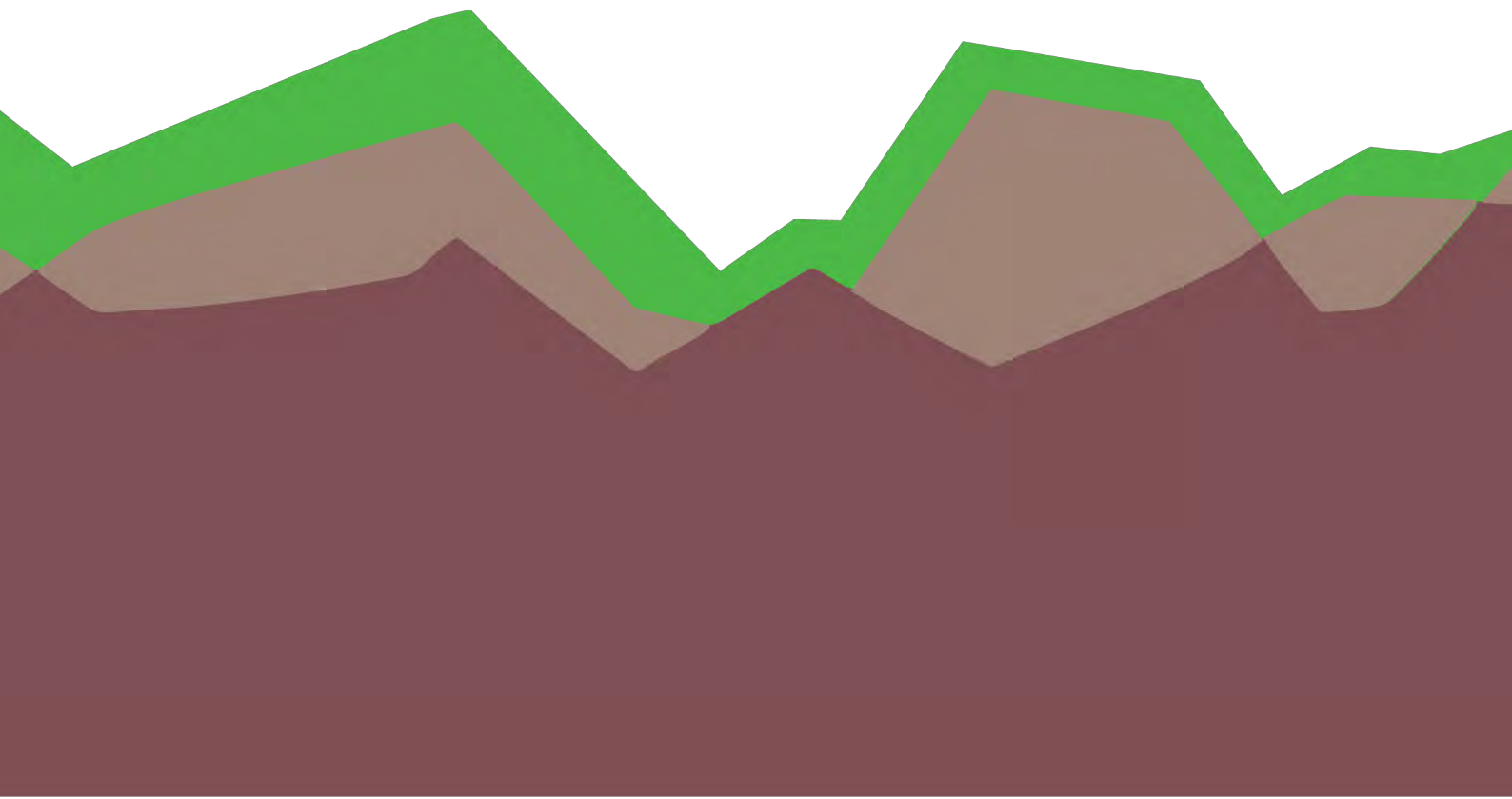




# EUROSION

European Soil Erosion Monitoring  
and Modelling Network for  
Sustainable Agricultural Land  
Management





EUROSION

# **Deliverable 8.1: Plan for dissemination, communication and exploitation**

<b>Description</b>
Definition of communication, dissemination and exploitation goals, tools and channels, the target groups, and the main messages to be conveyed. KPIs provided in Section 2.2 will be included and adjusted. Revised at M18, M30 and M48 of the project.

Start date of the project:	01/11/2025
Duration of the project:	60 months
Deliverable n° & name:	D8.1 Plan for dissemination and exploitation, incl. communication activities
Version:	Final
Work-package n°:	WP8
Due date of Deliverable:	31/04/2026
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Participant responsible:	Kinga Kecskés
Main authors:	Kinga Kecskés, Charlotte-Anne Chivers, Fern Baker, Charles-Edouard Dubail, Mahrooz Rezaei
Project website address:	<a href="http://www.eurosion.eu">www.eurosion.eu</a>

<b>Nature of the Deliverable</b>		
R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DATA	Data sets, microdata, etc.	
OTHER	Software, technical diagram, etc.	
<b>Dissemination Level</b>		
PU	Public, fully open and automatically posted online	X
SEN	Sensitive, limited under the conditions of the Grand Agreement	
CI	Classified information: RESTREINT UE (Commission Decision 2015/444/EC)	

Classified information: CONFIDENTIAL UE (Commission Decision 2015/444/EC)	
Classified information: SECRET UE (Commission Decision 2015/444/EC)	

Quality procedure			
Date	Version	Reviewers	
31/03/2026	V1	Charlotte Chivers, Fern Baker, Mahrooz Rezaei	
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24/04/2026	Final	Charlotte Chivers, Fern Baker, Mahrooz Rezaei	

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Table of partnerships - Consortium Beneficiaries (B) and Associated Partners (AP)

	ACRONYM	COUNTRY	ORGANISATION NAME
B1	WU	NL	WAGENINGEN UNIVERSITY
B2	KUL	BE	KATHOLIEKE UNIVERSITEIT LEUVEN
B3	CU	UK	CARDIFF UNIVERSITY
B4	UNIPD	IT	UNIVERSITA DEGLI STUDI DI PADOVA
B5	ZALF	DE	LEIBNIZ-ZENTRUM FUER AGRARLANDSCHAFTSFORSCHUNG (ZALF) e.V.
B6	UT	NL	UNIVERSITEIT TWENTE
B7	SRON	NL	STICHTING NEDERLANDSE WETENSCHAPPELIJK ONDERZOEK INSTITUTEN
B8	CNRS	FR	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS
B9	IRD	FR	INSTITUT DE RECHERCHE POUR LE DEVELOPPEMENT
B10	IRA	TN	INSTITUT DES REGIONS ARIDES
B11	NIBIO	NO	NIBIO - NORSK INSTITUTT FOR BIOKONOMI
B12	COMU	TR	CANAKKALE ONSEKIZ MART UNIVERSITESI
B13	IEED	BE	INSTITUTE FOR EUROPEAN ENVIRONMENTAL POLICY
B14	CYI	CY	THE CYPRUS INSTITUTE
B15	UAIC	RO	UNIVERSITATEA ALEXANDRU IOAN CUZA DIN IASI
B16	UAL	ES	UNIVERSIDAD DE ALMERIA
B17	VARDA	IT	Varda Foundation ETS
B18	ISRIC	NL	STICHTING INTERNATIONAL SOIL REFERENCE AND INFORMATION CENTRE
B19	UoG	UK	UNIVERSITY OF GLOUCESTERSHIRE, COUNTRYSIDE & COMMUNITY RESEARCH INSTITUTE
B20	HFFA	DE	HFFA RESEARCH GMBH
B21	CAMBISOL	NL	CAMBISOL
B22	EQY	FR	EUROQUALITY SAS
B23	FAST HAZARD	NL	Fast Hazard B.V.
AP24	BFH	CH	BERNER FACHHOCHSCHULE

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EUROSION is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European

Union. The European Union cannot be held responsible for them. More information on the project can be found at <https://www.euroSION.eu>

#### List of acronyms

**CDE** Communication, Dissemination and Exploitation

**DoA** Description of Action

**EC** European Commission

**GA** Grant Agreement

**IPR** Intellectual Property Rights

**KOM** Kick-Off Meeting

**MM** Monthly Meeting

**PC** Project Coordinator

**PF** Project Facilitator

**PO** Project Officer

**R&I** Research and Innovation

**RM** Review Meeting

**RP** Reporting Period

**TG** Target Groups

**TL** Task Leader

**WP** Work Package

**WPL** Work Package Leaders

**SAB** Scientific Advisory Board

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## Project summary

Erosion is a major threat to the ecosystemic services provided by soils, especially for nutrient cycling, provision of food, water purification, leading to significant on- and off-site effects that need to be monitored, studied and prevented. EUROSION will tackle this issue by developing and demonstrating a dynamic soil erosion monitoring system able to continuously and precisely estimate soil erosion across spatial and temporal scales, considering water, wind and tillage effects in agricultural lands. This will be achieved with:

- the creation of a robust multi-scale monitoring network composed of EUROSION partnership and representatives of complementary monitoring stakeholders
- the elaboration of a monitoring scheme using harmonized monitoring methods allowing to collect up-to-date and reliable data
- interrelated wind-water-tillage-related process-based erosion models capable of quantifying soil erosion from local to EU scale and across time and estimate the impact of management practices.

