



D4.2 Lessons for a roadmap to designing and implementing effective incentives to soil health

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Acronyms and abbreviations

CAP	Common Agricultural Policy
CoP	Community of Practice
CSA	Community Supported Agriculture
DoA	Description of action
ENVCLIM	Agri-environmental and climate measures
EU	European Union
LL	Living lab
NGOs	Non-governmental Organizations
SHBM	Soil Health Business Models
TG	Testing Ground
WP	Work package

Project consortium

No.	Participant organisation name	Country
1	Katholieke Universiteit Leuven (KU Leuven)	BE
2	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek (EV ILVO)	BE
3	Stichting Wageningen Research (WR)	NL
4	Wageningen University (WU)	NL
5	European Landowners' Organization (ELO)	BE
6	Consultoria Agroindustrial (CONSULAI)	PT
7	Aarhus Universitet (AU)	DK
8	KOIS Invest (KOIS)	BE
9	MR F&A Consult (MFRA)	BE
10	Instytut Rozwoju Wsi i Rolnictwa Polska Akademia Nauk (IrWiR PAN)	PL
11	Thuenen Institut (THUENEN)	DE
12	Udruzenje Eko-Inovacija na Balkanu (ABE)	RS
13	Institute Navarro de Tecnologias e Infraestructuras Agroalimentarias (INTIA)	ES
14	Lietuvos Misko ir Zemes Savininku Asociacija (FOAL)	LT

Overview of the SoilValues project

SoilValues: Enhancing Soil health through Values-based business models (HORIZON-MISS-2021-SOIL02-05)

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Land managers combine man-made resources with natural resources to produce marketable products like food, feed, fibre, and wood, but at the same time produce ecosystem services that are generally not marketed or compensated. However, land managers generally have little incentive to invest in healthy soils, as they cannot sufficiently capture the value generated by these ecosystem services. SoilValues aims to contribute to the conditions for developing successful soil health business models. These are models in which land managers make production decisions that result in higher levels of soil-based ecosystem services (SES) and in which they are paid for the non-marketed services they generate. In order for such business models to function, three important conditions need to be fulfilled: (1) the outcomes of SES need to be measured, thus requiring knowledge, indicators and models, (2) the data and information generated by these indicators and models need to be exchanged to facilitate monitoring, reporting and verification (MRV), and (3) all these activities should be governed by an appropriate institutional framework consisting of the necessary legislation, standards and incentive schemes. To enhance the conditions for developing successful soil health business models, SoilValues will: (1) provide a comprehensive assessment framework addressing all factors influencing the development of business models for investing in soil health, (2) establish 6 testing grounds across Europe to test and improve emerging and designing new soil health business models, (3) establish 12 communities of practice of land managers, value chain actors, investors and public authorities for soil health business models, (4) design a comprehensive toolbox of incentives and policy recommendations to facilitate soil health business models and (5) raise awareness and exchange knowledge for soil health business models. This work is structured along five distinct work packages (WPs).

Summary

This deliverable D4.2 reports the results of the Policy Delphi with the CoPs, delivering insights on the barriers, incentives and insights on potential amplification pathways of the SHBM. The report first explains the modified Policy Delphi approach, the engagement of the CoPs and the data collection conducted. This is followed by a summary of the results of the different steps of the Policy Delphi and the lessons learned for a roadmap of incentives that effectively support soil health business models (SHBMs) including enabling conditions and the role of incentive mixes for different amplification processes of SHBMs. The identified incentive mixes will be integrated in the interactive toolbox to aid decision-making in designing and selecting effective incentives for soil health (in deliverable D4.3). And insights on the role of incentive mixes in supporting different amplification pathways will inform further in-depth analysis on how contextual conditions and value regimes shape their potential for the different pathways (in deliverable D2.3).

1. Introduction

This document is the second deliverable (D4.2) of SoilValues' work package (WP) 4 'Incentives'. Work Package 4 aims to design a comprehensive toolbox of incentives and policy recommendations to facilitate soil health business models (SHBMs). The development of the incentive toolbox in WP4 builds on the analytical findings from WP1 as well as the practical learnings from the Testing Grounds (TG) in WP2 and the engagement with the Communities of Practice (CoPs) in WP3. In particular, this Deliverable D4.2 includes the results of Task 4.2 "Improvement of existing public and private incentives".

The overall objective of this Deliverable (D4.2) is to summarise the results of a modified Policy Delphi providing insights on enabling conditions and success factors of incentives that address key barriers to promote soil health and related ecosystem services, and to derive lessons for a roadmap to design incentives that effectively support the amplification of SHBMs.

The specific objectives of Deliverable D4.2 are:

- i. to foster co-learning on key barriers and drivers that hinder or facilitate the amplification of SHBMs in the CoP countries,
- ii. to identify and analyze public and private incentives (instrument mixes) that address key barriers to promote soil health and related ecosystem services and reflect the context and needs of the variety of stakeholders involved in the SHBMs,
- iii. to identify key success factors of innovative "incentive mixes" and to examine their acceptability, and
- iv. to derive lessons for the formulation of a roadmap to design and implement incentives that effectively support the amplification of SHBMs

To achieve these objectives a Policy Delphi was conducted in three steps in the concrete practical context of the six Communities of Practices (CoPs) in Belgium, Germany, Denmark, Netherlands, Poland and Portugal (afterwards also referred to as CoP countries). The three steps included a questionnaire and co-learning workshops with the CoPs and a synthesis workshop with stakeholders at national and EU-level. The approach of the Policy Delphi reflects the ambition of the SoilValues project to foster co-learning on sustainable SHBMs amongst the different actors and stakeholders engaged in, or supporting, such business models. The Policy Delphi builds on the review of the effectiveness of existing private and public incentives in promoting soil health that was conducted in Task 4.1 based on a desktop review and interviews with key stakeholders at European, national, and local levels at the TGs (Vanzini et al., 2024).

The report is structured as follows:

- Section 2 provides an introduction to the modified Policy Delphi applied in this study and conceptualizes the amplification of SHBMs.
- Section 3 describes the research methods, engagement of the CoP in the methodological approach and data collection conducted as part of the Policy Delphi.
- Section 4 summarizes the results of the Policy Delphi outlining the contexts of the SHBMs in the CoPs in more detail, investigating how incentive mixes can mitigate barriers for the amplification of SHBMs in the CoP contexts and identifying emerging key issues for incentive mixes effectively supporting SHBMs.
- Section 5 provides recommendations for the formulation of a roadmap to design effective incentive mixes for the amplification of SHBMs, followed by conclusions in Section 6.

2. Background and introduction to a modified Policy Delphi on incentives for the amplification of SHBMs

Policy Delphi is a variant of the Delphi technique, but differs in that its purpose is to explore different perspectives rather than aid consensus. A Policy Delphi is a structured, iterative approach that enables the exploration of divergent views on barriers and incentives for SHBMs and facilitates the identification of areas of consensus and dissent among experts and stakeholders (Turoff 1970; Linstone and Turoff 1975). Unlike the traditional Delphi approach, which aims for consensus among a group of experts, the Policy Delphi is a methodological tool for researching complex policy related topics and questions that benefit from the insights from diverse perspectives of stakeholders revealing and harnessing the breadth of possible issues and options available (Parsekavas et al. 2012; Turoff & Linstone, 2002; Belton et al., 2019).

The results of the assessment of the strengths and weaknesses of existing incentives for SHBMs in Task 4.1 have highlighted the complexity of effectively supporting the development and scaling of SHBMs in different contexts across Europe.

The amplification of innovations for sustainable agriculture such as SHBMs relates to different dynamics and pathways. Westley et al. (2014) differentiate between two kinds of scaling in amplifying impacts of innovations for sustainable agriculture: ‘scaling out’ and ‘scaling up’. Scaling out is understood as a horizontal form of scaling, where an organisation attempts to affect more people and cover a larger geographic area through replication and diffusion. Scaling up is understood as a vertical form, where an initiative aims to affect everybody who is in need of the innovation they offer, and that addresses the broader institutional or systemic roots of a problem. The main strategy for scaling up is policy and legal change, as well as resource flows and expanding institutional capacity (Pitt and Jones, 2016). Moore et al. (2015) add a further distinction and type of scaling, ‘scaling deep’, which relates to changing relationships, cultural values and beliefs, ‘hearts and minds, and developed strategies for each type of scaling. For example, strategies for scaling deep include investment in transformative learning, networks and CoPs (Moore et al., 2015).

Building on the studies mentioned above, Lam et al. (2020) differentiate between eight amplification processes and aims such as stabilizing, speeding up, growing, replicating, transferring, spreading, scaling up, and scaling deep, and categorise those processes into amplification within an initiative, out of an initiative and beyond an initiative (Figure 1).

The transformative potential and impacts of the different amplification processes differ and how SHBMs can be amplified beyond, might be key to unlocking their potential to shape, more just, sustainable farming and food systems (de Koning et al., 2026; Bennett et al. 2016). In addition, amplification processes have a discursive dimension, conceptualised as ‘frame amplification’ (Benford and Snow, 2000), which focuses on how actors can effectively promote a particular understanding of the problem by connecting it to broader discourses (e.g., sustainable business models or new styles in governmental steering). Such a discourse or framing may increase the resonance of the SHBMs with a wider audience, which may attract more powerful stakeholders to support the SHBM (de Koning et al., 2026).

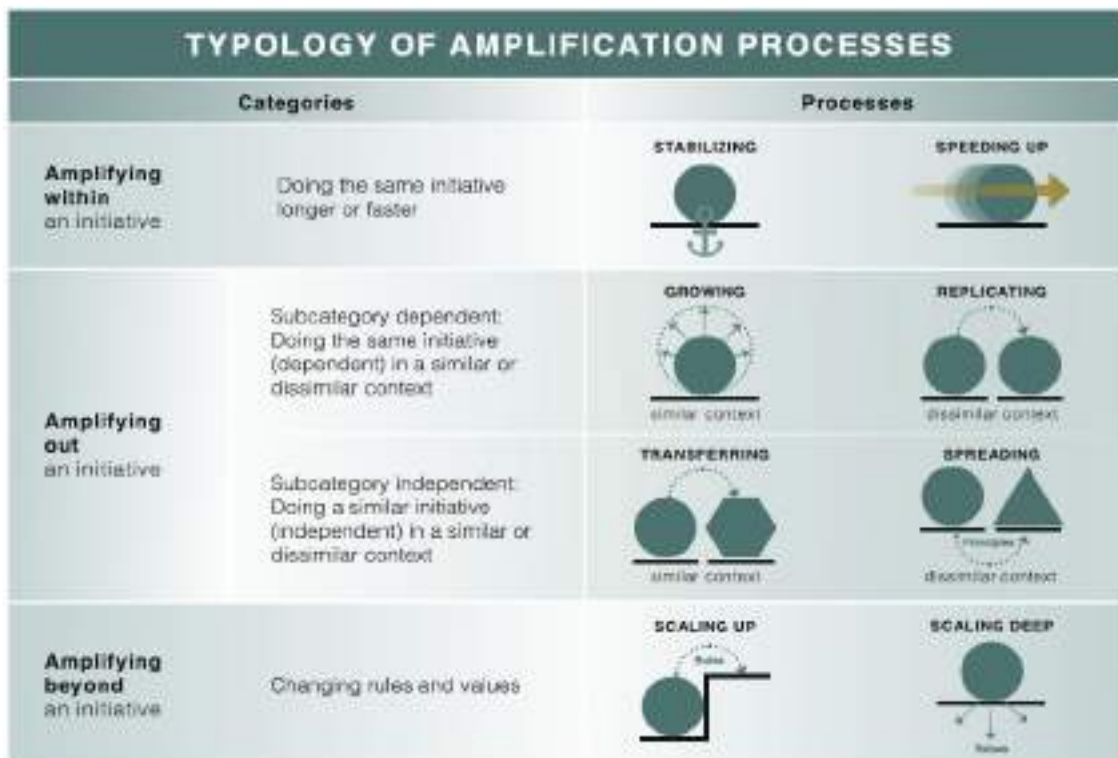


Figure 1. Overview of eight amplification process grouped into three categories (Lam et al., 2020)

The process of the different types of amplification, e.g., upscaling and outscaling, can be closely linked and the amplification dynamics of a particular SHBM can shift over time from scaling up to scaling out or vice versa (Hermans et al., 2016). This complexity requires a clear understanding of the enabling conditions for different strategies of amplifying SHBMs in order to design and implement effective instrument-mixes which combine different types of incentives.

The dynamics and pathways of amplifying innovations for sustainable agriculture evolve over time under the influence of different actor strategies. Previous findings suggest that no single pioneering organization or stakeholders remains in firm control of the amplification process over time. Influences and control of the amplification (of SHBMs) might shift between different stakeholders (Klerkx and Aarts, 2013, Hermans et al., 2016). The agency of different actors and stakeholders involved in (or influenced by) the SHBMs is a key aspect driving the complexity of its amplification.

Key aspects driving this complexity are:

- i. the necessity to understand context specific enabling conditions for different strategies of amplifying soil health business models in order to design and implement effective incentive-mixes which combine different types of incentives, and
- ii. the diversity of actors and stakeholders and their agency in soil health business models.

Policy Delphi ensures that a range of different combinations of incentives are explored and context specific enablers and barriers are identified, a level of consensus or divergence is established and a sense of acceptability of each combination of incentives to support different amplification strategies of SHBMs is assessed (Ziglio, 1996). By not explicitly seeking consensus, Policy Delphi evades the conflict that is often evident in conventional Delphi methodology (Grisham 2009) and is an approach or tool that is suitable for investigating policy issues and contributes to informed decision making (Landeta 2006).

Recent applications of Delphi methods in agricultural and environmental contexts have demonstrated its value in capturing stakeholder preferences and informing policy design (Belton et al., 2019; Ehlers et al., 2022). An example is a three-round Policy Delphi study with policy makers, scientific experts, farmers' representatives, and NGOs from across 15 different European countries to investigate how and under which circumstances novel contractual solutions could be implemented (Kelemen et al., 2023). Dresemann (2025) applied a modified Policy Delphi process to analyse stakeholder perspectives on fertilizer policy in Germany. Another study applies a three round Policy Delphi for deliberative consultation, discussion, and feedback to derive guidance and recommendations on improving landscapes for biodiversity and ecosystem services (Savilaakso et al., 2023).

A central aspect of the Delphi techniques is the application of multiple rounds of data collection using expert panels (Loe et al., 2016). The original concept of the Policy Delphi study involved three or more rounds of data collection, with subsequent rounds building on previous rounds (Turoff, 1970). Common formats in the application are questionnaires (written or online) in combination with oral formats of engagement including in-person and telephone interviews as well as focus groups (Loe et al., 2016). Traditionally the Delphi method maintains anonymity of participating panels and does not include a discussion of the outcomes, e.g., for reasons of giving all participants equal status throughout the process (O'Loughlin and Kelly, 2004) and allowing for free expression of individual opinion (Hilbert et al., 2009). However, modifications have been applied in Policy Delphi using group interviews or workshops (resulting in disclosure of the identity of participants) to enable direct interactions and face to face contact between the panellists as part of participatory co-learning processes (Bailey et al., 2012, Dresemann, 2025).

The ambition of the SoilValues project is to integrate diverse stakeholder perspectives to ensure legitimacy and feasibility of the recommendations for incentives mixes and to foster co-learning on sustainable soil health business models amongst the different actors and stakeholders engaged in, or supporting, such business models. Therefore, the Policy Delphi in SoilValues combines a questionnaire-based consultation to identify barriers, enablers and incentives that are of relevance for the SHBM with co-learning workshops with the CoPs on enabling conditions, acceptability and implications of incentives on the amplification of the SHBMs. This study adopts a participatory approach grounded in best-practice principles (Reed 2008), aiming to capture stakeholder-supported recommendations for incentive mixes for the amplification of SHBMs. The process was designed to empower participants from the CoPs to actively shape the discussion on soil health incentives. Section 3 elaborates on the practical implementation of the Policy Delphi approach.

