

NATI00NS

Deliverable 1.3– Update of content generation plan



National engagement activities to support the launch of the Mission 'A Soil Deal for Europe' 100 Living Labs and Lighthouses

Data sheet

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Glossary of terms and abbreviations

Term	Description
AC	HE Associated Country
EC	European Commission
DoA	Description of the action
HE	Horizon Europe
LL	Living labs
Mission	EU Mission 'A Soil Deal for Europe'
MS	EU Member State
NEE	National engagement events
REA	Research Executive Agency

Keywords

Soil health, Living Labs, Lighthouses, EU Missions, Soil Deal for Europe.

Disclaimer

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Content generation plan – definition

To perfectly align the activities of the project, the generation of a content plan (Task 1.2) will be carried out in collaboration with the Mission Secretariat. Furthermore, the content plan is influenced by the main objectives for NATIOONS and in dialogue among NATIOONS partners.

The main objective of NATIOONS is reaching out to and preparing regional and national stakeholders seen as potential actors to apply for and implement Soil Health LLs, facilitating the deployment of the Mission across European regions.

Task 1.2 Objectives:

1. To hold executive-level discussions between the Knowledge Provision Task Force (AU, ENoLL, IUNG, POLIMI, SLU) and relevant Mission structures and projects.
2. To develop a Content generation plan for all the project activities, outlining the information to be developed in order to be conveyed to stakeholders in each one of the planned activities.
3. To update the Content generation plan for year 2 activities building on learning from year 1.

The content definition (Content generation plan) will revolve around the contents to be transmitted in the different project activities in WP3 and WP4. This will be fed into T1.4 *Generating content for the National engagement events* in WP3. Moreover, the Content generation plan will guide the development of several events, engagement and information material developed in specific tasks during the lifetime of NATIOONS. The Update of content generation plan was delayed from M11 (Sept 2023) because the consortium decided to ensure that activities and content would be updated based on the outputs of activities in task 3.2 and discussions with the Mission Secretariat/REA and other projects (PREPSOIL).

Thus, the Content generation plan should ensure focus and complementarity of the different activities across NATIOONS. Figure 1 presents an overview of the interlinked tasks and content development for the first 12 months. These relations are still valid in year 2.

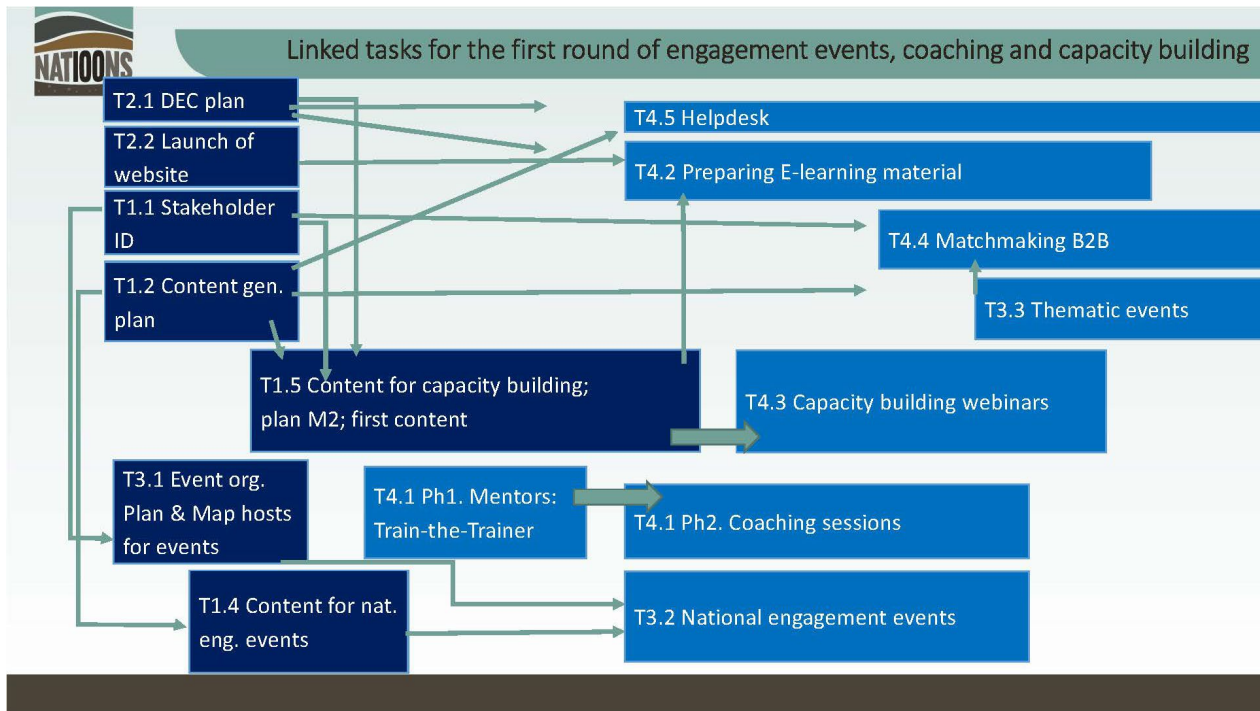


Figure 1 - overview of the interlinked tasks and content development for NATIOONS' activities.

A revised timetable for the different activities is included at the end.

