

## Establishing a Community of Practice

### Problem encountered and objective

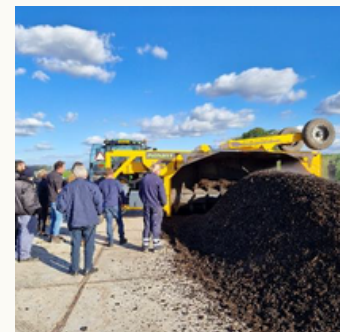
Farmers and stakeholders face fragmented approaches to enhancing soil health, limiting collaborative action. The objective of the SoilValues Communities of Practice is to establish multiple networks of actors around individual soil health business models to ensure continuity of the agronomic practices and cooperation beyond the boundaries of the project. This is fostered by (1) extending land manager interests by attracting new members (horizontal cooperation), (2) introducing and linking farmers to downstream partners to realize business models (vertical cooperation), and (3) building bridges and raising awareness of all stakeholders.

### Main Results and Outcomes

A phased approach supports community of practice formation, centered around future vision co-creation, shared action planning, and reflexive learning. This fosters alignment, stakeholder motivation, and concrete steps to scale the soil health business model. Diverse participants gain ownership of solutions. Six communities of practice have been established centered around six distinct business models, across six study areas: Belgium, Denmark, Germany, The Netherlands, Portugal, and Poland.

### Practical recommendations

- A community of practice starts with a strong management body bringing together case study leaders, researchers, and facilitation experts.
- Conduct stakeholder mapping and informal interviews to uncover urgent local challenges and (soil) ecosystem services priorities.
- Select 10–15 diverse stakeholders based on motivation, roles, and complementarity.
- Co-create a shared narrative and action agenda that clarifies goals, motivations, and collaboration needs.
- Use participatory tools such as the Flourishing Business Canvas and Policy Delphi workshops to identify barriers, design incentive mixes, and assess scaling potential.
- Promote learning, celebrate milestones, and plan for continuity beyond the project.



### 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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### USEFUL LINKS

 <https://soilvalues.eu/>

 [info.soilvalues@kuleuven.be](mailto:info.soilvalues@kuleuven.be)

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

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