NATI00NS

Deliverable 3.1 – Overarching event plan with guidelines for event organisers

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

Term	Description
AC	Associated Country
EC	European Commission
LH	Lighthouse
LL	Living Lab
MS	Member State
REA	Research Executive Agency

Keywords

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

Disclaimer

Executive Summary

The main objective of NATI00NS is to facilitate the deployment of the EU Soil Mission across EU Member States and Associated Countries regions, acting as a messenger of the Mission by raising awareness among national and regional stakeholders, providing access to quality-checked capacity-building materials and information, spurring the discussions on the best LL setups to address regional soil needs, and fostering early matchmaking for cross-regional LL clusters.

This is done through two rounds of National Engagement Events, envisioned to take place in the first half of 2023 and the first half of 2024, accompanying the EC calls for proposals dedicated to the EU Soil Mission.

The present deliverable provides guidelines and tips on the organisation of these events for the benefit of the NATI00NS consortium, and of the organisers of the different national engagement events.

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1   Introduction

The overall vision of the EU Mission "A Soil Deal for Europe" plays a vital role in the context of Europe's twin green and digital transition and its pursuit to progress towards zero net emission, resource efficient, smart, and circular systems of production and consumption. Key objectives as the reduction of desertification and soil erosion, the increased re-use of urban soils, curbing soil pollution and enhancing restoration, and the enhancement of soil biodiversity represent the foundational component towards the shift to healthy soils.

Noteworthy to emphasise how the Mission will bring to the deployment of a broad network of 100 Living Labs (LLs, networks of places where to experiment on the ground via partnerships between multiple partners and different actors) and Lighthouses (LHs, individual sites where to showcase good practices and solutions) across rural and urban areas to accelerate the co-creation and uptake of solutions across farms, forest, natural landscapes and urban settings in a diversity of geographical and socio-economic contexts.

The function played by NATI00NS becomes crucial in this framework, with a view to put people, society, and prospective Stakeholders at the very centre of this change. The ultimate and primary scope of the project is to act as a solid "sounding board" to exhaustively promote the Mission's opportunity, raise awareness across European, National and regional Stakeholders by providing access to capacity-building materials and information, but also sparking the debate around Living Labs and Lighthouses and favouring the matchmaking between cross-regional LL clusters from various domains: agricultural, academic, forestry, industrial and post-industrial, societal and urban.

In this regard, guidance and support to inform potential applicants will be mainly achieved throughout a series of National engagement events (taking place both in the European Member States and other associated countries and dutifully listed under section 3.1.2.1), but also through other means such as the delivery of targeted Capacity Building materials, Matchmaking events, a dedicated helpdesk as a first contact point and thematic webinars.

2   Links with other WPs

National engagement events are linked and dependent on specific outputs from other Work Packages within NATI00NS.

In particular, the materials used at events are designed and developed in Task 1.4 "Generating content for the National engagement events," ensuring they reflect the objectives and scope of the Mission and considering the diversity of soil challenges in each country as much as possible. This includes eventually translated materials in languages other than English when needed, also coordinated by T1.4.

Promotion of the events takes place in coordination with WP2 "Dissemination, exploitation and communication", exploiting relevant channels to reach out to audiences in the different countries and regions.

In addition, the events are also in line with the activities carried out in WP4 on capacity building, ensuring that information provided to attendees and participants is consistent and the timelines allow for a satisfactory coverage of the different target audiences.

3   Engagement events purpose and guidelines

3.1   National engagement events

NATI00NS engagement events will be the perfect breeding ground to gather important takeaways and insights (to be timely shared the Mission Secretariat and the Mission Implementation Platform) to:

- Increase the participation's rate of targeted stakeholders,
- Obtain a clearer communication of the main messages,
- Raise awareness of the significant role of healthy soils,
- Deliver the necessary knowledge and innovations to support prospective applicants to comply to criteria for LLs Open Call,
- Orientate participants towards their next steps and support them over time.

The set-up and organisation of hybrid events (the most viable and preferred option in the project's context) bring together the best features of physical and digital media to create experiences that are uniquely connected and participatory in both directions for all attendees. All stakeholders can benefit from an engaging and holistic experience by attending these events. A hybrid event's settings and equipment must be considered carefully with appropriate technology and tools to create a complete event experience and to reach participants wherever they are as well as an immersive environment and interactive conversation.

The key purpose of drafting an "Overarching event plan guidelines" is to provide a comprehensive set of best practices and must-do actions for the national event's organisers, to act as a reference point and enable them to successfully answer to the following underlying aspects:

- Who is the event addressing?
- What will the audience learn out of it?
- Where will it happen?
- When will it happen?
- Who will host the event?
- Why (and how) will the event be appealing to the attendees?

Important: If for any specific reasons (force majeure, restrictions, lack of minimum number of attendees and so forth) an event cannot take place physically in a country, it will be turned into a full online event.

3.1.1 Checklist
- Get in touch and make agreements with the national co-organiser
- Fix date and confirm venue
- Inform Trust-IT and prepare description page for website and promotion
- Trust-IT to create Zoom link
- Trust-IT to prepare promotional image
- Ensure you have a reliable printing shop locally to print eventual materials
- Translate any relevant official NATI00NS materials in the local language if needed
- Print any needed materials locally.
  - Trust-IT covers the expenses for 1 roll-up and 50 flyers per each country. Any extra printed materials should be covered by relevant partners.
- National organiser and co-organiser to provide or coordinate translation of the registration and feedback forms in national languages with their respective allocated budget.
- After receiving the translated text from the responsible partner, Trust-IT will be able to implement the registration form on the website.
- Open registration form on the website.
- National organisers and networks to start inviting local stakeholders.
- Organise catering.
- Finalise agenda.
- Invite speakers.
- Check which digital tools for interaction (sli.do, mentimeter, mural...) are needed and inform Trust-IT for the setup.
- Ensure promotion at the local and national level in the target language is taken care of by the national organiser and their network.
- Execute rehearsals with speakers to finalise the content and structure of each different session.
- Execute event – Take minutes on project event report template.
- Distribute feedback survey link to all participants.
- Finalise event report and share it with Trust-IT as WP3 leader.

