# D7.1. DCP and performed activities report v1

WP7

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# Deliverable Information Sheet

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[11] **Type** _[1] **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other_ **Dissemination level** [1] **PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified

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| 16/03/2026 | Review by Maria Anastasi (CyRIC) |

# List of Acronyms

| | |
|---|---|
| DCP | Dissemination and Communiciation Plan |
| C&D | Communication & Dissemination |
| KPIs | Key Performance Indicators |
| RLGP | Regenerative Livestock Grazing Practices |
| LL | Living Labs |
| CAP | Common Agricultural Policy |

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# Keywords list


- Communication & Dissemination Strategy
- Dissemination activities
- Communication channels
- Stakeholder engagement
- Living Labs
- Regenerative Livestock Grazing Practices


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# 1. Executive summary

This deliverable presents the Dissemination and Communication (D&C) Plan of the GroundWork project.

The objective of this deliverable is to provide guidance in how to achieve the project's main objectives, and a more detailed overview of the dissemination and communication goals to be reached together with the project partners. The tactics employed in this plan revolve around using and tapping into different communication tools, channels, events, activities, and partnerships to achieve key results. This strategy is integrated under Work Package (WP) 7: Dissemination, Communication, and Exploitation.

As WP7 leader, REVOLVE will be responsible for the overall activities defined under the present Dissemination and Communication plan (DCP), including the main dissemination and communication channels, tools, and materials to be used during the project.

The DCP outlines a first detailed planning of the dissemination, and communication activities with the aim of performing actions and campaigns that reach specific targeted groups and audiences.

All partners will be actively involved in the dissemination, and communication actions and their involvement will contribute to a satisfactory dissemination of the project's objectives, activities, and results.

# 2. Expected impact

This Deliverable D7.1 DCP and performed activities report was developed during the first 6 months of the project. In this task REVOLVE has established a communication and dissemination (C&D) plan for project results and stakeholders needs that outlines the main C&D activities to be deployed during the upcoming 18 months of the project. Comprehensive stakeholder analysis was undertaken by project partner SVEKO as part of WP2 to identify interested parties and thus develop engagement plans, such as agri-food industry (farmers, processors), consumers, NGOs, research institutes, cooperatives, government & public sector.

Under task 7.1 task, Dissemination and Communication Plan (DCP) & dissemination delivery, started in M1 and continuing until the end of the project, a variety of communication materials will be produced to help engage the main stakeholder groups identified at the beginning of the project. These materials include the communication guidelines, and communication toolkit (office templates, infosheets, videos, leaflets, infographics and roll-ups), regular newsletters, social media presence, press releases, scientific and non-scientific publications, practice abstracts, and policy recommendations. The GroundWork website will be fully available in M6 to display the project´s vision, approach, resources for farmers, newsletter and events updates related to regenerative livestock grazing, soil restoration, and the EU Mission Soil. These materials will contribute to reaching the expected Key Performance Indicators (KPIs) for the project including 6,000 website visits during the first year, a total of 60,000 by the end of the project, 600 social media followers, and 1,500 video views.

In addition, the consortium, with the lead of AERA partner, will organise capacity building and farmer’s trainings to empower farmers to adopt regenerative practices & enhance soil literacy.

All communication and dissemination materials will be made available on the external SharePoint shared with partners, ensuring easy access, version control, and coordinated use across the consortium.

# 3. Introduction

The GroundWork project is driving the transition to regenerative livestock farming in Europe to restore soil health, reduce emissions, and improve ecosystem resilience. Through five Living Labs in Portugal, Germany, Belgium, Sweden, and Serbia, it co-designs and tests adaptive grazing practices across diverse farming systems, engaging farmers and stakeholders to support more sustainable, climate-resilient food production.

Coordinated by CyRIC and comprising 20 partners, 2 associated partners, and 2 associated entities from 13 countries, this 5-year project (2025 – 2030) Horizon project contributes to improved soil health and ecosystem resilience while supporting farmers in transitioning toward regenerative, low-emission livestock and agricultural practices.

As a central document for activities under Task 7.1 Dissemination and Communication Plan (DCP) & dissemination delivery, the D&C plan provides a clear overview of how all communication channels, activities, and tools work together to engage GroundWork's relevant stakeholder groups to achieve the dissemination objectives within WP7. It facilitates dialogue between livestock farmers, consumers, NGOs, research institutes, cooperatives, government, & public sector, while promoting the exchange of knowledge on regenerative livestock grazing practices, soil health, and sustainable agricultural systems.

Building on project's communication objectives (**Chapter 4**), D7.1 begins by outlining the main stakeholder and target groups (**Chapter 5**). It then outlines the core and supporting messages tailored to theses audiences (**Chapter 6**). The dissemination activities planned over the project lifetime, including scientific outputs, policy engagement, events, and networking actions, are detailed in **Chapter 7. Chapter 8** describes the communication channels used to support these activities, including project website, social media, videos, newsletters, and media relations. The visual identity and brand identity of the project is displayed in **Chapter 9** including the communication materials developed to support partners in their reporting. Finally, the plan defines the Key Performance Indicators (KPIs) and targets (**Chapter 10**) used to monitor communication and dissemination performance.

Through this plan, Work Package 7 (WP7) will support the transfer of GroundWork outcomes by ensuring that key results and lessons learned reach the relevant stakeholder groups. It will raise awareness of the potential of regenerative livestock grazing practices to improve soil health, enhance ecosystem resilience, and support the transition toward sustainable and climate-resilient agricultural systems across Europe.

