D7.1 Communication, Dissemination and Exploitation Plan I.

under review

28.02.2026

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*The labels used:

R = Document, report
DEC = Websites, patent filings, video, etc.
DATA = data sets, microdata, etc.
DMP = Data Management Plan
SEN = Sensitive, limited under the conditions of the Grant Agreement
PU = Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)

EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444. For items classified under other rules (e.g. national or international organization), please select the equivalent EU classification level.

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1. Project Summary

URSOILL focuses on restoring urban soils as a basis for resilient and sustainable cities. The project aims to boost stakeholder participation, connect research with practice, improve soil health monitoring, and enable replication across Europe.

Five Urban Living Labs in Sweden (Humid Continental), Spain (Atlantic), Italy (Alpine), Greece (Mediterranean), and Luxembourg (Continental) will co-create and test nature-based, technological, and socioeconomic solutions. URSOILL will pioneer best practices in urban soil restoration, advancing EU Green Deal goals and the vision of 100 Soil Living Labs & Lighthouses by 2030.

2. Summary of Deliverable

The URSOILL Communication, Dissemination and Exploitation Plan outlines a comprehensive strategy to ensure the effective communication and dissemination of project outcome, while also addressing the exploitation of key results. This deliverable aims at guiding all stakeholders and project partners to align their efforts with the project's objectives and funding obligations.

The report defines the communication and dissemination obligations, including funding acknowledgements and protocols for managing outreach activities. It also details strategies for engaging various target audiences, including scientific communities, policymakers, industry/private sector stakeholders and the general public. The plan integrates visual identity guidelines, an overview of the website and social media channels, and the presentation of the templates to enhance the project visibility and coherence.

Regarding the dissemination activities, the document outlines UROILL's own dissemination efforts, participation in external conferences, scientific and technical articles and identified journals and channels. In addition, the Living Labs (LLs) have a dedicated chapter for their local communication and dissemination strategies.

Networking and clustering activities are also covered, particularly through the identification and presentation of related projects and initiatives. The deliverable establishes a monitoring framework to evaluate the effectiveness of communication and dissemination efforts, ensuring the progress and alignment with the project goals.

In terms of exploitation, the plan presents the outline of strategies to identify Key Exploitable Results (KERs), developing business models, and formulating an exploitation roadmap.

This plan will be updated in M23 and M48, including a report on activities implemented. A final report on all communication, dissemination and networking activities will be prepared at M54.

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3. Communication and Dissemination Management

This deliverable aims to give insights into the URSOILL communication, dissemination and exploitation strategy. The deliverable starts with an elaboration on the obligations and protocols to be followed by the project partners, followed by an overview of the target audiences and key messages, with some additional details about stakeholder engagement and Living Lab (LL) communication strategies. Subsequently, the main communication, dissemination and exploitations activities are presented.

3.1 Definitions

It is important that all URSOILL partners understand the key terminology used in this plan to be able to participate in the activities described, and to avoid confusion or misunderstanding during its implementation. Within the project the following definitions will be used:

- **Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime. aimed at promoting the action and its results. The aim is to reach out to society and show the activities performed as well as the use and the benefits the project will have for citizens.

- **Dissemination** refers to 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** refers to 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.

- **Results** are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

- **Open access**: online access to research outputs provided free of charge to the end-user.

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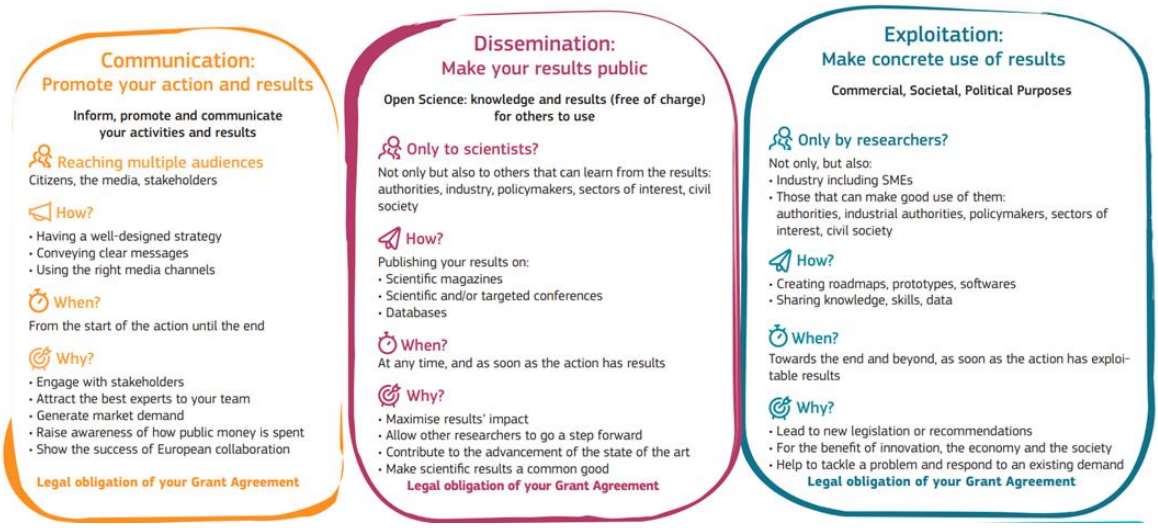

Figure 1 Communication, Dissemination & Exploitation

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3.2 Obligations and protocols

Efficient communication, dissemination and exploitation activities are essential for the success of the URSOILL project, with all partners expected to contribute to activities. As such, it is also essential for project partners to be aware of their contractual obligations and to fully understand the project communication protocols.

3.2.1 Obligations and responsibilities

According to Article 17 of the Grant Agreement "unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority."

Additionally, participants agreed to:

- **Disseminate results as soon as feasible**, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17.4 and the specific rules set out in Annex 5 of the Grant Agreement).
- **Follow an open science approach** (Art. 17 and the specific rules set out in Annex 5 of the Grant Agreement). This includes:
    - Ensuring **open access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results
    - Managing the digital research data responsibly, in line with the **FAIR principles** ('findability', 'accessibility', 'interoperability' and 'reusability').
- Use their best efforts **to exploit their results** directly or to have them exploited indirectly by another entity, in particular through transfer or licensing - up to four years after the end of the action. If, despite a beneficiary's best efforts, the results are not exploited within

one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the Horizon Results Platform to find interested parties to exploit the results (In specific rules set out in Annex 5 of the Grant Agreement).

- Full details on requirements for Open Science are provided in Annex 5 of the Grant Agreement.

These activities will be directed and managed by the responsible for Communication and Dissemination (Greenovate! Europe) and the responsible for Exploitation (ESKILARA). However, all partners contribute to the implementation of the Communication, Dissemination and Exploitation plan and play a key role in networking with stakeholders. The table below shows the distribution of person-month (PM) in WP7 of all project partners.

Table 1 WP7 efforts by beneficiary

WP7 – Communication, Dissemination and Networking					
Partner	**PM**	**Partner**	**PM**	**Partner**	**PM**
1. RISE	4.0	10. INNOVHUB	3.0	20. RWM	1.0
2. IUE	8.0	11. LIST	6.5	21. UoWM	2.0
3. CETENMA	1.0	12. POLIMI	6.0	22. CITTA DI TORINO	4.0
4. ZABALA	1.5	12.1 POLIE	3.0	22.1 UNITO	-
5. TUM	2.0	13. SLU	1.0	23. MIL	0.5
6. ATB	5.0	14. FORUA	2.0	24. UMIL	2.0
7. G!E	22.0	15. UPV/EHU	1.0	25. CELL	3.0
7.1 ESCI	11.5	16. CEA	5.0	26. GC	0.5
8. ESKILARA	2.0	17. DIADYMA SA	2.0	26.1 Ineralia	0.5
9. CLUBE	5.5	18. MOK	1.0	26.2 GEWATEC S.A.	-
9.1 CHLIAPAS SA	2.0	19. MOE	1.5	27. AGORA	0.5

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3.2.2 Usage of the EU emblem and funding statement

According to Article 17.2 of the Grant Agreement "communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)".

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. When displayed in association with other logos (e.g. of beneficiaries or the URSOILL logo), the emblem must be displayed at least as prominently and visibly as the other

logos. Alternative versions of this emblem and further instructions on how to use it can be found on the website of the European Commission[1].

Figure 2 Display of the EU flag

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3.2.3 Disclaimer

Moreover, according to Article 17.3 of the Grant Agreement any communication or dissemination activity related to the action must use factually accurate information and it must indicate the following disclaimer (translated into local languages where appropriate):

> **"Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor REA can be held responsible for them."**

3.3 Procedures for communication activities

All partners must communicate about the project in a manner that does not reveal research results and respects the visual identity and the EU funding acknowledgement outlined in this document.

Greenovate! Europe is responsible for central communications. Where necessary, draft materials will be shared with the full consortium or relevant partners (e.g., the project coordinators or partners responsible for certain tasks) for review. Where input is needed from partners, this will be communicated in ample time.

Any printed material and presentations should first be reviewed by Greenovate! Europe to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication activities in the reporting sheet saved on the URSOILL shared drive (in folder "WP7 Communication, Dissemination and Networking (G!E) > C&D Monitoring, reporting") see an example from CEA below.

[1] https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu-emblem-rules_en.pdf

	A	B	C	D	E	F	G	H
1	**Communication** activities = Promotion of the project							
2	Target group	Date	Action category	Role in event	Description	Channel or event organisation type	Event participation type	Audience reached (metrics)
3	General public	January 15	(Popularized) publication	Organizer	Article on Linkedin	Linkedin	Online	General public, companies
4								
5								
6								
7								
8								
9								
10								
11	**Dissemination** activities = Public disclosure of results (and project info)							
12	Target group	Date	Action category	Role in event	Description	Channel or event organisation type	Event participation type	Audience reached (metrics)
13								
14								

Figure 3 Communication and Dissemination monitoring sheet

3.4 Procedures for dissemination activities

According to the URSOILL Grant Agreement Article 17.4 and Annex 5, a partner that intends to disseminate its results must give at least 15 days advance notice to all other partners (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other partner may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

In principle, Greenovate! Europe supports and oversees all dissemination activities, however partners are responsible for actively engaging and informing about dissemination opportunities, such as publishing scientific articles, attending events and conferences and presenting their results and project related activities according to their best interests.

All partners must report their dissemination activities in the reporting sheet saved on the URSOILL SharePoint (in folder "WP7 Communication, Dissemination and Networking (G!E) > C&D Monitoring, reporting").

3.5 Communication and Dissemination Management

URSOILL has established a governance structure for communication and dissemination (C&D) to ensure effective coordination across the project. At the central level, C&D is managed by G!E, with a dedicated communication leader appointed from each Living Lab, as shown in Table 2. IUE as the leader of WP1 is also part of the Communication Committee (CC). POLIMI and RISE coordination will be invited as optional CC members.

To support project partners in effectively communicating and engaging with regional and local target audiences, ESCI will organise a workshop in the first year of the project, providing guidance and training on best practices in communication.

Quarterly LL Communication Committee meetings will be held to plan, report on activities, and share best practices. Following each meeting, a mailing will be sent to all partners announcing

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upcoming activities and opportunities. The first meeting is scheduled to take place in March 2026 (M7).