3.1.2 Preparation

There are multiple aspects to be dutifully considered and supervised to design an event that will appeal to a precise target audience. This approach needs to take into consideration the immersive experiences, speaker bios, session schedules, technical details, and much more.

It's of paramount importance to set (and allocate) clear tasks and responsibilities within the working team around the event: due to the size of the event, a larger team is needed, including event managers and organisers, that will oversee running the distinct phases.

Moreover, some basic equipment and support are essential (or simply recommended/optional) to ensure the seamless running of each hybrid event, mainly the following items:

- **Reliable Wi-Fi Connection** - Stable Wi-Fi connection is necessary for hybrid events to broadcast the event live to a remote audience and allow both participant groups to communicate with each other and the event organisers.
- **Microphone** – In hybrid settings, the sound quality may be affected anytime the speaker moves around: this may result in the audience disengagement or loss of interest whenever the audio is blurred or of mediocre quality. A top-notch microphone is needed to record a spotless and audible sound, ensuring that both in-person and online participants can clearly hear the speaker(s).
  In the case of Q&A sessions, you will need someone able to handle and collect questions coming from the participants attending in person (with wireless hand microphones) as well as a host to handle questions from online attendees. This makes sure that the session runs without any setbacks.
- **Webcam (optional)** - Most laptops and desktops have built-in webcams that can be leveraged to carry out virtual events. However, having a standalone webcam can significantly enhance the video quality for remote participants.
- **Room Lighting** - Like physical events, lighting plays a significant role in hybrid events. In a virtual setup, illumination is necessary for both on-the-spot and online participants to guarantee satisfactory engagement from the audience. Always ensure to put the light source in front of the speaker rather than behind them.
- **Video support (optional, when possible)** – A dedicated (even small) video support team staff makes sure that remote guests can functionally attend the event and that the switch from video to slide to the presenter or vice versa is done quickly and flawlessly. In this context, a few useful practices need to be taken into account: keep the presenter unmuted, share your screen, and run the slides in Slide Show mode on a full screen when delivering your slides to a virtual audience. The presenter should always be visible in a thumbnail if necessary, and the virtual audience should be able to view the slide on full

screen. When done, screen sharing must be terminated, and the presentation should return to the presenter on camera.

- **Mobile App(s)** - When running a hybrid event platform, it is important to doublecheck upfront the full accessibility of the event via mobile phones. With the mobile app, it is possible to manage the streaming and attendees' participation and keep track of any activity/action correlated to the event.

3.1.2.1 NATI00NS consortium and national liaisons

The NATI00NS consortium operates in all countries involved in the EU Soil Mission through a granular approach consisting of international liaisons. As a result, events taking place in each country are distributed among NATI00NS consortium partners that work in conjunction with national organisers. Below is a table providing an overview of country-specific synergies.

Additional national co-organisers can be involved if needed, or a co-organiser can be exchanged, depending on the specific situations in each country.

Table 1: National event organisers

Country	NATI00NS partner	Co-organiser
Albania	BIOSENSE	SCiDEV
Armenia	TRUST-IT	Armenian National Agrarian University
Austria	FUNDECYTPCTEX	Alpine Soil Partnership and the International Institute for Applied Systems Analysi
Belgium	ENoLL	Flanders Research Institute for Agriculture, Fishieries and Food
Bosnia and Herzegovina	BIOSENSE	RTD Health Cluster
Bulgaria	IRCEM	Institute of Soil Science Nikola Poushkarov
Croatia	XIA	Ministry of Agriculture
Cyprus	EIT FOOD	EIT FOOD Cyprus
Czech Republic	IUNG	Research Institute for Soil and Water Conservation
Denmark	AU	SEGES
Estonia	LAAS	Ministry of Rural Affairs of Estonia
Finland	SLU	Natural Resources Institute Finland
France	FUNDECYTPCTEX	INRAE and DEV'UP Centre-Val de Loire
Georgia	TRUST-IT	NRCS Georgia
Germany	FUNDECYTPCTEX	University of Hohenheim
Greece	FUNDECYTPCTEX	Q-PLAN and American Farm School

Country	NATI00NS partner	Co-organiser
Hungary	XIA	XIA
Iceland	SLU	Soil Conservation Service of Iceland (SCSI)
Ireland	ENoLL	Department of Agriculture, Food and the Marine (DAFM)
Israel	EIT FOOD	EIT Hub Israel
Italy	TRUST-IT	RE-SOIL Foundation
UK	FUNDECYTPCTEX	UK SOILS
Kosovo	BIOSENSE	Innovation Centre Kosovo
Latvia	LAAS	Ministry of Agriculture
Lithuania	LAAS	Vytautas Magnus University Agriculture Academy
Luxembourg	ENoLL	Environment Ministry
Malta	BMED	Environmental & Resources Authority
Moldova	IRCEM	Ministry of Agriculture, Regional Development and Environment
Montenegro	BIOSENSE	University Donja Gorica
Netherlands	FUNDECYTPCTEX	RIVM (National Institute for Public Health and the Environment) and Louis Bolk Institute
Macedonia	BIOSENSE	ARNO
Norway	SLU	Network - Sustain Nordic soil health
Poland	IUNG	Ministry of the Environment
Portugal	FUNDECYTPCTEX	Portuguese National Innovation Agency and Centre Region Co-ordination and Development Commission
Romania	IRCEM	Ministry of Environment and Climate Change
Serbia	BIOSENSE	Agricultural Land Administration
Slovakia	IUNG	Slovak Environment Agency
Slovenia	XIA	Ministry of Agriculture, Forestry and Food
Spain	FUNDECYTPCTEX & EIT FOOD	CDTI, CSIC-INIA
Sweden	SLU	Stockholm Environment Institute
Tunisia	BMED	ICARDA
Turkey	EIT FOOD	Impact Hub Istanbul
Ukraine	IRCEM	Institute of market and economic-ecological research of the national academy of sciences

3.1.2.2   Date, venue, budget

We recommend establishing a first contact with the venue owners/managers at least one month before the scheduled event's date (or 3 weeks in advance at the latest). As a preference, first look for facilities that can be available for free, e.g. relevant public institutions, co-organisers, partners. If that is not possible, ask for an accurate estimate of costs to cover all the equipment needed (listed as follows) to ensure to operate within the budget's constraints.

