

D 8.1 Dissemination & Communication plan

28/01/2026

Nicola Vuolo¹, Caterina Capri¹, Margherita Caggiano¹

¹ Re Soil Foundation

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List of acronyms

BPSs	Biobased Biodegradable-in-soil Product Solutions
C&D	Communication and Dissemination
CBE JU	Circular Bio-based Europe Joint Undertaking
DMP	Data Management Plan
GA	Grant Agreement
GDPR	General Data Protection Regulation
LCSA	Life Cycle Sustainability Assessment
SSbD	Safe and Sustainable by Design
SM	Social Media



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1. Executive Summary

The following document aims to establish the foundation for all SOUL's future Communication and Dissemination (C&D) activities, listing all our C&D channels, tools, and formats and establishing good communication practices and collaboration among the project's partners.

SOUL's first version of the C&D plan provides a **short overview** of the project and its objectives, of the key **audiences** that need to be reached and of the most **important messages** that should be communicated.

Project's C&D activity and formats are described in detail in this document, highlighting how they will support SOUL in **achieving its objectives**, what the expected results are, and who should contribute and how.

This document should be used by **all partners** to know what the project's C&D resources are, and how to contribute to maximising the impact of SOUL.

SOUL's C&D plan also establishes the **monitoring methodology** of all the listed activities.



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2. Introduction

2.a. Background

According to FAO, in **agriculture, farming, and gardening**, plastics represent 3.1% of the end-use market, with crop production and livestock sectors being the largest users, accounting for 10 Mt annually¹.

The intense use of **plastics** in these sectors is due to the **cost-effectiveness, ease of use, and flexibility** of these materials. Conventional plastics are used for various purposes such as mulching, controlled release fertilizer, and tree guards to help with water conservation, weed and insect prevention and control, soil temperature regulation, and overall yield improvement. Despite their benefits, conventional plastics contribute to soil pollution and environmental contamination, posing risks to human and ecosystem health when they are **damaged, degraded, or improperly discarded**. Data¹ indicate that only small fractions of agricultural plastics are collected and recycled, predominantly in developed economies. According to the FAO assessment on the use of plastic in agriculture¹, there is evidence that most plastics are improperly (burned, buried, or landfilled) or unintentionally disposed, with poor record-keeping. Moreover, the accumulation of mulching film residues in surface soils, a major type of agricultural plastic, has been linked to **reduced agricultural yields**. Products like turf nets and infills, designed to mimic grass and soil, are made from non-biodegradable plastics that are difficult and costly to recycle. Controlled release fertilisers are intended to be applied in the soil, and it is not feasible to recover their spent polymeric membranes after months of nutrient release due to their tiny size. Concerns are growing about the impact of microplastics from these products, which can enter food chains and potentially affect human health, as well as improper disposal methods, such as dumping or burning, with potential release of toxic pollutants



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like dioxins and furans. Additionally, since most plastics are derived from fossil fuels, their production contributes to global greenhouse gas emissions.

The SOUL project seeks to address these challenges by developing a platform of **11 Biobased Biodegradable-in-soil Product Solutions (BPSs)**. The project will create novel biomaterials with high renewable content (>95%) and biodegradable in soil. The project focuses on:

1. products that **can be collected for reuse** (clips, three shelters) or recycling (clips, twines, tree shelters and pheromones dispensers) and for which biodegradability in soil could be the ultimate end of life only in case of accidental dispersion;
2. products (turf nets, infills, CFRs) **that cannot be recovered from soil**, for which biodegradability in soil is their unique sustainable end of life; and
3. **mulch films**, due to the difficulty to be recycled for the high amount of soil attached to them, which makes the **disposal costs** not effective for a sustainable agriculture.

The consortium involves: **technology providers and research institutes** that will develop and validate the solutions; **experts in bioeconomy policy and advocacy**; partners with expertise in **standardisation and labelling**; as well as **primary producers**. By providing close-to-market bioplastic solutions, the project intends to **reduce** the product's **carbon footprint** and **prevent soil contamination**. Ultimately, SOUL aims to **reinforce Europe's position** in the global bioplastic sector while finding solutions that comply with regulations and do not hamper soil fertility.

SOUL ambition: to demonstrate Biobased and Biodegradable in soil Product Solutions (BPSs) for in soil applications, achieving TRL 7-8. These solutions aim to fulfil high performance requirements for bioplastic transformation with conventional technologies and achieve improved mechanical properties during their time of use while improving circularity and soil health.



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SOUL Specific Objectives (SO):

- **SO1:** to scale up at TRL8 the production of novel high renewable content biomaterials tuned for biodegradable-in-soil product solutions.
- **SO2:** to develop novel biomaterials with enzymes for ad hoc degradation in open environments.
- **SO3:** to develop biobased, high-performing biodegradable-in-soil product solutions by means of industrial technologies.
- **SO4:** to demonstrate the performance of biodegradable in soil product solutions in real demonstration sites.
- **SO5:** to test and model the biodegradation pathways for the biopolymers developed and assure soil quality.
- **SO6:** to amplify the end-of-life (EOL) of relevant biodegradable in soil product solutions.
- **SO7:** to comply with the Safe and Sustainable by Design initiative and provide recommendations.
- **SO8:** to define a sound business case for the commercial exploitation and replication of SOUL innovations.
- **SO9:** to engage end users to achieve a high societal impact, creating synergies with similar initiatives.

1- *Assessment of agricultural plastics and their sustainability: A call for action [Policy Support and Governance] Food and Agriculture Organization of the United Nations (fao.org)*

2.b. Document scope and structure

The aim of this C&D plan is to contribute to reach SOUL's ambition, objectives, and to amplify the impact of the project and extend it beyond the end of the project itself.



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The SOUL C&D plan defines the project’s strategy for engaging key stakeholders through a variety of channels. By **building awareness** and **fostering acceptance**, the plan **encourages uptake** across the project’s communities. It also establishes a framework to **support exploitation activities** through an integrated, circular approach, facilitating the long-term adoption and replication of project outcomes.

The C&D plan will also serve as a guideline for the WP8 leader to **manage and track** the C&D activities, and for all consortium partners to **contribute** and be aligned with the project’s objectives, strategies and recommendations.

The document is structured as follows:

- An introduction summarising the **project’s background** and its objectives
- A section dedicated to the C&D strategies, objectives and management, listing the main target audiences and the key messages of the project
- A section for the main **C&D products and outcomes**
- A section dedicated to the **impact assessment**
- A **“future steps”** section
- A series of appendixes with **extra material**, such as the brand identity book, the survey results, and samples of the tracking spreadsheets



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3. Communication and dissemination strategies

3.a. Approach and objectives

SOUL C&D strategy uses an **integrated and measurable** impact-oriented approach to:

1. Effectively communicate to **all** the identified **project target audiences** the characteristics of the project, its overall objectives and the different parties that are collaborating and working together to make it possible.
2. Deliver clear messages and **information about SOUL**, with the aim to engage the identified target audiences and stakeholder in the process.
3. Inform all target audiences, stakeholder and project partners on the **project progress across all stages** of the value chain, building unified content and a consistent project identity.

C&D activities will be **continuously monitored** throughout the project to evaluate the effectiveness of the strategy's reach and engagement. This approach facilitates the undertaking of corrective actions if they will be required. Furthermore, the plan will be updated at M18 and M36 to integrate potential new channels and to align the strategy with the project's ongoing progress.

3.b. Synergies with other Work Packages in the project

WP1 (project management and coordination): the C&D strategy will work in synergy with the other project management activities, supporting all tasks in other work packages and maximising their impact.

WP2 (production of high-renewable content of biomaterials for biodegradable-in-soil product solutions): C&D activities will valorise and maximise the impact of



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the technological innovation, making people aware of the benefits of biomaterials and fostering their uptake.

WP3 (manufacturing processes for biodegradable in soil product solutions): the production of BPSs ready to be used in real life is one of the points of strength of SOUL. Our C&D activities will ensure that our audiences are aware of the development processes, with a specific focus on the replication potential.

WP4 (validation of the SOUL product solutions in 5 Demonstration Sites with the involvement of end users): the C&D activities will raise awareness among end-users about the results obtained in the demo sites, the advantages for soil and environment, and will support the engagement of end-users representatives to take part in the demonstration activities (e.g. demo sites open days).

WP5 (demonstration of the end-of-life scenarios and circularity of the value chains): building on WP5 results, the C&D activities will show how SOUL will demonstrate the safe biodegradability of all BPSs in open environments under ranges of physical/chemical environmental conditions, improve the EOL options for the BPSs not intended to remain in soil after use, evaluating reusability and recyclability in a circular economy perspective, identify recommendations related to the update/definition of standards for biodegradability in soil.

WP6 (assessment of the safety and LCSA of value chains under an integrated SSbD framework implementation): the results from this WP will be communicated and disseminated to make our stakeholders aware of the safety, sustainability and circularity of SOUL products and processes. The public deliverable 6.3 (Safety, sustainability and circularity report) is important to achieve this objective, and its dissemination will be curated to effectively reach the diverse audiences of the project.

