complex ecosystem that is soil carbon research, innovation and policymaking. The camera will go behind the scenes to tell a more true-to-life story. As opposed to an informational video, with a documentary we have the chance to tell a positive story about climate change adaptation and mitigation (and the role of soil carbon). Moreover, we will be able to **attract not only researchers, policymakers and key stakeholders** but also new audiences to the issue and the work of the Soil Carbon IRC.

More detail about the documentary will be provided in the three following documents:

- a. **A concept note** to outline the general concept, style and tone of the documentary
- b. **A script** to explain what will be covered, the images and interviewees to be filmed and the messages to be conveyed
- c. **A filming schedule** before the shooting

## 4.4 Newsletters: The Soil Carbon Happenings

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

- News from the Soil Carbon IRC (and ORCaSa until August 2025)
- Interviews of people related to the Soil Carbon IRC and/or the topic of soil carbon
- Promotion of upcoming events
- Summaries of past events
- Scientific articles
- Videos and other communication materials

To monitor the list of recipients, we are using the GDPR compliant software **Campaign Monitor**.

- The **first newsletter – The Soil Carbon Happenings** were distributed on 19 March 2024 to 354 recipients. Arctik updated the newsletter template from ORCaSa's visual identity to that of Soil Carbon IRC.
- **A second edition** was distributed on 29<sup>th</sup> of November 2024 to mark the first anniversary of the Soil Carbon IRC. In November 2024, the list of recipients includes 422 contacts.

For the Soil Carbon IRC, the newsletter is a good way of keeping the community alive and attracting new members. That's why **Soil Carbon IRC members will be given the opportunity to contribute to the newsletter**, with proposed content being proofread, checked and validated.

## 4.5 Printed marketing materials

### 4.5.1 Flyer and roll-up

A **flyer** was designed by Arctik and includes a short description of the Soil Carbon IRC, its objectives and services. The aim of this flyer is to attract members and funders to the Soil Carbon IRC whilst potential users of the Impact4Soil platform.



Figure 5 – Soil Carbon IRC flyer.

**Posters and roll-ups** were designed to be used at events organised by the ORCaSa project or external conferences, workshops, etc.

- <https://irc-orcasa.eu/wp-content/uploads/2024/01/SoilCET-January2024-web.pdf>
- [https://irc-orcasa.eu/wp-content/uploads/2023/09/ORCaSa\\_PosterHyderabad\\_A0.pdf](https://irc-orcasa.eu/wp-content/uploads/2023/09/ORCaSa_PosterHyderabad_A0.pdf)

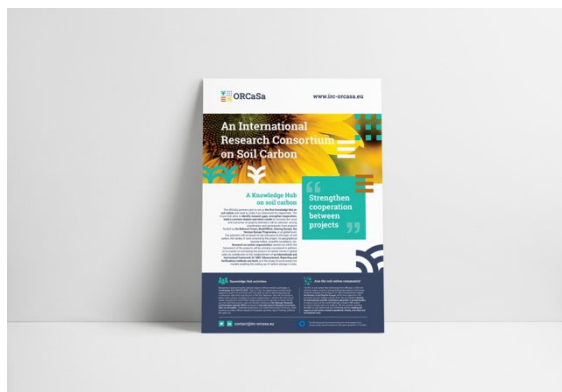
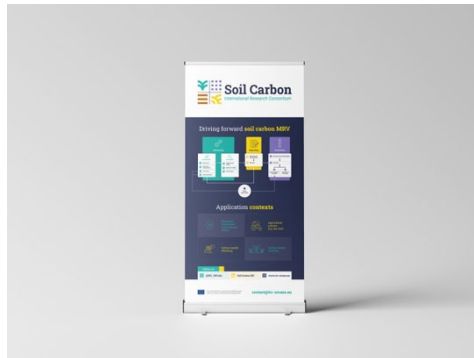


Figure 6 –  
Examples



of roll-ups and posters.