Table 2 Members of the Communication Committee

Communication Committee Members			
Living Labs	**Leading Organisation**	**Main Contact**	**Second Contact (Replacement)**
Living Labs			
Spain LL	**ESKILARA**	**Itziar Vidorreta**	**Jokin Garatea**
Greece LL	**CLUBE**	**Katerina Beini**	**Amalia Marinou**
Italy LL	**Innovhub**	**Federico Agostini**	**Chiara Zigliani**
Luxembourg LL	**LIST**	**Anna Espinoza**	**Elise De Laulanie**
Sweden LL	**RISE**	**Nargish Parvin**	**Fereshteh Pourazari**
Transversal Partners			
Organisation		**Contact**	
IUE		**Yoann Clouet**	
ESCI		**Ariane Bethusy-Huc**	
G!E		**Marcell Boviz**	
RISE coordination (optional)		**Nargish Parvin & Tora Råberg**	
POLIMI (optional)		**Andrea Bortolotti**	

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4 Target audiences

To create awareness about the URSOILL results and benefits, the communication and dissemination strategy of URSOILL is designed to address specific target groups. The table below presents a first list of identified target audiences that will be reviewed and updated throughout the whole project to make sure that all relevant types of stakeholders are targeted and taken into account in the development of dedicated communication and dissemination activities.

To carry out this first identification of audiences and stakeholders, the work developed by POLIMI and IUE in "T1.1 Stakeholder Mapping and Baseline Analysis of Local Ecosystems" and the inputs from the consortium partners were taken into account. The inputs collected from the Living Labs at local level were also integrated, and later described in Section 7.

Table 3 Target audiences

Target Group	Description
End-Users/ Landowners / Industry	Practitioners; urban planning departments; farming companies, engineering & architecture firms; waste & water management companies; engineering companies; public and private organisations; NGOs.
Research & Academia	Universities, RTOs, industrial research departments, other EU research projects and initiatives.
Policy / Public Authorities	Policy authorities at European, National and Regional levels, public landowners, environmental agencies, owners of natural parks.
Society / Public	Local communities, university students, local school students, the general public, journalists and media, agricultural colleges, farmers' schools.
Cross-Sector	Soil health-related associations and advisors, EUSO, networks such as EIP-AGRI, EU CAP Network, EIT Knowledge and Innovation Communities

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4.1 Stakeholder database

The following table presents a non-exhaustive list of key stakeholders identified at this early stage of the project. This selection is based on input from all consortium partners and building upon the stakeholder mapping conducted by POLIMI. As the project progresses, this list will evolve to reflect emerging needs, collaborations, and priorities.

Table 4 Stakeholders identified per target audience (non-exhaustive list)

Industry / Private Sector	
Stakeholder	**Description**
ASAJA	Spanish agricultural association.
COAG	Coordinadora de Organizaciones de Agricultores y Ganaderos.
AGORA	AGORA Luxembourg Sustainable Urbanity
Coldiretti	Italy's largest farmers' organisation advocating for sustainable agriculture.

Ente Nazionale Risi	Italian national rice board supporting rice growers.
Ecotopic	Nature-based design and implementation partner.
Italian Rice Millers Association	Represents rice millers in Italy.
Unión de Pequeños Agricultores y Ganaderos	Spanish farmers' association.
Research & Academia	
Target Group	**Description**
CREA	Italian agricultural research centre.
FEM	Fondazione Edmund Mach, research centre in Trentino.
UDL	University of Luxembourg
Policy/Public Authorities	
Target Group	**Description**
Codex Alimentarius	International food safety and quality standards organisation.
MASAF	Italian Ministry of Agriculture.
Naturvårdsverket	Swedish Environmental Protection Agency
MOK	Municipality of Kozani
Society / Public	
Target Group	**Description**
Copa-Cogeca	European farmers' and agri-cooperatives organization.
LUGA	Luxembourg Urban Garden
Cross-Sector	
Target Group	**Description**
European Landowners' Organisation (ELO)	Represents landowners, land managers, and rural entrepreneurs in Europe, advocating for sustainable land use and soil health.
European Soil Observatory (EUSO)	A central hub for soil data and knowledge sharing across Europe, aiming to support sustainable soil management policies.
Food and Agriculture Organisation's Global Soil Partnership (FAO GSP)	A global initiative focusing on sustainable soil management and fostering collaboration among stakeholders.
Hushållningssällskapet	Agricultural advisory organisation providing expertise on sustainable farming.
Lovanggruppen	Agricultural advisory group supporting farmers with innovative solutions.
Resoil Foundation	Italian foundation focused on soil health.
Växtråd	Crop advisory service for sustainable agriculture.

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4.2 Objectives and key messages

The clear development of key messages and the identification of the target audiences they are directed towards is an important step to increase the impact of the URSOILL project. Table 5

summarises the C&D objectives and key messages identified for URSOILL by M6. More key messages might be added as the project progresses.

Table 5 Objectives and key messages

Target Group	Description
End-Users/ Landowners / Industry	URSOILL will communicate improved environmental performance and soil health benefits of URSOILL monitoring and management solutions and practices. The project will enhance the uptake and replication of these sustainable and innovative solutions to improve soil health. It will identify and illustrate new opportunities to develop partnerships and businesses.
Research & Academia	URSOILL will engage the scientific community with the aim of sharing the latest scientific and industrial progress in soil health management and develop collaborative activities to ensure a wider impact of different research activities working towards the EU missions.
Policy / Public Authorities	The project results will increase awareness of local needs with regards to soil health and share knowledge to design more effective policies and funding instruments to tackle soil health challenges. URSOILL is promoting the potential of sustainable solutions to significantly improve soil health, enhance agricultural yield, and ensure environmental sustainability. The project is fostering a favourable environment for access to market of these solutions, identifying barriers and proposing solutions for the implementation of soil health LLs as a tool for innovative transformation.
Society / Public	URSOLL raise awareness and engage communities on the importance of soil and ecosystem services. The project will communicate how soil research and innovation can answer economic, social, and environmental challenges, such as climate change, biodiversity, nutritious and safe food, etc. Partners will promote tools and soil health solutions developed in URSOILL.
Cross-Sector	Cross-sector stakeholders are engaged as multipliers; demonstrate value in collaborating to share URSOILL key messages with their networks and partners.

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5 Communication

Communication activities will be carried out throughout the project and are important in order to reach out to society as a whole, and in particular to some specific target audiences, demonstrating how EU funding contributes to tackling societal challenges.

5.1 Project logo and visual identity guidelines

The project logo has been developed by the launch of the project in M1. The logo will be included in all of the project's promotional material including templates, factsheets, website, brochure, poster, etc.

Figure 4 URSOILL main logo

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The URSOILL visual identity plays an essential role in promoting the project. Therefore, it is imperative to consistently use the URSOILL logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

A project Visual Identity Guide [2] has also been developed to provide partners with support and guidance on the use of the project branding. The document includes information on the different variations of the project logo (typeface used, colour palette, when to use the different logos and how to use them correctly).

[2] URSOILL Visual Identity Guidelines

Figure 5 Logo in dark

Figure 6 Horizontal logo

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In terms of colours, the URSOILL project has a colour palette based on different shades of greens, brown and blue, representing the urban environment with elements of grey, in alignment with the project's thematic focus. The icon of the logo can be used separately for certain applications.

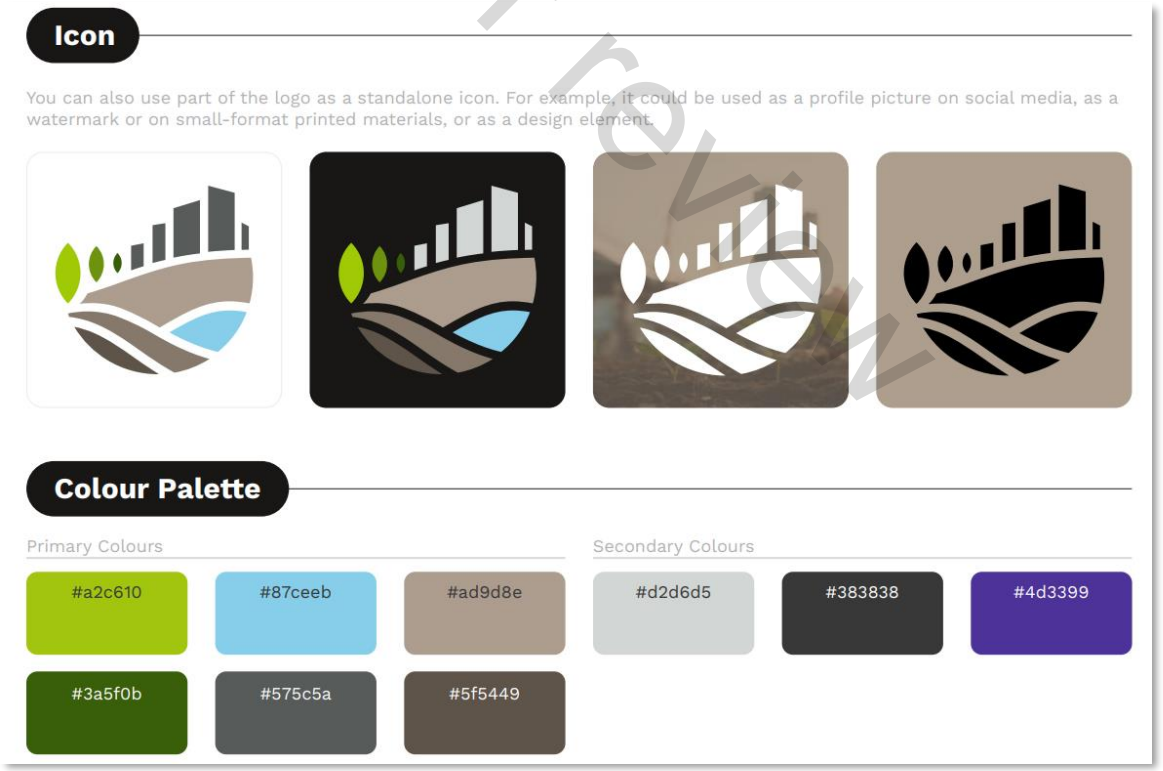

Figure 7 Icon and colour palette

The Primary font used for URSOILL communications are Raleway, this can be used for the logo, for headlines and other design elements. The secondary, day-to-day font is Aptos Regular, this can be used for body text, for general documents and reports in digital and print applications.