Overview of content needed across NATIOONS activities (tasks)

The overall aim of NATIOONS engagement, training and information activities is to facilitate and support the development of high-quality proposals for LLs across Europe, MS and AC in response to calls under the Mission Work Programs 2023-2024. To this purpose NATIOONS started with a series of 43 national engagement events and coaching sessions followed by other capacity building webinars, thematic events and matchmaking events supported by E-learning material and a Helpdesk. For each of these implementing activities to have the right focus and be complementary, the content generation plan is specifying; 1) lead partner and participants, 2) aim, 3) target group, 4) focus and 5) content for each task in agreement between partners and supporting other preparatory tasks (1.4; 1.5; 2.1; 3.1; 4.1 phase 1) in their preparation of content. This update, D1.3, summarizes the plans for NATIOONS' activities and content with a focus on updates and changes arising from learnings from the first round of activities and the results of the first round of applications to the LL call topics (September 2023).

NATIOONS have carried out a survey among approximately half of the coordinators of LL proposals and have been in dialogue with REA/Mission secretariat regarding their (unofficial) understanding of the quality of applications and their major shortcomings. NATIOONS partners have processed this information at a series of internal meetings in order to address learnings in our activities and material presented at events and web.

Results from the survey among applicants:

Experience from the first round of events helped identify countries where the support from NATIOONS is more needed for the second round of events. The evaluation process involved a thorough analysis of the event reports, participant feedback, and the achievement of predefined KPIs and the analysis of a survey for applicants, which was spread out via the project communication channels and closed on 31 October 2023.

The survey aimed to assess the overall success of the events, identify areas for improvement, and inform decision-making for the second round of activities. This part of the evaluation involved assessing the support needs of different countries and regions. The overall evaluation allowed the consortium to draw some recommendations and ways of improving the second round of national engagement events:

- The NEE organisers are invited to
 - consider a list of recommendations and follow them whenever possible and in relation to the specificities of each Country or region
 - share practical examples of Living Labs for better understanding, while acknowledging that those examples are not Soil Health Living Labs funded under horizon-miss-2023-soil-01-08 and horizon-miss-2023-soil-01-09
 - include a reference to various land use types and avoid highly scientific presentations
 - consider existent good practices would be recommended including a stronger focus on non-agriculture land use types
 - explore opportunities to co-locate NATIOONS events with existing national events whenever possible, while ensuring the provision of the "core NATIOONS sessions," which include:
 - dedicated sessions to present the EU Mission "A Soil Deal for Europe."
 - the concept of Living Labs and lighthouses
 - specific funding opportunities
 - an engagement session with the audience
 - select a different city for the second-round events to diversify geographical coverage
- The results of the survey also suggested that national engagement events should consider adding pitching or networking sessions to provide networking opportunities between stakeholders to support the creation of regional/subregional LLs.
- Addressing potential challenging aspects of the proposals would also strategically improve the value of the events for the potential applicants: It is then advisable to focus part of the event on potential challenging aspects of drafting an application.

- NEE organisers should also suggest that proposals would benefit of focusing on a more limited number of variables, with a clear reference to the specific objective(s) of the Mission Soil they are contributing to, in line with the soil health challenges they are addressing.
- NEE organisers are also invited to:
 - identify strengths and areas for improvement at the national or regional level
 - carefully allocate resources to maximise impact while staying within budget constraints
 - review the collated data related to NEEs carried out in round #1, which are accessible on the project repository.

Learnings from dialogue with REA/Mission secretariat, informal web meetings December 2023:

- Many applications were too generic in focus and lacked references to specific Soil Mission objectives. They should focus more on a limited no. of issues (soil health challenges).
- Some applications fail to provide a rationale for why the specific LLs come together in a consortium, what is driving the construction of the proposal/consortium?
- The roles of partners and/or stakeholders are not clear in applications, and the identification of the right partners vis-à-vis the issues the LL will deal with is unclear.
- Applications need to define baselines for the soil health status vis-à-vis the focus and challenges of the proposal.
- Applications should present what knowledge and solutions may already exist vis-à-vis the specific soil health challenges identified and give rationale for the need for the participatory research (e.g. if no solutions are known to test in practice).

It was NOT considered a shortcoming if specific farmers/land users were not identified in the proposal – as long as a plan for using the FSTP function at a later stage was given. Thus, different levels of maturity of LL are accepted in the proposals meaning that some LL will still identify and include sites while the project evolves. This can be done using FSTP.

NATIOONS have interpreted the information to include the following points in next round:

Learnings from first round of proposals for LLs

- Applications too generic in focus and lacked references to specific Soil Mission objectives.
- Applications fail to provide a rationale for why the specific LLs come together in a consortium,
- The roles of partners and/or stakeholders are not clear in applications,
- Lack a baseline for the situation in the project areas vis-à-vis the focus and challenges of the application,
- Shortcoming in respect to describing expected impact vs outputs/outcomes of proposals
- Applications should present what knowledge and solutions may already exist vis-à-vis the specific soil health challenges identified and give rationale for the need for the participatory research necessary (e.g. if no solutions are known to test in practice).

It was NOT considered a shortcoming if specific farmers/land users were not identified in the proposal – as long as a plan for using the FSTP function at a later stage given

Points to include in second year:

Applications

- ✓ should focus more on a limited no. of issues of Soil health (ok to include linked Soil health challenges in a region).
- ✓ Describe what is driving the construction of the proposal/consortium? Why this combi of LLs?
- ✓ Need to improve identification of the right partners vis-à-vis the issues the LL will deal with
- ✓ Need to define a baseline for the situation in the project areas vis-à-vis the focus and challenges of the application
- ✓ Describe impact clearly as regards expected improvement of Soil health and baseline
- ✓ Give state-of-art as background to explaining the needed co-creating in R&I in LLs
- ✓ Preferably ID representatives of main stakeholders and apply FSTP

NATIOONS interpretation, not official

Thus, the intention is to focus a part of the national engagement events, the ToT, webinars and helpdesk on assisting potential applicants in improving their proposals, regardless of whether they are considering resubmitting or initiating a new LL and/or consortium. We describe these details in the following sub-sections.

