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# SOILSCAPE

## How to write a successful proposal

Combining art and soil literacy

International information session

3rd July 2025, 2.30-4 pm CET



Association Française  
pour l'étude du sol



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# Agenda

- **14.30-14.45 - The SOILSCAPE project** - Overview of objectives, consortium partners, results and current status [AFES & UNESCO]
- **14.45-15.00 - The SOILSCAPE Open Call** – A summary of the Open Call scheme, budget, timeline and eligibility. A more detailed look at the two funding categories: SOILSCAPE FSTP and Soil Orchestra FSTP. [REFRAMEFOOD]
- **15.00-15.30 - How to write a successful proposal** – Guidance on application structure, breakdown of the proposal, proposal budget, formatting, and expert tips and recommendations. [REFRAMEFOOD]
- **15.30-16.00 - Q&A session.** [REFRAMEFOOD]

Moderation by UNESCO







# SOILSCAPE AT A GLANCE

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# What is SOILSCAPE



**S**preading  
**O**pen and  
**I**nclusive  
**L**iteracy and  
**S**oil  
**C**ulture through  
**A**rtistic  
**P**ractices and  
**E**ducation

SOILSCAPE is a four (4) year Horizon Europe project that is harnessing the power of Cultural and Creative Industries (CCIs), artists, and civil society organisations (CSOs) to promote soil preservation across Europe and beyond



# Who we are

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**19 partners from 11 countries**



- 7** Research Institutes & Universities
- 2** Major European Soil Science Societies
- 1** UN Agency
- 1** Global Research Center
- 3** Cultural and Creative Industries (CCIs)
- 2** Clusters
- 1** EU Rural Development Network
- 1** Non-Profit Organisation



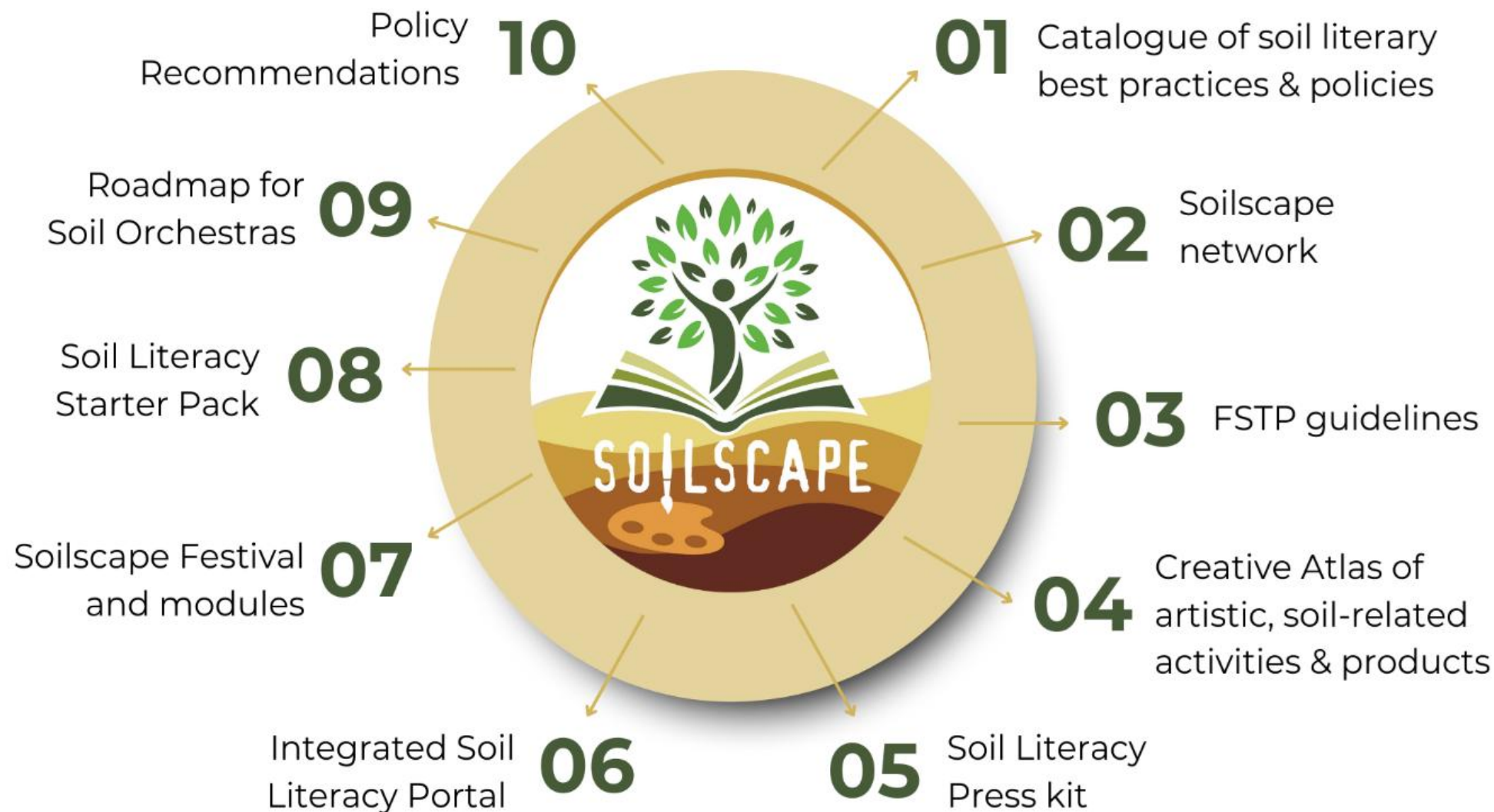
# Main objectives

- Understand and build upon the current societal and perception landscapes of human-soil relations.
- Design and conduct a self-sustainable network of 8 Soil Orchestras engaging more than 440 multidisciplinary European actors to increase soil literacy in society.
- Unleash the power of art for improving soil literacy through transparent and dynamic funding initiatives.
- Empower more than 5,000 citizens and professionals to positively care about and for soils.
- Highlight successful initiatives and reach at least 20,000 participants in a yearly Soil Literacy Festival.
- Extend the Symphony beyond Europe and install capacity-building measures.

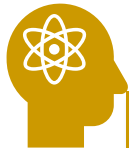




# Key Results



# Project results in detail (June 2024 - June 2025)



## SOCIETAL PERCEPTION & KNOWLEDGE

- Studied soil imaginaries, metaphors, values across **8 EU countries**
- Literature review: **122 datasets** (media, science, social media)
- **800+ survey responses** (image-based + standard Qs)
- **40+ stakeholder interviews**



## STAKEHOLDER MAPPING & ENGAGEMENT

- Identified **700+ individuals/institutions** in an **art-soil capacity database**
- Defined "art-soil" concept & stakeholders through interviews & survey
- Mapped governance frameworks in EU & beyond



Establishment of **Artistic Creative Soil Orchestras** in **8 EU countries**



## TOOLS FOR COMMUNICATION

- Developed **European soil map** with intuitive names & pictograms
- Created **SEPIA**: a photovoice-inspired method to capture soil perception while engaging citizens
- Mapped **regional & transversal soilscape**s to raise awareness



## CREATIVE ENGAGEMENT

- Analysed **40+ festivals** to inspire the **SOILSCAPE Soil Festival**
- Investigated role of art/science festivals in promoting **soil literacy**



## IMPACT & FUTURE USE

- Selected **23 art-soil best practices** and **25 public policies** from a catalogue of **293 practices** as **main database** to support community literacy efforts
- Mapped **100+ EU & international initiatives** on soil literacy





# THE SOILSCAPE OPEN CALL

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# SOILSCAPE Open Call- An overview