# 4. Dissemination & Communication objectives

The Dissemination & Communication Plan is a key instrument for ensuring the visibility, uptake, and long-term impact of the GroundWork project. It provides a coherent framework outlining how communication channels, tools, and activities are strategically combined to raise awareness, engage stakeholders, and disseminate project activities and results effectively. A balanced mix of digital and traditional communication instruments - including a dedicated project website, social media, multimedia content, publications, media relations, and events - is used to maximise outreach across different stakeholder groups.

A central element of the DC Plan is the continuous and structured flow of information throughout the project lifecycle. Regular updates, success stories from Living Labs and funded farming projects, scientific and technical publications, and policy-oriented outputs ensure that farmers, researchers, policymakers, industry actors, and civil society remain informed and engaged. By leveraging established networks and influential organisations, GroundWork aims to amplify its dissemination efforts and create synergies with relevant initiatives at regional, national, and European levels.

Beyond the project duration, the DC Plan supports the sustained dissemination and exploitation of GroundWork results through a post-project sustainability strategy, ensuring continued visibility, knowledge transfer, and impact.

The D&C Plan aims to:

- *Raise awareness among key stakeholder groups about the importance of regenerative livestock grazing practices for improving soil health, reducing environmental impacts, and enhancing ecosystem resilience.*
- *Engage farmers, agri-food actors, researchers, policymakers, NGOs, and citizens in structured dialogue to support co-creation, knowledge exchange, and mutual learning across Living Labs.*
- *Promote acceptance and uptake of regenerative livestock grazing practices by showcasing evidence-based results, best practices, and farmer-led success stories.*
- *Facilitate effective knowledge sharing and dissemination of scientific, technical, and practical results generated within GroundWork.*
- *Support exploitation opportunities by enabling the transfer of project outcomes into practice, policy recommendations, and future research and innovation activities.*

# 5. Target audience and stakeholders

As required by the Grant Agreement, the GroundWork communication and dissemination strategy is designed to reach and actively engage a diverse set of stakeholders and target audiences operating across the European livestock, agricultural, environmental and policy ecosystems. The strategy aims not only to inform but also to meaningfully engage stakeholders throughout the project lifecycle, supporting knowledge exchange, co-creation, uptake, replication and policy impact.

The identification and definition of target audiences build directly on the comprehensive stakeholder mapping conducted by project partner SVEKO in Deliverable **D2.2 - Map of stakeholders**, which analysed actors involved in or affected by regenerative livestock grazing practices across the five Living Labs (Sweden, Germany, Serbia, Portugal and Belgium). This mapping confirms that transforming soil health and livestock systems requires the coordinated involvement of multiple actor groups, engaged differently depending on their relevance to co-creation activities, implementation of regenerative livestock grazing practices, knowledge exchange, policy alignment and wider dissemination of results.

This differentiated engagement approach is intended to support that GroundWork results are:

- scientifically robust,
- practically relevant for farmers and advisors,
- aligned with policy and governance needs,
- and accessible to a wider audience for replication and uptake.

The main target audiences of GroundWork include:

- ***Farmers and producer associations****: Including livestock farmers, demonstration farms, Living Lab participants, farmer groups and cooperatives. Farmers are central actors in the project and are actively involved in co-creation processes, testing and demonstration of regenerative livestock grazing practices, peer-to-peer learning, capacity-building workshops and field visits.*
- ***Agri-food industry and supply chain partners:*** *Including processors, retailers, cooperatives, agri-businesses, certification bodies and service providers interested in sustainable livestock production, resilient supply chains and regenerative practices.*
- ***Civil society, NGOs and environmental organisations:*** *Environmental NGOs, farmer organisations and civil society actors contributing to awareness raising, social acceptance, environmental integrity and outreach to wider audiences.*
- ***Policymakers, public authorities and governance bodies:*** *Local, regional, national and EU-level authorities responsible for agriculture, environment, climate, water and rural development, engaged to support policy alignment, enabling frameworks and uptake of results in decision-making processes.*

- ***Technology developers and investors:*** *Digital solution providers, agri-tech companies, monitoring and decision-support technology developers, and investors interested in testing, validating and scaling innovations supporting regenerative livestock systems.*
- ***Scientific and research institutions:*** *Universities, research centres and technical organisations contributing to experimental design, monitoring, data analysis and scientific validation of environmental, agronomic and socio-economic impacts.*
- ***Consumer associations:*** *Consumer associations and end-consumers interested in sustainable food systems, soil health, climate action and transparency in livestock production.*

| Identified stakeholder group | Group details | Channels used to reach them | Expected communication outcomes |
|---|---|---|---|
| **Farmers and producer associations** | Livestock farmers, demonstration farms, Living Lab participants, farmer groups and cooperatives | Living Lab meetings, field days, capacity-building workshops, practice abstracts, videos, newsletters, website, videos | Increase awareness and understanding of RLGP and project objectives, active participation in project activities, exchange of experiences, to adopt and test practices |
| **Agri-food industry and supply chain partners** | Processors, retailers, cooperatives, certification bodies, agri-businesses | Conferences, sectorial events, technical articles, newsletters, website | Awareness of project results, interest in sustainable supply chains, engagement in discussions in sustainable livestock |
| **Civil society, NGOs and environmental organisations** | Environmental NGOs, farmer associations, civil society actors | Workshops, public events, newsletters, social media, website | Increased visibility of project results, support dissemination and outreach activities |
| **Policymakers, public authorities and governance bodies** | Local, regional, national and EU authorities; agencies and policy bodies | Policy briefs, policy-oriented events, workshops, final conference, newsletters, website, EU project synergies | Awareness of policy-relevant evidence, consideration of project results in policy discussions, engagement in policy dialogue |
| **Technology developers** | Agri-tech companies, digital solution providers, monitoring tools developers, investors | Technical workshops, conferences, project events, newsletters, website | Awareness of project needs, interest in validation, piloting or scaling technologies supporting regenerative livestock systems |
| **Scientific and research institutions** | Universities, research institutes, technical experts | Scientific publications, conferences, partner | Use of GroundWork methodologies and data; contribution to scientific |

| | | | |
|---|---|---|---|
| | | networks, project meetings, website | outputs; integration of results into further research |
| **Consumer associations** | Consumer associations and end-consumers | Press releases, website, social media, videos, infographics | Increased awareness of regenerative livestock grazing benefits, better understanding of sustainability impacts, public visibility of the project |

**Table 1.** Stakeholders reach plan and expected outcomes

# 6. Messaging

Consistent messaging about the project reinforces the identity of the project projected through the visual identity (see **Chapter 9**). To ensure coherent and consistent messaging across channels and among partners, the Consortium has developed specific messaging from the GroundWork project and in parallel is supporting communication about the project by partners including the development of communication materials and guidelines for partner to use and consult in their activities.

