

Problem encountered and objective

Although many land managers are motivated to reduce environmental impact and enhance soil ecosystem services, the adoption of sustainable management practices often requires incentives, which are frequently insufficient or lacking. The SoilValues project addresses this gap by incorporating the added value of soil ecosystems services within soil health business models. These business models are designed, tested and improved with in designated testing grounds. A testing ground consists of (a group of) farm(ers) within a geographic region, all engaged in creating added value through the same business model.

Main Results and Outcomes

Six testing grounds were successfully established across Europe within the first year of the project. This created a foundation for building participatory soil health business models developed using tools like the SoilValues Business Model Canvas and SWOT analysis. These testing grounds form the core for the subsequent Communities of Practice that focus on ensuring long-term viability of the soil health business model(s).

Practical recommendations

In establishing a testing ground, the following considerations are important:

- Testing grounds are best formed with local actors who are committed to a shared soil health case.
- A testing ground should drive early co-design activities. For this, structured tools such as the SoilValues Business Model Canvas and SWOT analysis are valuable to explore feasible business models.
- Identify stakeholders within each testing ground to engage in a community of practice for long-term viability of the business model.
- Engaging testing ground members with communities of practice activities ensures the latter are grounded in real, locally anchored experiences and can build on tested ,stakeholder-validated insights, ultimately increasing the impact and replicability of soil health business model.



ABOUT SOILVALUES

SoilValues is a Horizon Europe project that will contribute to the development of successful soil health business models across the EU to improve soil quality and provide land managers with the necessary incentives.

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
KEY WORDS

Regional cooperation, soil heath business model

USEFUL LINKS

 <https://soilvalues.eu/>

 info.soilvalues@kuleuven.be

 <https://zenodo.org/communities/heuropesoilvalues>

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