

NATIOONS

Deliverable 4.1 – Coaching and Capacity Building Report, Round #1



Data sheet

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Glossary of terms and abbreviations list

Term	Description
AC	Associated Country to Horizon Europe
CB	Capacity Building
EC	European Commission
ENoLL	European Network of Living Labs
KPI	Key Performance Indicator
LH	Lighthouse
LL	Living Lab
MS	Member State
NDA	Non-disclosure Agreement
REA	Research Executive Agency
Mission	EU Mission 'A Soil Deal for Europe'
Soil Health LL topics	HORIZON-MISS-2023-SOIL-01-08: Co-creating solutions for soil health in Living Labs and HORIZON-MISS-2023-SOIL-01-09: Carbon farming in living labs

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1 Executive Summary & introduction

The NATIOONS project, is supporting the EU Mission "A Soil Deal for Europe" (Mission) across national communities, where the consortium act as a messenger for the Mission through multiple activities, such as:

- Raising awareness nationally and regionally
- Providing access to capacity-building materials
- Addressing regional soil needs through Living Lab (LL) setups
- Fostering matchmaking for LL clusters

Besides the above, NATIOONS supports the Mission by empowering stakeholders in 43 Member States and Associated Countries to apply for the Horizon Europe Soil Health LL topics 2023 and 2024.

NATIOONS offer assistance through:

- National Engagement Events: These events raise awareness, promote discussions on soil health challenges, Living Labs, and proposal development in line with Mission criteria, held in all HE eligible countries in March and April 2023.
- Matchmaking Platform: The online Platform connects potential project partners at national or regional levels for LL collaboration.
- National Mentors: Trained mentors provide coaching at the national level, offering expertise tailored to specific land use and management issues related to the Soil Health LL topics.
- Webinars: A series of webinars cover Living Labs methodology, Mission criteria, best practices, and recommendations, as well as the application process.
- Thematic Factsheets: These factsheets offer essential information on Mission objectives, LL criteria, and specificities for different land use types.
- Thematic Events: Online events address cutting-edge topics related to the Mission, allowing participants to delve deeper into soil health, agri-food innovation, industrial land stewardship, and more.
- Online Helpdesk: A digital platform provides on-demand support through FAQs and personalized assistance to proposal developers.

This deliverable reports on the work related to tasks 4.1 and 4.2, carried out by consortium partners from Department of Agroecology at Aarhus University and ENoLL (European Network of Living Labs), respectively. These partners provide applicants with tools and coaching (T4.1), to ease the application process and guide them through consortium building and to design sustainable and well-thought soil health improving living labs. To provide possible applicants

from all over Europe with valuable advice, NATIOONS has found mentors in 18 European countries, who can be consulted by possible applicants.

This deliverable is written to report on the implementation and execution of tasks 4.1, Coaching Sessions, and 4.2, Capacity Building. The tasks feed into NATIOONS' main objective, that is enhancing the possibilities of more viable and well-planned soil health improving living lab applications under the Mission auspices, which hopefully will lead to the establishment of well-functioning living labs in the near future. The deliverable will provide both the public and the funding body, with knowledge on NATIOONS' initial progress and results. The next deliverable, D4.2 Coaching and capacity building report, round #2 that is two years into the existence of the NATIOONS project, will then be able to use this exact report on initial progress, as a benchmark for, how the project progresses.

In short, the function of T4.1 has been to identify candidate Soil Health Living Lab Mentors in all EU member states and associated countries, followed up by a process aligning the candidates' perceptions on the meaning of a living lab and understanding the topic description in dept by participating in on-line training sessions. This concluded in mentor candidates signing the Non-Disclosure Agreement (NDA) agreements to officially become mentors and thereby be mandated to coach possible living lab applicants within the NATIOONS framework. This will be elaborated on later in this deliverable.

Alongside the coaching of mentors, NATIOONS' has carried out capacity building, prepared and implemented by ENOLL, the European Network of Living Labs, a NATIOONS consortium partner, that leads online support to bolster up stakeholders around the Soil Mission (hereafter only described as the Mission) and broaden their understanding of what a LL is. ENOLL have for this purpose, produced e-learning materials, including factsheets and webinars. The Capacity Building in combination with Coaching Session activities, provide information and training, that enhance the chances of well-conceived and relevant Soil Health Living Labs being created, by making sure living lab applicants are not only trained well by mentors with knowledge on living lab concepts; participants will also have capacity building material available to them in order to design and create a strong Living Lab consortium. The materials include manuals which they can use to design a living lab. The capacity building provided by NATIOONS does, in general, provide applicants with hands-on capacities, whether it be factsheets or webinars on specific living lab related questions.

In supporting the applicants at national level identifying It has been important to associate skilled mentors has been of the essence. Therefore, the NATIOONS consortium has mapped stakeholders across EU Member States and Associated Countries during most of its first 'introduction and pilot' phase, to get in contact with gatekeepers in each country.



In most countries, the National Contact Point (NCP) structure, and its responsible officers appointed either for the Mission or the Food, Bioeconomy, Natural Resources, Agriculture and Environment area, were primary contact points, since it is already an integrated part of their job description, to support the Soil Health Mission calls. Consequently, many NCPs have taken on the role of mentors themselves while others have tried assisting NATIOONS in finding suitable mentor candidates, interested in acting as mentors within the NATIOONS framework.

NCPs are national structures associated to the framework programme. NCPs give personalised support on the spot and in applicants' own languages.

After reaching out to possible mentors, AU AGRO has continuously answered questions about the scope of the mentoring work – such as the mentors' expected workload, responsibilities, and for how long they are expected to commit to mentoring duties. In parallel, NATIOONS has planned and implemented two training of trainers webinars that offered training to candidate mentors, so they all could be aligned in terms of living lab concepts, practical circumstances regarding the application process and confidentiality measures, after which they were able to take an informed decision about becoming NATIOONS Mentors or not.

All webinar participants, whether they joined for reasons of curiosity or already knew they would commit to mentoring, were then briefed on, how it is necessary for them to read and sign NDA-documents to officially become NATIOONS appointed Soil Health Living Lab mentors, and thus appear on the NATIOONS website with name and contact details. NATIOONS have since then continuously collected signed NDA documents and updated the website accordingly, thereby expanding the number of mentors available to possible applicants.

To carry out the work related to recruiting soil health living lab mentors and training them in living lab-affiliated concepts, a number of Aarhus University's soil and farming systems scientists and research support advisers, planned a training programme for mentors. They have also been responsible for all communication and mapping of possible mentors, organising of the training of trainers event (I.e., training the mentors that will eventually offer training to living lab applicants) webinars and gathering and handling Non-disclosure Agreement (NDA) documents and FAQ by mentors and applicants. Content for webinars on soil health and living labs, have been created and presented by the NATIOONS partners who also produced the slides for the National Engagement Events – another NATIOONS activity belonging to another work package, which will be described in its own deliverable. Additionally, a senior officer from the Aarhus University's Research Support Office, with great experience in providing support for framework programme applicants, provided webinar attendants with important guidance on application practices.

The Capacity Building (CB) efforts plays a pivotal role in the NATIOONS project, to ensure the success of the Mission. Its main objective is to guarantee the submission of high-quality



applications for the first two sets of topics aimed at establishing Living Labs (LLs) in 2023 and 2024. These efforts are led by the European Network of Living Labs (ENoLL) as part of Work Package 4, "Supporting Proposal Applicants."

NATIOONS' Capacity Building brings together a comprehensive range of essential training and guidance activities tailored specifically for applicants interested in the LL topics related to the Mission. At its core, Capacity Building provides online support materials for stakeholders involved in the Mission. These materials include a series of e-learning resources, such as Factsheets and recorded webinars, offering information about the criteria governing Soil Health LLs and the objectives of the Missions within the context of various land use types. This initiative sets the stage for prospective LL applicants in the future.

As listed in the table of contents, this deliverable is separated into two sections. section 1 describes the Coaching Sessions and Training-of-Trainers, while section 2 reports on Capacity Building. Each chapter contains descriptions and analysis on the execution of tasks and related KPIs.



2 Coaching Sessions and Training-of-Trainers

2.1 Training of trainers

NATIOONS has organized training webinars to ensure mentors selected are fully qualified to offer quality advice to potential applicants in their respective countries.

The training of trainers (ToT) webinars covered the living lab concept and its history presented by ENoLL, a thorough explanation of NATIOONS' raison d'être and a guide on how to do a best practice Horizon Europe application, presented by the Research Support Office at Aarhus University.

After having signed a non-disclosure agreement, mentors are allowed to start hosting official coaching sessions with possible applicants on the application process and act as a sparring partner on how to establish a soil health living lab.

2.2 Description of ToT-webinars

To make the training of trainers seem reasonable to attendants in terms of time consumption, NATIOONS decided to divide the training into two parts. One webinar on the 8th of March 2023 and a second webinar on the 15th of March in the following week, both with a duration of approximately 90 minutes. The first webinar primarily presented the concept of a living lab, and how it has evolved within the area of research in recent years. The webinar offered presentations on living lab methodology and how it differs from other participatory, multi-actor research designs. NATIOONS' online tools were showcased, including a matchmaking platform, that is helpful when applicants are trying to find consortium partners. Examples of existing soil health living labs were also shown and discussed. The webinar's programme is in annexes 1.

The second webinar was mainly focused on the topics, and how exactly one should decipher them to help applicants write the best possible application and thereby enhance their chances of funding and elevating the overall quality of applications. Both webinars had Q&A sessions at the end, to safeguard against mentors leaving the meeting with questions unanswered. All presentations are stored online at a designated Microsoft Teams folder, which can be accessed only by mentors, so they can consult the documents before a coaching session, if they would need to revisit learning material. In the same folder, a FAQ document is kept, where mentors can note down questions they would want answered, which the NATIOONS consortium partners will then tend to in due time. See annex 1 and 2 for visual representation from the webinars.

Coaching: List of official mentors

At NATIOONS' website¹, all mentors are listed. They have all signed the non-disclosure agreement. Additionally, they are biannually asked to fill a reporting document, to enable NATIOONS partners to get a grasp of the nature of the questions mentors receive during coaching sessions. The feedback will be used to design the consortium's communication with possible applicants next year, to better meet the demands of curious stakeholders. Preliminary results from the first reporting round will be presented below.

What services they offer

Mentors serve as a source of clarification on living lab matters, as a sparring partner on application writing and finally, they also serve as a gateway to NATIOONS' initiated tools – such as the matchmaking platform. As mentioned earlier, all mentors work under non-disclosure agreement regulations and have received training in coaching possible applicants on soil health living lab matters, in the ToT-webinars.

Currently NATIOONS has mentors operating in 18 countries. As illustrated in the provided figure below, certain countries feature multiple mentors within their borders. In instances where countries possess more than one official language, such as Belgium, which has both a French-speaking region and a Flemish-speaking region, NATIOONS has made efforts to enlist mentors from both regions. This approach aims to provide support to applicants within their respective regional and linguistic contexts.

¹ <https://nati00ns.eu/mentors>

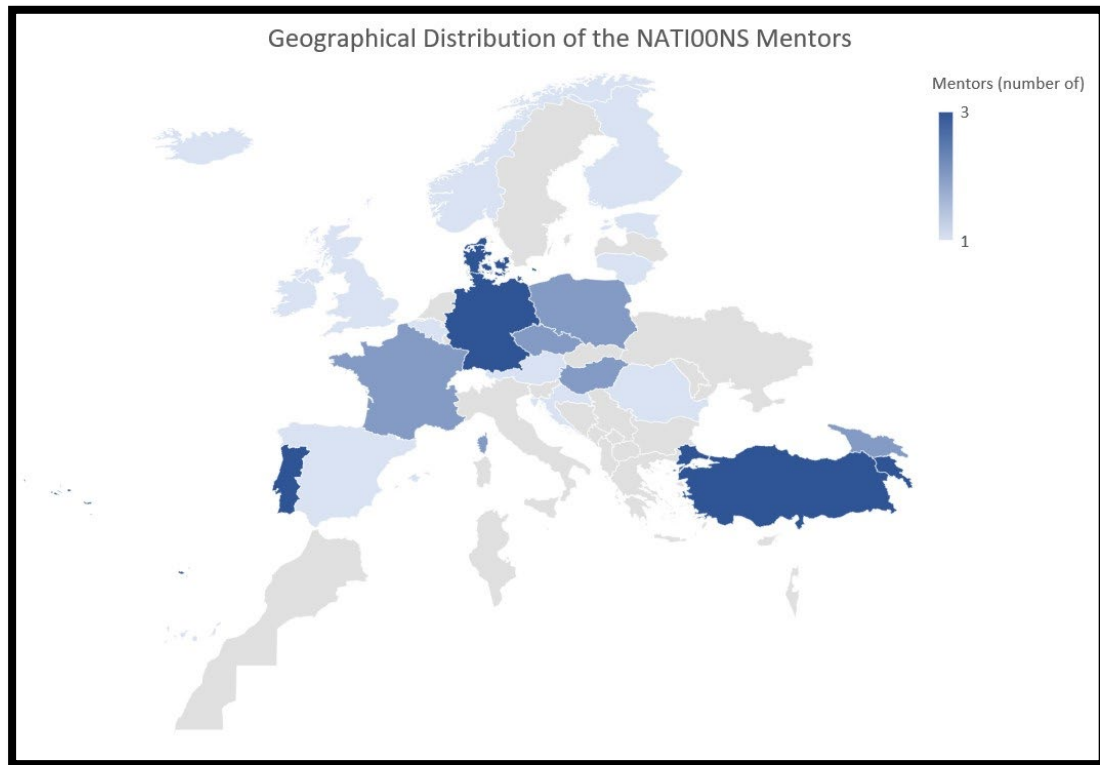


Figure 1: Geographical distribution of the NATIOONS Mentors

2.3 Evaluation – Survey results and KPI results

The first ToT-webinar had 55 attendees and the second webinar had 38. The target Key Performance Indicator (KPI) for the ToT-webinars is 45 attendees in each of the webinars. As an average of the two sessions, the KPI was met. The most plausible reason for the decreasing number of attendees for the second webinar was, according to several mentors, that they already had some level of knowledge on main theme of the second webinar (application practices) because of their daily job as NCPs. Related analysis on the number of possible mentors attending, can be found in the conclusion section.

