

**Session Biosphere: April 13th 09.00 hrs**

**1s6a A healthy soil as a basic enabling condition for the transition towards circular land management and land use**

## **CIRCULAR CONNECTION OF STAKEHOLDER GROUPS FOR IMPACTFUL COMMUNICATION AND DISSEMINATION**

BERGGREEN LC 1), CHENU C 2), VISSER S 3)

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White papers and press releases are only a minor part of what is needed to make a diverse set of stakeholders take up and use the outputs from research activities. With large multi-actor programmes across Europe and maybe beyond the borders of Europe, there is a need to rethink the role of communication, dissemination and exploitation of research innovations in order to create the expected impact of extensive high quality research activities and efforts.

Creating impact calls for understanding of and investment in the resources and efforts required for results and outputs to be disseminated with dedicated communication to stakeholder groups, to be made available to users, to be facilitated for further use, to be implemented and continuously used. Thus, creating beneficial outcomes in the short run and significant positive impact in the long run.

No exploitation, no innovation, no challenges addressed, no impact.

EJP SOIL is a European Joint Programme Cofund on Agricultural Soil Management contributing to key societal challenges including climate change, water and future food security. In the long term, EJP SOIL will strengthen the role of the farming sector as a steward of land and soil resources and increase its capacity to adapt to climate change and contribute to mitigation and carbon sequestration.

The EJP SOIL programme is an example of such a multi-actor cross European complex context with a highly diverse set of stakeholders. The EJP SOIL is used to show examples of the organisation and the engagement of actors as well as examples of the ongoing work with communication, dissemination and exploitation activities to meet the needs and preferences of key stakeholders and end users of results.

The examples address the interconnectedness of the communication, dissemination and exploitation efforts. The aim is to demonstrate that despite the requirement to focus on specific target audiences for specific designed messages, you cannot ignore that all audiences are interconnected and make the sum of the whole. Just like the connection between the biosphere, society, economy and partnerships.

High uptake and impact comes with the circular connection of all individual groups of stakeholders as a whole.

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*Keywords:*