



# Communication and Dissemination Strategy D6.1

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## Executive Summary

The PHISHES Communication and Dissemination Strategy is designed to effectively share the project's knowledge, tools, and findings with diverse target audiences, ensuring a lasting impact. This report provides partners with clear guidelines for raising awareness, fostering knowledge exchange, and establishing collaborative pathways to amplify project outcomes.

The strategy outlines the objectives of PHISHES communication and dissemination, defines key messages, identifies target groups, and presents a multi-channel approach to maximize outreach. Its implementation follows a structured timeline, supported by continuous monitoring and reporting mechanisms, including KPIs to track progress and optimize efforts.

This strategy has been developed in alignment with the Description of Action (DoA) outlined in the PHISHES Grant Agreement.

## Keywords

Communication, Dissemination, Outreach.

## List of Acronyms and Abbreviations

<b>BRGM</b>	French Geological Survey
<b>CA</b>	Consortium Agreement
<b>EAB</b>	External Advisory Board
<b>GA</b>	Grant Agreement
<b>GLA</b>	General Assembly
<b>EC</b>	European Commission
<b>NGO</b>	Non-Governmental Organizations
<b>PO</b>	Project Officer
<b>PC</b>	Project Coordinator
<b>PMC</b>	Project Management Committee
<b>SGGW</b>	Warsaw University of Life Sciences
<b>SGI</b>	Swedish Geotechnical Institute
<b>UBA</b>	German Environment Agency
<b>UPCH</b>	University of Copenhagen
<b>WP</b>	Work Package



## 1. Introduction

The PHISHES project is dedicated to advancing soil health protection by developing innovative tools and data-driven insights to predict soil conditions and support sustainable land management. To maximize the impact of its findings, PHISHES develops a comprehensive Communication and Dissemination Strategy that ensures knowledge transfer, stakeholder engagement, and the long-term use of project results. This document, the PHISHES Communication and Dissemination Strategy (D6.1), outlines the planned activities to raise awareness, foster collaboration, and share project outcomes with the identified target groups, including policymakers, scientists, information managers, technical users and the broader public.

In particular, the strategy defines the overall goal and specific objectives of the communication efforts, highlights some key messages, identifies the main target groups, and presents the different tools and tactics that are used to effectively reach and engage the audience. Additionally, the strategy details the methodology for implementing communication activities, including timelines, guidelines, monitoring mechanisms, and evaluation criteria.

Developed in alignment with the Description of Action (DoA) of the PHISHES Grant Agreement, as well as collecting inputs from all the partners of the consortium, this strategy provides a structured framework for outreach and dissemination throughout the project's lifecycle and beyond.

This strategy (D6.1), formulated during the first six months of the project with the intention to set up the communication and dissemination efforts, will be updated at M24 (Deliverable D6.5 – Communication and dissemination strategy, 1st update) and at the end of the project (Deliverable D6.6 – Communication and dissemination strategy, 2nd update) ensuring its continued relevance and effectiveness.

## 2. Goal and Objectives

The overall objective of the PHISHES Communication and Dissemination Strategy is to **effectively promote the project's findings, tools and knowledge for soil protection to different target audiences**. It will lay the foundations for the long-term use of the innovative tools and data developed in the project and ensure that their value extends beyond the duration of it. Aligned with the EU guidelines for Communicating, Disseminating, and Exploiting (REA, 2023), the PHISHES strategy focuses on the following objectives:

- **Raise Awareness and Inform:** Communicate the project's goals and activities to target audiences, emphasizing the importance of soil health and promoting the practices and tools developed by PHISHES in addressing the challenges faced by ecosystem services.
- **Foster Knowledge Exchange:** Disseminate project findings effectively to enable actionable insights and provide easy access to the PHISHES tools, and data to empower stakeholders and encourage adoption of project outcomes.
- **Establish Collaborative Pathways:** Promote collaboration with stakeholders, European initiatives and other relevant networks to amplify the project's reach, enhance the relevance and applicability of the results and sustain its outcomes for long-term use.