T1.4 / T3.2 National engagement events

Lead partner T1.4: AU; Participants: IUNG, ENoLL, POLIMI, SLU, COMMpla: T3.2: Trust-IT.

Participants: COMMpla, AU, FUNDECYT-PCTEX, IUNG, XIA, LAAS, IRCEM, BIOSENSE, EIT-FOOD, BMED, ENoLL, SLU

Aims: Raising awareness of the importance of soil health, the eight Mission objectives, the proposed EU Soil Monitoring Law, the concept and operation of LLs, the EC criteria for selection of the LLs, and the specific regional soil health challenges.

Target groups: all relevant stakeholder types (input from T1.1 stakeholder identification and engagement).

Focus: Basic information regarding the Mission including as a policy initiative, and its implementation plan; Creating national/regional understanding and appreciation of the Mission and first identification of relevant regional/national soil health challenges; understanding the idea

and use of LLs/LHs in addressing regional soil health challenges in Mission context; the LL calls and engagement of participants to be able to continue and benefit from later support options.

Content: The content and materials to be developed will consider the Mission Implementation Plan's eight specific objectives, as described in the Mission Implementation Plan, and the diversity of soil challenges in each country. More importantly, the content of the material is guided by the topic texts that reflect the state of the art.

Overall:

A Soil Deal for Europe as policy initiative, participatory approaches and conceptual and organisational aspects of rural Soil Health LLs in AKIS contexts (AU), agricultural land-use related information (AU), (post)industrial (IUNG), urban (POLIMI), forestry (SLU), and Soil Health LLs life cycle, criteria and open calls (ENoLL).

Details:

Priority 1. To raise awareness among attendees of the value of soils. The idea is to generate a shared sense of ownership by all types of stakeholders, which can be conveyed through the Mission and its eight specific objectives.

Information regarding the aims of the Mission, its general background and objectives with examples for all land-use types leading to contextualization based on local, regional/national challenges within the scope of the Mission.

Messages will be tailored with clear examples to convince the different stakeholders across sectors and regions about the benefits of getting engaged in the Mission activities.

Specific key soil health challenges across regions are shown, as a steppingstone for the conversation for regional LLs (also building on experiences from other projects/reports).

The national academic speakers invited will be encouraged to address the key soil health challenges identified in the different regions and for different land uses.

Presentation of the method for participatory "Soil Needs Assessment" as defined and used by the PREPSOIL project, with first initial results from all land-use types for inspiration.

Priority 2. Instruct potential applicants on the concept and criteria for Soil Health LLs and LHs, as foreseen in the implementation plan and from the feedback on the first round of submitted proposals.

Information regarding the concept and practices of LLs/LHs, with history, concept, relevant examples and introduction of first practical steps towards forming a LL.

Information regarding the 2024 topics for funding the Soil Health LLs/LHs with first interpretations of scope and requirements including criteria for SHLLs and trans-national collaboration when the call has opened, or reference to the opening date when the call has not yet opened.

Priority 3. Orientate the participants for the post-event work: identification of local soil health challenges and making the connecting with the soil mission objectives; generation of regional LL seeds, fostering cross-regional and cross-national networking for a LL consortium, and guidance towards capacity building opportunities.

Facilitation of first moves towards identifying regional soil health issues relevant for Mission and calls by participants and towards forming a working group to establish LLs.

Initial guidance on how to identify and engage stakeholders around soil health challenges and taking first steps towards LLs. Presentation of the options for support from NATI00NS in establishing LL consortium and forming a regional set-up, which may lead to an application for a LL topic under the next Work Programme 2024 call.

Outcome from workshop at Kick off meeting:

A set of questions may be included in content material, for ensuring engagement and discussions among participants.

Examples of questions:

- What is the overall condition of our national and regional soil health?
- Which of the challenges mentioned in the soil mission objectives can you recognize in your own region or in this country?
- Can you give examples of soil challenges that you have seen or experienced in your own region?
- Identify obstacles that could prevent the establishment of a Living Lab.
- Discuss solutions to overcome the obstacles.

The Engagement part can come from posing such questions in groups.

The content of the provided material from T1.4 will include such questions/instructions for “engagement” in the material to be sent for editing and translation.

Furthermore, interactive components will be made available for the event organisers by TRUST-IT, and they will receive training.

Changes in the slides of national engagement events in round 2:

Based on the experiences from NEE 2023, the slide deck that serves as the main tool of the NEEs will be expanded. The following topics will be added:

- The proposed EU Soil Monitoring Law (proposed objectives and status, connection with the Soil Mission)
- A pathway to show the NEE participants the journey from the NEE to a submission and to supply the participants with tools they may consult on the way. Four stages have been identified:
 - 1) link soil health challenges with soil mission objectives;
 - 2) initiate/join a living lab;
 - 3) initiate/join a consortium;
 - 4) submit an application.

The four stages and information within each stage have been drafted by all T1.4 partners. Graphical design is made by COMMpla. As for the section of the slides dedicated to explaining the SHLLs and LHs, several changes have been made to ensure that the concepts of Lighthouses and Living Labs are in line with the description of the 2024 LL Calls Topics and the Mission Implementation plan.