Each Engagement Event has a fixed budget administered by the specific organiser, who will make agreement with the national co-organiser, on how the costs are covered.

Venues can significantly vary in terms of size and location. Some basic elements to immediately check are those aspects as making sure to understand internet costs, the Wi-Fi effective coverage (and stability), any venue policy that could potentially hinder the event's management, internal Audio/Video restrictions that could prevent streaming the sessions, and any health compliance measures before committing to a venue.
It is also recommendable to ask for the possibility of receiving in-house support from the venue's staff (and at what cost).

Some must-have features to ponder over the final choice:

- The facilities must completely support a hybrid setup for the event.
- Professional audio-video equipment is required, inclusive of online live streaming assets and projector screens.
- A trustworthy Wi-Fi connection with a large enough bandwidth guarantees that all attendees can safely access online resources.
- A wide availability of charging stations should be available and easily reachable to accommodate the power needs of individual attendee mobile devices, laptops, and ICT equipment.
- Any detached room (other than the main one) should be equally technologically equipped to allow an efficient management of separated (potential) hybrid breakout sessions.
- Presence of little tables, folding chairs and kiosks that can host one-on-one and group hybrid meetings to facilitate more conversations and working groups.

Trust-IT as WP3 leader will be able to afford and guarantee for the expenses of the printing of 1 Roll-Up Banner and 50 Flyers for each event: any extra materials must be addressed by the specific organiser's budget.

3.1.2.3   Co-location with existing events

Co-location within wider/bigger events can bring many benefits including costs reduction, less resources and workforce needed, possibility to expand the outreach, bringing added value to

attendees, and creating a more comprehensive event with other like-minded actors/initiatives. Most of all, there must be some benefit for people attending both events.

It is crucial to clearly identify the key stakeholders you are addressing for those specific events and, when possible, co-locate them into a broader event (an evident example could be the *Mission Info Days* at EU or National level, or the *European Research and Innovation Days*).

3.1.2.4   Materials

Contents and materials to be used at the national engagement events are produced in WP1 T1.4 *Generating content for the National engagement events in WP3*. These have been developed considering the eight specific objectives of the "A Soil Deal for Europe" Implementation Plan. Official materials from the Soil Mission should not be modified. Materials include slides containing relevant tables, images and infographics, an editable template for promotional material with editable texts to promote national events, and FAQ documents for organisers. Local partners and co-organisers can adapt the materials to increase the country-specific relevance. The materials are graphically edited according to the project's layout and sent to the national representatives, who are, in turn, responsible for the translation into national languages and hold the budget for this. The materials can as a first step be machine translated, then be revised by a person with a relevant scientific background, and after that quality checked by a person with proficient in English (school teacher level, C2). All materials need to be publicly accessible; the event organiser must send the final materials to TRUST-IT. Those used in round #1 will be replaced with the materials for round #2.

Event organisers need to bring the materials to the event. Depending on the type of attendees at each event, organisers can decide whether to translate the materials or not. An updated iteration of the materials will be produced after the first round of events, taking into account attendees/partners/national representatives' feedback and any eventual landscape changes in the Mission. All materials are updated on the nati00ns.eu website.

3.1.3   Setting the Agenda

A certain degree of ownership is granted to the event's organisers, especially when it comes to the overall duration of the event (that can span from a 2-hour up to 4-hours Workshop, according to the number of envisioned sessions and speakers).

There are however a series of check-points to go through when jotting down the final agenda:

- Do not make the agenda overcrowded with tiny and numerous sub-panels: the idea of a RoundTable session involving more speakers revolving around associated topics can be an idea to give continuity to the event's flow and to keep audiences' attention on top.
- Watch for overlap in the schedule

- Keep potential parallel sessions no longer than 30 minutes.
- Identify and make clear for the audience the purpose of each session - Adding a small blurb to each session in the agenda will further explain the purpose of them and provide better understanding of what is going to be covered.
- Share the draft event's agenda in advance on all digital outlets (aim for 3 weeks prior the event).
- Speakers & Time management in the agenda:
  - Make sure the speakers are aware of time restrictions.
  - Have a set cut-off point, and let speakers know you will have to stick to it if they go over.
  - Inform them of the signal they should watch for when time is short.
  - Provide a timer or clock for the speaker, but also designate a moderator to keep time and offer time warning.
  - Plan for long-winded speakers: if the speakers do not notice the signals, you may need to walk toward the stage/podium and kindly thank them.

3.1.3.1   Core NATI00NS sessions

At the core of each national event there has to be the following pivotal sessions, tackling the foundational elements behind the NATI00NS project. These are provided to the co-organiser as a power point presentation with a script. The material will be translated in national languages as seen fit.

1. A session dedicated to **present the EU Mission "A Soil Deal for Europe"**, by highlighting and tackling a range of key goals such as addressing soil challenges and building connections between rural and urban communities of land managers and stakeholders. It is encouraged to provide a national bird's-eye view of the vision behind the Mission.

2. A dedicated session to tackle the concepts of **Living Laboratories and Lighthouses** to point out the differences, provide a meaningful understanding to the audience, bring on the stage some concrete and real-life examples from those already in place, walk through key aspects of the Open Call's application form to help and guide interested attendees in their submission.

3. **Engagement Session(s)** - A good event engagement strategy will help to set the tone for any event. For many participants, the opportunity to build relationships is often the main driver to partake into an event. Including a 30 minutes "Breakout Session" in the event's schedule is an effective way to break up the length of the schedule and re-ignite audience's engagement. Breakout sessions allow the attendees to participate more with each other, thus presenting a change of one's mind. A suggestion could be to devise the Breakout session in a form of hands-on Workshop where smaller groups of participants will be given

the chance to share thoughts and dive deeper into peculiar matters (up to you to choose what). The engagement sessions can be easily replicated in a digital environment on each of available platforms by leveraging multiple windows/rooms.