WP7 (replication and exploitation potential): C&D activities work very closely with replication and exploitation ones, preparing the ground in the first phase of the



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project and supporting the outreach and engagement of replication and **exploitation activities, initiatives, and materials** to ensure that SOUL results will effectively benefit the EU bioeconomy sector and reach the market. The C&D plan will also support the dissemination of business models, business plans and policy recommendations developed in WP7 to support model replication.

WP8 (Dissemination, Communication, Training and Stakeholders engagement): all tasks in WP8 are highly connected to the C&D plan. The synergy with other projects and the engagement of the MAP (Multi-actor Advisory Group) from task 8.4 will be crucial to amplify the outreach of the project's initiatives and results. The C&D plan will ensure effective dissemination of policy analysis and recommendations developed under T8.5. Also, C&D activities will support the outreach and engagement of the training material and methodology aimed at increasing capacity building and knowledge transfer for local stakeholders.

3.c. Target audiences

The participation of **key stakeholders** plays a fundamental role in the efficacy of the C&D process and the subsequent adoption of innovations. Clarifying **stakeholder roles** and their mutual relationships is vital to choose the **most appropriate** channels and messages.

A **provisional identification** of these groups was made in the Grant Agreement (GA), and it may be updated in the next releases of the C&D plan according to the outcomes of project's tasks and activities, particularly **Task 8.3** (synergies with other projects, labelling, stakeholder engagement), **Task 8.4** (engagement with the Multi-actor Advisory Group for deployment of the SOUL value chain), and **Task 8.5** (policy analysis and recommendations). (see table below).



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Table 1 SOUL'S main target audiences

Target	Relevance	Entry Point	KPI
Producers/ feedstock suppliers	Promote new business opportunities through the valorisation of residues and by-products from the primary sector and the agrifood industry as feedstock to biorefineries.	Participation in agriculture and industrial events, fairs and workshops and partners' agriculture and industrial networks. Participating in the Multi-actor Advisory Panel. Visits to potential suppliers in Europe, to present them the feedstock needs and gather the information on by-products availability and characteristics.	5 visits to feedstock suppliers. Organization of at least 8 dedicated workshops. Participation in at least 15 conferences (see table below) and congresses throughout the lifecycle of the project.
Bio-based Plastic industry (bioplastic converters/ producers)	Accelerate the transfer of the project results to the bioplastic industry, with a first focus on the identified target markets. Industry users are a key target for achieving the project's impact.	The consortium, with strong industrial ties, can easily identify target companies and contacts worldwide. They will engage in industrial events, fairs and workshops and partners' industrial networks, MAP. Customers visit worldwide, to present them the new products and gather information on the future market needs.	20 customer visits organized, participation in at least 15 conferences, congresses and trade exhibitions throughout the lifecycle of the project, with organization of showcases at trade exhibitions.



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End- users	Accelerate the transfer of the project results and enhance their replication potential promoting their uptake by multiple sectors, including farmers, the construction and landscaping industries, sport facility managers (e.g.: football, golf) and other outdoor facilities, the fisheries and aquaculture sector.	Organization of capacity building and training activities and open demo days at demo sites, participation in agricultural and industrial events, fairs, workshops and partners' industrial networks and MAP.	8 capacity building and training sessions organized, participation in > 10 conferences, congresses and trade exhibitions throughout the lifecycle of the project, at least 1 open demo day per each demo site + training materials.
Farmers	Engage them in circular business model, where they act as feedstock providers and they will use the BPSs to improve the productivity and sustainability of their cultivation systems.	Visits to farmers, organisation of dedicated capacity building and training sessions. Workshops, fairs and exhibitions. Training activities and materials.	> 10 visits to farmers. Participation in workshops, fairs, exhibitions. > 1 open demo day and 1 training session per demo site + training materials (same as for end users).
Waste management industry	Accelerate the transfer of the project results about the EoL solutions for the BPSs to foster improvement in waste management practices for the targeted sectors in SOUL.	Participation in events, fairs and workshops targeting the waste management industry, partners' industrial networks. MAP.	//



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Scientific community	Inform the community on project results to foster their use and adoption by the academic community.	Presentations/lectures/posters in international conferences, scientific publications in high-impacts journals. Invitations to the project workshops and events and establish joint workshops with projects from other communities. Use of the partners' own existing powerful dissemination biomechanisms (e.g. company website and social media, training activities, open demo days at production plants/R&D laboratories) for distributing information on the project.	Contribution to at least 10 conferences and to 5 articles in scientific/technical journals.
Policy makers	Bring the project results to the attention of policy and decision makers, national, regional and local authorities to operationalize policies and regulations and prepare the ground for the investments needed to foster uptake.	Policy briefs/recommendations, also in agreement/through networking activities with other HE / CBE JU financed projects, MAP, dedicated workshops, participation to events targeting decision makers, Newsletters, press releases, synergies with bioplastic and other industry associations in which SOUL consortium partners are members.	At least 2 policy briefs (roadmap for the project exploitation defined through the multi-actor engagement process), joint initiative with at least 5 HE / CBE JU financed project.
Citizens	Raise awareness and improve literacy and engagement about soil health.	Awareness campaigns, training sessions, foster collaboration with consumers associations.	at least 1 consumer survey and 1 awareness campaign targeting multiple EU countries.



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A **survey** circulated among the project's partners in M1 to support SOUL's brand identity development shows how many different audiences can be interested in the project and its outcomes (see fig. 1).

Collaboration with other **European projects and initiatives** will highly contribute to effective knowledge transfer and joint dissemination. This will strengthen the project's international standing and maximise its overall impact.



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Who do you think SOUL's target audiences will be?

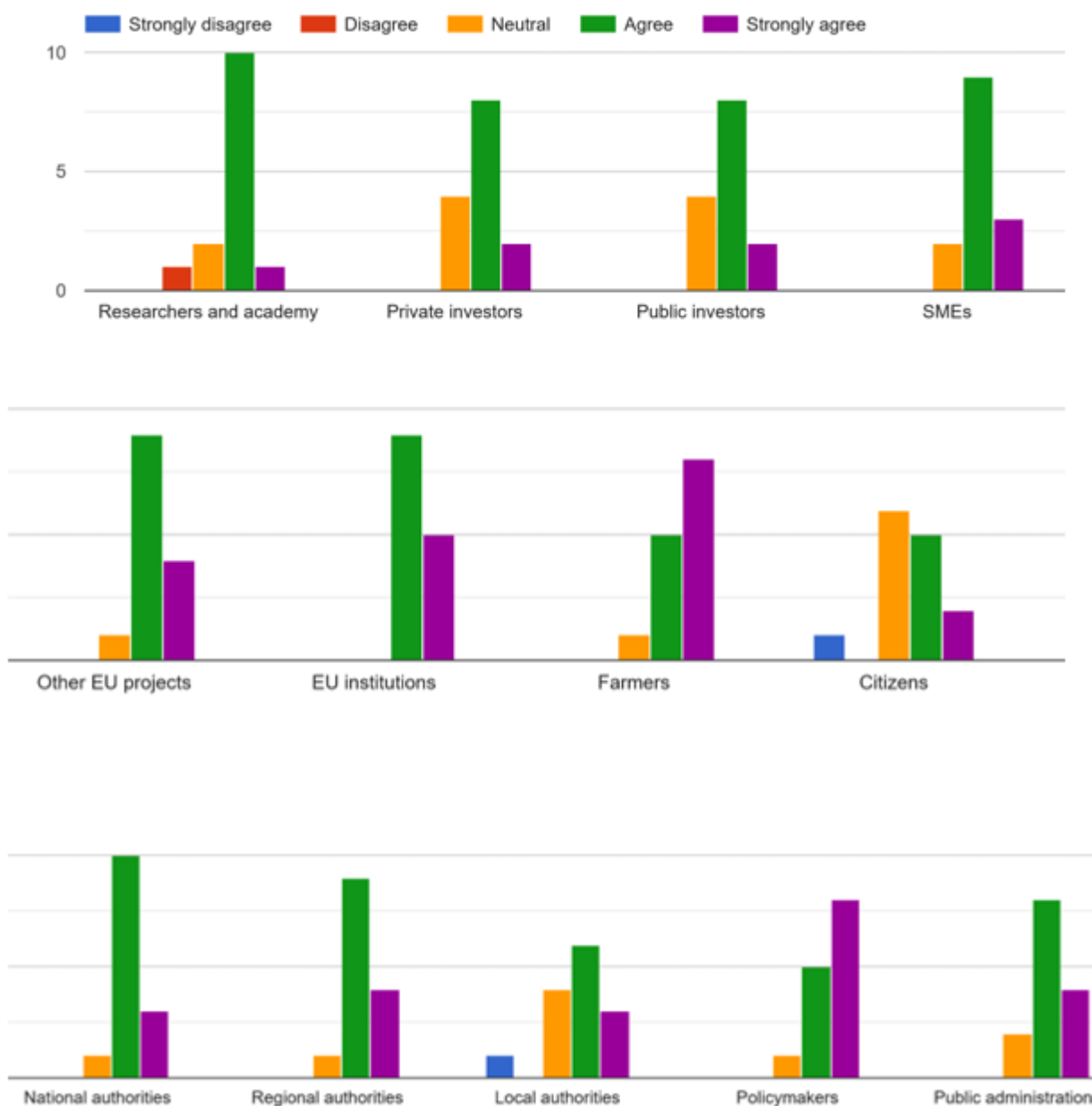


Figure 1 Target audiences identified by the project's partners in the survey



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It is important that the C&D efforts will be **modulated** according to the timing (what phase of the project we are in) since different stakeholders may be activated at a different time.