## 3. Target Audience

The PHISHES Communication and Dissemination Strategy targets two audiences. By focusing on both core and wider audiences, the project aims to have a broad impact, facilitating knowledge exchange, fostering collaboration and promoting the uptake of its results.



### 3.1 Core Target Audience

**Policy Makers at EU, National and Regional Level** who influence frameworks for soil and ecosystem management: Provide evidence-based insights to guide policies on soil health, land use, and environmental sustainability.

**Information Managers** working with soil and environmental data at EU and Member State levels: Inform and facilitate the practical application of data and findings on soil pollution and health.

**Technical Users**, such as local planners, environmental technicians, water agencies, and sectoral bodies: Offer tools, methods, and actionable recommendations for soil protection and sustainable land-use practices.

**Scientific and Research Community** focused on soil health, environmental science, and sustainability: Enhance scientific understanding and promote knowledge exchange of soil pollution's impact on ecosystem services and advance predictive modelling.

### 3.2 Wider Target Audience

**EU Initiatives and Programmes, and Networks**, and in particular the Soil Mission Community (cf. Chapter 7), working in the same topic: Collaborate to exchange knowledge, amplify dissemination efforts, and promote the development of predictive capability regarding the effect of soil management practices.

**Regional and Local Networks:** Spread results and encourage uptake by local and regional stakeholders, including municipal governments and grassroots organizations.

**Media**, including journalists, environmental publications, and other communication channels: Inform about project milestones and results, and share knowledge on the topic of soil health to a wider general audiences.

**General Public** composed of citizens, civil society organizations, Non-Governmental Organizations (NGOs), and private associations with an interest in environmental and agricultural sustainability: Raise awareness about the importance of soil health and the collective responsibility to protect it.

## 4. Key Messages

Effective communication relies on clear, consistent, and impactful messages. Therefore, the project claim, **"Predicting Soil Health to Protect Ecosystems"** encapsulates PHISHES's vision of leveraging advanced models and data-driven insights to forecast soil health outcomes, and inform decision-making processes that protect ecosystems and support sustainable land management practices. The project's key messages, instead, are created to highlight the importance of soil health, the risks posed by soil pollution, and the innovative tools and insights developed by PHISHES to address these challenges.

These key messages will serve as the foundation for all communication and dissemination activities, and they will be tailored to different audience groups and communication tools, enhancing their relevance and impact.

***"PHISHES provides data and insights for practical application in policies to empower soil health and ecosystem restoration in urban planning."***

To: Policy Makers

Via: Policy Briefs, Website and Social Media, Events and Workshops, Networking Activities

***"PHISHES supports translation of soil related data into actionable insights regarding soil ecosystem services, to assess various interventions such as the implementation of Nature-Based Solutions (NBS)."***

To: Information Managers

Via: Policy Briefs, Website and Social Media, Events and Workshops, Networking Activities



***“PHISHES provides data and information to address environmental hazards and restore soil integrity. Above all, PHISHES can support the optimisation of land use for the rural and agricultural sector, contributing to environmental sustainability while ensuring economic viability.”***

To: Technical Users

Via: Website and Social Media, Events and Workshops, Networking Activities

***“PHISHES improves the measurement of the impact of land use changes and soil pollution on soil functions and ecosystem services in a precise and quantitative way.”***

To: Scientific and Research Community

Via: Scientific Publications, Conferences, PhD thesis, Website, Social Media, Direct Contacts

***“PHISHES aims to collaborate to identify synergies and maximise the promotion of knowledge exchange in regard to soil health.”***

To: EU Initiatives and Programmes, and Networks

Via: Meetings with Other Projects, Topic-related Events, Website and Social Media

***“PHISHES provides actionable insights and recommendations for soil ecosystem services to assess various interventions at local and regional level”.***

To: Regional and Local Networks

Via: Topic-related Events, Website and Social Media

***“PHISHES contributes to increasing interest and responsibility in soil health throughout Europe for addressing environmental hazards and climate change.”***

To: Media

Via: Press Release, Website and Social Media, Video, Events, Networking Activities

***“PHISHES shows that researching and promoting policies and practices supporting sustainable soil management and conservation can enhance overall well-being and healthy living for everyone.”***