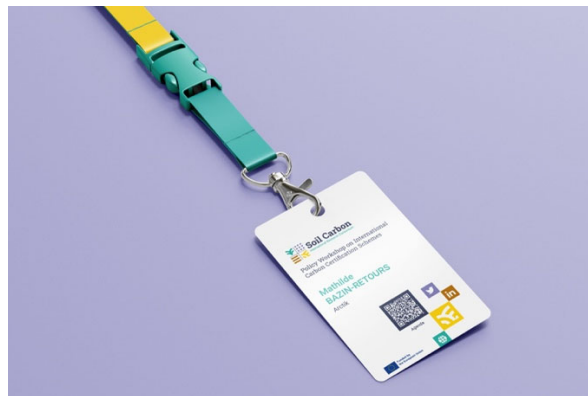


Figure 7 – Example of badge for the Brussels policy workshop.

## 4.5.2 Goodies

Generally, orders for goodies are limited and products are selected based on their local production and environmental criteria, as well as their usefulness. For instance, for the launch of the IRC in Madrid in November 2023, wooden calendars and personalised biscuits were chosen. In September 2024, participants at the policy

workshop in Brussels received a notebook, a refillable recycled plastic pen, and a box of speculoos from the Dandoy artisanal house.



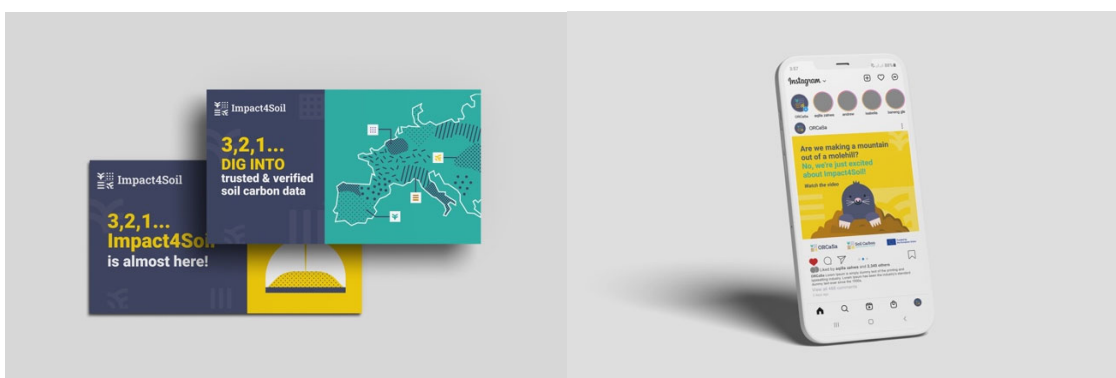
Figure 8 – Examples of sustainable goodies for the Soil Carbon IRC.

## 4.6 Impact4Soil Knowledge Platform

Developed in WP5, Impact4Soil – [www.impact4soil.com](http://www.impact4soil.com) aims to function as an all-encompassing soil carbon knowledge platform serving as **an international reference**, aggregating, synthesising, and disseminating existing and newly acquired soil research insights. Providing the most comprehensive and up-to-date soil carbon science knowledge base, Impact4Soil allows 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.

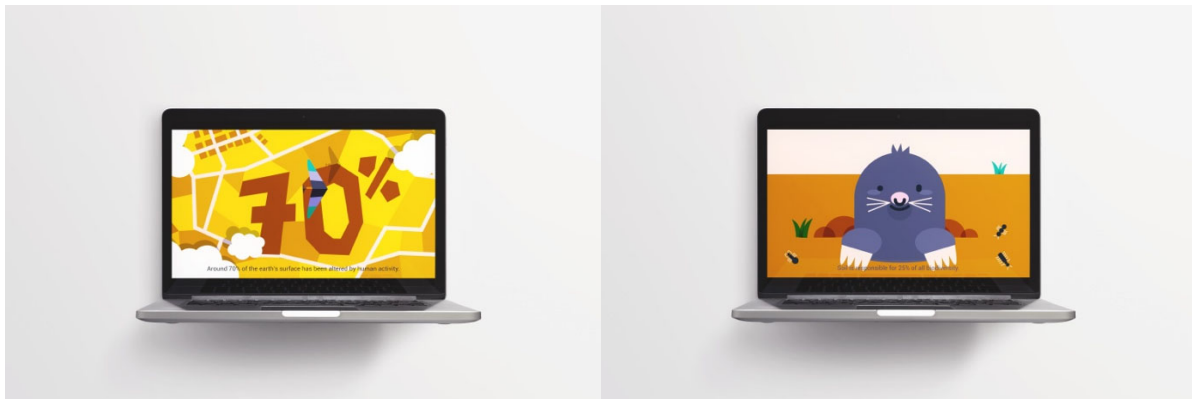
In March-April 2023, Arctik ran a paid campaign on LinkedIn to announce the launch of this platform, which has generated more than 110k impressions, 84 clicks and an average CTR (Click Through Rate) of 0,08%. In addition, a series of articles have been published on the ORCaSa website:

- <https://irc-orcasa.eu/newsevents/impact4soil-the-wait-is-almost-over/>
- <https://irc-orcasa.eu/newsevents/impact4soil-webinar-to-discover-the-platform/>
- <https://irc-orcasa.eu/newsevents/impact4soil-webinar-watch-the-replay/>



*Figure 9 – Examples of banners and post for paid LinkedIn campaign.*

Arctik also produced [an animated video explaining in just a few minutes what the platform can do](#). The idea is to be able to share this video on social networks, but also at an event or conference.



*Figure 10 – Illustrations drawn for the Impact4Soil animated video.*

## 5 Strategy and action plan

Based on the business model and objectives for the Soil Carbon IRC, the table below describes the different communication actions to implement in function of the business model's objectives.

Soil Carbon IRC's objective(s)	Communication objective(s)	Actions proposed	When
<p>Positioning the Soil Carbon IRC as the international reference for soil carbon research and <b>attracting new members and funders.</b></p>	<ul style="list-style-type: none"> <li>• <b>Raising awareness</b> of the Soil Carbon IRC, its services, activities and missions, but also on soil carbon's role in climate change mitigation and adaptation.</li> <li>• <b>Explain how</b> the Soil Carbon IRC works, its mission, services and values, and why it is important, especially in the context of the EU Soil Mission and the Paris Agreement.</li> <li>• <b>Ensure that the Soil Carbon IRC is perceived</b> as a trusted worldwide reference to enable effective information exchange and synergies on soil carbon practices and solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>A webpage</b> to explain what's the Soil Carbon IRC, its missions, services, and values.</li> <li>• <b>Regular news/interviews</b> on the Soil Carbon IRC website.</li> <li>• Informative content in the Soil Carbon IRC <b>newsletters.</b></li> <li>• <b>Documentary video</b></li> <li>• <b>Regular social media campaigns</b> on LinkedIn</li> <li>• <b>A flyer and a slide deck</b> to present the Soil Carbon IRC at public events.</li> <li>• <b>Outreach materials</b> for Soil Carbon IRC's representatives participating in events <b>and social media relays.</b></li> <li>• <b>Organisation of events in the framework of the Soil Carbon IRC:</b> regional nodes/ambassadors, symposium, etc.</li> <li>• <b>Sponsoring events</b> organised by related initiatives or organisations (4p1000, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Second half of 2024:</b> regular news/interviews, organisation of a Symposium in Brazil in June 2025, documentary video (concept note and script)</li> <li>• <b>First half of 2025:</b> promotion and communication of the Symposium in Brazil, IRC webpage, regular news/interviews, documentary video (script, filming scheduling, shootings).</li> <li>• <b>After the ORCaSa project:</b></li> </ul>
<p>Make the Soil Carbon IRC a <b>worldwide scientific reference</b> in the field of soil carbon stock changes.</p>	<ul style="list-style-type: none"> <li>• <b>Raise awareness</b> across sectors (public and private) and the research community <b>of the importance of soil carbon sequestration and storage</b>, and practices for guaranteeing soil health and food security.</li> <li>• <b>Ensure that the Soil Carbon IRC is perceived</b> as a trusted worldwide reference to enable effective information exchange and synergies on soil carbon practices and solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Regular interviews/opinion papers of Soil Carbon IRC members</b> to explain the importance of soil carbon and becoming a reference for talking about it.</li> <li>• <b>Documentary video</b></li> <li>• <b>Regular social media posts</b> on LinkedIn</li> <li>• <b>Create a private group on LinkedIn</b> to discuss among experts.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Second half of 2024:</b> regular news/interviews, documentary video (concept note and script)</li> <li>• <b>First half of 2025:</b> IRC webpage, regular news/interviews, documentary video (script, filming scheduling, shootings).</li> <li>• <b>After the ORCaSa project:</b></li> </ul>
