

Problem encountered and objective

The main objective of the German Community of Practice is to foster collaboration and bringing together knowledge to support establishing a regional network for soil health management, called 'Landwirtschaft Plus'. This should increase both soil health including nutrient management and the valorization of ecosystem services and lead to the development of a knowledge network. Key challenges are maintaining stakeholder engagement between workshops and transferring responsibilities to the CoP members.

Main Results and Outcomes

The Landwirtschaft Plus business model creates value through cooperation among farmers, biogas plants, municipalities, and citizens. Building a regional cooperative for soil health faces institutional, economic, and cultural barriers—for example, farmers doubting the profitability of sustainable agriculture. These can be addressed with financial and policy support, communication, education, certification of ecosystem services, and landowner involvement.

Practical recommendations

To build a successful soil health business model, broad stakeholder involvement is key. Motivated partners and multipliers keep momentum strong. Policies must back business models not just financially, but through visible commitment, especially on regional and local levels. Clear communication on soil health—targeted at policymakers, land managers and the public is vital. Peer-to-peer exchange, and up to date practical training and advisory services can help land managers to become part of a regional cycle for soil health. Financing can stem from cost savings or ecosystem service certification, though frameworks are still needed. Landowners, especially in the case of short leases, must also be engaged in learning environments and communication campaigns and held accountable.



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/>

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

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