## 6.1. Main messaging

To ensure a consistent communication effort, a project description, or “Golden Paragraph” has been developed to be used to describe the project both, addressing a technical audience and a non-technical audience:

### GOLDEN PARAGRAPH

**For general audience:**

GroundWork brings together farmers, scientists, and communities to regenerate soils and promote sustainable agriculture. Using innovative grazing practices adapted to each region, it is restoring degraded soils, reducing pollution, and combatting climate change. With Living Labs in five countries, the project is showing that nature-friendly agriculture can be productive, resilient, and provide sustainable food for a healthier future.

**For technical audience:**

GroundWork promotes sustainable land and soil management through livestock farming by advancing regenerative models with adaptive grazing practices across five Living Labs, it co-designs Regenerative Livestock Grazing Practices (RLGPs) adapted to diverse soils, climates, and production systems. The project evaluates impacts on soil health, ecosystem resilience, greenhouse gas emissions, and productivity, combining multidisciplinary research, advanced monitoring, and active involvement of farmers, scientists, and policymakers

### TAGLINE

In addition to the golden paragraph and project about line, a tentative inspirational tagline has been selected to convey the project’s vision in a short and catchy manner, and that aims to connect the project with broader global aims:

*Regenerating soils, Rethinking livestock*

## 6.2. Sub-messaging

The sub-messaging complements the main message and focusing on conveying key messages to the main target audiences identified in **Chapter 5.1**. The following key messages have been identified:

- *GroundWork works with farmers to promote biodiversity, improve soil health, and strengthen ecosystems through regenerative practices.*
- *GroundWork contributes to food security and economic benefits for farmers by improving soil and reducing inputs.*
- *GroundWork is promoting technological and scientific innovation by sharing open data and validating new tools for the agricultural sector.*

Depending on the stakeholder group and the intended target, the message about GroundWork will vary. The message will reflect the tone of the project and be tailored to suit the specific target audience. Below are some examples of messaging for the seven main target groups:

- ***Farmers and producer associations**: Groundwork empowers farmers and producer associations to adopt and implement RLGP through access to Living Labs (LL), demonstration farms, training, peer-to-peer learning, and financial mechanisms, ensuring practical, scalable solutions tailored to their regions.*
- ***Agri-food industry and supply chain partners:** GroundWork enables the agri-food industry and cooperatives to integrate RLGP into business models, creating sustainable supply chains, co-benefits for society, and market opportunities for regenerative products.*
- ***Civil society, NGOs, and Environmental organisations**: GroundWork collaborates with NGOs and environmental organizations to raise awareness, promote sustainable practices, and foster community engagement, ensuring regenerative livestock grazing is socially accepted and environmentally responsible.*
- ***Policy makers/Public authorities/ Governance bodies**: provides policymakers and public authorities with robust evidence and practical results from Living Labs to design effective policies and incentives that support farmers in delivering measurable climate, environmental, and socio-economic outcomes.*
- ***Technology developers/investors**: GroundWork offers technology developers, digital solution providers, and investors the opportunity to test and scale innovative tools for monitoring, decision support, and efficiency in regenerative livestock systems.*
- ***Scientific and Research institutions**: GroundWork combines advanced scientific research with open-field data from LLs to enhance soil health, biodiversity, and climate resilience, providing evidence-based insights that support practical adoption of regenerative agriculture across Europe.*
- ***Consumer's associations**: GroundWork works consumer organisations to communicate the benefits of regenerative agriculture, increase public awareness, and align market demand with sustainable livestock practices.*

# 7. Dissemination activities

The dissemination strategy of GroundWork ensures that the project's results are disseminated only following prior notification to, and consent from, all partners, and that all proprietary information is appropriately protected before dissemination or exploitation. A range of dissemination activities is planned to ensure that project results and actions effectively reach the identified target groups. REVOLVE will lead these activities, working closely with all project partners to maximise impact. The dissemination efforts will include the following activities:

## 7.1. Scientific publications

GroundWork will aim to produce at least ten scientific publications and fifteen technical articles in journals, technical magazines, international peer-reviewed journals, and other relevant media. During the proposal phase of the project, a series of target journals was identified with the support of project partners. This list includes journals such as Soil &Environmental Health Journal, Agronomy for Sustainable Development, the European Journal of Agronomy, Agricultural Systems, Agriculture and Human Values, and Journal of Rural Studies. All publications will comply with FAIR data principles and will be openly accessible, free of charge, via the GroundWork website repository and other open-access platforms.

The first article featuring GroundWork will be published by the end of March in the quarterly magazine of REVOLVE, whose spring issue focuses on ecosystem restoration and the circular economy. The article will examine the role of regenerative grazing and mixed farming systems in restoring soil health across Europe, drawing on insights from the GroundWork Living Labs. It will also be made available in the Media section of the GroundWork website, ensuring open access and wider outreach to stakeholders beyond the scientific community.