<p><b>Federate an international research community on soil carbon</b> and foster international collaboration by encouraging and facilitating cooperation on soil carbon research and innovation.</p>	<ul style="list-style-type: none"> <li>• <b>Explain how</b> the Soil Carbon IRC is contributing to fostering international collaboration among the soil carbon scientific community, <b>and why</b> it's important to build and maintain such a research community.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Regular news/interviews</b> on the Soil Carbon IRC website to share with the Soil Carbon IRC's members the latest research findings on soil carbon and collaboration opportunities.</li> <li>• Informative content in the Soil Carbon IRC <b>newsletters.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Second half of 2024:</b> regular news/interviews.</li> <li>• <b>First half of 2025:</b> IRC webpage, regular news/interviews.</li> <li>• <b>After the ORCaSa project:</b></li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Create a private group on LinkedIn</b> to discuss among experts.</li> <li>• <b>Regular social media campaigns</b> on LinkedIn</li> <li>• <b>A flyer and a slide deck</b> to present the Soil Carbon IRC at public events.</li> </ul>	
<p>Federate the Soil Carbon IRC community and <b>attract new members via a yearly symposium</b></p>	<ul style="list-style-type: none"> <li>• <b>Promote the annual symposium</b> to unite the Soil Carbon IRC community and attract new global members.</li> <li>• <b>Increase awareness</b> among researchers and policymakers about the symposium's benefits to foster greater participation.</li> <li>• <b>Strengthen partnerships</b> with existing organisations by highlighting collaborative opportunities during the symposium.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Organise an Annual Rotating Symposium:</b> Host the symposium each year in different global regions (North America, South America, Asia, Africa, Australia/Pacific, Europe) to maximise global engagement.</li> <li>• Develop a Comprehensive 3-5 Day Programme: Include scientific presentations, policy discussions, and field visits to cater to diverse interests.</li> <li>• Provide Dedicated Tracks: Design separate sessions for policymakers and researchers to address their specific needs and encourage targeted discussions.</li> <li>• Co-create the Programme: Engage the community in programme development, with validation by a scientific committee to ensure relevance and quality.</li> <li>• Collaborate with Existing Initiatives: Co-organise with established events and initiatives, such as partnering with the Global Soil Partnership, to leverage resources and networks.</li> <li>• Set Concrete Objectives: Define clear and measurable goals for each symposium to ensure impactful outcomes.</li> <li>• Example Event: <b>The Latin American &amp; Caribbean Soil Carbon Research Symposium</b> (LAC Soil Carbon 2025) co-organised by Embrapa, ORCaSa/IRC, and the "4 per 1000" Initiative at the Museum of Tomorrow, Rio de Janeiro, Brazil, on 25–28 June 2025.</li> </ul>	<ul style="list-style-type: none"> <li>• Annually: Symposium to be held every year, rotating among different global regions.</li> <li>• 12 Months Prior: Begin planning and promotion activities.</li> <li>• 9–12 Months Prior: Initiate coordination with co-organisers and partners.</li> <li>• 6–9 Months Prior: Co-create and validate the symposium programme.</li> </ul>
<p><b>Dissemination of the Soil Carbon IRC mission, values, and services</b> as well as their benefits to all target groups, and to demonstrate the impact of European funded research projects.</p>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	