Compiled results from mentoring surveys

Based on received feedback from 13 mentors by the 1st of July 2023, here follows a set of compiled results from NATIOONS' mentors reporting. This small compilation provides the NATIOONS consortium with insights into the needs of possible applicants, so that it will be possible to tailor the official communication between NATIOONS consortium partners and mentors, to better fit the needs and demands of both mentors and possible applicants for next year's Soil Health Living Lab topics.

Mentors indicate that they have conducted a varying number of coaching sessions with applicants, ranging from 1 to 12 sessions. Because of the voluntary nature of mentorship

work, NATIOONS has been unable to put pressure for reporting from remaining mentors, resulting in limited knowledge of the extent to which mentors have advised applicants. Up to the reporting deadline, NATIOONS has issued several reminders regarding the completion of the reporting template.

The report's conclusion section will include insights and reflections on the challenges NATIOONS has encountered in recruiting Mentors across all countries and the reasons behind these difficulties.

Are the people that until now have met with mentors in consideration- or application writing phase?

For the NATIOONS consortium to know who seek insights from the newly appointed mentors, a survey has been carried out. It gives an overview of the nature of the inquiries done by applicants and the numerical tendencies of the respective themes, which then again will allow the consortium to do analysis on. In other words, the consortium gains valuable insights into the types of inquiries that are typical and how far potential applicants are in the entire process. These insights can later be used to tailor the official communication of NATIOONS in relation to the end-users. See figure 2 below, that shows how most inquiries to NATIOONS mentors by the 1st of July, are made by possible applicants that consider themselves to be in the consideration phase.

Status on applicants	Number of inquiries
Consideration phase	50
Writing phase	9
Looking for partners	2
Living lab related questions	1
Support on event planning	1

Figure 2: Table with an overview of the institutions of possible applicants, that have been in contact with NATIOONS mentors.

Themes of inquiries (FAQ to mentors):

Table 1 below shows the most frequent themes that NATIOONS mentors' have had inquiries on by possible applicants. See below also a cloud tag (figure 3), that shows the most used word in mentors' reporting on their guidance of applicants, which should serve as a quick overview. Again, the idea of these surveys, is to provide the NATIOONS consortium with an overview of the kinds of queries made by applicants and the statistical patterns associated with specific themes. This, in turn, enables the consortium to conduct thorough analysis. Put differently, the consortium acquires valuable insights into the common types of inquiries and the progress

potential applicants have made in the overall process. These insights can be subsequently utilized to customize NATIOONS' official communication concerning end-users.

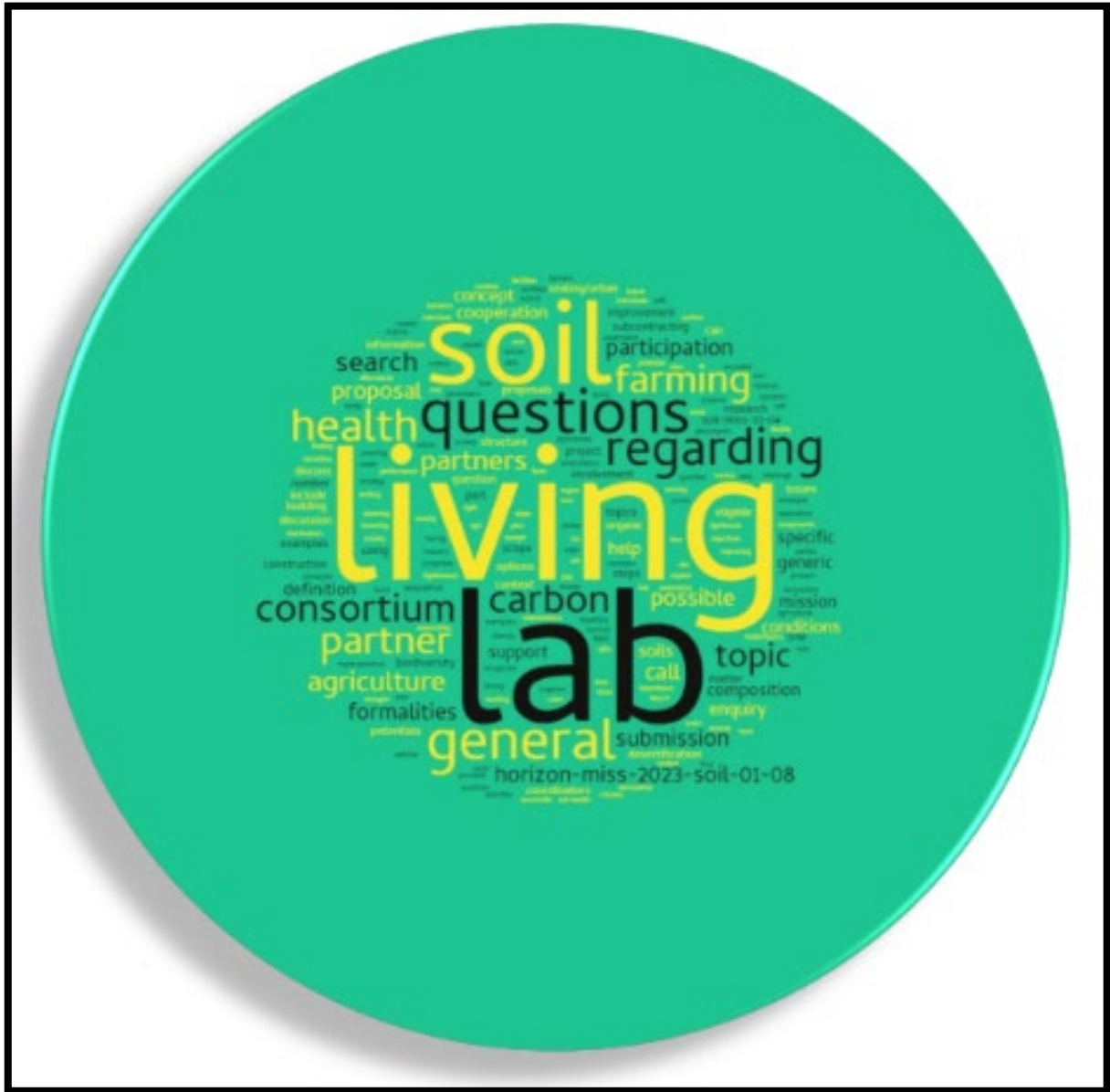


Figure 3: A cloud tag showing the most used words in NATIOONS reports from mentors, describing the themes of their mentoring appointments with applicants.

Table 1: A list of the most frequent themes of inquiries by applicants to mentors.

Finding consortium partners and how to do a best practice consortium composition	Soil literacy and soil health Soil structure
Participation conditions	Biodiversity
Definition of a living lab (what is necessary to include to qualify)	Inquiries about application practices (proposal, submission, implementation plan and legal questions)
Inquiries on geographical distribution of living lab actors and sites	Definition of carbon farming
Technology in a Living Lab	Urban Soils
Discussion of research strategy	Subcontracting
Type of sites (hybrid living lab)	How to qualify for being a lighthouse
How to include citizens	How to include civil society

The possible applicants' institution type:

Below is a table (table 2) showing the quantity of inquiries from individuals representing various types of institutions. Once again, this provides the consortium with insight into which institutions may require further guidance, which can be particularly valuable when paired with the content of these inquiries. Furthermore, in alignment with NATIOONS' overarching goal of involving diverse institutions in 'living labs,' it's important to gain an understanding of which institutions are showing interest and seeking advice from mentors. Additional analysis of this data will be conducted as needed and used in D2.4 Recommendation on knowledge exploitation.

Table 2: Numbers on inquiries from respective institutions, which is described above the table.

Research Organizations	28
Small and midsize enterprise (SME)	16
Public sector (municipality or authorities regional and nationally)	7
Consultancy/advisory firms	6
Non-governmental Organizations (NGOs)	5
Farmers	2
Large enterprises in agri-food industry	1

NATIOONS' Match Making Portal

NATIOONS offers a Matchmaking tool on the website². Through this portal, users are encouraged to register and categorize themselves based on whether they are seeking potential collaborations in a Soil Health Living Lab consortium or if they are simply curious, or even interested in coaching and assisting new consortia in getting started, by categorizing themselves as “coach”. Of the current NATIOONS mentors, 9 have registered themselves in the Portal as coaches, and 22 coaches have not attended the Mentor training, of these 7 countries are represented which do currently not have a Mentor. NATIOONS aims to reconsider utilization of the portal for Mentor- applicant communication and integrate a new category for the official NATIOONS Mentors, with appropriate description of training and non-disclosure of information exchanged. Additionally, NATIOONS will try to recruit the self-identified coaches from the platform, to become Mentors.

2.4 Conclusions and recommendations.

The task lead AU AGRO has already gained valuable experience that will be beneficial next year. The NATIOONS consortium now possesses a list of potential mentors, after a monitoring of all contacts, interactions, and responses. This contrasts with the project's initial stage when NATIOONS had preliminary ideas about potential mentors in specific countries. Now, it's clearer which institutions in which countries are open to these responsibilities. In essence, NATIOONS has established connections with reliable gateways in many countries, that are knowledgeable about AKIS in their regions, responsive, and willing to assist in finding suitable mentors. This results in smoother communication with fewer dead ends.

Due to the inability of NATIOONS to recruit Mentors across all countries before the Training-of-Trainers webinars in March, it has been necessary to continue the mentor recruitment process throughout the spring. This effort aims to align more closely with our initial objective of having mentors in all EU countries and associated countries within the union. Consequently, NATIOONS has consistently expanded its search for potential mentors. To facilitate this, NATIOONS has established a restricted-access online database within a Teams folder to share training materials with prospective mentor candidates. These candidates are required to review the recorded training material from the March webinars before receiving the Non-Disclosure Agreement (NDA) for signature, which is a prerequisite to sign for becoming an official NATIOONS mentor.

Strong and trustful networks of, and relations between, a lot of NCPs and mentors in different countries have nevertheless been established, as NATIOONS partners have gotten to know institutions and persons to count on, who are also very keen on spreading the word of NATIOONS and the Soil Health Mission in general. That being said, NATIOONS have not been

² <https://natio0ns.eu/matchmaking-opportunities>

able to find mentors in all relevant countries so far, which has sparked an ongoing internal discussion among consortium partners. NATIOONS believe that there are several reasons as to why the consortium has not associated as many mentors as they initially planned for.

Two main, underlying reasons for mentor recruitment difficulties have been identified. This problem is briefly analysed below, with a view to developing appropriate solutions.

Conflict of interest fears: non-disclosure agreement fears.

A lot of possible mentors have been reading through the NDA, and some came to realize that they do not want to jeopardize their department's opportunity to partake in a living lab application, since their mentoring commitment could induce conflict of interest difficulties. They fear those repercussions because of the NDA phrasing saying, that a mentor must not work in the same department, as an applicant for the LL topics. The notion of a department serves as a source of confusion, since it is vague what exactly differentiates one department from another in research performing organizations (RPOs). In NATIOONS, the guidance to Mentors have been, that a department need to have separate economy/budget line, as an example from AU: staff from AU DCA can be Mentors, if no other staff in AU DCA are applying for the LL topics, and if there are secure electronic fire walls towards potential applicants in the Aarhus University (in this case AU AGRO).

The NDA phrasing using the word department, is a formulation provided by REA in the NDA signed by NCPs. The Legal Advisors at AU has used the same expression in the NATIOONS NDA.

This gives a challenge related to mentors' uncertainties and the dynamic nature of their affiliations (research funders, RPOs, authorities) and subsequent fears of COI compromising their department have made many potential mentors withdraw from signing the NDA.

Mentor candidates express concerns that their commitment to mentoring may potentially hinder the success of their department colleagues when participating in Living Lab applications. This apprehension arises from the language within the Non-Disclosure Agreement (NDA), specifically paragraph 23, which states that an applicant may be "requested to withdraw from the proposal/action". The NDA can be found in Annex 9. As a consequence, approximately 40 candidates interested in becoming NATIOONS Mentors have not been able to sign the agreement, since they are anxious that their involvement may inadvertently jeopardize their department's opportunities to participate in Living Lab applications.

In other words, this leads to risk aversity and limited interest in taking on mentor roles. If REA can define the term *Department* more precisely, or optimally eliminate the risk of COI, if from the same department - as long as confidentiality is secured (e.g., by only mentoring within the institution), it would make a big difference for the recruitment of Mentors.

Hence, in countries where NATIOONS couldn't establish a stable relationship with the NCP structure, and where NCPs weren't interested in mentoring, recruiting mentors has been challenging. NATIOONS has received guidance from REA, to try to reach other contact points





for public funding, who normally mentor at national level on research calls in the soil health area. NATIOONS will continue to seek more mentors, and seek for a solution for the risk of COI of Mentors outside the ministries.

Remuneration

The NATIOONS project has not allocated funds to offer reimbursement for the work of mentors, and this is described as pivotal by many mentor prospects from both the public and private sectors when they hear about the content and extent of the mentor role. This challenge holds significance for NATIOONS because having mentors in as many countries as possible ensures that applicants receive tailored guidance suited to their national context. Additionally, in countries where NCPs do not take on the mentor role, NATIOONS heavily depends on the capacity to recruit mentors from other sectors. The NATIOONS consortium will discuss possibilities for a budget for Mentors at the next consortium meeting in Serbia in October 2023.