**2,010,000€** • **36**

TOTAL BUDGET

SUB-PROJECTS



## SOILSCAPE FSTP

**3** STRANDS • **12** SUB-PROJECTS

EACH STRAND | **1 X 150.000€** TRANSNATIONAL  
**1 X 100.000€** NATIONAL  
**2 X 50.000€** LOCAL

## SOIL ORCHESTRAS FSTP

**24** SUB-PROJECTS • **8** COUNTRIES **3** PER COUNTRY

UP TO | **40,000€**  
PER SUB-PROJECT

The funding rate of the eligible costs is **100%**

# SOILSCAPE Open Call - Objectives



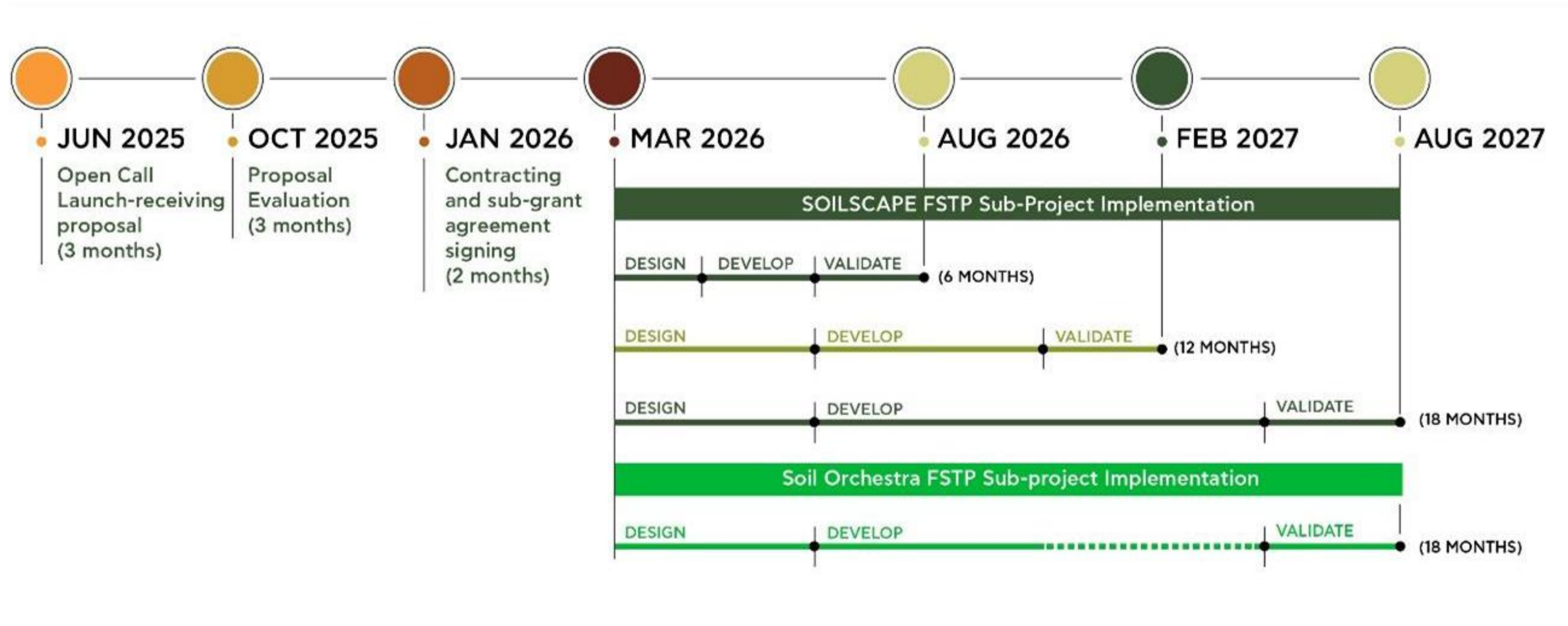
- 1. Increase the awareness of soil and its importance while providing context and alignment with citizen's daily life and values**
- 2. Raise awareness around the Mission 'A Soil Deal for Europe' and its eight objectives:**
  - Reduce desertification
  - Conserve soil organic carbon stocks
  - Stop soil sealing and increase re-use of urban soils
  - Reduce soil pollution and enhance restoration
  - Prevent erosion
  - Improve soil structure to enhance soil biodiversity
  - Reduce the EU global footprint on soils
  - Improve soil literacy in society
- 3. Integrate the arts into soil-related activities and communication campaigns**
- 4. Mobilise citizens to protect and preserve soil and to help address soil related challenges**



# SOILSCAPE Categories

SOILSCAPE FSTP (12 projects)	Soil Orchestra FSTP (24 projects)	
<b>Strand 1</b> Innovative communication campaigns	<b>Italy:</b> <ul style="list-style-type: none"> <li>• Workshop lab tools</li> <li>• Educational video game</li> <li>• Artistic Performance</li> </ul>	<b>Bulgaria:</b> <ul style="list-style-type: none"> <li>• Festival animation</li> </ul>
<b>Strand 2</b> Organization and promotion of artistic/arts-based soil-related activities	<b>Germany:</b> <ul style="list-style-type: none"> <li>• Performance</li> <li>• Visual arts exhibition</li> <li>• Hidden world of soil film</li> </ul>	<b>Finland:</b> <ul style="list-style-type: none"> <li>• Artistic ambassador</li> </ul>
<b>Strand 3</b> Deploy innovative, creative and participatory methodologies for engaging citizens in soil protection and preservations	<b>Poland:</b> <ul style="list-style-type: none"> <li>• Stage performance</li> <li>• Visual arts exhibition</li> <li>• Workshop</li> </ul>	<b>Switzerland:</b> <ul style="list-style-type: none"> <li>• Visual arts exhibition</li> <li>• Educational video game</li> <li>• Soil inspired film</li> </ul>
<b>Each strand with 3 scales</b> <b>Local (2), national (1), transnational (1)</b>	<b>France:</b> <ul style="list-style-type: none"> <li>• Festival animation</li> </ul>	<b>Portugal:</b> <ul style="list-style-type: none"> <li>• Festival animation</li> </ul>

# SOILSCAPE Open Call- Timeline



# SOILSCAPE Open Call - Eligibility



## Common to both categories

- Individual applicants
- Small consortia up to 3 partners
- **Legal entity** in HE eligible country
- Not a member or affiliated entity of the SOILSCAPE consortium
- Only funding for work not yet accomplished

*Do you have an idea that can integrate artistic, creative and/or participatory approaches to raise awareness and engagement with soils and their preservation?*

## Soil Orchestra specific

- Language

**\*Note:** Only one proposal per applicant can be selected for funding per category. An applicant can apply for both categories SOILSCAPE FSTP and Soil Orchestra FSTP of the Open Call provided that the applications' content is different





# Category 1: The SOILSCAPE FSTP

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# SOILSCAPE FSTP - Strands and scale

The Open Call will encourage smaller projects and initiatives to develop activities within **3 strands**:

1. Develop innovative communication campaigns
2. Organise and promote artistic-soil related activities
3. Deploy innovative, creative, and participatory methodologies to engage citizens with soil protection and preservation

## 3 sub-project scales, applicable to all strands

Local	National	European/Transnational
<ul style="list-style-type: none"><li>● Specific community, municipality or geographically confined area</li><li>● Small scope, targeting local populations, tailored activities</li><li>● Potential replicability should still be considered</li></ul>	<ul style="list-style-type: none"><li>● Cover entire country</li><li>● Targeting diverse regions, populations and/or nation soil-related issues</li></ul>	<ul style="list-style-type: none"><li>● Activities involving minimum 2 countries.</li><li>● Focus on shared challenged and opportunities across borders (particularly EU)</li><li>● Align with EU level priorities</li><li>● Foster collaboration between countries/regions</li><li>● Should apply with consortia (2-3 members)</li></ul>



# SOILSCAPE FSTP Strand 1

## Innovative communication campaigns

### Purpose

To communicate the intrinsic value of soil and its connection to human and ecosystems well-being, fostering a deeper connection with or understanding of sustainable soil management practices among the public

### Expected Outcomes

- Increase soil literacy, and public awareness about the significance of soil and its protection, as well as deepen personal relations with the nature of soils
- Enhanced visibility and understanding the Soil Mission
- A toolkit of adaptable resources for future activities
- Positive shift in public perception and behaviours towards soil and its preservation