<p><b>Foster synergies and strengthen engagement</b> across research fields, sectors, and similar projects to ensure project findings build on each other (including the EU Soil Mission’s projects) and through Impact4Soil.</p>	<ul style="list-style-type: none"> <li>• <b>Increase awareness</b> of Impact4Soil among researchers, practitioners, and stakeholders in related fields and projects.</li> <li>• <b>Encourage active contributions and collaboration</b> to the Impact4Soil platform and its modules.</li> <li>• Promote the Network module to enhance integration and data sharing among projects and organisations.</li> <li>• <b>Strengthen connections</b> with similar initiatives to ensure shared and cumulative findings.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute the Impact4Soil Presentation Video: Share the existing introduction video widely through newsletters, social media, websites, and partner networks to raise awareness about Impact4Soil.</li> <li>• Develop Specific Communication Tools for Each Module: Create tailored materials for each Impact4Soil module, including content overviews and invitations for stakeholder contributions, with a particular focus on the Network module that facilitates the integration of projects and organisations.</li> <li>• Launch a Communication Campaign for the Network Module: Implement a targeted campaign encouraging stakeholders to contribute to and complete the Network module, enhancing collaboration and data sharing.</li> <li>• Request Contributions to Module Content: Reach out to researchers and organisations to solicit their input and data for the various modules, ensuring comprehensive and up-to-date information.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>First half of 2025:</b> LinkedIn paid campaign to attract more users and also promote the Network module.</li> <li>• <b>After the ORCaSa project:</b></li> </ul>
<p><b>Implementing a harmonised MRV framework</b> for soil carbon.</p>	<ul style="list-style-type: none"> <li>• Support MRV Methodology Development: Communicate the importance and technical foundations of harmonised MRV systems for soil carbon, tailored to various land-use contexts and both international compliance and voluntary carbon markets.</li> <li>• Disseminate Science-Based Knowledge: Provide clear, accessible, and actionable research outputs on soil carbon, MRV methodologies, and climate-related initiatives to foster informed decision-making among stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an MRV "Cookbook": Create a comprehensive guide that outlines standardised MRV procedures for soil carbon across different land-use contexts. This resource will serve as a practical tool for practitioners, policymakers, and researchers.</li> <li>• Organise Workshops and Webinars: Host educational sessions to disseminate information about the harmonised MRV framework, including technical training and best practices.</li> <li>• Publish Research Findings and Policy Briefs: Release accessible reports summarising key research outcomes related to soil carbon and MRV methodologies to inform and influence policy and practice.</li> <li>• Engage with Stakeholders: Collaborate with international compliance bodies, voluntary carbon markets, and land-use managers to tailor MRV frameworks to their specific needs.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Second half of 2024:</b></li> <li>• <b>First half of 2025:</b></li> <li>• <b>After the ORCaSa project:</b></li> </ul>

		<ul style="list-style-type: none"> <li>Develop Communication Materials: Produce infographics, videos, and other multimedia content to explain the importance and technical aspects of harmonised MRV systems in an engaging manner.</li> </ul>	
<p><b>Promote open knowledge exchange</b> by facilitating the sharing of methods, data, and resources through an open-access knowledge portal (Impact4Soil), ensuring transparency and accessibility of research outcomes.</p>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li><b>Second half of 2024:</b></li> <li><b>First half of 2025:</b></li> <li><b>After the ORCaSa project:</b></li> </ul>
<p><b>Disseminate science-based knowledge</b> by providing clear, accessible, and actionable research outputs on soil carbon, MRV methodologies, and climate-related initiatives to foster informed decision-making.</p>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li><b>Second half of 2024:</b></li> <li><b>First half of 2025:</b></li> <li><b>After the ORCaSa project:</b></li> </ul>
<p>Enhance capacity building and promote mutual learning among researchers through training programmes and knowledge-sharing events.</p>	<ul style="list-style-type: none"> <li>Promote 'Train the Trainer' programmes to empower regional leaders and disseminate expertise.</li> <li>Encourage active participation in mutual learning events to facilitate knowledge exchange among researchers.</li> <li>Raise awareness of training opportunities and their benefits within the Soil Carbon IRC community.</li> </ul>	<ul style="list-style-type: none"> <li>Implement 'Train the Trainer' Programmes: Organise training sessions led by regional nodes to develop local expertise and enable trainers to educate others in their respective regions.</li> <li>Schedule Regular Mutual Learning Webinars: Plan webinars every few months where researchers present to and learn from each other, following the example of MARVIC's internal and external webinars.</li> <li>Facilitate Knowledge Exchange Platforms: Create online forums or platforms to support ongoing interaction, collaboration, and sharing of best practices among researchers.</li> <li>Promote Training Opportunities: Use newsletters, social media, and direct communication to inform the community about upcoming training sessions and webinars.</li> <li>Monitor and Evaluate Training Impact: Collect feedback from participants to assess the</li> </ul>	<ul style="list-style-type: none"> <li><b>Second half of 2024:</b></li> <li><b>First half of 2025:</b></li> <li><b>After the ORCaSa project:</b></li> <li></li> </ul>

		effectiveness of training programmes and improve future sessions.	
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## 5.1 Events and conferences

Participating in conferences and events is a classic and effective means to approach stakeholders and boost visibility of the Soil Carbon IRC and its outputs.