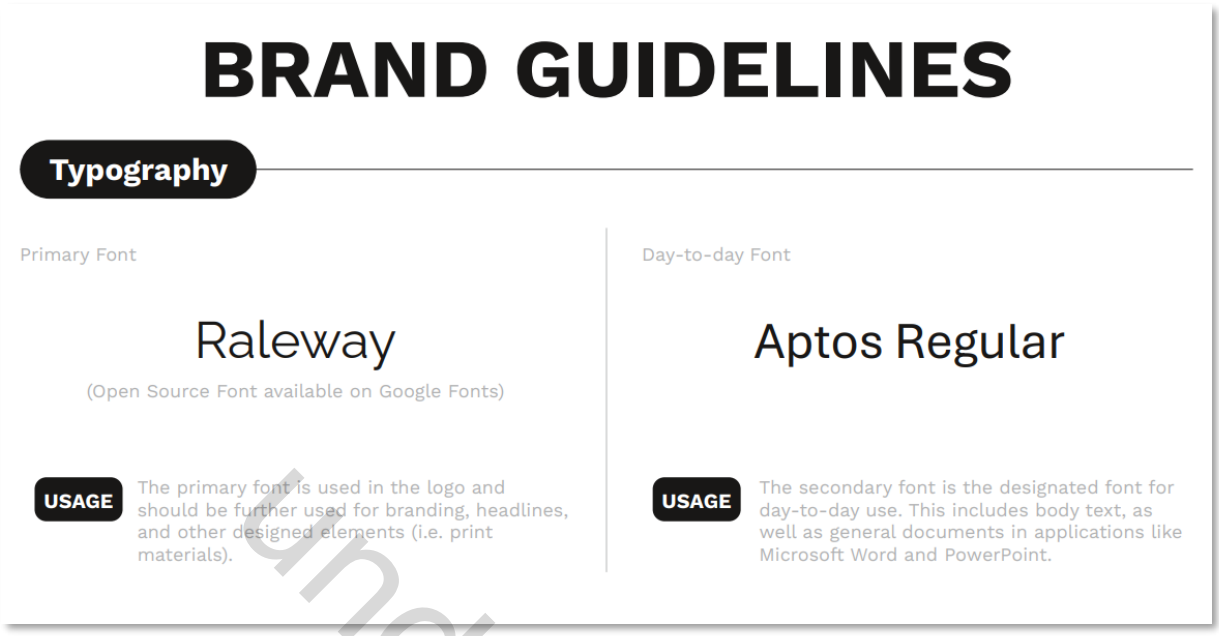

Figure 8 URSOILL typograhy

5.2 Templates

The templates to be used for project official documentation (like deliverables and presentations) have been developed in coherence with the project's visual identity. Word and PowerPoint templates have been designed to ensure that communications remain in line with the common visual identity.

Consistent visual and written style is important for ensuring project recognition and delivering a professional communications effort. Templates have been distributed to project partners and are available on the collaborative URSOILL project SharePoint (in the folder "General > Project Management > General Templates").

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Figure 9 URSOILL Deliverable template

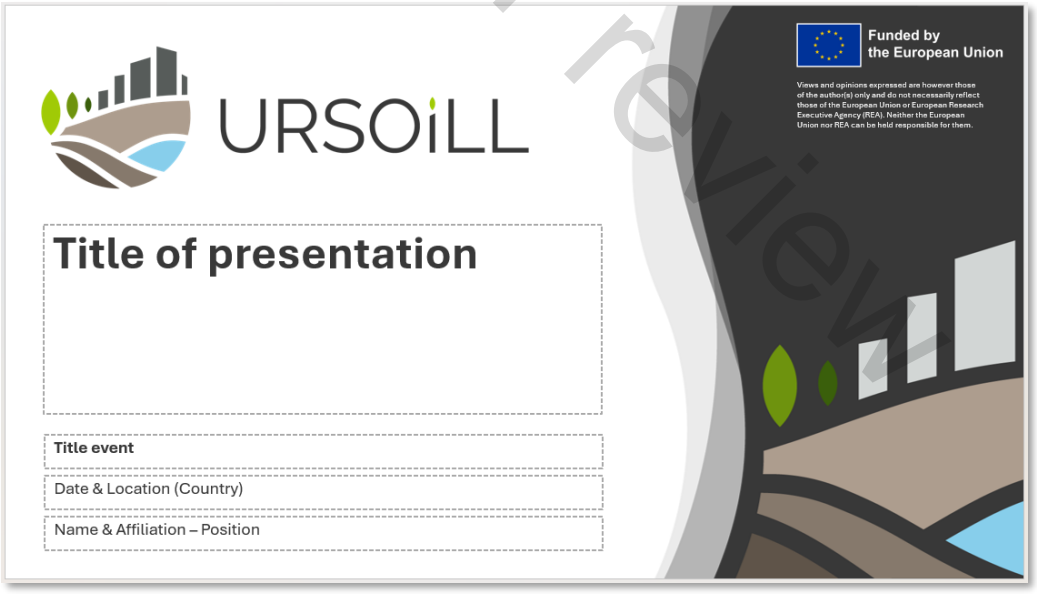

Figure 10 UROILL Presentation template

5.3 Website and Social media

The URSOILL website acts as the main information source for the public regarding the project. The website presents the main objectives of the project, the main challenges it tries to face and the types of solutions that will be developed by the project. The project website will also be updated to include the specific documents of the Calls for Applications during the Open Call launch process and other dissemination & communication materials.

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The website will serve as the main hub for dissemination, it will include a dedicated page for downloading project related materials, public documents and results, factsheets and practice abstracts. A first initial page has been already made available under the www.ursoill.eu domain, and the complete website is being published in M6 (February 2026).

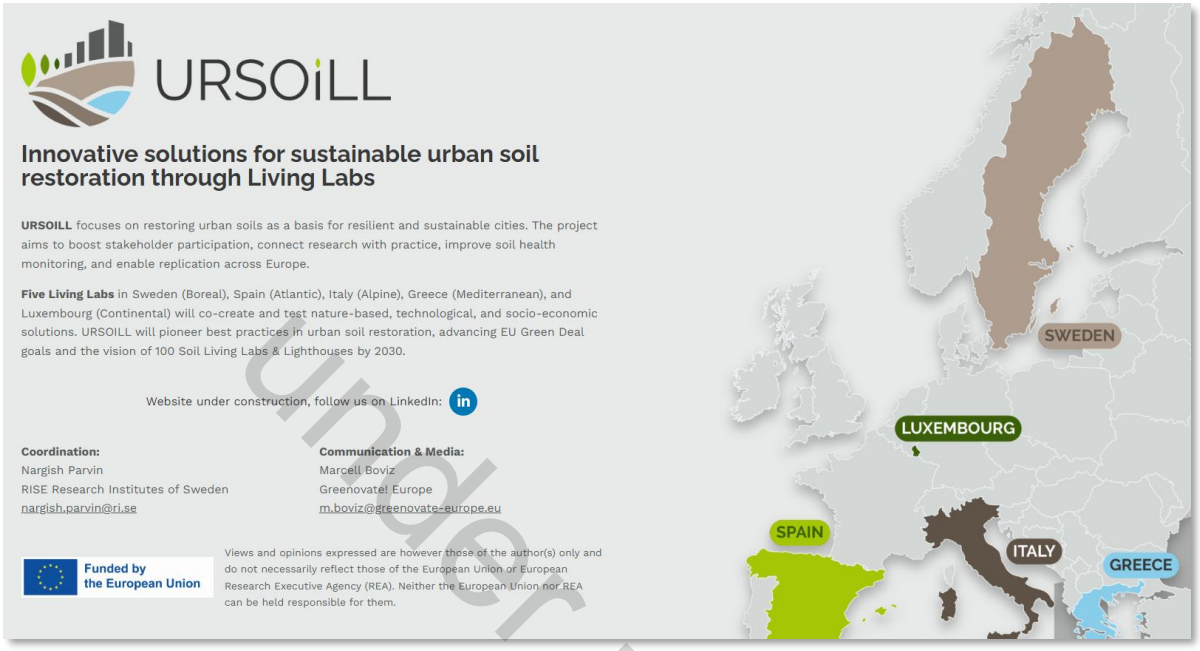

Figure 11 Inital website landing page

In addition to the website, URSOILL has a dedicated social media channel on LinkedIn. This social media channel is a forum for engagement with interested external parties and contribute to capacity building by showcasing the Consortium's expertise and knowledge through active discussions.

The social media account has been set up by Greenovate! Europe. All partners are invited to share, (re)post and forward relevant information.

Additional social media platforms, such as Instagram, Bluesky and YouTube, will be considered as the project progresses, if deemed appropriate.

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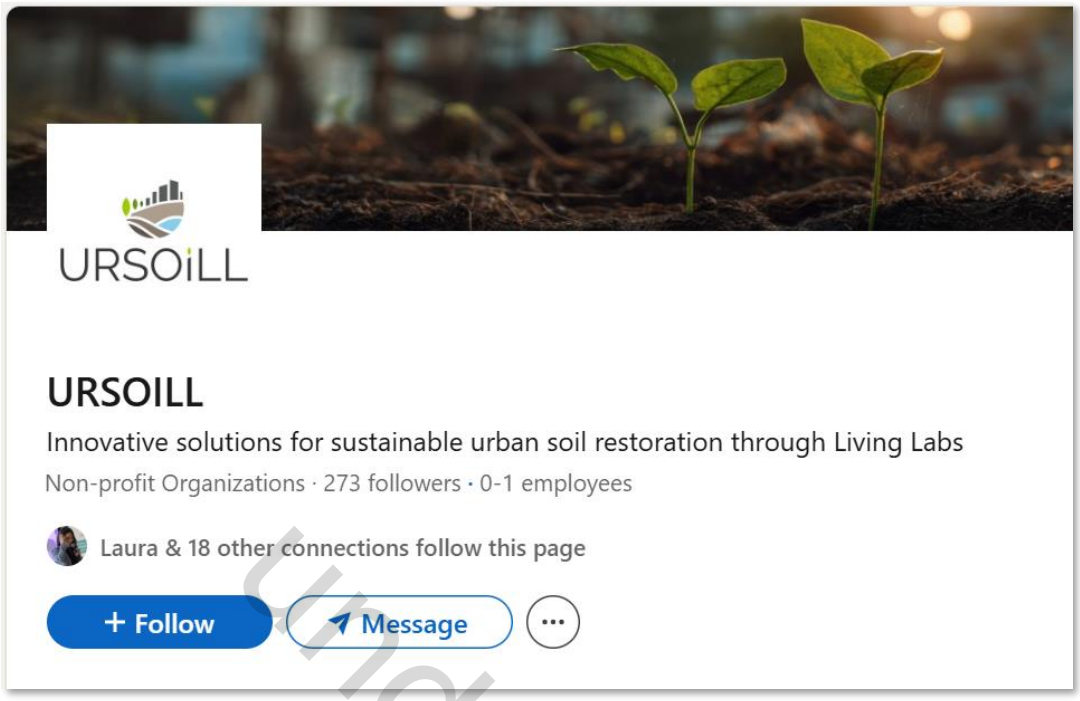

Figure 12 URSOILL LinkedIn channel

5.4 Additional communication materials prepared by M6

In the first six months of the project Greenovate! Europe together with ESCI (Affiliated Entity) has prepared the following additional communication materials:

- Infographic presenting the LL countries on the map of Europe
- General presentation
- Roll-up and poster presentations (for print)
- Meeting minutes and One-pages templates
- Press release about the launch of the project

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6 Dissemination

To make sure that all URSOILL results are disseminated widely, several activities will take place. Some will be centrally organised with all partners under the leadership of Greenovate! Europe (e.g., the final conference) while others will be organised by other URSOILL partners (e.g., scientific publications). Attendance to activities organised by external parties (e.g., international fairs & conferences) will also be an important route for dissemination.