Based on the Work Programme 2024, the material shared by the Mission Secretariat during the NCPs training, and additional feedback received from the mission Secretariat, the following changes have been made:

- Inclusion of the components of Living Labs and what to consider when setting up one.
- Additional set of slides with visual representations to address the scales of regional or sub-regional, cross-regional or cross-country of SHLLS/LHs.
- Explanatory slides to visually showcase and explain the commonalities that can lead to the creation of a consortium in terms of Mission Soil objectives, land-use types and the local context.
- Recommendations and suggestions slide to stress the importance of a justified scope.
- Modifications in the material related to describe the stakeholders to involve in LLs have been carried out.
- Slides with examples of funded SHLLS/LHs were added.

The reference to the PREPSOIL project has been expanded as that project has advanced. Examples of their Soil Need Assessment are included, and reference to the booklet of posters with assessments is supplied. The slides related to the topics have been updated following the Horizon Europe Work Programme 2023-2025, 12. Missions and Cross-cutting Activities (European Commission Decision C(2024) 2371 of 17 April 2024).

T3.3 Innovation potential thematic events

Lead partner: POLIMI; **Participants:** EIT FOOD, BMED, IUNG, FUNDECYT-PCTEX, SLU

Aims: European-wide trans-national events addressing cutting-edge topics related to the Mission and directed to transnational domain-specific communities, have been organized after the first round of National engagement events between December 2023 and February 2024 (see Table below): to convey and further tailor the messages of the Mission for these specific audiences to support match-making at trans-national level, clustering specific stakeholder groups across countries and stimulating their involvement in Soil Health LLs; to mobilise specific knowledge resources and capacities in specific and specialised topics in the most efficient way.

Target groups: partners appointed to organize thematic events invited (i) experts and scientists to provide ideas and showcases of best practices and (ii) relevant stakeholders and local living labs (not Mission Soil LLs) engaged with the specific theme. Large sectoral/thematic associations are windows to Europe, so the organization of events in cooperation with such networks can be good to reach specific stakeholder groups, and to provide specialised messages and explain the benefits for them of the Mission Living Labs.

Format: While the innovation potential thematic events were originally planned to be held in-person, these events have been turned into online initiatives to better facilitate the participation of transnational actors. The sessions have been recorded and made available online through the NATIOONS website (see links in Table below).

Focus: Addressing soil health challenges within specific land use types together with specific stakeholder groups, thus in separate events focusing on e.g., urban environments; industrial land stewardship; healthy soils for healthy forests and nature; agricultural soils including the role of agri-food innovators and entrepreneurs; other focus areas for specific events: Businesses care for soils; Smart Specialisation Strategies for regional soil health action.

The topics of the events have been prioritised by needs identified in feedback from stakeholders and the Mission Secretariat, to best support applicants and complement the engagement activities at national level.

During the thematic events, LLs examples were showcased to enhance participants' comprehension of the LL concept and methodology. Given that the maturity of the first SHLLs/LHs funded projects under the Mission Soil was not mature enough at date of the events, we could only refer to other living lab experiences that anyway represent sound examples on how to run a multi-stakeholder engagement and co-creation process around soil issues. Despite the LLs presented might not have fully aligned with the Soil Mission criteria, these represent useful practices for inspiring future applicants.

Content:

Planned activities towards the completion of the task:

After the completion of the events, some tasks are scheduled to complete the work:

- by mid of March the collection of all the follow-up event documentation elaborated by the events' leaders; in late March a reflection workshop to (i) discuss the experience of the events in terms of facts (e.g., number of participants, stakeholders reached, transnational reach-out), outcomes, and impact of our activity, in response to the main aims of the task (see above); (ii) complete the collection of resources to be made available on the website under each page event: relevant documents, policies, scientific literature, so support future applicants; (iii) to envision follow-up activities of the thematic events to be held as part of other tasks, and in particular as part of T4.4 in terms of match-making opportunities constructed around the events to further support the transnational cooperation.
- A final workshop in late Spring to convey key messages resulting from the event for the Mission Secretariat.

Thematic events' calendars and main resources

Day	Title	Organisers	Resources
14/1 2 2023	Breaking ground together: Solutions for urban and post-industrial soil de-sealing	Politecnico di Milano (POLIMI)	Video: https://www.youtube.com/watch?v=rbjime5zjjY
			Slides: https://zenodo.org/records/10391033
			Miro: https://miro.com/app/board/uXjVNG4RpiM=/
11/0 1 2024	Beyond gender barriers in the agrifood system: Innovative women improving food & soil health	EIT-Food	Video: https://www.youtube.com/watch?v=OvLj3Vvk4jE0
			Slides: https://zenodo.org/records/10495815
			Miro: https://miro.com/app/board/uXjVN7T-izk=/
18/0 1 2024	Industry engagement for sustainable soil health: Joining living labs	BusinessMed (BMED)	Video: https://www.youtube.com/watch?v=AFGNlKp5sck
			Slides: https://zenodo.org/records/10528386
			Miro: https://miro.com/app/board/uXjVN4uqTHs=/
24/0 1 2024	Smart Soils: Smart Specialization meets EU Soil Mission	FUNDECYT-PCTEX	Video: https://www.youtube.com/watch?v=h-geCJs7UzA
			Slides: https://zenodo.org/records/10560144
			Miro: https://miro.com/app/board/uXjVN2jlbca=/
			Video: https://www.youtube.com/watch?v=PCVDzNlnD-k