3 Capacity Building

3.1 Capacity Building Activities Progress Report

Capacity Building (CB) plays a pivotal role in the NATIOONS project, directly influencing the success of the Mission by ensuring the submission of high-quality applications for the first two sets of topics aimed at establishing LLs in 2023 and 2024. Spearheaded by the European Network of Living Labs (ENoLL) under Work Package 4 "Support to proposal applicants," NATIOONS Capacity Building brings together a comprehensive range of essential training and guidance activities tailored specifically for LL topic applicants.

At the core of this Capacity Building lies online support material to support stakeholders around the Mission. This includes a set of e-learning materials in the form of Factsheets and recorded webinars (as detailed in Table 2). These Capacity Building activities provide information related to the criteria governing Soil Health LLs and the objectives of the Missions in the context of distinct land use types paving the way for future LL applicants.

By bolstering the competence and expertise of applicants, Capacity Building plays a decisive role in the success of the Mission to establish 100 LLs and LHs to lead the transition towards healthy soils by 2030.

The following chapter builds on the NATIOONS Capacity Building Plan (Deliverable D4.3, March 2023). It offers updates, when available, on the implementation of NATIOONS e-learning and webinar activities as well as outlines new next steps³. Chapter 2 also presents the results of the CB activities' Key Performance Indicators (KPIs), showcasing progress and achievements thus far, highlighting lessons learned, and offering insights for future improvements.

Table 2: Set of e-learning materials in the form of Factsheets and recorded webinars

Activity		NATIOONS WP	Target group	Goal	Delivery timeline
E-learning Materials	Factsheet 1	WP4	LL applicants	Provide key information on LL criteria and topics.	Factsheets made available on the NATIOONS project website ⁴ and Zenodo community ³ as of May 2023. Factsheets will be updated following the release of the 2024 calls and availability of the preliminary results in 2023 calls
	Factsheet 2	WP4	LL applicants: agricultural land use	Provide key information on Mission objectives, LL criteria and specificities for different land use types.	
	Factsheet 3	WP4	LL applicants: urban land use		
	Factsheet 4	WP4	LL applicants: industry land use		

³ As Thematic Events will be covered in the future Deliverable 3.3 ("Review of Events"), a performance review of these activities is not included in this present deliverable. Interested stakeholders are invited to view D3.3 once published in late 2024.

⁴ <https://natioons.eu/factsheets>

Activity	NATIOONS WP	Target group	Goal	Delivery timeline	
Factsheet 5	WP4	LL applicants: forestry land use			
Webinars	Webinar 1	WP4	LL applicants	Expand information provided to applicants on LL methodology, Mission criteria, best practices, and recommendations, as well as on application process.	Webinar 1,2 and 3 recordings made available on the NATIOONS project website ⁴ as of July 2023.
	Webinar 2	WP4	LL applicants		
	Webinar 3	WP4	LL applicants		
	Webinar 4	WP4	LL applicants		
	Thematic webinars	WP3	LL applicants: focus tbc	Expand information on specific Mission themes to be defined. Co-creation experiences in cutting-edge subjects and soil health.	Webinars to be delivered in 2024 and a performance review of these activities will be covered under Deliverable D3.3 Review of events

3.2 Factsheets

Objective of Factsheet Activities

From February 2023 to June 2023, ENOLL coordinated the NATIOONS partners in the development of support material in the form of Factsheets. The aim of the Factsheets is to support the LLs before and during the application process to the Mission LL topics, as well as to support knowledge exchange on soil health.

The Factsheets' goal is to provide valuable information and insights into the concept of **Living Labs and Lighthouses**, their significance in promoting sustainable practices, and their role in the EU Mission 'A Soil Deal for Europe'⁵ to address the questions of stakeholders on key aspects. By providing complementary information in an easily accessible format, the Factsheets expand the concepts conveyed in the National Engagement Events supporting potential applicants in gathering the knowledge on specific key aspects.

Factsheets Content Development

Five Factsheets have been co-created within NATIOONS to support the first wave of applicants to the 2023 Mission LL topics:

- The first Factsheet focuses on the general concept of LLs and the 2023 Living Lab topics, provides an overview of the definition of LLs and LHs, the criteria for identifying them, and a clear guidance on how to prepare and implement Soil Health LLs and LHs in relation to the Mission Implementation Plan.

⁵ https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/soil-health-and-food_en

- The additional four Factsheets deepen the LL concepts and particularities, tailored to four specific land uses: agricultural, urban, industrial/post-industrial, and forestry/nature. By delving into the unique characteristics and objectives of each type, the Factsheets provide valuable insights for stakeholders in their respective fields.

A more detailed explanation of the Factsheets development process – content development, layout creation, peer review and the dissemination strategy - is described in the NATIOONS Capacity Building Plan (Deliverable 4.3).

A summary of the Factsheets' content is provided in Table 3.

Table 3: Summary of the Factsheets' content

E-factsheet	NATIOONS Partner	Target group	Content - first version	Content - updated version
Factsheet 1	ENoLL	LL applicants	Basic information on the LL open calls	Statistics of the 1 st open call
Factsheet 2	AU	LL applicants: agricultural land use	Soil health objectives and particularities for the specific land use, including best practices.	LL objectives and scope from 1 st call
Factsheet 3	POLIMI	LL applicants: urban land use		
Factsheet 4	IUNG	LL applicants: industry land use		
Factsheet 5	SLU	LL applicants: forestry land use		

Accessibility and re-usability of Factsheets

The Factsheets have been published on the NATIOONS Zenodo community⁶:

- FACTSHEET 1 – EU Soil Mission Living Labs and Lighthouses for Soil Health: Funding Opportunities (DOI 10.5281/zenodo.7969219)
- FACTSHEET 2 – EU Soil Mission Living Labs and Lighthouses for Soil Health: Agricultural Land Use (DOI 10.5281/zenodo.7969257)
- FACTSHEET 3 – EU Soil Mission Living Labs and Lighthouses for Soil Health: Forestry Land Use (DOI 10.5281/zenodo.7969297)
- FACTSHEET 4 – EU Soil Mission Living Labs and Lighthouses for Soil Health: Urban Land Use (DOI 10.5281/zenodo.7969333)
- FACTSHEET 5 – EU Soil Mission Living Labs and Lighthouses for Soil Health: (Post) Industrial Land Use (DOI 10.5281/zenodo.7969358)

In addition, the Factsheets were shared with the participants of the Capacity Building Webinars series and promoted through various channels, including the NATIOONS newsletter, and on social media channels (LinkedIn, Facebook, and more). The Capacity Building Plan (D4.3), also planned to disseminate the Factsheets through the network of sister projects under the

⁶ <https://zenodo.org/record/7615650>

Mission. This effort already resulted in the publication of the Factsheets on the PREPSOIL Project website in the “Knowledge Hub” section⁷.

Copies of the Factsheets can be found in Annex 3.

3.3 Factsheets Key Performance Indicators and Results

To better track the progress of the various activities, KPIs were identified and set for the e-learning materials activity since the proposal phase as summarised in Table 4. This section unveils the list of the KPIs and their outcomes, offering a comprehensive overview of the impact resulting from the Factsheets.

Table 4. Key Performance Indicators for NATIOONS E-learning material

	KPI	Insight	Source of data
KPIs from proposal stage (including initial KPI target)	Each factsheet is sent (or promoted) to at least 400 potential LL applicants.	Reach of each Factsheets Materials, stakeholders’ interest	Number of previews and downloads, Zenodo statistics
New KPIs	Number of Zenodo previews	Stakeholders’ interest	Zenodo statistics
	Number of Zenodo downloads	Stakeholders’ interest	Zenodo statistics
	Newsletter reach	Reach of each Factsheets Materials, stakeholders’ interest	Newsletter statistics
	Social media reach	Level of engagement	
	Webinar reach	Feedback from participants to improve future NATIOONS events	Post-webinar surveys
	Rating system	Satisfaction with content	Rating results
	Comment box	Feedback from participants to improve the updates of the NATIOONS Factsheets	Overview of the comments

Although the initial KPI only aimed to promote each Factsheet to 400 potential LL applicants, the desire for a more comprehensive evaluation of their impact emerged later on. Beyond taking in consideration the Zenodo previews and downloads and the number of people reached thorough the dissemination systems (newsletter, social media, and webinar reach), new evaluation systems have been added. By integrating a rating system, readers were granted the ability to evaluate the Factsheets using a 1 to 5 scale. Taking this evolution a step further, a mechanism for stakeholders was introduced to contribute their insights via a comment box embedded within the NATIOONS contact form. This multifaceted approach allowed the creation of a qualitative pathway, enriching the capacity to evaluate the effectiveness of the Factsheets in a more nuanced and comprehensive manner.

⁷ https://prepsoil.eu/knowledge-hub?f%5B0%5D=type_of_content%3A44

The table below (Table 5) provides an overview of the results of the quantitative KPIs for the evaluation of the Factsheets, including the number of Zenodo previews and the number of Zenodo downloads.

Number of Factsheet previews: Assessing the reach of the Factsheets, including the number of previews on each of the Zenodo Factsheet to provide perspectives on the general visibility of the Factsheets. It is worth emphasizing that within the Zenodo page, readers have the ability to preview the Factsheets without requiring any downloads. However, this preview functionality ensures a smooth reading experience, consequently resulting in the number of previews aligning with the number of downloads.

Number of Factsheet downloads: Measuring the number of downloads of each Factsheet from Zenodo to offer valuable perspectives on the degree of interest and active involvement. Although some Factsheets have received over 400 views and downloads combined, there might be an overlap between the two. People who viewed might also download them later. Even with this considered, the Factsheets' Zenodo reach remains high, indicating a positive growth trajectory ahead. This outcome strongly indicates a keen readership interest in the Factsheets. As the Factsheets in the land use categories outside of Agriculture had a lower view count, this suggests the need for additional promotional efforts in those areas.

Table 5: Number of previews and downloads by Factsheet (as of 9 August 2023)

Activity		Number of Zenodo views	Number of Zenodo downloads	Number of total views and downloads
Factsheet 1	EU Soil Mission Living Labs and Lighthouses for Soil Health: Funding Opportunities	238 views	294 downloads	532
Factsheet 2	EU Soil Mission Living Labs and Lighthouses for Soil Health: Agricultural Land Use	213 views	283 downloads	496
Factsheet 3	EU Soil Mission Living Labs and Lighthouses for Soil Health: Forestry Land Use	116 views	161 downloads	277
Factsheet 4	EU Soil Mission Living Labs and Lighthouses for Soil Health: Urban Land Use	136 views	170 downloads	306
Factsheet 5	EU Soil Mission Living Labs and Lighthouses for Soil Health: (Post) Industrial Land Use	138 views	184 downloads	322

Factsheet reach through dissemination channels:

Gathering the dissemination efforts to promote the Factsheets.

Notably, a comprehensive campaign was initiated via NATIOONS' social media platforms (including LinkedIn, Facebook, and others) to apprise LLs applicants of the Factsheets' availability. Moreover, the Factsheets received a prominent promotion through newsletters from NATIOONS and collaborating project partners. Furthermore, a substantial outreach was achieved by sharing the Factsheets with a total of 1238 individuals who registered in the Capacity Building Webinar series, a considerable overachievement relative to the envisioned KPIs.



Table 6: Factsheet reach by dissemination channel (as of August 2023)

Activity	Newsletter reach	Social media reach	Webinar reach
Factsheet 1	Newsletter sent to 2300+ contacts in early August	1176 combined impressions for 3 posts on Twitter 1518 combined impressions for 3 posts on LinkedIn	1238
Factsheet 2			
Factsheet 3			
Factsheet 4			
Factsheet 5			

Rating system and Comment box: Collecting satisfaction ratings from participants to offer an indication of the usefulness and overall evaluation of the Factsheets. The rating system and the Comment Box were launched in July 2023; therefore, more accurate and weighted results will only be available starting in late 2023 to early 2024. A thorough analysis of these outcomes will be presented in the future Deliverable 4.2 (“Coaching and capacity building report, round #1 and #2”), to be published in late 2024.

Given the context that the initial KPIs were centred around the dissemination and promotion of each individual Factsheet to a target audience of at least 400 potential LL applicants, it can be confidently asserted that these KPIs have been notably accomplished. The meticulous efforts invested in ensuring the Factsheets' reach and visibility resulted in the number of previews and downloads (see Table 5), combined with the strategic distribution across various dissemination channels (see Table 6), have culminated in surpassing the set benchmark of 400 disseminations. This accomplishment underscores the effectiveness of the promotional strategies and the interest in the Factsheets content for the LL applicants.

The insights derived from the feedback that will be received, will play a pivotal role in shaping the revision of the Factsheets foreseen in the 2024.

3.4 Successes, Challenges, and Lessons Learned

Following the analysis of the KPI results, the next section focuses on showcasing accomplishments, obstacles, and takeaways garnered throughout the creation and dissemination of the five Factsheets. Examining these observations would enable NATIOONS partners to enhance the approaching process of Factsheet development and optimize the scheduled revision of the Factsheets, set for 2024.

Editorial Process – One expert partner from NATIOONS was appointed to provide and review the content for each of the following land uses: agricultural, urban, industrial/post-industrial, and forestry. However, given that the task of developing content for each distinct land use was entrusted to a singular expert partner from NATIOONS, the need for ensuring quality and reliability necessitated the engagement of PREPSOIL expert partners. Their involvement became essential in the validation and review process of the content, ensuring a comprehensive and robust evaluation.