6.1 URSOILL's dissemination activities

The URSOILL consortium plan to organise several activities to proactively bring the project results to the target audiences. The main activities include:

- **12 technical publications** in suitable journals targeting the industry;
- **25 technical presentations** of project results in scientific and industry events (see identified events and conferences below).
- **5 videos** to present the value of soil and the smart solutions in each LL.
- **1 white paper** to support the EU soil strategy and achieve good health by 2030, building on results from the policy forums and roundtables in T6.4
- **10 meetings with key stakeholders** (2 per LL): to raise interest and gain support of key actors in the field
- **One replication session** per each LL (overall 5), with at least 20 participants.
- Raising **awareness campaigns** on the links between healthy soils, safe food, and a healthy environment. Thematic kits and educational materials will be the basis for these campaigns;
- **20 practice abstracts** will be produced to gather relevant information of the tested solutions to facilitate the replication in other cities.
- **10 meetings** to raise interest and gain support of key actors in the field. Partners will organise network activities to promote and share results and methodologies as well as collaborating in specific actions. Consortium meetings are identified as good opportunities to invite stakeholders and disseminate about the project's work and results;
- **Research Seminar**: POLIMI will organise a seminar on urban soil living labs to present project results as well as external contributions.
- A **final event** will be organised in Brussels to share results, lessons learned and local needs regarding soil health with EU policy makers, as well as regional and local representations. Representatives from relevant European Commission DGs will be invited. The event will also be livestreamed and recorded.

Additionally, each of the LLs has their internal KPIs related to their soil literacy activities as listed in Section 1.2.1. in the Grant Agreement. More than **50 different soil literacy activities** are expected to be implemented in the different LLs, including training and capacity building programmes for practitioners and students, educational workshops and public events to raise awareness, educational materials for school and university lectures, guided visits, stakeholder

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roundtables collaborative planning sessions with urban planners, public awareness campaigns or volunteer programs among others. These belong to the coordination of the LLs leaders. You can see more information about the LL's planned C&D activities in Section 7 - Living Labs C&D strategies.

6.2 External events and conferences

External conferences and sector events are a good opportunity for networking and raising awareness about the project. Therefore, all the URSOILL partners are encouraged to participate in sector fairs and conferences on project related topics.

The project will target participation in at least **25 presentations** in scientific and industry events. The active participation in external conferences by the partners is envisaged to take place at a higher rate when URSOILL starts producing outcomes suitable for dissemination.

A list of potential conferences is enclosed in Table 6. This list currently includes mainly events in 2026, as the dates for 2027 and beyond are often unavailable yet. The list will be updated on a regular basis throughout the duration of the project and events attended by the project consortium will be scheduled on the URSOILL webpage events section.

G!E has additionally developed an Event tracking tool, that is available for all partners at the URSOILL project's SharePoint. Partners are encouraged and reminded to regularly update this tool and inform other partners as well in case suitable events are identified.

Table 6 Events and conferences

Conference	Location	Date
European Carbon Farming Summit 2026	Padua, Italy	17–19 March 2026
Soil Carbon in the Ecological Transition (SoilCET 2026)	Rueil-Malmaison, France	1–3 April 2026
4th Global Soil Biodiversity Conference	Victoria, British Columbia, Canada	12–15 April 2026
European Geosciences Union (EGU) General Assembly	Vienna, Austria	3–8 May 2026
World Congress of Soil Science (WCSS 2026)	Nanjing, China	7–12 June 2026
International Symposium on Earthworm Ecology (ISEE13)	Wageningen, Netherlands	23–28 August 2026
Soils for Europe Conference (Mission Soil)	Coimbra, Portugal	7–11 September 2026
TERRAenVISION 2026: Nature-based Solutions	Trier, Germany	7–10 September 2026
ICSD 2026: 14th International Conference on Sustainable Development	Rome, Italy	9–10 September 2026

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COMMON FORUM Autumn Meeting	Lisbon, Portugal	7–9 October 2026
RemTech Europe	Ferrara, Italy	14–18 September 2026
BioRemid 2026 – Bioremediation/Restoration Meeting	Florence, Italy	23–26 June 2026
NORDROCS 2026 – Contaminated Land & Soil Conference	Helsinki, Finland	14–17 September 2026

6.3 Scientific publications

URSOILL will generate at least **15 articles and peer-reviewed scientific publications**, submitted to relevant open-access scientific journals. Greenovate! Europe will support the URSOILL partners in this task by helping them with the dissemination to the relevant target groups through the URSOILL online channels (website and social media). A list of potential target scientific journals is enclosed in Table 7.

Most of the scientific and technical publications is expected to be published in the last months of the project (or even after completion of the project), when the necessary data and other findings will be available. However, the production of scientific publications is encouraged throughout the duration of the project.

Table 7 Scientific publications

Scientific journals
Advances in Water Resources
Advances in Wood Composites
Agricultural Systems
Agriculture, Ecosystems & Environment
Agronomy
Applied Soil Ecology
Business strategy and the environment
Climate-KIC | Reports
Communications Earth & Environment
Communications in Soil Science and Plant Analysis
Computers and Electronics in Agriculture
Crop Protection
Ecological Indicators
Ecology and Society | JSTOR
ENOLL guidance and publications

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Environmental Science & Policy
Environmental Science & Technology
European Journal of Agriculture and Food Sciences
European Journal of Soil Science
Frontiers in Sustainability
Geoderma
Hydrology and Earth System Sciences
International Journal of Environment and Climate Change
International Journal of Life Cycle Assessment
Journal of Agriculture and Food Research
Journal of Cleaner production
Journal of Environmental Management
Journal of Soils and Sediments
Journal of Urbanism
Land Degradation and Development
Nature Computational Science
Nature Sustainability
Open Research Europe
Plant, Soil and Environment
Plants
Plataforma de Conocimiento Agroalimentario | Plataforma Tierra
Publications | Ellen MacArthur Foundation
Resources, conservation and recycling
Reticula
Scientific Data
Scientific Reports
Soil Biology and Biochemistry
SOIL journal
Soil Research
Soil Use and Management
Soils
Spanish Journal of Soil Science
SSSA Soil Science Society of America
STOTEN | Science of The Total Environment
Sustainability
Sustainable Cities and Society
Sustainable Production and Consumption

under review

Technological Forecasting and Social Change
Waste and Biomass valorisation
Waste Management
Water Research (IWA)
Water Resources Research
Wood Composites

under review

7 Living Labs C&D strategies

This chapter presents the Communication & Dissemination (C&D) strategies of the five URSOILL Living Labs, outlining how they plan to engage stakeholders and share their findings and activities. Each Living Lab has developed a tailored plan, which is detailed in individual sub-chapters. These plans include an overview of key local stakeholders, a mapping of relevant media outlets, the platforms and channels they will use for outreach, local events they will participate in, citizen engagement activities, and any additional dissemination efforts. By implementing these strategies, the Living Labs aim to maximise the impact of their work and promote sustainable soil management practices at a regional level.

7.1 Humid Continental (Sweden) Urban Living Lab

The Swedish Urban Soil Living Lab spans ~11 urban test sites across the Mälardalen region (Stockholm and Uppsala). Sites represent typical urban soil health challenges: (i) soil sealing and compaction in schoolyards, streets and paved areas; (ii) contamination from legacy sources (e.g., ash landfills with heavy metals, PAHs, dioxins) and firefighting foam (PFAS); and (iii) nutrient-poor, dry, hydrophobic soils with low biological activity that limit plant growth and ecosystem services.

Table 8 Local Communication and Dissemination plan for the Swedish Living Lab

Humid Continental Urban Living Lab (Sweden)
Key stakeholders
Municipal stakeholders (Stockholm & Uppsala) • City of Stockholm — Urban Planning, Transport, Environment, Education: owners of schoolyard and public-realm pilots (e.g., Tullgård, Eriksdal). • Uppsala Municipality — Environment, Community Planning & Building, Parks & Nature: co-owners of de-sealing/tree-health sites and PFAS-related comms near Fyrislund/Ekebydalen. **Agencies & national institutes (support/regulatory)** • Naturvårdsverket (Swedish EPA) — policy, guidance on contaminated land; stakeholder for PFAS/heavy-metal sites. • SGI – Statens geotekniska institut — expertise on contaminated land and remediation (e.g., organics/PFAS). • SGU – Geological Survey of Sweden — data/support for site investigations. • Boverket — planning rules & soil sealing guidance (engagement for replication/uptake). **State-/municipal companies** • SISAB (Stockholm school properties) — site owner/implementer for schoolyard de-sealing.

Under review

- Stockholmshem — municipal housing; potential replication/communication to residents.
- Akademiska Hus — campus sites and stakeholder links to SLU/education.

SMEs / consultants / industry

- MycoMine — fungal-based bioremediation at contaminated sites (e.g., Barkarby, Björkäng, Jakobsberg).
- Ecotopic — nature-based design and implementation partner.
- Soil & infrastructure ecosystem: Sweden's Soil Producers Association; Rölunda, Hasselfors (substrates); Edge (blue-green-grey design); Ecoloop (circularity); Heidelberg Materials (permeable construction); VTI (road/compaction); Sweco (urban trees/BGG). Use for co-design, sourcing and upscaling.
- Biokol Sverige — innovation cluster, enabling biochar pilots and knowledge diffusion.

Civil society & community

- Ultuna täppförening — community gardening site and engagement channel (Uppsala, Ultuna).
- FOR (Fritidsodlingens Riksorganisation); Riksförbundet Svensk Trädgård; Koloniträdgårdsförbundet — outreach to gardeners/allotments (soil literacy, safe growing).
- Naturskolan; Vetenskap & Allmänhet (Public & Science Sweden) — education/citizen science partners.

Mapping of Local Media

- Regional newspapers / online: coverage targeting Mälardalen and municipal audiences for LL milestones, pilot launches and calls to participate.
- Local radio & TV: short explanatory segments tied to schoolyard de-sealing pilots and PFAS remediation updates near residential areas.
- Municipal channels: Stockholm and Uppsala municipality websites/newsletters for project notices and citizen engagement calls.
- Campus & institutional channels: SLU news, RISE News/LinkedIn for research stories and stakeholder spotlights.

Platforms and Channels

- Email & coordination: Monthly coordination meetings; email threads tagged "URSOILL"; shared document platform for materials.
- Web pages: Project overview and site pages on RISE/partner websites to host factsheets, visuals, monitoring dashboards and FAQs.
- Social media (LinkedIn, X, Instagram): Short narratives ("before/after", "from asphalt to infiltration"), video snippets from sites, researcher explainers, and partner spotlights.

Under review

- Municipal channels: citizen-facing updates on de-sealing works, schoolyard improvements, tree health, and safety messaging for contaminated sites under remediation.
- Academic & Practitioner fora: SLU/RISE seminars, Knowledge-sharing briefs, conference posters; link to open data/indicators (physical-chemical-biological plus continuous sensing).

Local Events

- Swedish LL start meeting (4 Sep 2025, Uppsala) — kick-off and framing, partner intros, site overview.
- Monthly Swedish LL coordination meetings (virtual or hybrid) — decision tracking, site planning, comms checkpoints.
- Schoolyard de-sealing demo days (Tullgård, Eriksdal) with hands-on displays of permeable designs and soil amendments.
- PFAS remediation field visits (Barkarby airport area; Fyrislund fire station) — explain biochar/sorbent trials and safety controls.
- Urban tree health walks (Uppsala green & yellow zones) with arborists/soil scientists; invite local media.
- Kunskapsparken soil health workshop — tackling hydrophobic soils and low biological activity; co-design of amendment blends.