### Specific requirements

- Campaign design
- Targeted messaging
- Hands on activities
- Tool development
- Engagement metrics
- Collaboration
- Alignment with Mission Objectives
- Cultural and contextual sensitivity
- Documentation and reporting





# SOILSCAPE FSTP Strand 2

## Organization/promotion of artistic/arts-based soil related activities

### Purpose

To foster innovative and engaging artistic activities that promote the importance of soils in their natural and cultural context, inspire public interest and participation and embody the interconnectedness of art, culture, and soil science

### Expected Outcomes

- Public engagement through creative activities that increase awareness, relation and understanding around soil, and shift attitudes towards soil.
- Artistic innovation through the creation of unique, high-quality soil-related artistic works that resonate with diverse audiences.
- Community participation and active public involvement in soil-inspired artistic projects.
- Interdisciplinary collaboration by strengthening partnerships between artists, soil scientists, cultural organizations, communities

### Specific requirements

- Artistic focus
- Public engagement
- Promotion
- Creativity
- Interdisciplinary collaboration
- Replicability
- Diversity and inclusion

# SOILSCAPE FSTP Strand 3

**Deploy innovative, creative, participatory methodologies for engaging citizens in soil protection and preservation**



## Purpose

- To empower citizens to actively participate in soil protection and preservation efforts by promoting innovative, participatory, and creative approaches. This strand seeks to build awareness, inspire collaboration, and cultivate a sense of shared responsibility for soil health across diverse communities.
- To implement tangible actions that address soil-related challenges, leveraging innovative methodologies to engage and educate the public, foster behavioural change, and contribute to the goals of the Soil Deal Mission

## Expected Outcomes

- Increased soil literacy and Citizen Engagement:
- Development and implementation of creative, participatory approaches for increasing soil literacy.
- Measurable shifts in public attitudes, perceptions, behaviours toward soil.
- Strengthened networks and collaboration between citizens, organizations, and experts working toward soil health.
- Creation of tools, resources, or events that can be shared or replicated across regions to further soil awareness.

## Specific requirements

- Citizen engagement
- Innovative, participatory methodologies
- Alignment with the Soil Mission
- Public engagement and behavioral change
- Concrete actions and community impact
- Knowledge dissemination and replicability
- Diversity and inclusion

# Expectations



## KPIs expected from Soilscape FSTP sub-projects

- Produce 1 video
- Prepare atleast 1 press or news release
- Contribute to atleast 1 podcast episode or equivalent (upon request)

## What SOILSCAPE offers sub-projects

- Direct information from specialists or referral services within the networks
- Invitations to project related events
- Opportunity to participate in Soil Festivals







# Category 2: SOIL ORCHESTRA FSTP

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# SOIL ORCHESTRA FSTP



## What is a soil orchestra?

A national networks of artists, scientists, other stakeholders and communities working together to promote soil literacy by building art-science partnerships. Each orchestra is led by a conductor from the Soilscape consortium, responsible for its coordination, organization of festivals and is the link between the network and the project



# SOIL ORCHESTRA FSTP

Soil Orchestra and its conductor	FSTP structure
<b>Italy</b> <i>Clust-er Create (CER)</i>	1. Workshop lab tools 2. Artistic performance 3. Educational video game
<b>Germany</b> <i>German Soil Science Society (DBG)/ University of Göttingen (UGOE)</i>	1. Performing arts 2. Visual arts 3. Hidden world of soil film
<b>Poland</b> <i>European Rural Development Network (ERDN)</i>	1. Stage performance 2. Exhibition 3. Workshop
<b>France</b> <i>Association Française pour l'étude du sol (AFES)</i>	Festival animation (x3)

Soil Orchestra and its conductor	FSTP structure
<b>Switzerland</b> <i>The Research Institute of Organic Agriculture (FiBL)</i>	1. Visual arts exhibition 2. Educational video game 3. Film
<b>Bulgaria</b> <i>Cleantech Bulgaria (CTBG)</i>	Festival animation (x3)
<b>Finland</b> <i>LUT University (LUT)</i>	Artistic ambassadors (x3)
<b>Portugal</b> <i>The Serralves Foundation (SRV)</i>	Festival animation (x3)



# Soil Orchestra FSTP Italy Workshop lab tools



Summary of festival details	
Date	April-June 2027
Duration	2 days
Location	Bologna (location TBD)
Venues	Indoor and outdoor. The tentative venue has both types of spaces
Available amenities	Speakers, stage
Size	City or Regional. To be decided at a later stage.
Target attendees	<b>Specific target:</b> children from 6-12 years old <b>Broader target:</b> schools, family and caregivers (e.g. parents, grandparents, older siblings). Here the target range extends from 4 and upwards (no limit).
Scope of the festival	The scope of the festival is to raise awareness about soil and its importance among younger generations. The program will be designed to simultaneously educate and entertain.
Language	Italian
Additional details:	The festival may be connected to another event, depending on the timing and final date selected.

## Objective

The aim is to develop innovative, replicable, and adaptable tools that engage children and/or the general public with soil related topics. These tools should stimulate understanding, curiosity, and awareness about soil health and its significance, while also providing methodologies to assess and enhance engagement outcomes.

The tool(s) should be demonstrated at least during a workshop at the Italian SOILSCAPE Festival.

Maximum funding: **40,000€**

## Important

- Only legal entities from Italy will be eligible.
- Applicants should have adequate soil knowledge or include how they will obtain necessary knowledge



# Soil Orchestra FSTP Italy **Educational video game**

## **Objective**

- The objective of the call is to develop an engaging and educational video game aimed at improving soil literacy among children, covering core soil-related topics. The game should include immersive gameplay mechanics, educational content, and interactive features, and should be playable in both Italian and English.

### **Important for both**

- Applicants should have adequate soil knowledge or include how they will obtain necessary knowledge
  - Maximum funding: **40,000€** per sub-project

# Soil Orchestra FSTP Italy **Artistic performance**

## **Objective**

- The aim is to create and perform an artistic performance (e.g., theatre, music, dance) celebrating the ecological, cultural and/or scientific significance of soil. Performances are encouraged to blend storytelling with musical accompaniment on instruments inspired by or crafted from soil-related material, although it is not required.
- Only legal entities from Italy are eligible

# Soil Orchestra FSTP Germany Performance



Summary of festival details	
Date	Tentatively 16-20 June 2027
Duration	4 days
Location	The city of Kassel (to be confirmed), at the same time as the major international art exhibition Documenta
Venues	Multiple venues, both indoor and outdoor (including pavilions). The objective is to combine urban and natural elements, to give soil and art a stage and space as well as going where soil is (public 'soil space')
Available amenities	Stage. Soil sites. Other amenities to be determined.
Size	To be determined.
Target attendees	General public, those interested in contemporary art, young people, children. Kassel is centrally located in Germany and easy to travel to.
Scope of the festival	The festival will also include modules tested in the first edition of the SOILSCAPE festival in France and Portugal as well as interactive activities (e.g., painting with soil colours, shaping figures out of different soil materials, community music)
Language	German and English
Additional details:	Participants will be required to sign Documenta's code of conduct. (If connected to Documenta 16)

## Objective

The aim is to bring to life unique, performances centered on around art-inspired actions on soil-related themes.

- Live daily performances are encouraged to include participatory elements to directly engage with the festival attendees.
- Integration of music is encouraged but not required.
- Maximum funding: **40,000€**

## Important

- German and English proficiency are required
- Applicants must demonstrate how soil-related messages will be in line with/complementary to existing soil knowledge



# Soil Orchestra FSTP Germany **Visual arts exhibition**



## **Objective**

- The aim is to bring together artists and interdisciplinary teams to develop a collaborative visual art exhibition (and/or installations) that explores soil's aesthetic, scientific, and cultural significance. Collaborations among artists, musicians, and soil scientists are strongly encouraged. Exhibitions are also encouraged to combine diverse media.
- Exhibits must be transportable and adaptable for the German Soil festival.