3.1.3.1.1 Ideas for questions during engagement sessions

Make sure to adjust the questions with respect to the national and cultural circumstances of your country. Suggestions are in the presentation, and here are some further ideas for inspiration:

- Possible ice-breaker questions (useful to get the audience familiar with the tools, and get a first understanding of who they are)
    - Which region of the country are you from?
    - Which land use type do you work on?
    - Are you already involved in a Living Lab?
- Content-related questions (for more specific feedback concerning the soil topics)
    - Which main soil health challenges need to be addressed in your region?
    - Please pick the most relevant objective of the EU Soil Mission (list the 8 objectives).
    - What are the main barriers preventing you from attempting the establishment of a Living Lab?
- Open discussion
    - 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?
    - Support discussion with insights: 60-70% of EU soils are unhealthy
- Break-out session
    - Divide the participants into groups. Ask them to identify specific examples of each land type. Ask them to identify relevant region(s) and describe why they were pointed out.

This will ensure the participants engagement and understanding of the overall purpose.

- Open discussion
    - Ask the participants to identify examples of existing Living Labs (if any) and present positive aspects of the Living Lab concept.

This will ensure the participants understanding of what qualifies as a Living Lab.

- Break-out session
    - If you were to start a Living Lab:

- o Where would it be?
- o Which land type would be relevant?
- o Identify relevant stakeholders (by name)
- o Presentation for all.
- o This will start the thinking process from theory to practice.
- Break-out session (continued) Maybe this can be done in plenary, to save time
  - o Discuss and point out who needs to be engaged to enable influence.
  - o Discuss and point out who needs to be engaged to enable action.
  - o Identify obstacles that prevents the establishment of a Living Lab.
  - o Present solutions to overcome the obstacles.
  - o Presentation for all.

This will allow participants to actively engage and envision themselves as part of a Living Lab.

- Open discussion
  - o Can we, based on today's session, establish a Living Lab?
  - o If no – have all participants searching for solutions to the individual obstacles.
- Conclusion
  - o Make sure to identify possibilities within and across the individual groups.
  - o Make sure to get permission to reach out after the event.
  - o Reach out afterwards to facilitate the further process.

3.1.3.2   Potential extra sessions

National event organisers are given a certain degree of autonomy when it comes to expanding on the sessions which make the core of NATI00NS, described above.

Depending on the specific conditions of each national event (e.g., co-location with wider events, possibility to exploit thematic communities, etc.), organisers can add a range of different sessions to stimulate discussions and further foster collaboration between participants towards establishing consortia. A list of suggestions can be found below:

- **Panel discussions:** guests from relevant backgrounds can be invited to discuss soil health topics and challenges. A general recommendation is to limit the number of speakers to 4 or 5, with the panel duration at maximum 45 minutes. Always remember to have a moderator and to have the moderator agree on a couple of ice-breaker questions with the panellists beforehand.
- **Matchmaking sessions:** Generally speaking, NATI00NS transnational matchmaking takes place via the B2Match platform throughout the length of the EC call for proposals (as explained in Section 3.1.5.3). Nevertheless, individual event organisers can decide to host and facilitate national matchmaking opportunities at their events.

- **Group activities:** Participants can be divided into groups and asked to perform specific tasks – such as identifying shared challenges or providing feedback on specific issues.

3.1.3.3   Speakers

Selecting the appropriate speakers can bring the entire event into a sharp focus. Try to contact prospective speakers at least 3 weeks before the event (for them to be able to get prepared and be available for the scheduled "warm up" meeting or rehearsal): clarify the objectives of the event and be precise on what you expect from their interventions. Ensure to collect their personal information (Job title, affiliation, picture to be featured on web channels) for them to be correctly featured in any promotional item of the event.

Whether joining physically or remotely, it is possible to avoid most technical issues and event pitfalls by inviting speakers and presenters to an event rehearsal. This gives them a chance to get comfortable in front of the camera (or webcam), and it can help you iron out any technical hiccups, like a faulty microphone. Try to organise the rehearsal in the proximity of the event (not earlier than one week or 10 days before the event itself), for the speakers to keep main information fresh in mind.

When conducting a rehearsal, few key areas need to be carefully addressed, as explained below:

1. Educate presenters and speakers on the technology.
2. Define everyone's role and outline their responsibilities.
3. Make sure the internet connection is solid (same thing for speakers if they are remote).
4. Rehearse in the same location and with the same equipment supposed to be used during the event (for both).
5. Set clear tasks for them:
   - Agree upon a meeting time on the day of the event (at least 20 minutes before the real start time, to have everything to start timely).
   - Define a strict deadline to receive Slide decks and/or contributions from them (at least one day before the event) and provide accurate instructions on how they need to craft their presentation (how long, how many slides, which preferred PPT template they need to use etc..).
   - Provide instructions on housekeeping during the event (microphone usage when speaking or not, possibility to interact with the audience through the Chat and Q/A channels if you expect them to deal with the online Q/A box by providing instant replies).

3.1.4 Registration

Registration to national engagement events is **mandatory**, to allow organisers to have a clear idea of how many people and from which backgrounds are joining the activities. This is also fundamental for monitoring and to reach out to specific participants more easily if needed.

The fields of the registration forms have been agreed within the NATI00NS consortium, bringing together the need for a simple experience on the participant side, and the need for clarity on the organiser side.

Registration forms are hosted on the NATI00NS website, and national organisers are tasked with providing or coordinating translations in national languages with their respective allocated budget. After receiving the translated text from the responsible partner, Trust-IT will be able to implement the registration form on the website. It is fundamental that all registration forms have the same fields and options, so that registration data is consistent and can be analysed.

Registration fields can be found in this file[1] and available to all partners. Eventual versions in different languages will have to be copied and their translations managed by national partners.

Registrations should be opened in advance – at least 3 full weeks prior to the event date – so as to make it easier for both participants and organisers.

Email notifications are sent automatically to the agreed addresses of the national organisers, whenever a participant registers. Periodic (e.g., weekly) updates on the registrations are included on the project's SharePoint workspace as excel spreadsheets.

The national organiser should make an effort to invite people and institutions from all land use types, and with special focus on finding potential participants working with land use in (post)-industrial, urban, forestry and nature sites. It is also important to make equal possibilities for all relevant stakeholders across the country, and invite a diverse group in terms of age, gender, etc.