Citizen Engagement Actions

- Co-creation workshops with school communities (students, teachers, parents) to prioritise surfaces for de-sealing and co-design play-friendly permeable zones.
- Surveys & feedback forms for residents near contaminated sites to gather concerns (odours, dust, safety) and preferred communication cadence.
- Citizen science soil observations (simple infiltration tests, soil moisture readings) in parks to complement the continuous monitoring indicators.
- Allotment engagement (Ultuna täppförening): safe growing guidelines, microplastic awareness, and trials of fungal/phytoremediation planting.
- Open days / site walks: at key milestones (start of remediation, mid-term results, post-intervention) with clear signage and multilingual materials.

Strategy to foster involvement:

- Local champions (teachers, allotment leaders) as co-hosts; plain-language briefs and visuals; two-way channels (QR-linked forms); and transparent risk communication where contamination is present.

Under review

Other ideas/comments
• Consistent narrative: "From sealed and contaminated soils to living urban ground that infiltrates, breathes and supports people and nature." Use across channels. • Data storytelling: Publish indicator mini-dashboards (physical/chemical/biological + sensor time-series) per site to show progress over time. • Education tie-ins: Link school pilots to curriculum (science/technology/sustainability) with student-run monitoring plots. • Replication package: Document "What we tried / What worked / What to avoid" for municipalities beyond Stockholm–Uppsala.

The Living Lab is coordinated by RISE with partners and participants from academia (SLU, Linnaeus University), municipalities (Stockholm, Uppsala), agencies (Naturvårdsverket), state/municipal companies (Akademiska Hus, SISAB, Stockholmshem), SMEs/startups (MycoMine, Ecotopic) and citizen groups (Ultuna täppförening).

7.2 Continental (Luxembourg) Urban Living Lab

The Continental (Luxembourg) Living Lab focuses on soil recovery by applying nature-based solutions for depollution, promoting desealing practices, and strengthening soil literacy among local stakeholders. Located in the Minett region - an urbanised area shaped by a strong industrial heritage in iron mining and steel production - it operates within a landscape marked by both cultural richness and environmental challenges. As a designated redevelopment area, it faces legacy soil pollution that requires innovative and sustainable approaches as well as the avoidance of sealing practices. Through collaborative experimentation and community engagement, our Living Lab supports the restoration of healthy soils and the development of greener, more resilient urban environments.

Continental Urban Living Lab (Luxembourg)
Key stakeholders
• **Partners**: AGORA, LIST, AEV, Interalia, Geoconseils, Cell • Municipalities of Sanem, Esch-sur-Alzette, Schifflange, Differdange, Bettenbourg • ArcelorMittal, CFL, Luxcontrol, LSC360, CNFPC • Microhumus (environmental engineering) • Vereal • University of Luxembourg, • Urban garden owners
Mapping of Local Media
• Infogreen • science.lu • Cell • Website of the National Research Fund (FNR) • Social media (LinkedIn of LIST)

Under review

• Websites of partners
Platforms and Channels
• LinkedIn channel • Announcement of events on social media • Articles on CELL's blog
Local Events
• Annual Soil Day • Researchers' day • Researchers at School • Organization of workshop and sites visits
Citizen Engagement Actions
• Organize workshop and interactive session especially on urban gardens. • Organize sites visits • Awareness campaigns on soil quality

7.3 Atlantic (Spain) Urban Living Lab

The Spanish Urban Living Lab consists of an extended distribution with 13 different soil sites (and potential LHs) in the Urdaibai Biosphere Reserve and the NetZero city of Vitoria. The Living Lab works to restore soil health while promoting resilient and sustainable development, along with regional collaboration in the Basque Country.

Atlantic Urban Living Lab (Spain)
Key stakeholders
• San Fidel School • Forua City Council • Eskilara • URA (Basque Water Agency) • Board of Urdaibai • Urremendi • Gernika City Council • Basque Center for Climate Change (BC3) • Dinam (polluted soils business) • Euria (restoration works bussiness) • Eskalmendi (plant nursery restoration works bussiness) • Caja Vital Foundation • The Green Belt Unit of Vitoria-Gasteiz City Hall • The Education Service of Vitoria-Gasteiz City Hall • The Rural Service of Vitoria-Gasteiz City Hall • The Public Space Service of Vitoria-Gasteiz City Hall • Hazien sarea • Lermanda council • Mendiola council • CEA (Environmental Studies Center)

Under review

- EHU (Euskal Herriko Unibertsitatea)
- Neiker
- Arkaute Rural and Landscape Trainning School
- Murgia Forest Training School

Mapping of Local Media

Key TV and Radio Channels:

- EITB (Euskal Irrati Telebista): the main Basque public broadcaster (*ETB1, ETB2, Euskadi Irratia, Radio Euskadi*) can feature the project in environmental or scientific programs.
- Bizkaia Irratia, Radio Gernika: important for local community engagement in Urdaibai.
- Onda Vasca, Radio Popular de Bilbao: regional stations covering sustainability and innovation topics.
- Radio Vitoria: a public regional radio station (part of EITB) with a strong focus on news, social issues, science, and environmental topics. It is suitable for disseminating projects with territorial impact, sustainability goals, and community involvement.
- COPE Vitoria: local connection of major national radio network, can feature the project in environmental or scientific programs.
- Cadena SER Vitoria: local connection of one of the most influential radio networks in Spain, with a broad regional and national audience, it can provide visibility for the project through news programs.
- Onda Vasca: local connection of regional broadcast radio.
- Onda Cero: local connection of national broadcast radio.
- Radio Euskadi: local connection of regional broadcast radio.

Key Newspapers and Magazines:

- Deia, El Correo, Berria, Diario de Noticias: main regional newspapers that cover environmental and innovation news.
- Sustrai Magazine: specializes in Basque environmental and rural development topics.
- Urdaibai Magazine, Busturialdea Press: local publications that connect with the Urdaibai community.
- Diario de Noticias de Alava, El Correo edición Alava: main local newspapers that cover environmental and innovation news.

Regional Digital Platforms:

- GAIA Cluster, Basque District of Culture and Creativity (BDCC): newsletters, blogs, and member networks to reach innovation stakeholders.
- Basque Government's Environmental Portal (Ihobe, URA, Neiker): channels for sustainability and soil-related research.
- Urdaibai Biosphere Reserve's Official website and social media: a strategic platform for visibility within the protected area.
- Environmental Studies Centre official website and social channels, where projects are presented and explained. A monthly newsletter is also sent, providing information on activities and completed work.

Platforms and Channels

Key TV and Radio Channels:

- Organize live radio discussions on soil biodiversity with local scientists.

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- Pitch short documentary segments on ETB about the Urdaibai Biosphere Reserve's soil health.
- Create weekly radio updates about Living Lab activities and upcoming events.

Key Newspapers and Magazines:

- Publish stories on how soil biodiversity impacts urban soil and climate resilience.
- Feature interviews with locals, researchers, and policymakers on land use and soil restoration.
- Share project updates and event announcements in local editions of Deia, El Correo and Diario de Noticias.

Regional Digital Platforms:

- Publish blog posts and educational content about soil and the Living Lab.
- Use local WhatsApp groups to inform residents about soil restoration actions, workshops or citizen science projects. Host interactive Q&A sessions on soil topics using Forua's municipal social media pages.
- Create an online biodiversity map where residents can track soil-related initiatives.

Local Events

Forua Community Meetings and Participatory Budgeting Sessions (quarterly)
The Forua Municipality hosts open meetings where residents discuss environmental and land-use initiatives. Use them to present the Living Lab's impact on soil health and progress.

Urdaibai Open Days (spring and autumn)
Annual event where scientists, environmentalists, and residents explore Urdaibai's ecological systems. They organize a Soil and Biodiversity Walk with Living Lab and biodiversity experts.

Citizen Engagement Actions

1st Co-creation workshop: to be held on 20th February to kick-off the activities of the Spanish Urban LL in line with WP1. Stakeholders from the quadruple helix posed to attend. Save the date has been sent.

Urdaibai co-creation workshop: co-creation workshop focused on the challenges and sites of the Urdaibai area of the LL, and potential solutions. To be held in the summer using art and culture methods to impact soil literacy.

Escape Room 'Healthy Soils' activity: deployment of a soil health portable escape room to promote engagement and soil literacy among stakeholders of the LL.

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7.4 Alpine (Italy) Urban Living Lab

The Italian Living Lab operates in two former industrial cities, Milan and Turin, located in the Lombardy and Piedmont regions, respectively. Lombardy is one of the most urbanised and cemented regions in Europe, with soil consumption averaging 140,000 m^2 per day (5,000 ha per year) being covered by cement and roads. Piedmont, and particularly the Turin metropolitan area, is characterised by extensive post-industrial urban areas, where soil sealing, degradation and

legacy contamination pose significant challenges for urban regeneration and sustainable land management.

Alpine Urban Living Lab (Italy)

Key stakeholders

- Regione Lombardia, Regione Piemonte,
- ARPA Lombardia, ARPA Piemonte,
- OrMe Torinesi ETS - ORTI METROPOLITANI,
- UPTOFARM SRL,
- Studio Planeta,
- Metropolitan City Turin, Metropolitan City Milan,
- National Biodiversity Future Cente - National Research Centre,
- Edmund Mach Institute,
- FORESTAMI,
- SISEF – Italian Society of Silviculture and Forest Ecology,
- Ente Parco Nord,
- RECORD - Biochar research,
- Soulfood Forestfarms,
- MM SpA,
- Italia Nostra,
- Coldiretti,
- Milano Ristorazione,
- ATS Milano - Agenzia di Tutela della Salute della Citta' Metropolitana di Milano,
- CasciNet – Cascina Sant'Ambrogio,
- ERSAF,
- Distretto Agricolo Milanese – DAM, Fondazione Cariplo,
- Confagricoltura,
- UNICHIM,
- RE SOIL Foundation,
- NBS Italy Hub,
- Camera di Commercio di Milano-Monza Brianza-Lodi,
- Camera di Commercio di Torino,
- InnovUp – Italian Innovation & Startup Ecosystem

Mapping of Local Media

Milano

- **News:** MilanoToday, ViviMilano, Corriere Milano, Sole24Ore, Milano Repubblica, InformaMI, YesMilano, ANSA Lombardia, Italia Oggi
- **TV:** Telelombardia, Telenova, RAI Lombardia
- **Radio:** Radio Lombardia, Radio Popolare, Radio Reporter, Lifegate, Radio24, Radio Marconi
- **Digital&Social:** Citynews Network (MilanoToday), Urbanfile, Social media channels of Comune di Milano, imprese-lavoro, mediakey, politicamente corretto, corriere dell'economia, zeroventiquattro, agricola.eu, ansa.it, e-gazzette, Repubblica green & blue, Gazzettadimilano.it, Europanelmondo.it

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Torino

- **News:** La Stampa, E Polis Torino, Corriere Torino, Mole 24
- **TV:** Telecity
- **Radio:** Radio Frejus, Dora Radio, RBL Radio, Radio Blackout, Radio Torino, GRP
- **Digital&Social:** TorinoToday, Torino Click, Eco dalle Città, Guida Torino, Torino Oggi, Re Soil Foundation, Social media channels of Comune di Torino

Platforms and Channels

We will utilize a dedicated bilingual (Italian-English) webpage (possibly on the official URSOILL website or in our own website) to host news and specific updates for the Italian Living Lab. We will also produce an educational video in Italian to explain the importance of urban soil and showcase the solutions tested in Milan and Turin. Furthermore, results will be disseminated through media relations (journalistic articles and press releases) and social media campaigns designed to raise awareness and promote the project's "Open Calls"

Local Events

A specialized scientific research seminar dedicated to urban soil living labs will be hosted in Milan by POLIMI. Additionally, we are organizing guided site visits to experimental locations - such as the Chiaravalle educational orchard and Parco Nord in Milan or urban gardens in Turin - to demonstrate technical remediation and de-sealing, alongside replication workshops for administrators from other cities.