To: General Public

Via: Website and Social Media, Video, Events

## **5. Tools and Tactics**

### **5.1 Communication**

#### **5.1.1 Project Website**

**[www.phishes-project.eu](http://www.phishes-project.eu)**

The project website serves as the central repository for all information related to PHISHES, including its results and links to tools and materials generated throughout the project. By M3, a landing page has been launched to start raising awareness about the project. Building upon this initial online presence, a full version of the website has been developed and will be regularly updated. In particular, the PHISHES website will feature a dedicated blog section where news items, written by partners through a structured rotation system, will highlight ongoing activities and project actions to engage and inform various audiences.

The following site map aims to ensure easy navigation and accessibility, while accommodating both technical content and materials of general interest. Other sections and sub-pages could be added over time, according to the needs of the project and based on input from all partners.





## PHISHES Website Map

*HOME – To provide a general overview of the project, its objectives and main results to achieve.*

*ABOUT – To provide detailed information about the project and its activities, throughout various subpages such as:*

- *Project Description and Technologies used in PHISHES*
- *Soil Missions*
- *Partners*
- *Advisory Board (if Advisory Board members agree)*

*CASE STUDIES - To provide information about each case study involved in the*

- *Zelivka River Basin, Czech Republic*
- *Koprzywianka River in Poland*
- *Airport in Örnsköldsvik, Sweden*
- *Rotterdam Urban Area, The Netherlands*
- *Soil Laboratory of fate and transport of PFAS*

*DIGITAL PLATFORM – To provide direct access to the main output of the project*

*RESOURCES – To present the main project outputs such as Project report, Publications, Multimedia*

*NEWS & EVENTS – To describe the projects, its activities and organisation, presentation or participations to events*

*CONTACTS, PRIVACY&COOKIES POLICY*

### 5.1.2 Social Media – LinkedIn

[www.linkedin.com/company/phishes-project/](http://www.linkedin.com/company/phishes-project/)

LinkedIn will serve as a key platform for engaging professional audiences, fostering collaboration, and promoting the PHISHES project's results and activities. Specifically, it will be used to:

- Share project updates, milestones, and results with policymakers, scientists, information managers, and technical users.
- Encourage dialogue and interaction with stakeholders in the field of soil health and environmental sustainability.
- Announce and promote participation in conferences, workshops, and outreach events.
- Connect with related EU projects, initiatives, and networks to amplify dissemination efforts and foster collaborative opportunities.

Regular posts will highlight project progress, news, and achievements, using photos, videos, and other visuals to make the content engaging and accessible. The communication will incorporate gender-sensitive language and pictograms to ensure inclusivity and clarity.

Partner contributions will play a crucial role in increasing the outreach of PHISHES content. To support this effort, partners will be encouraged to share published posts within their networks. A notification email alert system will be implemented to inform partners each time new content is shared, ensuring consistent collaboration and amplification.

Hashtags To Be Used in the Copy: **#PHISHESProject, #PredictingSoilHealth, #SoilEcosystems, #SoilManagement, #SoilHealth, #SoilPollution, #HorizonEU, #EUResearch, #EUProjects, #MissionSoil.**

These hashtags can be mixed and matched, depending on the specific post content.



### 5.1.3 Media Outreach

Media outreach activities help to amplify the awareness of PHISHES and ensure that its key messages reach a broad audience. Press releases will be strategically prepared to coincide with major project milestones, such as the launch of key deliverables, tools, or reports, as well as upcoming conferences, workshops, and outreach events.

By leveraging the press offices of project partners, PHISHES aims to communicate its findings, milestones, and events to journalists and media outlets, reaching both specialized and general audiences. Press releases will be developed in English, published on the project website for easy access and redistribution, and shared with national and European media outlets through partners' press offices (if possible). They will also be distributed through partner networks to ensure broader outreach and local adaptation where needed.

To maximize impact, PHISHES will engage various networks and communities to ensure wide dissemination across different countries and sectors. Additionally, it will collaborate with EU-funded initiatives to strengthen media exposure (cf. Chapter 7).