Contribution of specific land use experts – Incorporating experts from the PREPSOIL project into the review process provided a valuable opportunity to collaborate with a sister project. This collaboration allowed us to harness the expertise and skills nurtured within the PREPSOIL initiative. By synergizing efforts, we tapped into a reservoir of knowledge, fostering a cross-project exchanges that enriched the review process and contributed to a more comprehensive and insightful outcome. This partnership exemplifies the commitment of NATIOONS partners to cross- sharing ideas, collecting insights, and collectively advancing the shared goals in the realm of soil health and sustainability.

Time Challenges – Editing and revising the Factsheets posed significant time challenges due to unforeseen efforts needed. While the content was verified with external experts from the PREPSOIL project, collecting input and suggestions, and revising the layout and the correctness of the final product resulted in a major effort which took longer than expected. It is noteworthy that a significant focus was directed towards formulating the content plan for the Factsheet, a process that required a considerable amount of time and effort.

Factsheets Next Steps

The next steps will include an additional revision to the Factsheets that is foreseen in the second year of the project to provide information on the first calls statistics as well as a more detailed focus on the scope and objectives of the 2024 LL topics. Both the plan for the updated Factsheets and a refined development process will be discussed during the next NATIOONS Consortium meeting in October 2023. The preliminary proposal is to include an update on the information within the initial call statistics, along with a more comprehensive exploration of the scope and objectives of the 2024 LL topics. We can expect initiating collaboration with partners for Factsheet development towards the end of 2023 or early 2024.

3.5 Webinars

Description of Webinar Activities

In June-July 2023, ENoLL orchestrated a highly successful series of three webinars to further promote the Horizon Europe topics, by contributing to raising the awareness of stakeholders on the Mission. Each webinar, hosted on the Zoom platform, delved into different subjects around the specific concept of regional Soil Health LLs, the funding available under the Mission Living Lab topics, as well as the application process. Serving as a platform for knowledge exchange and dissemination of best practices, the webinars garnered great interest from stakeholders across diverse sectors.

The 2023 series of 3 webinars included the following presentations:

Webinar 1: The Living Lab essentials – how to set up a Living Lab

Delivered on: 22 June 2023 10:00 – 11:30 CEST

Organised by: European Network of Living Labs and the BioSense Institute



The first webinar laid the foundation for the series, covering all the basic aspects of Living Labs, taking into consideration all land use types and Mission Specific objectives. In particular, speakers explained in how to set up a Living Lab, their criteria and essential characteristics.

Webinar 2: Governance and Business Models for setting up a Living Lab

Delivered on: 29 June 2023 10:00 – 11:30 CEST

Organised by: European Network of Living Labs and the BioSense Institute

The second webinar focused on two main topics: Governance and Business Models. Presenters helped participants better understand what governance and business models are and why such models are important for the success of a Living Lab. In this webinar, participants learned about the different types of governance models and how to build a governance model that incorporates a variety of actors. Speakers also presented some of the most effective strategies to build a self-sustained LL, providing examples of best practices.

Webinar 3: Core Elements and Specificities of the Living Lab topics

Delivered on: 6 July 2023 10:00 – 11:30 CEST

Organised by: European Network of Living Labs

The series concluded with a focus on the process to apply for the Living Labs topics part of the Horizon Europe Mission 'A Soil Deal for Europe' call. Representatives of the European Commission provided an overview of the objectives of the EU Mission, its core elements, and the specificities of the Living Labs topics. This webinar included a Q&A session.

Webinar Content Development

The development of the detailed content for the three 2023 NATIOONS Capacity Building webinars was carefully crafted to address the specific needs and knowledge gaps of stakeholders. The following steps were undertaken to ensure the webinars were tailored to the audience's requirements:

Step 1 – Analysis of Questions from Previous National Engagement Events

Questions received during the first round of National Engagement Events held in Spring 2023 were analysed to identify recurring themes and knowledge gaps. This analysis provided valuable insights into the topics and areas that required further clarification and exploration. By understanding the audience's specific concerns and interests, the webinar content could be better tailored to meet their needs.

Step 2 – Pre-Emptive Question Collection through Webinar Forms

The webinar registration forms were strategically designed to include a section that allowed stakeholders to pre-emptively submit their questions. This proactive approach enabled

participants to express their queries and concerns in advance, ensuring that the webinars could be structured to address these specific topics. Gathering questions beforehand also provided an opportunity to target the content effectively and make the webinars more relevant to the audience.

Step 3 – Progressive Building of Webinar Content

Each webinar in the series was designed to build upon the previous one, creating a cohesive and progressive learning experience. Questions related to a particular topic that arose during the webinars were noted so that the subsequent webinar could address these questions when needed. This approach not only enhanced engagement but also ensured that stakeholders received comprehensive answers and a deeper understanding of the subject matter.

Step 4 – Compilation and Transparency of Questions

To promote transparency and knowledge sharing, the full list of questions received through the registration forms and live sessions is being compiled. This comprehensive list will capture stakeholders' queries and provide a valuable resource for future reference. The intention is to make this compilation available on the NATIOONS website⁸ when ready, allowing all stakeholders to access the information and benefit from the collective knowledge shared during the webinars.

In conclusion, developing the content for the three 2023 webinars involved a thoughtful and inclusive approach to build on the commitments set in D4.3 Capacity building plan and leveraging ENOLL's expertise in Capacity Building for Living Labs. The webinars content was then tailored to the audience's specific needs and knowledge gaps based on the analysis of the questions from previous engagement events, and those questions received either live or pre-emptively through the registration forms. Furthermore, the transparent compilation of questions ensures that stakeholders can continue to benefit from the shared knowledge long after the webinars have concluded.

3.6 Accessibility of Webinar Materials

To maximize the impact and reach of the webinar series, robust dissemination efforts were implemented. Webinar recordings were published online, ensuring easy accessibility for a diverse audience. They were made available both on the project website, providing a centralized platform for interested parties, and on the project Zenodo community, enhancing the recordings' visibility. All three webinars are now available on the NATIOONS YouTube channel and have been collected in a playlist.⁹

⁸ <https://natioons.eu/factsheets>

⁹ <https://youtube.com/playlist?list=PL48jYWfH7LrB0sm5vGDmvBPdP1ZxVJtHV&si=VLJyXx7T-BdVEJm->

The dissemination strategy also leveraged other channels. The webinar recordings were also shared on the project's official LinkedIn and Twitter pages, as well as via the project newsletter. This facilitated wider dissemination and encouraged knowledge sharing among interested stakeholders.

By combining multiple dissemination channels, the project ensured that the valuable content of the webinars reached a broad and diverse audience, maximizing the impact of the Capacity Building webinars.

3.7 Webinar Key Performance Indicators and Results

This next section presents a comprehensive evaluation of the webinar series, focusing on KPIs to gauge the success and impact of this Capacity Building initiative. The KPIs provide a quantifiable measure of the series' performance, highlighting areas of achievement and potential areas for improvement. Building on the two KPIs identified and set for the webinars at the proposal phase, the evaluation of the webinar series was conducted using these broad KPIs but also expanded on this list to better allow for a quantitative and qualitative assessment of the series' overall performance (see Table 7).

Table 7. Key Performance Indicators for NATIOONS CB Webinars

	KPI	Insight	Source of data
KPIs from proposal stage (including initial KPI targets)	Number of participants: Around 200 participants to the webinars in total	Level of interest	Zoom Attendance Report
	Number of downloads and views of slides and recorded webinars: 100 downloads/visualisations	Reach of webinar materials and recordings, level of interest, visibility and influence	Slides: Zenodo statistics Recordings: Youtube statistics
New KPIs	Diversity Indicators - % of registrants by types of organisations - % of registrants by geographic representation - % of registrants by gender	Stakeholders diversity, representation, and inclusivity	Webinar Registration Reports
	Number of questions received before the webinar (pre-emptively) Number of questions received during the webinar (live)	Engagement level	Pre-emptive questions: Webinar Registration Reports Live questions: Zoom Q&A Reports
	Overall Usefulness Ratings - % of participants who found the content to be extremely, very, moderately, slightly or not at all useful	Satisfaction with content	Post-webinar surveys
	% of participants whose knowledge of the content improved very significantly, significantly, moderately, a little or remained the same	Improvement of knowledge concepts	Post-webinar surveys
	Open comments from participants	Feedback from participants to improve future NATIOONS events	Post-webinar surveys

As shown in Table 7, the presented data draws from multiple sources, such as registration forms, Zoom platform reports, and post-event surveys. It is important to note that, despite

diligent follow-up efforts, the response rate to the post-event surveys was unfortunately much lower than anticipated with an average of 10% of participants responding (see Annex 4 for a breakdown of response rate by webinar). Still, the survey results reveal valuable insights presented below and help, in combination with the other collected data, collectively shape the understanding of event effectiveness and guide future enhancements.

Number of participants

The analysis of the 2023 webinar series registration and attendance data revealed an encouraging trend – a substantial number of participants actively engaged in all three webinars (see Table 8). This notable turnout underscores the series' success in reaching a wide and engaged audience. Importantly, this outcome has significantly exceeded the original KPI of attracting "around 200 participants to the webinars in total" as the three webinars already engaged a total of 671 live participants, and a last webinar has yet to be delivered in 2024.

Furthermore, the attendance rate offers further insights into the depth of engagement. An average of 52% of the total registrations translated into live attendance for each webinar. This indicates a strong conversion rate from registrations to actual participation, affirming the relevance and value that attendees found in the content delivered.

These results collectively highlight the webinar series' resonance and effectiveness in drawing a substantial audience, thus fulfilling its objective of knowledge dissemination and meaningful engagement.

Table 8: Number of Registrants, Live Attendees and Attendance Rate by Webinar

Activity	Number of Registrants	Number of Live Attendees	Live Attendance Rate
Webinar 1	589	366	62%
Webinar 2	335	162	48%
Webinar 3	314	143	46%

Number of downloads and views of slides and recorded webinars

The reach of the webinar series extended beyond the live sessions, with remarkable engagement seen with the recorded content and materials. Each webinar recording garnered an impressive number of views, with an average of 207 views per recording. Additionally, the presentation slides enjoyed substantial engagement, witnessing 495 previews and 553 downloads in total.

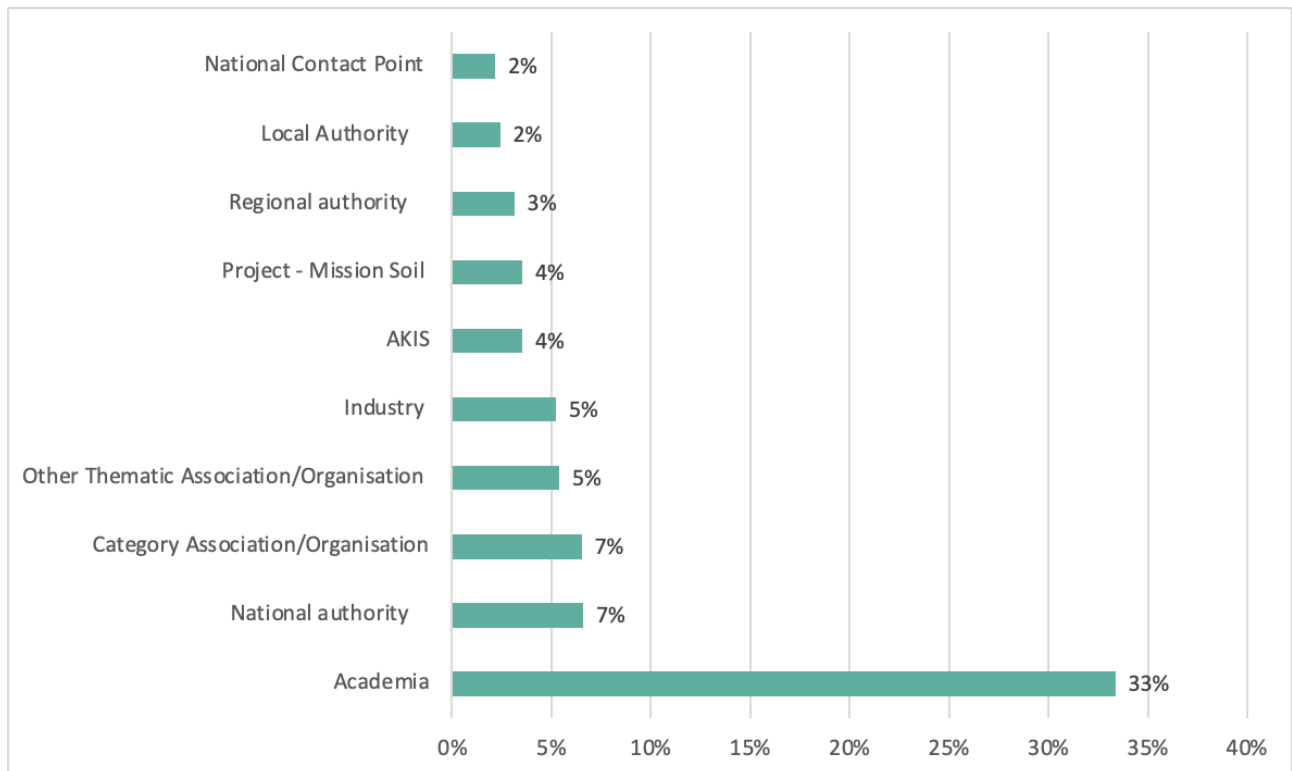
These results hold particular significance as they complement the already impressive live attendance figures, further amplifying the reach of the webinar series. The strong interest in the webinar recorded content and materials highlights the enduring value stakeholders find in the materials presented. This success in expanding the series' impact underlines its role as a reliable resource for knowledge dissemination, allowing stakeholders to access and revisit valuable insights at their convenience.