Local events:

- Cibus tec (Parma),
- Cibus (Parma),
- Giornata mondiale del Suolo (Ersaf) (Milano),
- Fiera vita in campagna (Verona),
- Fiera della pianura bergamasca (Treviglio),
- Ecomondo (The States General for Soil Health) (Rimini),
- IFIB 2026 (Rome),
- Falacosagiusta (Milan),
- Festival Sviluppo Sostenibile (Milan),
- Festival Biodiversità (Milan),
- Milano Green Week 2026 (Milan)

Citizen Engagement Actions

Our strategy employs a Citizen Science approach, involving residents directly in soil sampling, biodiversity observation, and quality mapping. We will conduct surveys at the start and end of the project to monitor changes in soil literacy and attitudes among target groups.

Engagement activities could include schools and neighbourhood associations related to urban gardens for the sites in Turin, but the process of identifying activities and the relevant stakeholders will need to be co-developed to ensure safe access to the sites, following the specific soil

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analyses and the use of urban farm sites as outdoor classrooms in Milan to foster a culture of soil stewardship among the youth.

Finally, outreach campaigns will be implemented to raise awareness about the links between healthy soils, safe food, and a healthy environment. The Italian Living Lab calendar includes 8 interactive co-creation meetings where citizens and stakeholders collaboratively design soil solutions.

7.5 Mediterranean (Greece) Urban Living Lab

The Greek Urban Soil Living Lab focuses on restoring degraded soils across Kozani and Ptolemaida by addressing key challenges such as soil sealing, compaction, low organic matter, and the loss of biodiversity. Across 14 diverse urban and peri-urban sites, squares, playgrounds, community gardens, farms, drainage channels, and educational spaces, the LL tests practical solutions including compost-based restoration, permeable surfaces, phytostabilisation, vertical gardening, and community-led urban farming.

Mediterranean Urban Living Lab (Greece)
Key stakeholders
• Municipality of Kozani, • Municipality of Eordaia, • Region of Western Macedonia, • University of Western Macedonia, • DIADYMA SA, • CHLIAPAS SA
Mapping of Local Media
https://tharos.gr/ https://e-ptolemeos.gr/ https://truestoryradio.gr/ https://kozan.gr/
Platforms and Channels
• Press Releases • Newsletters • Posts • Sponsored Content
Local Events
Agrotica International Exhibition (12-15 March 2026)
Citizen Engagement Actions
1. Surveys and polls: Collect opinions and needs, using google forms and social media posts, Q&As etc. **2. Workshops**: Organize interactive sessions and focus on relevant topics.

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3. Community events: Host network events and festivals and also even use one or more of the co-creation sessions as an open-day event.

The Living Lab integrates real-life experimentation with citizen engagement, demonstrating sustainable soil management approaches that support healthier urban ecosystems, enhance climate resilience, and promote long-term behavioural change through education and co-creation.

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8 European collaboration and clustering activities

URSOILL will strengthen European collaboration by engaging with other initiatives, as well as European and national networks.

The partners will actively engage in European collaboration by networking and discussing with other initiatives, as well as European and national networks. Special effort will be made to cooperate and benefit from SOILL Step up.

Specifically participating in the online mission thematic working groups and training, participating in the Mission Fair/Soil Week event and participating and organising field visits to the LLs (WP5) as well as updating the SOIL Platform and completing the needed surveys and interviews asked by the initiative.

URSOILL will contribute and benefit of the activities of the Mission Soil Platform including participating in clustering activities with other Mission Soil projects and, if requested, continuously report on the progress of the action by updating every six months the information on the different sections of the Continuous Reporting tool in the Funding and Tenders Portal.

To enhance communication and outreach, we will focus on:

- Living Lab projects funded under the same call, including Nemesis, TRAILS4SOIL, GroundWork, and MultiSoil and some of the non-LL projects funded under the same call: ProPollSoil, NitroScope & EUROSION.
- Projects funded under other Work Programme topics of the Mission 'A Soil Deal for Europe.'
- Other relevant projects and initiatives, such as iCOSHELLs, CLEVERFOOD, BENCHMARKS, AI4SoilHealth and the Agroecology Partnership will also be targeted to cooperate. During the project it will be ask for partners to possible target other related project that seems interest as for example LOESS or CURIOSOIL.

These projects and initiatives will be invited to participate in joint activities, such as co-organizing webinars and contributing to the capacity-building programme.

To foster collaboration, URSOILL partners will organize at least one online meeting with other related projects funded under the same call. These meetings will serve to exchange results, share methodologies, and explore joint actions. These projects will be invited to participate in the CKF (WP1) to share learnings, findings, expertise and best practices as well.

Additionally, the project will work closely with key partnerships, such as EIT Knowledge and Innovation Communities and the EU R&I partnership on agroecology Living Labs and research infrastructures. URSOILL will also engage with the Mission Soil Platform by participating in clustering activities alongside other Mission Soil projects.

A mapping of related projects, initiatives, and networks is provided below in Table 9.

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Table 9 Relevant other projects and initiatives (non-exhaustive list)

Project Acronym	Full Name	Objective	Funding	Dura-tion
Living Lab Projects – Sister Projects				
GroundWork	Regenerative living labs to improve soil ecosystem functions by adapting agricultural land use with livestock integration	The GroundWork project aims to transform livestock farming by promoting regenerative grazing practices tailored to diverse regional conditions.	HORIZON EUROPE	2025 to 2030
MultiSoil	Multifunctional Soil Biodiversity: Unlocking Potential for Healthy Cropping Systems	MultiSoil's goal is to co-create, test, and demonstrate agricultural practices that improve soil and plant health factors and thus maintain soil functional biodiversity.	HORIZON EUROPE	2025 to 2030
Nemesis	Soil Health Living Lab Network for Combating Desertification in the Mediterranean	Through its five LLs and by co-creating with local communities and a focus on future generations, Nemesis aims to transform pilot sites into showcases of sustainable soil restoration.	HORIZON EUROPE	2025 to 2029
TRAILS4SOIL	Transformative Living Labs for Soil Health: Advancing Regenerative and Conservation Agriculture Across Europe	The project unites farmers, researchers, and communities, it promotes regenerative and conservation agriculture practices (ReCAP) to restore and protect soil with a multi-actor approach.	HORIZON EUROPE	2025 to 2030
Mission 'A Soil Deal for Europe' – Related projects				
AI4SoilHealth	AI4SoilHealth: Accelerating collection and use of soil health information using AI technology to support the Soil Deal for Europe and EU Soil Observatory	Improve understanding of soil health, development of effective monitoring tools, and informed decision-making	HORIZON EUROPE	2023 to 2026
ARAGORN	Achieving Remediation And GOverning	Contribute to long-term environmental and societal benefits	HORIZON EUROPE	2023 to 2027

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	Restoration of contaminated soils Now			
BENCHMARKS	Building a European Network for the Characterisation and Harmonisation of Monitoring Approaches for Research and Knowledge on Soils	Provide a clear soil health index for benchmarking, using pertinent indicators, applicable to land use and logistically feasible	HORIZON EUROPE	2023 to 2027
BIN2BEAN	Boosting the market deployment of safe, effective and sustainable innovations for soil improvement from bio-waste, towards regenerative soil systems	Support cities in their transition towards regenerative soil systems by promoting innovations for soil improvement from bio-waste with a value-based approach	HORIZON EUROPE	2023 to 2026
BIOservisES	Linking soil biodiversity and ecosystem functions and services in different land uses: from the identification of drivers, pressures and climate change resilience to their economic valuation	To generate new knowledge about the functions and services of the soil ecosystem that are associated with soil organisms.	HORIZON EUROPE	2023 to 2028
bioSOILUTIONS	Enabling underused bio-waste feedstocks into safe and effective market-ready soil improvers	It tackles soil degradation. The focus lies in optimising four different biowaste valorisation routes to develop advanced soil improvers.	HORIZON EUROPE	2023 to 2026
DELISOIL	DeliSoil – Delivering Soil improvers through improved recycling and processing solutions for food industry residues streams	Co-design processes that minimise food processing waste and valorise its by-products	HORIZON EUROPE	2023 to 2027
ECHO	Engaging Citizens in Soil Science: the road to Healthier sOils	To engage citizens in protecting and restoring soils by building their skills and enhancing their knowledge on soils.	HORIZON EUROPE & UK Research and Innovation (UKRI)	2023 to 2027

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EDAPHOS	Advanced mapping, risk assessment and nature-based depollution methods are combined to accelerate the recovery of contaminated soils and ensure that ecological restoration enters mainstream business	It aims to implement innovative technologies to monitor polluted soils and implement nature-based solutions to accelerate their restoration.	HORIZON Sept 2023 to August 2028EUROPE	2023 to 2027
FENIX	New Life for Biowaste as a sustainable Soil Improver	Project FENIX aims to develop a soil improver that combines by-products resulting from biogas production to achieve agronomic and economic returns, improving EU's soil health securing an independent energy supply.	HORIZON EUROPE	2023 to 2027
GOV4ALL	Governance and business models for Living Labs: rural regeneration hubs for tackling soil health challenges in the Mediterranean region	GOV4ALL brings communities across the Mediterranean together towards a regenerative approach to soil management that lays the ground for a future in which people, nature and soil can thrive together.	HORIZON EUROPE	2024 to 2028
HuMUS	Healthy Municipal Soils	Local spaces for dialogue on healthy soils	HORIZON EUROPE	2023 to 2025
iCOSHELLs	Innovative co-creation Soil health Living Labs	The iCOSHELLs project creates six Soil Health Living Labs (SHELLs) across Europe. These labs serve as hubs to develop, test, and scale solutions, engaging stakeholders and promoting innovative soil recovery methods.	HORIZON EUROPE	2024 to 2028
InBestSoil	Monetary valuation of soil ecosystem services and creation of initiatives to invest in soil health: setting a framework for the inclusion of soil	To develop an economic valuation system for healthy soil ecosystem services and interventions. Our goal is to integrate soil	HORIZON EUROPE	2023 to 2026