Day	Title	Organisers	Resources
25/01 2024	Soil health from a forest land-use perspective	Swedish University of Agricultural Sciences (SLU)	Slides: https://zenodo.org/records/10566220 Miro: https://miro.com/app/board/uXjVN3cAyfM=/
15/02 2024	Soil decontamination	Institute of Soil Science and Plant Cultivation (IUNG)	Video: https://www.youtube.com/watch?v=DDaZmsKaM2k Slides: https://zenodo.org/records/10664437 Miro: https://miro.com/app/board/uXjVNyGC_6U=/

T4.1 Train the trainer/mentors and Coaching sessions (Coaching Sessions for Soil Health Living Lab applicants)

Lead partner: AU; Participants: ENOLL, IUNG, SLU, POLIMI

Aims: The training of trainers (ToT) sessions (phase 1) should enable a group of facilitators to carry out the Coaching sessions. The coaching sessions (phase 2) should encourage and enable potential applicants to organize stakeholders around specific soil health challenges at regional level and going through the initial phases of establishing a LL.

Phase one: Training of trainers (ToT)

Focus: training of trainers, who – in phase two – can function as mentors for groups of stakeholders wishing to form a LL and go on with an application to the LL call.

Target groups: Potential trainers/facilitators of coaching sessions, Soil Mission NCPs and national/regional resourceful staff with interest in facilitation of LLs in local language and having sufficient institutional backing. We continuously work to find new potential mentors in the countries that do not have a mentor yet.

The project will gather mentors i.e. (i) 1st level experts in national NCP structures, agricultural knowledge and innovation system (AKIS) actors, regional R&I offices, grant services at universities, etc. and inform them on the basic contents of the Soil Health Living Labs open calls (Mission, structure, basic principles, funding rates, support for submission, etc.), and (ii) 2nd level experts from within the above-mentioned structures are summoned for further training, enabling these to deliver specialized support to potential applicants.

Content:

Content for the ToT sessions will be training of trainers through the provision of key knowledge and understanding of

- The Missions objectives, Mission Implementation Plan and the Mission LL calls

- How to identify national/regional soil health challenges and stakeholders, which may form LLs to match Mission Implementation Plan criteria.
- LL/LH concepts, methodologies and initiation processes
- Information on funding options (Mission LL calls) and its requirements at national/regional level and in forming consortia between LLs.
- Understanding of the processes of coaching and facilitating the establishment of LLs responding to regional soil needs vis-à-vis the Mission and the LL calls.
- Presenting and agreeing on the subsequent tasks of the trainees in terms of organizing national/regional coaching sessions including identification of stakeholders.
- Further tools and processes available for supporting the LLs in preparation of applications

Phase two: Coaching sessions

Aim: Providing geographic and sector/land-use type specific technical support to national stakeholders, coordinated with NCP structures, to spur interest and capacity of applicants and generate high-quality LL proposals, addressing both the regional 'soil needs' and the Soil Health LL criteria.

Focus: Arrangement of up to 44 coaching sessions to encourage and guide potential applicants and help solve doubts. Coaching sessions will follow up on engagement sessions and facilitate deeper engagement of all relevant stakeholder types across the relevant land-use types.

Target groups: All relevant stakeholder types (input from T1.1 Stakeholder identification and engagement). In particular those stakeholders and potential call applicants who are more advanced in the forming of consortia for application to the Mission LL calls, and the conceptualization of projects in response to a call.

Content:

- The Missions objectives, Mission Implementation Plan and the Mission LL calls
- How to identify national/regional soil health challenges and stakeholders, which may form LLs to match Mission Implementation Plan criteria.
- LL/LH concepts, methodologies and initiation processes
- How to form a LL responding to regional soil needs vis-à-vis the Missions objectives and the LL calls.
- Information on funding options (Mission LL calls) and its requirements at national/regional level and in forming consortia between LLs.
- Further tools and processes available for supporting the LLs in preparation of applications

Outcome from kick-off meeting:

Coaching sessions are next step after national engagement events. Timing between the events is suggested as two to four weeks from national engagement event to coaching session.

It is important that NATIOONS will train mentors to become successful in coaching the potential Mission LL calls applicants. “What are the success criteria for coaching sessions” will be the question to be used for planning the training and selecting the mentors.

Mentors need to be aligned and should participate also in the national engagement events and webinars (or see recordings), and thereby learn from the discussions and questions raised.

Mentors will be asked to collect information on the LL ideas received during the coaching sessions and to share them with the task lead. These conclusions will be a good indicator used to measure the degree to which the Mission and its projects are adequately disseminating the messages about Soil Health LLs and can be used to improve the second round of calls so that they better respond to the applicant needs.

What have we learned:

1. Additional training on the LL concept is needed:
 - By analysing the feedback of the mentors who attended the ToT last year and the surveys of applicants for the 23 LLs topics, there's a perceived need for more training or clarification on the LL concept. This would enhance understanding or address any gaps in knowledge among participants.
2. Task participants identified the need for EC representatives' participation in the ToT webinar
 - NATIOONS partners have expressed the importance of having representatives from the EC involved in the webinar. This involvement is seen as crucial for clarifying key aspects of the last year's applications and sharing insights on areas that may have been lacking.
3. Need to address the research of new mentors in countries without identified mentors:
 - There is a recognition of a need to focus on finding new mentors, particularly in countries where there are currently no mentors identified. This indicates a proactive approach to expanding the mentorship program or network.