3.1.5 Virtual platform and tools

NATI00NS national engagement events include a hybrid component, allowing for remote audiences to follow the activities, as well as for all participants to interact via dedicated channels in specific sessions. These tools are provided to national organisers by the NATI00NS consortium. Apart from the tools illustrated below, if necessary and possible in terms of budget, the NATI00NS consortium can consider the use of additional ones.

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[1] https://nati00ns.eu/sites/default/files/2023-01/nati00ns-event-registration-form.pdf

3.1.5.1 Video Conferencing

As mentioned in section 3.1.2.2, venues should be chosen also considering their facilities for remote participation, especially the quality of wi-fi connection, as well as the possibility to stream and record the audio and video from the event room.

The core video conferencing tool used for national engagement events is Zoom, owned by Trust-IT as NATI00NS WP3 leader and its affiliated entity COMMpla.

When the date for the national engagement event is fixed, the national organiser must communicate all key details to Trust-IT, so that the slot can be blocked on Zoom and a link for remote participation can be generated.

Ownership of the meeting is given to the national organiser, while the Trust-IT team can support with technical requests, and eventually arrange a test for specific functions if needed.

These public events will be recorded and then made available via the NATI00NS YouTube channel[2] and website, for future use.

3.1.5.2 Tools for interaction

A range of digital tools are also provided by NATI00NS to the consortium, to facilitate engagement and interaction. These can be accessed both by in-person and online participants, to bridge the gap.

3.1.5.2.1 Sli.do

Sli.do is one of the most popular tools to make meetings and events more interactive by polling the audience in real time. Live polls are a straightforward way to kick-start the conversation, check knowledge or get instant feedback, which can then be reviewed via reports.

When the date of the event is fixed, it can also be blocked on sli.do with a dedicated hashtag, and all eventual questions can be prepared in advance.

Sli.do can be used for multiple-choice questions, open-ended questions, quizzes, word clouds, ratings, and rankings. These are all done in real time, and participants can simply join on their mobile or desktop devices.

This tool is particularly useful for interactive sessions where organisers want to receive direct input from participants. Trust-IT can support the creation of the questions and will teach how to use it to NATI00NS liaisons responsible for the different countries.

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[2] https://www.youtube.com/channel/UCdQk0KQ4_y2ypyj3FwZXopA
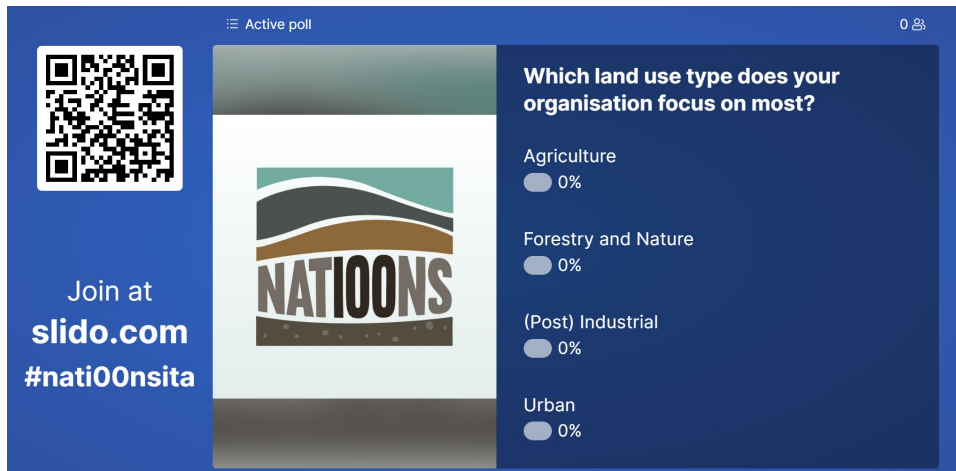
Figure 1: Example of sli.do poll

3.1.5.2.2 Mentimeter

Mentimeter is another popular tool to create interactive polls, quizzes, word clouds and many other interactive activities for in-person and online audiences.

This tool also allows for a higher degree of visual customisation, as shown in the figure below, exploiting the NATI00NS branding.

When the date of the event is fixed, the event can also be created on mentimeter and all eventual questions can be prepared in advance.

This tool is particularly useful for interactive sessions where organisers want to receive direct input from participants. Trust-IT can support the creation of the questions and will teach how to use it to NATI00NS liaisons responsible for the different countries.
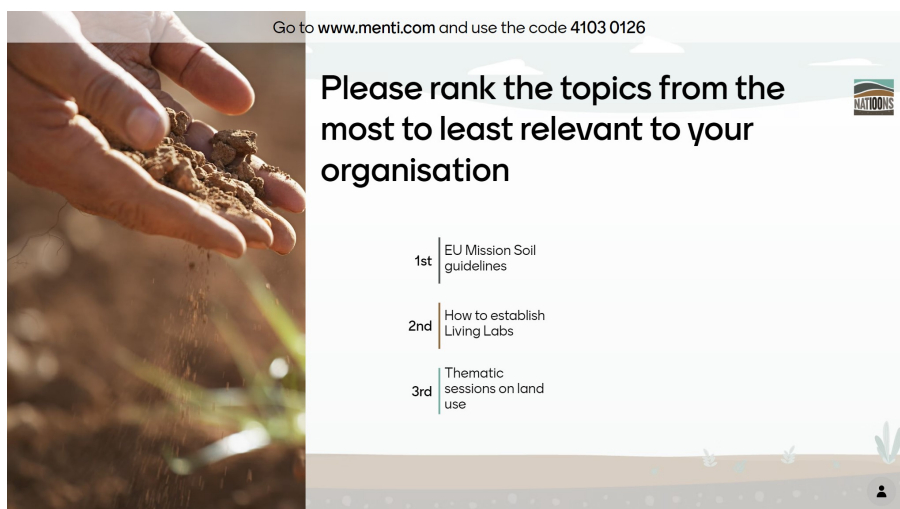

Figure 2: Example of mentimeter poll

3.1.5.2.3 Mural

Mural is a tool providing digital whiteboards, particularly useful for sessions where we need to have more open feedback or brainstorm on specific topics. Organisers can prepare the board with their questions and the structure where they wish to allow participants to contribute.