## 7.2. Policy recommendations

GroundWork will develop a set of five policy recommendations aimed at supporting the wider uptake of the methods demonstrated within the project and facilitating the creation of additional Living Labs (LLs). Each policy brief will outline concrete actions that policymakers could implement to enable scaling and long-term adoption. Particular emphasis will be placed on identifying measures that could be incorporated into the forthcoming Common Agricultural Policy (CAP) Strategic Plan (2028 - 2034), ensuring alignment with future policy frameworks. The recommendations will address key CAP instruments, with a specific focus on Eco-schemes, and Climate and Environment related interventions.

The policy recommendations will be informed by evidence generated through the Living Labs and associated assessments, complemented by insights gathered from a broad range of stakeholder groups. This approach will ensure that the recommendations reflect both practical experience and stakeholder priorities. To strengthen relevance and policy coherence, the proposed recommendations will be discussed with representatives from the European Commission, national authorities, and other ongoing initiatives in this field, notably through exchanges planned under section 7.6. These interactions will support the identification of efficient and country-specific

combinations of private and collective organisational arrangements, alongside appropriate forms of public intervention.

## 7.3. Practice abstracts

GroundWork will produce a series of practice abstracts aimed at facilitating the uptake of regenerative land management practices (RLGPs) by farmers and informing regulatory bodies across Europe. These abstracts will present practical, actionable information derived from the project's Living Labs and associated assessments, in a format tailored to practitioners. The practice abstracts will also contribute to wider knowledge exchange and soil literacy, in line with the project's key strategic objectives.

The materials will be prepared using the common EIP-AGRI format to ensure accessibility, consistency, and compatibility with the EIP-AGRI platform. GroundWork will submit project details to the platform and make the practice abstracts publicly available, supporting wide dissemination and the transfer of knowledge across the EU. A minimum of 20 practice abstracts is foreseen for the project.

The abstracts will complement other end-user materials designed to support peer-to-peer learning, farmer-to-farmer mentoring, and experiential training activities. By providing concise and practical guidance, the practice abstracts will help farmers adopt RLGPs and enable regulatory and advisory stakeholders to understand and promote these practices effectively.

## 7.4. Event participation: conferences, fairs, industry exhibitions

Participation in external events will be a key element of GroundWork's dissemination and communication activities. Throughout the project duration, partners will present the project, its objectives, and emerging results at scientific conferences, trade fairs, exhibitions, and sector-specific events in order to reach the identified audiences, including farmers, advisors, researchers, policymakers, and other stakeholders active in sustainable and regenerative land management.

GroundWork foresees participation through presentations and posters at a minimum of six events. These events will provide opportunities to showcase project activities, exchange knowledge with peer initiatives, and promote project outputs to both specialist and practitioner audiences.

A number of relevant events has already been identified as potential dissemination opportunities, including the Agroecology Forum, the European Agroforestry Conference (EURAF), the Regenerative Agriculture Summit, Groundswell - Regenerative Agriculture Festival Groundswell, and the World Organic Forum.

Since the project started, GroundWork partners have already participated in a number of events to engage with relevant stakeholder, and other related project under the SOIL Mission umbrella. These early dissemination activities have contributed to raising awareness of the project goals and establishing initial connections. These events include:

- *The European Mission Soil Week 2025 (Nov 2025)*
- *The Resilience of Pastures: From Science to Practice (Nov 2025)*
- *SOOIL Annual Community Engagement Conference (Dec 2025)*

So far, the following events were identified for 2026:

- *CYPRUS DIASPORA FORUM 2026 (May 2026)*

Partners will be encouraged to actively seek additional opportunities to present GroundWork at relevant event as the project progresses. Information on participation and other disseminations activities will be collected for reporting and communication purposes and may be shared through the project's communication channels, where appropriate.

## 7.5. Event organisation

GroundWork will organise a range of project-led events throughout its duration to support communication, disseminations, capacity building, and stakeholder engagement. These events will serve as platforms to present the project and support the uptake of RLGP among the stakeholder groups. These events include:

- ***Capacity-building events and training activities***

  *Living Labs (LL) will host workshops, training sessions, and field days based on farmer-to-farmer mentoring, peer-to-peer learning, and experiential approaches. A minimum of four training activities will be organised per LL, resulting in at least 20 events across the project. These activities will be supported by communication materials and linked to demonstrations at lighthouse farms.*

- ***Field visits and demonstration events***

  *Two field visits per LL will be organised from the midpoint of the project for policymakers and media stakeholders. These visits will combine demonstrations, short training session, and direct interaction with Living Lab coordinators and local actors, supported by targeted communication actions.*

- ***Open Call related events***

  *One webinar per LL will be organised to support the Open Call and encourage the participation of external farmers. These webinars will be accompanied by online dissemination activities.*

- ***Cluster and joint events with other EU-funded projects***

  *GroundWork will organise and participate in joint events with other EU-funded projects through a dedicated project cluster. These events will support shared visibility and coordinated communication. Project leaders and co-leaders will meet at least twice per year to coordinate cluster-related events, with coordination rotating every six months.*

- ***Final event***

*A final project event will take place alongside a large sector conference, providing a platform to present the project's outcomes and policy recommendations. This event will include a dedicated session for policymakers, potentially organised as a parliamentary session, where the project results and final recommendations will be shared. Additionally, the event will feature cross-sectorial discussions between decision makers and stakeholders to explore how local actors can be empowered to implement holistic solutions, improve policy frameworks, promote sustainable agricultural practices, and expand Living Labs.*

All events organised within the project will be documented for communication and reporting purposes, and related materials will be shared through the project's communication channels to maximise reach and long-term impact, when relevant.

