



PREPSOIL WEBINAR

Smart financing and sustainability of Soil Health Living Labs and Lighthouses

Online upon registration. [Click here to register](#)

Day 1: 13th June, 14:00 – 17:00 CEST

Day 2: 18th June, 9:00 – 12:00 CEST



**Funded by
the European Union**



Concept note

Life on Earth relies heavily on healthy soil, yet 60-70% of soils in the EU are in poor condition. In response, the European Commission has launched the Soil Deal for Europe, also known as the Soil Mission. This initiative introduces a fresh approach to research and innovation (R&I) by integrating it with policies and mechanisms aimed at implementing research findings on the ground. By developing a comprehensive R&I agenda through collaboration and engagement across sectors, the Soil Mission aims to address the current issue of fragmented research in the EU. It seeks to mobilize both public and private stakeholders to collaborate towards a shared objective. The mission emphasizes the importance of building local communities to facilitate systematic involvement of various actors across society.

For this, the soil mission aims to establish 100 living labs and lighthouses (LLs & LHs) to lead the transition by 2030. According to the Soil Mission Implementation Plan¹, soil health living labs are defined as *“user-centred, place-based and transdisciplinary research and innovation ecosystems, which involve land managers, scientists and other relevant partners in systemic research and codesign, testing, monitoring and evaluation of solutions, in real-life settings, to improve their effectiveness for soil health and accelerate adoption.”*, whereas lighthouses point at *“places for demonstration of solutions, training and communication that are exemplary in their performance in terms of soil health improvement.”*

But for this movement to continue beyond the EU funding, soil health LLs & LHs should secure their long-term sustainability, in terms of funding and other elements inherent to them. According to a survey of the European Network of Living Labs – ENOLL, conducted in 2011 by the Ulster University², 83,9% of the respondent LLs confirmed that access to funding had been a problem. For 42,9% their main sources of funding came from the public sector; universities accounted for 14,3%; and private organizations contributing 10,7%. Also, the European Commission provided for 19,6% of funding, becoming the second main source for the continued existence of LLs. The landscape has not changed that much. Also, impact maximization of research outputs, governance structures or trust building among stakeholders of the quadruple helix are key for the sustainability of LLs & LHs.

This webinar intends to bring ideas of smart financing and sustainability of soil health living labs and lighthouses, combining current research, services in place, and hands-on experiences of both matured and young living labs.

¹ Soil Mission implementation plan, European Commission.

² Mulvenna, M., Martin, S., McDade, D., Beamish, E., de Oliveira, A., & Kivilehto, A. (2011). TRAIL Living Labs Survey 2011: A survey of the ENOLL living labs. Ulster University.



PREPSOIL – *Preparing the European Mission towards healthy soils*

The Prepsoil project is a preparatory action of the Soil Deal for Europe Mission. Its ultimate purpose is to generate long-lasting interaction spaces to increase knowledge and awareness of the importance of long-term soil health as a major driver of soil degradation affecting its capacity to provide ecosystem services. Prepsoil provides the first assessments and efforts towards an improved knowledge base and awareness level on soil health for multiple stakeholders.

The project underpins stocktaking and dialogue to understand how regional “soil needs” assessment, supported by harmonized monitoring mechanisms, can lead to action in LLs & LHs for soil health.

The webinar *Smart financing and sustainability of soil health Living Labs and Lighthouses* is framed within Work Package 4 (WP4), devoted to knowledge transfer and co-creation in LLs. WP4 will deliver:

- ✓ [A map of soil health related LLs & LHs across Europe, and initiatives that aspire to become such.](#) The Prepsoil map aims to become a valuable source to identify potential partners towards consortia building within the Soil Mission and beyond. A self-assessment form is provided, and initiatives can sign up on a voluntary basis.
- ✓ With the goal to enhance understanding of the unique characteristics and requirements of LLs & LHs that are engaged in soil health topics, a taxonomy with a detailed classification system will be developed. The taxonomy will categorize these entities based on specific criteria tailored to each type of land-use, namely agriculture, forestry, (peri-) urban, and (post-) industrial.
- ✓ Report on soil health LLs & LHs business models. Based on the Liaison Business Model Canvas, particularly designed for LLs, the report will throw aspects for each of the elements of the Business Model according to the different land-use types, serving this way as an inspiration to secure long-term sustainability of soil LLs & LHs.
- ✓ A service package for increased performance and accelerated maturity of LLs & LHs, contributing to optimize the running of those entities funded by the Soil Mission under different land use contexts.