These enhanced knowledge and innovative bricks will lead to the development of a user-friendly interactive and open-access platform for policymakers, researchers and monitoring stakeholders to visualize dynamic maps of erosion and conduct further research. Thus, EUROSION soil erosion monitoring system will deliver reliable estimates and validated indicators, on which the project will take stock to provide policymakers and agricultural land managers with recommendations on best management practices reducing soil erosion, supported by tailored cost-benefit analysis. EUROSION will also enable science-based trade-offs for the development and update of soil-related policies, including the new CAP. The project will run in close collaboration with local stakeholders, EU policymakers, and the JRC, and will be implemented in specific 14 Monitoring Nodes, representing European erosion hot spots and key agricultural areas.

## Deliverable objective and executive summary

The objective of the present deliverable is for EUROSION partners to successfully communicate about the project and disseminate the results of the project to the right stakeholders, to allow for the uptake and exploitation of EUROSION final products. The present DCE plan will be reviewed at M18, M36 and M48 and is meant to be updated throughout the project if needed, according to emerging communication, dissemination or exploitation needs from partners.

The three activities have been defined as follows (cf. Horizon Europe Programme Guide):

- **Communication:** Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange.



- Dissemination: the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
- Exploitation: the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

## 1.1 Role of Communication, Dissemination and Exploitation in the project and deliverable objectives

The aim of Work Package 8 (WP8) is to coordinate and align project partners for strategic communication, dissemination and exploitation (CDE) efforts in order to maximise the impact of the EUROSION project. All partners are expected to participate in CDE activities, overseen by Euroquality (EQY), with the dissemination activities led by EQY with T8.4 Collaboration with sister projects and other projects led by Università degli Studi di Padova (UNIPD); and the exploitation part led by EQY in collaboration with University Twente (UT) and Wageningen University (WU). This plan will set out the responsibilities of each partner in the delivery of WP8 activities.

The objectives of CDE activities will be to promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with the DoA and in a strategic, coherent and effective manner. The communication, dissemination and networking activities, are essential for EUROSION's success to ensure an active participation of external stakeholders in the project activities, as well as a strong uptake of the solutions after the end of the project. All communication, dissemination and exploitation activities are coordinated in the WP8 "Communication, dissemination and exploitation" led by EQY and involving all partners, which are expected to spend 106 PM throughout the project for this WP.

## 1.2 Deliverable objectives

The Plan for dissemination and exploitation, incl. communication activities for EUROSION includes all the consortium's communication and dissemination goals, targeted audiences, main messages and the tools and channels to disseminate and communicate on EUROSION's activities. It also highlights the strategies to implement said activities and to monitor their impact, with the definition of key monitoring indicators that will help measure the influence of the project activities. In addition, this document presents the dissemination and communication activities schedule. In addition, this document includes the strategies to be employed throughout the project to exploit EUROSION's results, and to define the ownership of these results.

The present DCE plan will be reviewed at M18 (MS21), M36 (MS22) and M48 (MS23) and is meant to be updated throughout the project if needed, according to emerging communication, dissemination or exploitation needs from partners.

### 1.3 Language

The language of this project is English. For consistency, we recommend the use of British English spelling conventions where possible. Other languages spoken in the consortium (Norwegian, German, Spanish, Turkish, Italian to name a few) will be considered for the creation of communication materials. We recommend partners read the [EC DG Translation English Language Style Guide](#). We will also ensure any translations are checked for gender neutrality to maximise inclusivity.

## 2. Target Groups

To better reach the targets of the EUROSION project through communication, dissemination and exploitation activities and strategies, a complete target group analysis and mapping need to be conducted. The mapping and analysis will help understand the target's behaviour and interests, necessary to better design communication, dissemination and exploitation strategies, as well as the linked message and activities. It will also help define in which ways stakeholders can be solicited to ensure the highest impact of EUROSION.

### 2.1 Preliminary Target Group analysis

The following table presents the variety of audience the CDE activities will be targeted at. To ensure an impactful and efficient Communication, Dissemination & Exploitation strategy, the relevant messages must be conveyed to the right audience. Seven target groups (TGs) have been identified for this project. As they will not have the same interest in EUROSION results and outputs, it is important to identify their differences and the key message they should receive according to their needs.

The general key message of the project, that will figure in all communication is: "A new scientific effort to understand soil erosion in Europe".

Target Group	Stakeholders	Why?	Key message(s)	Results
<b>Research Community, R&amp;I community (TG#1)</b>	Soil erosion modellers and scientists, hydrologists, environmental scientists, geomorphologists and academic centres with soil erosion monitoring sites	- Help the general progression of the field of soil erosion modelling through the collection and generation of up-to-date and accurate data related to soil erosion while facilitating its access and sharing	"EUROSION delivers harmonised monitoring data and evidence on wind, water and tillage erosion, supporting advanced modelling and long-term assessment of soil degradation processes, to enable a deeper understanding of erosion dynamics across agricultural and natural landscapes."	- Up-to-date and accurate data related to soil erosion - Monitoring Network (PR1) - Monitoring Scheme (PR2) - Enhanced soil erosion process-based models (PR3) - EUROSION Platform (PR4)
<b>Other European projects, international networks and initiatives, EU Soil Observatory, JRC (TG#2)</b>	Funding bodies, UNCCD, FAO Global Soil Partnership, EEA, IPCC, JRC, EUSO, ESDAC, EUSEDcollab, GloREDA, Lucas (Eurostat), EIP-AGRI, Soil Health Living-labs, and coordinators, existing monitoring networks operating from local to EU scale	- Encourage collaboration with similar projects to maximize impact and share knowledge and enhance the benefit of already existing strong monitoring networks - The access and exchange of data on soil erosion and visualized dynamic soil erosion maps through EUROSION platform (PR4) - Finetune existing monitoring schemes with sister projects in order to produce a better one at EU scale (PR2)	"By collaborating with the EUROSION project, European and international initiatives can create strong synergies and tackle shared challenges more effectively. Together, we can connect our efforts, exchange insights, share expertise, and disseminate results more widely, strengthening our collective contribution to soil health and environmental sustainability."	- Monitoring Network (PR1) - Monitoring Scheme (PR2) - EUROSION Platform (PR4)

Table 1 – Target groups and key message

	(AI4SoilHealth, Benchmarks, Soil O-Live, SoilWISE, SOILPROM, SOILTRIBES.)			
<b>Regional and national environmental, governmental, and administration agencies (TG#3)</b>	National governmental agencies, administration agencies, Environmental authorities at municipal and regional level (water agencies, land plan agencies).	<ul style="list-style-type: none"> <li>- Innovative techniques to produce interoperable data and get specific access to their own region (PR2) (PR1) (PR4)</li> <li>- Improved knowledge on impacts of management practices reducing soil erosion (PR5) and opportunity for regional promotion</li> </ul>	<p>“EUROSION equips regional and national agencies with innovative, interoperable erosion-monitoring tools that deliver precise insights into wind, water and tillage erosion, strengthen understanding of how management practices reduce soil loss, and offer new opportunities to showcase regional leadership in sustainable land management.”</p>	<ul style="list-style-type: none"> <li>- Monitoring Network (PR1)</li> <li>- Monitoring Scheme (PR2)</li> <li>- EUROSION Platform (PR4)</li> <li>- Management Practices Guidance (PR5)</li> </ul>
<b>Farmers, land managers and their ecosystem (TG#4)</b>	Farmers and their associations, producer organisations, cooperatives, advisory services, national soil hubs.	<ul style="list-style-type: none"> <li>- Creates practices impact assessment summarized in the Management Practices Guidance (PR5)</li> <li>- Contact with other field actors confronted with soil erosion through the network (PR1)</li> <li>- Recommendations (PR6) delivered to policymakers are beneficial for farmers as well.</li> </ul>	<p>- “EUROSION offers decision support tools for sustainable soil management.”</p> <p>“Adopt soil and land management practices based on EUROSION's recommendations to reduce soil erosion, thus improving the environment and human health.”</p>	<ul style="list-style-type: none"> <li>- Monitoring Network (PR1)</li> <li>- Management Practices Guidance (PR5)</li> <li>- Policy Recommendations (PR6)</li> </ul>