Using **different C&D channels and formats** will help reach targets with different characteristics, like citizens and industries.

3.d. Key messages

Key messages are an essential part of the C&D strategies. They are **bit-sized statements** summarising what the project is about, what are its objectives, expected impacts and innovative potential. They also define what makes a project **unique, distinguishing** it from other projects in the same field.

To define SOUL's key messages, **all consortium partners** were involved in a **workshop** organised by Re Soil Foundation on the 9th December 2025. Starting from a brainstorming activity in which they identified and discussed a list of **keywords**, they proceeded to use these keywords to create a series of key messages addressing different audiences.

During the workshop the partners had the opportunity to **bring their point of view** on what was important to communicate about the project, and to share their ideas with the other participants. Since SOUL's partners belong to different fields that overlap with the project's stakeholder groups (e.g. industry, academia, etc) they could shape the project's key message in a way that was **effective and impactful** for their peers.

The preliminary list of key messages was **elaborated and integrated** by Re Soil Foundation with information from the Grant Agreement, and the final version was reviewed and validated by the partners who participated in the workshop.



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Table 2 SOUL's key messages

KEY MESSAGE	TARGET AUDIENCE(s)	KEY WORDS
SOUL will develop novel biomaterials with high renewable material content and biodegradable in soil	all	BPSs, biodegradable, soil
SOUL propose to validate a platform of 11 Biobased Biodegradable-in-soil Product Solutions (BPSs) selected considering the relevance of products in the actual market and/or on the environmental problems posed by conventional non-biodegradable and/or non-biobased solutions	all	BPSs, environment, biodegradable
New sustainable products will be available for agriculture, landscaping, and sport, guaranteeing high performance while preserving soil quality	Farmers, end-users	Sustainability, new product, performance
New products biodegradable in soil guaranteeing high performance on the field	Farmers, industries	Biodegradable, soil
The use of SOUL's biodegradable products will support a sustainable agriculture to preserve soil health in the long term	Farmers, general public	Biodegradable, sustainability, soil health
Standardisation and clear labelling of in-soil biodegradable materials will enhance transparency and market confidence	Policy makers	Standardisation, labelling, biodegradable, transparency



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Correct standardisation and labelling will enable new virtuous value chains	Policy makers	Standardisation, labelling, value chain
SOUL will adopt modelling tools to predict materials biodegradation in different soil conditions	Scientific and academic communities	Modelling, biodegradable
SOUL will develop novel biomaterials with enzymes for ad hoc biodegradation in open environments.	Scientific and academic communities, industry and biomaterials manufacturer, farmers	BPSs, biodegradable
SOUL will develop a portfolio of safe and sustainable BPSs that preserve soil quality, in compliance with the EU Regulations	Industry and biomaterials manufacturer, policy makers, farmers	Safety, BPSs, soil, EU regulation
SOUL ambition is to demonstrate BPSs for in soil applications, achieving TRL 7-8	Industry and biomaterials manufacturer	BPSs, TRL
SOUL will define a sound business case for the exploitation and replication of SOUL innovations	Industry and biomaterials manufacturers, policy makers	Business, innovation, replicability
SOUL's BPSs will help prevent negative impacts on soils and environment	Local communities	Prevention, soil, environment
SOUL will engage end users to achieve a high societal impact creating synergies with similar initiatives	Local communities, farmers, other end-users	Impact, society
SOUL' safe and sustainable products will contribute to protect human health and the environment by preserving soil quality.	National and local authorities, local communities	Sustainability, health, environment



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SOUL will boost the development of innovative technologies and materials with high potential for replication	National authorities, industries, scientific and academic community	Innovation, replication
SOUL focuses on products that can be collected for reuse or recycling and for which biodegradability in soil is the ultimate end of life in case of accidental dispersion, and products that cannot be recovered from soil, for which biodegradability in soil is their unique sustainable end of life	Other EU projects	Recycling, biodegradable, soil, end of life

The project's key messages will be used to build C&D content such as taglines, social media post descriptions, flyers, etc.

3.e. Clustering with EU projects and initiatives

SOUL project will **collaborate with other EU-funded initiatives** to create a broad network that can maximise the impact of the involved projects.

SOUL will work closely with its **Circular Bio-based Europe Joint Undertaking (CBE JU)** 'sister projects', and with the initiatives falling under Pillar II Cluster 6 and other CBE JU topics. A specific focus will be held on JU-CBE-2023-R-05, which deals with pre-normative research into biodegradability standards for bio-based products, as well as the EU Soil Mission. EU-CAP Operational Groups will also be contacted.

The project will maintain a communication flow with the initiatives to share knowledge, methodologies, and findings across these initiatives, which will inform our recommendations for standards and labelling. By working with existing projects and adopting a multi-actor approach, SOUL will expand its outreach.



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Working groups between SOUL and other projects may be established to organise joint online and on-site workshops, share best practices, and encourage debate within the scientific and industrial communities. A joint newsletter may be produced to inform on progresses of the working group, and to disseminate policy and labelling recommendations.

Regarding **joint dissemination**, the following activities may be undertaken:

- **Cross-Dissemination:** sister projects descriptions, events, results, and resources can be shared via SOUL newsletter, website, and social media channels.
- **Social Media Engagement:** active interaction across social media (SM) platforms and joint SM campaigns.
- **Joint Events:** collaborative webinars, conferences, and workshops can be organised on topics of common interest.
- **Final Event Participation:** inviting related projects and initiatives to take part in SOUL final event.

3.f.KPIs

To measure the C&D strategy effectiveness, the following Key Performance Indicators have been designed (see tables below):

Table 3 SOUL's communication KPIs

Action	KPI
Project Identity	1 logo, flyer, roll-up, set of templates
SOUL webpage	5000 visits
Project blog	50 posts



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Social media	X (100 followers), LinkedIn (200 followers), Instagram (200 followers)
Newsletter	2 per year, 150 subscribers
Press Releases	4 (1 per year)
Podcast	4 (1 per year)
Videos (YT)	8 videos, 50 subscribers
Sectorial events	20 European events, 5 international events

Table 4 SOUL 's dissemination KPIs

ACTION	KPIs
Scientific publications	8 publications
Academic events	10 events
Actions with policymakers	>5
Publications in sectorial magazines	15
Practice Abstracts	25 -50
Workshops/ trainings	10 workshops, 8 training sessions (5 corresponding to the Demo Days, 3 at EU level)
Fairs	5 fairs
Demo days	5 (one for each demo site)
Final event	50 attendees

3.g. Management of C&D activities

SOUL C&D activities will be carried out at **different geographical level**:



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- **EU and international level**, managed by Re Soil Foundation (WP8) with the support of the project's coordinator (AITIP) particularly for what concerns collaboration with other EU-funded projects, and supports from all the partners;
- At **national, regional and local level** managed Re Soil Foundation with the collaboration of the entire consortium through partners' already existing C&D channels, tools, and networks to reach out to relevant stakeholders in their countries.

A mailing list for internal communication has been set up by the project's coordinator to facilitate a smooth communication flow among the partners. **C&D referees** for each partner will receive updates and requests on SOUL C&D activities and will be responsible for answering and fulfilling them or for passing them to a third person if necessary. They will also be involved in **local dissemination** supporting the translation in local languages and using their local network to disseminate SOUL's content.

All **WP leaders** are expected to get in touch with Re Soil Foundation to communicate important updates, results, and resources produced by their WP to ensure that they are timely communicated to maximise the impact of their work.

3.h. Periodic reporting

Re Soil Foundation will be in charge of **tracking all the C&D activities** from the project's official channels (website, SM, newsletter) and their performance.

The consortium partners will be responsible to **update a C&D tracker file** to keep a record of all their C&D actions (blog and SM posts, presentation at conference and fairs, publications on local and national media, etc). The tracker will be created by Re Soil, shared in the project repository and updated monthly.



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Re Soil Foundation will collect all the data uploaded by the partners to integrate them in the periodic C&D reporting to the EU Commission.