### **Important for both**

- Applicants should have adequate soil knowledge or include how they will obtain necessary knowledge
  - Maximum funding: **40,000€** per sub-project

# Soil Orchestra FSTP Germany **Hidden world of soil film**

## **Objective**

The aim is to create a visually stunning and scientifically informative video that reveals the hidden world of real soil organisms and their habitats. The film should combine narrative and scenic elements to tell an emotionally compelling and educational story, showcasing the intricate interplay of soil life and its connection to the broader ecosystem and human land use. The inclusion of both a natural and/or land-use related contexts are welcome. Beyond its premiere at the SOILSCAPE festival, the film will be shared at other festivals and events to inspire broader audiences. Filmmakers will also be expected to participate in at least one discussion/interview about their film during the festival.

# Soil Orchestra FSTP Poland Stage performance



Summary of festival details	
Date	May or June 2027
Duration	Approximately one week. The final duration is to be determined but is expected to last from 5 to 9 days.
Location	Multiple venues
Venues	Indoor and outdoor venues
Available amenities	Speakers, stage, tents
Size	Regional (>100)
Target attendees	General public
Scope of the festival	In addition to the modules used during the first edition of the SOILSCAPE Festival in France and Poland, the festival will include a variety of activities such as: music, art displays, dance, workshops (Ceramics/clay workshops, Silk painting), Lectures, Exhibitions, Peatland/Wetland Tours
Language	Polish
Additional details:	The festival will likely connect to another event such as Midsummer night or the open gardens festival. (To be confirmed)

## Objective

The aim is to develop and present a unique and captivating stage-based performance centred around soil. Performances should leave the audience with a new perspective, knowledge or appreciation of soil. Artists will perform at the Mazovia SOILSCAPE festival (Poland) and are expected to be available during the festival for at least one discussion around their work and should prepare a promotional 'Playbill' to describe the performance, inspiration and artists involved.

### Important for all categories:

- Only legal entities from Poland will be eligible.
- Applicants must demonstrate how soil-related messages will be in line with/complementary to existing soil knowledge
- Maximum funding: **40,000€** per sub-project



# Soil Orchestra FSTP Poland

## Visual arts exhibition

### Objective

To design and present an exhibition or installation inspired by soil for the Mazovia SOILSCAPE festival (Poland). The aim is to use creative means to connect the audience with soil and/or its significance. Exhibits will run for the duration of the festival and can feature visual art, interactive exhibits or multimedia displays. Artists are also expected to participate in audience engagement sessions to discuss their work and the inspiration behind it.

## Workshop

### Objective

The aim is to develop and present an interactive, participatory workshop that connects citizens with soil through engaging methodologies. Workshops should be adaptable to different contexts and audiences and are encouraged to integrate artistic approaches with soil science. Workshops will run daily during the Mazovia SOILSCAPE festival (Poland) and should take place in Polish.



# Soil Orchestra FSTP France Festival animation



## Objective

The aim is to engage people who have little or no awareness of soil issues and inspire them to take action to protect and preserve soil and to develop new ways to increase soil literacy using creative, arts-based, and participatory approaches. The 3 selected sub-projects should highlight the deep connection between humans and soil, raise public awareness, particularly around the place of soil in our tangible and intangible heritage and empower audiences to act for soil conservation.

## Important

- Applicants must demonstrate how soil-related messages will be in line with/ to existing soil knowledge
- Only legal entities from France will be eligible.
- **40,000€** per sub-project

## Summary of festival details

<b>Date</b>	Early summer 2027
<b>Duration</b>	2 or 3 days, but to be finalized.
<b>Location</b>	TBD The soil festival tours the country to reach a different region each year.
<b>Venues</b>	Indoor and outdoor venues
<b>Ammenities</b>	Basic amenities will be provided based on artist needs, technical and financial possibilities.
<b>Size</b>	The festival will be a national scale festival with focus on the region it is held.
<b>Target attendees</b>	As many different audiences as possible. The program should be adaptable for different types of citizens such as children, adults, teachers, trainers, specialists, elected representatives, researchers, farmers, etc.... Activities that target a particular audience will be identified in program communication
<b>Scope</b>	<p>For the festival, different types of activities (modules) are envisaged, either one after the other, or simultaneously at different venues within the festival ( e.g., live performances, dance choreography, games, conferences, field trips and trails, concerts, soil judging competition, art exhibitions, creative workshops, film screenings and debate, raw earth construction workshop)</p> <p>The festival program will be set during the World Soil Day, 1 year in advance</p>
<b>Language</b>	French
<b>Additional details:</b>	The Soil Festival will try to link up with other soil-related events at national level that may target specific audiences like 'Journées d'Étude des Sols', or at the general public (e.g. World Soil Day event in France, the 'Salon de l'Agriculture' or events at the Museum National d'Histoire Naturelle). In organizing soil festival, particular attention will be paid to the links between soils and heritage, both in terms of tangible and intangible heritage.

# Soil Orchestra FSTP Bulgaria Festival animation



Summary of festival details	
Date	Early 2027
Duration	1-2 days
Location	TBD
Venues	Multiple venues including outdoor spaces and galleries
Size	~ 2,500
Target attendees	General public – citizens from all ages, genders, backgrounds. The festival aims to be inclusive, engaging every individual through art and soil.
Scope of the festival	Capturing various activities such as art installations/exhibitions, participatory workshops, performances and storytelling, digital interactive tools and more.
Language	Bulgarian

## Objective

The aim is to address the challenge of engaging individuals with little to no awareness or concern about soil issues and inspiring action to protect and preserve soil. The 3 selected projects will animate the Bulgarian SOILSCAPE festivals using use creative, arts-based, and participatory approaches to communicate the vital connection between humans and soil, raise public awareness, particularly raise awareness of the place of soil in our tangible and intangible heritage and empower audiences to act for soil conservation

## Important

- Art, inclusivity, creativity, and broad audience appeal should be prioritized to resonate with/ engage a wide range of participants
- Applicants must demonstrate how soil-related messages will be in line with/complementary to existing soil knowledge
- Only legal entities from Bulgaria will be eligible.
- Maximum funding: **40,000€** per sub-project

# Soil Orchestra FSTP Finland **Artistic ambassador**



Summary of festival details	
Date	November 2026
Duration	1 day (to be confirmed)
Location	Lahiti, Päijät-Häme in a campus like space, or a space that resembles a gallery
Venues	Most likely a single large venue with different spaces
Available amenities	Basic amenities (speakers, microphone, stage etc.)
Size	>100
Target attendees	If joined with the local Science Day, the event is open to the general public, the university and the wider scientific community.
Scope of the festival	The Lahti Science Day typically highlights results and important research and development in or about the region of Päijät-Häme.
Language	Finnish
Additional details:	The festival will be connected with another event/festival. The most likely choice will be Lahti Science Day which is the largest multidisciplinary scientific event in the region of

## Objective

To support the development of a strong art-soil ecosystem in Finland and **offer creative animation to the Finnish SOILSCAPE Festival**. ‘Artist ambassadors’ for the Finnish Soil Orchestra and should develop and deliver creative outputs that engage audiences across Finland using 3 complimentary components:

### Presentations/Demonstrations

Showcase artistic or creative interpretations of soil-related themes

### Artist ‘Talk Backs’:

Facilitate discussions with audiences to share insights and foster dialogue about their work.

### Technical Outreach

Offer educational or skill-based activities to connect artistic practices with soil science and broader community understanding.

## Important

- Only legal entities from Finland will be eligible.
- Applicants must demonstrate how soil-related messages will be in line with/complementary to existing soil knowledge
- Maximum funding: **40,000€** per sub-project



# Soil Orchestra FSTP Switzerland Visual arts exhibition



Summary of festival details	
Date	Summer 2027
Duration	Full day (likely a Saturday)
Location	Countryside (FiBL is located halfway between Basel and Zürich)
Venues	FiBL premises.
Available amenities	Basic amenities such as exhibition space, monitors, speakers etc.
Size	Capacity of 1000 visitors
Target attendees	Families (general public)
Scope of the festival	Exhibits and animation from within FiBL, other projects and institutions as well as the modules tested and developed within the SOILSCAPE project during the first edition of the SOILSCAPE festival.
Language	German and/or Swiss German.