Table 9: Number of webinar recording views, materials previews and downloads (as of 9 August 2023)

Activity		Number of views on recordings	Number of previews on webinar slides	Number of downloads on webinar slides
Webinar 1	The Living Lab essentials – how to set up a Living Lab	339	242	262
Webinar 2	Governance and Business Models for setting up a Living Lab	191	154	173
Webinar 3	Core Elements and Specificities of the Living Lab topics	92	99	118

Stakeholders Diversity Indicators

The registration lists for the webinar series demonstrated a high interest level from a diversity of stakeholders, including from various organizational sectors. While most registrants came from the academia sector, there was still strong representation from at least 10 types of organisations (see Graph 1).



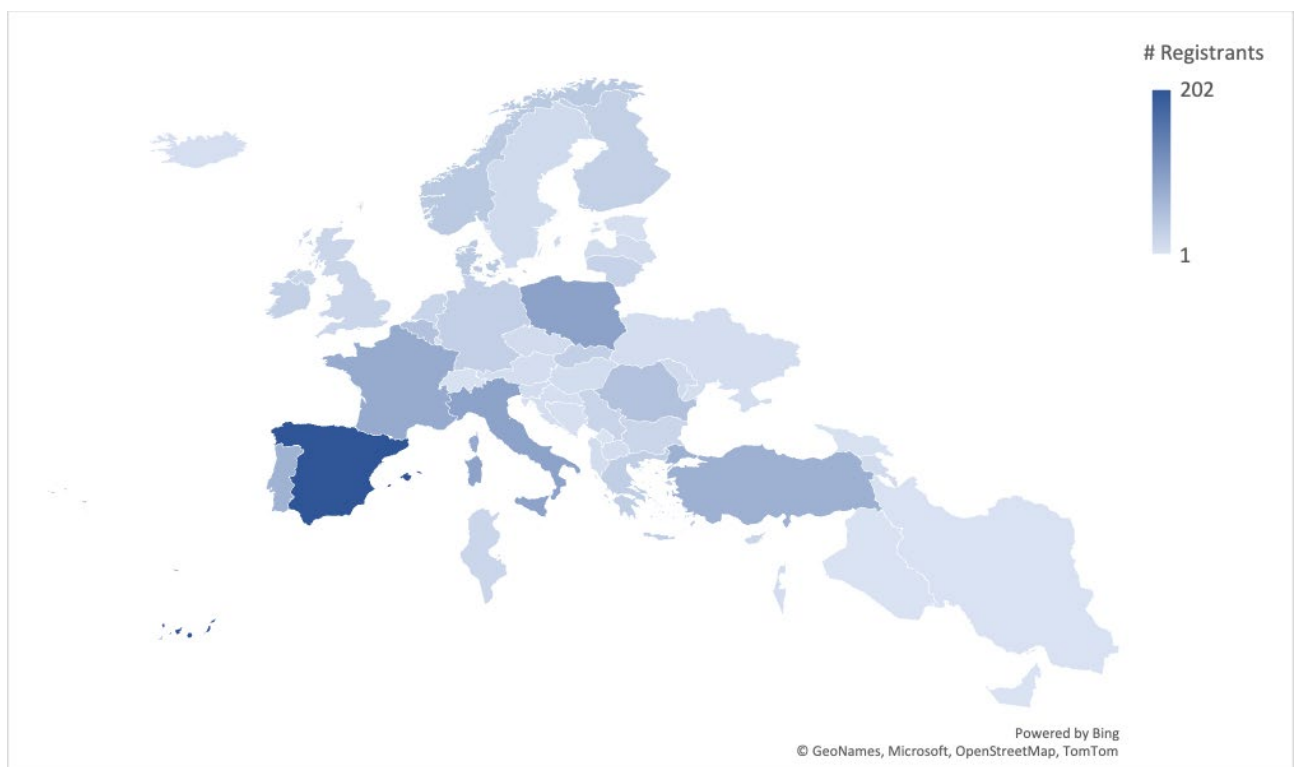
Graph 1: Top 10 types of organisations represented in webinar registration

This diversity in registrants shows good representation from the Quadruple Helix, a crucial component of Living Labs that fosters representation from all sectors of society. Indeed, registrants came from all sectors:

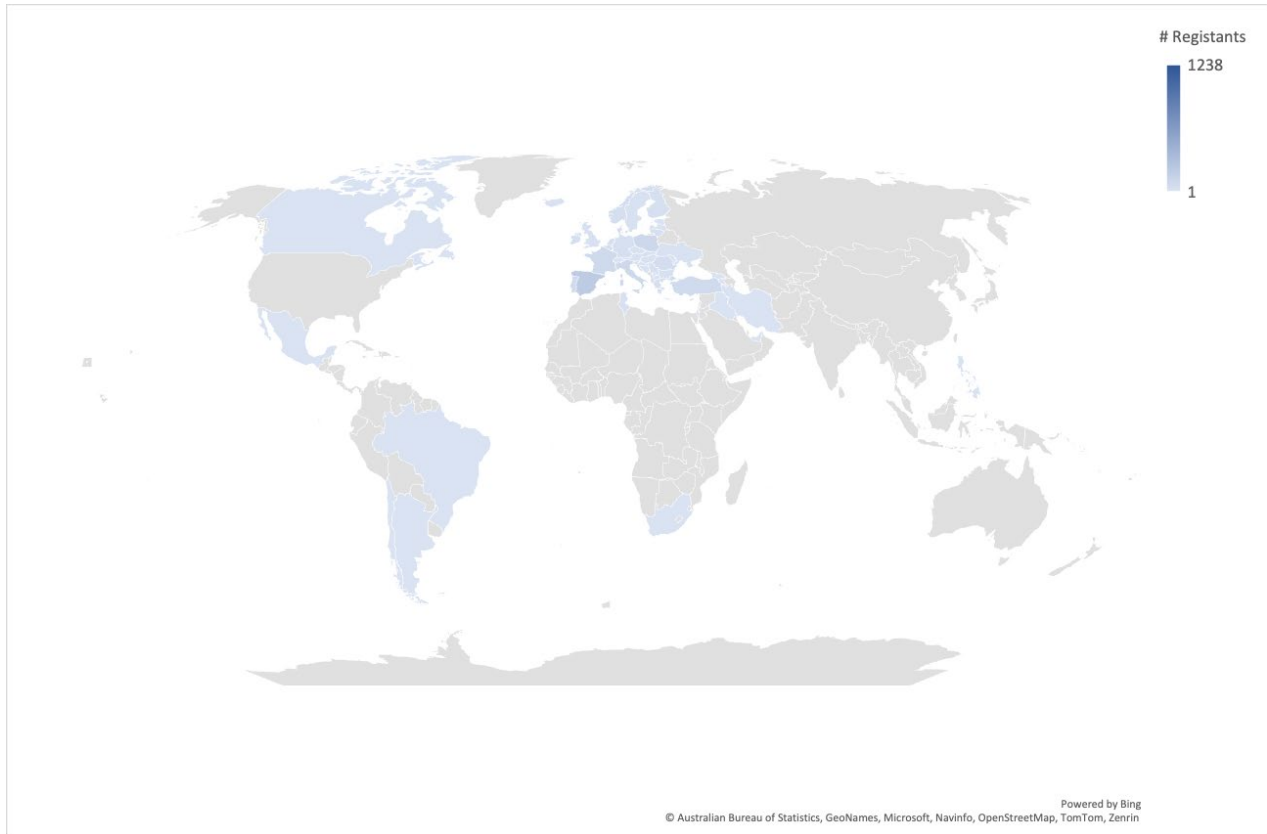
- **Academia** in the form of academics, research institutes, agricultural schools, and vocational training centres, etc.

- **Government and Public Sector** in the form of national, regional, and local authorities, national contact points, etc.
- **Citizens, civil society and users** in the form of farmer organisations, landowners, category or thematic associations and organisations, etc.
- **Industry** in the form of companies, agtech software developers, small and medium enterprises, etc.
- **Cross-cutting all sectors** in the form of AKIS (Agricultural Knowledge and Innovation System), soil or other related projects, etc.

In addition, the webinar series achieved outstanding geographic representation, attracting registrants not only from numerous countries but also from diverse European regions (see Graph 2). The webinar series demonstrated good global interest, with representation from over 50 countries extending beyond Europe (see Graph 3). This comprehensive reach emphasized the series' ability to engage a wide audience and foster cross-regional knowledge exchange, enriching discussions with varied insights and experiences.

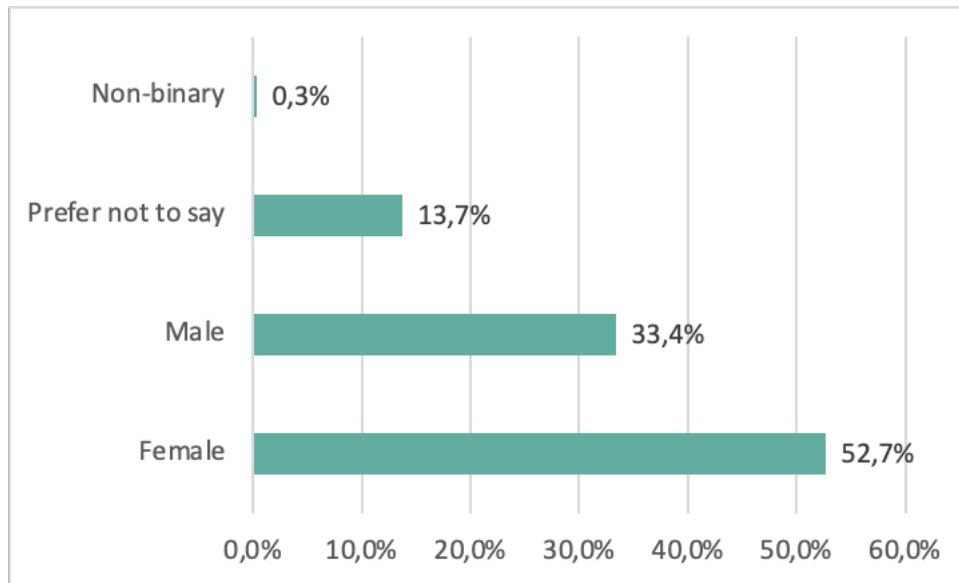


Graph 2: Webinar registrants' European representation



Graph 3: Webinar registrants' global representation

Finally, the webinar series achieved a commendable level of gender diversity, with 52.7% of female registrants (see Graph 4). This inclusive representation underscores the series' ability to attract a balanced audience, contributing to enriched discussions and diverse perspectives during the sessions.



Graph 4: Webinar registrants by gender

Overall, the data demonstrates inclusive engagement across the webinar series and underscores the series' ability to attract a broad spectrum of attendees, fostering deeper knowledge exchange and collaboration. Further consideration must be paid to the lower-than-expected post-webinar survey response rate, but still, the data gathered thus far is helpful to highlight the gaps in representation showing which organisational types and countries could be the focus of future outreach and promotional efforts.

Engagement Level

The results of the webinar series indicate strong participant engagement, highlighted by the substantial number of questions received. Attendees actively submitted questions both pre-emptively through the registration form and live during the events, underscoring their high level of interest and interaction. This robust question flow demonstrates the series' ability to foster in-depth knowledge exchange and dialogue among participants, showcasing their genuine enthusiasm and eagerness to explore the presented topics. Interestingly, most of the questions came around the first webinar on “Living Lab essentials – how to set up a Living Lab”, which might indicate a greater need early on for more clarifications around the definition and concepts of Soil Health Living Labs.

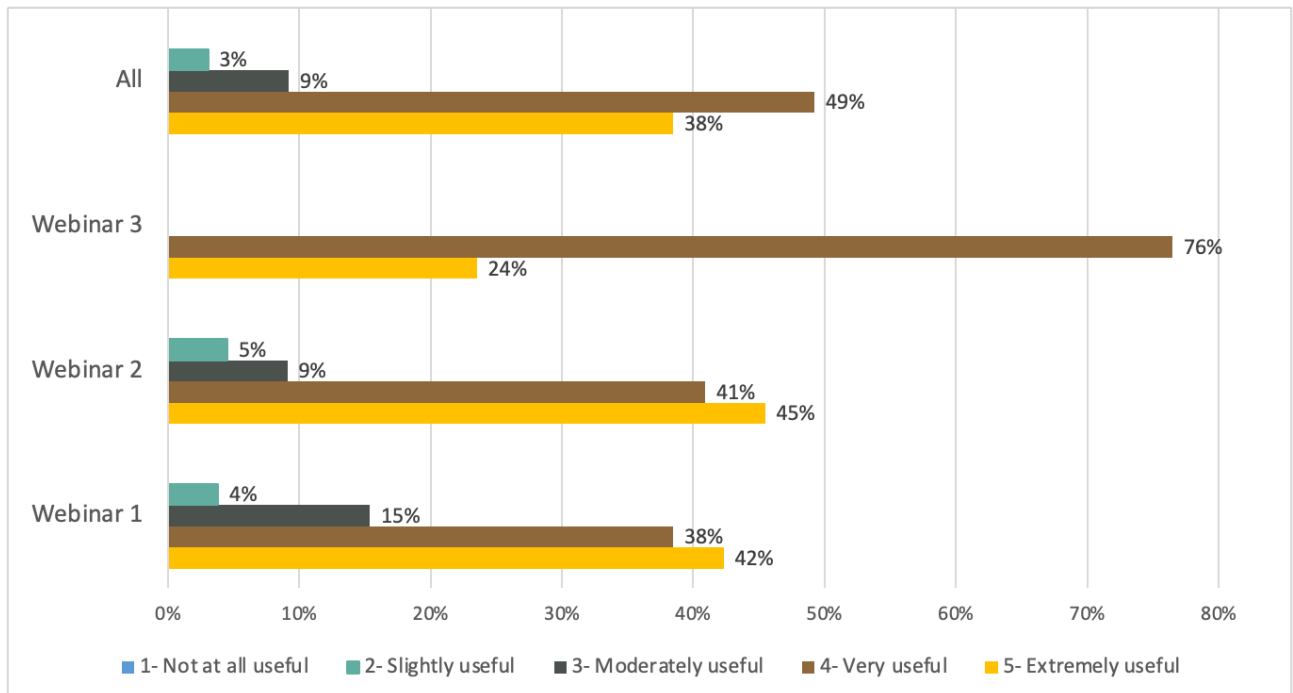
Table 10 below presents further insights into the type of inquiries received during the three webinars. Considering the webinars were designed for prospective applicants and occurred several months ahead of the Mission LL topics submission deadline, it is perhaps unsurprising that the bulk of the questions revolved around gaining a deeper comprehension of the Mission LL topics and the intricacies of establishing a Living Lab. Although these queries received attention during the webinars and are slated for inclusion in the forthcoming collection of webinar-related queries and responses, forthcoming initiatives will also revisit these topics. This will be accomplished both through the assistance provided by the helpdesk and future NATIOONS events.