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4. Implementation

4.a. Visual identity

a) Logo and visual identity

To build SOUL's identity we chose to adopt a **collaborative approach** to ensure that all partners feel represented and that all of SOUL's key features are considered.

In M1 Re Soil Foundation circulated a **survey** to collect information about the partner's expectations regarding the project's identity, from the tone of voice to the visual identity (if needed, the results will be available on request). Partners were asked to describe the **most important elements of the project**, to identify the **target audiences**, to propose **claims and taglines**, but also indicate the **colour palette** that best represents SOUL for them, and to describe the **main characteristics** expected from the logo.

All these inputs were used by the graphic designer to create **two preliminary proposals** that were present to the project's coordinator. The chosen draft proposal was further elaborated in the final version of the logo and visual identity.



Figure 2 SOUL's logo with and without payoff

The visual identity of the SOUL project embodies its core values: **innovation, harmony with nature, circularity, and regeneration**. The logo and its graphic elements have been designed to convey an **accessible, contemporary, and**



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distinctive visual language within the European context, while remaining consistent with EU institutional communication and the visual universe of the Horizon Europe projects.

The logo conveys the idea of a **solid and trustworthy solution** for healthier soils, represented by the series of thin layers on the lower part of the logo. The fonts used for the logo are:

- Sora Bold
- Sora Light

Sora is a contemporary geometric sans-serif typeface, designed to combine **readability, balance,** and a **strong digital identity.** To ensure the compatibility across different platforms, a secondary font (Inter) can be used when the institutional one is not available (e.g. emails, memos, etc).

Sora Bold

AaBbCcDdEe123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
£!@#\$%^&*()_+ -=[]{};'\,./:”|<>?

Sora Light

AaBbCcDdEe123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
£!@#\$%^&*()_+ -=[]{};'\,./:”|<>?

Figure 3 SOUL's typography



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When the primary logo cannot be applied in its original form due to space or legibility constraints, it is preferable to use the **alternative versions** (see figure below).



Figure 4 SOUL's logo variants

Even though the logo doesn't have a pictogram, the **first letter**, a capital "S", can be used without the rest of the logo, becoming a pictogram itself.

This **pictogram** should be used for favicons, app icons, social media, and documents.



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Pictogram



Figure 5 SOUL's pictogram

The project's **colour palette** recalls the bio-based nature of SOUL's BPSs, and the efforts to guarantee a healthy and productive soil for future generations. A **secondary colour palette** was added to allow a wider choice in creating graphic content for the website, social media, and other communication material (see figs. 6 and 7).



Figure 6 SOUL's primary palette



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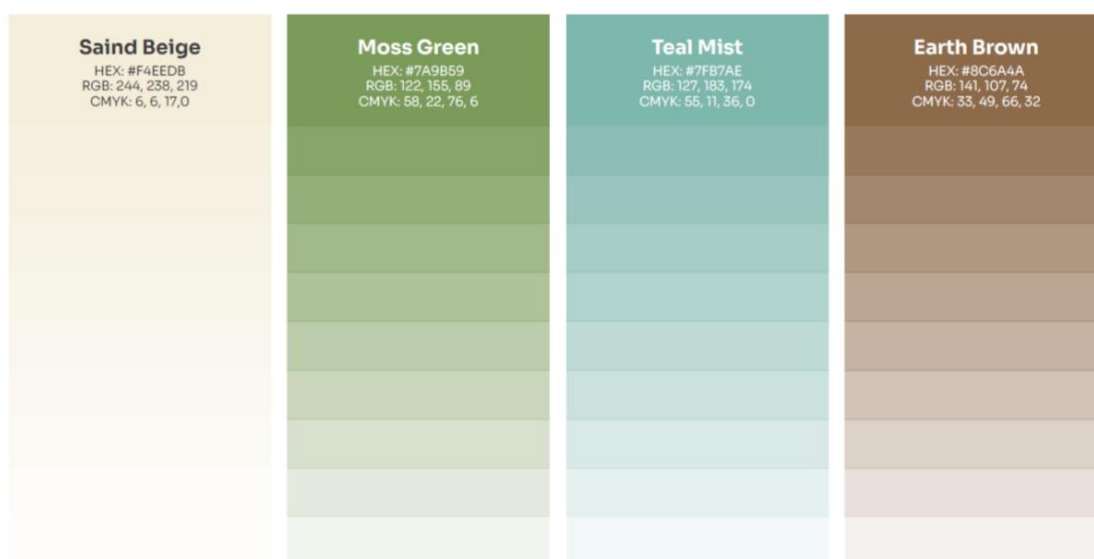


Figure 7 SOUL's secondary palette

A **brand manual** containing all information about the logo and the visual identity has been produced and shared on the project's repository together with the different versions of the logo. The brand manual provides **guidelines also on how to use the logo** and how to respect the project's visual identity while producing new communication material.

b) EU project's funded under the CBE JU

Projects funded under the CBE JU (Circular Bio-based Europe Joint Undertaking) via Horizon Europe calls from 2022 onwards, like SOUL, must follow the obligations and opportunities set out in the [Communication Guidelines for CBE JU-funded projects](#).

All project communications must display the [EU co-funding emblem](#) alongside the CBE JU logo, in compliance with EU visibility requirements.

SOUL's documents, publications, and official communication products should report the following disclaimer:



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Further information on how to communicate a CBE JU project, logos and other resources can be found on the [CBE JU official website](#).

c) Communication materials

Using the project’s visual identity, a series of **communication materials** has been produced to support the project’s C&D initiatives: **Word and PowerPoint templates, a flyer and a roll-up**.

C&D materials files are available for partners use in the project’s repository in both digital and print formats.

In particular, the Word document can be used for the project’s deliverables and documents, and as SOUL’s letterhead for press releases distribution.

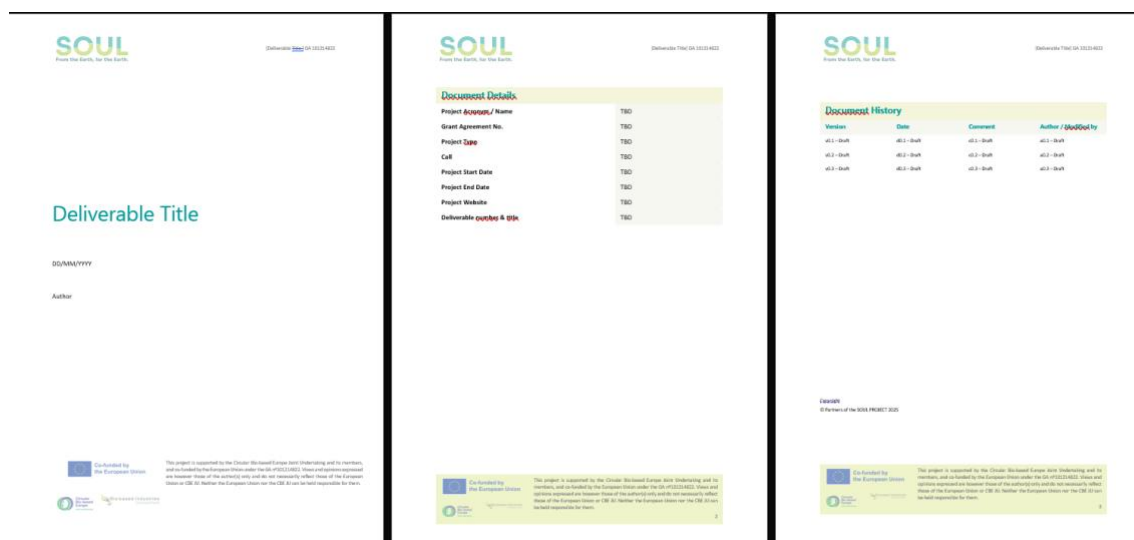


Figure 8 SOUL's Word template (1st, 2nd, and 3rd page)



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An official PowerPoint template was created to support partners in presenting the project and its results in meetings, conferences, and other events.