3. Research methods and data

3.1 Overview of Research Design and Integration within the Overall Project Concept

The main objective of the modified Policy Delphi is to improve the understanding of the enabling conditions and success factors of incentives that address key barriers to promote soil health and related ecosystem services, and to derive recommendations for a roadmap to design incentives that effectively support the amplification of SHBMs. To achieve the objective, the modified Policy Delphi is closely linked to the project activities in other WPs and builds on a typology of private and public incentives in promoting soil health (Vanzini et al., 2024, WP4), insights of actor and stakeholder roles in the SHBM TGs in the CoP countries (Smit et al., 2024, Deliverable D2.2) and the CoP strategic plan (Prospero et al., 2024, Deliverable D3.1).

The integration of the modified Policy Delphi within the wider SoilValues activities and the steps of the Delphi are summarized in Figure 2.

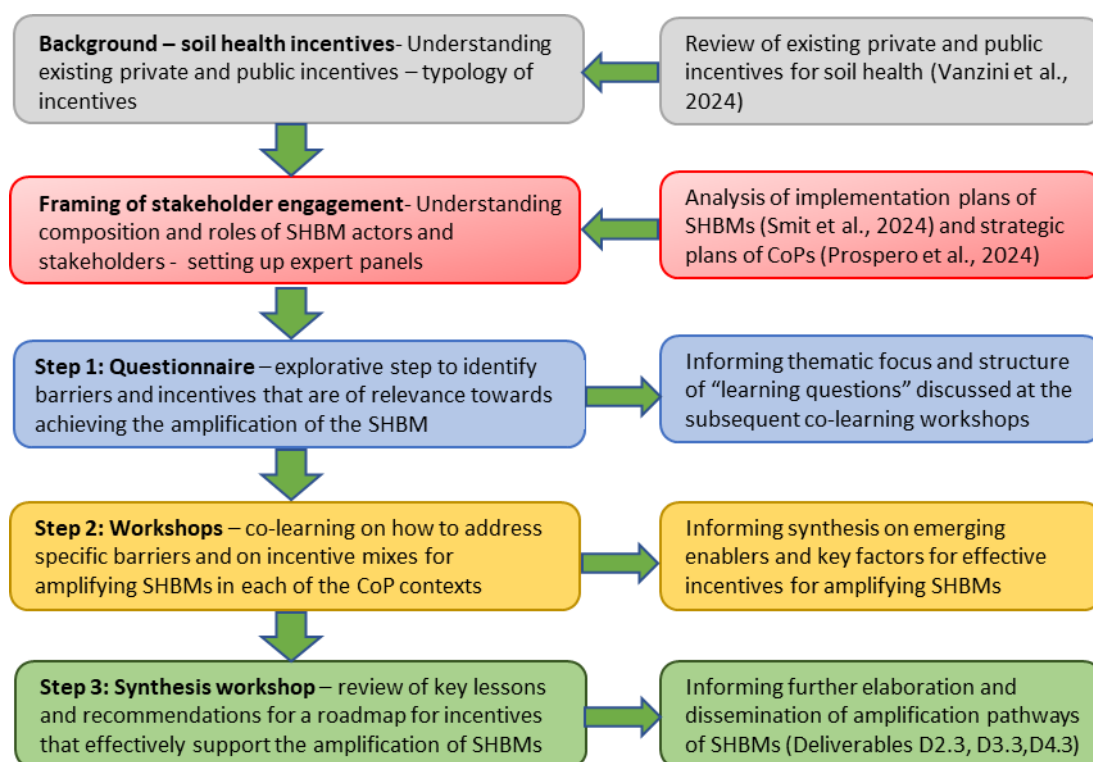


Figure 2. Integration of the modified Policy Delphi within the wider SoilValues activities and the steps of the Delphi

Background – typology of incentives: The modified Policy Delphi builds on the review of the effectiveness of existing private and public incentives in promoting soil health that was conducted in Task 4.1 in 2024 based on a desk-top review and interviews with key stakeholders at European, national, and local levels at the TGs (Vanzini et al., 2024). The review highlights that adequate support cannot be provided by one instrument alone. Instead, incentive mixes are needed to address the multi-facets barriers faced by farmers, and adapt to the specificities of the local context and socio-economic conditions. This requires a good understanding of the specific context of the SHBM and in which those barriers occur (Schoonhoven and Runhaar, 2018).

Vanzini et al. (2024) group incentives into three categories based on farmers' support needs for SHBMs: (1) security, which focuses on reducing uncertainty associated with current and future financial statuses, (2) technical support, which equips farmers with essential knowledge and tools needed to implement new practices, and (3) financial support, which provides immediate or future financial gains to encourage adoption of new practices (Figure 3).

Security can include advanced payments for potential future revenues to provide immediate financial security, as well as insurance or compensation mechanisms that offer financial protection in the event of unforeseen losses. It can also involve securing land rights, thus providing a more stable operating environment. Technical support can include access to the latest research, best practices, innovative technologies, and agronomic or business management advice. Financial incentives can involve upfront payments to support initial changes or performance-based incentives that reward farmers for the results achieved.

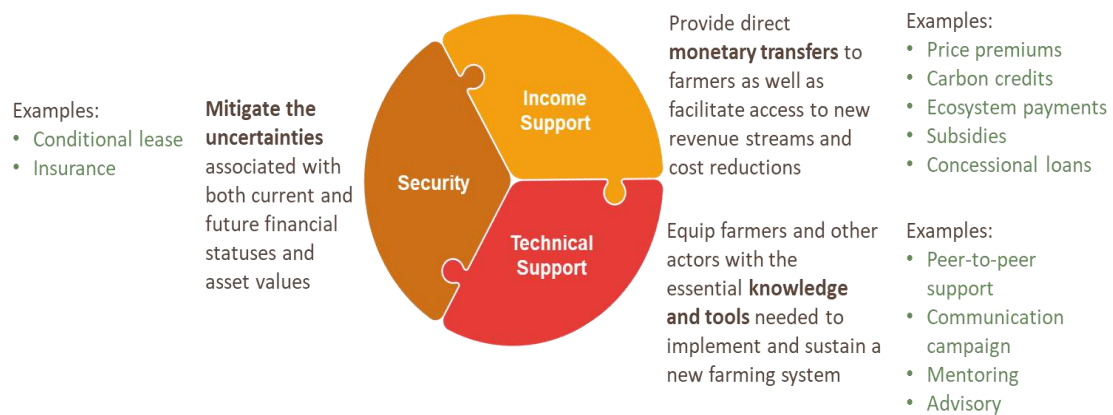


Figure 3. Incentive categorization based on type of support (modified based on Vanzini et al., 2024)

In addition to the need for incentive mixes and the consideration of the local contexts of the SHBMs, the review also highlighted the importance of multi-stakeholder collaboration to incentivise SHBMs to spread risks across different actors while simultaneously aligning diverse interests and leveraging their unique strengths and efficiencies. Such complementary partnerships are closely aligned with CoPs, which provide a forum for members to collectively address soil health challenges and find solutions to addressing barriers of SHBMs. By leveraging the diverse expertise and experiences within the community, individuals can collaborate to overcome obstacles and improve practices and combine incentives within their different fields (Prospero et al., 2024).

The results of the review were adopted in the design of the Policy Delphi. The categorization of the incentives informed content and structure of the questions on incentives in the questionnaire of the first step of the Policy Delphi. Stakeholder engagement in the Policy Delphi was designed to facilitate co-learning and multi-stakeholder collaboration through the involvement of the CoP (see section 3.2). The application of the Policy Delphi within the specific contexts of the six SHBMs and their CoPs enables the consideration of the local context of each SHBM.

Step 1 of the Policy Delphi – questionnaire: This questionnaire is a first explorative step in identifying barriers that hinder the further development and amplification of the SHBMs and incentives that are of relevance in addressing those barriers. The responses of the CoP members to the questionnaire informed 'learning questions' to be discussed at the subsequent CoP workshops

in the second step of the Policy Delphi (e.g., in relation to how and which incentives can effectively support overcoming these barriers).

The explorative questionnaire accounts for barriers being judged differently by different actors. A barrier might be judged as being problematic by one actor and beneficial by another actor. Eisenack et al. (2014) argue that barriers are relative to the specified adaptive actions being considered, to the actors that may exercise those actions, and to the specific situation in which they may be taken. In principle, barriers can be reduced or overcome by the actors. In the context of SoilValues, barriers are defined as the factors that have a negative influence on the implementation of the SHBM and reduce the prospect of its successful amplification, resulting in higher costs for farmers and/or other actors engaged in the SHBM.

The questionnaire has built on the objectives and vision of the amplification of the SHBM that the CoP members have identified. Therefore, the objectives of the questionnaire are:

- To further improve our understanding of the perspectives and interest of CoP members on the scaling of SHBMs;
- to explore key barriers of amplifying the SHBM;
- to identify relevant incentives and explore possible innovations to those; and
- to inform the thematic focus of the (co-)learning questions on barriers, enablers and incentives for amplifying the SHBM that are of high relevance in the context of the CoP.

A guidance document for the questionnaire was provided to the CoP facilitators with a general outline of the key themes and questions to be addressed by the respondents. The guidance document indicated where adaptations were required to account for the specific context of the SHBM and its CoP, but maintaining a common structure of key themes, questions and common typologies of barriers and incentives. An introduction explained the objectives and use of the results of the questionnaire and briefly summarised key elements of the narrative of the SHBMs co-developed by the CoPs (Krijgsman et al., 2025). The questionnaire included closed and open questions on the following four main themes:

- i) objectives of the CoPs and related ecosystem services- provisioning, regulating, cultural and supporting services (e.g., MEA, 2005, and Cheng et al., 2025)
- ii) barriers of SHBMs – technological, knowledge, economic, cultural, perceptions / beliefs, institutional, policy and bio-physical barriers (van den Horn et al., 2024, and Aghabeygi et al., 2024)
- iii) incentives for SHBMs- income, security and technical support (Vanzini et al., 2024, Pineiro et al., 2020)
- iv) amplification approach- eight amplification processes (Lam et al., 2020).

At the end of the questionnaire a short summary of the next steps was provided (see Annex 1 for the guidance document providing an overview of the questions included).

Step 2 of the Policy Delphi – workshops: Building on the results of the questionnaire, in the second round of the Policy Delphi workshops were organized with each of the six CoPs facilitating co-learning on how to address specific barriers and on incentive mixes for amplifying SHBMs in the CoP contexts. Unlike conventional survey-based approaches, this modified Policy Delphi process enabled discourse-oriented, iterative engagement, allowing participants to articulate their positions, negotiate trade-offs, and co-develop policy preferences grounded in both practical experience and scientific evidence (Reed 2008; Belton et al., 2019; Ehlers et al., 2022). This

approach aligns with calls for more participatory and adaptive policy design processes that reflect the complexity of land-use systems and the diversity of actor perspectives (Oberlack et al., 2023).

Each CoP lead partner prepared a summary of the results of the questionnaire of the first round of the Policy Delphi highlighting the different perspectives on the key types of barriers, relevant types of incentives, and initial views expressed on the feasibility of different amplification pathways for the SHBMs. These summaries provided a basis of discussion with participants to identify and agree concrete actions to implement solutions that address the barriers and acceptable and suitable incentive mixes supporting the amplification of SHBMs.

A set of guiding questions was provided as logic framework for the data collection and analysis of the barriers and incentives for the amplification of the different SHBM. The guiding questions were reviewed and validated by the CoP leads at an annual project meeting and then adapted to learning questions in the particular context of the SHBMs. These adaptations of the guiding questions were informed by the results of the questionnaire. Table 1 provides an overview of the guiding questions and expected results.

Table 1. Logic framework of data collection: guiding questions (adapted based on Schwarz et al., 2021)

Theme	Guiding question
Barriers	<p>Q1 – What are the concrete barriers that need to be considered? <i>Question builds on the results of questionnaire and aims to further specify concrete barriers for amplifying SHBM that CoP members perceive or experienced. The focus is on surmountable barriers for which the CoP can develop solutions from within the group.</i></p>
	<p>Q2 – Why are these barriers relevant for amplification of SHBM? <i>Question aims at reflecting on the relevance of the identified concrete barriers explaining and justifying why these barriers have to be considered in the context of the SHBM.</i></p>
	<p>Q3 – How are the SHBMs impacted on by these barriers? <i>Question aims at reflecting on the extent to which the SHBM is affected by these barriers identifying potential implications for the amplification of the SHBM.</i></p>
Solutions (Actions)	<p>Q4- What are possible solutions to address those barriers? <i>Question aims at collecting ideas of how the barriers could be overcome, discussing what solutions are available to overcome the barriers (within the scope of the CoP's possibilities) and their practical feasibility of being implemented in the context of SHBM.</i></p>
	<p>Q5- What are first concrete actions to implement these solutions? <i>Question aims at identifying first concrete actions that could be done to implement the solutions for addressing barriers of SHBM, reflecting on potential challenges and where support through incentives and changes in enabling environment would be needed.</i></p>

Theme	Guiding question
Incentives	<p>Q6- Which incentives are of particular relevance to support the amplification of SHBMs?</p> <p>Question builds on the results of the questionnaire and the discussion of solutions, aiming at generating a shortlist of relevant incentives in the particular context of the SHBM in your CoP.</p>
	<p>Q7 – What are their main strength and weaknesses in overcoming the key barriers for the amplification of SHBMs?</p> <p><i>Question aims at receiving general feedback on the shortlisted incentives, in order to allow the CoP members to identify and reflect on key aspects of the incentives.</i></p>
	<p>Q8 – What are possible synergies and conflicts amongst these incentives in supporting SHBMs and why may these occur?</p> <p><i>Question aims at insights on practical examples of synergies and conflicts amongst incentives and on the coherence of the shortlisted incentives in supporting the amplification of the SHBM.</i></p>
	<p>Q9- What are innovative incentive mixes and what are the key challenges for their implementation?</p> <p><i>Question aims at insights on the potential of the incentive mixes to address the barriers as well as new incentive design that better support the amplification of SHBM. Question provides insights on the acceptability of any particular innovative incentive mix.</i></p>
Enabling environment	<p>Q10- What are the key needs (e.g., in terms of knowledge, resources, infrastructures, social capital, changes in power relations) to effectively implement the innovative incentives mixes?</p> <p><i>Question aims at exploring key governance changes needed to effectively implement the most innovative incentives, including the role of key actors (and missing actors) in the SHBM.</i></p>
	<p>Q11- Are there any envisaged changes in the local or national policies context that could influence the adoption/diffusion of the incentives to support the scaling of SHBMs?</p> <p><i>Question aims to explore if at the national, regional and local level changes in the policy and institutional framework are witnessed that could affect the adoption and effectiveness of the discussed incentives in supporting the amplification of the SHBM.</i></p>
	<p>Q12 – Will the CAP post 2027 and other future EU strategies offer better opportunities in the adoption of innovative incentives to support the scaling of SHBMs?</p> <p><i>Question addressed in step 3 (below). It aims at exploring if new strategies, programmes, regulations and measures discussed or recently adopted at the EU level are consistent with the objective, challenges and needs for innovative incentives to support SHBMs.</i></p>

Step 3 of the Policy Delphi – synthesis workshop: – Taking into account ongoing initiatives on science-based advice for EU soil policy (e.g., roadmap for science and policy in EJP Soil (Thorsøe et al., 2023)), results from the different CoPs were synthesised and discussed at a workshop with stakeholders at national and EU-level (e.g., Horizon Europe Soil Mission and Partnerships on Agroecology and Food Systems, EIP-Agri, European Conservation Agriculture Federation, Carbon farming initiatives). Participants included stakeholders with practical experience in soil health incentives and business models and stakeholders with an interest in relevant policy frameworks. In addition, researchers from related European projects were invited.