Table 10: Webinars Engagement Levels

Activity	Engagement Level	Types of Questions
Webinar 1	53 pre-emptive questions 31 live questions	LL topics: 24 Set-up a Living Lab: 25 NATIOONS support: 9 Finances: 6 Governance & Business Model: 5 Other: 15
Webinar 2	19 pre-emptive questions 18 live questions	Governance & Business Model: 14 LL topics: 6 Set-up a Living Lab: 6 Other: 11
Webinar 3	16 pre-emptive questions 13 live questions	LL topics: 10 Set-up a Living Lab: 6 NATIOONS support: 6 Other: 7

Overall Usefulness Ratings

As shown in Graph 5, the post-event survey results for the webinar series are indicative of high attendee satisfaction, with a significant 87% of participants rating the content as very or extremely useful. In fact, each of the three webinars received a high usefulness rate, with 80%, 86%, and 100% of participants rating the content as very or extremely useful. Notably, the third webinar delivered in collaboration with the European Commission, received a 100% high satisfaction rate, showing a clear appetite for this type of content and interaction. This overwhelmingly positive feedback underscores the effectiveness of the content in meeting participants' needs and expectations, reaffirming the series' impact in providing valuable insights and knowledge. It also reflects the success in delivering relevant and meaningful information, contributing to the overall success of the webinar series as a valuable learning and engagement platform.



Graph 5: Level of Usefulness by Webinar

Improvement of Knowledge Concepts

The survey results affirm the webinar series' success in effectively delivering content that heightened the understanding of participants. Impressively, an average of 71% of webinar attendees reported a significant or very significant improvement in their knowledge level (see Annex 7). The third webinar received the highest rating for a positive change in knowledge (79%), which demonstrates the value that participants received from interacting directly with European Commission representatives. Interestingly, very few survey respondents (4% average) reported their knowledge remaining the same, again emphasizing the excellent opportunities that the webinars provided to learn something new at each session. Overall, the positive response underscores the series' efficacy in conveying information and facilitating learning, highlighting its role as a valuable platform for knowledge enhancement and skill development. For a further breakdown of the level knowledge improvement for each of the concepts covered in the three webinars, see Annex 7.

Participant Feedback

The feedback obtained from the post-event survey results paints a compelling picture of participant satisfaction with the webinars. While the quantity of feedback was limited, its quality was notably positive, affirming the effectiveness of the series. A prevailing sentiment was the expressed desire for the integration of more practical, real-life examples into the content. This shows the participants' appetite for content that resonates with real-world scenarios and can be directly applied.

In addition, a few participants underscored the value of interaction during the webinars. They voiced a wish for extended Q&A periods, indicating a strong preference for active engagement with presenters and peers. There was also an expressed interest in having more avenues for online feedback, highlighting participants' enthusiasm to contribute to the ongoing enhancement of the webinars.

While brief, the feedback received carries significant weight in guiding future improvements. For a comprehensive overview of these insights, the complete feedback collection is available in the Annex 8. This documentation allows for a deeper understanding of participant perspectives and suggestions, facilitating more informed decisions for refining the webinars. These insights serve as a foundation for continuous enhancement, ensuring that the webinars align with participants' preferences and provide a dynamic and interactive learning experience.

3.7 Successes, Challenges and Lessons Learned

This section highlights some of the successes, challenges and invaluable lessons acquired during the planning and execution of the three 2023 webinar. By reflecting on these insights, we aim to improve future webinar strategies and optimize knowledge-sharing endeavours (recommendations are provided in Chapter 2, section 2).

Involving speakers from the European Commission – A notable lesson learned was the overwhelmingly positive reception to featuring speakers from the European Commission. This inclusion substantially bolstered event credibility, providing authoritative insights that resonated with participants. The approach's success underscores the importance of engaging such speakers to enrich future initiatives and enhance overall participant experience.

Proactive approach to questions intake – The seamless integration of a pre-webinar question submission section in the registration form proved to be highly successful. This enabled organizers to gain insights into the audience's specific interests and concerns. Tailoring the content to address these pre-submitted questions ensured the webinars were relevant and engaging, maximizing participants' value from the sessions.

Interacting with a large number of attendees – While the original plan was to incorporate interactive components into the webinars to engage participants actively, the larger than expected number of attendees presented challenges in facilitating interactive activities effectively. As a result, the decision was made to shift the focus towards knowledge sharing and dedicate more time to answering questions from the audience. This adjustment ensured a more inclusive and informative experience for participants, fostering meaningful knowledge exchange and providing valuable insights during the webinar series.

Time Challenges – Organizing the webinar series posed significant time challenges due to a limited window for coordination. The webinars had to be scheduled after the National Engagement Events to ensure alignment with the content presented during those events. Simultaneously, they needed to occur before the Mission LL topics application deadline to provide relevant and useful information for potential applicants. This tight timeline resulted in



logistical complexities, requiring efficient coordination with organizers, guest speakers, and promotional efforts. Despite these constraints, the organizing team worked diligently to optimize the webinars' impact and deliver valuable content to meet the needs of potential applicants and stakeholders.

Successful dissemination – The dissemination efforts proved successful due to the early development of a communications plan. This plan outlined strategies to promote the webinars across NATIOONS channels, including social media, newsletters, and website. Additionally, it leveraged the support of NATIOONS mentors and sister projects to disseminate webinar invitations to their networks. This collaborative approach amplified the outreach, attracting a diverse audience and maximizing the webinars' impact.

Low post-event survey response rate – A significant takeaway from the webinar series was grappling with a low response rate to post-event surveys. Despite the engagement efforts, encouraging substantial responses to the survey proved challenging. This underscored the need for a more strategic survey design, ensuring brevity and user-friendliness.

Lack of accurate participant data – The anonymous nature of the Zoom webinar platform hindered the collection of accurate participant data. Without clear identification, tracking the location, organisational type and interests become challenging, which affect the ability to further tailor the content to specific audiences.

Webinar Next Steps

The subsequent steps concerning the planning and delivery of the webinar series are focused on two pivotal factors that guarantee its sustained success and pertinence.

Compilation and Publication of Questions:

Throughout the webinar series, we received a wealth of questions from participants, demonstrating their engagement and curiosity. To harness this collective knowledge and make it accessible for all, we are diligently compiling all the questions received. This comprehensive compilation will be published online on the NATIOONS website, creating a valuable resource accessible to participants and stakeholders alike.

Fourth and Final Webinar:

The series will culminate with a fourth and last webinar, scheduled to take place in 2024. This event will provide updated information on the results of the 2023 Mission LL topics, offering insights into Mission impacts and achievements. Furthermore, the webinar will deliver tailored information based on the 2024 calls, ensuring the content remains timely and relevant for potential applicants. By looking ahead and aligning with the latest developments, this final webinar aims to equip participants with valuable insights to enhance their preparation and participation in future calls.

3.8 Conclusion and next steps

- **Increase the time for the Factsheets development** – The allocation of additional time for the development of Factsheets content, coupled with enhancements to the content creation and editing process, will be a topic of discussion during the upcoming Nati00ns Consortium Meeting scheduled for October 2023.
- **Set up an Editorial Board** – With the aim of enhancing the creation of Factsheets and ensuring content validation, a proposal up for discussion involves the establishment of an Editorial Board. This board would comprise two distinct groups of participants: one responsible for content validation and another responsible for reviewing grammar accuracy and layout consistency, thereby mitigating errors such as typos and other inaccuracies.
- **Synergize with PREPSOIL and other soil-related projects** – The project should continue to leverage strategic collaborations with NCPs, Mentors, affiliated projects under the Mission (e.g. PREPSOIL, HuMUS, NBSoil, Soil Mission Platform, initiatives and organisations like NATIOONS' Key Network Group, EUSO etc. from Annex 1 and 2 of the D1.4 Cooperation plan, to disseminate activities and deliverables. This approach entails stimulating these stakeholders to continue the dissemination of the Factsheets within their respective networks, while also involving them in providing valuable input to enhance content quality. This collaborative effort not only fortifies engagement but also bolsters partnerships with other initiatives in the realm of soil-related projects.
- **Tailor future NATIOONS Events** – The learnings gathered in this report, can be used to better customizing future NATIOONS National Engagement and Thematic Events. Continuing the analysis of questions received will provide valuable insights for refining content delivery and aligning it with participants' specific needs and interests. This iterative approach will enhance the impact and relevance of NATIOONS events, ensuring a more tailored and effective experience.
- **Involve expert guest speakers, especially from the European Commission** – Based on positive survey feedback, the NATIOONS partners should consider including more guest speakers, especially from the European Commission in future events. This approach enhanced credibility and offered participants valuable insights from authoritative sources, contributing to the overall success and impact of the events.
- **Incorporating more opportunities for interaction in NATIOONS events** – Incorporating enhanced interactive elements in the next webinar is recommended. This approach fosters engagement and knowledge exchange. Additionally, considering the integration of interactive features in the upcoming 2024 Thematic Events will enrich the participant experience and facilitate dynamic discussions, enhancing the overall impact and value of these knowledge-sharing platforms.

- **Gathering feedback from NATIOONS event attendees** – To enhance the post-event survey process for the webinar series, it is recommended to explore the incorporation of live feedback through Zoom polls. This approach can provide real-time insights from participants during the webinars, allowing for immediate input on content, engagement, and other aspects. Integrating Zoom polls can enrich the survey data with dynamic, in-the-moment feedback, contributing to a more comprehensive understanding of attendee experiences and preferences.
- **Collecting participant data** – Incorporating live polling during webinars could offer a solution to gather participant statistics (e.g, country, organisation, etc) without compromising anonymity. Additionally, exploring alternative webinar platforms that provide data tracking while respecting privacy could enhance audience engagement and content customization, ensuring a more impactful and personalized webinar experience.

4 Overall conclusions

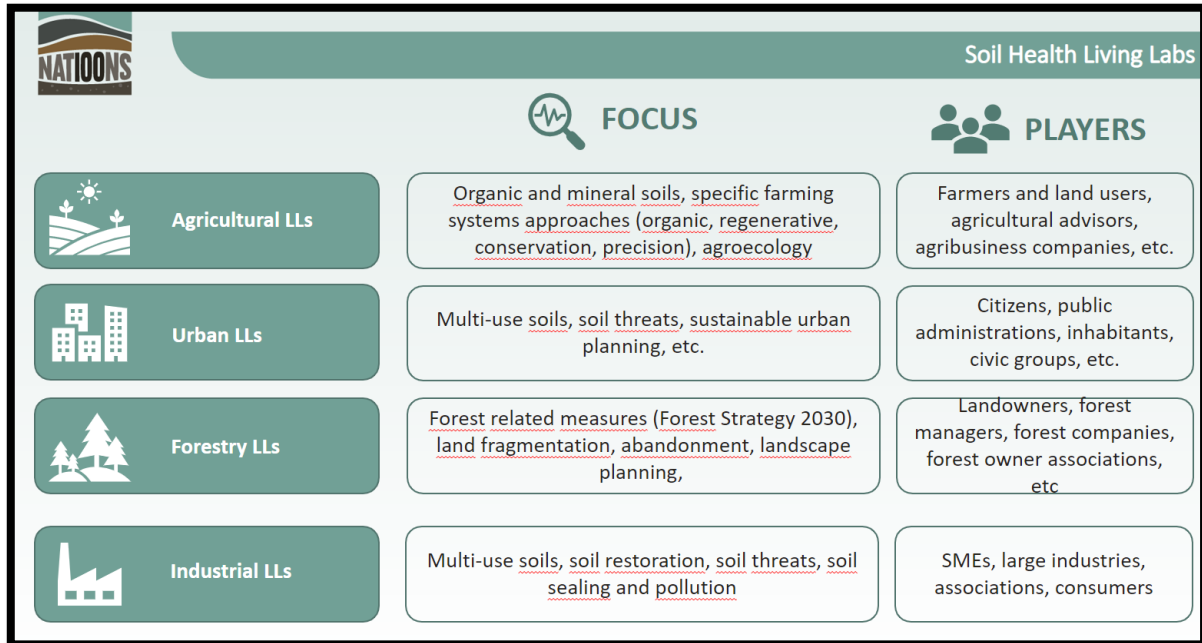
For more detailed conclusions for each task, please revisit the respective conclusions sections in the sections on Coaching Sessions and Training-of-Trainers and Capacity Building. Below is a summarized conclusion for both tasks in bullet points.

- T4.1: The consortium has established valuable connections with reliable Mentors and potential Mentors in various countries. By having mentors in several countries ensures applicants in a variety of countries can now receive personalized guidance in their national context. NATIOONS thereby provide mentors who can communicate with applicants in their native language. These mentors are now equipped with state-of-the-art knowledge on the Living Lab concept and Soil Health research, that mentors have gained from attending NATIOONS' training-of-trainers webinar, enabling them to guide applicants effectively.
- T4.1: Faces obstacles in finding mentors, particularly caused by uncertainty in terms of potential conflicts of interest and the lack of compensation. These challenges will be addressed in upcoming consortium meetings, where they will be presented and discussed with consortium partners.
- T4.2: Extend Factsheets development time and consider forming an Editorial Board for content validation and review.
- T4.2: Strengthen collaboration with soil-related projects, customize future events, include expert guest speakers, enhance interaction, gather real-time feedback, and explore better ways to collect participant data.



