



## Polish Community of Practice

### Problem encountered and objective

The Polish CoP aims to develop a viable soil health business model through active involvement of groups of stakeholders within and along the value chain, as well as those who directly or indirectly support its operations. The challenge faced by the CoP in its establishment was the engagement of diverse actors early in the process and maintaining their commitment while shaping a model suited to local conditions and needs.

### Main Results and Outcomes

The Polish CoP has built a strong network of over 50 stakeholders around the co-designed "SOILPROFIT" model in the sugar beet industry. Through workshops and on-farm meetings, farmers, advisors, industry (processors, producers, industrial consumers), certification entities, and government representatives jointly identified barriers and discussed solutions such as shared funding responsibility, simple barrier-mapping tools, and farm demonstrations. Participants valued knowledge exchange, practical advice, and cross-sector cooperation. The CoP not only developed a locally adapted model but also strengthened collaboration and trust, increasing the chances of long-term adoption.

### Practical recommendations

Engage stakeholders from the start, emphasizing their role in co-creating solutions. Foster ownership by involving stakeholders in naming and decisions-making. Use interactive tools such as SWOT, barrier-mapping, and farm demonstrations to connect ideas with real benefits. Ensure continuity through regular meetings and voting and adapt methods flexibly to context. In the Polish CoP, barriers included unstable land leasing, weak advisory services, high costs, limited markets, and complex procedures. Solutions focused on long-term leasing, stronger advisory support, living labs, certification, short supply chains, and financial/digital tools. Trust-based cooperation between farmers and business partners proved most effective.



### 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

Sugar beet, shared funding responsibility, trust-based cooperation

### USEFUL LINKS

 <https://soilvalues.eu/>

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

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

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