The application of the Policy Delphi within the specific contexts of the six SHBMs and their CoPs enables a detailed analysis of the local context of each SHBM. However, a challenge is to synthesise findings from the analysis of the context-specific barriers and incentives in each case study into higher-order findings that provide insights into how contextual factors modify general insights informing a systematic causal explanation for addressing barriers and incentives (Eisenack et al., 2014). The ambition of this step 3 of the Policy Delphi was not to generalize findings from the six SHBM case studies to an EU level application. Rather, the objective was to reflect on the findings from the six SHBM case studies in the context of the experience and expertise of the EU and national level experts and stakeholders to derive further insights on barriers and incentive mixes to inform recommendations for a roadmap for incentives that effectively support the amplification of SHBMs. To achieve the objective, the group discussion at the workshop focused on the following main questions using a Miro board:

- What are key issues that hinder or facilitate the different amplification pathways of SHBMs?
- In the context of the issues identified above, what are key characteristics of incentive mixes that effectively support the amplification pathways?
- What are key aspects of the design of the incentives that need to be addressed?
- Which enabling (policy) conditions need to be in place at European level to support the amplification pathways of SHBMs?

The final output from the Policy Delphi is a set of recommendations for a roadmap for incentives that effectively support the amplification of SHBMs. The lessons from the Policy Delphi will inform discussions of the cross-context collaboration between the six scaled-up CoPs (see Prospero et al., 2024, Deliverable D3.1, for more details on the Scaled-up CoPs) initiated in the Netherlands, Belgium Germany, Serbia, Lithuania, and Spain and different European stakeholders to further elaborate how contextual conditions and value regimes shape their potential for different amplification pathways (Deliverable D2.3) and to disseminate opportunities for incentivizing the amplification pathways of SHBMs (Deliverable D3.3). Insights on the identified incentive mixes will be integrated in the interactive toolbox to aid decision-making in designing and selecting effective incentives for soil health (Deliverable D4.3).

3.2 CoP engagement and data collection

Policy Delphi studies usually involve panelists who have been selected specifically for their knowledge or perspective on an issue (such as soil health business models), and who have agreed in advance to participate. As a result, the recruitment of these participants is typically purposeful and representativeness from a statistical point of view is not necessarily the aim in panel formation (Loe et al., 2016). The selection of participants is a challenging and important aspect of deploying a Policy Delphi (or any other type Delphi). Recruited experts do not represent a single case, but rather a certain group, and it is reasonable to presume that their knowledge can be

somewhat generalized and divorced from an individual (though this should not be confused with the experts' total objectivity) (Helffferich 2019). The use of experts means that the results of a Policy Delphi are influenced by the values the experts have, their interests and biases (Linstone and Turoff, 2002). According to Przyborski and Wohlrab-Sahr (2019), experts are persons who possess particular knowledge about their role and assert unique competences based on it, while others attribute this knowledge to them as well. Becoming an expert is therefore an attribution and a construct of the researcher and society rather than a personal quality (Bogner et al. 2009). That means key questions that needed to be addressed in the development of the Policy Delphi in SoilValues were:

- i) Who are the experts needed and
- ii) what are suitable criteria for selection that are consistent with the objectives of the Policy Delphi and Task 4.2?

The modified Policy Delphi of incentives for the amplification of SHBMs was likely to be most effective if farmers (representing farms of the TGs), and other members of the CoPs, who covered the range of key actors of the SHBM, were all involved in the process. The Policy Delphi is integrated in the activities of the CoPs. CoPs are designed to include a diversity of stakeholders, including, e.g., farmers, value chain actors, investors, public authorities. This was consistent with the desirable diversity of the expert panels to fulfil the objectives of the Policy Delphi. As highlighted by the review of incentives done by Vanzini et al. (2024), the expert panel needs to cover different categories of actors and stakeholders engaged in, or with an influence on, the types of SHBMs subject of analysis in the CoP (e.g., representing farmers, value chain actors, consumers, administrations and authorities at local, regional and national level, financiers including banks, foundations, donors and investment companies, and insurance professionals). It is important, that the composition of the expert panel also considers an output perspective; that is, the engagement processes provide an opportunity to inform the design of future incentives (including policy measures) by engaging policy stakeholders and creating implicit support for implementing the results of the Policy Delphi in future policy processes (Keleman et al., 2023).

The composition of the CoPs in Belgium, Denmark, Germany, Netherlands, Poland and Portugal differs to reflect different SHBMs and contexts. The composition of the CoPs was reviewed in the context of the objectives and purpose of the Policy Delphi and additional stakeholders invited to join the CoP, who add otherwise missing expertise and experience. This review was repeated after the first round of the Policy Delphi. While it might not be feasible or desirable to cover all different stakeholder types, a diversity of perspectives and experiences of stakeholders had to be aimed for, who have relevance for discussing incentives in the context of the types of SHBMs subject of analysis in the CoP. CoP members were selected through a variety of methods, including personal knowledge (of the project team members and already existing CoP members), directories of agencies and officials and through relevant workshop lists (see also Prospero et al., 2024, Deliverable D3.1, for more details on the recruitment of CoP members). Amongst the invitations to participate were stakeholders identified in the stakeholder analysis done for each of the six SHBMs (Smit et al., 2024, Deliverable D2.2).

Despite the identification of key criteria and sources for selection of individuals, the suitability of the participants might not be known before they are involved in the first round of engagement (i.e., the questionnaire), and that even when they are carefully selected, their commitment and availability to participate throughout the different engagement steps cannot be guaranteed. The commitment to participate is an important criterion for the selection. A consistent composition of the panel over the course of the Policy Delphi facilitates that the members get to know each

other, build mutual trust, and become more comfortable in participating in a spirit of openness. A high drop-out rate would also deteriorate the balance of expertise and perspectives. In addition, the willingness of panel members to share their own knowledge, to listen to others and to take the concerns or points of view of other actors into consideration in the co-learning workshops is an important criterion (Budniok et al., 2018, Irvine et al., 2019, Slätmo et al., 2021).

In many studies applying the Delphi methods experts were dropped from the panel, if they did not respond to the first round or second round of engagement. For the purpose of the modified Policy Delphi in SoilValues benefits were perceived in keeping non-participants posted and to invite them to the consecutive workshops, because the workshops of the Policy Delphi are considered as an additional engagement tool to foster co-learning with the CoPs.

In addition to the variety of stakeholder types included in the Policy Delphi, also the level of representation needed to be considered. A stakeholder can be considered as a representative of a group (institution, company, organisation, network, etc.) or as an individual (Slätmo et al., 2021). The TGs and CoPs include individual stakeholders (e.g., farmers and value chain actors) who reflect the real-world context of the co-developed SHBMs. The CoPs also include representatives of institutions, companies, organisations or networks, which further enrich the potential of the Policy Delphi to foster co-learning on enabling conditions for incentives that effectively support the amplification of SHBMs. Invitations to stakeholders specified if they are representing an organisation or participate as individuals.

Engagement with the CoPs was structured around two main rounds of the Policy Delphi with an explorative questionnaire and in-depth discussions in co-learning workshops to advance the understanding of the enabling conditions and success factors of incentives that address key barriers of SHBMs (step 1 and step 2, Figure 1). Guidance on how to embed the Policy Delphi in the wider CoP activities was provided in collaboration with the CoP management (Krijgsman et al., 2025) which covered aspects of how to carry out the engagements and included reporting templates. Informed consent from participants has been collected by the partners managing the CoPs in the line with the General Data Protection Regulation (GDPR) (EU) 2016/679.

The engagement with the CoPs in the first round of the modified Policy Delphi was done through a questionnaire between December 2024 and July 2025. The questionnaire was designed for use in an online interview going through the questions with the interviewee. Going through the questionnaire with the interviewee in an online interview provided the opportunity for clarifications, both on questions and responses. The interviews could be done individually or in small groups to provide flexibility in terms of responding to differences between, or and limited availabilities of, stakeholders. The questionnaire was sent out beforehand, so that CoP members could prepare for the interview and potentially prefill the questionnaire. The questionnaire was kept relatively short and took about 45 minutes to be filled in. Interviews lasted about 90 minutes.

The engagement with the CoPs in the second round of the modified Policy Delphi was done through workshops. To reduce the risk of stakeholder fatigue, the organization of the second round of the Policy Delphi was aligned with the other activities and meeting schedule of the CoPs. Accordingly, the second round was divided into different shorter engagements, online and in-person workshop sessions, depending on the timetable of the CoP meetings and the availability of the CoP members. The workshops of the CoPs took place between February and November 2025. The thematic structuring of the different workshop sessions followed the main themes of the guiding questions (Table 1). The aim was to involve as many of the types of key stakeholders as possible who have an influence on the amplification of the SHBM.

Table 2 provides an overview of the data collection methods and Table 3 summarises the distribution of the types CoP members, who were engaged in the modified Policy Delphi.

Table 2. Overview of data collection methods

CoP (country code)	SHBM	Data collection
BE	Regional composting network, improving soil health through the high quality compost based on locally sourced biomass flows.	1 st round: 10 interviews 2 nd round: 4 workshop sessions with 7, 8, 9, and 20 CoP members
DE	Regional cooperative to establish regional cycle of manure, biogas production and composting.	1 st round 1: 13 interviews 2 nd round: 3 workshop sessions with 17, 9, and 26 CoP members
DK	Regenerative farming with local communal direct customer-farmer relation – Community Supported Agriculture (CSA).	1 st round 1: 19 interviews 2 nd round: 3 workshop sessions with 8-20 CoP members
NL	Business models for regenerative farming with active participation of citizens, who contribute both financially and with their time - CSA.	1 st round 1: 10 interviews 2 nd round: 3 workshop sessions with 21, 35, and 34 CoP members
PL	Development of an insetting business model aimed at increasing incentives for regenerative farming practices	1 st round 1: 30 interviews 2 nd round: 2 workshop sessions with 20 and 30 CoP members
PT	Model for regenerative soil farming practices, providing incentives with benefits for the farmer and the image of the Montado	1 st round 1: 5 interviews 2 nd round: 2 workshop sessions with 15 and 6 CoP members

Table 3. Overview of different types of CoP members involved in the Policy Delphi

CoP (country code)	Type of stakeholder								
	FA	AD	SR	BA	IN	NG	PA	RC	OT
BE	✓	✓				✓	✓	✓	✓ ¹
DE	✓	✓	✓	✓		✓	✓	✓	
DK	✓	✓	✓			✓	✓	✓	
NL	✓	✓	✓			✓	✓		✓ ²
PL	✓	✓	✓	✓	✓	✓		✓	
PT	✓	✓	✓			✓	✓		✓ ³

The legend of the abbreviations used for the different stakeholder types, adapted to the SHBM context from Pulido-Moncada et al. (2025):

FA- Farmers

AD – Advisors

SR – Supply and retail

BA – Banks

IN – Insurances

NG – NGOs

PA – Public authorities and administration

RC – Research community

OT – Other, 1 – Regional development coordinator, 2 – Agroecology network and regional agroecology initiative, 3- Foresters

4. Results of the Policy Delphi

4.1 Results of the Policy Delphi questionnaire: understanding the context of the SHBMs

This section summarises the results of the questionnaire exploring the types of barriers and incentives of relevance for advancing the SHBMs in the CoPs. The responses of the CoP members to the questionnaire identified aspects that hinder the amplification of the SHBMs and provided initial reflections on the relevance of different types of public and private incentives (financial incentives, security, and technical support) in addressing those barriers, which then framed the in-depth discussions of the barriers and incentives at the workshop sessions (section 4.2). For the purposes of reporting the results in this deliverable, the CoPs are grouped into three groups of SHBMs focusing on CSAs (Danish and Dutch CoPs), regional circular economies and composting (Belgian and German CoPs), and specific production or land use systems such as sugar beet production in the Polish CoP and the Montado system in the Portuguese CoP.

The CoPs have the ambition to develop and amplify SHBMs that maintain soil health and its multiple ecosystem services in the long term through appropriate and sustainable agricultural practices. For example, the Dutch CoP aims to support small-scale CSA farmers in gaining recognition and compensation for the farm's broader value, including soil health, biodiversity, water quality, and social cohesion, amid a national system focused on high-yield and efficient food systems. And other another example, the German CoP has the ambition to enable the production of healthy and safe food while promoting soil health in the Flensburg region by identifying and implementing pathways for amplifying values-based business model for a circular economy for improved soil health. For the CoPs to identify which barriers need to be addressed by what action and supported through which incentive mixes it is necessary to understand the perspectives (and interests) of the CoP members regarding which ecosystem services are of particular relevance for the ambition of the CoP and the amplification of the SHBM.

The responses of the CoP members generally highlight the recognition of the provision of multiple ecosystem services through healthy soils the ranging from provisioning (e.g., food and nutrients) and regulating (e.g., climate mitigation) to cultural (e.g., in relation to rural communities) services (Figure 4). The responses also reflect directly soil-related ecosystem services (e.g., in relation to carbon storage, soil erosion and soil biodiversity) being generally recognised as core objectives of the SHBM.

In the context of the **CSA-related SHBMs** in Denmark and the Netherlands members in both CoPs consistently scored regulating and non-market ecosystem services highly. They also highlighted the importance of long-term economic security as being crucial to maintain the provision of ecosystem services and security of existence and generating a "livable income" as more important than increasing or maximizing short term profitability. In addition, aspects such as shared responsibility and care as well as the importance of cooperative ownership models have been raised for CSA SHBMs. And it was emphasized that changes in the wider views of farming, animals, and soil treatment to maintain ecosystem services such as soil biodiversity will be easier to achieve, if also private homeowners and their relationship to their gardens are considered in targeting changes in mindsets of actors (scaling deep).

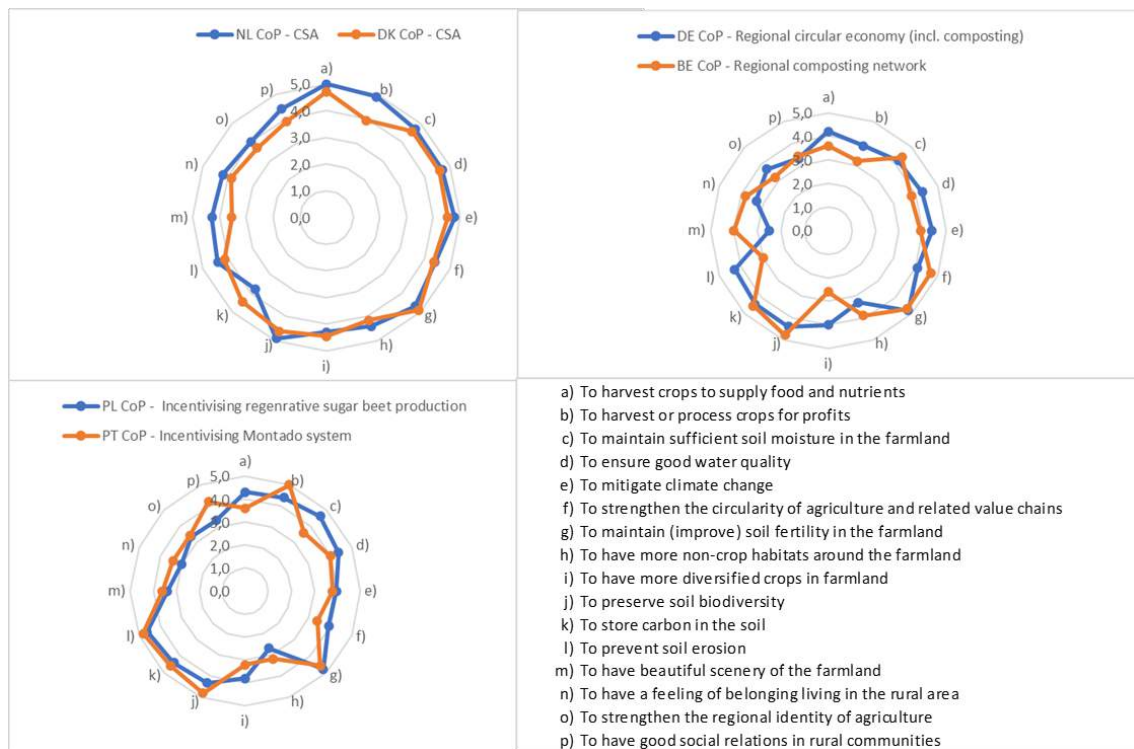


Figure 4. Ecosystem services (average scores of participating CoP members on a scale of 1 – 5 with 5 indicating highest relevance)

In the context of the **SHBMs on regional circular economies and composting** in Belgium and Germany members in both CoPs indicated a particular high relevance of directly soil-related ecosystem services such as soil biodiversity and carbon storage, but also other environmental variables such as soil moisture were highly scored. Objectives and ecosystem services directly related to the circular economy and soil health have the highest priority. Counteracting climate change is seen as an overarching issue to which many of the other ecosystem services (e.g., storing carbon in the soil or maintaining sufficient soil moisture) are linked. In addition, the importance of leveraging a landscape approach around circularity was highlighted with residual flows from landscape being used as raw material.