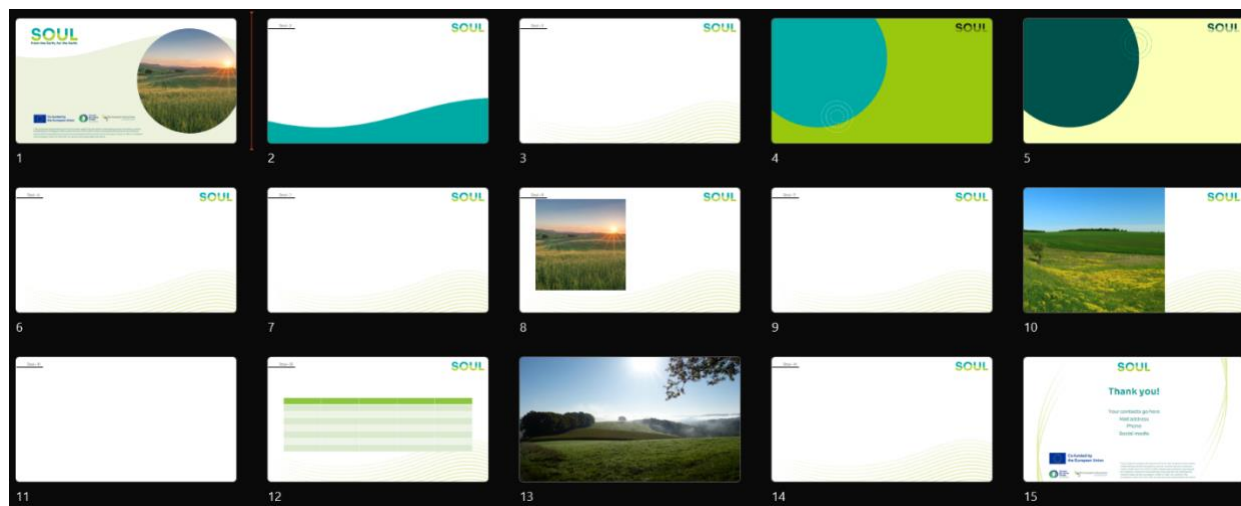


Figure 9 – SOUL's template slides sequence

The project's flyer will be developed using SOUL's visual identity to inform about the project and its objectives, it will contain the project's contact email and a link to the website and SM.

The project roll-up will be created for in-person events and initiatives.

Table 5 Visual Identity KPIs

Action	KPIs
Project identity	1Logo, 1flyer, 1 roll-up, templates (PowerPoint and Word)

4.b. Website and blog posts

SOUL website will be launched in M6 (February 2026), and it will be **managed and updated regularly** by Re Soil Foundation, with **contributions from all partners** who

are asked to communicate interesting information, updates, events, and resources to be shared on the website.

The website dominion is <https://soul-biobased.eu/>.

The website was designed to **respect the main accessibility criteria** while maintaining a recognisable identity.

It features the **following sections**:

- Homepage
- About
- Solutions (with dedicated pages to the 11 BPSs that the project is developing)
- News and events
- Consortium
- Contacts

A **privacy policy** will be present on the website, as well as the **mandatory EU disclaimer** (in the footer). The website, its analytics and cookies will be **compliant with the EU General Data Protection Regulation (GDPR)**, as well as the newsletter subscription form and any of the project's survey that may be developed.

The website will also include a link to **subscribe to the project's newsletter**, a contact email, and links to the project's SM channels.

SOUL website has been designed using a **modular structure** to adapt to the project's needs, and it will be updated with **pages translations in local languages** to maximise the outreach of farmers, end-users, and other stakeholders who may find English a barrier.

The news and events section of the website will be timely updated to share project updates, events, resources and publications, but also to showcase sister projects and EU initiatives.



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Table 6 website KPIs

Action	KPIs
Website	5000 visits
Blog	50 posts

4.c. Social media channels

In SOUL, we apply an **integrated online C&D strategy** in which the website and the SM accounts will work in synergy: SM posts will increase the outreach and drive traffic towards the website, while the latter will showcase the project, its objectives, and its resources.

Four social media accounts will be launched in **M6**: X, LinkedIn, Instagram and YouTube.

Selecting more than one SM account helps reaching different audiences such as other EU projects and institutions, professionals, academics, etc.

4.c.1. X

Account: [@SOUL_biobased](#)

X (together with LinkedIn) is highly used in the context of EU projects due to its high outreach rate, networking opportunities, and for delivering **quick and real-time updates** about projects and events. Even if in the last couple of years its popularity decreased due to the instability of the platform and algorithms, X currently remains an important SM platform, especially for specific target audiences (e.g., media, stakeholder).

SOUL will use the X account to share **timely updates** about the project and its results, linking to the website for more extensive content, to connect with other



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EU projects, institutions, and stakeholders, and to disseminate project's results and resources.

4.c.2. LinkedIn

Account: [SOUL biobased](#)

LinkedIn is the ideal platform to post **organic content** about the project: news, press releases, deliverables and other important communications. Since the main audience of the social network consists of professionals, content posted here has high chances to be seen by project's stakeholders such as industry representatives, researchers, and policy makers.

EU projects and institutions are also highly present on LinkedIn, making this platform ideal for SOUL's networking activities.

4.c.3. Instagram

Account: [SOUL biobased](#)

Instagram is a platform that has seen an increasing number of EU projects recently, and in particular after the first crisis of X. Instagram allows for strong and impactful visual communication, and for complex researchers to be explained in an accessible way and to show the "human side" of the projects.

SOUL will use Instagram for impact storytelling, short videos (stories and reels), and "behind-the-scene" content.

4.c.4. Youtube

Account: [SOUL-biobased](#)

SOUL's YouTube channel will be used to upload the project's video content such as video-interviews, shorts and project's updates.

It will be updated when new video material is available and serve as a repository for this kind of media.



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Table 7 SM KPIs

Action	KPIs
X	100 followers
LinkedIn	200 followers
Instagram	200 followers
Youtube	8 videos, 50 subscribers

4.d. C&D contents for media distribution

4.d.1. Press and news releases

SOUL will rely on news and press releases to communicate events, updates, outcomes, and to share public deliverables, milestones, and scientific publications.

The **news** will be published on the project’s website and circulated via social media and newsletter (when relevant), and they will contain information about project’s updates and events.

All partners will contribute to the dissemination of the news interacting and reposting on social media and sharing the link of the news published on the SOUL website.

Press releases will be used to communicate important milestones reached by the project. They will be published on SOUL’s website, shared with other partners using the project’s letterhead, distributed via social media, newsletter and external multipliers (e.g. Cordis, Horizon Magazine, Innovation Radar, etc.). The most suitable channels will be selected to maximise the impact of each press release.



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The consortium partners will **support the dissemination** of the press releases, sharing them with their stakeholder’s network, using their companies press offices and communication channels (e.g., SM, newsletters, website posts) and translating them in local languages to engage local stakeholders.

Table 8 Press and news KPIs

Action	KPIs
Press Releases	4 (1 per years)
News (blog posts)	50 posts on the project’s website

4.d.2. Audio- visual content

At least **8 videos** will be produced during the project to share relevant information about SOUL.

Videos are an immediate format, easy to share and **engaging** and will be used to support the communication of the project’s key messages. The project’s videos will be published on SOUL’s YouTube channel, on the website with associated news if relevant, and shared on SM. All partners are asked to support the dissemination of the videos sharing them via SM.

Examples of the **video-formats** that will be used are: video-interviews, short “pills” for social media, video-news, and shorts.

With the support of the consortium partners, subtitles in local languages will be provided to support the dissemination of the videos at the local level.

Podcast is a very popular format and an accessible way to share information and updates about the project. A dedicated podcast will be created with at least 4 episodes to share the most relevant news about SOUL.



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The podcast episodes will be available for free on Spreaker, YouTube, and they will be disseminated on SOUL's channels like the website and SM. All partners will support the dissemination of the podcast episodes via SM and other channels.

Examples of topics for the podcast include interviews to project's partners and relevant stakeholders, SOUL's important updates and milestones, topics related to the project that are of general interest for our audiences.

Table 9 Audio- visual material's KPIs

Action	KPIs
Videos	At least 8 videos
Podcast	At least 4 episodes (1 per year)

4.d.3. Social media campaigns

Dedicated **SM campaigns** will be created following important international days or weeks, or to promote specific outcomes or events.

Each campaign will consist of a series of thematic posts featuring cards, videos or photos. Project partners may be asked to provide material for the SM campaigns (such as pictures or short videos) and to contribute to the dissemination process interacting and sharing on SM.

Each campaign will have a **dedicated hashtag** to facilitate its monitoring.

SM campaigns may have different goals. In the first year of the project, they will be mostly **awareness-oriented**, supporting the creation of an online community that will be informed about what SOUL is, what it is doing and why followers should be interested in it.

SM campaigns will also be used to **create a network** with other EU projects under the same call organising joint campaigns.



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Examples of SM campaigns that will be launched during the **first year** of the project are:

- Partner's presentation campaign
- SOUL's objective campaign
- SOUL's solutions campaign
- Newsletter subscription campaign
- Visibility campaigns linked to international days and weeks

Sponsored campaigns can be organised to promote important outcomes of the project.

4.e. Newsletter

A **periodic newsletter** (2 per year) will be released to **inform relevant stakeholders** about the project's updates and to keep them engaged throughout the duration of the project.

SM campaigns will be launched to **create a community of subscribers**, and all partners will support these campaigns interacting and sharing on SM. Partners are also asked to **support the dissemination of the newsletter** sharing its issues with relevant stakeholders from their network.

All newsletters, after being sent, will be also published on the website and the link will be shared on SM.