Table 1 – Target groups and key message

<b>Policymakers and public bodies (TG#5)</b>	EU Commission (DG ENVI, DG AGRI), EEA, Ministries and National agencies of Food and Agriculture, CAP network and Regional agencies in charge of CAP implementation and evaluation.	- Increased awareness on the dynamic and spatiotemporal changing risk represented by soil erosion and on the opportunities to reduce it through the recommendation (PR6) and implementation of policies, to tackle global challenges, and to ensure that developed policies strengthen sustainable farming (PR5), all through the EUROSION platform (PR4)	- “Soil erosion driven by wind, water and tillage is a rapidly shifting threat that depletes fertile land, undermines ecosystem functions, and increases vulnerability to climate extremes. Recognising how these risks evolve across space and time is essential for designing effective policies that reduce soil loss and protect long-term soil health.” - “Use management practices developed by EUROSION to not only preserve soil fertility but also enhance farm resilience, improve water retention, and support sustainable food production.”	- EUROSION Platform (PR4) - Management Practices Guidance (PR5) - Policy Recommendations (PR6)
<b>Citizens and civil society (TG#6)</b>	Citizens, civil society, school/college, volunteers of environmental NGOs, ECSA.	- Opportunity to be involved in a project focused on erosion and soil literacy, contributing directly to daily erosion monitoring through PR2 (particularly Task 2.2 on citizen-led science), while also helping to increase general awareness of soil health and its impacts on daily life.	- “When soil is lost to erosion, we lose the foundation of our food. Protecting our soils today means protecting the quality, availability, and security of our food for tomorrow.” “Stay informed about our progress and learn how you can contribute to sustainable soil management.”	- Monitoring Scheme (PR2) - All project’s results (PR1 to PR6), from the start until the end of the action. Communication and dissemination directed at citizens will be more about

Table 1 - Target groups and key message

				the stakes and objectives of the project in general, without the need to understand all the technical details.
<b>Industry (TG#7)</b>		Industry and businesses providing equipment for monitoring soil erosion, both due to water and wind processes, will benefit from EUROSION standardization of monitoring methods with clear mention of equipment and of the revision of soil erosion indicators. The consortium includes an enterprise providing drones (CAMBISOL) which will ensure a strong link to other companies and the delivery of targeted messages.	“EUROSION creates new opportunities for industry by standardising soil erosion monitoring methods and clarifying equipment requirements, enabling companies to develop interoperable, market-ready solutions for wind, water and tillage erosion. With strong links to technology providers, including drone-based monitoring experts, the project helps businesses align with future indicators, anticipate market needs, and position themselves at the forefront of next-generation soil-monitoring innovation.”	- Monitoring Scheme (PR2)

Table 1 – Target groups and key message

## 2.2 Stakeholder mapping

A stakeholder mapping exercise was conducted by University of Gloucestershire (UoG) in M3. The mapping and analysis explored the role of stakeholders in driving the uptake of the results and define their stake based on their interests and potential impact. A first set of stakeholders will be identified through a stakeholder mapping, including contacts from the Academia & Research fields, Industry & Business partners, Government and Public Sector, as well as from the Civil Society. Finally, to create better synergies with the existing monitoring networks, a list of already existing monitoring networks is set up (M5), along with a strategy to include them in the Monitoring Scheme.

## 2.3 Monitoring Network & EUROSION Scientific Advisory Board (SAB)

The soil erosion monitoring network will gather an initial core group constituted by project partners and their respective country-based monitoring committees, which will also include members of the EUROSION Scientific Advisory Board (SAB). New members will be invited to join from the first year of the project based on the stakeholder mapping, on the project MoN. European and international institutions, such as JRC, EEA, EUSO, the United Nations Convention to Combat Desertification (UNCCD), the FAO Global Soil Partnership, and the IPCC will also be invited to join to provide feedback about how they would like to benefit from and contribute to the network, including roles and responsibilities.

In the first year, a managing board including EUROSION work package leaders and country-based monitoring committees (selected based on their engagement, backgrounds, expertise, and access to relevant networks) will be set up with the aim to be representative of different countries, and different type of monitoring bodies. It will oversee network functioning, while facilitating exchanges between policymakers, authorities, agricultural organizations, land managers, and the SAB. Over the course of the project, the network's structure will evolve to enhance its effectiveness.

A special set of communicational items and events will be produced to communicate on the Monitoring Network:

- To mark the launch of the network, an onsite kick-off event will be held at the end of the first year, organized jointly with one onsite EUROSION consortium meeting. The managing board, the SAB, and EC Policy Officers will be invited to join in person, and all other monitoring stakeholders previously identified, LLS representatives, and coordinators of related projects (SoilWise, AI4SoilHealth, Benchmarks, Soil O-Live) will be invited to attend and contribute online.
- Managing board, SAB and EC Policy Officers will be invited to join yearly symposia (coinciding with project meetings held at the end of year 2, 3, and 4).
- Regular biannual newsletters will update non-board members
- To ensure long-term engagement, the project will use dynamic strategies, including social media and interactive presentations.

### 3. Communication activities

#### 3.1 Communication Toolkit

To ensure visibility and recognition of the EUROSION public image, the consortium will adopt a logo, common graphics for presentation and reports, and a project motto. It will be used for all external communication materials and actions of the project. Visual materials will be developed to promote EUROSION at selected events and will address public results to be understandable by a wide audience. Such promotion materials will comply with the EUROSION common graphics and will include e.g. leaflets; infographics; a roll-up and a poster for in-person events. Finally, an animated project video will be created presenting in a simple way the project’s objectives, outcomes, etc.

A communication toolkit tailored for EUROSION was developed by Euroquality and uploaded to the collaborative Teams SharePoint, accessible to all partners. The toolkit includes:

- The two versions of the EUROSION logo adopted following the KOM
- The Graphic Charter
- Word template
- PowerPoint templates (PPT)
- A Toolbox containing links to the templates, the general presentation, as well as social media publishing guidelines. This document will be prepared during M6.

Other communication material will be developed throughout the project and in accordance with partners’ needs (roll-up, overall and specific leaflet, video, etc.). Special attention will be paid to adapt these materials according to the events they are destined for.

Audiences targeted: All TGs.

KPI	Objective
Communication supports	
Paper or digital brochure/leaflet distribution	500-1,000



Figure 1 - EUROSION logos

**Graphic charter**  
Typography - logo - templates

**Colors**  
Institutional palette  
For Graphics, Design & typography - Similar shades are also accepted

Color	Hex	R	G	B	C	M	Y	K
Green	#528A48	81	134	72	30%	6%	100%	0%
Orange	#C9C083	193	197	131	24%	20%	49%	1%
Brown	#9E8277	158	130	123	38%	4%	6%	5%
Purple	#80596E	129	89	110	49%	69%	40%	15%
Dark Purple	#75138	123	85	95	43%	70%	31%	1%
Blue	#A5AFC7	165	175	199	38%	23%	11%	0%
Dark Blue	#374158	54	65	88	20%	7%	44%	33%

**Typography**

- Plus Jakarta Sans Regular (Web Headings, Logo)
- Plus Jakarta Sans Medium (Headings, Text)
- Plus Jakarta Sans SemiBold (Headings, Text)
- Plus Jakarta Sans Bold (Headings, Text)

Funded by the European Union  
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Figure 2 - EUROSION Graphic charter



Figure 3 - EUROSION Word template



Figure 4 - EUROSION Powerpoint template



Figure 5 – EUROSION Press release

### 3.2 Acknowledgement of EU funding

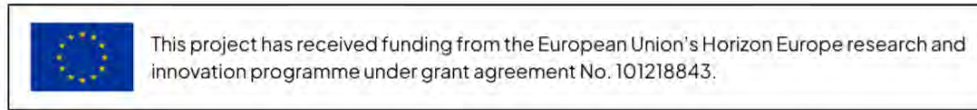
As included in EUROSION’s Grant Agreement, all materials used in Communication and Dissemination actions as well as any infrastructure, equipment, or supplies funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 6 – EU emblem

Whenever possible, the full funding statement should be included. It is however not necessary to include it as a written text in social media posts.

The following logo that includes the statement with the grant number should be used:



*Figure 7 - EU emblem including acknowledgement*

### 3.3 Disclaimer

In some cases, and whenever some project results or opinions are stated through a written text (i.e. reports, articles, publications...) the following disclaimer should be added: "Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or REA. The European Union cannot be held responsible for them."

### 3.4 Social media

The EUROSION LinkedIn account ([EUROSION LinkedIn](#)) was created at the beginning of the project (M3) as well as a YouTube account. Regular communication campaigns will be launched throughout the project, to communicate on the project activities, developments, progress, partners and events.

Social media publications will target specific stakeholders as identified in the section 2.1 of this document (research community, industrials, policymakers...) but the key messages published will be accessible to the general public.

Communication campaigns will focus on the following topics (non-exhaustive):

- General presentation of the project
- Partners presentation
- Citizen Science engagement
- Work Packages presentation
- Results of the project
- Events organised and attended
- Scientific Publications
- Topics relevant to those addressed by EUROSION, such as general facts and information on soil health
- Sharing and supporting wider Mission Soil projects' campaigns and publications relating to the project

A table of the foreseen publications on LinkedIn is presented below.

Topic of the post	Partner(s) involved	Estimated date	Communication support
Announcing the KoM, teasing on the launch of the project	All	January 2026	Text and photo
Announcing the launch of the project	All	End of March 2026	Text, Press release
Website ready	EQY	April 2026	Text and link to the website
Presentation of the General objectives of the project	EQY, WU	April 2026	Text and infographics
Presentation of partners (1 post/partner)	All partners	April - September 2026	Text and photo
Presentation of the Citizen science protocol	EQY, UoG	May 2026	Text, infographics
D.1.1: Map of monitoring stakeholders and networks	NIBIO	June 2026	Text and website link to the document
D2.1.: Monitoring network members requirements	UoG	October 2026	Text and website link to the document
Celebrating 1 year of EUROSION: few figures on the project	All	November 2026	Text and infographics

*Table 2 - Example of LinkedIn posts foreseen for the first 12 months of the project*

The social media schedule will be modified throughout the project to match the needs of the specific activities and actions implemented during the project, that were not

foreseen. Common activities with the sister projects will also be planned and will mostly be conducted through our social media channels.