Also, members of the CoPs dealing with **SHBMs on sugar beet production systems in Poland and the Montado system in Portugal** indicated a particular high relevance of direct soil-related ecosystem services such as soil biodiversity and carbon storage. Objectives in relation to provisioning ecosystem services such as harvesting and processing crops were also emphasized. In addition, reflecting the focus of the SHBMs on particular production systems, responses of CoP members highlighted the importance of regulating and non-market ecosystem services for supporting and securing the production potential for future generation in the long term. For example, stabilizing production effects of limiting water and wind erosion, and water storage were emphasized. Specifically in the context of the Montado system, the prevention of cork oak mortality and increasing natural regeneration were stressed to main biodiversity provision on pastures.

Barriers of SHBMs

Barriers are defined as the factors that have a negative influence on the implementation of the SHBM and reduce the prospect of its successful scaling, resulting in higher costs for farmers and/or other actors engaged in the SHBM. The questionnaire aimed to identify the types of

barriers that are perceived by the CoP members as representing key issues in hindering the further development and amplification of the SHBMs, applying a typology of barriers that differentiates between technological, knowledge, economic, cultural, perceptions/beliefs, institutional, policy and bio-physical barriers (van den Horn et al., 2024, and Aghabeygi et al., 2024). The questionnaire provided a statement for each type of barrier adapted to the context of the particular SHBM (e.g., Insufficient knowledge to implement a circular economy for improved soil health is a barrier for investments in such business models. DE-CoP, see also Appendix 1 for more details on the questionnaire) and CoP members were asked to score from highly disagree (1) to fully agree (5). In addition, respondents were offered the opportunity to briefly describe any particular barrier that is of relevance from their point of view and how it impacts SHBMs.

The responses of the CoP members generally highlight the awareness and experience that a combination of different types of barriers restrict the amplification of SHBMs. Economic barriers are generally seen as the main type of barrier across all SHBMs. CoP members indicated that economic barriers often occur in combination with institutional and knowledge related barriers (Figure 5).

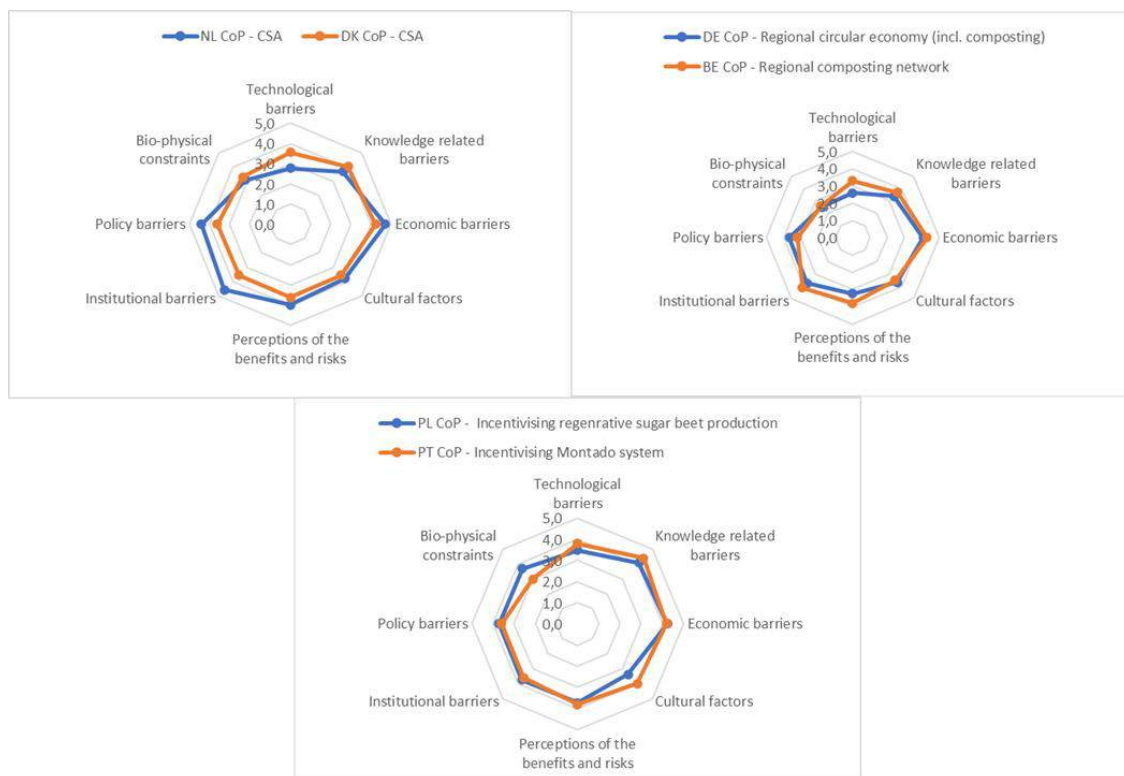


Figure 5. Barriers (average scores of participating CoP members on a scale of 1 – 5 with 5 indicating full agreement)

In the context of the **CSA-related SHBMs** members of the Danish CoP agreed most strongly with the importance of economic and knowledge related barriers and in the Dutch CoP with economic, institutional, and policy barriers that hinder the amplification of SHBMs. Concerns raised in both CoPs regarding economic barriers include the competition of CSAs with very low food prices in retail markets, lack of recognition of regional branding of food products and a short-term economic perspective that does not take into account long term benefits of regenerative farming. Further, high land prices and lack of long-term leasing of municipal land were highlighted, which are closely linked to institutional barriers in relation to land access and property rights. CoP member in Denmark suggested the experimentation with new ownership models of land, shared

investments in equipment and collaboration on marketing, and enhancing cooperation with other “sectors of a healthy living environment” as a potential way forward.

In terms of policy barriers, a missing (or too little) voice of CSA farms in policy dialogues at national policy level was highlighted limiting possibilities to raise awareness of the need for disruptive change in farming and food systems. In addition, knowledge-related barriers were highlighted in both CoPs, including: i) insufficient knowledge and awareness of the relationship between food and landscape, and the relationship between growing and consuming food and physical and mental health (Dutch CoP) and lacking technical and mechanical solutions for CSA farms as well as lack of knowledge of the wider public about regenerative practices and how they differ from organic farming (Danish CoP).

In the context of the **SHBMs on regional circular economies and composting** in Belgium and Germany members in both CoPs agreed most strongly with the importance of economic barriers in hindering the amplification of SHBMs. In addition, institutional barriers (Belgium CoP) and cultural barriers (German CoP) were scored relative highly. Examples of particular aspects raised in the two CoPs on economic barriers of SHBMs relate to higher labour and organisational costs of farmers that must be remunerated and existing economic pressures for farmers due to high land rental prices. CoP member stressed that economic barriers can be addressed not only by private investments and incentives from companies in the value chain, but also by the provision of political support instruments, which play an important role.

While legal institutional frameworks were identified as barriers by both CoPs, in particular members of the Belgium CoP emphasized the importance of legal aspects and regulations currently restricting the potential of amplifying the SHBM instead of providing an enabling environment that stimulates cooperation of farmers and other actors at broader (e.g., landscape) level. High level of bureaucracy of funding of public funding programmes and policy support is seen an important barrier that limits the effectiveness of such incentives. Cultural barriers of SHBMs have been identified in particular by members of the German CoP referring to mentalities of manifested traditional ways of doing things and reluctance to change or to experiment with new SHBMs. Cultural barriers are seen as important, as these are long-term processes, Making the benefits of soil health of changing thinking and patterns of behaviour more visible was suggested as one action to address such cultural barriers.

Members of the CoPs dealing with **SHBMs on sugar beet production systems in Poland and the Montado system in Portugal** agreed most strongly with the importance of economic and knowledge related barriers. Lack of awareness and access to knowledge about regenerative farming practices is seen as a significant obstacle. CoP members in both countries emphasized that this is not only an issue of the technical and scientific knowledge associated with the implementation of practices but also of the knowledge of the benefits they generate. The latter applies in particular to economic benefits. CoP members also highlighted that these knowledge gaps apply to farmers and advisors. Economic uncertainty and financial risks are viewed as key barrier to investing in SHBMs of these production systems. Both farmers and private investors seeking short term profits are deterred from investing in SHBMs when economic benefits of practices such as cover crops only materialise in the longer term.

Incentives of SHBMs

In the SoilValues project we consider different categories of incentives such as financial support (including various policy support measures), security and technical support (Vanzini et al., 2024) Security incentives focus on reducing uncertainty associated with current and future financial

statuses. Technical support incentives equip farmers (and other actors) with essential knowledge and tools needed to implement new practices. And financial support incentives provide immediate or future financial gains to encourage adoption of new practices (Figure 3, section 3.1).

This questionnaire is a first explorative step in identifying incentives that are of relevance in addressing barriers of SHBMs. The questionnaire provided a list of types of incentives for each of the three incentive categories and CoP members were asked to indicate the relevance of the different types of incentives for the SHBM using a scale of 1 – 5, with 5 being the highest relevance. In addition, respondents were offered the opportunity to briefly describe any particular incentive that is of relevance from their point of view to enable investments into SHBMs.

The responses of the CoP members generally highlight the awareness and perspective that multiple types of incentives are of relevance and reflect the need for incentive mixes to address the multi-facets barriers faced by farmers and other actors to implement and amplify SHBMs. Looking across the three categories of incentive types, the responses of CoP members indicate a particular high relevance of technical support incentives that equip farmers and other actors with essential knowledge and tools as well as foster social capital (Figure 6).

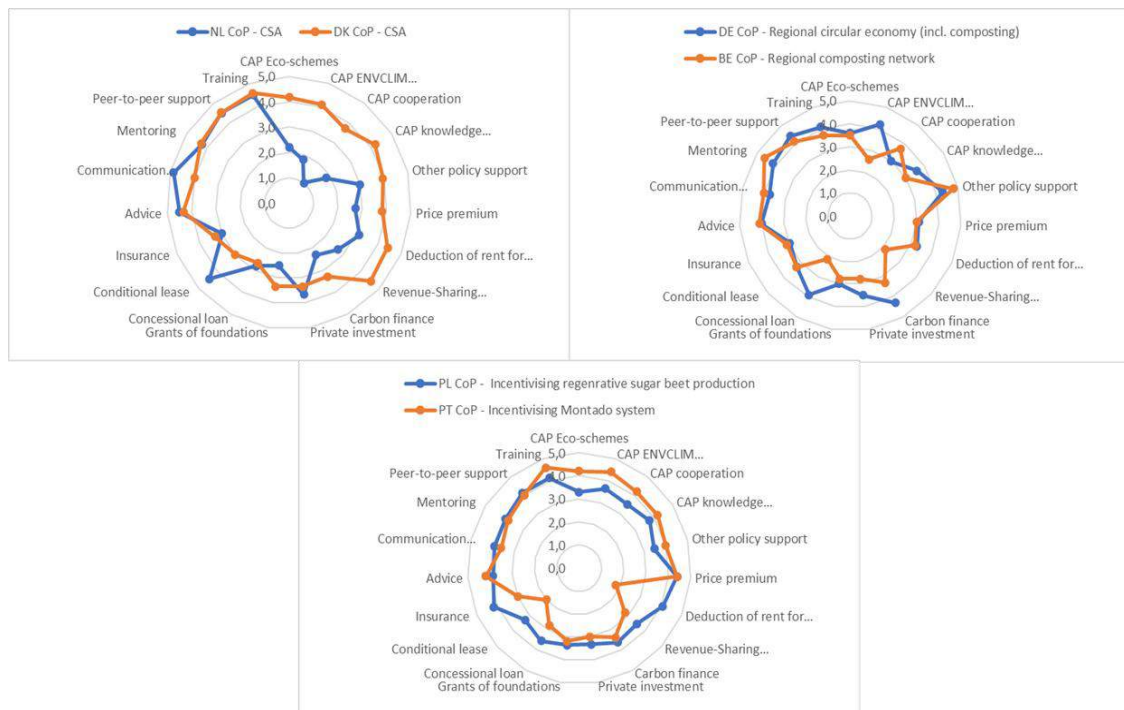


Figure 6. Incentives (average scores on a scale of 1 – 5 with 5 indicating high relevance). Note: Revenue sharing agreements were not dealt with in the DE-CoP.

In the context of the **CSA-related SHBMs** in Denmark and the Netherlands members in both CoPs indicated the highest relevance of incentives of the technical support category including peer-to-peer support, mentoring and training. Revenue sharing agreements were highly scored by Danish CoP members, while Dutch CoP members indicated a high relevance for communication campaigns and conditional leases. At the other end of the spectrum the scores indicate a perceived low relevance of policy incentives to address barriers of the CSA SHBM in the Dutch CoP. However, the low scores are also impacted on by a lack of knowledge of Dutch CoP members (e.g., some CSA farmers and value chain actors) about CAP incentives.

In addition, Dutch CoP members highlighted the relevance of public-private partnerships for the CSA SHBMs suggesting that the setting up of an appropriate organizational form and “area fund”

at the territorial level could bundle investment needs of CSA farms, so that the scale of the investment is large enough for investors. Public investments could provide guarantee funding mitigating risk such as losses in the early stages of the investments in SHBMs. Incentives that foster cooperation have also been highlighted by Danish CoP members. Incentives are needed that enable small actors to join in communities to share resources in production and sales, which is expected to permit more professional small-scale farming, with great potential for scaling.

Members of both CoPs emphasized that many incentives can matter, as evident from the number of incentives with a score of 4 or higher. In addition, central level policy changes (e.g., tax policy) were suggested as potentially effective elements of an enabling environment for SHBMs. Also, nudges for farmers and citizens making choices and actions in line with values of SHBMs were seen as a potentially important element. And finally, cooperation of actors and initiatives across different region can strengthen each local initiative. But CoP members also suggested the need for a vision or strategy at the province (regional) level that legitimizes the need to invest in SHBMs.

In the context of the **SHBMs on regional circular economies and composting** in Belgium and Germany a variety of incentives were scored with high relevance for the SHBMs. In addition to the technical support incentives (e.g., peer-to-peer support, mentoring and advice) that were scored highly by members of both CoPs, legislative environment and other non-CAP policy support to mobilise biomass for the SHBM were highlighted by CoP members in Belgium. Carbon finance and CAP policy incentives such as agri-environmental and climate measures (ENVCLIM) were viewed as relevant by Germany CoP members. Policy incentives were seen as important for structural support for the development and implementation of circular economies. ENVCLIM were seen as more important than eco-schemes because of their multi-annual contracts.

Peer-to-peer support and mentoring programs were seen as important by members of both CoPs and advantages highlighted in terms of stronger relationship building compared to advisory services offered by support programs. Mentoring was suggested by Belgium CoP members as a mechanism to support a group of farmers setting up a SHBM for local compost production, in particular if complemented by other technical support incentives fostering knowledge development on the function of soil life in agricultural production and excursions organized for other farmers to composting pilots. The need for incentives was expressed that promote the engagement of suppliers of inputs for compost (water boards, site managers, etc.) with pilot farms or pilot cooperatives, learning lessons from cooperation for larger-scale roll-out.

CoP members in Germany judge the relevance of conditional leases of agricultural land differently. But they highlighted examples of conditional leases of agricultural land owned by the church where ecological land management requirements are integrated into lease contracts. They also underlined the importance of considering which phases in the development and amplification of circular economy SHBM require which incentive mixes, as different phases (stabilization, scaling out, etc.) may require different incentives.

Members of the CoPs dealing with **SHBMs on sugar beet production systems and the Montado system** in Poland and Portugal indicated high relevance of price premia and technical support incentives such as peer-to-peer and training. ENVCLIM measures were highly scored by Portuguese CoP members, while Polish CoP members indicated a high relevance for insurances and deductions of rent of agricultural land. Security by means of insurances was seen as important in case of fluctuations in crop yields. A specific incentive in the context of the Polish SHBM for regenerative sugar beet production systems is the “transitional payment”, which provides financial support for farms in transition initiating changes towards regenerative practices.