Participants can then create digital post-its or add comments to the whiteboard in real time, contributing to successful guided sessions, which organisers will then bring together and wrap up.

Trust-IT can support the creation of the questions and will teach how to use it to NATI00NS liaisons responsible for the different countries.
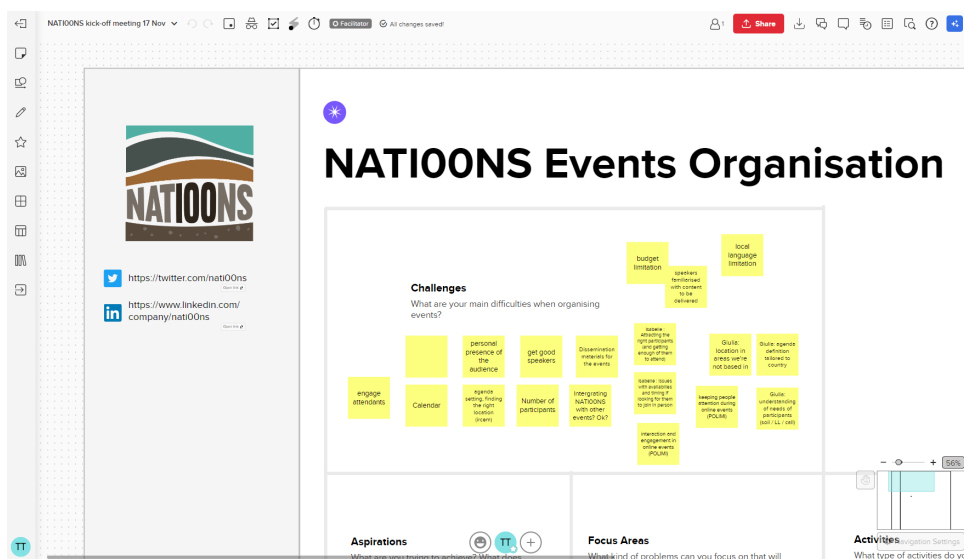

Figure 3: Example of Mural exercise

3.1.5.3 Matchmaking platform B2Match – BMED

The [b2match platform](#) is the tool identified to enable transnational matching between potential applicants for the Living Labs calls and hence increase the number of project proposals submissions. The possibility to schedule b2b meetings through the platform is open either to the audience who subscribed to the National Engagement Events and to the audience who did not subscribe to the events but reached the platform through social media or the NATI00NS website.

The b2match platform gives the possibility to each registered person to schedule a meeting that can take place online over specific time spans through the project lifetime, accompanying the open calls (March-September 2023 and March-September 2024, for example). Consultations are ongoing with b2match to identify the best technical and economic offer that meets the needs of the Consortium and aims of the project. The plan includes technical support from the b2match support staff.

The organiser will receive access to the platform and the list of participants registered to the b2b meetings. Details on the registration modalities, the management of the b2b meetings and all other functionalities are coordinated by BUSINESSMED to support organisers. An onboarding session with the b2bmatch support will be also organised.

3.1.6 Promotion

All events will be added to the official NATI00NS website in the dedicated section[3], to make it easier to promote them.

While NATI00NS oversees general promotion via the website, social media, the newsletter, and other joint channels, the bulk of the promotion in local languages to local stakeholders is in the hands of the national organisers for each event.

As soon as the date, venue, and eventual title/subtitle for the event are decided, national organisers must confirm them with Trust-IT, so that a promotional image can be produced and organisers can provide input for the event description to be published in the webpage.

Figure 4: Example of event banner

Promotional efforts are carried out in collaboration with WP2 across the different channels.

National event organisers oversee translating or managing translations in local languages for specific materials where necessary, as well as of exploiting eventual local networks and channels for promoting the events.

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[3] https://NATI00NS.eu/events

3.1.7 Rapporteuring

Every national engagement event must feature one (or more) persons in charge of rapporteuring. These people are tasked with taking notes during the sessions, especially for questions & answers and relevant discussions. A template is provided by Trust-IT to collect these reports in the same format for all events.

3.2 Thematic events

3.2.1 Objectives

Up to six Thematic events will complement the national events schedule with European-wide events addressing innovative topics related to Soil Mission and directed to transnational domain-specific communities. The aim – as mentioned in the DoW T3.3 – is among others to introduce challenges and original perspectives on the topics to inspire new approaches to LLs and to cluster stakeholders to develop projects on specific topics within a combination of specific land use types and with a business development angle.

The partners involved in the task cover the following six macro-areas: four land-use types (namely: (Post)-Industrial, Urban, Forest & Nature, Agricultural soils), Smart Specialisation Strategies (RIS3), and Business development, including agricultural start-ups, entrepreneurs and venture capital. These six areas of attention are considered challenging, with high-innovation potential, and on which it is important to activate the commitment of specific stakeholders that are important to reach, engage and involve in the Healthy Soil Living Labs applications.

Starting from the expertise on the partners, the topics of the events will be prioritised by needs identified in feedback from stakeholders (including from National engagement events, matchmaking platform registrations, and other NATI00NS activities) and the Mission Secretariat, to best support applicants and complement the engagement activities at national level. In order to prioritise the topics, Task 3.3 contributing partners will:

1) Collect the feedback from potential applicants to the call from the National Engagement Events and the Capacity Building Webinar series, mapping the most relevant areas of interest and challenges identified. This will be supported through the information collected from multiple other channels, like: (i) the registration and evaluation forms distributed alongside the events; (ii) questions received via the helpdesk; (iii) the data from the participants in the matchmaking platform; (iv) the national events' organisers' partners reports and feedback, to be collected through bilateral informal calls between Task 3.3 leader and partners and EU-level relevant stakeholders.

2) Activating a direct channel of communication with the Mission Secretariat to share and discuss the priorities identified by NATI00NS and by the Mission Secretariat – possibly with input from the Mission Board.