#### *Rules for social media publication*

All partners will invite their own network to follow the LinkedIn page. They will also have the responsibility to share the posts to their existing network via other means (e-mail, newsletter...), thus ensuring the messages are conveyed to the relevant stakeholders.

List of possible hashtags to use:

- #EUROSION
- #HorizonEurope
- #EUfunded
- #REA
- #environment
- #soilhealth

### 3.5 Website

A dedicated website was created to enhance visibility of the project and act as a convenient portal to access public deliverables, news and downloadable materials. More than just a repository, the website will comply with the visual identity and feature information on the project's activities, objectives, partners, and networking activities.

The website will be the main channel of communication for EUROSION. It will provide detailed content on the consortium, the project's concept, its results and other relevant technical information. In addition, the website will give access to initiatives on similar topics, sister projects and events in the relevant topics (soil health in general, including erosion). News, such as participation in events and conferences, will also be distributed on relevant social media accounts created for the project such as LinkedIn.

An FAQ is available on the landing page to provide quick access to key information about the project and to enhance optimisation for AI-driven search engines.

The website also contains a blog section featuring popular science articles written by the project's Consortium Beneficiaries (B) and Associated Partners (AP) for awareness raising purposes around the effects of soil erosion and the importance of soil health in general (topics detailed in section **3.4** of this deliverable)

The website [www.euroSION.eu](http://www.euroSION.eu) is already fully available in English, starting April 2026 (M6) and will be updated throughout the project. It is developed by EQY and with the support of all partners, to be as appealing and user-friendly as possible.

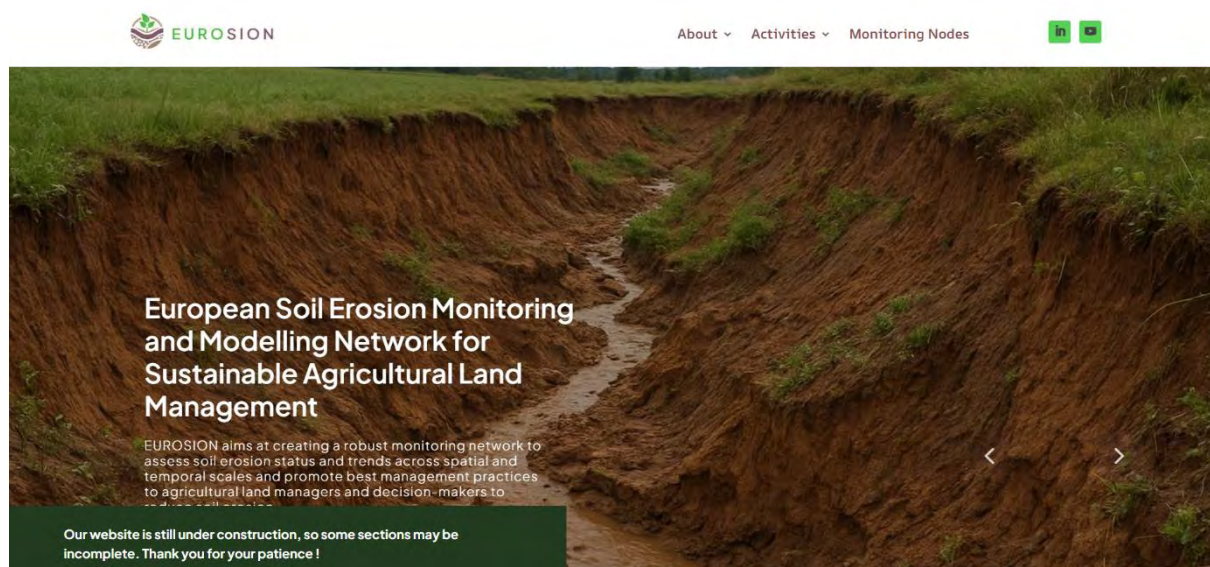


Figure 8 – Landing page of the EUROSION website

KPI	Objective
<b>Online channels: project website and social media</b>	
Number of followers on social media (end of the project)	500-600
Number of posts on social media per year	20-30
Number of views on social media per post	500-1,000
Number of monthly visitors on the website	300-600

### 3.6 Press Releases

To ensure visibility of major achievements, press releases will be issued at key milestones, including project results and site visits. These will be disseminated through relevant media outlets to inform both target audiences and the general public. At least three press releases will be shared with local, national, and EU-level press and media.

KPI	Objective
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Press Releases	
Number of press and media organisations reached	50-100

### 3.7 Newsletters

Between 1 to 2 newsletters per year will be produced and shared on social media with details of the project's activities to communicate on its outputs and results, including a section for the activities of the monitoring network.

### 3.8 Videos

One promotional animated video will be produced and uploaded to the EUROSION YouTube channel within the first two years of the project, explaining its the objectives, along with regular video content (talking heads/in-person interviews/recorded webinars, etc) that will be produced and disseminated on social media and the project's YouTube channel in order to promote the project's partners and their roles, along with the 14 Digital Cross-Visits to Monitoring Nodes planned linked to T5.2, WP5.

## 4. Dissemination activities

### 4.1 Scientific and technical articles, publications

Partners will publish at least 40 scientific articles in the course of the project. First ideas are listed on the table below (Table 3). The list is indicative and will evolve along the course of the project. The aim is to disseminate "as open as possible, as close as necessary". Publications will also be disseminated with links on the EUROSION website, as well as the partners' newsletters and international research news services, such as [AlphaGalileo.org](http://AlphaGalileo.org)

Topic of the article	Partner(s) involved	Estimated date	Journal targeted
<b>Wind erosion as a potential source of microbial diversity in semiarid agricultural soils</b>	UAL	December 2025	<a href="#">Ciênc. Agrotec., 49:e012725, 2025</a>

<b>Review paper on erosion monitoring</b>	NIBIO	TBD	TBD
<b>Process-based dynamic wind erosion modelling</b>	CU	TBD	Geophysical Research Letters, Earth Surface Processes and Landforms, Geoderma, Aeolian Research, Soil & Tillage Research
<b>Cost-Benefit Analysis of erosion-reducing farm management measures</b>	HFFA	TBD	Land Use Policy (Elsevier), Journal of Environmental Economics and Management (ELSEVIER), Ecological Economics (Elsevier), Agricultural Economics (Wiley), EuroChoices (Wiley)
<b>Monitoring scheme for wind erosion</b>	IRD	April 2027	Aeolian Research, Journal of Geophysical Research (Atmosphere or Earth Surface section)
<b>Field-based Wind Erosion Monitoring: Focused on natural semi-arid conditions at the Kayseri site.</b>	COMU	TBD	Aeolian Research, Catena, Geomorphology, Soil & Tillage Research, Journal of Arid Environments, Journal of Soil and Water Conservation, Earth Surface Processes and Landforms
<b>Surface Evolution and Erosion-induced</b>	COMU	TBD	Aeolian Research, Catena,

<b>Stabilisation Processes: Investigating the dynamics of surface changes due to erosion</b>			Geomorphology, Soil & Tillage Research, Journal of Arid Environments, Journal of Soil and Water Conservation, Earth Surface Processes and Landforms
<b>Harmonised Wind Erosion Monitoring Protocols: Developing standard protocols across EUROSION sites.</b>	COMU	TBD	Aeolian Research, Catena, Geomorphology, Soil & Tillage Research, Journal of Arid Environments, Journal of Soil and Water Conservation, Earth Surface Processes and Landforms
<b>Integration of Field Observations into Erosion Modelling Frameworks: Enhancing modelling accuracy through real-world data.</b>	COMU	TBD	Aeolian Research, Catena, Geomorphology, Soil & Tillage Research, Journal of Arid Environments, Journal of Soil and Water Conservation, Earth Surface Processes and Landforms
<b>Water Erosion Processes: Understanding the impacts of water erosion in various landscapes.</b>	COMU	TBD	Aeolian Research, Catena, Geomorphology, Soil & Tillage Research, Journal of Arid Environments, Journal of Soil and Water Conservation, Earth Surface Processes and Landforms
<b>Wind erosion monitoring</b>	UAIC	TBD	Geomorphology, Land Degradation &

			Management, Environmental Research, International Soil and Water Conservation Research, Journal of Soil and Water Conservation.
<b>Impact of land management practices on reducing soil erosion</b>	UAIC	TBD	Geomorphology, Land Degradation & Management, Environmental Research, International Soil and Water Conservation Research, Journal of Soil and Water Conservation.
<b>Land management practices reducing soil erosion</b>	UAIC	TBD	Geomorphology, Land Degradation & Management, Environmental Research, International Soil and Water Conservation Research, Journal of Soil and Water Conservation.
<b>Water erosion monitoring</b>	UAIC	TBD	Geomorphology, Land Degradation & Management, Environmental Research, International Soil and Water Conservation Research, Journal of Soil and Water Conservation.