In the context of the Portuguese Montado system CoP members highlighted the importance of incentives being adapted to forest cycles and promoting the uptake of technological innovations including new soil analysis practices. Combinations of ENVCLIM payments (and payments for ecosystem services), price premia, green financing models including carbon finance, and demonstration projects showcasing success were suggested as incentive mixes to address economic barriers, reduce risk and support knowledge transfer for sustainable soil management.

Amplification

The aim of the CoPs is to further develop and amplify the SHBM to promote soil health. As part of the amplification of the SHBM different processes can be targeted and aimed for. These include: stabilizing, speeding up, growing, replicating, transfer-ring, spreading, scaling up, and scaling deep (Lam et al., 2020, Figure 1, section 2). At the end of the questionnaire CoP members were asked to provide an initial and explorative reflection of potential amplification processes that are of interest to them for the particular SHBM that the CoP is aiming to amplify.

In the context of the **CSA-related SHBMs** CoP members in Denmark and the Netherlands identified processes of amplifying out and beyond as potential amplification pathways to pursue. Stabilising ensures the long-term anchoring of the CSA-related SHBM in Denmark. Danish CoP members highlighted scaling up processes to influence curricula of agricultural schools and the provision of subsidies and reward mechanisms as part of an enabling environment that promotes the provision of soil-related ecosystem services such as soil biodiversity. Dutch CoP members identified replicating and spreading to facilitate wide-spread implementation of the CSA-related SHBM and highlighted the need to focus on few learning questions that should be taken to other regions to ensure feasibility. In addition, it was stressed by both CoPs that cultural change is needed through scaling deep processes, reflecting that values of the CSA-related SHBMs go beyond food and are embedded in a culture of care.

In the context of the **SHBMs on regional circular economies and composting** in Belgium and Germany identified amplification processes across the amplification within, out and beyond. These include stabilising, spreading and scaling up for the Belgium CoP and growing and scaling up for the German CoP. Responses indicate recognition that amplification processes such as growing a SHBM depends on a specific actor who drives the process. Pilot projects have been identified as important mechanisms to showcase benefits of the SHBM and draw further farmers (and other actors) into taking up the SHBM. Stabilising is seen as a prerequisite for sub-sequent amplification processes to amplify out and beyond.

Scaling up has been identified as important process to persuade politicians to create the necessary enabling framework conditions. CoP members emphasized the importance of timing activities of scaling up, so that they align with windows of opportunities through scheduled policy reform processes such as preparations of the CAP for the next programming period. However, while recognizing the importance of amplification processes such as transferring, replicating and scaling up, responses of CoP members also indicate that these can be outside of the sphere of influence of CoP members.

Members of the CoP dealing with **SHBMs on sugar beet production systems** in Poland highlighted stabilizing and scaling deep as potential amplification pathways to pursue. **CoP members of the SHBM on the Montado system** in Portugal also highlighted the stabilization of the SHBM as the first amplification pathway and in addition indicated the replication of the SHBM with the aim to increase the number of people and places that benefit from the Montado system. This would entail actors in other regions adapt the SHBM to local conditions.

The amplification processes that have been most frequently identified by CoP members are listed in Table 4. Table 4 also provides a summary of the questionnaire responses in terms of barriers and incentives that we scored by CoP members with the highest relevance and importance.

Table 4. Summary of the questionnaire responses in terms of barriers, incentives and amplification processes that we scored by CoP members with the highest relevance and importance – overview tables for each SHB

DK-CoP: Business model: <i>Regenerative farming with local communal direct customer-farmer relation – Community Supported Agriculture</i>		NL-CoP Business model: <i>Business models for regenerative farming with active participation of citizens, who contribute both financially and with their time - CSA.</i>	
Types of barriers: • Economic • Knowledge-related	Incentives: • Training • Peer-to-peer • Revenue sharing	Types of barriers: • Economic • Institutional • Policy	Incentives: • Communication campaign • Peer-to-peer • Conditional lease
Amplification processes: <i>Stabilising, scaling up and scaling deep</i>		Amplification processes: <i>Scaling out and scaling deep</i>	
Emerging issues for incentive mixes: <i>Importance of local and regional food system governance Cooperative and community ownership models</i>		Emerging issues for incentive mixes: <i>Importance of local and regional food system governance Importance of technical support and collective incentives</i>	
BE-CoP: Business model: <i>Regional composting network, improving soil health through the high quality compost based on locally sourced biomass flows.</i>		DE-CoP: Business model: <i>Regional cooperative to establish regional cycle of manure, biogas production and composting.</i>	
Types of barriers: • Economic • Institutional	Incentives: • Mobilising public biomass • Mentoring	Types of barriers: • Economic • Cultural	Incentives: • Peer-to-peer • Carbon financing • ENVCLIM measures
Amplification processes: <i>Stabilising, spreading and scaling up</i>		Amplification processes: <i>Stabilising, growing, scaling up</i>	
Emerging issues for incentive mixes: <i>Role of legislation and regulation as enabling condition</i>		Emerging issues for incentive mixes: <i>Role of incentives in addressing cultural barriers</i>	
PL-CoP: Business model: <i>Development of an insetting business model aimed at increasing incentives for regenerative farming practices</i>		PT-CoP: Business model: <i>Model for regenerative soil farming practices, providing incentives with benefits for the farmer and the image of the Montado</i>	
Types of barriers: • Economic • Knowledge-related	Incentives: • Price premium • Insurance • Peer-to-peer	Types of barriers: • Economic • Knowledge-related	Incentives: • Training • Price premium • ENCLIM measures
Amplification processes: <i>Stabilising, scaling up and deep</i>		Amplification processes: <i>Stabilising and replicating</i>	
Emerging issues for incentive mixes: <i>Combination of incentives that link result-based remuneration of soil health benefits with support for knowledge transfer</i>		Emerging issues for incentive mixes: <i>Combinations of public and private incentives in addressing risks of transitions to regenerative farming systems</i>	

4.2 Results of the Policy Delphi co-learning workshops: investigating effective incentive mixes for SHBM

Taking into account the results of the explorative questionnaire in the previous section, Section 4.2 summarises the results of the in-depth discussions of the barriers and incentives of the amplification of the SHBMs at the workshop sessions of the CoPs. The section is structured according to the three groups of SHBMS focusing on CSAs (DK- and NL-CoPs), regional circular economies and composting (BE- and DE-CoPs), and specific production or land use systems (PL- and PT-CoP). For each of the six SHBMs and CoPs, this section provides a summary of the main insights on barriers and incentives and enabling conditions to overcome them on the way to further develop and amplify the SHBM, identified and agreed on by the CoP members during the co-learning processes at the workshop sessions. The insights on barriers and incentives summarized for each CoP will then inform the lessons for the formulation of a roadmap to design effective incentive mixes for the amplification of SHBMs (section 5).

CSA related SHBMs

The **Danish CoP** is centred around a CSA business model of regenerative farming with local communal direct customer-farmer relations. Figure 7 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

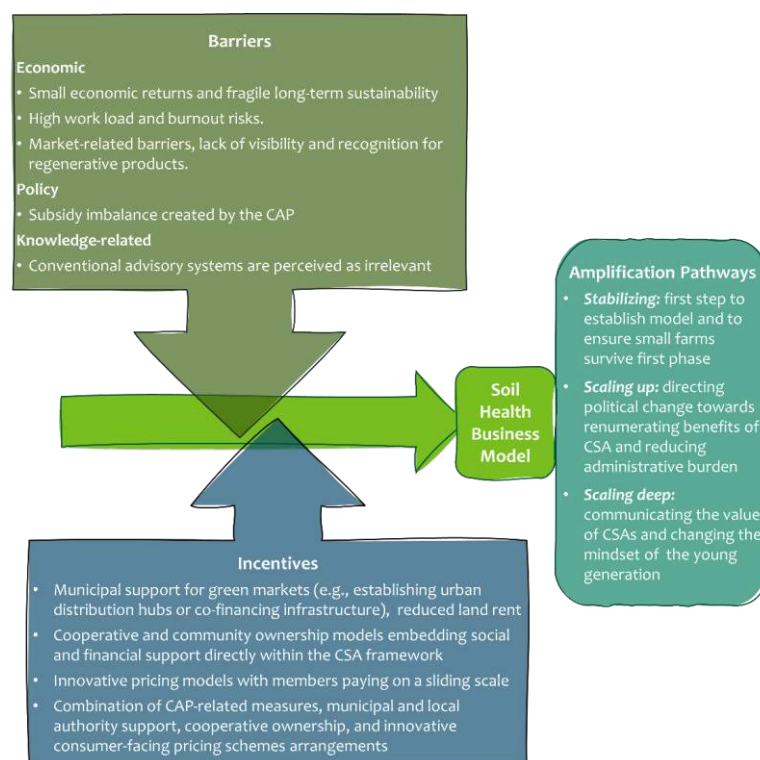


Figure 7. Barriers, incentives and amplification pathways collected by the participants of the innovation network during the co-learning process with the Danish CoP

Barriers

Discussions during the workshop sessions clearly highlighted that one of the most pressing barriers for SHBMs in the Danish CSA context is the **subsidy imbalance created by the CAP**, which heavily favours larger-scale farms and leaves small regenerative producers without comparable

support (Figure 7). Farmers described how this puts them at a constant competitive disadvantage when trying to market their produce at fair prices. The subsidy imbalance means regenerative CSA farms start from an economically disadvantaged position compared to larger conventional and organic producers. The competition with heavily subsidised organic producers narrows the space for regenerative CSA farms, making it harder to expand or stabilise customer bases. This undercuts their ability to compete on price, despite producing added social and ecological value.

Alongside this structural policy barrier, there are strong economic barriers within the CSA farms themselves, where salaries remain low and long-term sustainability is fragile. **Burnout risks** were explicitly raised, as many small-scale farmers work beyond capacity in order to make their operations viable. The low salaries and high risk of burnout undermine long-term continuity, as farmers cannot be expected to sustain operations if their livelihood conditions remain precarious.

Market-related barriers also emerged: **supermarkets dominate the consumer landscape**, making it difficult for small farms to gain visibility and recognition for regenerative products. The market undervaluation of regenerative produce makes it difficult to convince consumers of the real costs of sustainable food production.

Finally, **knowledge related and institutional barriers** exist, with conventional advisory systems perceived as outdated or irrelevant to regenerative practices, leaving CSA farmers to rely on peer exchanges instead of public extension services. The lack of institutional support and relevant advisory systems creates a knowledge vacuum, where farmers are left to experiment and share among themselves without structured backing. The effects of these barriers are aggravated by practical and logistical difficulties in establishing the CSA farms. These barriers represent systemic obstacles that, if left unaddressed, will prevent SHBMs from gaining broader traction and to amplify.

Incentives

CoP members identified different locally anchored incentives (Figure 7). This includes **municipal support for green markets** (e.g., establishment of urban distribution hubs and co-financing infrastructure) and reduced land rent, as potential levers for addressing the identified barriers. **Cooperative and community ownership models** designed by the CSA farmers were also seen as highly relevant, as they embed social and financial support directly within the CSA framework and distribute risk across CSA farmers. In addition, **innovative pricing models**, where members of a CSA initiative pay on a sliding scale, were highlighted as an incentive that secures income and can be effective in mobilising consumer solidarity and willingness to pay. Overall, strengths of these incentives lie in flexibility, local anchoring, and the capacity to build social capital, while weaknesses include limited reach, dependency on voluntary commitment, and lack of stable long-term policy backing.

The workshop discussions revealed that many **incentives can complement one another** if carefully aligned. For example, differentiated pricing models could be reinforced by philanthropic grants that subsidise low-income consumers, and by municipal partnerships, where cities could co-finance CSA shares for vulnerable households, creating a circle between social inclusion and farm viability.

CoP members suggested to combine cooperative ownership with consumer investment schemes, allowing members of the CSA to become partial shareholders and thereby strengthen both financial resilience and commitment. This would represent a model of community-supported land ownership that redistributes financial responsibility across a broad membership base with the aim

to make regenerative farming viable and socially anchored. In addition, cooperative ownership models could be supported by CAP eco-schemes, if these subsidies were redesigned to reward collective governance and ecosystem services rather than land area alone. But cooperative ownership models require strong governance and social cohesion, which not all communities can sustain.

Generally, CoP members stressed that the effectiveness of the incentive mixes in addressing the economic, policy and knowledge related barriers of the CSA SHBM is highest when structural financial support is combined with community-based mechanisms that enhance ownership and trust, while conflicts often arise when incentives are designed in isolation from the realities of CSA farming. The key challenges identified for these innovative incentive mixes include administrative complexity, legal barriers to cooperative investment, and the cultural shift required for consumers and institutions to embrace non-traditional forms of ownership and pricing. Sliding-scale pricing, while valuable, could conflict with market sales strategies if communication with consumers is not transparent and might induce shame on those not willing to pay more than the bare minimum. Implementation of those innovative incentive mixes was seen as possible but stepwise experimentation and strong advocacy to influence policy frameworks was highly recommended.

The **Dutch CoP** is centred around a CSA business model for regenerative farming with active participation of citizens who contribute both financially and with their time. Figure 8 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

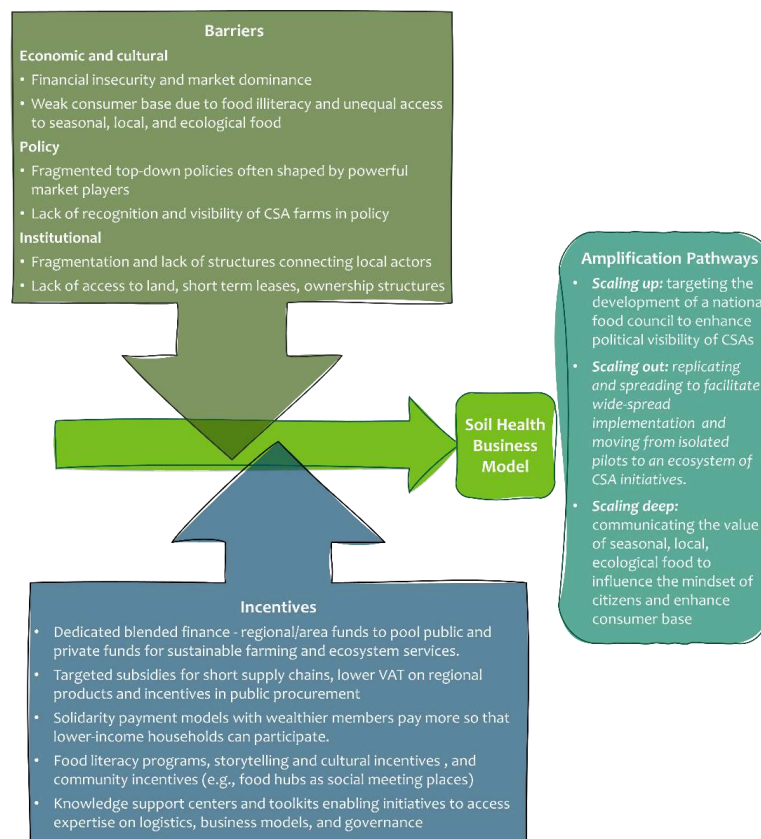


Figure 8. Barriers, incentives and amplification pathways collected by the participants of the innovation network during the co-learning process with the Dutch CoP

Barriers

The discussions at the different workshop sessions deepened the understanding of the economic, institutional and policy barriers identified in the questionnaire. In addition, further cultural aspects of the barriers of the CSA SHBM were highlighted in the discussion.

Financial insecurity and **market power of supermarkets** were identified as a key economic barrier for CSA farms. Many CSA farms have accumulated heavy debts when converting to regenerative farming (Figure 8). Short-term subsidies and the dominance of supermarkets force them into a cost-price race that undermines ecological farming. Structural funding for CSAs and fair prices are needed to ensure economic viability and enable amplification of the SHBM beyond a niche.