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	health in business and in the policy making process	health into business models.		
ISLANDR Horizon	Information-based Strategies for LAND Remediation	Zero Pollution by reducing soil pollution and enhancing restoration.	HORIZON EUROPE	2023 to 2026
LILAS4SOIL	Fostering Carbon Farming Practices through Living Labs in the Mediterranean and Southern EU for the healthy future of European SOILS	The project focuses on implementing Carbon Farming Practices (CFPs) to promote climate adaptation and mitigation. With five Living Labs across six countries, involving 24 expert partners, more than 80 farmers and 125 stakeholders.	HORIZON EUROPE	2024 to 2029
LivingSoiLL	Healthy Soil to Permanent Crops Living Labs	Unites farmers, scientists, and communities across 5 Living Labs to enhance soil health through innovative and sustainable soil management practices in 50 experimental sites and 10 lighthouses.	HORIZON EUROPE	2024 to 2028
MARVIC	Developing and testing a framework for the design of harmonized, context-specific Monitoring, Reporting and Verification systems for soil Carbon and greenhouse gas balances by Agricultural activities	It aims to develop a context-specific MRV framework to encourage farmers to engage in carbon farming activities	HORIZON EUROPE	2023 to 2027
NATI00NS	National engagement activities to support the launch of the Mission 'A Soil Deal for Europe' 100 Living Labs and Lighthouses	Growing awareness and support for EU Mission on healthy soils	HORIZON EUROPE	2022 to 2024
NBSOIL Project	Nature Based Solutions for Soil Management	Sharing knowledge to improve soil health	HORIZON EUROPE	2022 to 2026
NOVASOIL	Innovative business models for soil health	Highlighting the benefits for the society and the environment from the investment in soil health.	HORIZON EUROPE	2022 to 2025

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PREPSOIL	Preparing for the 'Soil Deal for Europe' Mission	Co-creating concrete solutions for Europe's soil health	HORIZON EUROPE	2022 to 2025
SOB4ES	Integrating SOil Biodiversity to Ecosystem Services: testing cost-effectiveness of Soil Biodiversity indicators and the provision of soil biodiversity-based Ecosystem Services to build better land management solutions that effectively implement the EU Soil Strategy	Ensure all EU soils are healthy by 2050	HORIZON EUROPE	2023 to 2028
SOILCRATES	SOil Innovation Labs: Co-Regenerating And Transforming European Soils	Enhancing soil quality and promoting soil management practices. It aims to address critical challenges related to soil health, biodiversity, and ecosystem services.	HORIZON EUROPE	2024 to 2028
SoilValues	Enhancing Soil health through Values-based business models	Growing incentives for soil health restoration	HORIZON EUROPE	2023 to 2026
SOILL-Startup	Startup of the SOILL support structure for SOIL Living Labs	This initiative focuses on collaborating with the initial wave of established Living Labs and Lighthouses, as well as with the stakeholders.	HORIZON EUROPE	2024 to 2025
Soil O-live Project	The soil biodiversity and functionality of mediterranean olive groves: a holistic analysis of the influence of land management on olive oil quality and safety	For healthy olive groves in the European Mediterranean	HORIZON EUROPE	2023 to 2027
WASTE4SOIL	Turning food waste into sustainable soil improvers for better soil health and improved food systems	Recycling food processing residues from the food industry into local, biobased circular soil improvers for improved soil health	HORIZON EUROPE	2023 to 2027

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Other related initiatives				
Agroecology Partnership	European partnership on accelerating farming systems transition – agroecology living labs and research infrastructures	European Partnership on accelerating farming systems transition through agroecology Living Labs and Research Infrastructures.	HORIZON EUROPE	2024 to 2030
CLEVERFOOD	The CLEVERFOOD project engages all sectors of society in transforming Europe's food system, in line with key EU initiatives	Its goal is to build a fair, healthy, and sustainable food system by supporting projects, partnerships, and networks through a collaborative approach.	HORIZON EUROPE	2023 to 2026
EJP SOIL	Towards climate-smart sustainable management of agricultural soils	Towards climate-smart and sustainable soil management	HORIZON 2020	2020 to 2025
WorldSoils	WorldSoils - Monitoring global topsoil using space-borne EO data	It aims to develop a pre-operational Soil Monitoring System to provide yearly estimations of Soil Organic Carbon (SOC) at global scale	EUROPEAN SPACE AGENCY ESA	2020 to 2023

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9 Communication & Dissemination Monitoring

To guarantee the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the URSOILL communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals. The CDEP will be constantly adjusted accordingly. Online communication and dissemination (i.e., website and social media channels) will also be monitored. In case one or more of the KPIs are not being attained, mitigation measures will be identified together with the project coordinators.

Implementation of the C&D Plan will be consistently monitored, to ensure that its aims are achieved. Templates have been set up for recording C&D activities, and collecting all data required for project reporting. The monitoring sheets are available at the Sharepoint (folder "WPs > WP7 Communication, Dissemination and Networking (G!E) > C&D Monitoring, reporting"), partners are encouraged to fill it out regularly.

These inputs will be checked by Greenovate! Europe to determine where there are deficiencies in implementation, with corrective actions proposed. As a result, the CDEP will be updated in M23 and M48 each time also containing a report on activities already implemented. A final report on all Communication, Dissemination & Networking activities will be prepared at M54.

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Table 10 Communication and dissemination activities and KPIs

Activities	Key Performance Indicators (KPIs)
Dissemination	
Scientific and technical publications	15 publications
Presentation at conferences and events	25 presentations
White paper	1 white paper
Citizen engagement events & materials	6 events 300 participants
Replication sessions	5 sessions 100 participants each
LLs Videos	5 videos 1500 views
Webinars / live talks	3 events 150 participants
Training materials	1 of each, on the website
Meetings with key stakeholders	10 meetings
Practice abstracts	20 practice abstracts
Research seminar	1 seminar on urban soil LLs by POLIMI, 40 participants
URSOILL final event	Minimum 100 participants/viewers

Communication	
Visual identity	1 visual identity, 4 templates
Communications Package	1 brochure 1 roll-up banner 1 poster 1 general presentation 1 key messages and written identity
Website	20,000 page views
Media Kit	12 articles
Social media	200 posts 25,000 impressions
Factsheet to present the Open Call for Applications	1 factsheet
Info webinar	1 webinar on open call 50+ attendees

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10 Exploitation

10.1 Executive summary

The exploitation strategy of URSOILL is coordinated by ESKILARA, as Exploitation Leader, and is designed to maximise the project's impact during and beyond its lifetime, in close alignment with the implementation of Open Innovation practices, as described in Section 1.2.6 of the project proposal.

The strategy addresses both commercial and non-commercial exploitation pathways:

- Commercial pathways focus on assessing the economic sustainability of the solutions and Living Labs developed within URSOILL, including the analysis of market conditions, business environments and regulatory frameworks that may enable or hinder the generation of sustainable revenue streams. These pathways target solutions and tools with high market and replication potential, supporting their progression towards commercialisation.
- Non-commercial pathways aim at maximising the uptake of URSOILL results through the formulation of policy advice, guidelines and frameworks that can contribute to improving regulatory environments, supporting decision-making processes, and fostering the further development, replication and long-term sustainability of urban soil Living Labs across Europe.

Further exploitation pathways will be progressively developed based on the preliminary Key Exploitable Results (KERs) identified during the proposal preparation phase. These KERs, together with exploitation activities related to economic sustainability, replicability and policy impact, constitute the foundation of the URSOILL exploitation strategy. Each consortium partner will define its individual exploitation strategy and plan, according to its role, expertise and the most relevant opportunities for applying and re-using the project results. These individual strategies will be consolidated into a joint consortium exploitation strategy.

In addition, URSOILL foresees the development, testing and validation of innovative technical solutions to improve urban soil health, such as fungal-based bioremediation approaches, stormwater management solutions and other nature-based and technological interventions. Industrial and SME partners, which represent a significant share of the consortium (25 SMEs and industry entities), will play a crucial role in the exploitation and future commercialisation of these solutions.

Although some of these technical solutions are not yet fully defined or listed at this stage, those demonstrating high market potential and replicability will be formally identified as project KERs as the project progresses. ESKILARA will work closely with solution owners, developers and interested companies to create dedicated discussion spaces for defining IP strategies, result ownership, and preliminary business models and commercialisation strategies, to be consolidated under Task 5.5 and Deliverable D5.7, ensuring their effective use and future exploitation.

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10.2 Introduction

The exploitation strategy of URSOILL aims to ensure that the project's Key Exploitable Results (KERs) are effectively used, transferred and sustained during and beyond the project's lifetime. Exploitation activities are closely linked to WP5 – Solution's replication and scaling up, and in particular to Task 5.5 (Exploitation strategy), led by ESKILARA, with the active participation of all consortium partners.

At this early stage of the project, the primary objective of this first version of D7.1 is to establish an initial and coherent overview of the expected project results, their preliminary ownership, and potential exploitation routes. This overview will support both exploitation and dissemination activities during the first project period and will be progressively refined as the project evolves.

The exploitation strategy is fully aligned with the Communication, Dissemination and Exploitation Plan (CDEP) and with the objectives of the EU Mission "A Soil Deal for Europe", ensuring that URSOILL results contribute to long-term impact at local, regional, national and EU levels

10.3 Exploitation Strategy Overview

The exploitation strategy of URSOILL is coordinated by ESKILARA, as Exploitation Leader, and is designed to maximise the impact of the project's results by leveraging the network of five Living Labs (LLs) as real-life testing, validation and demonstration environments for innovative urban soil restoration solutions.

URSOILL adopts a dual exploitation approach, integrating both commercial and non-commercial pathways, depending on the nature and maturity of each KER:

- Commercial pathways, targeting market-oriented results such as innovative soil restoration solutions, digital tools and decision-support systems, supported by techno-economic feasibility assessments, business models and commercialisation strategies.
- Non-commercial pathways, focusing on methodologies, guidelines, policy recommendations, monitoring frameworks and capacity-building materials aimed at public authorities, urban planners, researchers and civil society.

This approach ensures that URSOILL results are not only scientifically robust, but also scalable, replicable and practically applicable in diverse urban contexts.

10.4 Objectives of the Exploitation Strategy

The exploitation strategy of URSOILL is guided by the following objectives:

1. **Identification and validation of Key Exploitable Results (KERs)**

- Identify, refine and regularly update the list of KERs generated across all work packages, building on the preliminary results identified in the proposal.
- Assess the exploitation potential of KERs in terms of maturity, transferability, scalability and target users.

2. **Development of tailored exploitation pathways**

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- Differentiate between **commercial** and **non-commercial** KERs and define appropriate exploitation routes for each category.
- Support the development of business models, commercialisation plans and uptake strategies, where relevant.

3. **Ensuring scalability and replicability of URSOILL solutions**

- Use the Living Labs as platforms to test, validate and demonstrate solutions under real urban conditions.
- Facilitate replication beyond the project through guidelines, tools, Living Hubs (LHs) and replication workshops.

4. **Strengthening engagement with key stakeholders**

- Foster collaboration with policymakers, municipalities, industry actors, SMEs, research organisations and urban practitioners.
- Support the uptake of URSOILL results in policy frameworks, urban planning practices and future initiatives.

5. **Supporting long-term sustainability beyond the project**

- Identify funding and investment opportunities to continue exploitation activities after the end of the project.
- Contribute to the creation of self-sustaining Living Labs and long-term governance models for urban soil health.