Beyond traditional media, PHISHES will utilize digital tools to enhance outreach, including online media articles, blog posts, news updates on social media channels, and other engaging digital content.

### 5.1.4 Videos and Promotional Materials

Videos and promotional materials (e.g. brochures, posters, and infographics) play a key role in increasing the visibility of PHISHES. To ensure consistency across all communication materials, the project has developed branding guidelines, including a logo and templates for internal and external communication. These materials will include gender-sensitive language and inclusive pictograms, reinforcing PHISHES' commitment to accessibility and inclusivity.

To further strengthen outreach, PHISHES will explore the creation of videos as a powerful storytelling tool to highlight the impact of the project. Short, engaging video content will illustrate key findings, highlight project activities and communicate the overall goal in an accessible and compelling way. In addition, short interviews with researchers and stakeholders will be produced to add a personal and relatable dimension to the PHISHES message.

All video content and promotional materials will be distributed through the project website, social media channels and other relevant platforms to maximise engagement and reach. By combining strong visuals with clear, accessible messaging, PHISHES will ensure that its findings and results are communicated in an impactful and engaging way.

## 5.2 Dissemination

### 5.2.1 Scientific Publications and Conferences

As results of the PHISHES project emerge, communication opportunities will be seized to ensure that research findings are effectively disseminated, knowledge is shared among stakeholders, and impact is maximized. As an illustration, at the time of drafting of this report, a cross-project interactive section has been proposed to the international conference: associating six Mission Soil projects (in alphabetical order: ARAGORN, EDAPHOS, ISLANDR, PHISHES, SOILPROM, SOILWISE) to exchange around the theme of "*Contaminated soil data and predictive modelling of soil health and risks*". Such interactive sessions allow the exchange of findings and ideas among researchers of different scientific backgrounds, which is invaluable considering the high level of multidisciplinary of the soil health problematic.

Results from PHISHES will also be presented at the [RemTech Conference in Ferrara, Italy](#). The aim of this conference is to share information on knowledge, innovation and case histories, to encourage the development of remediation processes and the application of new and sustainable technologies and bring together experts, problem owners and suppliers of available services and technologies. RemTech Europe also provides a platform for discussion between stakeholders. Results of the PHISHES project will be particularly relevant to attendees of this conference since, by translating



soil contamination into assessments of soil functions and health, they will provide a link between soil contamination and technological choices.

The presentation of findings in conferences paves the way for publications in high-impact peer-reviewed international scientific journals. The scope of these journals will include soil health and in particular soil contamination. Relevant examples include: *Science of the Total Environment*, *Soil Biology & Biochemistry*, *Journal of Environmental Quality*, *Environmental Pollution*, *Geoderma*, *Land Degradation & Development*, etc. Scientific papers will be submitted throughout the project's life cycle, rather than after the end of the project, in order to promote a continuous dissemination of findings. Efforts will be made to ensure that papers address both scientific and practical applications so that the PHISHES research is made accessible to both academic and policy-making audiences.

Preliminary findings of the PHISHES project, or findings that have been already validated by the peer review boards of the scientific journals, will be shared with a wider variety of stakeholders, including landowners, farmers, local authorities, environmental protection interest groups, etc. at, e.g., the user workshops organized around the PHISHES test sites (cf. Chapter 6.3). Tailoring content to the specific needs of these diverse audiences will ensure that PHISHES results have real-world relevance and are integrated into soil management practices across Europe.

### **5.2.2 Policy Briefs and Scientific Opinion Papers**

In addition to the scientific publications mentioned in the above Chapter 5.2.1, supplementary policy briefs and scientific opinion papers targeted at European Commission and the national ministry of the environment will be published.

In preparation to this, key actors (consultants, technical experts, NGOs, desk officers, etc.), activities, timelines and resources required for successful policy implementation of the project results, such as influence of changes of land use and soil pollution on soil functions and ecosystem services as well as developed measures against identified soil degradation, will be assessed.

The policy briefs and the opinion papers include a drafting overview of advanced policy instruments taking into consideration PHISHES results. These are related to, e.g., the derivation of threshold values and the development of soil-related indicators regarding soil health for the expected EU Soil Monitoring Law, the development of national and European soil protection requirements, or the promotion of cooperation of German federal states (Bundesländer) in terms of monitoring action in order to make nationwide statements to the soil state.