<b>Wind erosion and dust emissions at the European scale</b>	ZALF	TBD	Aeolian Research, Soil & Tillage Research, Catena, Geoderma
<b>Erosion and hydrological processes in agricultural settings, impact of climate change on soil loss, solutions to reduce soil erosion</b>	UNIPD	May 2027	CATENA, Earth Surface Processes and Landforms, Hydrological Processes
Applicability of Citizen science for monitoring soil erosion	UoG	TBD	TBD

*Table 3 - Scientific publications foreseen*

This represents a minimum of 17 scientific publications issued over the course of the project.

KPI	Objective
<b>Scientific and technical articles, publications</b>	
Number of scientific articles submitted	40
Readers per article	30-50

Audiences targeted: TG#1, TG#2, TG#3, TG#4, TG#7

### **Rules for scientific abstract submissions**

See the rules for scientific abstract submissions in Annex 2 - [Publishing Guidelines](#) of this document.

Additionally, all public project deliverables produced by EUROSION partners will be published on the EUROSION website. Each task leader and deliverable responsible will provide a publishable version.

Each public deliverable will be introduced by a graphically edited abstract highlighting keys output in an easy-to-access way.

Table 4 - Public deliverables of EUROSION

N°	Deliverable name	WP	Lead partner	Date
D7.5	Data Management Plan	WP7	VARDA	M6
D8.1	Plan for Dissemination, Exploitation and Communication	WP8	EQY	M6
D1.1	Map of monitoring stakeholders and networks	WP1	NIBIO	M8
D1.2	State-of-the art on EU soil erosion monitoring and management practices	WP1	NIBIO	M11
D2.1	Monitoring network members requirements	WP2	UoG	M11
D3.1	Soil erosion monitoring scheme	WP3	BFH	M11
D6.1	Platform architecture blueprint	WP6	VARDA	M18
D2.2	Material for citizen-led science monitoring	WP2	UoG	M24
D3.3	Guidelines for analysing monitoring data	WP3	ZALF	M30
D5.3	Policy framework on soil erosion at EU scale	WP5	IEEP	M30
D7.6	Data Management Plan (first update)	WP7	VARDA	M30

D4.3	Scientific publications of the EUROSION model	WP4	UT	M36
D5.1	Costs and benefits of management practices	WP5	HFFA	M40
D4.4	Sensitivity analysis of water and wind erosion models	WP4	KUL	M44
D3.3	Set of soil erosion indicators	WP3	BFH	M52
D4.2	Baseline soil erosion maps (GIS with metadata)	WP4	UT	M50
D4.6	Outcomes of model scenario analysis on land management impacts	WP4	NIBIO	M52
D3.2	Final soil erosion monitoring scheme	WP3	BFH	M52
D4.2	EUROSION model: final codes available on GitHub, including manuals	WP4	UT	M52
D6.2	EU Dynamic Soil Erosion Monitoring Platform	WP6	VARDA	M53
D5.2	Management practices factsheets and cross visits videos	WP5	UoG	M58
D5.4	The policy briefs	WP5	IEEP	M58
D2.3	Strategic plan for a long-term	WP2	UNIPD	M60

	monitoring network			
D6.3	Use Manual of the platform	WP6	VARDA	M60
D7.7	Data Management Plan (second update)	WP7	VARDA	M60

## 4.2 Conferences, Events

The consortium will organize at least three webinars, focusing on scientific advances within the project.

Additionally, the project results will be presented during in-person events such as conferences, forums and fairs.

A table of the events currently identified among partners as opportunities to present the EUROSION project to target groups is provided below (Table 5).

This table will be continuously updated.

*Table 5 – Events EUROSION partners foresee to attend*

Event	Partners involved	Location and date	Audiences targeted
11 <sup>th</sup> IAG International Conference on Geomorphology	UAIC	2-6 February 2026, Christchurch (New Zealand)	TG#1; TG#2; TG#5; TG#7
EU CAP Network conference 'Water resilience in agriculture: innovation in practice'	UNIPD	19-21 May 2026, Hamburg (Germany)	TG#1; TG#2
Soils for Europe conference	WU	7-11 September 2026, Coimbra (Portugal)	TG#1; TG#2; TG#4; TG#5; TG#7
EGU (European Geosciences Union) conference	NIBIO, IRD, COMU, ZALF, UNIPD	3-8 May 2026, Vienna (Austria)	TG#1; TG#2; TG#7
International Conference on Aeolian Research (ICAR XII)	CU	12-18 July 2026, Swakopmund (Namibia)	TG#1; TG#2; TG#5; TG#7

10 <sup>TH</sup> ISGE – International Symposium on Gully Erosion, 2026	UAIC	21-25 September, Perugia (Italy)	TG#1; TG#2; TG#5; TG#7
World Congress of Soil Science 2026	UNIPD	7-12 June 2026, Nanjing (China)	TG#1; TG#2; TG#5; TG#7

KPI	Objective
<b>Conference and events</b>	
Number of outreach events organised	<b>10-20</b>
Number of external outreach events attended	<b>15-20</b>
People reached in all events	<b>300-1000</b>

#### 4.3 EUROSION end-users' dissemination materials: Popular science articles, Fact Sheets, Digital Cross Visits

Audiences targeted: All TGs, with a specific objective for TG#4 Farmers, land managers and their ecosystem and TG#5 Policymakers and public bodies.

KPI	Objective
<b>EUROSION end-users reach</b>	
Number of global land managers reached	10-20
Number of policymakers reached	10-15

##### 4.3.1 Popular Science articles

Throughout the project, 10 to 15 articles aimed at a general audience will be published on the website's blog section to make the project's activities and objectives accessible to non-specialists. These articles will address topics such as mitigation measures reducing soil erosion and soil erosion monitoring methods. All partners will be invited to contribute, drawing on their expertise and project-related activities. Articles will be published in English and, where relevant, in local languages.

KPI	Objective
<b>Wide-audience science articles</b>	
Number of popular science articles published	10-15
Number of readings in total	500-1,000

#### 4.3.2 Fact Sheets

In relation to T5.2 in WP5, factsheets will be produced whenever a peer-reviewed paper is released, when appropriate for the relevant target group. These concise, visually engaging summaries will help communicate scientific findings in a more accessible format than academic publications. One fact sheet per management practice assessed in the project will be produced following the format of the EIP practice abstract. Links will be provided for further information, and the fact sheets will be translated in partners' languages, and downloadable in a printable version

KPI	Objective
<b>Fact Sheets</b>	
Number of fact sheets	10-15

#### 4.3.3 Digital Cross Visits

At least one digital cross visit per MoN will be run. These videos will provide in an animated format to introduce and present the monitoring sites and its activities.

KPI	Objective
<b>Digital Cross Visits</b>	
Number of digital cross visit videos	12-15

#### 4.6. Workshops

Tools and scenarios will be produced to enhance the knowledge on soil erosion processes at different levels. They will be adapted to each MoN situation and directly exploitable by stakeholders. Several workshops will be organized in each MoN to (i) co-design an experimental plan (ii) collect data by applying the monitoring scheme (PR2), (iii) evaluate and validate indicators on soil loss monitoring and (iv) co-design recommendations for farmers. In addition, one event will be organized to introduce and launch the Monitoring Network (PR1), and one final event to present main project results

and to launch to project platform. The results from process-based models as from MoN will be shared to scientists and policymakers to highlight soil erosion exposure.

KPI	Objective
<b>Workshops</b>	
Number of workshops	20-25
Number of participants in the workshops (total)	600-800

Audiences targeted: TG#1, 4, 5, 6

#### 4.7 Networking, Knowledge Sharing and Joint Activities

A core part of EUROSION's dissemination efforts is centered on partnering with sister projects from the HORIZON-MISS-2024-SOIL-01 call (AI4soilHealth, Benchmarks and Soil O-Live ), with which synergies can be developed through partners' contacts and using resources to collaborate and capitalise on activities and results from those projects to ensure maximum impact for the whole duration of the project (M1 to M60). As leader of T8.4 Collaboration with sister projects and other projects, UNIPD oversees the establishment of a strategy and roadmap to be finetuned along the first year of the project. Whenever suitable, events will be organised jointly. The activities will be discussed with the project coordinators. Furthermore, where possible, connections will be made with projects funded under the Mission 'A Soil Deal for Europe', and with the Soil Health LLs.

Along collaboration with projects, organisations such as EU Soil Observatory (EUSO) will also be contacted to finetune the study of existing monitoring schemes to better produce one at EU scale for soil erosion (PR2) and will also benefit from the platform services to both share and use data (PR4) to collaborate on internal topics and organize joint events (e.g. webinars, presentations in CM, invitation to exploitation workshops and dissemination events) or invite each other as panellists in project's owned events.

Finally, EUROSION will contribute and benefit from the activities of the Mission Soil Platform, including participating in clustering activities with other Mission Soil projects.