10.5 Identification of Key Exploitable Results

During the first phase of the project, exploitation activities will focus on establishing a shared and coherent understanding of the expected project results and their potential use. To support this process, an Exploitation and IPR workshop will be organised at an early stage of the project to raise awareness among consortium partners on intellectual property management, result ownership and exploitation opportunities.

The identification and refinement of Key Exploitable Results (KERs) will be carried out collaboratively with all partners, building on the preliminary list included in Section 2.2 of the proposal (see table 11) and on the outputs generated at work package level. This iterative process will ensure that KERs are continuously updated to reflect the evolving maturity, relevance and exploitation potential of project results.

In addition to individual solutions, tools and methodologies, the Living Labs themselves will be considered as exploitable results, as they constitute operational environments that generate, test and validate innovative solutions, governance models and participatory approaches that can be transferred to other cities and regions.

Inputs from Living Labs, solution providers and other relevant partners will be systematically collected to assess exploitation potential, user needs and contextual requirements, thereby informing the definition of appropriate exploitation pathways and supporting the alignment of project results with real-world demand.

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Table 11 Communication and dissemination activities and KPIs

KER	PARTNER	TARGET GROUP	EXPLOITATION ROUTE	IPR
KER 1. Methodology for Living Lab based Healthy Urban Soil	IUE	Urban planners, city technicians Academia, RTD	Collaborate with SOILL to transform the LL Methodology into standard guideline to develop urban LL for Healthy Soil.	OA and ©
KER2. Soil literacy methodology and training materials	SLU	Citizens, academia, industries, policy	Open dissemination/ publication through the website and social media.	OA and ©
KER3. Soil indicators catalogue and monitoring methodologies guidelines (Including Copernicus Story maps)	CETENMA	Urban planners, city technicians; Academia, RTD	Collaborate with the EUSO and policies to transform these guidelines into standards.	OA and ©
KER 4. Methodology for the selection of the best performing solutions	CETENMA	Urban planners, city technicians, Academia, companies	Events with other projects/solution developers to show and test the methodology	OA and ©
KER 5. Roadmap for scaling up the solutions across the EU	ESKILARA, TUM	Urban planners, city councils, industries	Dissemination in a wider EU context opportunity for connecting the URSOILL solutions with urban soil health challenges for their further replication	OA and ©
KER 6. Policy briefs/white paper to support EU MISS-SOIL	ATB, RISE, G!E	Policy makers, local authorities, industries, citizens	Dissemination and Communication through final event & WP7 activities	OA and ©
KER 7. Predictive models	CETENMA	Land planners, companies	Fairs, cluster connections, Direct contacts, social media, website	OA and ©
KER8. URSOILL indicators database	CETENMA	Technical municipal/regional employees, Academia, companies	Collaboration with other projects and research university groups for their use. Share Source code from API in Django, endpoints and soil indicators management.	© or license.

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KER9. Decision Support Tool	TUM	Practitioners, citizens, urban planners	Fairs, cluster connections Direct contacts, social media, website	OA and ©
KER 10. Urban LL Governance tool	ATB	LL leaders, entities interested in setting up urban LLs	Open dissemination/ publication. New standards or contribution to development of standards	OA and ©

10.6 Development of exploitation roadmaps and business models

The exploitation roadmap of URSOILL will be developed in a progressive and structured manner throughout the project lifetime, in close coordination with WP5 activities. As a first step, identified KERs will be classified into commercial and non-commercial results, enabling the definition of tailored exploitation approaches according to their nature, maturity and target users.

To support effective exploitation, the consortium will identify the internal and external expertise required for the development, validation and uptake of project results, including technical, business, regulatory and policy-related competences. In parallel, introductory and promotional materials will be prepared to facilitate engagement with external stakeholders, complementary research initiatives, industry actors and potential end-users.

For each KER, specific exploitation strategies will be defined, considering a range of possible pathways such as licensing agreements, knowledge transfer mechanisms, open-access dissemination models or direct commercialisation routes. For results with market potential, dedicated market and competition analyses will be carried out to identify opportunities, risks and positioning strategies.

Finally, the exploitation roadmap will include the identification of synergies, scaling opportunities and potential funding sources to support post-project exploitation and long-term sustainability of URSOILL results. The consolidated and final exploitation strategy, including business models and commercialisation plans, will be delivered in D5.7 – Exploitation, business and commercialization strategies.

10.7 Ensuring scalability and replicability of URSOILL solutions

The core objective of the URSOILL exploitation strategy is to ensure that the solutions, methodologies and tools developed within the project are scalable and replicable across diverse urban contexts. To this end, URSOILL will use its network of Living Labs as real-life experimentation, validation and demonstration environments, allowing solutions to be tested under heterogeneous environmental, socio-economic and regulatory conditions.

The Living Labs will act as reference sites for assessing technical performance, feasibility, social acceptance and governance requirements, thereby generating robust evidence to support replication. Building on these experiences, URSOILL will develop guidelines, practice-oriented tools, Living Hubs (LHs) and dedicated replication workshops, aimed at supporting cities, regions

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and other stakeholders interested in adopting and adapting URSOILL solutions beyond the original project locations.

Scalability and replicability will be further supported through the identification of best-performing solutions, the development of decision-support tools, and the organisation of targeted knowledge-transfer activities, ensuring that replication can be achieved without compromising effectiveness, efficiency or environmental and social integrity.

10.8 Strengthening engagement with key stakeholders

The exploitation strategy of URSOILL places strong emphasis on active and continuous engagement with key stakeholder groups to maximise the uptake and long-term impact of project results. This includes collaboration with policymakers and public authorities, municipalities, industry actors and SMEs, research and academic organisations, urban planners and practitioners, as well as civil society representatives.

Through structured dialogue, co-creation processes and targeted engagement activities, URSOILL will foster cross-sectoral collaboration to ensure that exploitation pathways are aligned with real user needs, policy priorities and market demands. Stakeholder engagement will support the integration of URSOILL results into policy frameworks, urban planning practices and implementation strategies, both during and after the project lifetime.

By strengthening links between research, innovation, policy and practice, URSOILL aims to facilitate the mainstreaming of soil health considerations into urban development processes and to position its results as relevant and actionable contributions to future initiatives at local, national and European levels.

10.9 Supporting long-term sustainability beyond the project

Ensuring the long-term sustainability of URSOILL results beyond the project duration is a key objective of the exploitation strategy. To achieve this, the project will identify and assess funding, investment and follow-up opportunities that can support the continued development, deployment and scaling-up of URSOILL solutions after project completion.

In parallel, URSOILL will contribute to the establishment of self-sustaining Living Labs by supporting the development of viable organisational, financial and governance models. These models will enable Living Labs to continue operating as platforms for innovation, experimentation and stakeholder collaboration in urban soil health beyond EU project funding.

By linking exploitation activities with governance frameworks, business models and policy uptake, URSOILL seeks to ensure that its results remain relevant, usable and impactful in the long term, supporting the transition towards healthier, more resilient and sustainable urban soils across Europe.

10.10 Exploitation Activities framework and timeline

The exploitation strategy of URSOILL will follow a structured and phased approach, in line with the Grant Agreement and closely coordinated with the activities of WP5 – Solution's replication and scaling up, and in particular Task 5.5 (Exploitation strategy). Exploitation activities are

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designed to progressively evolve as project results mature, ensuring alignment with communication and dissemination actions under the CDEP.

Identification of Key Exploitable Results

This first version of the exploitation plan, developed at an early stage of the project, aims to provide an initial and consolidated overview of the **expected project results, their preliminary ownership and potential exploitation routes**. This overview will support both exploitation and dissemination activities during the first reporting period.

At the beginning of the project, an **Exploitation and IPR workshop** will be organised to raise awareness among consortium partners on intellectual property protection, result ownership and exploitation opportunities. This activity will support a shared understanding of exploitation principles and the long-term sustainability of project outcomes.

The identification and continuous update of Key Exploitable Results (KERs) will be carried out collaboratively with all partners, building on the preliminary list included in **Section 2.2 of the project proposal** and on the results generated across the different work packages. This process will ensure that KERs remain aligned with project objectives, stakeholder needs and potential market and policy opportunities.

In addition to individual solutions, tools and methodologies, the **Living Labs themselves will be considered as exploitable results**, as they generate, test and validate innovative solutions, processes, products, services and governance models that can be transferred and replicated in other cities and regions.

To further refine the identification of KERs and assess their exploitation potential, structured inputs will be collected from Living Labs and solution providers. These inputs will contribute to a better understanding of user needs, replication conditions and potential barriers or enablers for exploitation.

Development of Business Models and Exploitation Roadmap

The exploitation roadmap of URSOILL will be developed in a stepwise and iterative manner throughout the project lifetime, closely linked to the results of techno-economic, environmental and social assessments carried out in WP5 and other relevant work packages.

As a first step, identified KERs will be classified into commercial and non-commercial results, distinguishing those requiring dedicated business models and commercialisation strategies from those primarily targeting policy uptake, research, capacity building or societal impact.

The consortium will actively engage key experts within the partnership, as well as relevant external stakeholders when appropriate, to ensure that the exploitation process benefits from the necessary technical, business, regulatory and policy-related expertise. In parallel, introductory and support materials will be prepared to facilitate engagement with external stakeholders, including complementary research initiatives, industry actors, SMEs and potential end-users.

For each KER, tailored exploitation strategies will be defined, considering different pathways such as licensing, start-up creation, knowledge transfer mechanisms, open-access dissemination models or other appropriate commercialisation routes. For commercially oriented KERs,

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dedicated market and competition analyses will be conducted to identify market positioning, key competitors, potential risks and mitigation strategies.

The exploitation roadmap will also include the identification of synergies, scaling-up opportunities and cross-sectoral applications, supporting the broader deployment of URSOILL results beyond the original project scope. In addition, potential funding and investment opportunities will be assessed to support further development and post-project exploitation, including follow-up projects or private and public investment avenues.

A specific focus will be placed on the long-term exploitation and sustainability of the Living Labs, once environmental, technical and economic viability assessments are completed. This will include the definition of preliminary exploitation and business strategies for commercially oriented results, together with the development of the Result Ownership List (ROL).

The consolidated and final exploitation roadmap, including business models and commercialisation strategies for the identified KERs, will be delivered in D5.7 – Exploitation, business and commercialization strategies.

10.11 Expected Outcomes

The implementation of the URSOILL exploitation strategy is expected to deliver:

- Clear exploitation pathways for both commercial and non-commercial project results.
- Increased adoption and replication of URSOILL solutions across European cities.
- Strengthened collaboration between consortium partners and external stakeholders.
- Long-term sustainability of Living Labs as platforms for urban soil innovation.
- Tangible contributions to EU soil policies and the Mission “A Soil Deal for Europe”.

10.12 Summary and Next Steps

This first version of the exploitation plan establishes a structured and coherent framework for identifying, managing and maximising the impact of URSOILL’s Key Exploitable Results. It provides the foundation for subsequent exploitation activities and will be progressively refined as results mature.

Next steps include:

- Organisation of an Exploitation and IPR workshop.
- Refinement and classification of KERs.
- Development of the Result Ownership List.
- Progressive definition of exploitation roadmaps and business models.
- Alignment with dissemination and communication actions to maximise uptake.

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