As an outcome of the publication process, an improved set of policy instruments for policy makers will be available.

## **6. Events**

Different types of events are planned to reach specific target audiences directly.

### **6.1 Co-design and Policy Outreach Events**

In order to enhance impact pathway of PHISHES by targeted dissemination of information to interested public, authorities, and politicians, several activities are seen as necessary. These are among others, active networking of PHISHES partners, interviews with national and European experts, active participation in conferences in order to identify and consider stakeholder demands and restrictions for drafting the output, i.e. especially to identify the best publication focus, narrative, and mode. For the identification of advanced policy advice and instruments, a dedicated process will be implemented on German level, including the assessment of key actors mentioned in Chapter 5.2.2. This is connected to the co-design by four workshops to fulfil the above-mentioned activities (e.g., for active networking and identify and consider stakeholder demands and restrictions). Each workshop aims to reach approximately 60 people from the key actors. The outcome of the co-design events and the information session are better-informed policy makers and politicians.



To present the results of the co-design process, two dissemination events for policy makers are planned. The preparation and organization of an information session at the European Parliament (“Parlamentarisches Frühstück”) through which information reaches the relevant political bodies. This event will target around 80 people. In addition, one national event in Germany on the topic of soil and monitoring is foreseen. This event will be held together with the [Soil Protection Commission at UBA](#) on the World Soil Day on the 5 December (year to be decided), reaching ca. 200 stakeholders from soil protection agencies in Germany.

## 6.2 User Workshops at Case Study Sites

User Workshops in PHISHES will serve multiple purposes. They will foster collaboration between researchers, policymakers, contaminated-land owners, soil remediation operators and other stakeholders at case site level. They will also help in identifying local soil health challenges, disseminating PHISHES research findings, and gathering valuable feedback for practical applications. It is anticipated that these workshops will promote knowledge exchange on best practices for soil management, contamination mitigation, and sustainable land use. These workshops will be organized around most of the PHISHES case study sites.

CzechGlobe will organize a national conference in the Czech Republic, in collaboration with the water authority of the Zelizka basin. The event will showcase comprehensive results from Zelizka test site, providing valuable insights into the findings and practical applications of the modelling efforts. The conference will also highlight various scenarios that were examined throughout the process, emphasizing how these results could be utilized for real-world water management/agricultural strategies. Experts, stakeholders, and decision-makers will be gathered to discuss the implications of these results, fostering collaboration and knowledge exchange aimed at improving water resource management and agricultural management in the region. This event will be organized in 2026-2027.

BRGM will organize an international workshop focused on the results of the PHISHES model train developed to simulate fate and transport of pollutants in soils, with a particular focus on PFAS and on the multiple-scale testing facilities located in Orléans. The meeting will be mainly devoted to the numerical tools that can be used at catchment or basin scale, the targeted scales of the project. Synergy with the SGI Test Case of Örnköldsvik (Sweden) will be developed by inviting SGI researchers and SGI university partners involved at this site. This workshop will be held to share experiences, and tools developed by other organizations (public institutes, universities, private companies, etc.). Partners of the project will be invited to participate. A range of 20 to 50 attendants is expected. This event will be organized in 2026-2027.

DELTARES will organize a workshop as one-day seminar of experts of the PHISHES project with local stakeholders and local administration and local experts in the domain of urbanised basins. A special focus will be on the Rotterdam test case, but links with the SPADES project led by DELTARES would also be beneficial, as it would help promote PHISHES results in urban planning.

SGGW plans to hold a 2-day workshop combining the first day of a joint meeting of the project participants with the stakeholders and other parties related to mitigating soil pollution in agricultural catchments. It is foreseen to extend invitation to the polish water authorities (water board), the managers of the rural areas and the representatives of scientific institutes. One-day seminar is expected to be an occasion to exchange views and generally discuss possibilities to solve soil contamination problems. The topics of the presentations will refer to PHISHES framework, main tasks, models and challenges, but will particularly focus on test cases, with special reference to Koprzywnianka catchment as a site with rather limited dataset. Additionally, on the second day, the workshop will include an excursion to the research site to visiting measurement spots of surface and groundwater levels, points of estimation of soil properties and an attempt to show possible sub-catchments for the results analyses. It is also planned to visit potential point sources of soil pollution.

