SOILSTICE

Communication and Dissemination at national and local levels

Webinar ELARD
13 November 2026

Mariam Younes (REVOLVE)



Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

How we talk about SOILSTICE

Tagline: Strengthening territories, empowering communities, protecting soils

Main message: SOILSTICE turns Europe's soil health ambitions into lasting local action, with 40 Territorial Management Agreements co-created by municipalities, land managers and citizens across 11 countries.

Our job in communication: make the project’s results visible, credible, usable and lasting, in the languages people speak locally.



Three messages you can reuse

Why soil? Soil is not simply a resource beneath our feet. Healthy soils underpin food security, biodiversity, climate resilience and community wellbeing. Protecting soil is therefore essential to Europe's long-term resilience.

Citizens are co-creators. Through workshops, participatory mapping, storytelling and creative residencies, 10,000 people will help shape soil governance in their territories, with the voices of women, youth and underrepresented communities built in from the start.

Territorial Management Agreements (TMA) give those who work the land a voice in decisions. Soil priorities are agreed with **land managers**, not imposed on them, creating clarity and long-term security for the people who steward the land every day.

SOILSTICE

The role of LEADER networks and LAGs

From local stories to Local Development Strategies



Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

Why LAGs matter for SOILSTICE?

LAGs and rural networks are a named target group in SOILSTICE

Goal: integrate TMAs into LEADER programmes and CLLD structures, so TMA clauses can feature in future LEADER calls.

Funding: rural development budgets are part of the project's €100m+ mobilisation target, alongside CAP and other EU funds.

Reach: LEADER groups bring results offline and into national languages, reaching communities that digital channels miss.

Channels: ELARD congress, national LEADER events, newsletters and webinars



Four roles for LAGs

Amplifiers	• Share SOILSTICE news, posts and campaigns through your LAG and national network channels, in your own language.
Storytellers	• Point us to local soil stories: farmers, citizens and initiatives already caring for soil in your territory. We help turn them into articles, videos and posts.
Connectors	• Help the cascade funding call reach local and regional authorities in your area, and open doors to national LEADER events.
Integrators	• Bring soil priorities into the next Local Development Strategies, using TMAs as a model for LEADER-funded action.

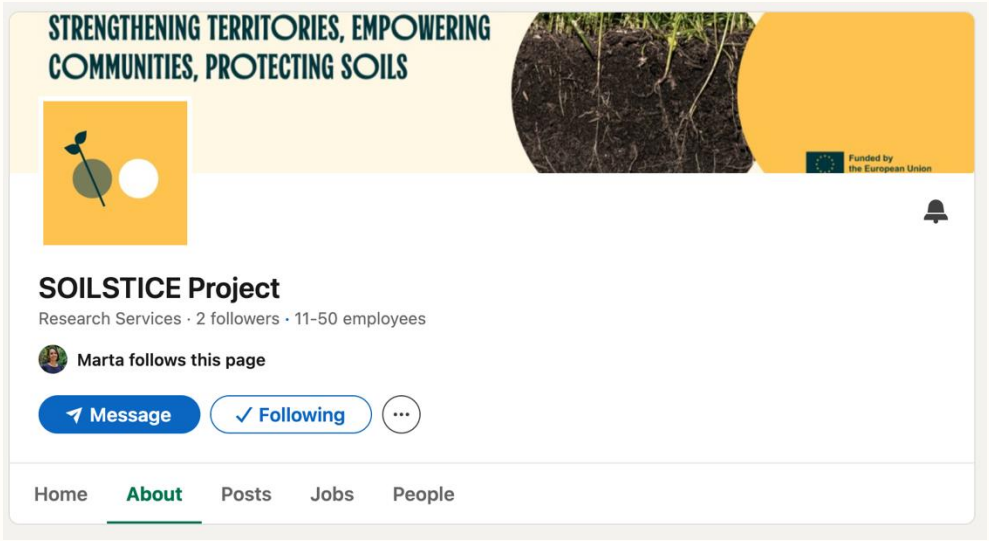
What SOILSTICE offers for LAGs

- **Shareable content** → posts, visuals, infographics and short videos you can reuse and translate
- **Rooted Communities newsletter** → quarterly stories from the territories involved
- **TMA Studio (August 2027)** → open toolkits, legal templates, case studies and training materials
- **Funding Opportunities Guide** → how to finance soil action through LEADER, CAP and Erasmus+



Follow, share, subscribe...

LinkedIn: SOILSTICE Project



Instagram: All About Soil (allabout_soil)



Website: soilstice.eu | Newsletter: Rooted Communities

Key moments ahead

Moments where LAG channels can make a difference

Mark your calendar:

World Soil Day 5 Dec 2026	**Communication strategy** Dec 2026	**Cascade funding open call** 2027 (tbc)	**EU Green Week** June 2027	**TMA Studio launch** Aug 2027	**Next LEADER period** From 2028

Ways to get involved now

- Follow SOILSTICE on LinkedIn and Instagram, and subscribe to Rooted Communities Newsletter
- Share a post on World Soil Day (5 December)
- Name one communication contact in your national LEADER network
- Send us a local soil story: 3 photos, 1 quote, 1 short update, 1 upcoming moment
- Invite SOILSTICE to your national LEADER events and newsletters



Questions for you

- Which channels reach LAGs best in your country?
- Which local soil stories should we tell?
- What would make SOILSTICE content easy for you to share (formats, languages, timing)?
- How could soil fit into your next Local Development Strategy?



Get in touch

Mariam Younes (REVOLVE)
mariam@revolve.media
soilstice.eu