Events and conferences represent a basis of the Soil Carbon IRC's strategy to engage stakeholders, disseminate findings, and position itself as a global authority in soil carbon research. These platforms allow for direct interaction with diverse audiences, fostering collaboration and knowledge exchange.

### Objectives

- **Raise Awareness:** Enhance visibility of the Soil Carbon IRC's mission, values, and research outcomes among stakeholders, including policymakers, researchers, and the private sector.
- **Engage Stakeholders:** Create opportunities for dialogue and partnership with key players in soil carbon science and related fields.
- **Disseminate Knowledge:** Share actionable research insights and promote the adoption of soil carbon practices aligned with **climate mitigation goals**.
- **Strengthen Community:** Build a cohesive international community of experts, funders, and practitioners dedicated to advancing soil carbon science.

### Key Activities

- **Rotating annual Soil Carbon Symposium:** Host a flagship event featuring keynote speakers, panel discussions, and workshops focused on the latest advancements in soil carbon research and practices. Dedicate sessions for policymakers and researchers, enabling targeted dissemination of research outputs. Incorporate a call for contributions to ensure diverse perspectives and stakeholder participation.
- **Regional workshops:** Collaborate with Regional Nodes to organise workshops tailored to local needs, highlighting region-specific soil carbon challenges and solutions. Offer bilingual sessions to engage local stakeholders more effectively.
- **Participation in external events:** Ensure active representation of the Soil Carbon IRC at high-profile international events such as COP meetings, agricultural expos, and scientific conferences. Sponsor and co-organise sessions with sister projects like "4p1000" and the "EJP Soil" initiative to amplify messages and foster synergies.
- **Virtual engagement:** Develop and host online webinars and training sessions to increase accessibility for global audiences. Establish a recurring "Soil Carbon Conversations" series for interactive discussions with experts.

The list below includes a mix of major international conferences, specialised symposia, and policy-oriented events that align with the Soil Carbon IRC's objectives of stakeholder engagement, knowledge dissemination, and community building in the field of soil carbon research and management.

<p>Relevant past and future events, conferences and workshops related to soil carbon and the Soil Carbon IRC's objectives:</p>	<ul style="list-style-type: none"> <li>• Soil Carbon Symposium, 26 April 2024, Bowral, Australia</li> <li>• SoilCET 2024 (Soil Carbon in the Ecological Transition), 24-26 January 2024, Rueil-Malmaison, France</li> <li>• ESA Symposium on EO 4 Soil Protection and Restoration, 6-8 March 2024, Frascati, Italy</li> <li>• Global Soils Conference 2024, 19-22 November 2024, New Delhi, India</li> <li>• COP29 Climate Change Conference, 11-22 November 2024, Baku, Azerbaijan</li> <li>• Carbon Forward Conference 2024, 8-10 October 2024, London, UK</li> </ul>
<p>2025</p>	<ul style="list-style-type: none"> <li>• 2nd Carbon Farming Summit , 4-6 June</li> <li>• AquaConSoil 2025, 16-20 June 2025, Liège, Belgium</li> <li>• International Soil Science Conference (SOILS 2025), 6-8 May 2025, Penang, Malaysia</li> <li>• 18th International Symposium on Soil and Plant Analysis (ISSPA), June 2025, North Carolina, USA</li> <li>• EUROSIL, September 2025, Sevilla, Spain</li> </ul>
<p>2026</p>	<ul style="list-style-type: none"> <li>• World Congress of Soil Science 2026, 7-12 June 2026, Nanjing, China</li> </ul>
<p>Past events</p>	<ul style="list-style-type: none"> <li>• 14th ISCC Global Sustainability Conference, 22 February 2024, Brussels, Belgium (hybrid)</li> <li>• 9th International Symposium on Interactions of Soil Minerals with Organic Components and Microorganisms (ISMOM 2024), 14-18 October 2024, Tsukuba, Japan</li> <li>• ORCaSa Annual Meeting, 23-24 September 2024, Brussels, Belgium</li> <li>• 11th International Conference on Agriculture (AGRICO 2024), 23-24 September 2024, Bangkok, Thailand (hybrid)</li> </ul>

## 5.2 Multipliers and synergies with network and sister projects

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



The organisations, networks, and projects listed below cover various aspects of soil carbon research, from basic science to policy implementation, and operate at different scales from regional to global. Many collaborate with each other, forming a complex web of soil carbon research and advocacy worldwide.