3) Decide which NATI00NS Thematic online events will be offered and endorsed by the Mission Secretariat.

Consequently, the prioritised events will be organized by NATI00NS partners involved in Task 3.3, based on their expertise, involving specific stakeholders from top-level scientific and governmental institutions and the world of industry and professional practice.

The Thematic events will be organized between November 2023 and March 2024, decoupled from the open calls calendar of the Mission. The events and documentation produced on the cutting-edge and priority themes will be a valuable resource for applications, always available online, independently from the calendar of the open calls.

We aim at achieving a large audience through up to six Thematic events, as these are going to be hosted online with little restrains of live participation, and also with the possibility to access the recorded event and resources on a dedicated space on the website. Potential attendees to the events will be invited through our social media channels, by project partners, and especially through the NATI00NS website and newsletter. Synergies with the Resources of PREPSOIL project will be explored in order to avoid duplication of efforts in producing, storing and disseminating original material on healthy soil. Moreover, invitations will be sent to attendees of NATI00NS national events from the registration forms, in which we have already collected stakeholders' specific interests on soil topics. In addition, the Key Network Group, the Mission Board members and the national Soil Mission NCPs will be asked to help disseminating the announcement of the Thematic Events.
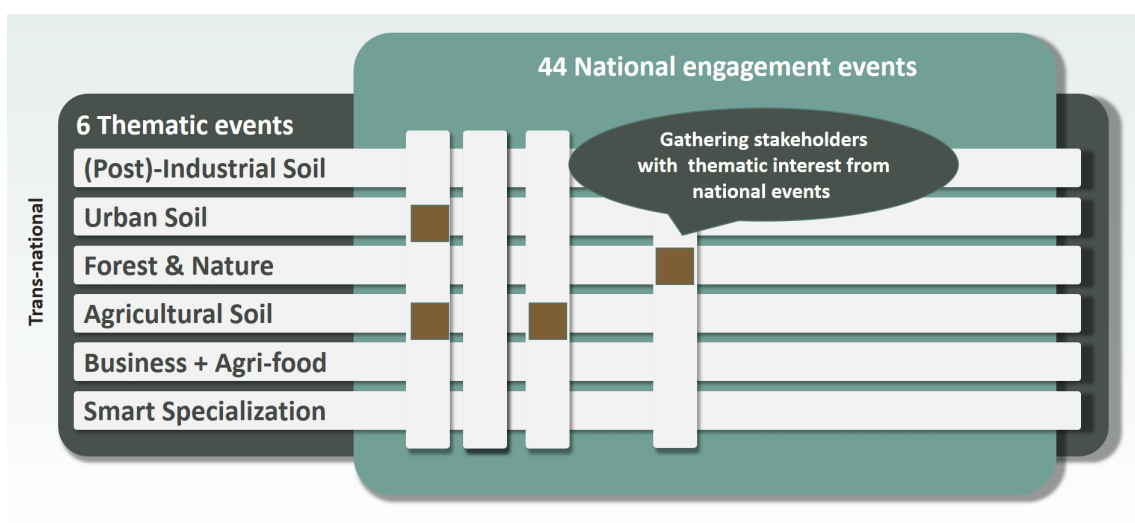

Figure 5: Thematic events

The aim of the innovation potential Thematic events in T3.3 is threefold:

- to convey and further tailor the messages of the Soil Mission for specific audiences, leveraging on the outcomes and lessons learnt of the series of national engagement sessions;
- to support match-making activities (T4.4), clustering specific stakeholder groups across countries and stimulating their involvement in soil health Living Labs;
- to mobilize specific knowledge resources and capacities in specialised topics in the most efficient way.

3.2.2 Execution modalities and timing for the Thematic events

The team, responsible for the design and planning of the Thematic events will start in the spring. NATI00NS has planned to:

- 100% online events to ensure the highest trans-national participation;
- Presenting innovative content with scientific and professional experts, invited as keynote speakers;
- Focus on Soil Health improvement and its practices (introduction to state of the art and the contribution of hard science)
- Enabling space for interaction among attendees, and creating space for matchmaking among potential living labs and partners, in general, interested on the specific topic of the event; usage of similar online interaction and survey tools (such as Mural, Mentimeter and Slido)
- Providing a common template to the six events to harmonize the content and the collection of outcomes.

For the time window of these events, partners involved are flexible to reschedule the events according to the EU calls. Moreover, involved partners will look to organize the events:

- Connecting and partnering with other transnational venues, i.e., conferences or other EU projects congresses and meetings;
- Connecting to relevant thematic days/weeks;
- Connecting to stakeholder mapping activities.

Promotional and Communication needs for the successful organization of the Thematic events include:

- A dedicated space on the project website (https://NATI00NS.eu/events?field_event_tag_target_id=4) , organised in thematic sub-pages illustrating the six topics, their programmes, speakers and the references and

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materials, aiming at informing potential applicants. This space will be enriched before, during and after the event (see next paragraph);

- Promotional image and social media coverage to advertise the events in advance fashionably time: responsible partners will be leading the creation of content for social media coverage, i.e., identification of key-messages, relevant images and pictures, announcement of keynote speakers accompanied with short resume and citations, providing best practices from case-study settings or from innovative technologies and sciences. A communication plan for the posts on social media will be prepared and shared among involved partners and the WP leader.
- During the events: recording of the online events and the final video editing will guarantee a harmonized format for the events for the online repository (see the next paragraph); short interviews with invited speakers and participants before (expectations, key messages attendees will bring to the audience) or after the events (lessons learnt, experience in the event) will be conducted and collected on the online repository.

3.2.3   Events' follow-up: Rapporteuring, dissemination of outcomes

Partners responsible for the events will report back the main results of these events, providing useful policy recommendations for the Mission. This content will be made available:

- Identify the key-messages and content emerging from each event, to be communicated through our project channels.
- A repository of all the generated content on a dedicated space on the NATI00NS website; this includes recording of the events, presentations (slideshows), documents, scientific references.
- In a final report, D3.4 Thematic events report (due M22).
- To the Mission, transferring the lessons learnt from each theme, in terms of innovation potential and listening from attendees needs, desiderata, urgency, preparedness for each topic.