## Objective

To use creative means to connect the audience with soil and/or its significance and can feature visual art, interactive exhibits or multimedia displays. Artists are also expected to participate in audience engagement sessions to discuss their work and the inspiration behind it and to document their process through a series of short videos.

Opportunities to tour their projects or conduct complementary activities in different locations will be facilitated by FiBL. Applicants are strongly encouraged to consider such possibilities in their proposal (including budget).

## Important

- Single applicants or 1 member of consortia should be level entities in Switzerland.
- Applicants should have adequate soil knowledge or include how they will obtain necessary knowledge
- Maximum funding: **40,000€** per sub-project

# Soil Orchestra FSTP Switzerland

## Educational video game



### Objective

The objective of the call is to develop an engaging and educational video game aimed at improving soil literacy of the general public. The game should include immersive gameplay mechanics, educational content, and interactive features, and should be playable in German or Swiss German and English. The game should be piloted at the Swiss SOILSCAPE Festival.

Opportunities to tour their projects or conduct complementary activities in different locations will be facilitated by FiBL. Applicants are strongly encouraged to consider such possibilities in their proposal (including budget).

## Soil Inspired Film

### Objective

The aim is to create and present a visually stunning and scientifically informative video inspired by soil. The film should combine narrative and scenic elements to tell an emotionally compelling and educational story, showcasing the intricate interplay of soil life and its connection to human land use. Beyond its premiere at the SOILSCAPE festival, the film will be shared at other festivals and events to inspire broader audiences. Filmmakers will also be expected to participate in a discussion/interview about their film during the festival.

Opportunities to tour their projects or conduct complementary activities in different locations will be facilitated by FiBL. Applicants are strongly encouraged to consider such possibilities in their proposal (including budget).

# Soil Orchestra FSTP Portugal Festival animation



Summary of festival details	
Date	Spring 2027
Duration	7 days
Location	Serralves Foundation (Porto, Portugal)
Venues	Outdoor- Serralves Park
Ammenities	<p>The facilities are accessible for people with reduced mobility, there are bathrooms around the park and restaurants.</p> <p>The festival can provide artists with tents, chairs, tables, stage</p>
Size	About 60,000 people
Target attendees	General public and schools
Scope	The festival will include: workshops, music, guided tours of the park and exhibitions, performing arts, cinema, biomarker, talks
Language	Portuguese
Additional details:	The Soilscape festival will be connected to BioBlitz an annual festival that celebrates biodiversity. It is one of the largest awareness raising events on biodiversity held in Portugal

## Objective

The aim is to engage people who have little or no awareness of soil issues and inspire them to take action to protect and preserve soil and to develop new ways to increase soil literacy using creative, arts-based, and participatory approaches. The 3 selected sub-projects should highlight the deep connection between humans and soil, raise public awareness, particularly around the place of soil in our tangible and intangible heritage and empower audiences to act for soil conservation.

## Important

- Only valid legal Portuguese entities are eligible
- Applicants should have adequate soil knowledge or include how they will obtain necessary knowledge
- Maximum funding: **40,000€** per sub-project



# SOILSCAPE OPEN CALL: Application Overview

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# opencalls.fund



## An online application will be used as a tool to:

- Select external evaluators.
- Collect the applications submitted by the Open Call participants.
- Have the applications reviewed and marked by the evaluators.
- Create the rank list that determines the applications to be funded within the Open Call.
- Communicate transparently with all applicants and reviewers.



Notice: If you register with your company's domain and don't receive the confirmation email, your server may be blocking our emails. To ensure smooth communication during the application/evaluation process, please use an alternative email account (e.g., Gmail, Outlook, Yahoo, etc.).

☒ Applicant ☐ Evaluator

First Name \*

Last Name \*

Country Of Origin \*

Address \*

Contact Number \*

VAT Number \*

Email \*

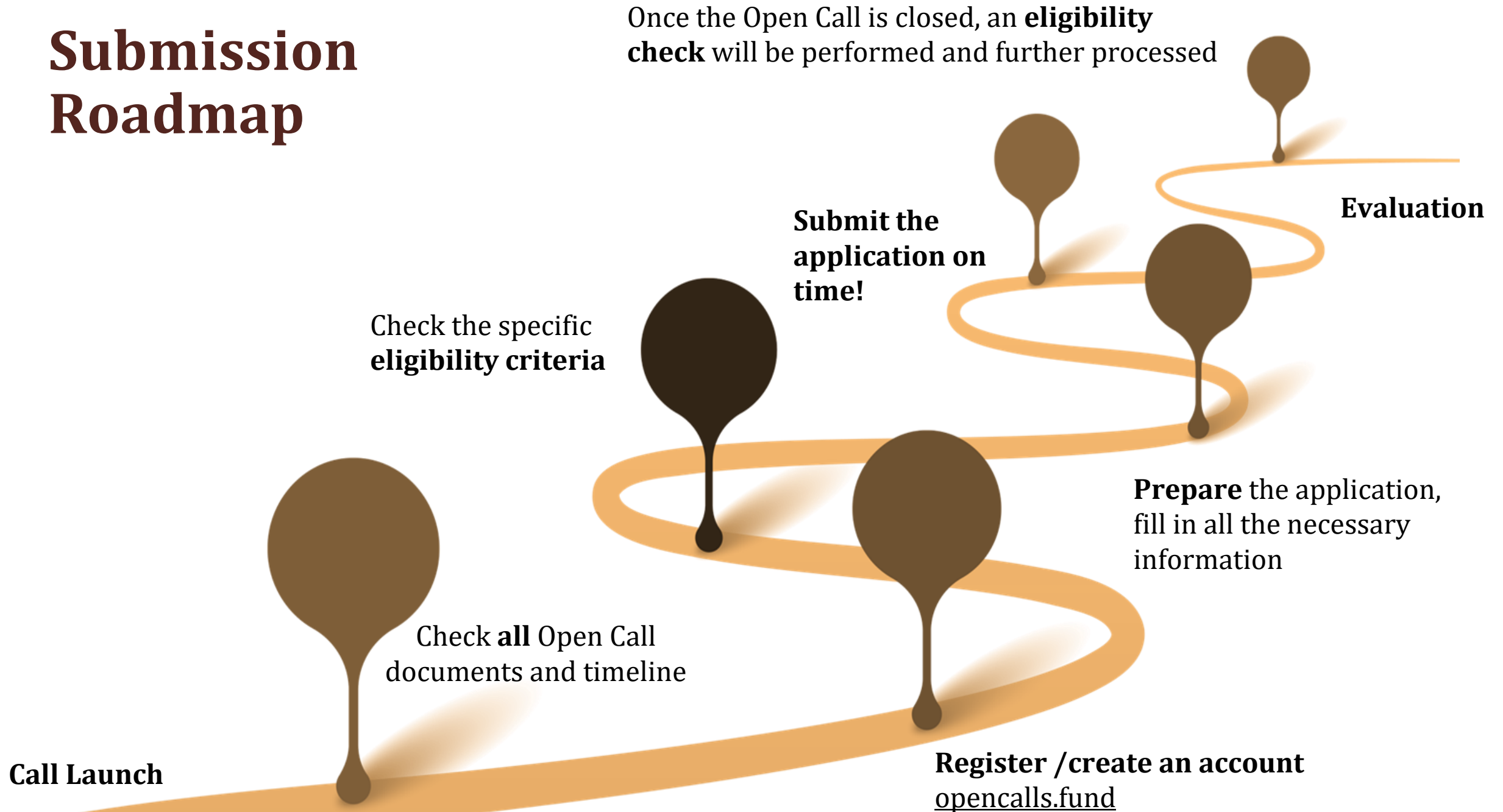
Password \*

Repeat Password \*

☐ I agree to receive information about Open Calls and funding opportunities

Create Account

# Submission Roadmap



# Required documents

---

1. Proposal template (PDF)
2. Budget template (PDF)
3. Signed Declaration of Honour (PDF)
4. Signed SME Declaration (if relevant)
5. Signed Consortium Declaration (if relevant)





# Evaluation process- External Evaluators

## External Evaluators

2 evaluators will be assigned per proposal

## Conflict of interest

No connection with the SOILSCAPE consortium







# Evaluation process: Award Criteria

**The following evaluation criteria will be used to evaluate each proposal:**

**1. Concept and feasibility [Scoring 1-5; threshold 3]**

- Clarity, relevance, and practicality of the concept and its alignment with the SOILSCAPE project and open call's objective
- Scientific coherence and alignment with current knowledge of soils and the means of preserving them.