<b>Network /sister project / initiative</b>	<b>Website</b>
<b>CIRCASA</b>	<a href="https://www.circasa-project.eu/">https://www.circasa-project.eu/</a>
<b>EJP Soil</b>	<a href="https://ejpsoil.eu/">https://ejpsoil.eu/</a>
<b>European Soil Data Centre (ESDAC)</b>	<a href="https://esdac.jrc.ec.europa.eu/">https://esdac.jrc.ec.europa.eu/</a>
<b>European Soil Partnership</b>	<a href="https://www.europeansoilpartnership.org/">https://www.europeansoilpartnership.org/</a>
<b>SoilCare project</b>	<a href="https://www.soilcare-project.eu/">https://www.soilcare-project.eu/</a>
<b>4 pour 1000 initiative</b>	<a href="https://4p1000.org/?lang=en">https://4p1000.org/?lang=en</a>
<b>FACCE-JPI</b>	<a href="https://www.faccejpi.net/en/faccejpi.htm">https://www.faccejpi.net/en/faccejpi.htm</a>
<b>Global Research Alliance on Agricultural Greenhouse Gases</b>	<a href="https://globalresearchalliance.org/">https://globalresearchalliance.org/</a>
<b>Road4Schemes Project</b>	<a href="https://ejpsoil.eu/soil-research/road4schemes">https://ejpsoil.eu/soil-research/road4schemes</a>
<b>Soil Mission Support (SMS)</b>	<a href="https://www.soilmissionsupport.eu/">https://www.soilmissionsupport.eu/</a>
<b>Naturellement Popcorn</b>	<a href="https://www.popcorn.fr/actualites/consortium-sur-le-projet-naturellement-popcorn/">https://www.popcorn.fr/actualites/consortium-sur-le-projet-naturellement-popcorn/</a>
<b>SOILdarity</b>	<a href="https://www.soildarity.eu/">https://www.soildarity.eu/</a>
<b>Land Support</b>	<a href="https://www.landsupport.eu/">https://www.landsupport.eu/</a>
<b>i2connect</b>	<a href="https://i2connect-h2020.eu/">https://i2connect-h2020.eu/</a>
<b>SPRINT project</b>	<a href="https://sprint-h2020.eu/">https://sprint-h2020.eu/</a>
<b>POREM Life project</b>	<a href="http://www.lifeporem.it/index.php/en/">http://www.lifeporem.it/index.php/en/</a>
<b>Farm Carbon Toolkit</b>	<a href="https://farmcarbontoolkit.org.uk/soil-carbon-project/">https://farmcarbontoolkit.org.uk/soil-carbon-project/</a>
<b>Landmark project</b>	<a href="https://landmark2020.eu/project-details/">https://landmark2020.eu/project-details/</a>