Table 10 Newsletter KPIs

Action	KPIs
Newsletter	2 per year (8 in total), 150 subscribers



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4.f. Scientific publications

Research and technical partners will disseminate SOUL's results via **scientific publications** on **peer-reviewed** journals. To be accepted as SOUL's publications and be eligible for reimbursement, beneficiaries must ensure that each publication is **Open Access** and ensure that it follows these guidelines:

- at the latest at the **time of publication**, a **machine-readable electronic copy** of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a **trusted repository** for scientific publications;
- **immediate open access** is provided to the deposited publication via the repository, under the latest available version of the **Creative Commons Attribution International Public Licence (CC BY)** or a licence with **equivalent rights**; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND);
- information is given via the repository about any **research output** or any other tools and instruments needed to validate the conclusions of the scientific publication.

For each scientific publications, beneficiaries (or authors) must retain sufficient intellectual property rights to **comply with the open access requirements**.

Following the **FAIR** (Findable, Accessible, Interoperable, Reusable) principles, **metadata** of deposited publications must be open under a **Creative Commons Public Domain Dedication (CC 0)** or equivalent, and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the **metadata** must include **persistent identifiers** for any research output or any other tools and instruments needed to validate the conclusions of the publication.



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A detailed description of the **metadata standard requirements**, storage, and accessibility can be found in SOUL's deliverable 2.1 (Risk and Data Management plan).

A **preliminary list** of high-impact scientific journals where SOUL's results may be published is shown in the table below:

Table 11 Possible list of journals to submit SOUL's publications

Journal name	Description
ASAJA National magazine (online, printed)	More than 200,000 potential professional readers (farmers, ranchers and agro-industries).
Journal cleaner production	IF: 9.7 Cite Score: 20.4
Science of the total environment	IF: 8.2 Cite Score: 17.6
Agriculture, ecosystems and environment	IF: 6.0 Publishes research investigating all aspects of agroecological science
Biology and Fertility of Soil	IF: 5.1 Publishes original papers, reviews and short communications concerning fundamental and applied aspects of biology (microflora and microfauna), biochemistry and fertility of soils
Polymer degradation and stability	IF: 5.9 Journal focused on enhancing and developing understanding of degradation reactions, their control or utilization for sustainability purposes including upcycling or recycling, and material performance optimization via polymer design

a) Additional obligations regarding Open Science

According to SOUL GA guidelines, where the call conditions impose additional obligations regarding the validation of scientific publications, the beneficiaries must provide (digital or physical) access to data or other results needed for



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validation of the conclusions of scientific publications, to the extent that their legitimate interests or constraints are safeguarded (and unless they already provided (open) access at publication).

In case of a public emergency, the beneficiaries must (if requested by the granting authority) immediately deposit any research output in a trusted repository and provide open access to it under a CC BY licence, a Public Domain Dedication (CC 0) or equivalent. As an exception, if the access would be against the beneficiaries' legitimate interests, the beneficiaries must grant nonexclusive licenses (under fair and reasonable conditions) to legal entities that need the research output to address the public emergency and commit to rapidly and broadly exploit the resulting products and services at fair and reasonable conditions. This provision applies up to four years after the end of the action (see Data Sheet, on GA for more details).

Table 12 Scientific publications KPIs

Action	KPIs
Scientific publications	8 scientific publications

4.g. Networking and events

SOUL C&D strategy aims to build a strong network of stakeholders around the project. The first phase would be to **raise awareness** among the project's audiences, the second one will **engage relevant stakeholders**, and the third one will **activate** the engaged stakeholders to support the project's results dissemination, uptake and replication.

Both in-person and online events are important to build this network, to raise awareness about the project and to share important updates, results, and milestones.



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4.g.1. Conferences and congresses

SOUL partners will take part in conferences, seminars and congresses to engage with the **academic community** and share the scientific results of the project with posters, e-posters and scientific presentations. Examples of scientific meetings in which SOUL may take part are the **annual European Bioplastics Conference** and the **BIOPOL international conference**.

Academic partners are going to attend at least **10 events**, they will be responsible for the **scientific content** of their presentations, while Re Soil Foundation will support them sharing their participation on social media and on the project's website and with the visual identity material like the logo, and the power point and word templates.

Table 13 Scientific events' KPIs

Action	KPIs
Scientific events	At least 10 events attended in which SOUL was presented

4.g.2. Fairs

Participation in agriculture and industrial events, fairs, workshops and agriculture and industrial networks will raise awareness about SOUL and promote new dissemination, uptake and business opportunities.

Product owners' partners are expected to attend at least 5 fairs before the end of the project.

Table 14 Fairs participation KPIs

Action	KPIs
Fairs	At least 5 in person fairs attended



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SOUL consortium created a **preliminary list** of fairs, congresses and other in-person events where SOUL and its results can be presented (see table below). The list is not exhaustive, and it will be updated as the project progresses.

Table 15 Preliminary lists of conferences, congresses and events where the project can be presented

Event	Expected outreach
European Bioplastic Conference	+ 300 people from the most recognized bioplastics producers' companies
World Bio markets	+ 450 people form biotech industries
Greentech	+ 12.000 horticultural sector attendees
Fruit Logistica	+ 60.000 attendees
BIOFACH	+ 35.000 trade visitors from the organic food and farming sector
ECOMONDO	All audiences of SOUL project will be represented (around 100.000 visitors)
SICA	+ 200 researchers to attend
IFIB	International Forum on Industrial Biotechnology and Bioeconomy
WASTEINPROGRESS	The international forum for municipal waste management, with 1,700 attendees, exhibiting companies, international speakers
International conference on Life cycle management (LCM)	LCM is one of the world's leading forums for environmental, economic and social sustainability

4.g.3. Demo days

To show and prove the real characteristics of its BPSs, SOUL will organise **5 open days** (the Demo days), one for each Demo site in which selected stakeholders will be able to see how the project's technologies operate in a real-life environment.



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Table 16 Demo days KPIs

Action	KPIs
Demo days	5 Demo days, one day for each country (Italy, Spain, Poland, Ireland, and Portugal)

4.g.4. Publications in sectorial magazines

Sectorial magazines are a powerful tool to **engage specific audiences**, to invite people to join project's events, and to promote SOUL's innovative BPSs.

All partners are expected to contribute to these publications, and Re Soil Foundation will support the dissemination of the articles using the project's communication channels.

Table 17 Publications in sectorial's magazines KPIs

Action	KPIs
Publications in sectorial magazines	15 publications

4.g.5. Practice abstracts

SOUL's practice abstracts are **short summaries for practitioners** on the main findings of the project and practical recommendations. They will be realised using **a clear and easy-to-read layout** according to the project's visual identity. They will be realised in digital, with the option of a printable file for dissemination in in-person events.

All partners will contribute **sharing the main results** of their tasks.



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Table 18 Practice abstracts KPIs

Action	KPIs
Practice abstracts	20– 30 abstracts produced

4.g.6. Workshop and trainings

Workshops and training on SOUL products and technologies will be used to **build a direct relationship** with end-users and particularly with farmers. These kinds of events will support direct interaction between the project and the **end-users** of its products fostering at the same time knowledge sharing and skill development.

All partners should contribute to create the training and workshop materials and support the organisation of these events. Re Soil Foundation will ensure the correct communication and dissemination of the events and results.

Table 19 Workshop and trainings KPIs

Action	KPIs
Workshop	10 workshops
Trainings	8 training sessions, 5 of them coinciding with the Demo days, and 3 organised at a EU level

4.g.7. Final event

SOUL’s final event will be organised to describe and present the **main results** of the project and future steps to keep the legacy of SOUL alive.

The final event will be held **in person**, and it will be open to the project’s partners and to SOUL’s stakeholders. A more detailed structure and organisation of the event will be given in the future updates of the D&C plan.



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Table 20 Final event KPIs

Action	KPIs
Final event	50 attendees



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5. Impact assessment and monitoring

SOUL’s C&D activities will be **continuously monitored** through the entire life of the project. This is necessary to know if the implemented strategy is working and if the chosen C&D channels, formats and tools are adequate to support each phase of the project.

A constant monitoring activity will allow for early detection of issues and makes it easier to modify the C&D strategy to face unexpected risks.

5.a. Outreach

Outreach is about **reaching out** to one or more audiences to share a message or raise awareness around a topic. The success of this action can be quantified in terms of how many people are reached by the message.

In SOUL, it will be continuously measured and quantified for both online and in-person communication actions. In the table below there is a **summary of the main monitoring tools and metrics** that will be used to measure the outreach of SOUL’s C&D activities.