Beyond WP4 with specific focus on LLs & LHs, Prepsoil addresses the identification of existing soil needs in contrasting regions across Europe, equips stakeholders with tailored digital networking tools to connect and exchange, monitors frameworks and soil indicators, and promotes soil education, awareness and engagement of *Communities of Practice*.

For more information, please browse [Prepsoil website](#) and subscribe to the [Newsletter](#).



Agenda

Day 1 – June 13		
14:00 – 14:15	Welcome. Introduction to Prepsoil, and webinar overview	European Network of Living Labs - ENoLL
14:15 – 14:45	Economic instruments to improve soil health: A strategy for Living Labs and Lighthouses	Diego Soto, InBestSoil project Coordinator, Universidad de Vigo
14:45 – 15:25	Horizon Results Booster	Rosellina Di Santo, Senior Project Manager, Meta-Group
15:25 – 15:55	Financial sustainability in soil health Living Labs – practical example of ÖMKi On-Farm Living Lab	Korinna Varga, Head of Agriculture Policy Research Group, Research Institute of Organic Agriculture, Hungary (ENoLL Member)
15:55 – 16:50	How to design sustainable business models: A research integrated protocol	Shaya Ashouri, InBestSoil project partner, Wageningen University & Research
16:50 – 17:00	Wrap-up and closing of Day 1	ENoLL
Day 2 – June 18		
9:00 – 9:10	Welcome. Webinar overview	European Network of Living Labs - ENoLL
9:10 – 10:20	Sustainability of Living Labs	Ömer Onur, Managing Director, Basaksehir Living Lab, Turkey / Council Member of ENoLL
10:20 – 10:50	Accelup, the collaboration place for innovators and accredited testing providers	Evdokimos Konstantinidis, Chairperson of ENoLL / Postdoctoral Research Associate, THESS-AHALL Living Lab
10:50 – 11:20	MACC-SOIL, a holistic and collaborative approach to find solutions and ways to address soil degradation problems in the Eastern Mediterranean region	Michael Katharakis, CEO, Mediterranean Agrofood Competence Center (ENoLL Member)
11:20 – 11:50	Building business cases for industry to contribute to improved soil health	Oliver Phipps, Partner, EMEA Service Lead, Environmental Resources Management – ERM / Network for Industrially Co-ordinated Sustainable Land Management in Europe – NICOLE
11:50 – 12:00	Wrap-up and closing of Day 2	ENoLL

Informed Agenda Day 1

13th of June, Thursday – 14:00 – 17:00 CEST

14:00 –
14:15



**Welcome. Introduction to Prepsoil, and
webinar overview**

[European Network of Living Labs - ENoLL](#)

14:15 –
14:45



**Economic instruments to improve soil
health: A strategy for Living Labs and
Lighthouses**

Diego Soto, [InBestSoil](#) Coordinator /
Universidad de Vigo

Universidade de Vigo


The session aims to provide a comprehensive overview of the economic instruments which are currently available to promote soil health, paying particular attention to those that may be of most interest to LLs and LHs. The session will focus on outlining the different types of schemes, such as price-based, quantity-based, investment/disinvestment, regulatory and insurance-related instruments. A detailed description of how some of these schemes work and the benefits they can offer will be presented. Also, practical recommendations and strategies to overcome barriers will be provided, presenting approaches, best practices and examples of effective implementation of economic incentives for soil health.

14:45 –
15:25



Horizon Results Booster (HRB)

Rosellina Di Santo, Senior Project Manager,
[Meta-Group](#)

[Horizon Results Booster](#) (HRB) is an initiative of the European Commission which aims to bring a continual stream of innovation to the market and maximise the impact of public funded research within the EU. It supports projects eager to go beyond their Dissemination and Exploitation (D&E)



obligations - steering research towards strong societal impact and concretising the value of Research and Innovation (R&I) activity for societal challenges. HRB offers free of charge services to closed or ongoing research projects funded by FP7, H2020 or Horizon Europe, focusing namely on Joint Dissemination, Exploitation, Business Planning, and Go To Market.