*Table 6 – List of potential projects to collaborate with*

List of potential projects/organisations to collaborate with	Short Summary of the Project
Name of the project	

AI4SoilHealth	AI4SoilHealth aims at creating a free app that combines Artificial Intelligence and the latest soil health measurement techniques to help farmers and growers across Europe make changes to their management practices. To this, AI4SoilHealth will collect data from farms and pilot sites across Europe to build a model for this to work from.
BENCHMARKS	BENCHMARKS collaborates with stakeholders in 28 European case studies to co-develop and evaluate a multi-scale and multi-user focused monitoring framework that is transparent, harmonised and cost-effective. Underpinned by the best scientific knowledge and technologies this framework aims to provide a clear soil health index for benchmarking, using indicators that are pertinent to the objective of assessment, applicable to the land use and logistically feasible.
Soil O-Live	SOIL O-LIVE aims to assess the environmental condition of olive grove soils on a large scale in the major Mediterranean olive production areas. SOIL O-LIVE will examine how pollution and land degradation affect olive groves' soils, investigate the connection between soil health and the quality and safety of olive oil, implement effective soil amendments and ecological restoration practices, and establish strict ecological thresholds for healthy European olive groves.
FAO Global Soil Partnership	The Global Soil Partnership (GSP) is a globally recognized mechanism established in 2012 with the mission to position soils in the Global Agenda and to promote sustainable soil management. The Partnership, hosted by FAO, works hard to improve soil governance to guarantee productive soils towards food security, climate change adaptation and mitigation, and sustainable development for all.
SoilWise	SoilWise aims at providing an integrated and actionable access point to scattered and heterogeneous soil data and knowledge in Europe, making them FAIR (Findable, Accessible, Interoperable and Reusable) and improve trust, willingness, and ability to share and re-use soil data and knowledge. In three project development cycles, co-creation and co-validation by multi-stakeholder groups are the centre of project activities. SoilWise recognises existing workflows and repositories for specific user needs and aims to work with them to



	enhance their discoverability, approachability and interconnection.
EU Soil Observatory (EUSO)	<p>The EU Soil Observatory (EUSO) aims to be the principal provider of reference data and knowledge at EU-level for all matters relating to soil. The EUSO is a dynamic and inclusive platform that provides the relevant Commission Services, together with the broader soil user community, with the knowledge and data flows needed to safeguard and restore soils.</p> <p>The EUSO supports EU soil policies by ensuring that the Commission can make full use of the information made available through integrated data flows by transitioning from simply monitoring to understanding. In this manner, the EUSO will support the implementation of all soil related objectives of the European Green Deal.</p>
UNCCD	The UNCCD is the global voice for land. They promote practices that avoid, reduce and reverse land degradation and are the driving force behind Sustainable Development Goal 15 and Land Degradation Neutrality.
SOLO project	The SOLO project will identify current knowledge gaps, drivers, bottlenecks, and novel research and innovation approaches to be considered in the European Soil Mission research and innovation roadmap. The project aims to create a knowledge hub for soil health research and innovation that will last beyond the project's lifespan by establishing strategic partnerships and by implementing a participatory and transparent process.

KPI	Objective
Cooperation with other projects, networks, and initiatives	
Number of relations with relevant projects and initiatives	<b>6-10</b>



## 5. Exploitation Strategy

### 5.1 Definition and objective

The European Commission describes exploitation as “The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.” The purpose of this exploitation strategy is to effectively use project results through scientific, policy, and technocratic routes; enabling stakeholders to make concrete use of research results.

### 5.2 Exploitation activities

To maximise the outreach of the project’s results, University of Twente (UT), as the scientific coordinator of the Monitoring Network, will make the necessary effort to ensure the uptake of:

- improved wind and water erosion models by the European Soil Database
- the Monitoring Scheme and the Soil Erosion Monitoring System by the wider soil erosion research community, environmental and governmental agencies, and policymakers
- the scenarios and recommendations by local and European policymakers and land managers and the recommendations for farmers by agricultural community.

Several steps for the exploitation will be led by EQY throughout the project. These steps will include:

- the demonstration by EQY of a route towards open access, longevity, sustainability and interoperability of knowledge and project outputs through close collaboration with the JRC and the EUSO
- the organisation of regular meetings, onsite visits, and event by project partners held in MoN with local stakeholders to present the progress of the project, in order to consolidate links with potential users and ensure uptake of sustainable soil management practices.

### 5.3 Exploitation strategy for Project Results

Being a Research and Innovation Action project, EUROSION will provide knowledge, tools and methodologies that can be further developed and reused to expand the project's impacts. To do so, the project will build upon 6 key PRs, exploited in targeted manners after the project lifetime to ensure their sustainability.

Under the leadership of WU to ensure the long-term exploitation of the PRs, all partners will ensure that they have defined proper ways to exploit EUROSION results. These strategies are outlined below and will be refined during the project.

Major exploitation strategy will rely on the expansion of the Monitoring network, especially through the envisioned continuation of MoN sites, for which financial resources need to become available, MoNs might be managed in the future, either by EUROSION partners or related stakeholders (e.g. Federal Ministry of Agriculture, Environment and Climate Protection (MLUK) in Germany with ZALF, NIBIO with the newly initiated Soil Monitoring Program and the ongoing JOVA program).

Further, through its replication strategy, EUROSION will try creating new MoNs (e.g. one Associated with document per country represented within the 14 MoNs).

#### PR1: Monitoring Network – Lead: UoG – Methodologies available in Open Access

Potential use: It will be sustained on a long-term perspective, expected to grow year after year and integrating new MoN all over Europe and beyond, as detailed above. Expansion will rely on the country-based monitoring committees, ensuring long-term relation between their members and by feeding continuously the Platform with soil erosion data.

Potential end-users: Soil erosion modellers, soil scientists, European, National, Regional and Local bodies involved in soil erosion monitoring, farm advisors.

Additional efforts to maximise exploitation: the network will be operational at the end of the project. Dissemination efforts, according to a strategic plan defined at project end, will be maintained.

#### PR2: Monitoring Scheme – Lead: BFH – Available in Open Access

Potential use: The Monitoring Scheme will be used as a guideline by EU and Associated countries to support their monitoring stakeholders developing and reinforcing soil erosion monitoring

Potential end-users: European, National, Regional and Local agencies involved in soil erosion monitoring, soil scientists, soil erosion modellers.

Additional efforts to maximise exploitation: A first set of methods will be available and operational, additional ones will have to be demonstrated before being integrated while new ones will be developed and integrated in the longer term.

#### PR3: Soil erosion process-based models – Lead: UT – Available in Open Access

Potential use: The 2 wind-related and 2 water process-based erosion models, delivering reliable estimates of gross erosion rates and allowing to assess the impact of management practices will be available.

Potential end-users: Soil erosion modellers, soil scientists.

Additional efforts to maximise exploitation: Dissemination efforts will be needed to have the models known. Wind-related model may be further improved to further estimate erosion lost according to project findings.

#### PR4: Dynamic Soil Erosion Platform – Lead: VARDA – Available in Open Access

Potential use: At the end of the project, the platform will be ready to use and give access to soil erosion data and allowing users to test and visually observe soil erosion status according to specific queries.

Potential end-users: Soil erosion modellers, soil scientists, policymakers, agencies in charge of soil erosion monitoring.

Additional efforts to maximise exploitation: EUROSION will discuss with JRC and other key stakeholders the best way to manage the platform after its delivery, considering significant capabilities and resources needed to maintain and run the platform. Two options are considered: (i) full transfer to JRC (e.g., deliver the code to host the platform), or (ii) SoilHive managing underlying infrastructure of the platform still after the project, with collaboration with JRC to embed the dashboard components with credentials to update them. In addition, tailored material will be developed to maximize the uptake and use of the platform after the end of EUROSION, as well as a FAQ composed of the most frequent questions.

#### PR5: Management Practice Guidance– Lead: UoG – Available in Open Access

Potential use: A set of practice fact sheets and digital cross visit videos to present management practices with the best potential to reduce soil erosion will be available.

Potential end-users: Farmers and their associations, cooperatives, advisory services.

Additional efforts to maximise exploitation: Reinforce dissemination of the material

#### PR6: Recommendations for policymakers – Lead: IEEP – Available in Open Access

Potential use: Guidelines focusing mostly on the CAP, and, in particular on improving GAEC effectiveness and the design and monitoring of outcome-based voluntary schemes (e.g. eco-schemes, rural development measures) will be available

Potential end-users: Policy makers and supporting bodies at EU, National, Regional and local level.

Additional efforts to maximise exploitation: Wider communication will be needed for reaching a broader audience. Possible feedback to policy measures: Partners will perform in a coordinated manner the transmission of information, findings, and conclusion as well as specific feedback related to the already existing regulations, as well as to the new legislation in progress (such as the Soil Monitoring Law), locally through the MoN addressing all stakeholders' groups, but also at EU level, by interacting with relevant policy bodies. Relevant actors from the EC, and particularly in domains of environment, agriculture and food will be contacted, as well as project results will help to progress towards the objective of the Mission "A Soil Deal for Europe" and specific objective 5 "Prevent erosion". Through the WP5 working on policy recommendations, activities will contribute to the EU Soil Strategy 2030, the CAP and its Common Monitoring and Evaluation Framework, but also to the framework of indicators in the Soil Monitoring Law. EUROSION results will provide key elements to support the CAP and its application and evaluation, and thus progress towards SDG 15 (Life on Land) and 2 (No Hunger), by reducing soil erosion and preserving the quality of agricultural land.