**2. Creativity and potential to engage citizens [Scoring 1-5; threshold 3]**

- Originality of the activity and its ability to actively engage and resonate with the identified audience.
- Uniqueness or innovation of the proposed activities, degree of inclusivity, how different audiences will be reached.

**3. Impact and exploitation [Scoring 1-5; threshold 3]**

- Anticipated impact of the activities on target audiences
- Strategies for exploiting the sub-project results and creating lasting value

**4. Organizational capacity and sufficiency in the team's background [Scoring 1-5; threshold 3]**

- Coherence and effectiveness of the work plan, appropriate distribution of resources, and sufficient background of the applicant
- Comprehensive budgeting, the implementation steps and consequently the value/benefit.

## **Redress procedure:**

A redress request can be made if applicants believe there has been a procedural shortcoming in the way their application has been evaluated or if they believe that the results of the eligibility checks are incorrect.

**The committee will not call into question the scientific and/or technical judgement of appropriately qualified experts**

# SOILSCAPE Open Call Implementation



## SOILSCAPE FSTP

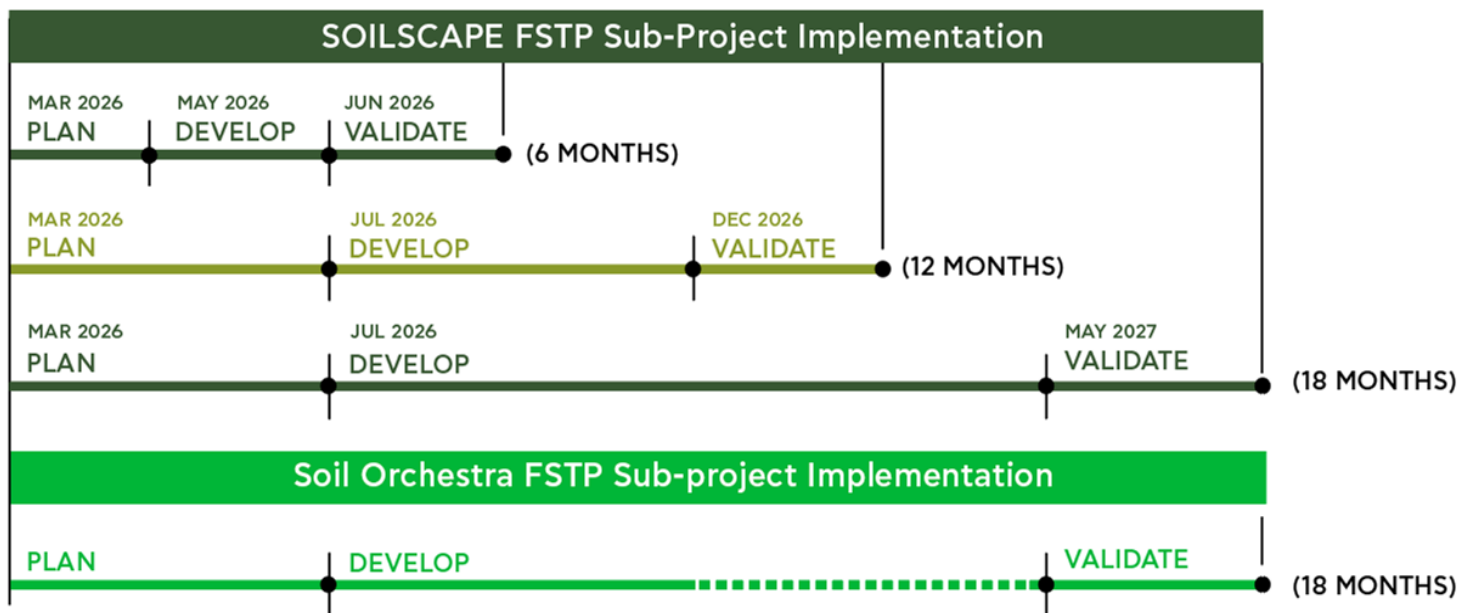
Applicants will select the duration of their sub-projects: 6, 12, 18 months

## Soil Orchestra FSTP

18 months

## Both categories

- Start implementation March 2026
- 3 phases of implementation that conclude with the submission of a deliverable that summarizes the work completed



**Phase 1 - Design:** Payment of **30%** of the total fund [Deliverable: Activity plan]

**Phase 2 - Development:** Payment of **50%** of the total fund [Deliverable: demonstration / implementation of activity]

**Phase 3 - Validation:** Payment of the final **20%** of the total fund [Deliverable: Report on activities]



Let's break the  
proposal down

---



# Proposal chapters

---

1. General information
  - Motivational statement
  - Executive summary
  - Applicant's details
2. Proposal description
3. Methodology
4. Impact
5. Other Aspects
6. Budget







# Formatting guidelines



- Cambria font, minimum font size 11
- Paragraph space 6pt
- The page size is A4, and all margins (top, bottom, left and right) must be at least 15 mm (not including any footers or headers).
- Total length of proposal template is 15 pages
  - Budget tables do not count in the 15 page limit
  - Cover page and ToC do not count into the page limit
  - Removing explanatory text below the paragraphs is allowed

## RESPECT THE PAGE LIMIT

External evaluators are instructed the pages after the 15<sup>th</sup> from the evaluation

# 1. General Information

1. Provide a proposal title and acronym

Proposal Title
Proposal Acronym

2. Select the specific category that you are applying for

For SOILSCAPE FSTP

Don't forget to select the project scale

Don't forget to select the project duration

SOILSCAPE FSTP		Soil Orchestra FSTP		
Strand		Soil Orchestra	Activity category	
Strand 1: Innovative communication campaign	<input type="checkbox"/>	Italy	Workshop lab tools	<input type="checkbox"/>
			Educational video game	<input type="checkbox"/>
			Artistic Performance	<input type="checkbox"/>
Strand 2: Artistic/arts-based soil activities	<input type="checkbox"/>	Germany	Stage performance	<input type="checkbox"/>
			Visual arts exhibition	<input type="checkbox"/>
			Hidden world of soil film	<input type="checkbox"/>
Strand 3: Participatory methodologies for engaging citizens	<input type="checkbox"/>	Poland	Stage performance	<input type="checkbox"/>
			Visual arts exhibition	<input type="checkbox"/>
			Workshop	<input type="checkbox"/>
Scale		France	Festival animation	<input type="checkbox"/>
Local	<input type="checkbox"/>	Bulgaria	Festival animation	<input type="checkbox"/>
National	<input type="checkbox"/>	Finland	Artistic ambassador	<input type="checkbox"/>
Transnational	<input type="checkbox"/>	Switzerland	Visual arts exhibition	<input type="checkbox"/>
Duration			Educational video game	<input type="checkbox"/>
6 months	<input type="checkbox"/>		Soil inspired film	<input type="checkbox"/>
12 months	<input type="checkbox"/>	Portugal	Festival animation	<input type="checkbox"/>
18 months	<input type="checkbox"/>			





# 1. General Information

## Motivational Statement

In few lines describe what soil means to you/ what comes to mind when you hear the word 'soil'?

Opinions will not be considered in the scoring.

## Executive Summary

In a few lines, provide a short 'pitch' of your proposal (max 1000 characters)

- What is the objective?
- How is the target audience?
- What approach will you use?
- What outcomes do you expect?