15:25 –
15:55



Financial sustainability in soil health Living Labs – practical example of ÖMKi On-Farm Living Lab

Korina Varga, Head of Agriculture Policy Research Group, [Research Institute of Organic Agriculture](#), Hungary (ENoLL Member)



ÖMKi On-Farm Living Lab is an organic and agroecology-focused nationwide participatory experimentation network that conducts a variety of field trials and technology tests co-designed and co-implemented with farmers and other stakeholders of the value chain in Hungary since 2012, with the aim to improve organic practices and to facilitate the agroecology transition. Among several fields, ÖMKi has a significant focus on experimenting with regenerative organic soil management practices. The presentation will give an overview on the business model of ÖMKi On-Farm Living Lab, the aspects that contributed to its sustainability, the challenges faced and future perspectives.

15:55 –
16:50



How to design sustainable business models: A research integrated protocol

Shaya Ashouri, [InBestSoil](#) partner



The protocol is a research-informed guide intended to support sustainability initiatives like Living Labs in identifying and designing sustainable business model solutions to shared social, ecological, and economic challenges. The protocol guides readers



through four main stages, which support the development of sustainable business models: initiating, learning, strategizing, and reflecting. By following the activities outlined in these stages, a sustainable business model portfolio will be created, which serves as a tangible output/guideline for the established/prospective LLs.

16:50 –
17:00



Wrap-up and closing of Day 1
European Network of Living Labs - ENoLL

Informed Agenda Day 2

18th of June, Tuesday – 9:00 – 12:00 CEST

9:00 –
9:10



Welcome. Webinar Overview
[European Network of Living Labs - ENoLL](#)

9:10 –
10:20



Sustainability of living labs
Ömer Onur, Managing Director, [Basaksehir Living Lab](#), Turkey / Council Member of the European Network of Living Labs – ENoLL

Supported by real cases from sustainable Living Labs across Europe, this session will provide for an understanding on how to develop the most effective, impactful, value-creating and dynamic strategies and governance structures to ensure a sustainable Living Lab.

HORIZON-MISS-2021-SOIL-01-01 /
Preparing the ground for healthy soils:
Building capacities for engagement, outreach and knowledge
PREPSOIL – 2022-2025



10:20 –
10:50



Accelup, the collaboration place for innovators and accredited testing providers

Evdokimos Konstantinidis, Chairperson of the European Network of Living Labs – ENOLL / Postdoctoral Research Associate, [THES-AHALL Living Lab](#), Greece

The Accelup service will be introduced, a common space where ideas can connect, and business collaborate with the best Living Lab research infrastructures to get wider, simplified and efficient access to optimal research on demand services.

10:50 –
11:20



MACSOIL, a holistic and collaborative approach to find solutions and ways to address soil degradation problems in the Eastern Mediterranean region

Michael Katharakis, CEO, [Mediterranean Agrofood Competence Center](#) - MACC (ENOLL Member)

The MACSOIL Living Lab in Crete is a pioneering initiative in soil health and sustainability, established in 2022. It features a unique corporate structure with 48 partners, integrating advanced knowledge and scientific training. The consortium employs cutting-edge technologies and methodologies for soil assessments, predictive modelling, and advanced management in precision and organic agriculture. Using the Quadruple Helix model, MACSOIL fosters collaboration, enhancing credibility, reliability, and securing continuous support and funding. This strategic planning and robust partnerships promote sustainable soil health practices, offering a viable strategy for the agri-food sector in Crete and the South-Eastern Mediterranean.

**HORIZON-MISS-2021-SOIL-01-01 /
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PREPSOIL – 2022-2025**



11:20 –
11:50



ERM



**Building business cases for industry to
contribute to improved soil health**

Oliver Phipps, Partner, EMEA Service Lead,
[Environmental Resources Management](#) –
ERM / [Network for Industrially Co-ordinated
Sustainable Land Management in Europe](#) –
NICOLE

The session will delve into the impact that industry can make on soil health. Ideas and recommendations will be presented around developing and communicating business cases to investors and decision makers to improve soil health, building off case studies from different industrial sectors (mining, chemical, O&G), and demonstrating the delivery of carbon sequestration, natural capital, social capital and other benefits.

11:50 –
12:00



Wrap-up and closing of Day 2

European Network of Living Labs - ENOLL