Table 21 Main monitoring tools and metrics to quantify the outreach of SOUL's C&D activities

Channel	Monitoring tool	Metrics
Website	Google analytics	Number of visitors (total vs unique visitors), traffic per page
Social media	SM analytics	Number of followers, number of views per post
Newsletter	Active Campaign analytics	Number of subscribers



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Events (online and in-person)	Partner's reporting	Number of attendees
Workshops and trainings	Partner's reporting	Number of registered participants
Printed C&D material (e.g. flyers, roll-up, printed practice abstracts, etc)	Partner's reporting	Number of printed copies
News and press release	Google analytics, estimated data on partners outreach and external multipliers (for Press Releases)	Number of views of the post, estimated number of views on partner's website (for Press Releases)
Digital resources (e.g. public deliverables, digital version of the flyers, practice abstracts, etc)	Google analytics, Active Campaign analytics, partner's reporting	Number of download from SOUL's website, number of downloads from partner's websites and repositories, number of download from newsletter
Scientific publications and publications on sectorial magazines	Journal/ magazines estimated audience and metrics	Estimated based on the audience of the journal/ magazine

To ensure GDPR compliance, we will handle data following the principles of transparency, purpose limitation, and data minimisation for all SOUL's communication's channels.

In particular:

- The project's website will be provided with a clear privacy policy and cookie consent mechanism;



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- for the newsletter, we will provide a subscription form to express explicit consent, and the “unsubscribe” link will be present in all newsletter’s issues;
- regarding events and workshops, registration forms must only collect necessary personal information, providing specific opt-in checkboxes for the use of photographs or recordings;
- all collected data must be stored securely and managed in accordance with the project’s Data Management Plan (DMP).

5.b. Engagement

Engagement builds on outreach, taking it one step further. It implies that the reached audience **interacts** with the sender of the message. SOUL C&D strategy will build on the established outreach to maximise the engagement of key stakeholders.

Interaction on social media, sharing opinion and interacting at workshops and conferences, getting in touch with SOUL using the project’s contact page are all examples of outreach.

In the table below there is a summary of the **main monitoring tools and metrics** that will be used to measure the engagement in SOUL’s C&D activities.

Table 22 Main monitoring tools and metrics to quantify the engagement in SOUL's C&D activities

Channel	Monitoring tool	Metrics
Website	Google analytics	Average session time, number of events (click on links, downloads, etc.)
Social media	SM analytics	Engagement
Newsletter	Active Campaign analytics	Opening rate, click rate



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Events (online and in-person)	Partner's reporting	Estimated on the number of attendees, based on the type of events (talk, poster presentation, etc)
Workshops and trainings	Partner's reporting	Number of effective participants
News and press release	Google analytics, estimated data on partners outreach and external multipliers (for Press Releases)	Traffic from social media and newsletter (click from link)
Digital resources (e.g. public deliverables, digital version of the flyers, practice abstracts, etc)	Google analytics, Active Campaign analytics, partner's reporting	Traffic from social media and newsletter (click from link)
Scientific publications and publications on sectorial magazines	Journal/ magazines estimated audience and metrics	Impact factor (for scientific journals), traffic from social media and newsletter (click from link)



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6. Future timeline

This first version of the C&D plan is released at a very early stage of the project (M6 of 48) and aims to be the foundation for SOUL's C&D strategy, analysing the project's tools, channels and formats listed in the GA.

The plan focuses on **raising awareness** and creating interested **communities of relevant stakeholders**. It also serves as a guideline to **establish good C&D practices** and internal communication workflow among the project's partners.

The future updates of the C&D plan will integrate data from outreach and engagement measurements, and guidelines on how to maximise them for each of our project's channels.

Particularly:

- **Dissemination & communication plan, actions and updates 1 (M18):** it will focus on how to maximise the engagement of SOUL's C&D activities, capitalising on the established online and offline communities while still expanding the project's network of stakeholders.
- **Dissemination & communication plan, actions and updates 2 (M36):** the focus will be on maximising engagement and activating the most relevant stakeholders to pave the way for the exploitation of the project's results.
- **Dissemination & communication, actions and updates – final (M48):** will provide a final overview and analysis of the C&D strategy and actions of the projects and guidelines on how to maximise the impact of the project after its end.



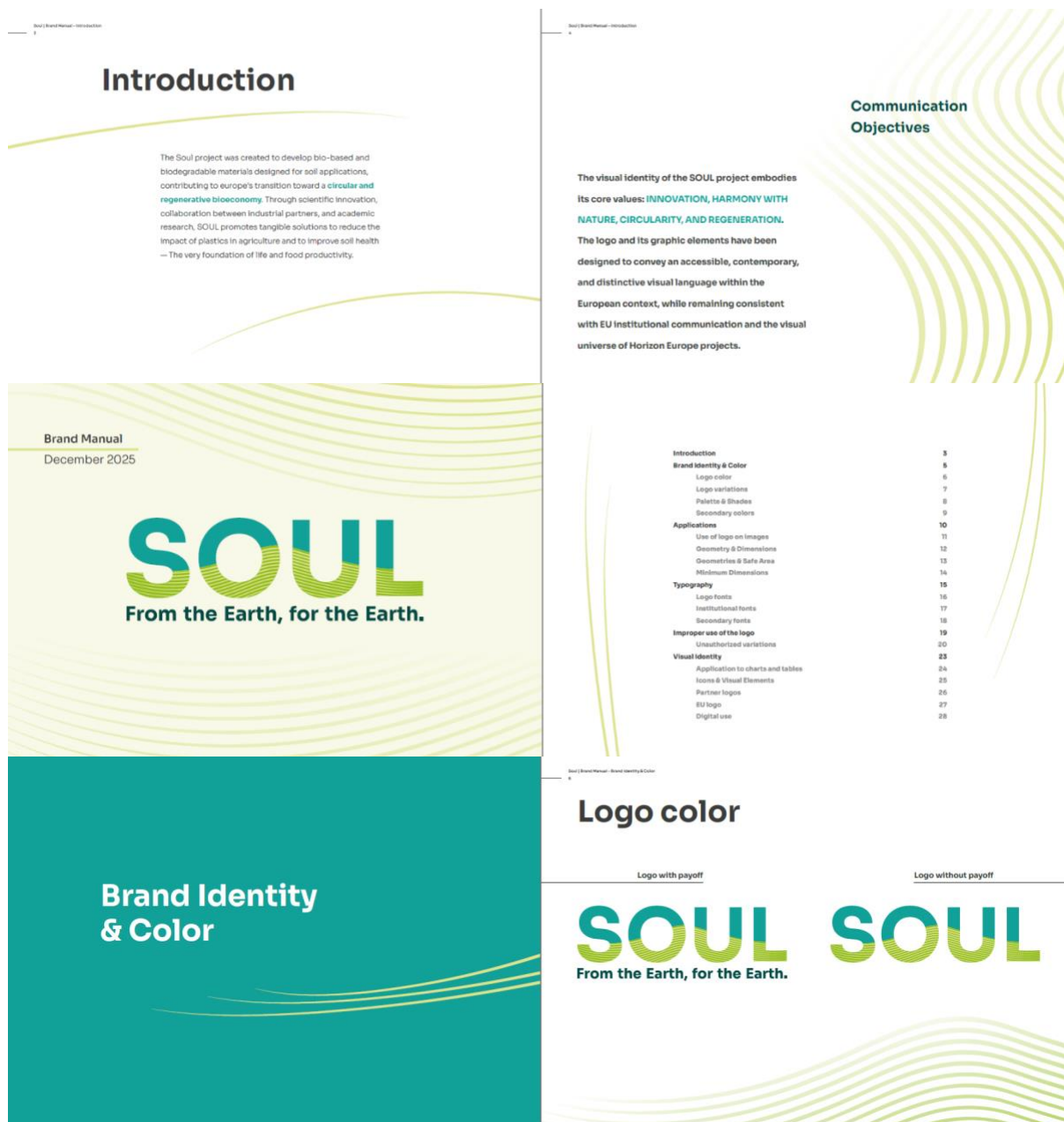
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7. Appendix 2 – Brand identity guidelines



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SOUL (Brand Manual) - Brand Identity & Color

Secondary colors



SOUL (Brand Manual) - Brand Identity & Color

Logo variations

When the primary logo cannot be applied in its original form due to space or legibility constraints, it is preferable to use the alternative versions. The pictogram should be used for favicons, app icons, and documents.