<b>RECARE project</b>	<a href="https://recare-hub.eu/">https://recare-hub.eu/</a>
<b>MRV4SOC</b>	<a href="https://mrv4soc.eu/">https://mrv4soc.eu/</a>
<b>SoilWise</b>	<a href="https://soilwise-he.eu/">https://soilwise-he.eu/</a>
<b>MARVIC</b>	<a href="https://www.project-marvic.eu/">https://www.project-marvic.eu/</a>
<b>HoliSoils</b>	<a href="https://holisoils.eu/">https://holisoils.eu/</a>
<b>CarboSMS</b>	<a href="https://carbosms.wordpress.com/">https://carbosms.wordpress.com/</a>
<b>Asia</b>	<ul style="list-style-type: none"> <li>• Asian Soil Partnership</li> <li>• Global Research Alliance on Agricultural Greenhouse Gases - Asia Research Group</li> <li>• CIMMYT South Asia Regional Program</li> <li>• Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA)</li> </ul>
<b>Australia/Pacific</b>	<ul style="list-style-type: none"> <li>• Soil Science Australia</li> <li>• Soil CRC (Cooperative Research Centre)</li> <li>• Pacific Soils Partnership</li> <li>• New Zealand Agricultural Greenhouse Gas Research Centre (NZAGRC)</li> </ul>
<b>Latin and North America</b>	<ul style="list-style-type: none"> <li>• Soil Science Society of America</li> <li>• American Geophysical Union (AGU) - Biogeosciences section</li> <li>• USDA Climate Hubs</li> <li>• C-FARM (Carbon Farming Alliance for Research and Management)</li> <li>• Latin American Soil Science Society (SLCS)</li> <li>• Inter-American Institute for Cooperation on Agriculture (IICA)</li> </ul>
<b>Africa</b>	<ul style="list-style-type: none"> <li>• African Soil Partnership</li> <li>• Alliance for a Green Revolution in Africa (AGRA)</li> <li>• African Plant Nutrition Institute (APNI)</li> <li>• African Soil Information Service (AfSIS)</li> </ul>
<b>Worldwide</b>	<ul style="list-style-type: none"> <li>• Global Soil Partnership (FAO)</li> <li>• International Union of Soil Sciences (IUSS)</li> </ul>

	<ul style="list-style-type: none"> <li>• World Soil Information (ISRIC)</li> <li>• Global Soil Biodiversity Initiative</li> <li>• International Soil Carbon Network</li> <li>• Global Research Alliance on Agricultural Greenhouse Gases</li> <li>• CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS)</li> <li>• International Soil Reference and Information Centre (ISRIC)</li> <li>• World Overview of Conservation Approaches and Technologies (WOCAT)</li> </ul>
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*Table 3 – List of relevant related projects and initiatives for the Soil Carbon IRC.*

## 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 communication activities and ensure that we meet our target KPIs.

## 7 Monitoring and evaluation

Continuous evaluation is necessary to analyse the effectiveness of the actions taken and optimise future actions. It is important to regularly monitor the effectiveness of communication and dissemination activities and consider the use of different and/or additional channels if considered necessary.

The following quantitative and qualitative KPIs have been defined to measure the effectiveness of Soil Carbon IRC’s communication and dissemination activities undertaken:

Activity & channels	Methodology & tools	KPIs	Target (at M27)
<b>Website</b>	Matomo / Google Analytics	Number of page views and visits	NA
<b>X</b>	X analytics	<ul style="list-style-type: none"> <li>Number of followers.</li> <li>Top 3 most viewed and shared posts.</li> </ul>	<ul style="list-style-type: none"> <li>1,41k followers</li> <li>58,8k impressions</li> </ul>
<b>LinkedIn</b>	LinkedIn analytics	<ul style="list-style-type: none"> <li>Number of followers.</li> <li>Top 3 most viewed and shared posts.</li> </ul>	<ul style="list-style-type: none"> <li>212 followers</li> <li>4,61k impressions</li> </ul>
<b>Social media campaigns</b>	Depending on the social media platform used.	<ul style="list-style-type: none"> <li>Number of views.</li> <li>Traffic to the Soil Carbon IRC website.</li> </ul>	NA
<b>Videos &amp; documentary</b>	YouTube analytics if applicable.	<ul style="list-style-type: none"> <li>Number of views.</li> <li>Traffic to the Soil Carbon IRC website.</li> <li>Number of festivals showcasing the documentary</li> </ul>	NA

		<ul style="list-style-type: none"> <li>Number of media mentions</li> </ul>	
<b>Media</b>	Meltwater or similar tool.	Press releases and articles mentioning the project/the Soil Carbon IRC.	NA
<b>Events attended</b>	NA	Number of participants	
<b>Impact4Soil</b>	Matomo	<ul style="list-style-type: none"> <li>Number of visits/users and page views.</li> <li>Traffic to the Soil Carbon IRC website.</li> </ul>	

*Table 4 – Soil Carbon IRC communication and dissemination KPIs.*

## Conclusion

Aligned with the Soil Carbon business model (D2.4) and IRC Mission and vision statement (D2.3), this deliverable will be updated when necessary – during and/or after the ORCaSa project. It is a living document that will evolve in line with needs and actions undertaken to promote the Soil Carbon IRC and ensure its viability by attracting members and funding.