What are we going to do:

- In the 2024 ToT, NATI00NS is planning to invite EC representatives in one of the two webinars
- The ToT will ensure to explain the criteria, definitions of LLs and the LL methodology
- The program will see part of the presentations focusing on the ToT on biodiversity and Urban context.

T1.5/ T4.2 Content generation and preparing e-Learning materials

Lead partner: ENoLL; **Participants:** IUNG, AU, POLIMI, SLU, COMMpla

Aim: To make available on-line support material suitable to address stakeholders' questions related to Mission LL calls, criteria for LLs and the Soil Missions objectives interpreted for specific land use types.

Target groups: Regional/National LL projects aiming at forming consortia for application to the HE Mission LL call based on different land use types and soil challenges. Stakeholders are land managers, industries, consumers, academia, national, regional and local authorities, citizens.

Focus: Providing applicants access to clear guidance on how to prepare and implement Soil Health LLs and LHs in relation to the Mission and the specific call and its criteria for funding LLs.

Content: Developed in T1.5, see Table 1 and 2.

Table 1. Capacity building activities. From DoA.

Activity (partner)	Target group	Contents	KPI/target
e-learning materials	Factsheet #1 (ENoLL)	LL applicants	Each factsheet is sent (or promoted) to at least 400 potential LL applicants First version: M1-M3 Update: M10 – M15
	Factsheet #2 (AU)	Agriculture land use	
	Factsheet #3 (POLIMI)	Urban land use	
	Factsheet #4 (IUNG)	Industry land use	
	Factsheet #5 (SLU)	Forestry land use	
	Recorded webinars	LL applicants	

Activity (partner)	Target group	Contents	KPI/target
Webinars	Presentation #1 (ENoLL, BIOSENSE)	LL applicants	Business and governance models for LL life cycle
	Presentation #2 (ENoLL, BIOSENSE)	LL applicants	Setting up regional LL networks: best practices and recommendations
	Presentation #3 (ENoLL)	LL applicants	LL application process and open questions
	Presentation #4 (ENoLL)	LL applicants	Update on the 1 st open call for proposals
	Thematic webinars (EIT-FOOD, BMED, IUNG, FUNDECYT-PCTEX, POLIMI, SLU)	To be decided	Co-creation experiences in cutting-edge topics and soil health

The table below is the common structure for the fact sheets for the e-learning materials, as presented at the physical KoM meeting. The content was further discussed for Urban and Industry.

Table 2 - E-learning materials, Factsheets – Structure & layout. From presentation at the KoM by ENoLL.

		Factsheet 2: Agriculture	Factsheet 3: Urban	Factsheet 4: Industry	Factsheet 5: Forestry
Introduction	Mission Implementation plan, objectives, etc	Common to all factsheets			
Why	Particular challenges /objectives to land use Why LL/ Citizen Science/cocreation is Important to meet these challenges?				
Who	Examples of stakeholders across the quadruple helix Who are the users				

		Factsheet 2: Agriculture	Factsheet 3: Urban	Factsheet 4: Industry	Factsheet 5: Forestry
What	which added value can co-creation bring in this specific field? which type of activities can a soil-health LL can perform in this field?				
How	How to set-up a LL	Common to all factsheets			

What are we going to do:

- The task participants will update Factsheet 1 with the information of Open Calls on the LLs topics 2024.

T4.3 Capacity Building Webinar Series

Lead partner: ENOLL; **Participants:** Trust-IT, COMMpla, BIOSENSE, IUNG, XIA, LAAS, IRCEM, POLIMI, FUNDECYT-PCTEX, SLU

Input from T1.5.

Aim: To generate interest and capacity for forming Soil Health LLs and LHs in addition to engagement events and coaching sessions. Providing applicants access to clear guidance on how they are expected to prepare and implement Soil Health LLs and LHs.

Target groups: Regional/National LL projects aiming at forming consortia for application to the Mission LL call. Stakeholders are land managers, industries, consumers, academia, national, regional and local authorities, citizens.

Focus: the webinars will provide a strong focus on the constituency of the Living Labs methodology, such as how to set up a LL, how to develop a governance model for LLs, business model generation in an open innovation context.

Content: Developed in T1.5, see also Table 1 (from DoA). Further details regarding which questions stakeholders may have after having digested the first information given at engagement event and coaching sessions:

- How potential applicants for the Mission LL calls may prepare and implement Soil Health LLs and LHs in response to the call
- The potential roles of different stakeholder types including coordination and governance responsibilities
- Business and governance models for LL life cycle
- How to establish links between the Mission objectives and regional soil challenges for the particular land use types
- How the LL criteria of the call may be met within different land use types and regional contexts and to what degree challenges needs to be comparable in the wider consortia of LLs for applications
- What level of preparedness and governance (maturity levels) of LLs needs to be ready and/or described in the call proposals

Moreover, and as mentioned above, the requirement for thematic fulfilled as part of T3.3 which will see the organisation of innovation potential thematic events that will be recorded and further disseminated through the NATIOONS' project website.

The relevance of the basic content was confirmed at the Kick-off meeting. The actual, precise starting point for the capacity building webinars will be aligned subsequently with the content developed for the coaching sessions (and thus for the ToT sessions) in order to ensure complementarity.

The plan containing the strategy for the capacity building, including the train-the trainers and coaching efforts, e-learning materials, and all recorded webinars will be covered in more detail in Deliverable 4.3 ("Capacity building plan").