## 6. Management of the Communication, Dissemination and Exploitation activities

### 6.1 Communication and Dissemination procedures

Partners are expected to contribute to and help the visibility of any dissemination, communication and exploitation activities throughout the project lifetime. Although EQY is the leader of the Communication, Dissemination and Exploitation activities, all partners are expected to contribute proactively in these activities. Partners responsible for Exploitable Results of EUROSION will be on the front line for exploitation activities.

Partners are also expected to suggest the implementation of relevant communication and dissemination activities, given their knowledge of the project technical activities.

The present Communication & Dissemination plan will be updated during the project implementation, when relevant, and the objectives will be revised according to the progress.

### 6.2 Impact tracking & monitoring

All communication and dissemination activities will be monitored throughout the project. This will be the case for activities initiated by the project, but also by the partners individually. A Communication and Dissemination tracker has been made available by EQY on the SharePoint and will need to be updated regularly by all partners, and includes updates about publications, attendance and organisation of events, social media posts and website.

The monitoring of the communication and dissemination activities' impact will take place at every Consortium Meeting (every 6 months) and more thoroughly at each periodic report.

The progress assessment will be made through the identified key indicators in this document.

## 7. Strategy for Knowledge Management and Protection

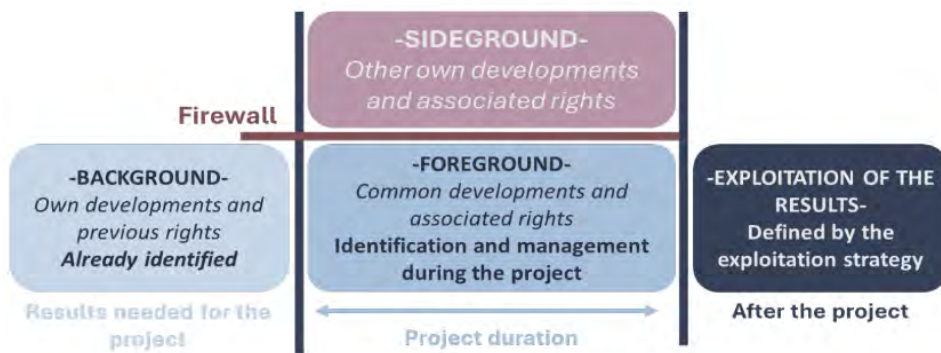


Figure 9 – EUROSION IP Management

The EUROSION project does not plan to produce any industrially or commercially exploitable results and is thus not based on any results which are subject to IPR, related protocols and methods. The project's results are meant for public use (research, analysis, policymaking, and project planning) and will be freely available. Nevertheless, EUROSION will use models and modules that might be considered under specific intellectual property rights for their upgrade, and integration in the project platform (PR4).

Therefore, the IPR will be closely followed during the project through T7.3. Within the preparation phase, several actions have already been implemented to facilitate this task (pre-identification of potential exploitation rights to acquire, contacts established with IP owners, foreseen budget to acquire the exploitation rights). As shown in Figure 9, the background of each partner has been identified. The results of this background have been studied to anticipate any problems. If protected results need to be used during the project by another partner, the exploitation rights will be granted for free for a smooth implementation. All partners using IP that they own or that are accessible with exploitation rights, and the freedom to operate will be ensured. If protected results under an IP from outside the consortium need to be used during the project, partners will follow the IPR management as decided in T7.3.

Concerning the sideground, which concerns all the developments performed by the partners while the project is running but on solutions that are not related to the project, they will be strictly separated from the rest of IP. A strict firewall will be guaranteed to make sure that there is no permeability between the results developed in the project and

the sideground. The foreground is the main concern of the project as it includes all the IP that will be developed during the project. It will be identified as the project progresses, although most of the results that will be subjected to IPR have already been identified, while holding proper negotiations in T7.3. In any case, reaching agreement will be of utmost importance when it comes to the possibility to exploit the solutions. This process will be organised by WU who will be responsible for establishing the processes to maximize exploitation of the results by all partners and identifying project innovations. WU will take necessary actions to ensure favourable conditions for innovation and for their effective exploitation.

## 8. Barriers/Mitigation

Technical language: the project covers technical aspects which might be difficult for non-specialist audiences to understand. Communications will make sure to avoid technical jargon and keep the language as accessible as possible when targeting general audiences.

No conclusive results: technical activities carried out during the project might not give the expected results. The CDE plan will be readapted to focus on promoting scientific publications and definitive results.

## APPENDIX 1 - GENERAL GUIDELINES FOR PARTNERS

This annex summarizes the general guidelines partners should follow when doing C&D activities.

### **1. Short Description of the project**

The objective of EUROSION can be defined as such: EUROSION will tackle the issue of soil erosion by developing and demonstrating a dynamic soil erosion monitoring system capable of continuously and precisely estimating erosion across spatial and temporal scales, taking into account water, wind, and tillage effects on agricultural land. This will be achieved through the development of a multi-scale monitoring network uniting 14 Monitoring Nodes, the enhancement of existing process-based erosion models, the creation of a platform to facilitate collaboration among monitoring stakeholders, and the establishment of management best-practice recommendations for farmers, as well as policy recommendations for policymakers to reduce soil erosion.

### **2. Rules to acknowledge the EU funding**

Any communication support must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

### **3. Disclaimer**

Use of the disclaimer: Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. The European Union cannot be held responsible for them.

### **4. Rules for completing the communication-dissemination tracker**

Partners are invited to complete the communication-dissemination tracker made available on the collaborative SharePoint. EQY will oversee the completion of communication & dissemination related tracking.

### **5. Rules for scientific abstract submissions**

See the rules for scientific abstract submissions in Annex 2 - [Publishing Guidelines](#) of this document.

### **6. Rules for social media publication**

All partners will invite their own network to follow the LinkedIn page. They will also have the responsibility to share the posts to their existing network via other means (e-mail, newsletter...), thus ensuring the messages are conveyed to the relevant stakeholders.

**Useful links**

[Grant agreement](#)

[Consortium agreement](#)

[Project's SharePoint](#)

[Templates](#)

[C&D Form Tracker for Com&Diss activities](#)

Website of the project: [www.euroSION.eu](http://www.euroSION.eu)

LinkedIn: <https://www.linkedin.com/company/euroSION>



# EUROSION

European Soil Erosion Monitoring  
and Modelling Network for  
Sustainable Agricultural Land  
Management

## Publishing guidelines

Date: 24th of April 2026

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Organisation [EQY]

Main Authors [Kecskés Kinga]

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More information on the project can be found at: <http://www.euroSION.eu>.

- All partners who consider publishing any EUROSION results, should first contact the coordination team by email ([EUROSION\\_participants\\_contact\\_lists>Coordination Team](#)). Partners will provide an outline of their desired manuscript, at least mentioning the scope of the publication (as mentioned in the Article 8.4.2 of the Consortium Agreement<sup>1</sup>), what data will be used/analysed in the desired publication, in which journal they would like to publish and a list of co-authors.

This for the coordination team to harmonise the publications and avoid possible overlap between publications. Please record these details in [the publications spreadsheet here](#).

- After receiving confirmation from the coordination team (within 10 working days), the partner can start drafting the manuscript.

- Draft papers are to be sent to all co-authors included in the manuscript, giving co-authors sufficient time to comment on the publication. This revision can take place in multiple rounds if desired.

- Final draft papers will be sent to all EUROSION colleagues, giving partners the opportunity to add comments and other relevant suggestions. The period for giving input will be determined by the first author but preferably up to a maximum of 10 days. After this period the first author then decides whether the draft will adapt according to the comments received and whether the first author would include the colleague giving the comments as a co-author or not.

- All publications should include a disclaimer acknowledging the funding: "Funded by the European Union under the EUROSION project, grant agreement No. **101218843**. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them." Mandate on open access to publication: beneficiaries must ensure deposition of and open access to publications (and research data, where the case) through trusted repositories, as per set in Article 17 of the Annex 5 of the Annotated Grant Agreement for Horizon Europe-funded projects.

- Authorship list should be agreed by all participating partners following the journal's guidelines.

- Please note this guidance document is not a replacement of the existing excel sheet for indicating your publication plans and achievements.

- Before publication, ensure WP8 is alerted for dissemination.

**This is a living document and can be updated according to experiences and comments.**

*These guidelines are to be discussed in the upcoming Consortium Meeting in Italy (January 2027)*

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<sup>1</sup> You may also refer more generally to the Section 8 and 8.4 Dissemination.