## 7.6. Networking and partnership with other EU-funded projects

GroundWork will actively network and collaborate with relevant EU-funded projects to enhance visibility, reach shared target audiences, and strengthen the dissemination of project results. Priority will be given to initiatives that focus on similar or related topics, including projects such as **SOILL**, **NATI00NS**, **BENCHMARKS**, and **AI4SoilHealth**, as well as other emerging collaborations. These initiatives will provide key channels for cross-project communication and joint outreach.

Collaboration will focus on practical communication activities, such as sharing relevant information and datasets for dissemination, organising joint events and workshops, and producing shared communication materials, including publications and policy-oriented outputs.

As part of its engagement with the **Mission Soil Platform,** GroundWork will participate in clustering and communication activities with other Mission Soil projects. This engagement will allow for wider dissemination of results via established EU channels. Since the project kicked off it has already participated in clustering meetings formed by the following EU projects:

| | | | | | | |
|---|---|---|---|---|---|---|
| AI4SoilHealth | ARAGORN | AUSO | BENCHMARKS | BIN2BEAN | BIOservicES | Credible |
| CURIOSOIL | DeliSoil | ECHO | EDAPHOS | E-SPFdigit | FENIX | ForPeat |
| GOV4ALL | HoliSoils | Hort2thefuture | HuMUS | InBestSoil | iCOSHELLs | ISLANDR |
| LILAS4SOILS | LivingSoiLL | LOESS | MaRVIC | MINAGRIS | MONALISA | MRV4SOC |
| MultiSoil | NATI00NS | NBSOIL | Nemesis | NOVASOIL | NitroScope | OGCR |

| | | | | | | |
|---|---|---|---|---|---|---|
| ORCaSa | Path4Med | PHISHES | SEACURE | SOB4ES | SOIL O-LIVE | SOILCRATES |
| SOILGUARD | SOILL-Startup | SOILPROM | SOILRES | SOILSCAPE | SoilTribes | SoilValues |
| SoilWise | SOLO | SPADES | SPIN-FERT | SpongeWorks | SUS-SOIL | TERRASAFE |
| TRAILS4SOIL | TUdi | URSOILL | Waste4Soil | WHEATWATCHER | | |

To strengthen coordination, visibility, and impact, a **Mission Soil project cluster** will be established with the existing **REVOLVE Soil Mission communication cluster**, branded ***AllAboutSoil***. This cluster will bring together related initiatives under a shared identity, enabling the promotion of joint activities and the alignment of messages toward external audiences.

Rather than creating parallel channels or project-specific networks, GroundWork will integrate its networking and partnership activities into the ***AllAboutSoil*** ecosystem. This approach establishes a clear division of roles between REVOLVE, as the long-term steward of the transitions-focused communication ecosystem, and GroundWork, as the initial coordinator of the Mission Soil project cluster operating within it.

Project leaders and co-leaders within the cluster will meet at least twice per year, either online or in hybrid format, to coordinate communication actions and ensure consistency in outreach. GroundWork will take the lead in coordinating the cluster during the initial period, with coordination rotating among participating projects every six months.

This model ensures coherence, avoids fragmentation, and supports sustained visibility and impact beyond the lifetime of individual projects, in line with REVOLVE's cluster-based dissemination strategy.

# 8. Communication channels

GroundWork will use several communication channels to share project progresses and results to the appropriate groups all aligned with the C&D objectives described in section 4 of this plan. This chapter outlines the main communication tools used within the project, including the project website, social media, videos, newsletter, and media relations, and describers how each channel contributes to achieving the project's overall communication and dissemination objectives.

## 8.1. Project website

The GroundWork project website will serve as the main communication and dissemination platform, providing stakeholders, and the media with up-to-date information about the project's developments, activities, and results. The website URL is https://groundwork-project.eu/. It will act as a repository for all project resources, including public deliverables, funding calls, capacity-building workshops, key information on the LLs, upcoming events, articles of both international and local scope, leaflets, infographics, and various communication materials.

Main objectives of the website:

- *Serve as a central hub for all project-related information*
- *Promote key project activities and results*
- *Act as a repository for public deliverables and other project outputs*
- *Provide visually engaging, easy-to-understand content tailored to a non-expert audience*
- *Encourage participation in project activities and foster engagement with stakeholders*

A temporary landing page was launched in M1 (October 2025) in English, offering a preview of the project and providing a platform for collecting newsletter subscribers. The full project website was launched in M6 (March 2026), featuring content in all Living Lab languages to ensure accessibility to a wider audience across Europe. The website is hosted on REVOLVE's partner domain and will be regularly updated in cooperation with all partners to ensure that the information remains accurate, relevant, and up to date. (*For more detailed information about the website and its sections, refer to D7.17).*

The website will be maintained for at least five years after the project ends, ensuring continuous access to the project's legacy, results, and any resources developed during the project.

## 8.2. Social media

Social media channels are a key component of GroundWork's communication and disseminate strategy, supporting the visibility of the project activities and results, and driving traffic towards the project main outputs. Social media will be used not only to share information, but also to build a community around regenerative land management practices and soil health.

LinkedIn( GroundWork Project | LinkedIn) will be the project's primary social media channel. It will be used to reach professional audiences, including researchers, policymakers, advisors, practitioners, media, and other stakeholders active in rural development, sustainability, and regenerative agriculture. While other platforms were considered during the proposal phase, like X, LinkedIn was selected as the most suitable channel for professional, research-oriented, and policy-relevant communication. Also, changes in X such as content moderation, changes to the platform's algorithms prioritising sensational content over informative, research-based discussions, and the decline in X's credibility, has reduced the quality of interactions for projects like GroundWork.

By the time of publication of this deliverable, the project's LinkedIn account had already built a community of 250 followers, achieving an overall engagement rate of 17%.

In addition to LinkedIn, GroundWork will have a YouTube playlist, to host project videos and recordings of workshops and webinars, ensuring long-term access to audiovisual content produced within the project.