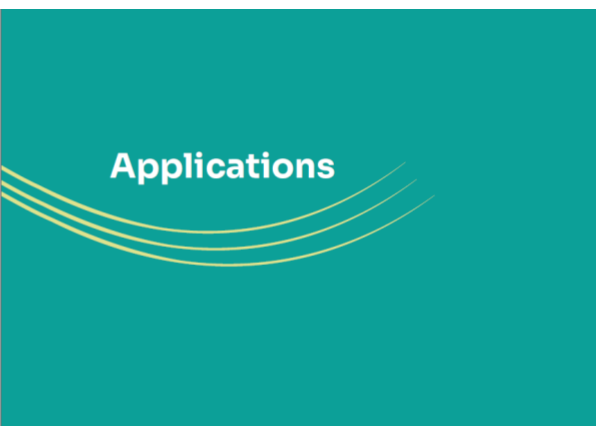
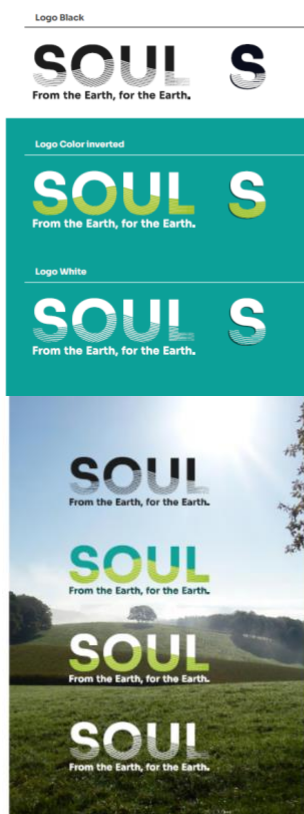
Pictogram



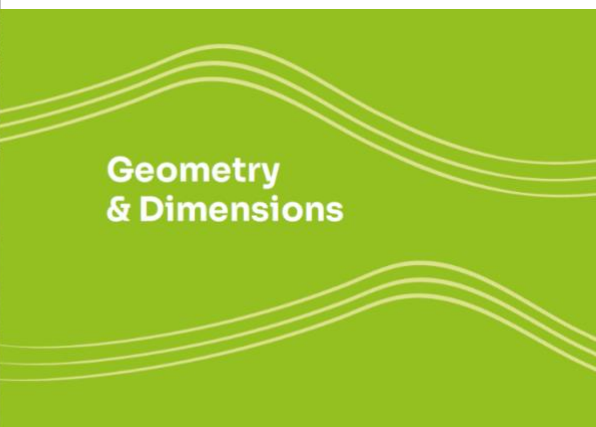
SOUL (Brand Manual) - Applications

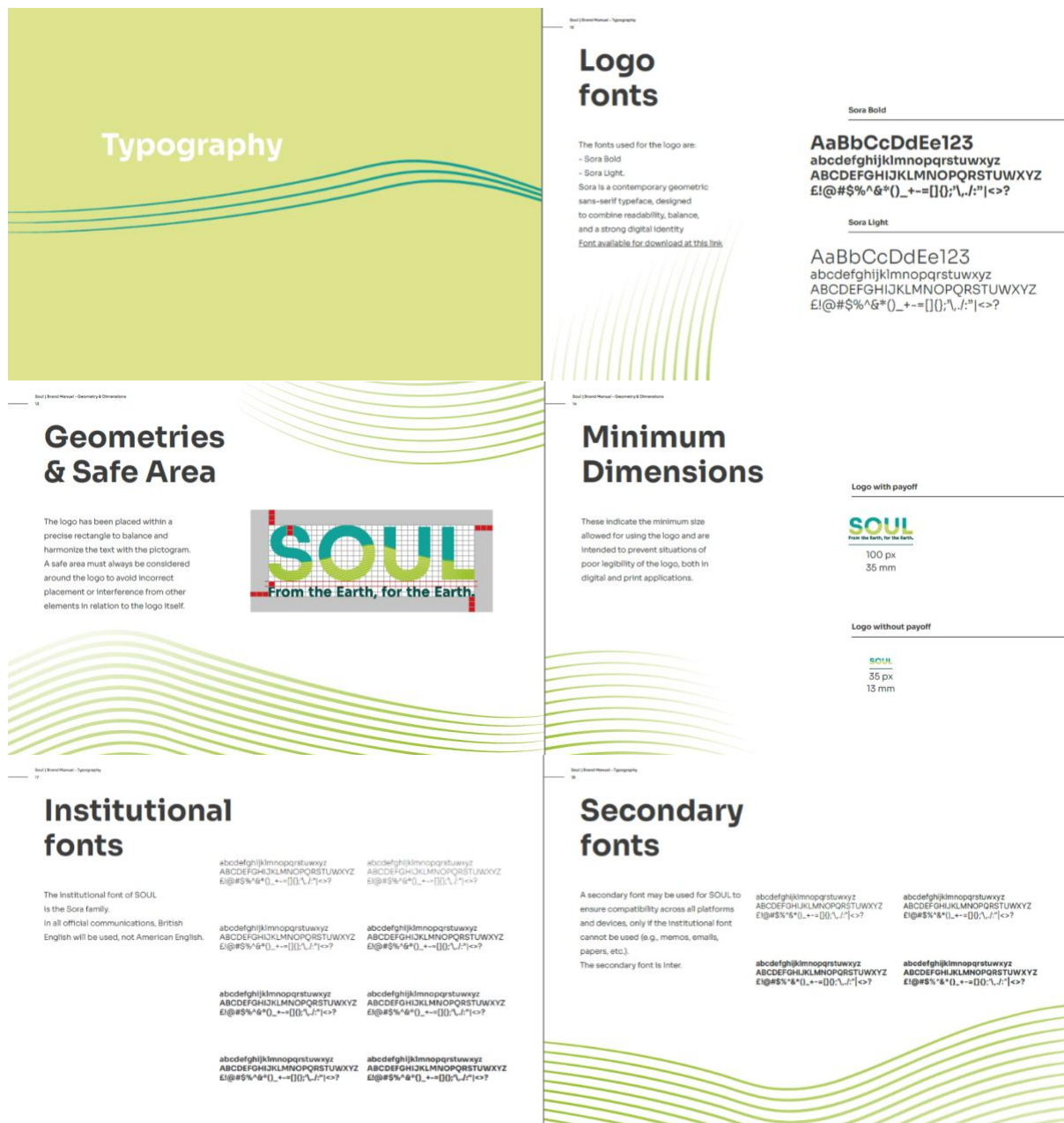
Use of logo on images

When placing the logo on images, the background must be homogeneous and free of excessive details or gradients that compromise readability. Therefore, depending on the background where it is placed, the Logo-color or Logo-White version should be used.



Palette & Shades

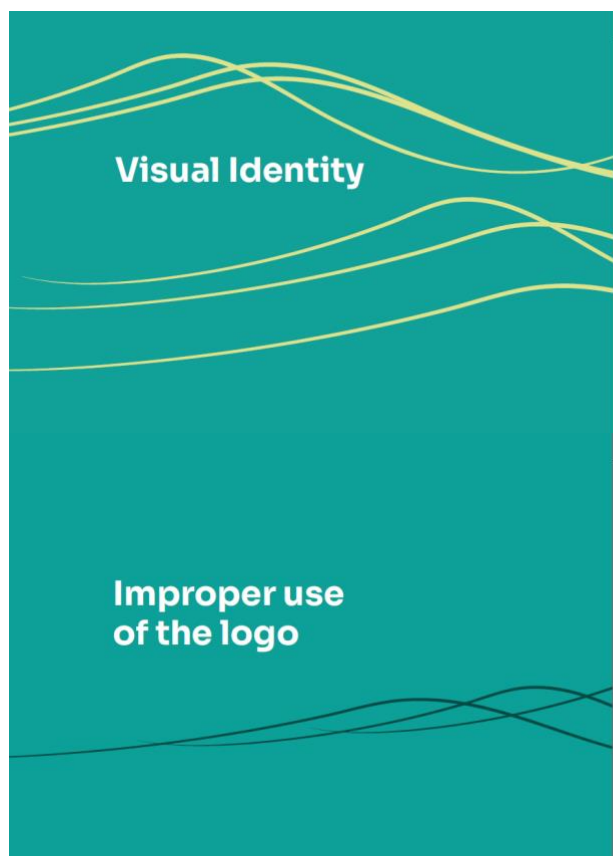




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SOUL Brand Manual – Visual Identity

26

Application to charts and tables

Charts and tables must align with the visual identity and necessarily follow the same style presented here: solid monochromatic geometric shapes with sharp corners.

Colors must be those of the primary palette or variants of those colors. The font must be Sora; if the primary font cannot be used, the secondary font may be applied.



SOUL Brand Manual – Improper use of the logo

27

Unauthorized variations

To ensure the logo is always recognizable and consistent with the brand image, it is necessary to follow these logo usage guidelines and not modify its colors, fonts, element placement, etc., as in the following examples.

Do not stretch the logo vertically or horizontally



Do not modify the proportions or positioning of the text



SOUL Brand Manual – Improper use of the logo

27

Unauthorized variations

To ensure the logo is always recognizable and consistent with the brand image, it is necessary to follow these logo usage guidelines and not modify its colors, fonts, element placement, etc., as in the following examples.

Do not change the logo's font



Do not change the logo's colors and elements



SOUL Brand Manual – Improper use of the logo

28

Unauthorized variations

To ensure the logo is always recognizable and consistent with the brand image, it is necessary to follow these logo usage guidelines and not modify its colors, fonts, element placement, etc., as in the following examples.

Do not apply shadows, gradients, or other effects



Do not place the logo on images or graphics that compromise readability



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Figure 3 SOUL brand identity book



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8. Appendix 3 – Tracking spreadsheet for C&D activities

[illegible][illegible][illegible]

Figure 4 - Examples of tracking spreadsheets for C&D activities