Update:

- A forthcoming webinar is set to be arranged between May and June 2024, dedicated to explaining the criteria for applying to the Open Calls for the LLs topics 2024. As last year, REA and DG AGRI representatives will be invited to attend and available for questions during the webinar.
- There is a possibility of developing additional webinars in collaboration with task participants. The topic of the webinars will be decided based on the evaluation of the surveys of the applicants in the Open Calls of the 2023 LLs topics. Meetings with task participants will lead to the identification of topics of the new webinars based on partners' expertise. The proposed new webinars will be discussed with the consortium.
- The webinars will have a specific emphasis on addressing the Eastern and Central European countries.

T4.4 Matchmaking sessions at project events

Lead partner: BMED

Aim: To directly support the generation of trans-national consortiums of applicants to the LLs open calls by facilitating the match of different stakeholders for the presentation of new high-quality LLs proposals.

Target groups: Regional/National LL projects aiming at forming consortia for application to the Mission LL call. Stakeholders are land managers, industries, consumers, academia, national, regional and local authorities, citizens.

Focus: Providing virtual matchmaking spaces to support cross-regional and interdisciplinary collaboration alongside project events.

The software service b2match will be used to schedule the B2B meetings to take place online directly on the platform

Content:

- Support to presenting and exchanging the soil challenges, objectives and focus areas as well as stakeholder groups and organization of each regional LL.
- Exchange of each LL's first ideas of activities and interest in collaboration with likeminded LLs
- Dialogue meetings for testing potential interests in forming consortia for LL calls, developing joint ideas vis-à-vis the call criteria for applications w 3-5 LLs in a consortium.
- After having generated their profile, users will be visible in the platform and have the possibility to match with other users by scheduling online/physical meetings as well as having access to other functionalities such as meeting agenda, messaging and chat.
- An online space in the long-term to allow a continuous matchmaking process and the establishment of a community of stakeholders for the creation of the LLs.

The relevance of the basic content was confirmed at the Kick-off meeting.

The organisers of the national engagement events will present the possibility for matchmaking, and it will be presented at the NATIOONS website as well. The b2match platform will be used for hosting the online transnational matchmaking in English only, and it will likely (to be confirmed) be accessible throughout 7 months on 2023 (March-September) and other 7 months on 2024 (March-September). The system will also be relevant for coaching sessions.

Learning and Improvements:

Feedback from Round One highlighted that the absence of a dedicated matchmaking session resulted in fewer engagements. It was observed that relying solely on participant initiative for

matchmaking meetings led to a low number of engagements. Recognizing the importance of providing a structured environment for these sessions, rather than depending solely on participant initiative, is crucial.

Improvements: To address this, planning a dedicated matchmaking session within a specific event would provide a structured opportunity for participants to connect. This session should be designed to encourage active participation, interaction, and collaboration among stakeholders. Additionally, providing clear guidance and support to participants on how to effectively use the matchmaking platform can maximize the potential for meaningful connections.

T4.5 Helpdesk set up and operation

Lead partner: TRUST-IT; **Participants:** AU, ENoLL, IUNG, SLU, POLIMI, COMMpla

Aim: To support potential Soil Health LL applicants for the open calls launched in 2023 and 2024 through a single point of contact for questions related to proposal development.

Target groups: Regional/National LL projects aiming at forming consortia for application to the Mission LL calls. Stakeholders are land managers, industries, consumers, academia, national, regional and local authorities, citizens.

Focus: The Helpdesk will provide access to all guidance and information material developed and presented in the NATIOONS tasks (see above) and link to other relevant material regarding soil health, the Mission and LLs via the PREPSOIL one-stop-shop web portal.

The entry point to the Helpdesk will consist of a contact form displayed on the project's website. The helpdesk will commit to reply to enquiries within 3 to 5 business days.

The Helpdesk, in parallel, will have the role of identifying bottlenecks and issues that are common among the community, to provide recommendations to other NATIOONS partners in charge of the appropriate activities (in case of misinformation coming from the events or published information) and the EC's team in charge of the call itself.

Content: Helpdesk will be able to offer the following types of assistance:

- (i) administrative: explanations about Open Call rules, how to apply, eligibility criteria, proposal validation, etc.,
- (ii) scientific and technical: questions related to scope of the proposals, LL criteria, and other issues regarding soil health,
- (iii) Participatory approaches, conceptual and organisational aspects of living labs, and land management.

(iv) a Frequently Asked Question (FAQ) section

It is of major importance that the information to applicants is made easily accessible, e.g. in the Funding and Tenders Portal, and it will be explored with the REA Project Officer, how best to establish a collaboration with the Research Enquiry Service, EEN, EIP-AGRI, and with these align the service to be provided.

What was done:

A meeting with REA representatives was held with AU and ENOLL. The meeting was meant to clarify and to discuss some answers provided by NATIOONS partners in 2023 through the Helpdesk.