In addition, the workshop discussions highlighted a **weak consumer base** due to food illiteracy and unequal access to seasonal, local, and ecological food as another important barrier. CSA farming depends on citizens who value seasonal, local, and ecological food. Concerns were raised that citizens many cannot afford such food and lack basic cooking skills. These issues contribute to a weak consumer base for CSAs. CoP members highlight food literacy and equal access to seasonal, local, and ecological food as enabling conditions for the amplification of the CSA SHBM.

A lack of **recognition and visibility of CSA farms in policy**, raised in the questionnaire, was confirmed and further discussed. It was concluded that CSA farms and local initiatives, if not recognized in policy, remain marginal, small-scale experiments. And without policy recognition, CSAs can't amplify, and their generally recognised benefits on restoring soil, biodiversity, and community relations remain underutilised. In addition, current policies are seen as fragmented, top-down, and often shaped by powerful market players. This prevents regional farmers and citizens from having a say in how food systems are organized. CoP members agreed that without a long-term area-based visions and integration across policy domains like health, housing, and nature, CSA farmers face contradictory regulations and little support for amplification.

In addition, CoP members pointed out that **connectors** are essential to link farms, logistics, health partners, and municipalities. This is to avoid that CSA initiatives remain isolated pilots. But if these connecting roles are undervalued and underfunded, CSA farmers remain on their own, facing high organizational burdens and high cost. It was further noted that access to land, land prices, and ownership structures directly affect whether regenerative farming practices as part of a CSA SHBMs can be established. CoP members concluded that without clear land-use visions and easier access to land, farmers remain stuck in short-term land leases that discourage investment in soil health. Enabling conditions need to foster long-term security and landscape-level strategies to connect farming with water, biodiversity, and cultural values.

Incentives

A variety of incentives has been identified to address the barriers for amplifying the CSA SHBM (Figure 8). CoP members highlighted the role of **dedicated blended finance** and suggested a regional or area fund created to pool public and private funds for sustainable farming and ecosystem services. Such a fund could provide an integrated approach for the provision of agricultural subsidies, healthcare budgets, and conservation funding. The expectation is that such a fund would provide stability and allow CSA farms and initiatives to invest in soil health in the long-term.

Municipal food and use visions are seen as effective enabling conditions in anchoring food policy structurally; in the regional context, making regional food politically visible and linking initiatives for housing, health, and environment. But CoP members cautioned that implementation of incentives through municipalities depends strongly on political will, which differs between areas

with some municipalities embracing sustainable food visions while others pay little attention. CoP members stressed that these food visions would need to be complemented by adjustments of the legal framework for small-scale CSA farms, removing unnecessary barriers to sell directly and innovate. Enabling preferential land access by earmarking: land for CSAs and community-based initiatives can address barriers poor access to land, high and prices, and unfavourable ownership structures.

Municipalities as well as schools, hospitals and care institutions can also provide incentives for the amplification of a CSA SHBM by sourcing regional food, combined with support for logistics and distribution. Potential of **public procurement** was seen in simultaneously creating demand and strengthening supply chains, so farmers don't have to organize everything themselves. But CoP members emphasised that current public procurement mainly prioritises the lowest price and procurement criteria would need to be changed to account for social and environmental aspects and values of food production.

Public procurement for seasonally and locally produced food could be complemented by targeted subsidies for short supply chain and lower VAT for regionally produced products. In addition, CoP members highlighted solidarity payment models (with similarities to the sliding price model highlighted by the Danish CoP) that is already applied by some CSAs, where wealthier CSA members pay more so lower-income households can participate. This tackles inequality and broadens the market and consumer base for CSAs.

Further **innovative incentives** highlighted include food literacy programs, storytelling and cultural and community incentives (e.g., food hubs as social meeting places). In this context CoP members also suggested the approach of "food on prescription", with medical doctors referring patients to community food hubs where they learn to cook and garden. It is seen as an opportunity to link healthcare directly to sustainable agriculture (including soil health) and local food supply.

Food hubs and food literacy programs can help to rebuild food skills and reconnect citizens with seasonal and local food, and thus broadening demand for sustainable products. CoP members also highlighted the potential role of cultural initiatives (e.g., food and film festivals) and storytelling projects. Their experiences with such cultural incentives indicate the potential to create cultural pride and shift food from being "just a commodity" to a shared value — an important mindset change to broaden the customer base of CSAs in the long-term.

In order to address fragmentation of CSA initiatives and lack of connectors incentives were highlighted that promote the building of knowledge hubs and learning networks for sharing best practices, tackling bottlenecks, and amplification. This is expected to enable initiatives to access expertise on logistics, business models, and governance of CSA initiatives.

SHBMs on regional circular economies and composting

The **Belgian CoP** is centred around a regional composting network improving soil health through the high quality compost based on locally sourced biomass flows. Figure 9 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

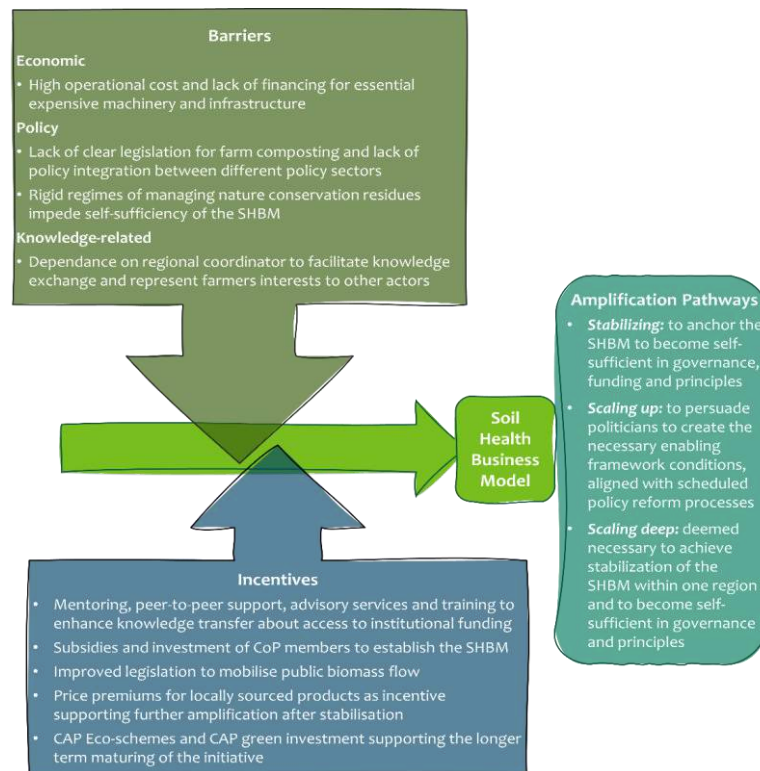


Figure 9. Barriers, incentives and amplification pathways collected by the participants of the innovation network during the co-learning process with the Belgium CoP

Barriers

The SHBM focuses specifically on supporting and unburdening farmers to process regional biomass into a product specifically made to improve soil health using on-farm composting. At the workshop sessions CoP members shared further insights on the role of legislation and regulative frameworks for on farm composting and agreed on incentive mixes that can address the policy and economic barriers of the establishment and amplification of the SHBM.

CoP members emphasised that composting is a process that touches upon many policy domains (waste, nature, manure, environment...), but is hampered by a severe **lack of policy integration** (Figure 9). While in the Netherlands, clear legislation for on-farm composting has been in place for several years, in Flanders the development of a facilitating legislative context for on-farm composting has been under discussion for 20 years. It is currently under development, but it still creates legal uncertainty which impacts negatively on the SHBM. The national border is running through the case study area of the SHBM and its CoP resulting in different legislation on both sides of the border, and strict regulations that need to be considered for the international transport of both biomass and compost, which further complicating matters.

The success of the SHBM depends on the **reliable availability of sufficient quantity of biomass** for the composting. Such a critical mass is important for the self-sufficiency of the SHBM and is dependent on having enough farmers to be able to set up lasting agreements with public actors supplying biomass rigid regimes of managing nature conservation residues impede those agreements and thus the self-sufficiency of the SHBM.

In addition, economic barriers were highlighted. Those include **high operational cost** and lack of financing for essential expensive machinery and infrastructure. This reduces the availability and use of machinery (e.g., a compost turning machine) and equipment to monitor and log

composting process, which is also reinforced by missing knowledge of how to use the machinery. **Knowledge gaps** were also identified in relation to correcting composting processes, e.g., adding moisture, timing of turning the heaps, creating viable combinations of input materials. CoP members agreed that in this context the central (or solution if recruited) is a missing regional coordinator who facilitates peer-to-peer knowledge exchange, represents a shared negotiation position towards biomass suppliers, represent the SHBM to the outside world, and resolve internal conflicts.

Incentives

The development of the SHBM is currently at a niche-level. Addressing the legal, institutional and economic barriers explained above will require changes in the enabling environment of the SHBM including a shift in the handling of nature management residues and mowing contracts, moving from subsidy dependence to financial self-sufficiency, and broad access to all essential knowledge and advisory services by SHBM stakeholders, which can then be propagated towards new members of the collective through peer-to-peer learning.

The main innovation in the incentive mixes for the SHBM that CoP members concluded on is the **mobilisation of public biomass** as a resource for farmers to structurally improve their soils in the long term (Figure 9). The intended financial autonomy of the SHBM depends largely on mobilising public biomass flows and the availability of the public funds saved by the nature conservation authority for depositing the biomass at industrial waste processors. CoP members stressed that the access to the savings on disposal costs is crucial to make the collective organisation of on-farm composting financially viable and the end product sufficiently competitive with the price of other fertilisers.

CoP members, however, caution that it would require **fundamental changes in the role, power, and actor relations** in the field. It would undermine the financial autonomy of the composting process and the SHBM, if nature conservation authorities would view the shift of providing the biomass to farmers instead of to industrial waste processors as a cost-saving operation. In addition, CoP members emphasised that public contracts and tenders would need to be adapted to reward local processing with specific added value such as on-farm composting purposes.

A **dedicated legal framework** for on-farm composting is seen as essential for the amplification of the SHBM. CoP members argue it would provide existing practices with a legal basis and thus encourage more farmers to get involved. They recommend that the framework is sufficiently facilitative accommodating the needs of local actors implementing the SHBM and practically feasible for all stakeholders involved.

CoP members suggested that different **incentive mixes** are needed in different phases of the amplification of the SHBM. Mentoring, peer-to-peer support, advisory services and training are needed in the stabilisation of the SHBM. When these incentives are in place, farmers gain knowledge on dealing with scale issues (e.g., appropriate scale of the composting cooperatives), compost production, compost application and get access to institutional funding that is seen as essential to get the SHBM started (e.g., to cover for labour costs, logistical costs, start-up costs).

Once the SHBM becomes more integrated with how the farmers operate, CoP members identified eco-schemes, carbon farming and/or product price premiums as suitable incentives to pursue additional funding. This is expected to strengthen the SHBM for further amplification in the long-term, also showing how the alignment of the SHBM with policy goals allows for traction at the start (private financial incentives providing institutional start-up funding from pioneer

organisations) and at the end (rewards from public funding sources for implementing desirable practices).

The **German CoP** is centred around a regional cooperative to establish regional cycle of manure, biogas production and composting. Figure 10 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

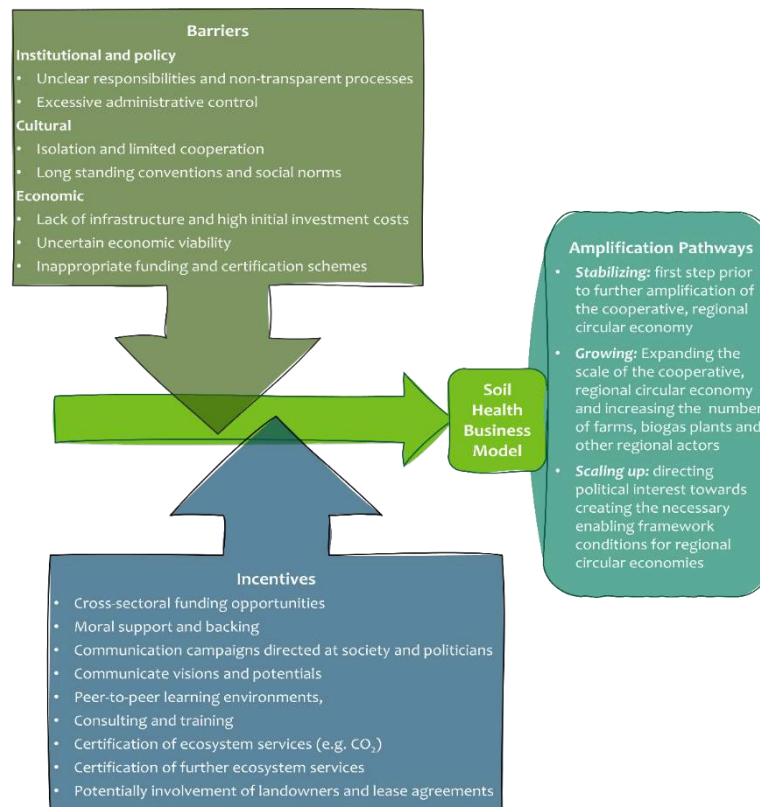


Figure 10. Barriers, incentives and amplification pathways collected by the participants of the innovation network during the co-learning process with the German CoP

Three subject areas of barriers were identified by the CoP members in the workshop sessions: economic, (socio)cultural and political/regulative. These barriers were discussed constructively with a view to finding solutions to overcome them on the way to establishing a cooperative regional cycle (Figure 10).

Economic barriers include a **lack of infrastructure**, high initial **investment costs** and **uncertainty** regarding economic viability. Funding schemes are perceived poorly designed and (CO₂) certification schemes inadequately constructed, uncertain and overly bureaucratic. There is a perceived need for a change towards flexible, adaptable funding that favours systems thinking over sector-specific thinking; especially overcoming the gaps between the food and agricultural and the biogas sector. Initial funding would, over time, have to evolve into economically viable operations.

In terms of cultural barriers, historically rooted **competition** and limited cooperation among farmers is perceived as hindering the implementation of circular systems. Long standing conventions and social norms also impede the adoption and diffusion of new ideas and practices. The idea of competition and isolation still dominates a lot of agricultural activities of farmers. Establishing cooperative structures, providing funding for cooperation consultancy and

integrating cooperation-focused training into agricultural education would be means to overcome this barrier.

Policy barriers encompass **unclear responsibilities**, non-transparent approval and funding processes, and excessive **administrative control**. These issues can lead to demotivation and a fear of making mistakes, which slows down the innovation process. Proposed solutions include streamlining and standardizing application procedures, checklists, timelines, and tracking systems for applications and funding to foster an enabling environment.

Incentives

Incentives identified by the CoP members touch on political support, private sector incentives, mutual learning and communication (Figure 10). Political support in this sense is understood not only as financial support via subsidies but also as **moral backing by politicians and administration**. Financial support is seen as highly relevant at the beginning of an initiative, helping to ensure that periods of high investment and low returns are managed successfully. Besides existing funding opportunities in the agricultural sector (e.g., particular agri-environmental schemes and eco-schemes within the CAP), CoP members identified **flexible and cross-sectoral funding** opportunities as potential incentives. The moral support of local and regional politicians and administrators is considered important. Personal contacts are in this sense considered essential for being heard and developing mutual understanding.

In terms of private sector incentives, there are high expectations for participation in **voluntary CO₂ certification schemes**. Such schemes are expected to offer financial incentives to farmers who engage in carbon farming. Potentials are perceived not only for the certification of CO₂ sequestration and emissions reductions but also of further ecosystem services provisioning. Nevertheless, uncertainties remain regarding sampling and data collection efforts, leakage effects, and revenues. In addition, the political framework for ecosystem service certification remains unclear, given that even the requirements for CO₂ certification under the CRCF regulation are still partly undefined. Opportunities for training, consulting and learning are seen as an essential enabling condition to work towards the establishment of cooperative circular systems. This is because specific knowledge as well as a rethinking is required on different sides. Target groups of learning are identified to be consumers, sales staff in retail, farmers, consultants and lessors of land.