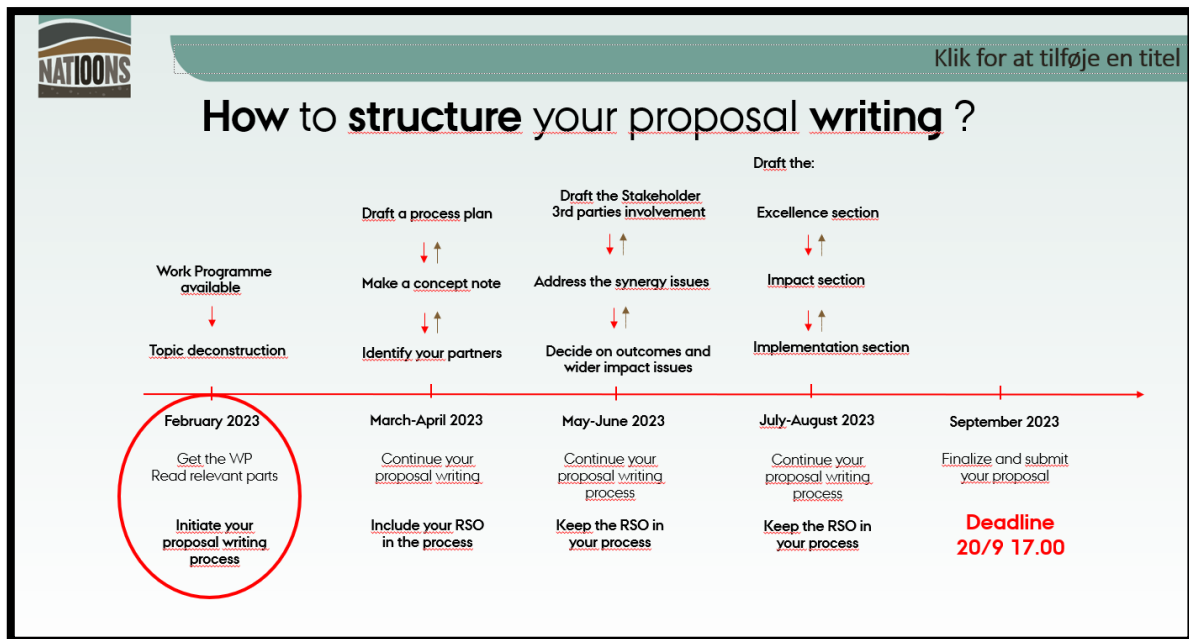
5 Annexes

5.1 Annex 1 – Training-of-Trainers first webinar



Example of slide, specifically tailored information for Mentors

5.2 Annex 2



Example of slide, specifically tailored information for Mentors

5.3 Annex 3 Factsheets

FACTSHEET - EU Soil Mission Living Labs and Lighthouses for Soil Health:

Opportunities <https://zenodo.org/record/7969219>

Agricultural Land Use: <https://zenodo.org/record/7969257>

Forestry Land Use: <https://zenodo.org/record/7969297>

Urban Land Use: <https://zenodo.org/record/7969333>

(Post) Industrial Land Use: <https://zenodo.org/record/7969358>

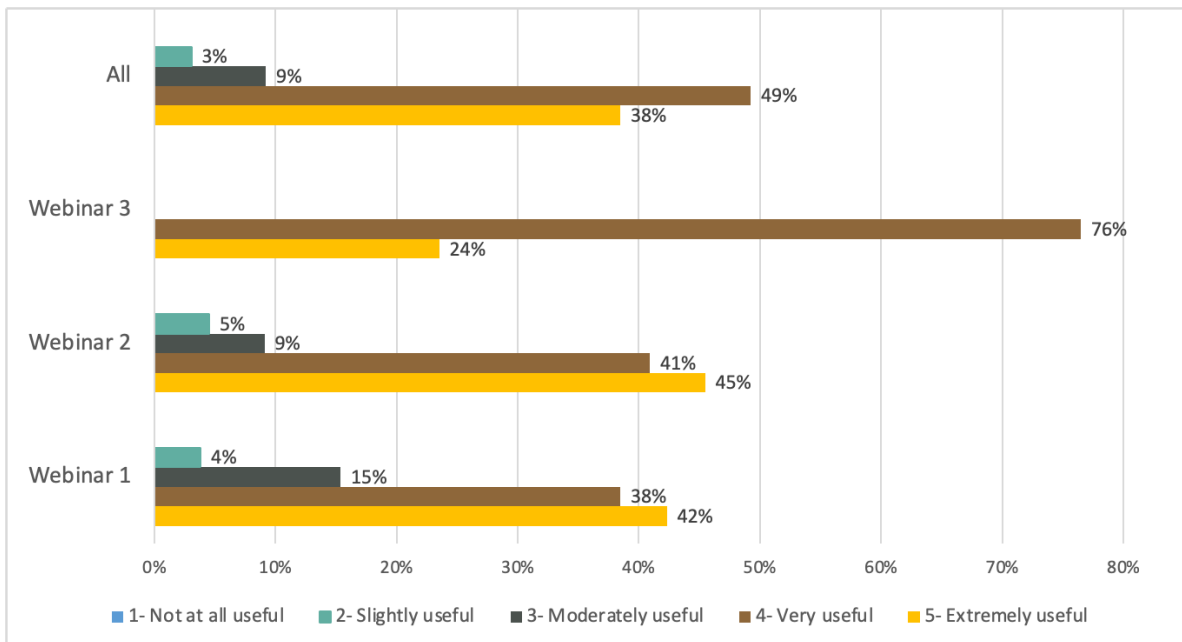
5.4 Annex 4 Webinar Post-Event Survey Response Rate

Activity		Post-event survey response rate
Webinar 1	The Living Lab essentials – how to set up a Living Lab	7% (26 respondents)
Webinar 2	Governance and Business Models for setting up a Living Lab	13% (22 respondents)
Webinar 3	Core Elements and Specificities of the Living Lab topics	11% (17 respondents)

5.5 Annex 5 – Full list of Webinar Feedback

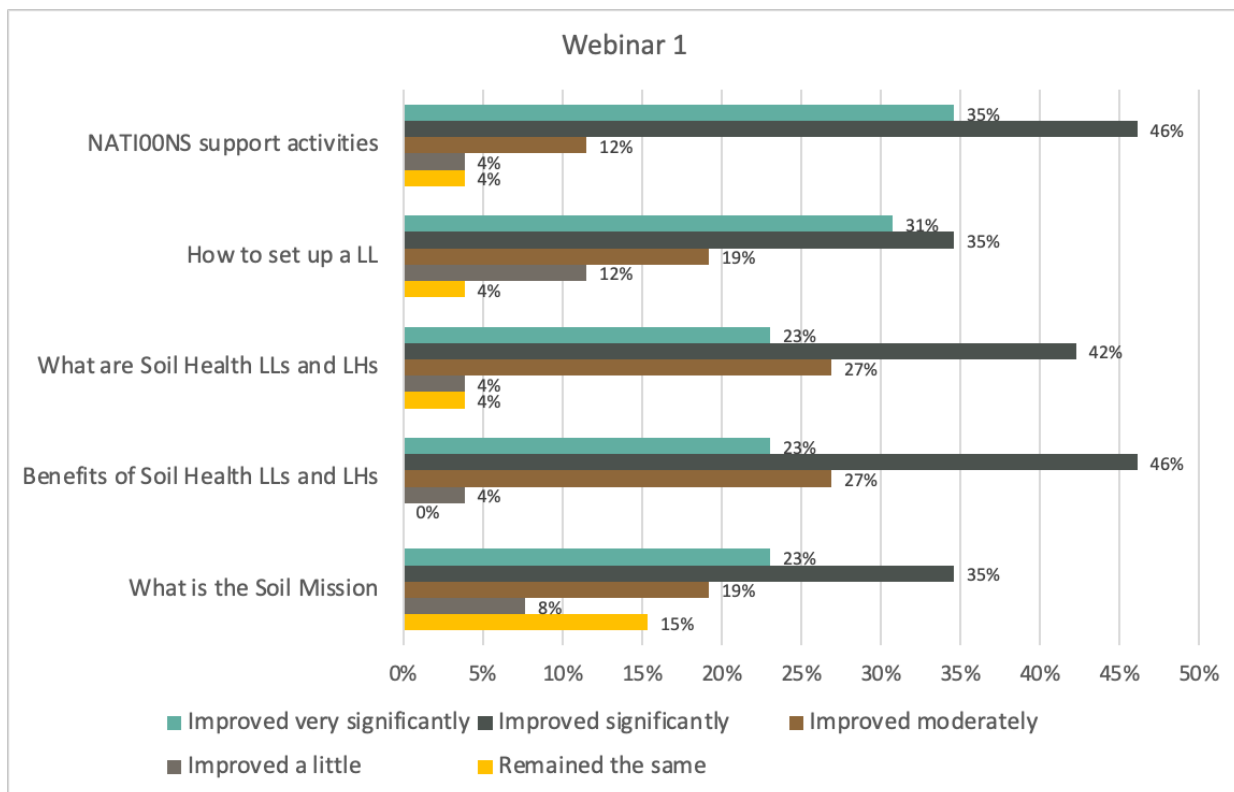
Type of Organization	Webinar 1	Webinar 2	Webinar 3	Total
Academia	202	106	106	414
National authority	44	20	18	82
Other Thematic Association/Organisation	32	23	21	76
Category Association/Organisation	37	20	15	72
Industry	31	14	20	65
Project - Mission Soil	19	15	11	45
AKIS (Agricultural Knowledge and Innovation System)	18	13	12	43
Regional authority	16	12	11	39
Local Authority	15	6	9	30
National Contact Point	11	9	7	27
Research Institute	13	7	7	27
Project - Other related	13	6	5	24
Farmer Organisation	5	6	7	18
Agricultural School/ Vocational Training Centre	10	3	1	14
Land Owner	6	5	3	14

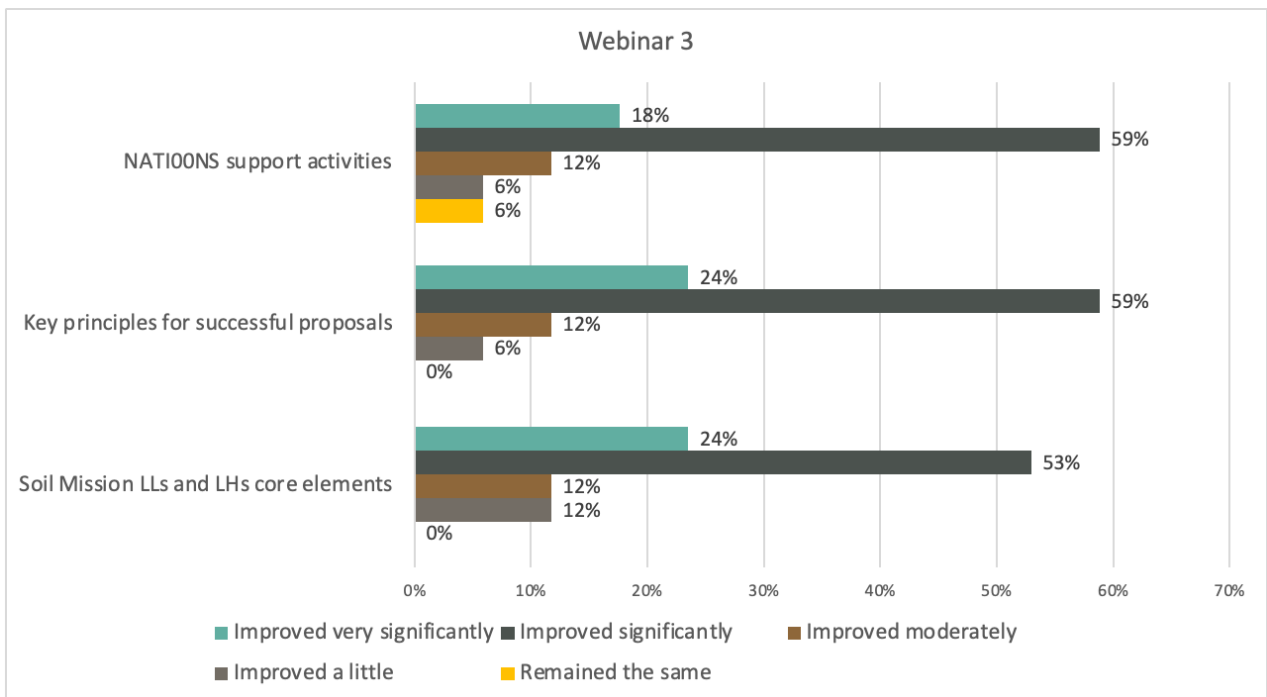
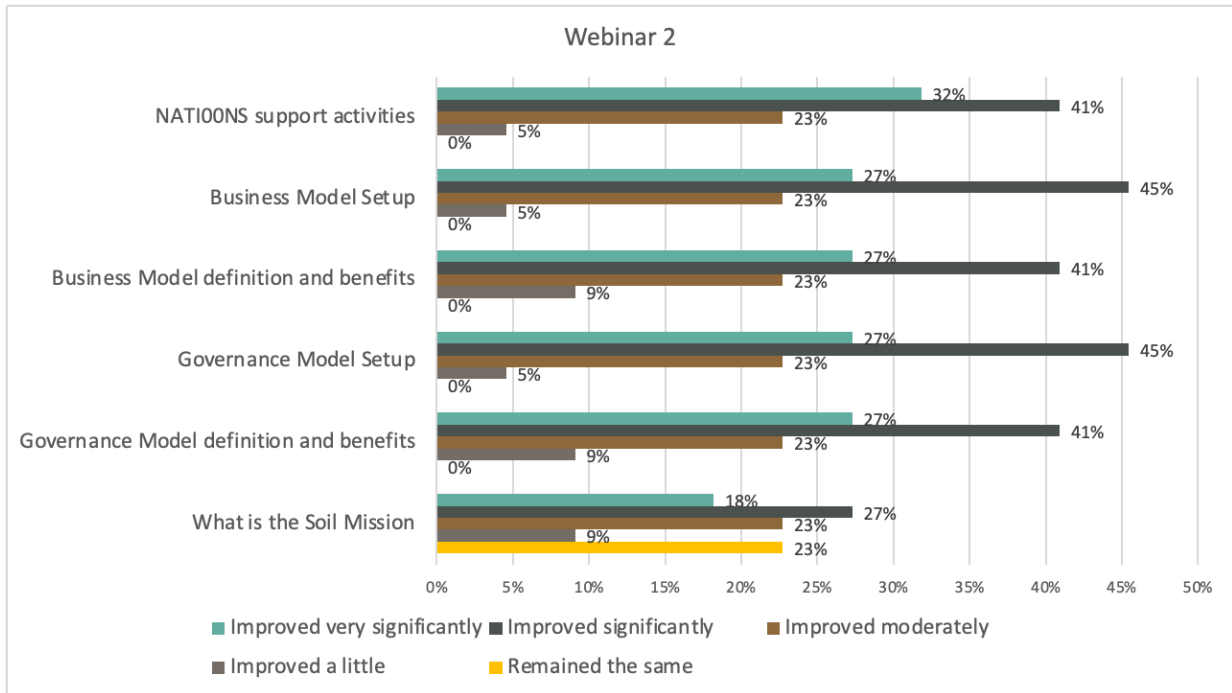
5.6 Annex 6 – Level of Usefulness by Webinar