Detailed list of materials to be produced for WP3 and WP4 activities

Task	What	For whom	Planned	Update if planned
T3.1	D3.1 Overarching event plan with guidelines for event organisers	National organisers	31/01/2023	15/02/2024
	MS1 (MS2) Slides and script	National organisers	31/01/2023	15/02/2024
	Check list National events	National organisers	Well in advance before each National event	
	Invitation, agenda and registration templates	National organisers	Well in advance before each National event	
	Feedback survey for National Events	National organisers	Well in advance before each National event	
	Videos from events when recorded	National potential applicants	Shared on National event page shortly after each National event	
T3.2	D3.2 Review of National engagement events, round #1	Public	31/07/2023	
	Analysis of needs for special country focus in #2	Mission Secretariat, REA and Executive Board	Last part of August	
	Analyses of needs identified in feedback from- and	Mission Secretariat, REA and Task 3.3	not repeated	

Task	What	For whom	Planned	Update if planned
	participation of stakeholders, for identification of Thematic events			
T3.3	Templates for the Thematic events (invitation-, agenda- and registration) and feedback survey	Thematic event organisers	Well in advance before each thematic event	
	Communication plan	Thematic event organisers	Well in advance before each thematic event	
	Event video, slides and materials from each Thematic event	Potential applicants	Shared on Thematic event page shortly after each thematic event	
	Report from each Thematic event with policy recommendations	Soil Mission secretariat, potential applicants and other interested stakeholders	Shared on Thematic event page and Zenodo	
	D3.3 Review of events	Public	31/08/2024	
T4.1-4.3	D4.3 Capacity building plan	Public	31/01/2023	
T4.1	Video and presentation for training 1 and 2	For Mentors	March 2023	May 2023
	Non-disclosure agreement	Mentors to sign	Continuously, when Mentors sign, their contact details are published on the Mentor website	
	D4.1 and D4.2 Coaching and capacity building report, round 1 and 2	Public	31/07/2023	31/10/2024
T4.2	Factsheets on LL concept, agricultural, urban, post-industrial, and forestry/nature	Potential applicants	Late spring in Zenodo	May 2024
T4.3	Capacity building webinars	Potential applicants	Late spring/early summer. Videos on website and in YouTube	
T4.4	Matchmaking platform	Potential applicants	No materials foreseen – guidance is part of the platform	

Task	What	For whom	Planned	Update if planned
T4.5	Frequently asked questions, selected	Public	Regular updates	
	Frequently asked questions all	For Helpdesk team, National organisers	Regular updates	
	D4.4 and D4.5 Helpdesk performance report, round 1 and 2	Public	30/09/2023	30/09/2024

Timing of activities vis-a-vis production of material

The timing of the production of material for the different activities has been carefully planned as regards the support to applicant during the second call period. In the following, tasks, activities, and events in NATIOONS are illustrated and should be seen as plans in working progress. Figure 2 gives an overview of timing of tasks, activities, and events described already in this Update of Content Generation Plan and also the deliverables related to the activities.

The more concrete timeline of tasks leading to national engagement events round #1 were illustrated in Figure 3 and 4 in D1.2, and they are still valid for round #2.

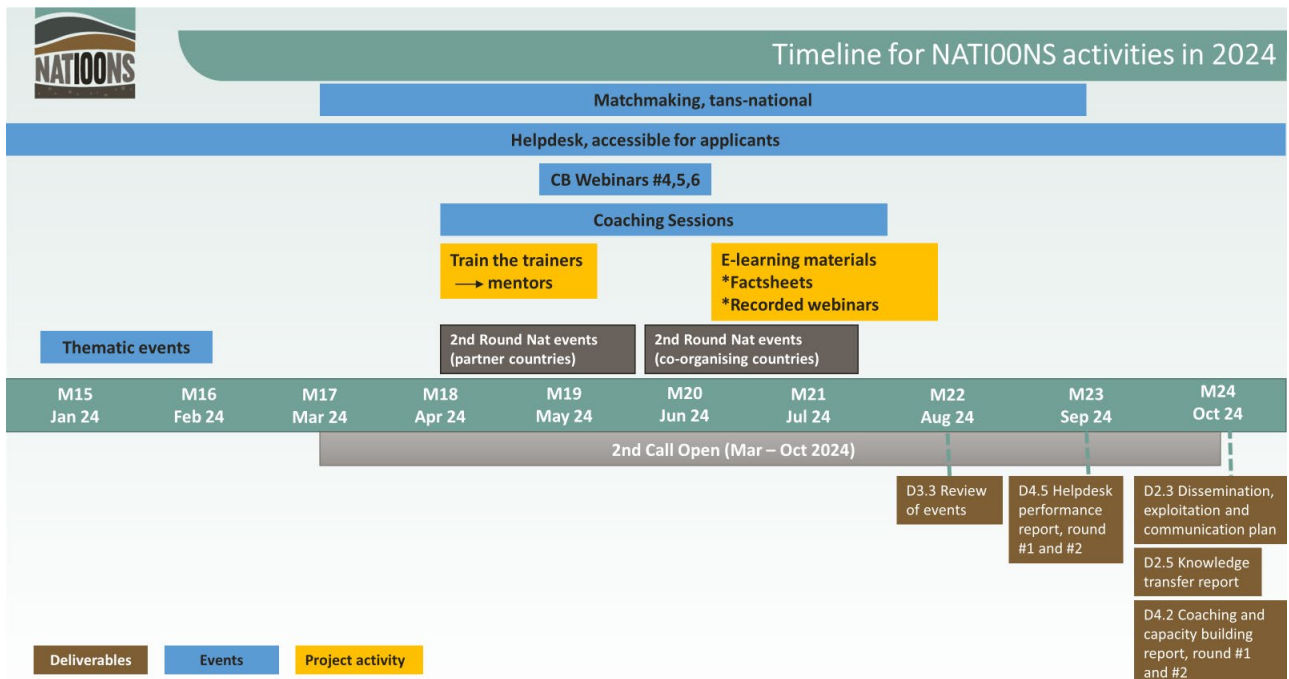



Figure 2 -Timing of tasks and activities in NATIOONS in 2024



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We will publish contents and materials and host training sessions to support the submission of high-quality application forms for the EU Mission Soils Open Calls.



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