4   Monitoring and evaluation

In order to assess the impact of the events organised within the project, a monitoring plan is put into action. This will allow participants to provide their viewpoint on the events' overall quality while at the same time helping organisers better understand how to improve the format for the next round of events. This would allow improving the events' overall organisation, but also to envisage points of the Mission message or the open calls information, which might be improved for the sake of clarity.

The main points touched by the monitoring and evaluation mechanism concern key event organisation metrics. This set of relevant metrics will be monitored to improve the event organisation and to envisage points of the Mission message or the open calls information, which might be improved for the sake of clarity. Key metrics include:

1) Essential event-related information:

- number of attendees,
- number of questions received,
- number of pitched ideas (if relevant),
- recording views,
- downloads of materials,
- type of event (online, live, etc.),
- chosen language.

2) Engagement strategy:

- audience's considerations of the initiatives carried out during the event (e.g. surveys and quizzes),
- candidates' interest in establishing a Living Lab and/or Lighthouse,
- candidates' interest in preparing a consortium for the Mission Soil call at the end of the event.

3) Gender representation:

- rate of non-male speakers to ensure a gender balance of male and non-male representatives among speakers.

Questions related to gender, organisation type, country, and type of land use, will also appear in the event registration form (see 3.1.4) to ensure gathering key stakeholder information and monitoring each event for continuous improvement. Other key information, such as the participants' interest in applying for a LL and their evaluation of the events, will be provided in the post-event survey (see 4.1).

4.1   Feedback gathering and surveys

The main feature of the monitoring plan is a post-event questionnaire with a checklist verifying and reporting back to each event. The survey's fields are the same for all events to ensure consistency in the data. Relevant fields concern key points such as attendance reasons, type of land practices, involvement in EU Mission Soil, and interest in applying for a LL, improvement

suggestions. The survey's main entries can be found on the project workspace at this link[4]. National organisers are responsible for translating the fields as needed and share them with Trust-IT.

The feedback form must be sent to all participants upon the conclusion of each event, and results will be analysed to improve the second round of events.

4.2   Target KPIs

CHECK AND IMPROVE (monitoring, internal evaluation). List of indicators to measure event success, offering acceptable value ranges in each country; procedures for internal KPI review. The main KPI will be the nº of attendees (targeting at least 60 combined online and physical attendees in each event on average). Additionally, the registration forms and post-event surveys will allow to measure: female presence among attendees (targeting >40%), balanced representation of all type of land use stakeholders, understanding agriculture will be predominant (targeting at least 10% for the rest of land uses), successful awareness raised and clear view of the LL application process (>50% attendees answering positively to post-event surveys), and boosting the formation of LL consortia (>50% attendees confirming their willingness to participate as actors in a LL site or a LL proposal). The post-event survey will contain questions to improve the event organisation, but also to envisage points of the Mission message, or the open calls information, which might be improved for the sake of clarity.

Thematic webinars >45 participants, per webinar
Targeted audience of 60 attendees (combined physical and online) per event.

5   Ethics and data protection

NATI00NS will make sure that all activities requiring the collection and processing of personal data during the project lifetime fulfil the **General Data Protection Regulation, GDPR, EU 2016/679.** Any information containing or linkable to personal data will be maintained in electronic records at an appropriate level of security and electronic encryption, compliant with GDPR and retained until the end of the project. This is done as part of the Data Management Plan, outlining which data will be generated during events, research, and quality assurance measures; plans for sharing data; data storage and back-up measures; data management roles and responsibilities.

NATI00NS partners are aware of the following rules for collection and processing of personal data:

1.   The host institution must confirm that it has appointed a Data Protection Officer (DPO) and the contact details of the DPO are made available to all data subjects involved in the

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[4] https://nati00ns.eu/sites/default/files/2023-01/nati00ns-feedback-survey.pdf

research. For host institutions not required to appoint a DPO under the GDPR a detailed data protection policy for the project must be kept on file;

2. A description of the technical and organisational measures that will be implemented to safeguard the rights and freedoms of the data subjects/research participants must be submitted as part of the Data Management Plan deliverable

3. Detailed information on the informed consent procedures regarding data processing must be kept on file.

All personal data, needed as part of the development activities foreseen as well as data collected online via web forms, will be treated by the partners in due respect of the European General Data Protection Regulation (2016/679). In this respect, Aarhus University acts as "Data Controller", while Trust-IT and all the NATI00NS partners will remain "Data Processors". Roles and responsibility will be stated on the privacy policy and legal notices published on the NATI00NS website.

Trust-IT and COMMpla's personnel, WP3 leader and in charge of the creation of the project website, is trained in personal data management and have has appointed a group DPO, adopted a Data Protection Policy (DPP), and trained personnel on measures to ensure protection of Personal Data and compliance to GDPR, including procedures for incident management and notification to the authorities. Trust-IT and COMMpla's DPP is available upon request.

Trust-IT and COMMpla have virtual machines that belong to the AWS cloud based in the region of "Europe Ireland".

Registration to the events will be done exclusively online, therefore data collected will be treated by the Data Controller and Data processors in due respect of the European General Data Protection Regulation (2016/679).

Every aspect of the photographic service and related data processing will be carried out in compliance with the provisions of the GDPR. The online registration form will include a photographic consent form, which will be part of the registration database. This is customary practice for all events (online, physical or hybrid) organised by Trust-IT and COMMpla.

Any queries concerning the processing of personal data will be addressed to NATI00NS Data Controller or Data Protection Officers. Moreover, Trust-IT and COMMpla are fully aware through experience that some participants do not wish to be included in photographs. Attention will also be paid to avoid any photographs that may cause distress in any way. Furthermore, all participants will be made aware that they can withdraw their consent, in relation to sharing of data and photos.

6 Conclusions

The National engagement events are a fundamental part of the NATI00NS overall engagement strategy. These guidelines are intended to support national organisers on the different aspects and possibilities through the project lifetime.

Eventual adjustments are going to be based on feedback and results from the first round of events in 2023, as well as on the evolution of the EU Soil Mission and overall landscape.

The Trust-IT team can be contacted concerning any specific doubts and requests.

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Join the community

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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