## 6.3 Scientific Events Organised by PHISHES

DHI and UCPH will organize an event (currently planned to take place in Copenhagen) for Scientific Dissemination purposes, aimed at an international audience of researchers, companies and



authorities working with pollutants in the soil and water environment. The focus will be on the modelling of the exposure and transport of pollutants from soils to water resources under various management strategies to minimize and prevent pollution of soils and freshwater in urban, industrial and agricultural dominated freshwater catchments. The event will include a special session devoted to the use of modelling tools and platforms. Up to 100 participants from outside the PHISHES project are expected.

BRGM will organize the final PHISHES closure conference in Orléans (France), with invited stakeholders and partners from, e.g., sister projects. The primary objective will be to share the digital platform tool to display data and key results in support of decision-making as well as scenario results on soil-water pollution, soil services and soil health and their implication on policymaking (project results, conclusions and recommendations). Stakeholders will include research organisations such as INRAE, the French National Agronomy Agency, and entities from the private sector.

## **6.4 Events for the General Public**

Engaging the general public is an important component of PHISHES communication and dissemination strategy, ensuring that project findings reach a broader audience beyond scientific and policy circles. To achieve this, PHISHES will actively participate in events that promote sustainability, environmental awareness, and soil health as e.g. the European Green Week or World Soil Day activities.

For example, if the annual topic allows, a partner event can be organised at the European Green Week, as the event could serve as a platform for interactive discussions, presentations and networking opportunities. Collaboration with other Soil Mission projects is planned to create partners events or activities together. Additionally, PHISHES will contribute to World Soil Day activities, celebrated annually on 5 December by engaging the general public through educational campaigns, workshops, and outreach materials, fostering a deeper understanding of soil health challenges and solutions.

Beyond these events, PHISHES will seek synergies with other Soil Mission projects to co-organize joint events and activities that amplify outreach efforts, and maximize its visibility, as well as share knowledge more effectively.

## **7. Joint Activities and Networking**

PHISHES recognises the importance of collaboration and knowledge exchange to maximise its impact and ensure the long-term sustainability of its results. To this end, the project will actively engage in joint activities and networking with key initiatives, projects, and institutional bodies working in the field.

A key focus of PHISHES will be fostering synergies with related EU-funded projects under the Mission "A Soil Deal for Europe" and Destination Earth, and with the Joint Research Centre and its EU Soil Observatory. These collaborations will help align efforts, share data, and conduct joint activities to enhance knowledge on soil health and sustainable management. Additionally, PHISHES will evaluate collaboration with other Missions if relevant (e.g. Oceans and Climate Missions).

### **7.1 Mission Soil Community**

PHISHES actively participates in the Mission Soil Community "Communications & Stakeholder Engagement Cluster" and joined its Platform, using this initiative to optimise the exploitation of its results and integrate them into existing knowledge-sharing frameworks. By sharing content to this platform, PHISHES ensures that its insights contribute to a broader European effort to promote sustainable land and soil management in urban and rural areas. Indeed, the Mission Soil Platform serves as a central hub for collaboration, supporting the promotion of research activities, facilitating cooperation among funded projects, and raising awareness about soil-related challenges and solutions.





By being part of the Mission Soil “Communications & Stakeholder Engagement Cluster”, PHISHES aims to:

- Capitalise on existing communication tools, making PHISHES outcomes more accessible and impactful.
- Enhance stakeholder engagement by participating in regular exchanges with other Mission Soil-funded projects.
- Share insights and best practices, ensuring that PHISHES’ results reach key actors in soil monitoring, policymaking, and land management.
- Improve synergies and streamline efforts in soil research and innovation.

PHISHES members will also participate in the other relevant clusters, such as the “Data and Knowledge Management” and the “Soil Indicators and Monitoring”.