Training and education aim to better link production and consumption and increase willingness to pay for sustainable products, equip farmers and consultants to implement regional cooperative cycles, and raise landowners' awareness of their influence on regional cycles and soil health, even under short-term leases. CoP members highlighted that new, innovative learning formats are needed, including flexible digital platforms and workshops. Moreover, peer-to-peer learning is considered especially important, as farmers value practical experience and exchange with colleagues on equal footing.

Effective communication is seen as crucial for gaining acceptance from local communities and decision makers. Clearly conveying an initiative's vision, scalability, and cross-sector potential (in this SHBM agriculture and energy) can increase political and administrative support, making early and continuous engagement essential. Tools such as social media, videoblogs, and collaborative video creation support this, but they require sufficient capacity to coordinate and develop.

SHBMs on specific production and land use systems

The Polish CoP is centred around the development of an insetting business model aimed at increasing incentives for regenerative farming practices. Figure 11 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

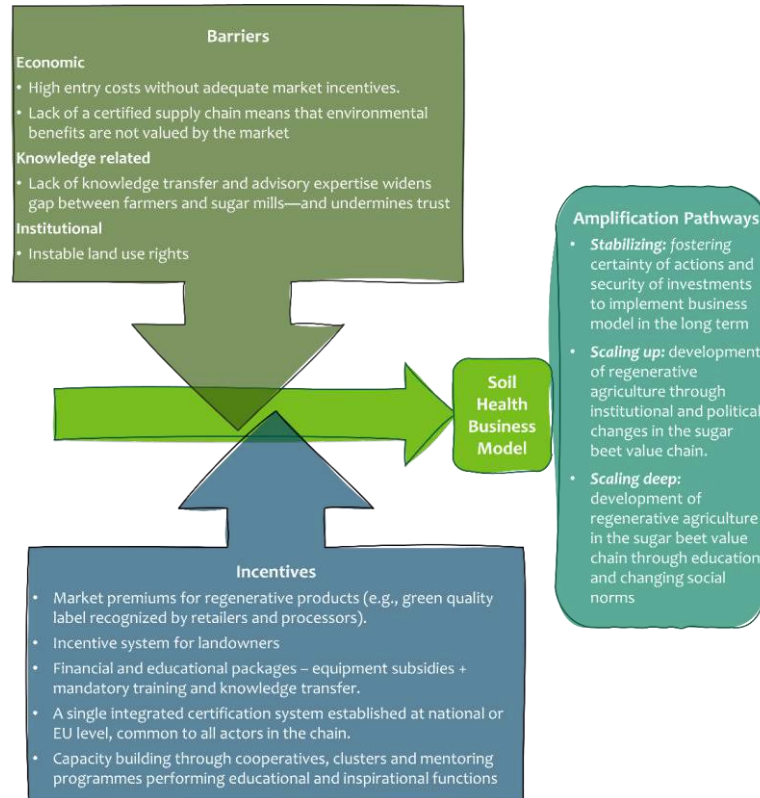


Figure 11. Barriers, incentives and amplification pathways collected by the participants of the innovation network during the co-learning process with the Polish CoP

Barriers

The Polish CoP aims to develop a viable soil health business model for sugar beet farmers through active involvement of groups of stakeholders within and along the value chain. The discussions of the CoP members at the workshops deepened the understanding of the economic and knowledge related barriers identified in the questionnaire. Additionally, further institutional and policy barriers were highlighted in the discussion.

Uncertainty of economic returns, non-existent markets for regenerative products and costs of implementing new practices and technologies were identified as a key economic barrier for SHBMs in sugar beet production systems. While regenerative practices in sugar beet production systems can offer long-term benefits, CoP members highlighted risk of **uncertain returns** on investments both in terms of level and timing. Possible delays in generating returns from investment trigger fears of farmers that they will not recoup their expenses within a reasonable time frame and that the payback period is too long.

Those economic concerns are aggravated by **non-existent markets** for regenerative products. CoP members agree that infrastructures are missing for identifying, certifying, and marketing products of regenerative sugar beet production systems. This hinders the creation of value chains that take soil ecosystem services into account.

In addition, institutional barriers such as a **lack of land lease continuity** were identified by CoP members. It was outlined that in Poland most land lease agreements are for a fixed, and often very short (e.g., 1–3 years), term, which discourages farmers from making long-term investments in regeneration practices due to limited control and uncertain land use rights over the leased land. The lack of statutory guarantees of lease continuity, such as pre-emptive rights or automatic contract renewal, exacerbates uncertainty about the future use of land. CoP members underlined that agricultural law does not provide for mechanisms to support long-term leases or promote stable owner-tenant relationships. As a result, farmers who bear the costs of measures with long-term effects are uncertain whether they will be able to reap the benefits, which results in low motivation to implement investments in SHBM in sugar beet production systems.

Inadequate **agricultural advisory systems** have been identified as a further barrier of SHBMs. CoP members highlighted that state advisory institutions are not keeping pace with technological progress and agronomic knowledge in the field of regenerative agriculture. In practice, farmers are dependent on commercial technology providers, which generates conflicts of interest and hinders an objective assessment of benefits and costs. CoP members also drew attention to fragmentation of knowledge transfer between science and practice. They referred to a lack of coordinated cooperation mechanisms between scientific institutions, advisory services, and farms which is seen as limiting the dissemination of innovative solutions and hindering adaptation processes.

And finally, CoP members identified **complex administrative procedures** which discourage farmers from applying for available funding from policy support programmes.

Incentives

CoP members have in particular emphasised the importance of **financial incentives** to address uncertain economic returns and offset costs of implementing new practices as part of the SHBM. Suggested examples include subsidies for implementing regenerative practices, capital investments, and payments for ecosystem services. But CoP member perceived their short-term nature and the risk of changes in program conditions as potential weaknesses of these types of incentives and emphasised the additional need for price premiums for regenerative products to address the economic barriers.

“Green quality” **labels** recognized by consumers, retailers and processors were identified as one possible mechanism to achieve and secure a price premium in the SHBM in sugar beet production systems. But a risk was highlighted that additional product labels might compete with established EU and national organic labels.

In addition to incentives for farmers and along the value chain, CoP members identified **landowners** as an important actor to be addressed by incentives mixes. This refers to the property rights system as reflected in governance arrangements of the land use as an important barrier or enabling condition. Landowners have control over the conditions of land rental agreements with farmers. Often, the main goal of landowners is to secure the economic value of the agricultural land and they can restrict how farmers can manage the land and restrict certain regenerative management practices. CoP members suggested incentives for landowners, which could include tax reduction for landowners to enhance their willingness to enable implementation of regenerative management practices, complemented by awareness campaigns for landowners about the long-term benefits of soil health management. In addition, CoP members highlighted the need to changes in regulations to provide a legal framework for long-term lease contracts.

Incentive mixes should further complement financial incentives with educational support packages such as mandatory training and knowledge transfer. CoP members also highlighted capacity building through cooperatives, clusters and mentoring programmes performing educational and inspirational functions as important incentives. Relevant social networks exert a powerful influence and promote information sharing, social learning, trust, and are considered an enabling factor that promotes individual and collective action for soil health. Support for advisory services is also identified ensuring free access to specialized agronomic, technological, and business advice targeted at the SHBM.

Finally, a single **integrated certification system** established at national (or EU) level, common to all actors in the value chain of sugar beet production was suggested that would be covered by a regenerative agriculture certification system.

The **Portuguese CoP** is centred around a model for regenerative soil farming practices providing incentives with benefits for the farmer and the image of the Montado. Figure 12 presents the barriers, incentives, and amplification pathways that were identified during the Policy Delphi co-learning workshops. Each is described in more detail below.

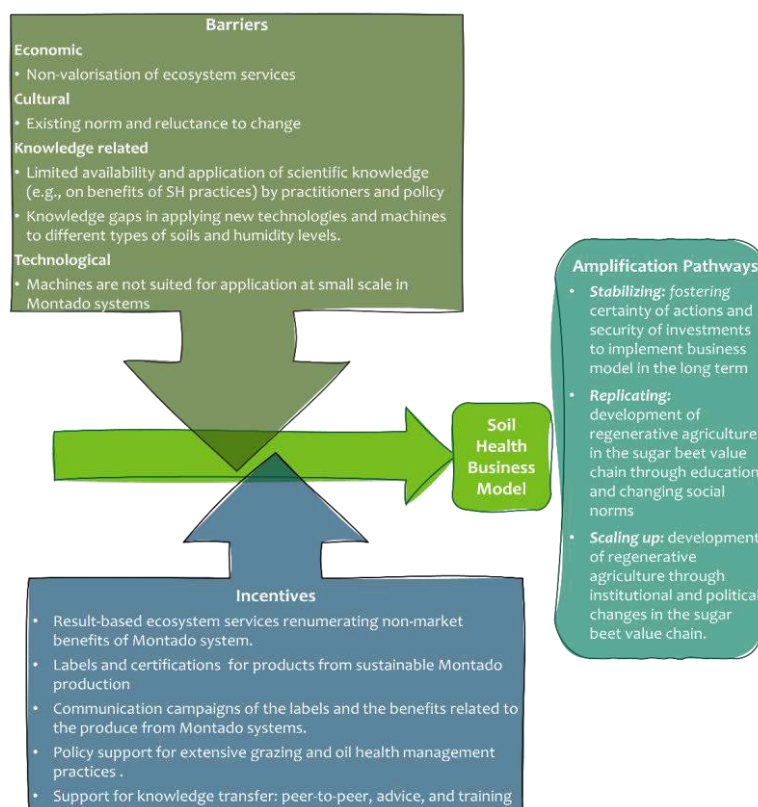


Figure 12. Barriers, incentives and enabling conditions collected by the participants of the innovation network during the co-learning process with the Portuguese CoP

Barriers

Complementing the economic and knowledge related barriers indicated in the questionnaire responses, CoP members highlighted strong cultural barriers, explaining that there is still a big connection to traditional farming practices that have been implemented for decades. These **existing norms** are difficult to break and farmers are reluctant to change practices (Figure 12). CoP members stressed that clear **evidence** is needed about the benefits (both economic and

environmental) of the new management practices of the SHBM, otherwise farmers and foresters will not implement these. Showcasing and demonstrating several success cases was suggested.

But discussions indicated a gap between the scientific knowledge produced and the extent to which this scientific knowledge is applied by practice and policy. The CoP members felt that there is a lot of scientific analysis conducted on farms in the Montado system and scientific knowledge being produced but then there is a lack of support in how to transfer this scientific knowledge into practical application. This lack of **scientific knowledge transfer** was also highlighted for a science-policy dialogue and CoP members expressed the view that there is a lack of policy incentives that reflect the scientific and technical knowledge that has been produced by the universities and the wider research community. For example, mulching techniques are not supported by policy, although the beneficial effects of mulching in forestry production for soil health are scientifically proven. They concluded there is a hiatus between the practices that are known to bring multiple benefits to soil health and the ones that are actually supported by policy measures, which needs to be addressed to promote an enabling environment for the SHBM.

In addition, CoP members highlighted that **machines are not suited for application at small scale** in Montado systems. For example, one of the most important factors that is related to soil health is the organic matter content. To improve this, one of the practices that can be used is direct sowing, and in order to implement direct sowing, farmer need special machinery. But the use of expensive machinery on small-scale Montado farms is economically not viable. Also, knowledge gaps in applying new technologies and machines to different types of soils and humidity levels have been highlighted.

CoP members concluded that even if the cultural, knowledge related and technical barriers are overcome, farmers would still face the problem of the non-valorisation of ecosystem services they provide with the Montado system. They stressed that enabling conditions for the SHBM need to provide incentives that reward the provision of ecosystem services.

Incentives

Incentives related to the valorisation of ecosystem services provided by the Montado system were emphasised as key elements of an incentive mixes (Figure 12). **Labels and certification** of products that come from production on Montado systems were perceived to have potential to add value both for the farmers and for the consumer. Combined application was suggested with the Forest Stewardship Council label, which addresses responsible forestry management, biodiversity and environmental best practices. And labels would need to cover aspects of animal production from extensive grazing management. It was stressed that labels would need to be well disseminated and complemented by communication campaigns to increase aware-ness and acceptability amongst producers and consumers.

CoP members highlighted the potential of **result-based ecosystem service payments** remunerating non-market benefits of Montado systems. Such payments would not farmers and foresters for the implementation of management practices, but for the results in terms of ecosystem services provided. CoP members refer to existing examples that provide payments for the retention of carbon in the soil, therefore, directly or indirectly, the more things farmers do that lead to carbon retention in the soil, the higher their remuneration will be. Examples include the “Montado management by results incentive of the CAP Strategic Plan in Portugal, which provides a result-based payment for healthy and functional soil, Quercus regeneration, biodiverse Mediterranean pastures, and singular elements for biodiversity. CoP members highlighted the

flexibility to target the four objectives differently from year to year as an important success factor of the incentive.

To enhance the transfer of scientific knowledge into practice, CoP members suggested the creation of effective and sustainable **Living Labs** (LLs). The LL approach is seen as an approach to generate trust between practice and science. These LL are composed of several farmers, scientists and advisors fostering knowledge exchange and bringing together tacit and scientific knowledge. Farmers can also share knowledge amongst them, learn together and adapt their practices according to the soil types and production systems on their farms. CoP members emphasised the importance of avoiding unnecessary experimentation (e.g., repeating what was already done) and rather use demonstration to showcase what has already been done and works in practice.

The demonstration in real life contexts on the farm was seen as more impactful to increase confidence in new practices as demonstration events on research fields of universities and research centres. Demonstration in real life context with similar soil and climate conditions and with external factors influencing them, was seen as an important enabler of impactful technical support and knowledge transfer to amplify the SHBM.

5. Lessons for the formulation of a roadmap to design effective incentive mixes for the amplification of SHBMs

This section synthesizes the insights on the different incentive mixes for SHBMs from the Policy Delphi with the CoPs and provides reflections of emerging key issues from discussions at the synthesis workshop (step 3 of the Policy Delphi, section 3.1). The different incentive mixes were identified by the CoPs in the specific contexts of the six SHBMs (CSA-related, regional circular economies and composting, and specific production and land use systems). While EU-level relevance can't be generalised for these incentive mixes that were analysed in the context of six case studies, types of approaches of incentivising SHBMs can be derived and enabling conditions identified that facilitate the amplification of SHBMs. The following types of incentives for SHBMs have emerged from the Policy Delphi:

Financial incentives

- **Public incentives of local administrations (municipalities):** role of municipalities in providing locally anchored public incentives. Examples include financial incentives such as green public procurement programmes and financing distribution hubs, as well as non-financial incentives such as a municipal food and land use vision (CSA related SHBMs in the Danish and Dutch CoPs).
- **Waste and biomass management of public authorities:** retrieving public biomass from waste disposal to farming input. Examples include the mobilization of public biomass for composting SHBMs in the Belgium CoP.
- **Subsidies including result-based payments for ecosystem services:** CAP payments such as eco-schemes and ENVCLIM, and payments remunerating non-market benefits of SHBM. Examples include the result-based ENVCLIM payment for the SHBM of the Montado system in the Portuguese CoP.
- **Market differentiation and price premia:** Incentives aimed at securing and enhancing revenue from products of SHBMs. Examples include "Green quality" labels and SFC labels in the SHBMs of the Polish and Portuguese CoPs.
- **Dedicated blended finance for ringfenced regional funding:** Pooling public and private funding for sustainable farming and ecosystems services (e.g., SHBM in Dutch CoP).
- **Land tenure security:** Incentives aimed at enhancing and securing access to land for farmers applying regenerative management practices. Examples include incentives for landowners such as tax reduction to enhance willingness to enable implementation of regenerative management practices and legal frameworks for long-term lease contracts (German and Polish CoP).
- **Collective and community incentives:** Examples include the cooperative and community ownership models designed by the CSA farmers in the Danish CoP and the solidarity payment models of the CSA farms in the Dutch CoP

Non-financial incentives

- **Moral policy support:** Policy fostering a culture of encouragement, empathy, and psychological safety, recognizing and validating actors efforts in SHBMs. (German CoP)
- **Cultural incentives:** Aimed at social and cultural values of SHBMs and at changing attitudes and mindsets of often citizens but also farmers. Examples include food literacy programs, storytelling as well as food hubs as social meeting places (Dutch CoP).