Please be advised that the information may be used by the consortium for the promotion of selected beneficiaries. The motivational statement may be integrated into the results of the survey.



# 1. General Information

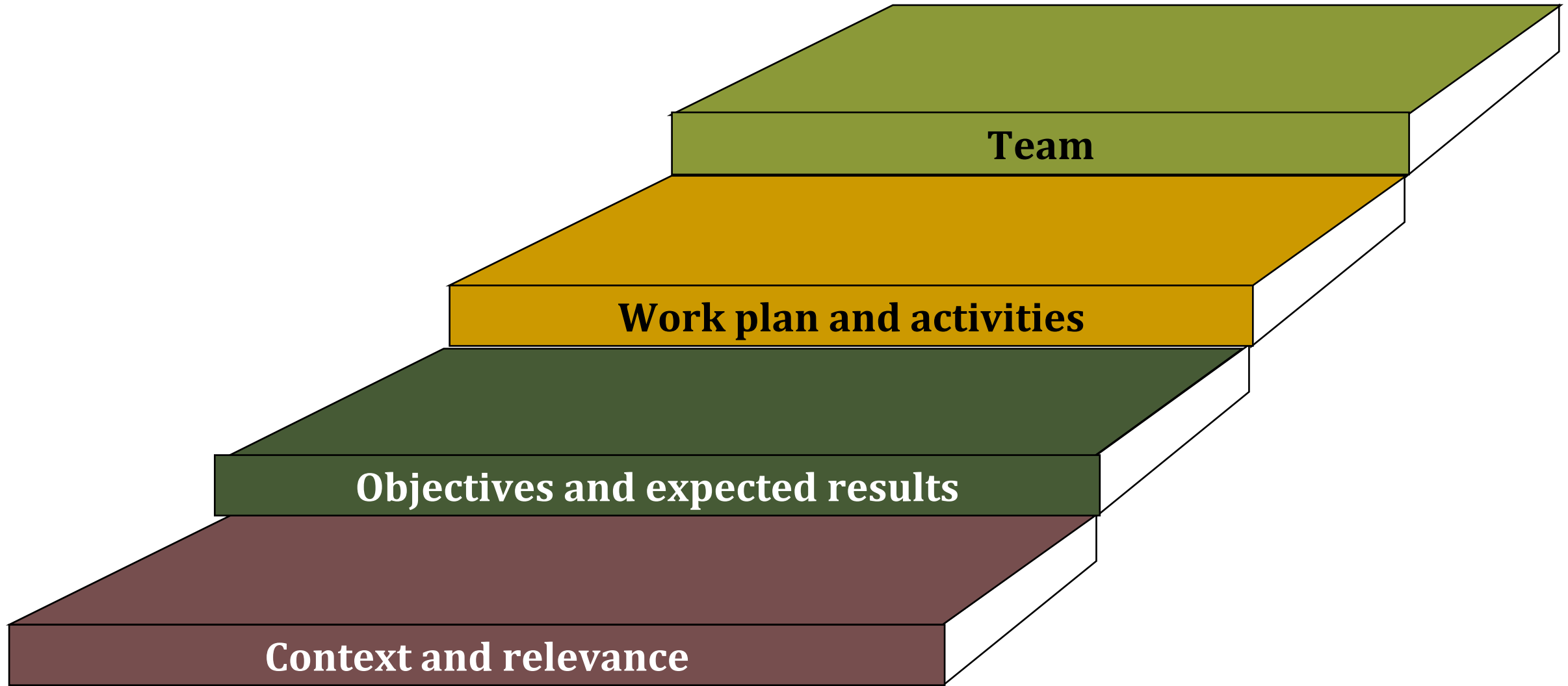
**PLEASE MAKE SURE  
INFORMATION IS  
CORRECT.**

**IT WILL BE USED FOR  
COMMUNICATION  
PURPOSES BY THE  
SOILSCAPE OPENC ALL  
TEAM**

- Organization name and information  
(Country, address, VAT, sector)
- Contact details of the legal representative
- For consortia: provide information for all partners



## 2. Proposal description



# 3. Methodology



Each Strand of the SOILSCAPE FSTP and each category of Soil Orchestra FSTP has a dedicated appendix requesting different methodological details

[Appendix 1. SOILSCAPE FSTP Strand 1- Innovative Communication Campaigns](#)

[Appendix 2. SOILSCAPE FSTP Strand 2- Organisation and promotion of artistic/arts-based soil related activities](#)

[Appendix 3. SOILSCAPE FSTP Strand 3- Deploy innovative, creative and participatory methodologies for engaging citizens in soil protection and preservation](#)

[Appendix 4A. ACSO FSTP Italy- Workshop lab tools](#)

[Appendix 4B. ACSO FSTP Italy - Educational video game](#)

[Appendix 4C. ACSO FSTP Italy- Artistic Performance](#)

[Appendix 5A. ACSO FSTP Germany- Performance](#)

[Appendix 5B. ACSO FSTP Germany- Visual arts exhibition](#)

[Appendix 5C. ACSO FSTP Germany- Hidden world of soil film](#)

[Appendix 6A. ACSO FSTP Poland- Performance](#)

[Appendix 6B. ACSO FSTP Poland- Visual arts exhibition](#)

[Appendix 6C. ACSO FSTP Poland- Workshop](#)

[Appendix 7. ACSO FSTP France- Festival animation](#)

[Appendix 8. ACSO FSTP Bulgaria- Festival Animation](#)

[Appendix 9. ACSO FSTP Finland- Artistic ambassador](#)

[Appendix 10A. ACSO FSTP Switzerland- Visual arts exhibition](#)

[Appendix 10B. ACSO FSTP Switzerland- Educational video game](#)

[Appendix 10C. ACSO FSTP Switzerland- Soil inspired film](#)

[Appendix 11. ACSO FSTP Portugal- Festival animation](#)

# 3. Methodology: SOILSCAPE FSTP



## STRAND 1:

- **Campaign design**
  - Creative communication tools
  - Messaging framework
  - Hands-on activities
  - Tool development
  - Engagement metrics
  - Collaboration
- **Methodology**
  - Cultural and contextual sensitivity
  - Scalability and localization

## STRAND 2:

- **Artistic focus**
  - Artistic resonance
  - Innovation and creativity
- **Public engagement**
  - Accessibility and relevance
  - Inclusivity measures
  - Public event(s)
- **Promotion and dissemination**
  - Dissemination strategy
  - Longevity and reach
- **Interdisciplinary collaboration**
  - Scientific validity

## STRAND 3:

- **Participatory methodology design**
  - Engagement methods
  - Innovative methodologies
  - Public engagement and event planning
- **Evaluation and indicators of success**
  - Evaluation approach
  - Indicators of success



## 3. Methodology: Soil Orchestra FSTP

- **Type of tools**
  - Describe the tool being developed
  - What needs does it meet
  - Who is it targeting
  - Tool development
  - What is the learning outcome?
- **Functional requirements**
  - For digital tools (software, hardware, storage, offline compatibility)
  - Interactive elements
- **Replicability and customization options**
  - Describe the content that will be replicable and how
  - Describe the design elements that will support its reusability
  - What documentation will be created to support replicability

### Workshop Lab tools

#### ITALY

- **Evaluation and feedback mechanism within the tools**
  - Will there be any embedded assessments to gauge participants' understanding?
  - Describe any features for capturing participant feedback.
- **Data collection**
  - Where and how will data be collected?
  - Does the tool collect specific personal data from the users? - which? How? How is GDPR ensured?





### 3. Methodology: Soil Orchestra FSTP

- **Education content goals**
  - Core topics (key soil related concepts)
  - Learning objectives
  - Target age group
- **Gameplay**
  - Game genre
  - Challenges, goals and progressions
  - Scope
- **Audiovisual elements**
  - Visual style
  - Environments/style
  - Sound design
- **Platform and technical requirement**
  - Intended platform
  - Multiplayer or solo
  - Accessibility

#### Educational video game

##### ITALY /SWITZERLAND

- **Storyline and narrative elements**
  - Theme and setting (context)
  - Characters
  - Missions and side quests (if relevant)
- **Assessment and feedback**
  - In-game feedback
  - Embedded values
- **Data collection**
  - Where and how will data be collected?
  - Does the game collect any personal data? If yes, why and how? Who has access? How will consent be obtained.