GroundWork has also joined the All about soil Instagram account, which brings together several EU Soil Mission projects, including CURIOSOIL, CIRAWA, GOV4ALL, and AQUAGRI-KNOW. This shared channel aims to reach a younger and more general audience, raise awareness about soil health, and foster a broader community around soil-related challenges and solutions.

All core social media communications will be carried out in English, while additional communications materials will be produced in the different Living Labs languages to support local dissemination. The project's LinkedIn channel will be updated at least once per week. On a quarterly basis, REVOLVE will collect and review social media analytics to assess engagement and inform adjustments to the content strategy.

The social media content strategy will be varied to ensure relevance across the different GroundWork stakeholder groups and will include:

- ***Partners presentation series***
  Monthly posts introducing consortium partners, their roles in the project, and the people involved, highlighting expertise and increasing organisational visibility.

- ***Social media campaign***

    - Content explaining soil degradation challenges and how regenerative practices can contribute to soil health improvement, drawing on insights from the Living Labs, farmer interactions, Lighthouse farms, and impact assessments.
    - Posts dedicated to Regenerative Livestock Grazing Practices (RLGP), explaining their environmental, social, and economic benefits.
    - Content addressing gender equality in the agricultural sector, highlighting women leaders sustainable and regenerative agriculture.

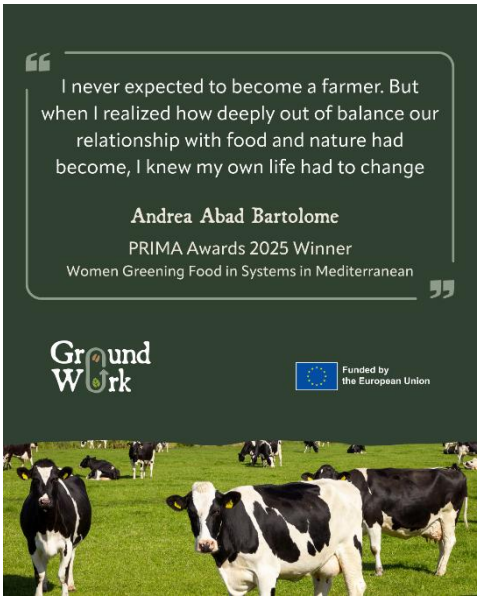



**Figure 1.** Quote of the first post of the year highlighting a leading woman in the sector

- ***Soil-related events***
  Posts promoting relevant Soil Mission events, conferences, and workshops, as well as events attended by GroundWork partners, to keep audiences informed of ongoing developments in the field

- ***Social media posts for partners***
  A Trello Communication Kit has been prepared for consortium partners, providing templates, visuals, and pre-drafted social media posts. This will support partners in promoting project activities, increasing reach, and strengthening engagement.

To support consistent visibility and discoverability, a set of project-related hashtags will be used across platforms: #GroundWorkProject #RegenerativeAgriculture #RegenerativeLivestock #SustainableFarming #SoilHealth #Agroecology #ClimateResilience #EcosystemRestoration #LivingLabs #EUResearch #Innovation #HorizonEurope.

## 8.3. Videos

As part of the C&D strategy, videos will play an important role in GroundWork's C&D activities helping to present the project's objectives, showcase experiences from the Living Labs, and support knowledge transfer in an accessible and engaging way. A total of seven videos is foreseen, using a mix of formats such as short interviews, testimonials, animations, and footage from the Living Labs.

The planned video content includes:

- ***One introductory video*** *presenting the GroundWork project, its objectives, and its contribution to the EU Mission Soil.*
- ***One general project video****, produces during the first year, providing an overview of the project structure, activities, and approach.*

- ***Five Living Lab videos**, one per LL, including interviews with LLs coordinators, farmers, and local actors, and will highlight practical examples of soil regeneration and the impacts observed through the project. Production will be aligned with field visits and on-site activities.*

The project has already produced an initial video recorded during the Kick-off Meeting in October 2025, titled "*How to regenerate Europe's soils?*". In this video, Maria Anastasi from the coordination team introduces the project, its goals, and its alignment with the EU Mission Soil. The video has already reached over 109 views on YouTube.

In addition, interviews with representatives of the Living Labs have already been conducted, although they have not yet been published. In these interviews, participants present their role within the Living Lab and share perspectives rooted in their local context, reflecting the specific environmental, agricultural, and socio-economic conditions of their regions.

All project videos will be published in a dedicated GroundWork YouTube playlist and promoted through the project website, newsletters, and social media channels. Where relevant, videos will be recorded in local languages and subtitled in English to maximise accessibility and reach. In addition to the planned outputs, REVOLVE will support partners in producing video content when needed and will continue to collect illustrative examples and success stories that can support replication in other regions.

## 8.4. Newsletters

GroundWork will send a biannual newsletter that will serve as a communication tool offering insights into the project progresses, initial testings and results, updates on activities done, and upcoming events and workshops. The newsletter is titled *The Regenerative Gazette*, and it counts with a website sign-up form linked to a HubSpot list. The first newsletter will be distributed in March 2026 (M6) and will be sent out through HubSpot and LinkedIn. HubSpot will be used to ensure targeted and GDPR-compliant direct communication with stakeholders closely involved in the project (e.g. farmers, policymakers, industry and research actors), while LinkedIn will be used to broaden outreach and visibility among professional networks, and the wider public interested in rural development and sustainability. We will use both platforms to make sure we address our different target audiences.

The design and formatting of the newsletter will be in line with the pre-defined visual identity.