### APPENDIX 3 – SOCIAL MEDIA ACCOUNTS OF PARTNERS

Table 1 – Social media accounts of partners

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
WU	<a href="https://www.linkedin.com/school/wageningenuniversiteit/">https://www.linkedin.com/school/wageningenuniversiteit/</a>	@WURtube	<a href="https://www.facebook.com/WUR">https://www.facebook.com/WUR</a>	@uniwageningen	@WUR	@w-u-r.bsky.social
KUL	<a href="https://www.linkedin.com/company/ku-leuven-ees/">https://www.linkedin.com/company/ku-leuven-ees/</a>	@kuleuven	<a href="https://www.facebook.com/KULeuven/">https://www.facebook.com/KULeuven/</a>	@kuleuven	@KU_Leuven	-
CU	<a href="https://www.linkedin.com/school/cardiff-university/">https://www.linkedin.com/school/cardiff-university/</a>	@cardiffuniversity	<a href="https://www.facebook.com/cardiffuni/">https://www.facebook.com/cardiffuni/</a>	@cardiffuni	@cardiffuni	-
UNIPD	<a href="https://www.linkedin.com/school/tesaf-unipd/">https://www.linkedin.com/school/tesaf-unipd/</a>	-	<a href="https://www.facebook.com/tesaf.unipd">https://www.facebook.com/tesaf.unipd</a>	-	-	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
ZALF	<a href="https://www.linkedin.com/company/zalf-leibniz">https://www.linkedin.com/company/zalf-leibniz</a>	<a href="https://www.youtube.com/@ZALF_Leibniz">https://www.youtube.com/@ZALF_Leibniz</a>	N/A	<a href="https://www.instagram.com/querfeldein.blog/">https://www.instagram.com/querfeldein.blog/</a>	N/A	<a href="https://bsky.app/profile/zalf.bsky.social">https://bsky.app/profile/zalf.bsky.social</a>
UT	<a href="https://www.linkedin.com/school/faculty-of-geoinformation-science-and-earth-observation/posts">https://www.linkedin.com/school/faculty-of-geoinformation-science-and-earth-observation/posts</a>	@FacultyITC	<a href="https://www.facebook.com/groups/9171850338">https://www.facebook.com/groups/9171850338</a>	-	-	-
SRON	-	-	-	-	-	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>CNRS</b>	<a href="https://fr.linkedin.com/company/lisa-laboratoire-interuniversitaire-des-syst%C3%A8mes-atmosph%C3%A9riques">https://fr.linkedin.com/company/lisa-laboratoire-interuniversitaire-des-syst%C3%A8mes-atmosph%C3%A9riques</a>	-	-	-	-	@lisa-ipsl.bsky.social

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
IRD	<a href="https://fr.linkedin.com/showcase/ird-%C3%AEle-de-france-ouest/">https://fr.linkedin.com/showcase/ird-%C3%AEle-de-france-ouest/</a>  <a href="https://fr.linkedin.com/company/ird_2">https://fr.linkedin.com/company/ird_2</a>	@IrdFr_IRD	-	@ird_fr	-	-
IRA	<a href="https://www.linkedin.com/company/institut-des-r%C3%A9gions-arides-ira-page-officielle/">https://www.linkedin.com/company/institut-des-r%C3%A9gions-arides-ira-page-officielle/</a>	@IRA-Medenine	<a href="https://www.facebook.com/PageOfficielleIRAMedenine/">https://www.facebook.com/PageOfficielleIRAMedenine/</a>	-	-	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>NIBIO</b>	<a href="https://www.linkedin.com/company/80106/">https://www.linkedin.com/company/80106/</a>	@Norskinstituttforbiokonomi	<a href="https://nb-no.facebook.com/Nibio.no/">https://nb-no.facebook.com/Nibio.no/</a>	-	-	-
<b>COMU</b>	<a href="https://www.linkedin.com/school/canakkale-onsekizmart-university/">https://www.linkedin.com/school/canakkale-onsekizmart-university/</a>	@tvcomu	<a href="https://www.facebook.com/onsekizmartuni/">https://www.facebook.com/onsekizmartuni/</a>	@onsekizmartuni/	@onsekizmartuni	
<b>IEEP</b>	<a href="https://www.linkedin.com/company/institute-for-european-environmental-policy/">https://www.linkedin.com/company/institute-for-european-environmental-policy/</a>	@IEEP-EU	-	-	-	<a href="https://bsky.app/profile/ieep.eu">https://bsky.app/profile/ieep.eu</a>

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>CYI</b>	<a href="https://www.linkedin.com/company/energy-environment-and-water-research-center-eewrc/">https://www.linkedin.com/company/energy-environment-and-water-research-center-eewrc/</a>	@cyprusinstitute	<a href="https://www.facebook.com/CyprusInstitute">https://www.facebook.com/CyprusInstitute</a>	@thecyprusinstitute/	@cyprusinstitute	-
<b>UAIC</b>	<a href="https://www.linkedin.com/school/uaic-iasi/">https://www.linkedin.com/school/uaic-iasi/</a>	@InfoUAIC	<a href="https://www.facebook.com/UAICdinIASI/">https://www.facebook.com/UAICdinIASI/</a>	@uaiciasi/	@UAICias	-
<b>UAL</b>	<a href="https://www.linkedin.com/school/universidad-de-almeria/">https://www.linkedin.com/school/universidad-de-almeria/</a>	@UniversidaddeAlmería-z3x	<a href="https://www.facebook.com/universidaddealmeria">https://www.facebook.com/universidaddealmeria</a>	@unialmeria/	@ualmeria	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>VARDA</b>	<a href="https://www.linkedin.com/company/varda-foundation/">https://www.linkedin.com/company/varda-foundation/</a>	@VardaFoundation	-	-	-	-
<b>ISRIC</b>	<a href="https://www.linkedin.com/company/isric-world-soil-information/">https://www.linkedin.com/company/isric-world-soil-information/</a>	@IsricOrg	-	-	<a href="https://x.com/ISRICorg">https://x.com/ISRICorg</a>	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>UOG</b>	<a href="https://www.linkedin.com/showcase/countryside-and-community-research-institute/">https://www.linkedin.com/showcase/countryside-and-community-research-institute/</a>  <a href="https://www.linkedin.com/school/university-of-gloucestershire/">https://www.linkedin.com/school/university-of-gloucestershire/</a>	<a href="https://www.youtube.com/@CCRIUK/featured">https://www.youtube.com/@CCRIUK/featured</a>  <a href="https://www.youtube.com/@thuniofglos">https://www.youtube.com/@thuniofglos</a>	<a href="https://www.facebook.com/CCRI.UK/">https://www.facebook.com/CCRI.UK/</a>  <a href="https://www.facebook.com/uniofglos/">https://www.facebook.com/uniofglos/</a>	<a href="https://www.instagram.com/ccri_uk/">https://www.instagram.com/ccri_uk/</a>  <a href="https://www.instagram.com/uniofglos/">https://www.instagram.com/uniofglos/</a>	<a href="https://x.com/CCRI_UK">https://x.com/CCRI_UK</a>  <a href="https://x.com/uniofglos">https://x.com/uniofglos</a>	<a href="https://ccri.ac.uk/">https://ccri.ac.uk/</a>  <a href="https://bsky.app/profile/uniofglos.bsky.social">https://bsky.app/profile/uniofglos.bsky.social</a>

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
UOG	<a href="https://www.linkedin.com/showcase/countryside-and-community-research-institute/">https://www.linkedin.com/showcase/countryside-and-community-research-institute/</a>  <a href="https://www.linkedin.com/school/university-of-gloucestershire/">https://www.linkedin.com/school/university-of-gloucestershire/</a>	@CCRIUK  @theuniofglos	<a href="https://www.facebook.com/CCRI.UK/">https://www.facebook.com/CCRI.UK/</a>  <a href="https://www.facebook.com/uniofglos/">https://www.facebook.com/uniofglos/</a>	@ccri_uk/  @uniofglos/	@CCRI_UK  @uniofglos	<a href="https://ccri.ac.uk/">https://ccri.ac.uk/</a>  <a href="https://bsky.app/profile/uniofglos.bsky.social">https://bsky.app/profile/uniofglos.bsky.social</a>
HFFA	<a href="https://www.linkedin.com/company/hffa-research-gmbh/">https://www.linkedin.com/company/hffa-research-gmbh/</a>	-	-	-	-	-

	LinkedIn	YouTube channel	Facebook	Instagram	X	Bluesky
<b>CAMBISOL</b>	<a href="https://www.linkedin.com/company/cambisol/">https://www.linkedin.com/company/cambisol/</a>	-	<a href="https://www.facebook.com/cambisol/">https://www.facebook.com/cambisol/</a>	@cambisol_	-	-
<b>EQY</b>	<a href="https://www.linkedin.com/company/euroquality">https://www.linkedin.com/company/euroquality</a>	@euroquality6797	-	-	-	-
<b>BFH</b>	<a href="https://www.linkedin.com/school/berner-fachhochschule-bfh/">https://www.linkedin.com/school/berner-fachhochschule-bfh/</a>	@BernerFachhochschule	<a href="https://www.facebook.com/bernerfachhochschule/">https://www.facebook.com/bernerfachhochschule/</a>	@berner_fachhochschule	@bfh_hesb	
<b>FAST HAZARD</b>	<a href="https://www.linkedin.com/company/fast-hazard-bv/">https://www.linkedin.com/company/fast-hazard-bv/</a>	@fastflood	-	-	-	-