### 3. Methodology: Soil Orchestra FSTP

- **Performance details**
  - Format and style
  - Structure
  - Musical integration
- **Audience engagement**
  - Participatory element(s)
  - Target audience
  - Audience experience
- **Practical and technical requirements**
  - Space and stage needs
  - Duration
  - Frequency

## Artistic performance

ITALY / GERMANY / POLAND

- **Outreach and documentation**
  - Video production
  - Supporting documents
- **Supporting materials**  
(evaluators not obligated to open links)
  - Sketches/designs
  - Work samples

# 3. Methodology: Soil Orchestra FSTP



## Visual arts exhibition

GERMANY / POLAND / SWITZERLAND

### Exhibition details

Format and mediums

Innovative aspects

Interactive/immersive features

Installation requirements

### Collaboration and interdisciplinary approach

How will interdisciplinary collaboration shape the artistic process and outcomes?

How is soil science incorporated into the artistic representation?





### 3. Methodology: Soil Orchestra FSTP

- **Type of workshop**
  - Description include needs being met and target groups
  - What are the learning outcomes?
  - Target age group
- **Replicability and customization options**
  - Describe the content that will be replicable and how
  - Describe the design elements that will support its reusability
  - What documentation will be created to support replicability
- **User friendly design and accessibility**
  - How will the workshop be participant friendly?
  - Specify accessibility needs and how they will be met

## Workshop

### POLAND

- **Evaluation and feedback mechanism**
  - Will assessment be embedded to gauge participant's understanding?
  - Describe any features for capturing participants' feedback
- **Data collection**
  - Where and how will data be collected?
  - Will personal data be collected? If yes, why and how? How will consent be obtained.



# 3. Methodology: Soil Orchestra FSTP

## Film

GERMANY - *'Hidden world of Soil'*

Switzerland - *Soil inspired film*

- **Storytelling approach**
  - Narrative elements
  - Visual style
  - Emotional and educational impact
- **Scientific and educational integration**
  - Key topics
  - Audience connection
- **Technical and practical requirements**
  - Film specifications
  - Discussion facilitation



### 3. Methodology: Soil Orchestra FSTP

#### Festival animation

FRANCE / BULGARIA / PORTUGAL

- **Methodology and approach**
  - Describe the activity
  - What tools and materials will you use
  - Highlight the specific artistic, creative and/or participatory elements that make your approach unique
- **Creativity and audience engagement**
  - How will you attract, involve, retain audience attention
  - What strategies will be used to appeal to individuals with little prior concern about soil issues?
  - How will cultural, linguistic and/or physical accessibility needs be met

#### Artistic ambassador

FINLAND

- **Proposed contribution to the Soil Orchestra**
  - Conceptual overview
  - Alignment with SOILSCAPE/Soil Orchestra goals
- **Practical implementation**
  - Demonstration activity details and requirements
  - Talk back details (approach and timing)
  - Technical seminar overview (indicative titles, short description, logistical requirements)
  - Necessary resources
  - Collaborative elements






## 4. Impact

<b>Public awareness/Soil literacy</b>	<b>Behavioural change/ Perception shift</b>	<b>Visibility of the Soil Mission</b>	<b>Long-term impact</b>	<b>Adaptability/ replicability</b>
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## 5. Other aspects

<b>Inclusivity, accessibility and cultural sensitivity</b>	<b>Interdisciplinary collaboration</b>	<b>Ethical considerations</b>
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# Proposal budget

# Budget template

## Key points:

- 1 worksheet is required per partner (delete extras)
- The workbook should be submitted as **.pdf**
- Budget tables do not count in the 15 page limit
- Total cost should be equal to total deliverable costs

(Proposal Title & Acronym): Budget Tables				
<b>Partner #1 details</b>				
Legal name				
Address				
Country				
Legal Status				
Website link				
VAT				
	Total PM*	PM Rate	Total Cost (€)	Explanation & Justification
1. Direct Personnel costs**	19			
2. Subcontracting (up to a maximum of 25% of the proposed budget. Please provide details of scope)		#DIV/0!		
3. Other Direct costs: Travel Costs (please provide details of travel expected)				
4. Other Direct costs: Equipment costs (please provide details of equipment costs expected)				
5. Other Direct costs: Other goods & services (consumables and supplies, dissemination, protection of results, certificates on the methodology, translations, and publications, services for meetings, seminars or events, website, fees (artistic, speaking, writing, cast, rights ect.), production costs and technical costs, short-term rental of surfaces, venues of studios (e.g., for productions, rehearsals, events ect).				
6. Total Direct costs (sum of 1.-5 above)			€0.00	
7. Indirect costs (up to 25% of 6.)		#DIV/0!		
8. Total costs (sum of 6. and 7.)			€0.00	
9. Requested funding (rate/amount)		#DIV/0!	€0.00	
<b>Budget allocated to dissemination</b>				
Justification	Please clearly justify the amount allocated to dissemination activities			
% of the total budget		#DIV/0!		
* Person Months				
** Please fill in only the yellow fields				
*** If red please revise				

## Budget categories

- **Personnel costs**
  - Costs of the people doing the work
- **Travel costs**
- **Other goods and services**
  - Consumables and supplies
  - Dissemination, translations, publications
  - Protection of results
  - Certificates on methodology
  - Services for meetings/events
  - Fees (artists, speakers, writing, cast, rights)
  - Production costs/technical costs
  - Short-term surface or venue rentals
- **Equipment**
  - Only the depreciation costs
- **Subcontracting**
  - Up to a maximum of 25% of the budget
  - Must be well justified
- **Indirect costs**
  - Overhead up to 25% of direct costs







# Call for Evaluators

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# CALL for EVALUATORS



## Open call for Evaluators

(closes August 31, 2025)

We are looking for independent evaluators who will be able to assess the quality of applications received within the Soilscape Open Call, once it closes. Evaluators must be citizens, or tax residents, of one of the following:

- European -EU nationals Member States (MS) of the European Union (EU), including their outermost regions, HE associated countries

**Two** (2) evaluator profiles are required to effectively review the creative/artistic aspects of proposals within the context of soil.

# Evaluator profiles



## “Arts” expert

### Required

- Background in arts, cultural programming, creative methodologies, design, transdisciplinary collaboration and/or a related field.

### Desirable qualifications

- Experience in participatory arts, community engagement, creative storytelling, gamification, or digital media.
- Familiarity with public engagement strategies and methods that encourage behavioral change.
- Knowledge or interest in environmental or sustainability-focused creative projects.
- Ability to assess the originality, accessibility, and impact of creative approaches in citizen engagement.
- Experience with project evaluation, grant review, or program assessment is desirable but not mandatory.

## Soil scientist

### Required

- Background in soil science, environmental science, agronomy, ecology, or a related field.
- Ability to assess the scientific accuracy of the messages conveyed in the proposed projects

### Desirable qualifications)

- Cross-disciplinary knowledge of soils: the components of soil, their main functions, the diversity of services provided by soil and the threats to soil
- Knowledge of the main soil preservation issues in Europe as reflected in the objectives of the Soil Deal mission (e.g. soil degradation, loss of biodiversity, sustainable use of soil).
- Knowledge of citizen science, art-science approaches, public engagement or participatory approaches in environmental projects.
- Experience in project evaluation, grant review or research evaluation is desirable but not mandatory.



**For the full open call kit visit**  
[soilscape.eu/open-calls/](https://soilscape.eu/open-calls/)

**To register and start your application**  
**visit**  
[opencalls.fund/](https://opencalls.fund/)

**Still have questions?**  
[soilscape@opencalls.fund](mailto:soilscape@opencalls.fund)