## 8.5. Media Relations

### 8.5.1. Press Releases

A total of ten press releases is foreseen over the course of the project. These press releases will primarily be linked to the media-oriented field visits to the Living Labs, which will take place during the second half of the project. The press releases will be drafted by REVOLVE, with their content reviewed and agreed in coordination with the relevant Living Labs coordinators.

In addition to these planned outputs, and where timely and relevant results become available, additional press releases may be prepared and aligned with key project milestones and events. This flexible approach will allow

GroundWork to respond to emerging opportunities and maximise media visibility throughout the project's lifetime. During the first month of the project, an initial press release was distributed to a targeted list of media outlets to mark the official launch of GroundWork. The first communication contributed to raising early awareness of the project and its objectives.

Media coverage resulting from the press releases will be monitored and documented for reporting purposes.

### 8.5.2. Field trips

To reinforce testing activities, practices, and results on the ground, ten field visits will be organised across the Living Labs, with two visits per innovation hub. The visits will primarily target journalists and decision makers, with the aim of enabling accurate reporting on the current state of soil degradation and on how the hubs are addressing this challenge through sustainable solutions. In addition, the visits will provide a realistic picture of the current conditions, support evidence-based policymaking and positively reinforcing the definition of future policies.

Each field visit will comprise:

- *Press release*
- *Media invitation*
- *Interview with the LL Leader*
- *Interview with local actors*
- *In-person capacity-building workshop*
- *Newsletter article*
- *Short Living Lab case-study video*

### 8.5.3. Inclusive and gender-sensitive communication

GroundWork is committed to establish awareness and provide training and guidelines on gender-sensitive and inclusive communication within the project team. To do so, a dedicated workshop on Gender-Sensitive and Inclusive Communication was delivered during the project kick-off meeting in Cyprus, raising awareness and strengthening partners' understanding of diversity, equality and inclusion (DEI) aspects related to communication and team dynamics.

Key outcomes included increased awareness of gender and diversity issues, psychological safety, systemic bias, neurodiversity, and inclusive communication techniques, as well as the distribution of a dedicated resource document to all partners. These outcomes support the adoption of inclusive communication behaviours throughout the project lifetime and inform the development and future refinement of communication guidelines.

As a follow-up, the project will build on the outcomes of the initial workshop through additional targeted online sessions foreseen during the project duration. These follow-up activities will allow partners to deepen specific topics identified during the kick-off workshop (e.g. psychological safety) and to further reflect on communication challenges within their teams. The insights gained will contribute to the progressive development and refinement of internal communication guidelines, supporting accountability and consistency in gender-sensitive and inclusive communication practices.

By embedding gender-sensitive and inclusive communication principles into internal processes, meetings, and communication materials, the project ensures consistency with its Gender Equality objectives and strengthens the quality and inclusiveness of both internal communication and external outreach activities.

# 9. Visual identity and communication templates

## 9.1. Brand identity and visual identity

The GroundWork visual identity plays an essential role in promoting the project. The logo is the visual messenger of the project and is reflected in all communication materials. The detailed visual identity concept, usage guidelines, including the complete colour palette and alternative versions of the logo will be made available to partners to ensure the consistent representation of the project.

### 9.1.1. Logo

The GroundWork logo reflects the project's mission to transform the European livestock and agricultural sectors. By combining a hoof print, representing livestock, and a leaf, representing agriculture, the design highlights the interconnection and mutual influence of these sectors. Encircling these elements with an arrow further emphasises the continuous relationship between them, mirroring GroundWork's goal of promoting healthier soils, enhanced ecosystem resilience, and regenerative food production through adaptive livestock management across diverse EU regions.




**Figure 2.** GroundWork logo

### 9.1.2. Typeface and Style

The typeface used for the GroundWork logo and throughout project communications is **Apparat** for body texts and subtitle. It is a versatile sans serif font that combines a modern geometric style with subtle humanistic touches, creating clean lines and balanced proportions. This typeface reflects the project's commitment to clear communication, professionalism, and progress, while maintaining an approachable and inclusive tone.

The **visual identity guidelines**, which include specifications for colours, key messaging, and primary and secondary typography, are available in an annex at the end of this document. This guide is intended for use by all partners to ensure consistency and unity in all communication and dissemination materials produced within the project.

## 9.2. Communication templates

In addition to the visual identity and logo, templates for PowerPoint presentations and Word documents have been created for partners to use to present the project at events, for project deliverables, and for communication materials developed by the consortium under the GroundWork branding.