## 8. Timeline

Throughout PHISHES, a comprehensive communication and dissemination strategy will be implemented to ensure the broad impact of the project. The initial phase of the project will focus on the development of the project branding and the formulation of the strategy with the implementation of some selected tools (e.g. project landing page, LinkedIn, access to the Mission Soil community, etc.).

After the first six months, the partners will be actively involved in the communication and dissemination process, contributing regularly to the creation of content. A structured system for updating content and sharing project-related activities will be implemented to ensure that the website and social media channels are continuously updated with relevant news and developments. As the project progresses and results emerge, these will be promoted to inform the various target audiences. In particular, the final phase of the project will focus on ensuring the continued impact of PHISHES beyond its conclusion.

The strategy will be regularly updated at reporting periods (D6.5 due at M24) and at the end of the project (D6.6 due at M48), according to the analysis of the results, as described in the following chapter.

## 9. Monitoring and Reporting

PHISHES partner T6 Ecosystems is responsible for coordinating communication and dissemination activities, ensuring that they are effectively implemented and aligned with the project’s objectives. To assess the effectiveness of these activities, Key Performance Indicators (KPIs) outlined in the Description of Action (DoA) will be continuously tracked. These KPIs will measure the reach, engagement, and impact of communication and dissemination actions, allowing for adjustments and improvements where necessary. Regular updates on that will be provided to the consortium during the regular project meeting to share experiences and evaluate together the efforts.

Monitoring results will be included in the official (and confidential) periodic reports to the European Commission, providing an overview of progress, achievements, and areas for further enhancement. Therefore, all partners contribute to collecting their own communication and dissemination activities using an implemented tracking file system.



Table 1: Key Performance Indicators (KPIs) Quantifying Communication and Dissemination Activities.

Activity	Timeframe	KPI
Project website	M12 M24 M48	Unique Visitors >1,000 Unique Visitors >2,500 Unique Visitors >10,000
Social Media	M6 to M48	Size of Online Community by M48 >500 Post Engagement Rate >2% No. of Impressions (Monthly Average) >200
Press Releases	Regularly	>5
Events for the General Public	Regularly, depending on calendar of events	>2
Scientific Conferences and Open Access Publications	Regularly	Publishing in Peer-reviewed Journals > 10 Presenting in Scientific Conferences > 20
Policy Briefs	M21 and M42	> 4
Scientific Opinion Papers on Advanced Policy Instruments	M42	Publishing Technical Publications > 2
Joint Activities with Relevant Initiatives	Regularly	Establishing Links with Relevant Initiatives > 5 Co-organised events > 4
National Event in Germany on Results of Co-Design Process on Occasion of the World Soil Day	M40	200 Participants
Workshops at Test Cases	2026, 2027	Number of attendees for each workshop > 30 Number of Workshops: > 3 (at least 1 for Test Case Areas in Czech Republic and Poland)
Final Conference	Between M46 and M48	Number of Attendees, Including Virtual > 100

## 10. Conclusion

By implementing a robust Communication and Dissemination Strategy (D6.1) within the first six months of the project, PHISHES ensures that its key findings and results are effectively shared and utilized. This strategy provides a clear framework for engaging diverse target audiences, disseminating research outcomes, and maximizing the impact of project results. Moreover, the success of this communication and dissemination activity relies also on the active involvement and collaboration of project partners and their engagement within relevant networks.

Through an iterative monitoring process, the strategy will be updated at key project milestones to ensure it remains responsive to new challenges. At M24, an initial review will assess progress, refine dissemination tactics, and integrate lessons learned from early project results. Then, at M48, a final update will ensure a long-term accessibility to key findings, resources, and best practices beyond the project's duration, also fostering broader awareness and engagement within the research and policy communities.



## 11. References

Communicating about your EU-funded project. (n.d.). European Research Executive Agency (REA). [https://rea.ec.europa.eu/communicating-about-your-eu-funded-project\\_en](https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en)





**PHISHES**

Physically-based Integrated  
Soil Health Simulation platform

*Predicting soil health to protect ecosystems*

### For More Information

- Visit PHISHES website:  
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