

# Establishing a Testing Ground (TG)

## 1 Challenge

Many land managers want to improve soil health, but lack sufficient incentives to adopt sustainable practices



## 2 Objectives of a Testing Ground

Design, implement, test and refine business models that prioritise soil health.

## 3 What is a Testing Ground?

A Testing Ground brings together farmers and other stakeholders from the same geographic region to create added value through a shared business model.



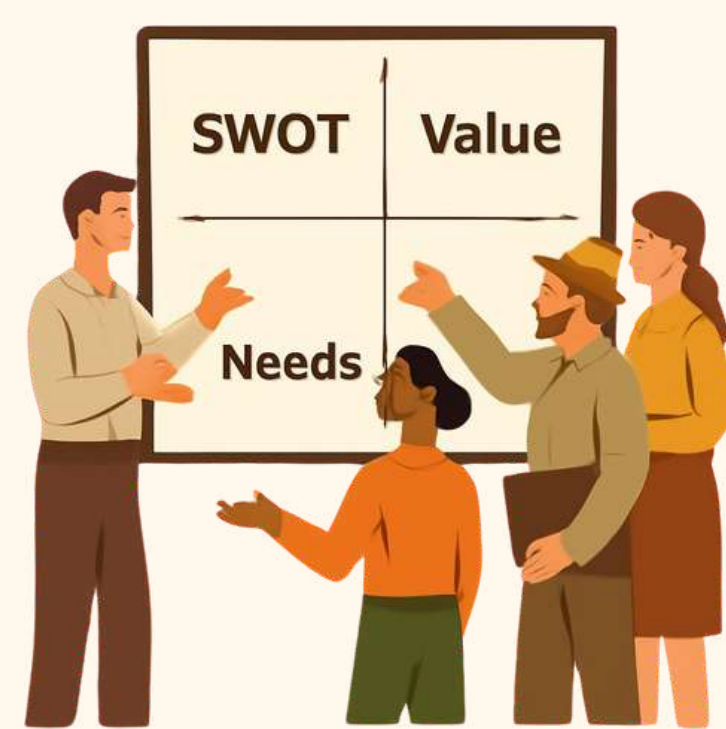
## 4 Building a Testing Ground

TGs are built by:

- Identifying local needs
- Analysing strengths and barriers
- Co-designing a business model
- Testing and refining solutions together

## 5 Outcomes

- Six Testing Grounds established across Europe
- Business models tested and refined in real-world conditions
- Stronger collaboration among local stakeholders



## 6 Practical recommendations

- Engage local actors committed to soil health.
- Start co-design activities early in the project.
- Involve key stakeholders for long-term collaboration.
- Involve TG members in Communities of Practice.

<https://soilvalues.eu/>

CONTACT US

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



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.  
Grant Agreement: 101091308