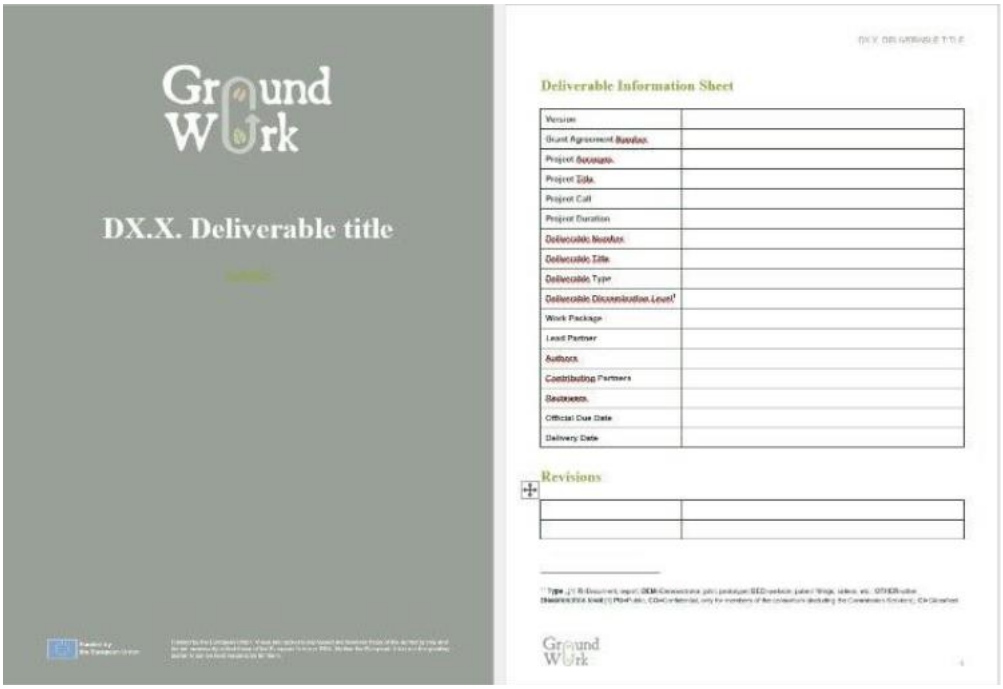



**Figure 3.** GroundWork deliverable template



**Figure 4.** GroundWork document template




**Figure 5.** GroundWork Power Point presentation template

## 9.3. Language and literacy

Project materials will be carefully adapted and made available in the six main languages of the project - English, French, Portuguese, German, Serbian, and Swedish. This ensures that the key outputs are both accessible and easy to understand across the five project regions, supporting engagement with the project's findings and facilitating their practical use in diverse local contexts.

# 10. D&C Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) for communication and dissemination have been identified to guide project activities throughout its duration. These measurable values will track progress towards the project's communication and dissemination objectives. REVOLVE will monitor progress against each KPI on a quarterly basis, with updates reflected in this deliverable at M24, M42, and M60. Monitoring will kick off from the official project start date, 1 October 2025.

The KPIs encompass both quantitative and qualitative aspects of communication impact, capturing reach, engagement, influence, and alignment with organisational objectives. A detailed breakdown of the KPIs and their targets will be provided in a dedicated table, in line with the GroundWork communication strategy.

## 10.1. Dissemination activities

| Dissemination activity | Target groups | Description | KPI | Total |
|---|---|---|---|---|
| Technical publications/Articles (All partners) | Farmers, advisors, agri-food industry, cooperatives, NGOs, local & regional authorities. | Articles published in EU, national and sectorial media and professional magazines to disseminate project results, Living Lab experiences and regenerative livestock grazing practices. | N° articles | 15 |
| Scientific publications<br><br>(Technical partners) | Agri-food industry, decision & policy makers, regulators, scientific community, educational institutions & students, EU networks, investors, entrepreneurs | Open Access peer-reviewed scientific publications presenting methodologies, results and impacts from the Living Labs and experimental activities. | N° publications | 10 |
| Event participation<br><br>(All partners) | Farmers, researchers, industry, advisors, NGOs, policymakers, EU networks | Participation in conferences, trade fairs, exhibitions to present results, posters, demos, and engage peers and policymakers. | N° events | 6 |
| Events organisation (Capacity building workshops) (Partner AERA) | Farmers, advisors, LL stakeholders, local authorities, NGOs, researchers | Organisation of training sessions and workshops to build capacities, exchange knowledge and support co- | N° events | 10 |

| | | | | |
|---|---|---|---|---|
| | | creation within and across Living Labs. | | |
| Policy recommendations<br><br>(Partner STRATA) | Policymakers, public authorities, regulators, EU institutions, regional and local governance bodies | Evidence-based briefs translating LL results into recommendations for CAP, soil, climate, biodiversity and water policies. | N° recommendations | 5 |
| Practice abstracts<br><br>(Partner AERA) | Farmers, advisors, practitioners, cooperatives, farmer organisations | Short, practice-focused abstracts highlighting tested solutions, lessons learned and scalability of LL practices. | N° practice abstracts | 20 |
| Final conference<br><br>(Partner REVOLVE) | All stakeholders: farmers, researchers, industry, policymakers, NGOs, EU projects, civil society | Organisation of a final project conference to present consolidated results, impacts and lessons learned, and to support uptake and scaling. | N° participants | 100 |
| Synergies with EU projects<br><br>(All partners) | Horizon Europe & Mission Soil projects, networks, platforms | Coordination meetings to exchange knowledge, create synergies, and amplify impact across EU initiatives. | N° meetings | 8 |

**Table 2.** Dissemination activities KPIs and targets during the project

## 10.2. Communication activities

| Communication activity | Target groups | KPI | Total |
|---|---|---|---|
| Project website | General public, farmers, researchers, policymakers, industry, NGOs, EU projects | N° total visits | 30,000 |
| Social media | Farmers, practitioners, researchers, NGOs, civil society, EU networks | N° followers | 600 |
| Newsletters | Stakeholders, farmers, advisors, policymakers, researchers, EU networks | N° newsletters<br><br>N° subscribers | 10<br><br>200 |

| | | | |
|---|---|---|---|
| Infographics | Farmers, policymakers, general public, media | N° infographics | 5 (one per LL) |
| Leaflets | Farmers, policymakers, general public, media | N° leaflets | 5 (one per LL) |
| Videos | Farmers, policymakers, general public, media | N° videos<br>N° views | 7<br>1,500 |
| Press releases | Media, policymakers, general public | N° press releases | 10 |

**Figure 6.** Communication activities KPIs and targets during the project

# Conclusion

The Dissemination and Communication Plan presented in this document establishes a clear and structured framework to guide all communication and dissemination activities throughout the lifetime of the GroundWork project. By defining objectives, target audiences, key messages, tools, and performance indicators, the plan ensures coherent, effective, and coordinated outreach actions across the consortium. Serving as a reference document for the WP7 leader and all project partners, this plan supports the consistent communication of the project's activities, results, and impacts, ultimately facilitating stakeholder engagement, knowledge transfer, and the wider uptake of regenerative livestock grazing practices beyond the duration of the project.