Graph 5 Level of Usefulness by Webinar

5.7 Annex 7 – Level of knowledge improvement by webinar





5.8 Annex 8 – Full list of Webinar Feedback

Feedback Theme	Webinar 1 Living Lab Essentials	Webinar 2 Governance and Business Models	Webinar 3 Core Elements and Specificities of LL topics
More examples	The practical examples. It would be good to see a practical LL from the perspective of all different aspects dealt with in the theoretical part of the webinar.	Show examples based on LLs not steered from the academia or relying on fees from certification programs. It would be useful to provide more examples of existing living labs, case studies for other to use. I missed more real examples of how to implement in practices business models and governance plans for LLs.	Emphasize critically important things and present examples
More interaction		More time for Q&A	The possibilities of on-line feedback can be better
Nothing to add	Nothing! NA	Nothing Nothing!	nothing don't know
Other		Individual support to each idea	Keep up the Good Work :) all good, excellent.



5.9 Annex 9 – Non-disclosure Agreement (NDA) signed by mentors MENTOR AGREEMENT

Aarhus University (AU), (DCA - Danish Centre for Food and Agriculture) established in Nordre Ringgade 1, Aarhus C, 8000, Denmark, Registration number 31119103 as coordinator is authorized on behalf of the NATIOONS Consortium Parties in accordance with the Consortium Agreement to sign this mentor agreement with the Mentors.

Therefore:

AU as one part

and

Full Name:

Institution:

Address:

(hereinafter referred to as the “NATIOONS Mentors”) as the second part.

AU and the “NATIOONS Mentors” are hereinafter referred to individually as a Party and collectively as the Parties.

The Parties wish to enter into this agreement of non-disclosure and conflict of interest (hereinafter referred to as the “Agreement”).

WHEREAS

(a) The “NATIOONS Mentors” will be part of the Mentor Group for the NATIOONS Project (Project nr. 101090738) “.

(b) “Consortium Parties” shall mean the parties to the Consortium Agreement for the NATIOONS Project (the “Consortium Agreement”) effective as of 8 March 2023.

NON-DISCLOSURE

(c) The Consortium Parties wish from time to time to communicate, discuss and/or disclose - either collectively or individually - certain Confidential Information (as defined in Clause 1 hereof) belonging to or under the control of the Consortium Parties for the purposes of conducting proceedings of the NATIOONS Mentors for the NATIOONS Project.

(d) The Consortium Parties wish to protect the Confidential Information so disclosed and to enable discussions to take place between the Parties freely concerning the Purpose subject to an understanding by the Parties not to use or further disclose any such Confidential Information unless specifically authorized, in writing, to do so by the Consortium Parties disclosing such information.

NOW, THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

1. “Confidential Information” shall mean any and all information including but not limited to information produced and/or acquired by the Consortium Parties and Potential Soil Health Living Lab Call 2023 applicants either as part of the NATIOONS Project (“Results”) or before the NATIOONS Project (“Background”)



that is disclosed directly or indirectly, on or after the Effective Date whether orally or in written, electronic or other tangible form by any of the Consortium Parties (each referred to as a “Disclosing Party” and collectively as the “Disclosing Parties”) to any NATIOONS Mentors that relates to the NATIOONS Project, as well as any copy or document, on whatever form or support, made directly or indirectly by the NATIOONS Mentor and that comprises such information.

The NATIOONS Mentor may in its role receive, and/or participate in Project meetings and correspondence concerning Confidential Information. Furthermore the NATIOONS Mentor may receive Confidential Information as part of the Coaching Sessions. As the Consortium Parties have pre-existing obligations with respect to the confidentiality of such Results, Background and Confidential Information, the NATIOONS Mentors will be required to keep confidential in accordance with the terms of this Agreement, any Confidential Information that may be disclosed to the NATIOONS Mentor.

2. The Recipient hereby undertakes for a period of five (5) years after the end of the Project:

- not to use Confidential Information otherwise than for the Purpose, however, for the avoidance of doubt the Consortium Parties may use Confidential Information, the output of the discussions and the recommendations of an NATIOONS Mentor, whether based on either party’s Confidential Information, for the Consortium Parties’ further research within the NATIOONS Project but solely for the NATIOONS Project, and no other non- NATIOONS related activities or otherwise, unless agreed;
- not to disclose Confidential Information to any third party without the prior written consent by the Discloser;
- to ensure that internal distribution of Confidential Information by a Recipient shall take place on a strict need-to-know basis; and
- to return to the Discloser on demand all Confidential Information which has been supplied to or acquired by the Recipient including all copies thereof and to delete all information stored in a machine readable form. If needed for the recording of ongoing obligations, the Recipient may however request to keep a copy for archival purposes only.

3. The Recipient shall be responsible for the fulfilment of the above obligations on the part of their employees and shall ensure that their respective employees remain so obliged, as far as legally possible, during and after the end of the NATIOONS Mentors participation in the NATIOONS Project and/or after the termination of employment.

4. The above shall not apply for disclosure or use of Confidential Information, if and in so far as the Recipient can show that:

- the Confidential Information becomes publicly available by means other than a breach of the Recipient’s confidentiality obligations;
- the Discloser subsequently informs the Recipient that the Confidential Information is no longer confidential;
- the Confidential Information is communicated to the Recipient without any obligation of confidence by a third party who is in lawful possession thereof and under no obligation of confidence to the Discloser;
- the disclosure or communication of Confidential Information that is required under the legal obligations of the European Commission Grant Agreement (EC-GA) governing the NATIOONS Project;
- the Confidential Information, at any time, was developed by the Recipient completely independently of any such disclosure by the Discloser as evidenced by contemporaneous written records; or
- the Confidential Information was already known to the Recipient prior to disclosure as evidenced by contemporaneous written records; or
- the Recipient is required to disclose the Confidential Information in order to comply with applicable laws or regulations or with a court or administrative order, subject to the Clause 7 hereunder and the national laws or other national legal regulations, e.g. decrees or acts, oblige the Discloser to report on the



progress of the Project, scientific results, financial activities or other aspects of the Project.

5. The Recipient shall apply the same degree of care with regard to the Confidential Information disclosed within the scope of the Project as with its own confidential and/or proprietary information, but in no case less than reasonable care.
6. The Recipient shall promptly advise the Discloser in writing of any unauthorised disclosure, misappropriation or misuse of Confidential Information after it becomes aware of such unauthorised disclosure, misappropriation or misuse.
7. If the Recipient becomes aware that it will be required, or is likely to be required, to disclose Confidential Information in order to comply with applicable laws or regulations or with a court or administrative order, it shall, to the extent it is lawfully able to do so, prior to any such disclosure
 - notify the Discloser, and
 - comply with the Discloser's reasonable instructions to protect the confidentiality of the information.

The confidentiality obligations under this Agreement shall not prevent the communication of Confidential Information to the European Commission/Funding Authority, however, solely to the extent required under the Consortium Agreement and the Grant Agreement with the European Commission/ Funding Authority.

8. Any Confidential Information furnished by Discloser hereunder shall remain the property of Discloser. This Agreement shall not be construed as granting or conferring upon the Recipient, either expressly or implied, any rights or licences to the Confidential Information received from the Discloser.
9. This Agreement shall not constitute, create, give effect to, or otherwise impose or imply, a joint venture, pooling arrangement, partnership or formal business organisation of any kind, or any other contract, agreement or arrangement whatsoever. Recipient has no right to use any part of the Confidential Information to develop its own technology or seek patent protection for it (whether or not in combination with other technology).
10. THE DISCLOSER MAKE NO REPRESENTATION, AND PROVIDE NO OTHER WARRANTIES, EXPRESS OR IMPLIED, in fact or by operation of law, with respect to the accuracy of the Confidential Information. IN NO EVENT SHALL DISCLOSER BE LIABLE TO RECIPIENT FOR ANY DAMAGES, including without limitation, any special, incidental or consequential damages, arising in any way, directly or indirectly, under any theory of liability, out of the disclosure of Confidential Information to Recipient under the terms of this Agreement.
11. The liability of each of the Consortium Parties and the NATIOONS Mentor for their respective obligations and liabilities under this Agreement shall extend only to loss or damage arising out of their own breaches.
12. Neither Party shall assign or sub-license its rights or obligations under this Agreement. Each of the Consortium Parties shall have a right to enforce the terms of this Agreement.
13. The invalidity or unenforceability of any part of this Agreement, for any reason whatsoever, shall not affect the validity or enforceability of the remainder.
14. This Agreement shall become effective on the last signature hereto, however, it's terms shall apply retroactively from the date of the first exchange of Confidential Information.

15. This Agreement shall be governed by and construed in accordance with the laws of Belgium and disputes arising between the Parties shall be referred to exclusive jurisdiction of the ordinary courts of Brussels to settle any dispute.

16. This Agreement constitutes the whole agreement between the Parties and supersedes any previous agreements between the Parties relating to its subject matter. The inter partes relationship between the Consortium Parties remains to be regulated by the Consortium Agreement and EC-GA and is therefore unaffected by this Agreement.

17. This Agreement may be executed in any number of counterparts, via facsimile or portable document format file, each of which shall be deemed an original of this Agreement, but all the counterparts shall together constitute one and the same instrument.

CONFLICT OF INTEREST

18. NATIOONS Mentors must be free from conflicts of interest between their mentors activities and the rest of their professional activities. In all circumstances, NATIOONS Mentors must act to avoid any real or perceived conflict of interest and ensure that they provide equal treatment to all participants.

19. Special rules apply for the participation of a NATIOONS Mentor in a proposal. In this context "participation in a proposal" means a named NATIOONS Mentor identified as either carrying out the R&I activities, or in an advisory or supporting role (e.g. project advisory board). NATIOONS Mentors, acting in that capacity, shall not provide letters of support or similar documents in relation to specific proposals.

20. A NATIOONS Mentor must not participate in a proposal in relation to the 2023 HE Soil Living Labs calls where it provides mentor services.

21. If an organisation of a NATIOONS Mentor does act as an applicant, mitigating measures should be established within the institution if necessary (e.g. "firewalls" between the departments involved in submitting proposals, and those responsible for the mentor function).

22. A NATIOONS Mentor may participate in an advisory or supporting role in a project, once grant preparation has started.

23. In case a NATIOONS Mentor or the mentors organisation does not comply with the provisions of this section, it will be requested to withdraw from the proposal/action. Non-compliance may also lead to the consequences set in Articles 136 and 141 of the Financial Regulation (e.g. exclusion or rejection of a person or entity from participating in an award procedure or in an application/action).

NOMINATION AND RECOGNITION PROCESS

24. In appointing NATIOONS Mentors, it is important to avoid situations that could later give rise to potential conflicts of interest, particularly where the host organisation of a mentor may itself become an applicant in a proposal, or use its mentor status to gain or grant undue advantage.

25. If it becomes apparent that a NATIOONS Mentor is failing to comply with the Agreement, the NATIOONS coordinator will raise the matter with the REA and the Mission Secretariat, as appropriate. The aim will be to identify how best to improve the services, and to propose remedial actions. If the problem persists, or in the case of grave misconduct, the NATIOONS Mentor in question will be "de- recognised" and the contact details of the NATIOONS Mentor removed from the NATIOONS website.

IN WITNESS WHEREOF the Parties have caused this Agreement to be executed on the date first written above.





On behalf of Aarhus University

Signature:

Date: 8 March 2023

Name: Niels Halberg

Title(s): Director, Coordinator, NATI00NS.

Head of Department: DCA - Danish Centre for Food and Agriculture, Aarhus University

Stamp:



On behalf of NATI00NS Mentor

Signature:

Date:

Name: Title(s):

..... Head of

Department,


Stamp:





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