- **Knowledge transfer and learning facilitation:** Incentives aimed fostering knowledge transfer as well as knowledge sharing and learning amongst farmers and between farmers and advisors. Examples include mentoring programmes, peer-to-peer support, support for advisory services and training (all CoPs).
- **Experimentation, demonstration and communication:** Incentives aimed at gaining acceptance from decision-makers (e.g., farmers, citizens, policy-makers) of relevance for SHBM. Examples include communication campaigns, and experimentation and on-farm demonstrations in real-life contexts (Polish and Portuguese CoPs)

Discussions at the synthesis workshop with EU and national level experts and stakeholders underlined the importance of financial incentives to ensure that phases of high investment and low returns are managed successfully in the early stages of establishing and stabilizing a SHBM. **Public funding** was viewed as especially important in early stages of **implementing and stabilizing** the SHBM (amplify within), while **incentives provided by private actors could help amplify out and beyond** SHBMs once they are better established.

Several key issues for the implementation of financial incentives were emphasized. Result-based payments for ecosystem services face several practical challenges that need to be addressed in the design of such payments including generalization of outcomes, difficulties to assess the cost-effectiveness; and complexity of measuring results. **Evolving indicator systems** were suggested as one option to address the complexity. Such indicator systems build on pressure indicators (providing early insights on results) and phase in direct impact indicators that measure longer term results over the years of implementation of the SHBM (European Commission, 2024). However, workshop participants also cautioned that if the challenges can't be easily addressed, then rewarding proven sustainable farming practices can be a feasible and acceptable starting point for implementing payments instead of relying on result-based carbon metrics, which take a long time to measure and require costly monitoring.

In addition, efforts from **food company to invest in long-term premium contracts** would contribute to de-risking farmers and participants emphasized that investments built on a broader set of soil health indicators (nutrient cycles, livestock health markers, etc.) would be more robust than solely focusing on carbon (markets). Stakeholders stressed that different actors pay attention to different types of evidence. Farmers often rely on practical and visual indicators such as earthworms, soil structure and water infiltration, while policy-makers and companies need more formal measurements like soil organic carbon, biodiversity scores and erosion data. A future EU framework should consider both types of indicators, so that farmers can use methods that are realistic for daily work, while meeting the documentation needs higher up the value chain.

Overall, the availability of **clear evidence on soil health** and shared indicators and common data infrastructure were highlighted as a prerequisite to design and implement effective incentive mixes. It was suggested to create a publicly funded and central place for soil data where public and private actors can store, access and compare their measurements. This was seen as important for reducing fragmentation and increasing transparency and trust.

National and EU-level stakeholders also emphasized that no single actor, measure, or incentive is sufficient. A basket of (public and private) incentives would be needed, as coordinated effort to provide farmers with comprehensive planning and financial resources to navigate intentional change toward improved soil health and for strategically addressing different amplification processes (Winsten et al., 2020). In this context, vertical stacking was also suggested as an

approach to create incentive mixes (including payments for ecosystem services) to remunerate bundles of different soil health principles and benefits (Marshall et al., 2025).

Discussions at the synthesis workshop highlighted that many farmers still find it difficult to understand which management practices actually improve soil health and how these improvements can create economic value. This mirrors experiences from the CoPs and underlines the importance of combining financial incentives with non-financial **incentives that strengthen knowledge transfer and learning**. When incentives such as peer-to-peer learning, mentoring programmes, advisory services and training focusing on soil health are in place, farmers strengthen their social networks, gain knowledge on successfully implementing soil health management practices and get access to institutional funding that is seen as essential to **implement and stabilize a SHBM** (amplify within).

Experiences from the workshop participants drew attention to the importance of peer-to-peer learning and activities such as farm walks to **build trust** of farmers and foster the believe of farmers in new soil health management practices. Such strengthened farmer-to-farmer knowledge transfer has the potential to facilitate changes in attitudes and mindsets and to promote the **scaling deep** (amplification beyond) for the long-term implementation of SHBM. This is also consistent with the experiences reported from the CoPs that demonstrations in real life contexts on the farm were seen as more impactful to increase trust and confidence in new practices enabling impactful knowledge transfer to **amplify the SHBM out and beyond**. These incentives need to be accompanied by cultural incentives that target changes of mindsets and attitudes of citizens.

Discussions at the synthesis workshop also highlighted the importance of scale for designing incentive mixes. Landscape and place-based approaches were seen as particular promising in supporting the amplification of SHBMs. Such approaches involve stakeholders who are already invested in the region utilize local capital and foster local ownership. The **local contextualization** of incentive mixes has been identified as an important enabling condition.

Collective approaches to incentive soil health enable collaboration among farmers, short food chain initiatives, logistics providers and local administration which can strengthen community resilience as a basis for robust, locally anchored SHBMs. Participatory processes have emerged as an effective means to support local actors in developing shared vision and objectives of the SHBM and to structure activities for its implementation and amplification. Such **participatory processes** have also been highlighted by the CoPs, e.g., facilitated through the establishment of living labs. By engaging groups of local actors in living labs, they can develop an understanding of each other's perspectives, form social networks of support and foster inclusive knowledge production within structures that scale via networks to aid the amplification of SHBMs (OECD, 2025, Stone et al., 2025).

Concern was raised at the synthesis workshop that farmers are overwhelmed by inconsistent terminology around carbon farming and regenerative agriculture. The use of coherent vocabulary was emphasised, also across different policies. **Policy coordination** for soil health is essential to align terminology, objectives, actions and incentives of agricultural, environmental, and land-use policies. This is seen an important enabling condition for incentives to be effective.

In addition, concerns were raised about the dilution of the term “regenerative agriculture” that can impact negatively on the effectiveness of incentives. Participants stressed the need to adhere to **core principles**, for example maintaining soil cover and reducing disturbance, so that EU-level

incentives promote practices that contribute to healthier soils and are not confused with approaches that only use the terminology.

Policy uncertainty is an important barrier for investments in environmental farm management and SHBMs (Visser et al., 2022). Workshop discussions highlighted the negative impact of uncertainty in legislations and regulations (also evident in the case of composting in the Belgium CoP) and **certainty in the regulatory environment** is seen as a key enabling condition.

The above discussion and insights from the Policy Delphi with the CoPs identified different enabling conditions of incentives that address key barriers to promote soil health and related ecosystem services. Figure 13 summarises the lessons for a roadmap of incentives that effectively support SHBMs including enabling conditions and the role of incentive mixes for different amplification processes of SHBMs.

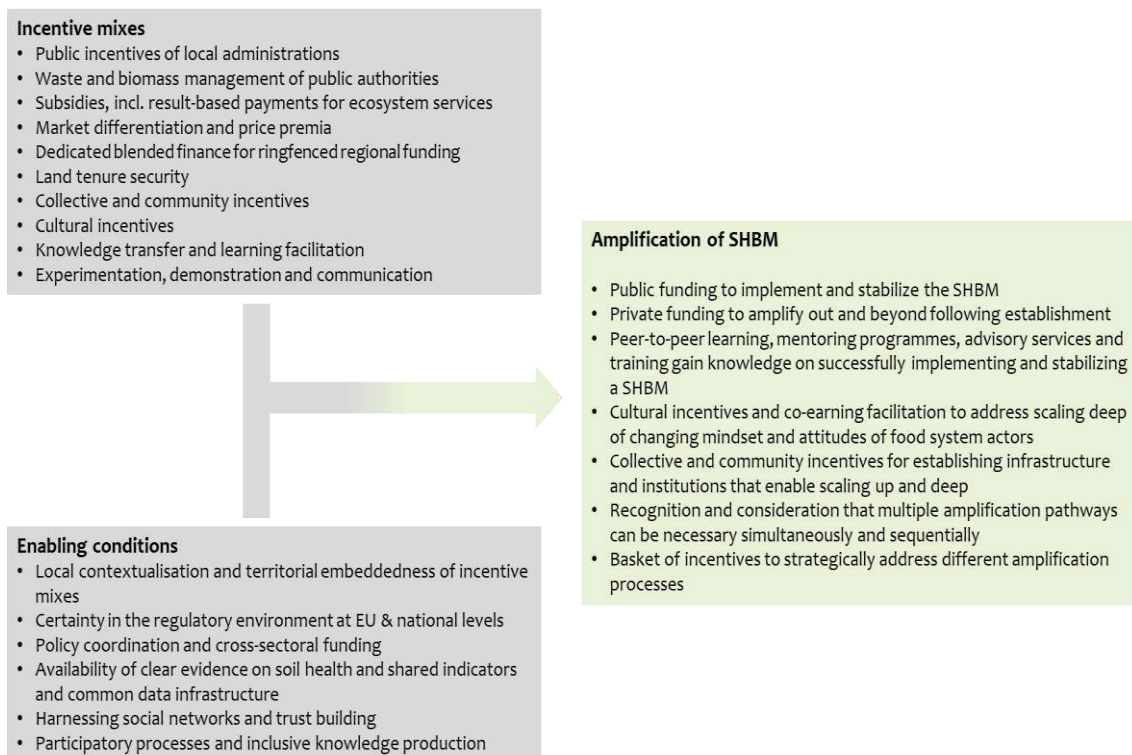


Figure 13. Lessons for a roadmap of incentives that effectively support SHBMs including enabling conditions and the role of incentive mixes for different amplification processes of SHBMs

6. Conclusions

The results of the Policy Delphi with the CoPs have been presented in this deliverable, providing insights on the barriers, incentives and first indications of potential amplification pathways of the SHBM. The Policy Delphi entailed three steps including a questionnaire and co-learning workshops with the CoPs and a synthesis workshop with stakeholders at national and EU-level. Incentive mixes were identified that have the potential to support the amplification of the SHBMs in the CoPs. Lessons for a roadmap of incentives that effectively support SHBMs have been derived. The lessons include enabling conditions and the role of incentive mixes for different amplification processes of SHBMs. Examples of key enabling conditions for effective incentive mixes include the local contextualisation of incentive mixes, certainty in the regulatory environment, policy coordination and cross-sectoral funding, availability of clear evidence on soil health benefits, shared indicators and common data infrastructures and the facilitation of collaborative process and social networks. The identified incentive mixes will be integrated in the interactive toolbox to aid decision-making in designing and selecting effective incentives for soil health (in deliverable D4.3). And insights on the role of incentive mixes in supporting different amplification pathways will inform further in-depth analysis on how contextual conditions and value regimes shape their potential for the different pathways (in deliverable D2.3).

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Appendix A: 1st Round Policy Delphi - questionnaire

Objectives of the CoPs and related ecosystem services

Question 1. Please indicate the importance of the following potential objectives in relation to the ambition of our CoP. Please use a scale of 1 – 5, with 5 being the highest importance.

Objective	Importance
To harvest crops to supply food and nutrients	
To harvest or process crops for profits	
To maintain sufficient soil moisture in the farmland	
To ensure good water quality	
To mitigate climate change	
To strengthen the circularity of agriculture and related value chains	
To maintain (improve) soil fertility in the farmland	
To have more non-crop habitats around the farmland	
To have more diversified crops in farmland	
To preserve soil biodiversity	
To store carbon in the soil	
To prevent soil erosion	
To have beautiful scenery of the farmland	
To have a feeling of belonging living in the rural area	
To strengthen the regional identity of agriculture	
To have good social relations within rural communities	

Question 2. Are there other aspects that you consider important in the context of the ambition of our CoP that are not included above?

Barriers of SHBMs

Question 3. Barriers are defined as the factors that have a negative influence on the implementation of the SHBM and reduce the prospect of its successful scaling, resulting in higher costs for farmers and / or other actors engaged in the SHBM. In our CoP the SHBM is the *ADD DESCRIPTION OF SHBM*. Based on your experience, please evaluate the statements below in relation to barriers of such SHBMs.

Simple choice question

Statement	Score*
Technological requirements and capacity to implement soil health management practices are a barrier for investments improved soil health.	
Insufficient knowledge to implement a circular economy for improved soil health is a barrier for investments in SHBMs.	
Economic barriers (<i>provide example in phone interview</i>) hinder investments into the SHBM.	
Cultural factors (<i>provide example in phone interview</i>) hinder investments into the SHBM.	
Perceptions of the benefits and risks of soil health are a barrier for investments into the SHBM.	
Institutional barriers (<i>provide example in phone interview</i>) hinder investments into the SHBM.	
Barriers that relate to the design, implementation and monitoring of policies (<i>provide example in phone interview</i>) hinder investments into the SHBM.	
Bio-physical constraints of the land management (<i>provide example in phone interview</i>) hinder investments into the SHBM.	

* Score:

1. Highly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Fully agree
6. Do not know

Question 4. Open question (text)

From your experience, which barriers are particular important to be addressed in order to enable investments into the SHBM? Can you describe how the barrier hinders the investments and from your perspective how could this barrier be overcome?

Incentives for SHBMs

Question 5. In SoilValues we consider different types of incentives such as financial support (including various policy support measures), security and technical support. Financing support includes direct monetary transfers to farmers (e.g., different CAP payments) as well as the facilitation of potential financial benefits such as new revenue streams or cost reductions (e.g., revenue sharing agreements, rent deduction). De-risking support (security) focuses on reducing the uncertainties associated with both current and future financial statuses and asset values. This

can include advanced payments for potential future revenues to provide immediate financial security, as well as insurance or compensation mechanisms that offer financial protection in the event of unforeseen losses. Technical support equips farmers and other actors with the essential knowledge and tools needed to invest into soil health business models. Based on your experience, please indicate the relevance of the different types of incentives for investments into the SHBM of *ADD DESCRIPTION OF SHBM*. Based on your experience, please evaluate the relevance of the incentives below. Please use a scale of 1 – 5, with 5 being the highest relevance.

Simple choice question

Type of incentive	Incentives	Relevance
Financial support	CAP Eco-schemes	
	CAP agri-environment-climate commitments	
	CAP green investment	
	CAP cooperation	
	CAP knowledge exchange	
	Other policy support	
	Price premium	
	Deduction of rent for agricultural land	
	Revenue-Sharing agreement	
	Carbon finance	
	Private investment	
	Grants of foundations	
	Concessional loan	
Security	Conditional lease	
	Insurance	
(Technological) support	Advice	
	Communication campaign	
	Mentoring	
	Peer-to-peer support	
	Training	

Question 6. Open question (text)

From your experience, which incentives are particularly important to enable investments into the SHBM? Can you explain why these incentives have the potential to effectively support the SHBM?

Scaling of SHBMs

Question 7. The aim of our Community of Practice is to further develop the SHBM of *ADD DESCRIPTION OF SHBM*. As part of the further development of the SHBM different processes can be targeted and aimed for. This includes the following options:

- **Stabilising the development of the SHBM to promote soil health:** The aim is to make the SHBM more resilient to emerging challenges and ensuring that it is implemented in the long-term. This means to capitalize on existing opportunities to increase the number of actors involved, and also professionalize its implementation to ensure a lean procedure and clear communication of purpose and mission.
- **Speeding up the development of the SHBM to promote soil health:** The aim is to increase the pace by which the SHBM is established and creates impact. For example, this relates to increasing the efficiency of organisational aspects or implementation of the SHBM.
- **Replicating or spreading the SHBM to promote soil health into different regions and contexts:** The aim is to increase the number of people and places that benefit from the SHBM by replicating it or spreading the core principles of this SHBM into different regions and context. This would entail actors in other regions adapt the SHBM to local conditions.
- **Scaling up the development of the SHBM to promote soil health into institutional and policy change:** The aim is to generate impact at higher institutional level (e.g. influencing legislation) by advocating and shifting change into law, policy and institutions that foster the development of the SHBM to promote soil health
- **Scaling deep the development of SHBM to promote soil health:** The aim is to change people's values and norms by investing in transformative learning, learning communities and platforms and knowledge networks.

Are you motivated to further develop the business model and, if so, which option of further developing the SHBM to promote soil health is of particular interest to you? And why?

Question 8 Please indicate your professional background (e.g., farmer, advisor, value chain business, bank, insurance, consumer organisation, public authority, administration, scientist).

Professional background: