



S^oILL



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From the ground up: Citizens cultivating soil health

Thematic Engagement Event

24 June 2025



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Welcome!

Housekeeping rules



The session is being recorded. The recording will be made available on the website shortly after the event.



Please keep your microphone muted during presentations to avoid background noise. Ensure everything runs smoothly this morning.



You are welcome to ask questions! Please use the chat function or unmute yourself to speak. We will do our best to address all questions during the event. If any questions remain unanswered, we will follow up with the responses after the event.



A break is scheduled during the session. We encourage you to stand up, stretch, drink some water or grab a coffee/tea, but please stay connected (**no need to leave the Zoom link**).



All materials and useful links will be shared with participants.



Agenda

1. Mission Soil Overview & Funding Opportunities

- Introduction to the EU Mission “A Soil Deal for Europe”
- Presentation of funding opportunities for SHLLs

2. Thematic session: Citizens cultivating soil health

- Citizen Engagement in soil health “Why soil matters and how citizens are key to innovation”
- Citizen engagement: tools, strategies | Showcasing on-the-ground insights and experiences
 - FOOD 2030 Public Engagement Toolkit – *Jacqueline Broerse (Athena Institute, VU Amsterdam)*
 - SOILSCAPE project – *Helena Freitas (University of Coimbra)*
 - Swedish SHLL, iCOSHELLs project – *Nargish Parvin (RISE, Research Institutes of Sweden)*



Agenda

3. Co-Creation & Pitching

- Breakout rooms: a first attempt at co-creating citizen engagement ideas
- Presentation of breakout results
- Pitch corner

4. SOILL Support Tools

5. Closing & Networking Lunch

Welcome & introductions

The European Food Information Council (EUFIC)

Who we are

A consumer-oriented non-profit founded to **make the science behind food and health more accessible and easier to understand.**



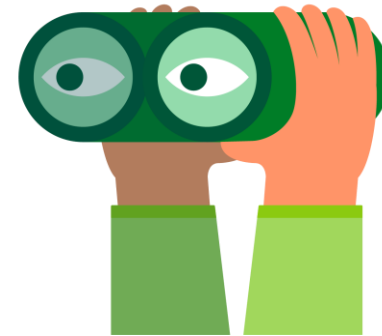
<https://www.eufic.org/en/>

Welcome & introductions

EUFIC

Our vision

A world where we live healthier and more sustainable lives because we all know how to.



Our Mission

We empower and facilitate healthier and more sustainable diets and lifestyles through science-based information and activities.

The Mission Soil Explained



Mission "A Soil Deal for Europe" – Specific Objectives

1 Reduce desertification

2 Conserve and increase soil organic carbon stocks

3 Stop soil sealing & increase re-use of urban soils

4 Reduce soil pollution and enhance restoration

Prevent erosion **5**

Improve soil structure to enhance soil biodiversity **6**

Reduce the EU global footprint on soils **7**

Improve soil literacy in society **8**



The main goal of the Mission 'A Soil Deal for Europe' is to establish 100 living labs and lighthouses to lead the transition towards healthy soils in rural and urban areas by 2030.



The mission's four building blocks

Communication, training and advice targeted to different target groups; specialised "soil advisors"

4. Soil literacy, communication, citizen engagement

Knowledge, data, technologies and infrastructures to support practices and business models for soil health

1. R&I Programme

Harmonization of soil health monitoring and reporting across Europe; contribution to European Soil Observatory

3. Soil Monitoring

2. Living Labs and Lighthouses




A comprehensive network of real-life sites for co-creating, testing, demonstrating and upscaling of solutions

KEY CONCEPTS

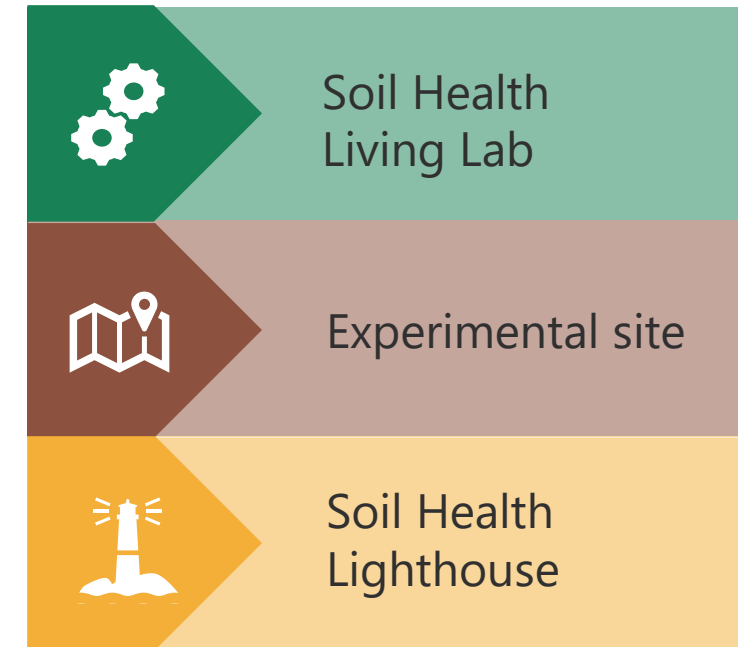
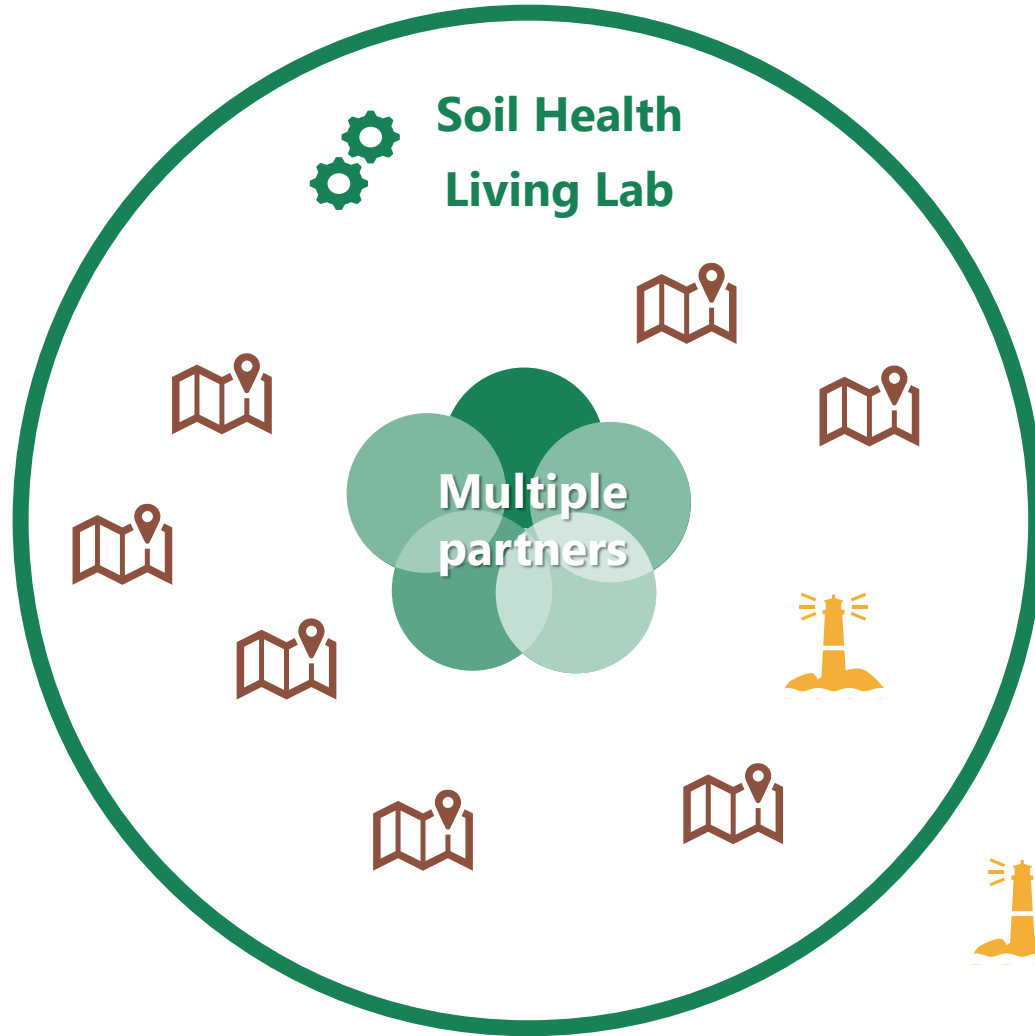
What are the Mission
Soil Living Labs?



Soil Health Living Labs - Key Concepts

	SCALE	ACTIVITIES	PERFORMANCE IN SOIL HEALTH IMPROVEMENT
 Living Lab	Regional/ subregional landscape	Coordinate experimentations & partners	In progress at landscape scale
 Living Lab experimentation site	Local (one farm/forest, one urban site, etc)	Co-create knowledge and innovations	In progress on the site
 Lighthouse	Local (one farm/forest, one urban site	Experiment and/or demonstrate	Demonstrated high performance

Soil Health Living Labs - Key Components





Mission implementation plan criteria for LLs

AIMS

- **Innovation, co-creation**, formal learning
- Contribution to **societal challenges**
- **Improving soil health and related ecosystem services** (→ mission objectives)

ACTIVITIES

- **Co-creation, co-development & experimentation** of innovations improving soil health and related ESS
- **Research on impact of these innovative practices** on **ecosystems**
- **Networking** and **knowledge exchange**
- **Demonstration** (in particular Lighthouses)

PARTICIPANTS

- **Public-private people partnership**
- **Real users (soil managers connected with broad array of stakeholders & decision-makers)**
- **Demonstration:** wider public, policy arena, EIP and relevant networks

CONTEXT

- Multiple **disciplines** (-> transdisciplinary, inc. social sciences), **methods**, **dimensions** (technical, economic, social)
- **Place-based** approach and **real-life context** = real farms/forest/urban sites
- **Robust scientific setup** for **ecosystem assessment**
- **Openness**, communication, dissemination

Overview of the first Mission Soil Living Labs



The first 45 Mission Soil LLs (wave 1&2)

ALGERIA/TUNISIA

NEW! NEMESIS LL5

BELGIUM

NEW! GroundWork LL4

BULGARIA

NEW! Bulgarian Viticultural SHLL (BUV SHLL)

CYPRUS

NEW! NEMESIS LL1

FRANCE

NEW! Loire Valley & Beaujolais LL

NEW! Basque LL

NEW! South of France Agro LL (SofrALL)

NEW! French LL SOILCRATES - Landes

NEW! SolviTerra

NEW! NEMESIS LL2

GERMANY

NEW! GroundWork LL2

NEW! TRAILS4SOIL LL3

GREECE

NEW! Greek Carbon Farming LL

NEW! Greek Mine SHLL

NEW! Aegean LL

NEW! Thyreia LL

NEW! URISOILL LL3

IRELAND

NEW! Living Lab SOILCRATES Ireland Mid-West

ISRAEL

NEW! Upper Galilee LL

ITALY

NEW! NW Italy - Piemonte LL

NEW! SHARE Innovation Lab

NEW! Italian LL

NEW! NEMESIS LL3

NEW! URISOILL LL4

LUXEMBOURG

NEW! URISOILL LL5

MOLDOVA, ROMANIA & UKRAINE

NEW! TRAILS4SOIL LL4

NETHERLANDS

NEW! Living Lab SOILCRATES North Netherlands

POLAND

NEW! Grójec LL

PORTUGAL

NEW! Luso-Galician LL

NEW! Iberian Living Lab

NEW! GroundWork LL1

NEW! TRAILS4SOIL LL1

SERBIA

NEW! GroundWork LL5

SLOVENIA

NEW! TRAILS4SOIL LL5

SPAIN

NEW! Andalusian LL

NEW! SouthEastern Spain SHLL (SES SHLL)

NEW! TRAILS4SOIL LL1

NEW! NEMESIS LL4

NEW! URISOILL LL2

SWEDEN

NEW! SWEdish SHLL (SWE LL)

NEW! GroundWork LL3

NEW! URISOILL LL1

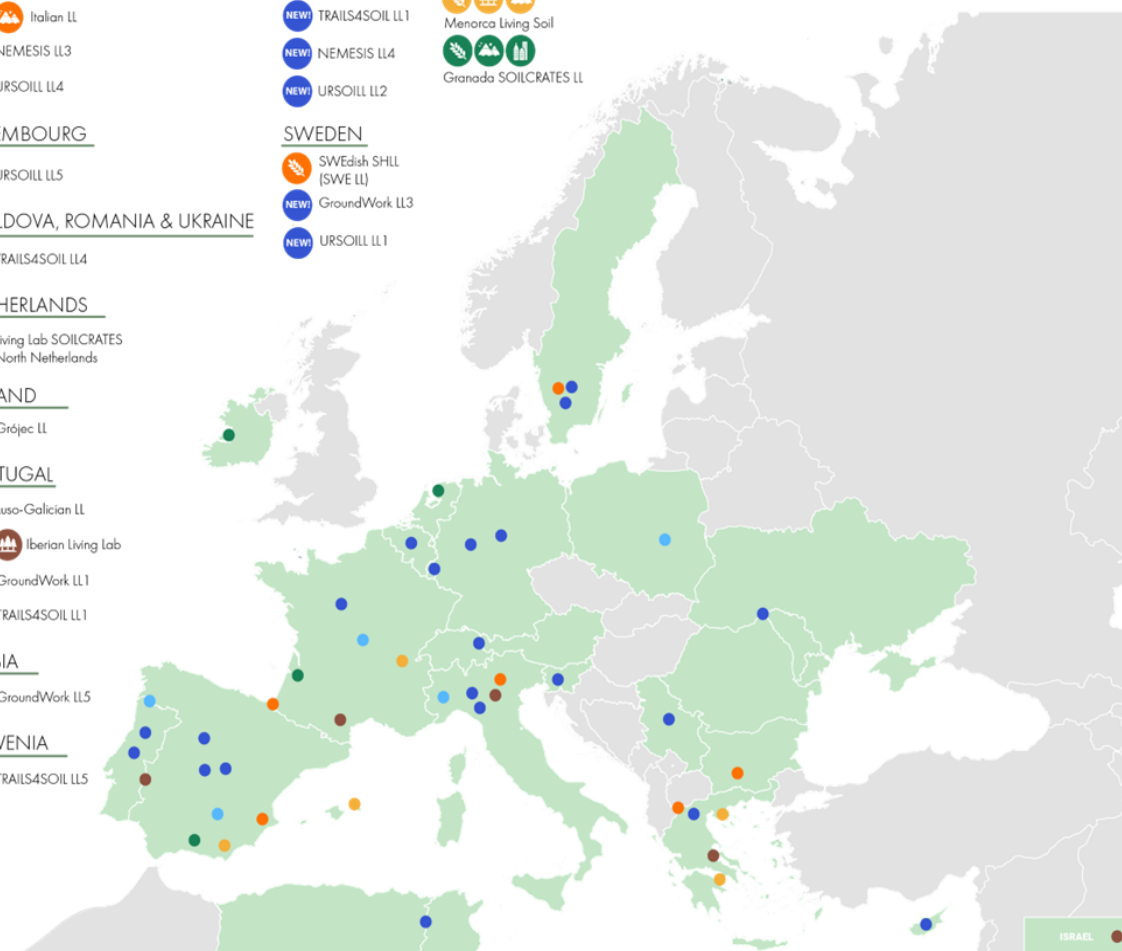
SWITZERLAND/AUSTRIA

NEW! TRAILS4SOIL LL2

NEW! AlVeAl Living Lab

NEW! Menorca Living Soil

NEW! Granada SOILCRATES LL



Agriculture

Forestry

Natural

(Peri) - Urban

(Post) - Industrial

GOV4ALL

SOILCRATE

iCOSHELLS

LivingSoiLL

LILAS4SOILS

NEW! Wave 2 - projects under GAP

Browse the SOILL
MSLL catalogue!



WHAT IS SOILL-Startup?

Our offer



What is SOILL?



Support Structure
for Soil Living Labs

Framework Partnership Agreement
2024-2030

SOILL aims to set up and run an **effective, agile, transdisciplinary, diffuse, open** and **fair** one-stop-shop structure to coordinate, support, enlarge, and promote the network of 100 living lab and lighthouses funded under the Soil Deal Mission and ensure their **co-created user-centred, harmonized, reliable, impactful, replicable**, and **sustainable** lead of the transition towards healthy soils.



SOILL-Startup aims to co-design and launch the **SOILL one-stop structure** for coordination, support, enlargement, and promotion of the network of 100 SHLLs/LHs in participatory collaboration with the first waves of SHLL/LHs and key stakeholders and initiatives.

A comprehensive support framework

Empower existing Mission Soil Living Labs

by providing tools, training, and networking opportunities to enhance their impact and scalability

Engage the wider Soil Health community

by fostering connections, sharing best practices, and providing resources to support soil health initiatives beyond the Mission-funded labs.

Support and onboard future applicants

with comprehensive guidance, matchmaking opportunities, and tailored services to ensure successful integration into the Mission Soil Living Labs network.

Foster a collaborative ecosystem

That unites stakeholders to co-create solutions and address soil health challenges collectively.



What does SOILL focus on?



Living Lab concept & methods

- LL principles and methods
- LL lifecycle: from planning and setup, to implementation and evaluation
- LL governance
- LL long term stability and viability



Soil technical themes

- Mission Soil objectives
- Regional soil challenges
- Soil functions & ecosystem services
- Soil health parameters & monitoring



Transversal & crosscutting aspects

- Stakeholder engagement
- Responsible Research and Innovation
- Policy alignment & contribution
- Digital innovation
- Business & funding strategies
- Open science & data management

What SOILL(-Startup) offers in a nutshell

	Soil Health Living Labs/ Lighthouses	Applicants	Soil Community
Knowledge sharing	<ul style="list-style-type: none">• Support in creating/strengthening synergies and collaborations.• Facilitated exchange of knowledge, methods, and experiences.	<ul style="list-style-type: none">• Up-to-date information on Mission LL concept and implementation, funding, and collaboration opportunities.	<ul style="list-style-type: none">• Centralised point of contact and of information on the SHLL/LHs network.• Regular up-to-date information on SHLL/LHs, progress, activities, solutions, achievements, and results.• Facilitated exchange of knowledge, methods, and experiences.• Identification of collaboration opportunities for further development, uptake and scale-up.• Access to marketplace and matchmaking tools.• High-quality advocacy, delivery of policy support documents and recommendations to encourage the political buy-in to support SHLL/LHs development.
Capacity Building	<ul style="list-style-type: none">• Dedicated Capacity Building Programme, training, tools, specific points of contact, helpdesk to support operations and scale-up, sustainability and harmonisation.	<ul style="list-style-type: none">• Dedicated Capacity Building and mentoring programme.	
Web platform	<ul style="list-style-type: none">• Dedicated collaboration space and marketplace.	<ul style="list-style-type: none">• Matchmaking tools and opportunities.• Dedicated helpdesk.	
Engagement	<ul style="list-style-type: none">• Promotion of the LL/LH, its activities/solutions, achievements, and results.• Regular progress, monitoring, consultations, recommendations.	<ul style="list-style-type: none">• Guidelines and recommendations.	

How to become a Mission Soil Living Lab?





Living Labs for Soil Remediation & Brownfield Redevelopment

(HORIZON-MISS-2025-05-SOIL-01)

This topic targets the **regeneration of brownfield sites**, previously industrial or commercial areas now in decline, through Living Labs that co-develop and test nature-based solutions for soil remediation and sustainable urban redevelopment.

- **Type of submission:** Single Stage submission
- **Expected EU contribution per project:** €12 million
- **Indicative budget:** €12 million
- **Deadline:** 30 September 2025, 17:00 (Brussels time)

[Living Labs for Soil Remediation and Green Redevelopment of Brownfield \(HORIZON-MISS-2025-05-SOIL-01\)](#)

Living Labs for Soil Health in Continental, Boreal & Alpine Regions

(HORIZON-MISS-2025-05-SOIL-01-two-stage)

This topic supports the deployment of 4–5 Living Labs per project in the **Continental, Boreal, and Alpine biogeographical regions**, areas facing distinct but pressing soil-related challenges. By deploying Living Labs in these geographies, the EU aims to foster region-specific solutions, promote sustainable land use practices, and strengthen soil governance in real-world settings.

- **Type of submission:** Two Stage submission
- **Expected EU contribution per project:** €12 million
- **Indicative budget:** EUR 36.00 million
- **Deadline:**
First stage: 4 September 2025, 17:00 (Brussels time).
Second stage: 18 February 2026, 17:00 (Brussels time)

[Living Labs to Enhance Soil Health in Continental, Boreal and Alpine Regions \(HORIZON-MISS-2025-05-SOIL-01-two-stage\)](#)

Living Labs for Soil Remediation & Brownfield Redevelopment



“Brownfields are properties that contain or may contain a hazardous substance, pollutant or contaminant, complicating efforts to expand, redevelop or reuse them.”

Individual sites could be e.g. **abandoned commercial and industrial sites**, former mining areas or zones with former or current military activities.

Proposal must contribute to

- ☐ Co-creating and implementing solutions for soil remediation and green redevelopment of brownfields.
- ☐ Engaging multi-actor partnerships.
- ☐ Demonstrating technical, environmental, economic, and social viability of proposed solutions.
- ☐ Identifying and potentially converting high-performing sites into Lighthouses.
- ☐ Defining soil health indicators and baselines tailored to brownfield contexts.

Always refer to the official [topic description](#) when you draft your proposal and take advantage of the SOILL Helpdesk if you have any doubts.

Living Labs for Soil Health in Continental, Boreal & Alpine Regions

Proposals should clearly indicate which of one of these three biogeographical regions they focus on and should establish most of the living labs within the chosen biogeographical region.

1

However, the remaining living labs can be still located in other biogeographical regions.

2

Proposals with all living labs located in brownfield areas are excluded.

3

Proposals should set up **four to five living labs at regional or local level in the Continental, Boreal or Alpine biogeographical region, according to map provided by the [European Environmental Agency](https://www.eea.europa.eu/en/analysis/maps-and-charts/biogeographical-regions-in-europe-2)***.

* <https://www.eea.europa.eu/en/analysis/maps-and-charts/biogeographical-regions-in-europe-2>

More info on the SOILL website > news



<https://soill2030.eu/news/european-commission-launches-mission-soil-2025-call-topics-fund-new-wave-soil-health-living>

Citizens cultivating soil health

Why soil matters – and how citizens are key to innovation



A vertical photograph of a young green seedling with several leaves growing out of dark brown soil. The image is partially obscured by a thick orange diagonal bar on the left side of the slide.

Why soil matters – and how citizens are key to innovation

Soil isn't just a scientific issue, but a **societal** one as well

Food security

Biodiversity

Water regulation

Climate resilience

soil



Why soil matters – and how citizens are key to innovation

**People can't protect
what they don't
understand**

→ Low soil awareness

→ Resistance to change

→ Trust and communication gaps



To value soils, people need more than to receive scientific information ... it is crucial to start from their existing practices, values and concerns



Why soil matters – and how citizens are key to innovation

Participatory approaches lead to:



Better results



Greater trust



Stronger adoption

Citizen engagement transforms soil science into soil action

Why soil matters – and how citizens are key to innovation



SoilTribes



iCOSHELLS





Why soil matters – and how citizens are key to innovation

Some considerations to keep in mind:

- Engage early
- Budget wisely
- Support tools, workshops, translators
- Measure impact (both technical & social outcomes)
- Use creative formats
- Foster peer networks
- Cross-border & local sharing

Citizen engagement: tools, strategies, and participatory approaches to foster public involvement and boost awareness.

Showcasing **on-the-ground** insights and experiences



FOOD 2030 Public Engagement Toolkit

Jacqueline Broerse
Athena Institute, Vrije Universiteit
Amsterdam



Cleverfood

Towards a fair, healthy, sustainable, circular and more plant-based food system



Food2030 Public Engagement Toolkit

Prof.dr. Jacqueline Broerse
Athena Institute, Vrije Universiteit Amsterdam

24 June | Citizens Cultivating Soil Health



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Why engage with the public and stakeholders?

Because we are asked to do so by the EC's call for proposals...

The proposals must apply the multi-actor approach. and ensure adequate involvement of researchers, Local Communities and Indigenous People, end-users, MPA managers or governance levels relevant to inform, support and implement measures, actors contributing to practical and ready to use knowledge, tools and freely accessible dissemination and capacity building channels.

Why engage with the public and stakeholders?

- Instrumental considerations
- Normative considerations
- Substantive considerations

Legitimacy is enhanced and it may also lead to increased **societal acceptance**

Right to engage in matters that affect society. Engagement is focused on empowerment of public/stakeholders to counterbalance threats to their interests that are at stake

Experiential knowledge that societal actors may have obtained based on their daily experience with the context

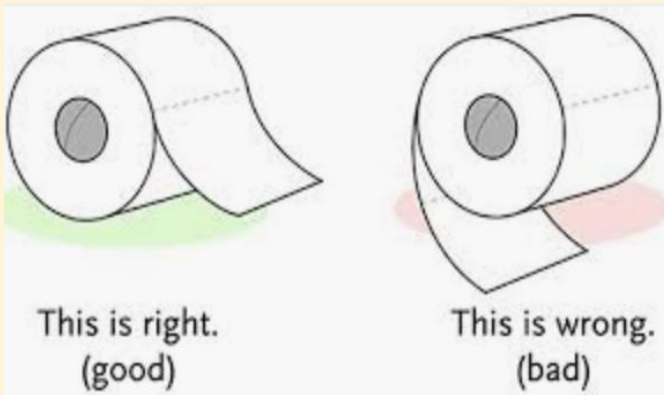


Why engage with the public and stakeholders?

- Food system transformation requires **radical changes** (new governance models and innovations) to realize regenerative, resilient and plant-based food production
- As food systems intersect with many parts of society and the economy, **involving a wide range of voices is essential** for a well-informed, democratic and sustainable path forward



Why engage with the public and stakeholders?



- A problem is never 'given' → defining a problem is always a matter of **issue 'framing'** – can be argued from many different perspectives and values
- Stakeholders bring their own frames to the table, often being unaware of doing so
- **Controversy** is central to system transformation
- Important to gain insight into these implicit frames

CLEVERFOOD starting point:

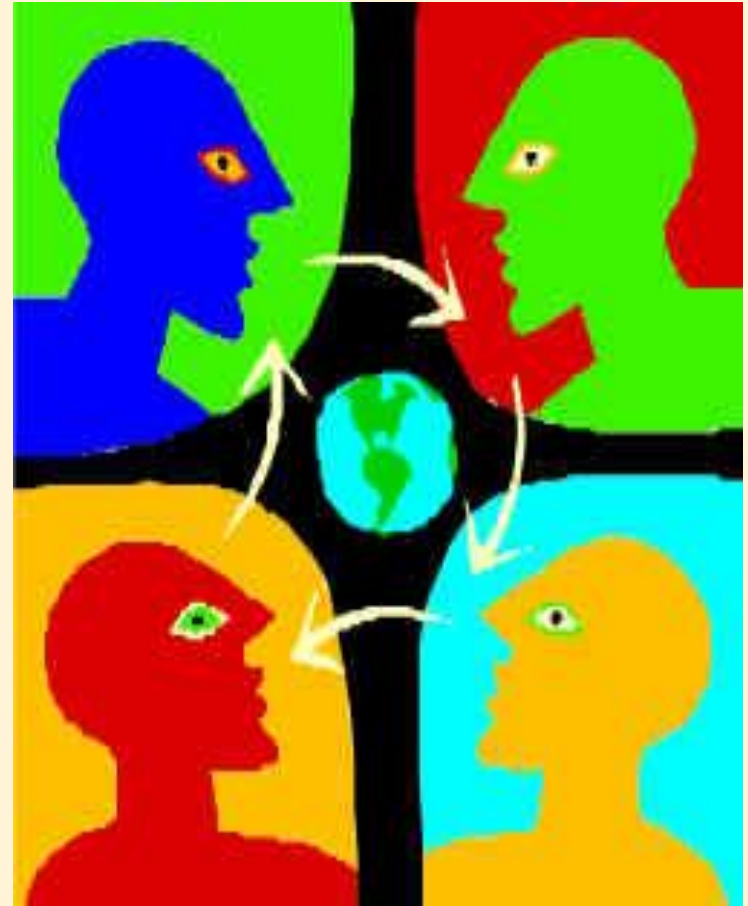
- Tools for engagement (methodologies, workshops, digital tools) are available
- However, they are fragmented, web hosting expires, links get broken, projects that developed them run out
- Therefore, we need a new approach to tools for engagement in food system transformation



Food 2030 Public engagement toolkit

How to organize engagement?

- Toolkit is designed for those working in transformative spaces, such as policy labs, food councils, and living labs, where stakeholder engagement is key
- Tools range from guidelines that can help co-create new project, to ideas and props that can be used during stakeholder engagement events
- They have been developed, tested and refined over time by researchers and practitioners involved in food system transformation



How to organize engagement?

- Food 2030 Public engagement toolkit hosted on food2030.eu website
- Tools in standardized templates
- Locally hosted templates
- Practical use cases



This toolkit is designed for those working in transformative spaces such as policy labs, food councils, and living labs, where stakeholder engagement is key.

About this toolkit

Popular tools

See more tools



Stakeholder analysis



Dynamic learning agenda



Peer learning



Developing systems thinking



Creating a stakeholder engagement plan

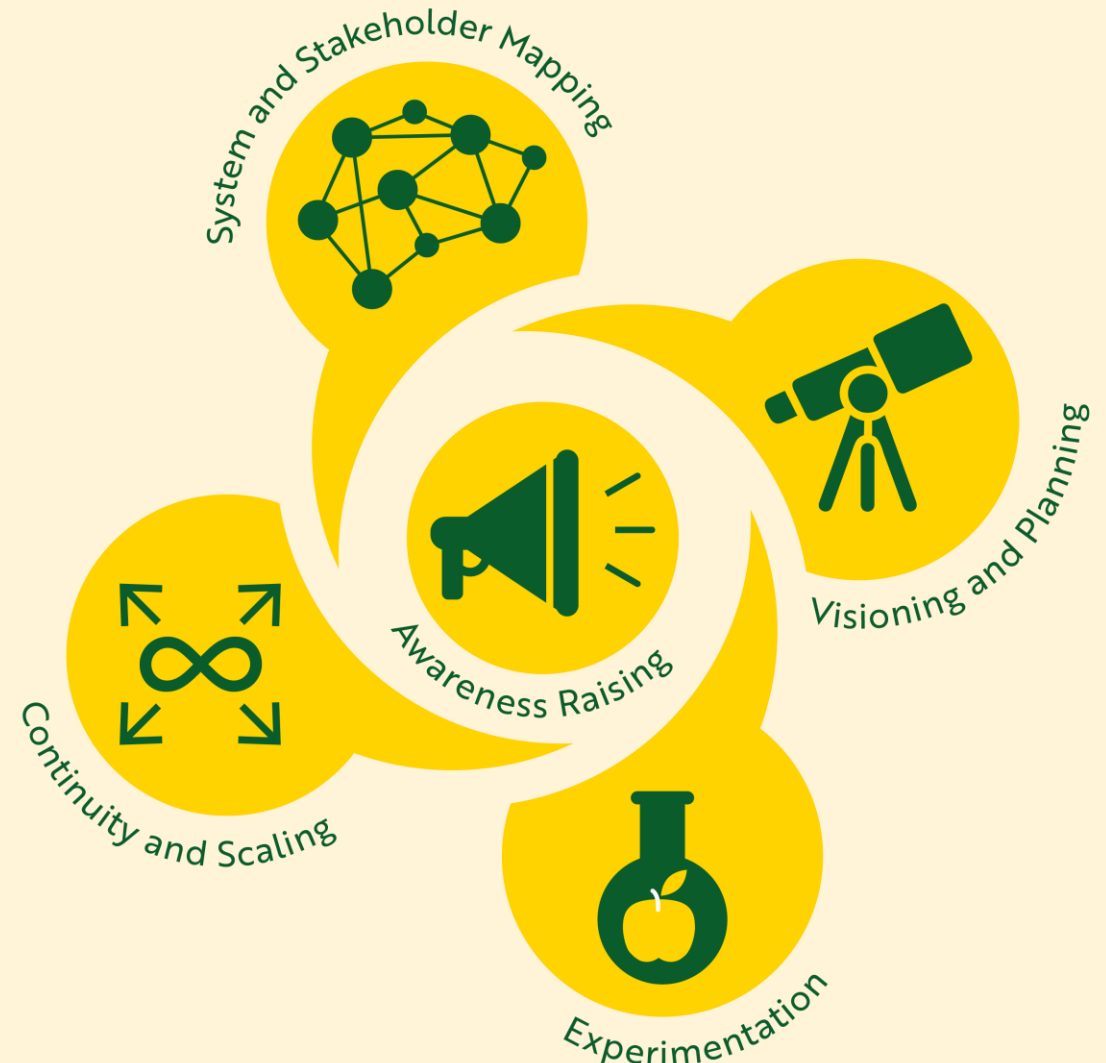


Mapping food systems at National and City-regional level

<https://food2030.eu/toolkit-for-engagement/>

Systematic approach – through five objectives

- Stakeholder engagement in food system transformation feeds into distinct objectives
- Objectives are a way to make sense of the large number of tools



Tools

<http://food2030.eu/toolkit-for-engagement/toolkit/?objective=73>

CLEVERFOOD

Active filters: Awareness raising X

6 tools

View

List

Sort

Most popular



Developing systems thinking

AWARENESS RAISING • SYSTEM AND STAKEHOLDER MAPPING • PROCESS

This tool supports stakeholders in approaching food systems challenges through a systems thinking lens, encouraging collaborative problem-solving and the identification of leverage points for sustainable change.



Creating an outreach plan

AWARENESS RAISING • PROCESS

This tool offers guidance in creating an outreach plan with a convincing message on topics in food system transformation.



Role play (simulation)

AWARENESS RAISING • ACTIVITY

Role play simulations are interactive group exercises where participants explore food system challenges by stepping into stakeholder roles. The exercise promotes building empathy, critical thinking, and shared understanding.



Serious games

AWARENESS RAISING • ACTIVITY • PROCESS

Serious games are interactive tools that simulate food system challenges to foster awareness, empathy, and critical thinking. This tool supports you in designing and facilitating a serious game that makes complex issues engaging and easier to explore.



Food science café

AWARENESS RAISING • ACTIVITY

Food Science Cafés are low-threshold, participatory events where people explore food topics through open conversation. They connect

Dissemination

Training series on Public engagement

- To support the toolkit dissemination, we organise a series of online and in-person training sessions
- Each session based on a single objective of engagement and highlights a tool

Date	Topic (objective)
March 2025	<i>System and stakeholder mapping (Mapping out local food systems)</i>
June 2025	<i>Awareness raising (Creating an outreach plan)</i>
September 2025	Visioning and Planning (Stakeholder dialogues)
December 2025	Engagement of difficult to reach stakeholders (In-person training)
January 2026	Experimentation
April 2026	Continuity and Scaling

Thank you!

- Food 2030 Public engagement toolkit available at:
Online: food2030.eu/toolkit-for-engagement/
- Join us for the online training sessions:
Sustainable Food Systems Network -> Public engagement subgroup

SOILSCAPE Project

Helena Freitas
University of Coimbra






SOILSCAPE

**Spreading Open and Inclusive Literacy and Soil Culture
through Artistic Practices and Education**



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 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

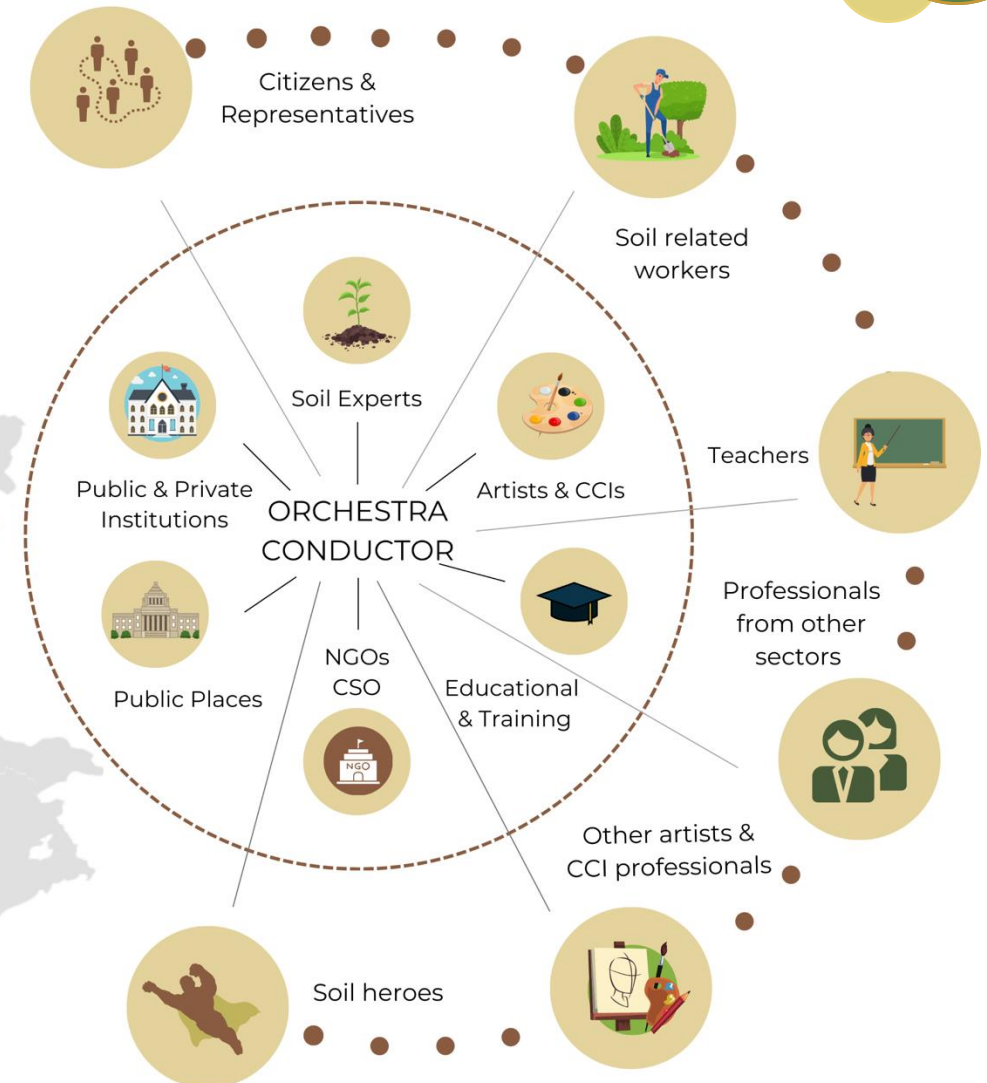
Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

This work has received funding from the Swiss State
Secretariat for Education, Research and Innovation (SERI).

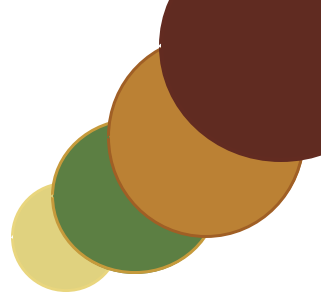
PROJECT PARTNERS



THE SOILSCAPE SYMPHONY



SOILSCAPE OBJECTIVES



Understand and build upon the current perception landscapes of human-soil relations.

Design and conduct a self-sustainable network of 8 Artistic and Cultural Soil Orchestras to increase soil literacy in society.

Unleash the power of art for improving soil literacy through transparent and dynamic funding initiatives.

Empower more than 5,000 citizens and professionals to positively care about / for soils.

Highlight successful initiatives and reach at least 20,000 participants in a yearly Soil Literacy Festival.

Extend the Symphony beyond Europe and install capacity-building measures.



SOILSCAPE METHODOLOGY

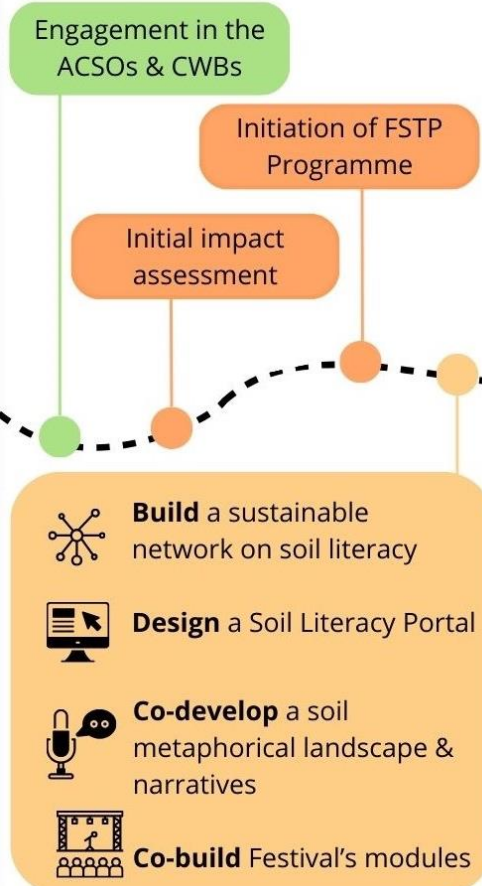
Stage 1 – (Pre-) Contemplation

Soil & Cultural Assessment



Stage 2 – Preparation

People centric development



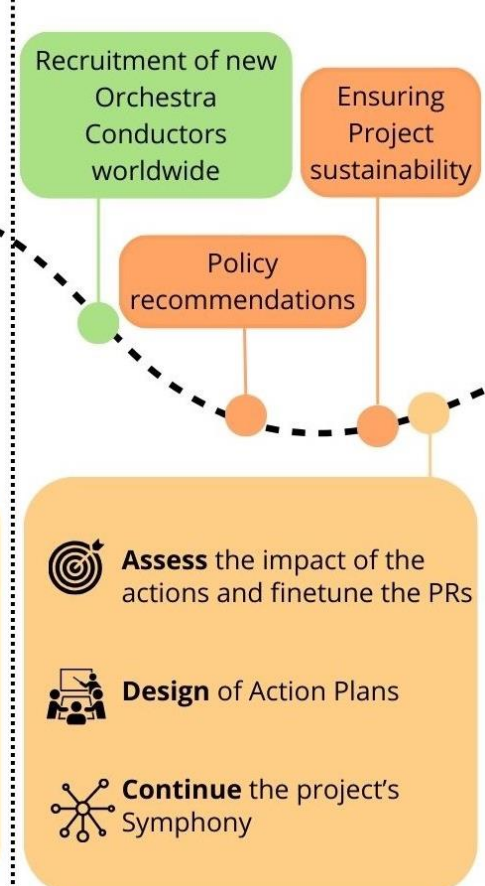
Stage 3 – Action

Support, Monitoring, Communication

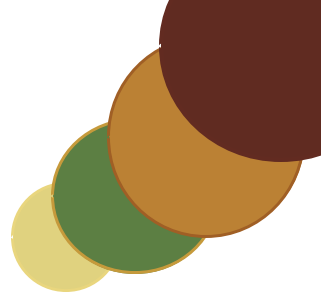


Stage 4 – Sustainability

Validation and replication



WHY ARTS?



Soil is often unseen, ignored, or misunderstood. Artists can help:

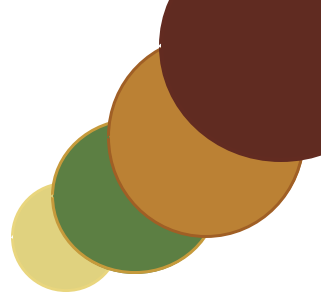
- Transform soil from an abstract, hidden element into a **tangible and emotional experience**
- **Bridge science, society and action with easier to understand and accessible messages** - making soil literacy more than an academic discussion
- **Build empathy, awareness and long-lasting impressions** - highlighting the human impacts and motivating action & change

Challenge societal perceptions of soil, encouraging new ways of thinking about its critical role in ecosystems, food systems, and climate resilience

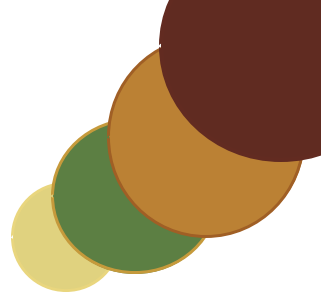


WHY FESTIVALS?

Meaningful and fun connections with others and celebratory nature of gatherings can be the spark for sharing ideas, knowledge and perspectives.



WHY FESTIVALS?



Meaningful and fun connections with others and celebratory nature of gatherings can be the spark for sharing ideas, knowledge and perspectives.

Hands on activities

Art-Science collaborations

Storytelling and performances

Citizen science projects

Expert talks and 'Ask me Anything'

Immersive experiences



FINANCIAL SUPPORT TO THIRD PARTIES (FSTP)

2,010,000€ • **36**

TOTAL BUDGET

SUB-PROJECTS



SOILSCAPE FSTP

3 STRANDS • **12** SUB-PROJECTS

EACH STRAND | **1 X 150.000€** TRANSNATIONAL
1 X 100.000€ NATIONAL
2 X 50.000€ LOCAL

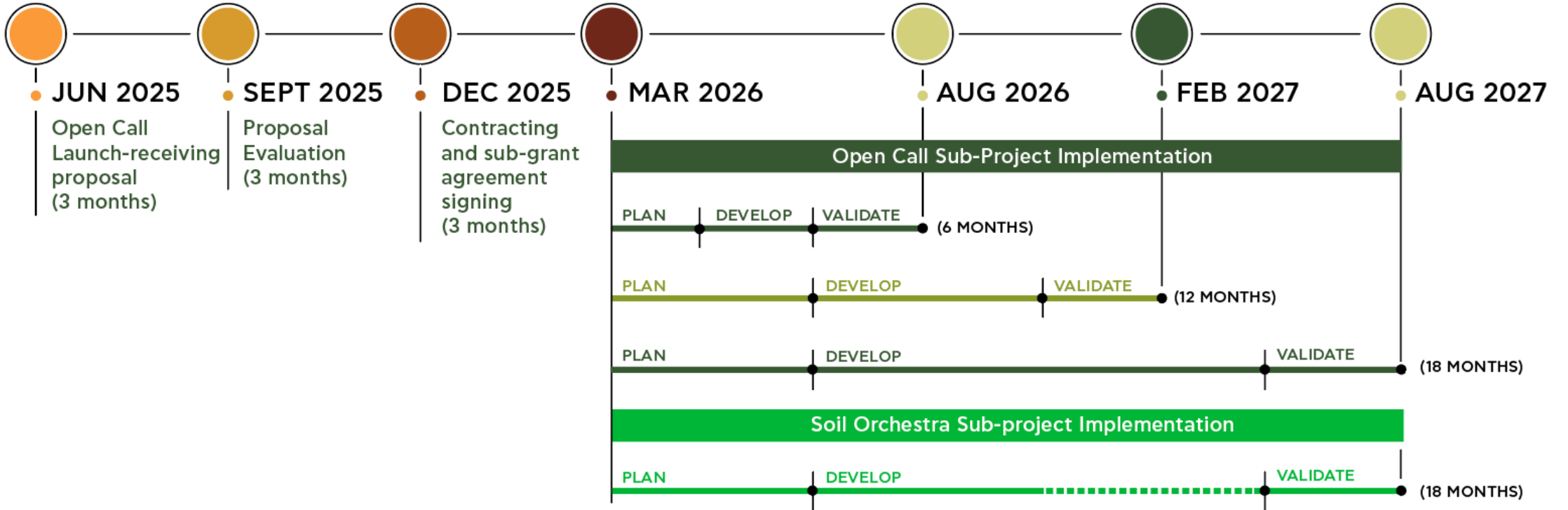
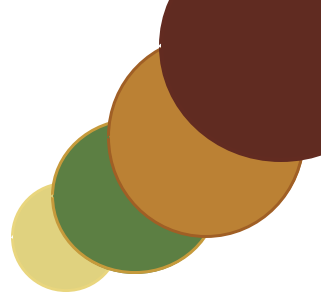
SOIL ORCHESTRAS FSTP

24 SUB-PROJECTS • **8** COUNTRIES • **3** PER COUNTRY

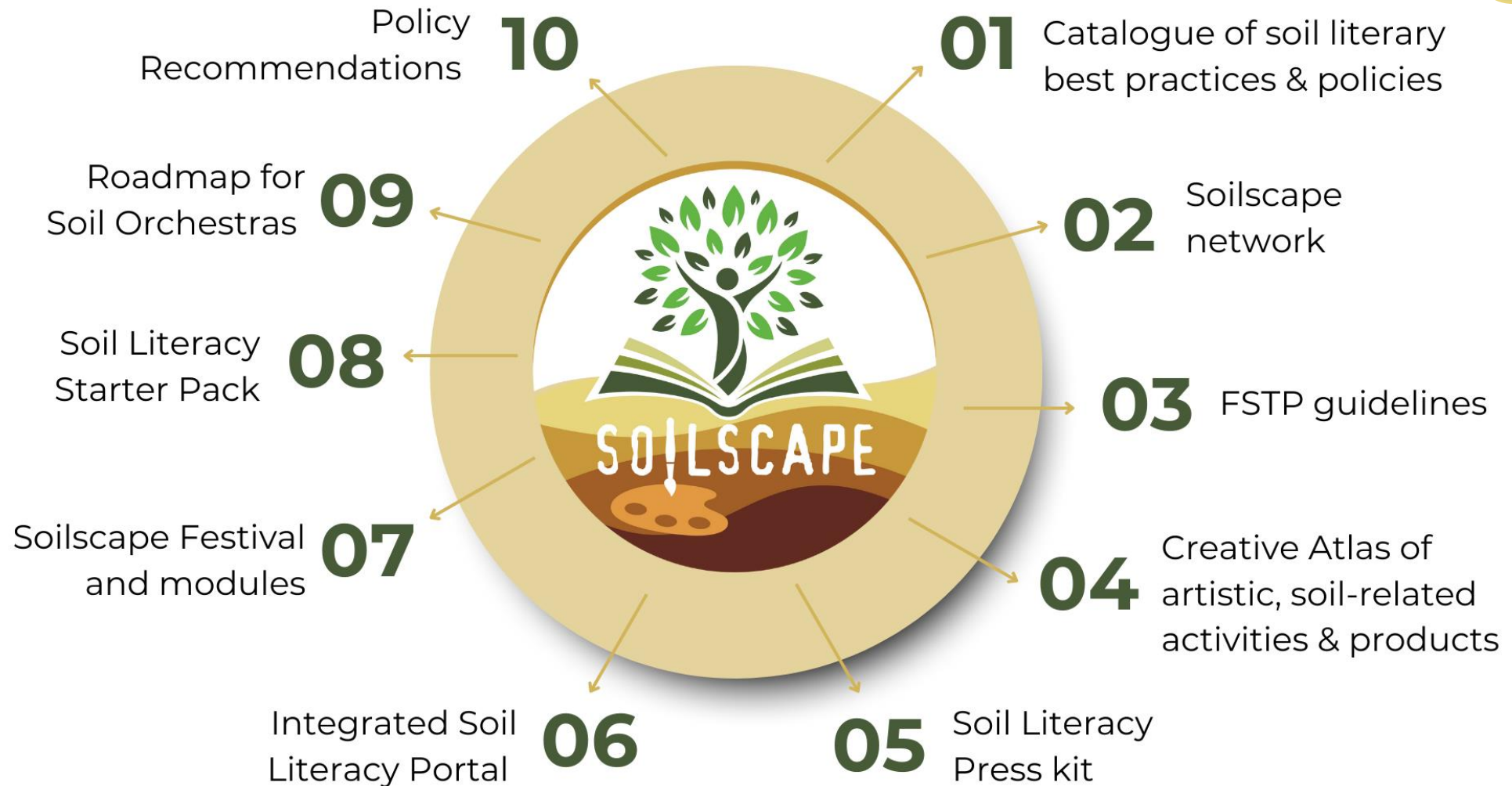
UP TO | **40,000€**
PER SUB-PROJECT



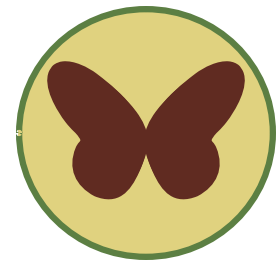
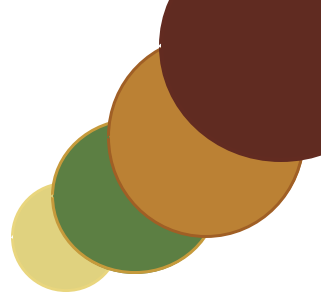
FSTP TIMELINE



EXPECTED RESULTS



LET'S BUILD A SYMPHONY TOGETHER



➤ <https://soilscape.eu/>



Sara Mendes¹, Alexandros Tataridas¹,
Rui Oliveira¹, Helena Freitas¹,
Mégane Roncier², Sophie Raous²

¹ University of Coimbra

² Association Française pour l'Étude du
Sol (AFES)

Mégane Roncier (Project manager):

megane.roncier@afes.fr

Sara Mendes (Portugal Contact):

sara.mendes@uc.pt


SOILSCAPE

**Spreading Open and Inclusive Literacy and Soil Culture
through Artistic Practices and Education**



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Showcasing on-the-ground
insights and experiences

Nargish Parvin
RISE, Research Institutes of Sweden





Innovative CO-creation Soil HEalth Living Labs
12 mEUR Sept. 2024 - Sept. 2028

icoSHELLs

SWE LL - Swedish Soil Health Living Labs

**RI
SE** Lead Coordinator - RISE



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iCOSHELLS - Project description



6 Living Labs across Europe

From Northern to Southern Europe, these Living Labs serve as real-world testing grounds for innovative soil solutions.

- ✓ Through collaborative efforts within these LLs, the goal is to **develop, test, and validate potential solutions (mainly nature-based), ensuring scalability** beyond their immediate regions.

FSTP
Open Call – Sept. 2025

focusing on **Mission Soil Objectives**

- 2. Conserve and increase soil organic carbon stocks
- 4. **Reduce soil pollution and enhance restoration**
- 6. **Improve soil structure to enhance soil habitat quality for soil biota and crops**
- 8. Increase soil literacy in society across Member States.

Basque Soil Health Living Lab (Basque LL)

Basque Peri-Urban

Bulgarian Viticultural Soil Health Living Lab (BUV LL)

Bulgaria Agriculture

Greek Mine Soil Health Living Lab (Greek LL)

Greece Post-industrial

Italian Soil Health Living Lab (IT LL)

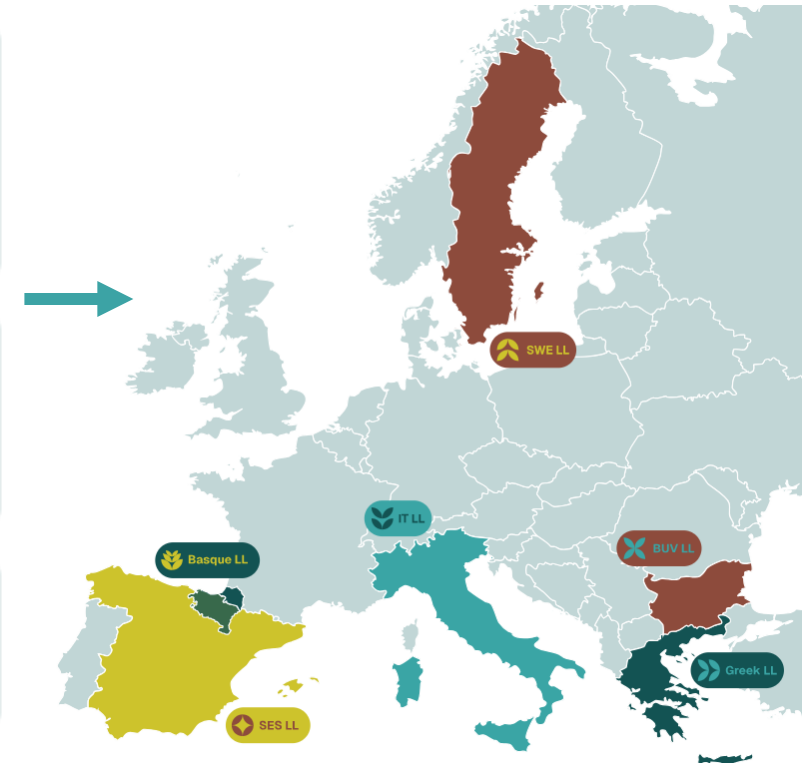
Italy Agriculture

Southeastern Spain Living Lab (SES LL)

Spain Agriculture

SWedish Soil Health Living Lab (SWE LL)

Sweden Agriculture





Soil compaction, poor soil structure, loss of soil biodiversity, depletion of organic matter, and nutrient imbalances resulting in areas of surplus and subsequent pollution have been identified as the primary threats to Swedish agricultural soils.

Solutions to be implemented are an iterative process and will be determined in a co-creation approach.

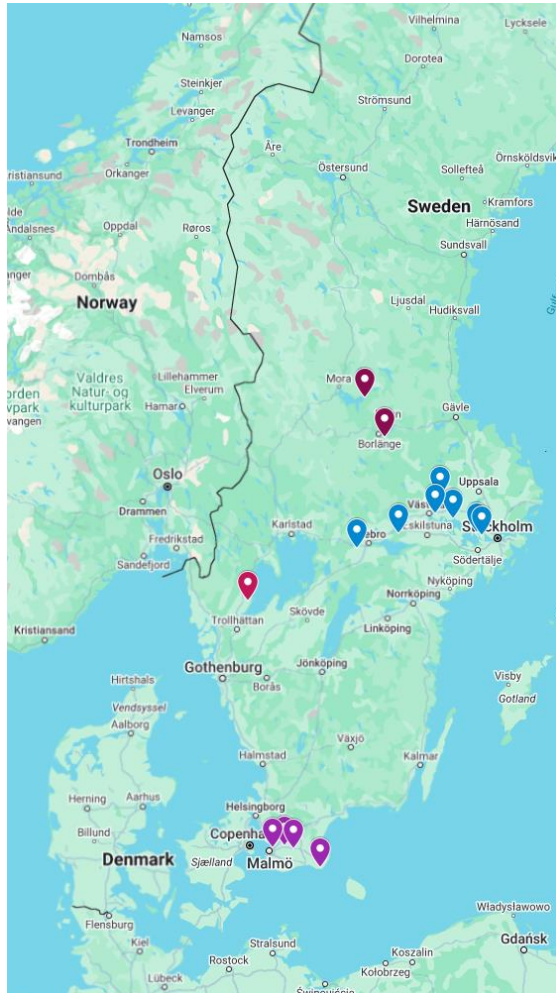
Potential solutions could be optimum **cover crops and crop rotations, conservation tillage methods, the substitution of mineral fertilisers with bio-based products, controlled drainage, enhanced manure management,** and the use of **solar-powered vehicles** for controlled trafficking in agricultural fields.

Additionally, a **cooperative approach between animal farms and crop production farms** will be established to enhance the efficient use of manure and its potential to improve soil quality.





Living lab sites – 14 sites total



- Hasta Gård
- Bona Gård → Potential lighthouse
- Södergård
- Hacksta Gård
- Hidinge Gård
- Hilmér Lantbruk
- Löt-Bännebo
- Norregård
- Wiggeby Gård
- Rättvik Farmer School → Potential lighthouse
- Andelsodling i Berg
- Mossagårdens Ekologiska O...
- Alnarp's Agroecology Farm
- Brunnby Farm

Some of the partners of the SWE LL have extensive previous experience with the establishment of successful national living labs (LLs).

**RI
SE**



Partners of the SWE LL

Current activities and future plan

- The first co-creation session has been done
- Problems have been identified
- Baseline sampling is ongoing in LL sites
- Some farmers have already proposed some solutions
- Solutions to be defined and tested after the soil analysis
- 2nd co-creation has been planned in two groups in the national agricultural fairs.



Soil health problems (**Soil compaction, water holding capacity and drainage**)-identified in SWE LL sites

Participants in the co-creation

Total 30 participants. Farmers, researchers, project leaders, students, and extension service providers participated. The authorities of LL would like to be involved in a later stage. We did not invite the industry at this stage.



Outcome of the online meeting

- The Mural: It worked well to visualise the common and diverging challenges of the farms. Some participants worked very actively on adding suggestions for solutions that they had already tested, reflections and what they would like to test this time.
- Some participants attended by mobile, which made it impossible to contribute to the tool with information. One was in the tractor and could not focus too much on contributing to the written or verbal input on the topic of challenges and solutions.
- One of our partners got stressed by seeing so many cursors moving at the same time in the Mural and does not like the choice of tool.

On-line was necessary as the farmers were in the middle of spring activities at the farms.



Insights for future stakeholder engagement

- It is important that farmers feel that their time is well spent in the workshops.
- We try to work with the possibility of both speaking and writing to overcome shyness and achieve a good level of participation.
- There were some technical issues that limited the discussion between the farmers.
- It would be beneficial to divide the group into subgroups for more in-depth discussions among the farmers.



- **Engage Farmers:** Identify and involve farmers who are actively engaged in their agricultural practices and have a strong intention to improve their soil health.
- **Leverage Existing Networks:** Utilize existing networks and associations to facilitate connections and collaborations.
- **Proximity of Sites:** Select sites that are near to each other or in one region only to optimize logistics, for sampling, communication, etc. However, it is equally important to ensure that these locations reflect the diversity of soil properties and agricultural practices within the region. This approach will help ensure that the findings are broadly applicable and relevant.
- **Successful Co-Creation:** The key to a successful Living Lab (LL) lies in effective co-creation. Employ both open and tailored communication strategies to engage different stakeholders in the co-creation meetings. Sharing the goals with participants beforehand so they come prepared with relevant ideas and insights.





icosHELLs

SWE LL - Swedish Soil Health Living Labs

nargish.parvin@ri.se

tora.raberg@ri.se

THANK YOU!



www.icoshells.eu



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Coffee break

We will be right back!



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Co-creation session



Breakout rooms

A first attempt at co-creating citizen engagement ideas in groups, addressing soil health challenges.

SOILL
STARTUP

1) Who's in the room?
Besides your name, organisation, and country, share something about you with the others

2) Challenge
What key soil-related problem or opportunity are we focusing on as a group? What are we trying to address?

3) Citizen engagement
What roles can citizens play in addressing this challenge? How might they be involved?

4) Potential Ideas & Activities ★
What could you do together to engage citizens and address this challenge?

5) Tools/Methods ★
What tools methods, or approaches could help make your idea work?

6) Combine the elements ✨
Based on your group's most voted activities and tools, try to combine them into one idea. Write one sentence that captures your citizen engagement concept.

7) Collaboration 🗣️
Would you like to stay connected or follow-up? Share what can you offer in one word or sentence and leave your contact info.

Group discussions:
11:10 – 11:45

Presentation of results in plenum:
11:45 – 12:00

Pitching session



Natural products for soil-friendly crop protection



SOILL Startup "From the ground up: Citizens cultivating soil health" Brussels June 24th 2025

Walter Luyten, KU Leuven, Belgium



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Objectives, challenges, main activities

1. **Objectives:** develop soil-friendly novel crop protection agents based on plant extracts or natural products
2. **Challenges:** many current crop protection agents
 - have broad spectrum, affecting also beneficial organisms
 - have long half-life, accumulating in soils and ground water
 - increasingly meet resistance from target pathogens
 - are expensive, especially for developing countries
 - may pose health hazards for farmers and consumers
3. **Main activities:**
 - screen (mostly traditional medicinal) plants for useful bioactivities (antibacterial, antifungal, anthelmintic)
 - identify bioactive compounds via bioassay-guided purification
 - try to elucidate mechanism of action
 - determine activity spectrum
 - get some idea of (environmental) toxicity

Expertise and resources offered or Expertise requested

Expertise offered:

- bioactivity testing *in vitro* on bacterial and fungal agricultural pathogens and on *C. elegans* as model nematode
- bioassay-guided purification
- bioactive compound identification via MS and NMR

Resources offered:

- database of plant extracts with associated bioactivities
- network of contacts in Asia and Africa that can provide (bioactive) plant extracts
- isolated bioactive natural products
- natural products and plant extract active *in vitro* and in field trials against *Ralstonia solanacearum*
- natural products and plant extracts active *in vitro* against agricultural pathogens or against *C. elegans*

Expertise requested:

- plants with potential for crop protection based on traditional knowledge or citizen science
- *in vitro* testing of activity spectrum relevant for crop protection
- preliminary field testing carried out by citizen scientists
- (eco)toxicity studies
- agricultural field trials
- commercial development of crop protection agents
- registration of crop protection agents with relevant regulatory authorities
- large-scale production, marketing, sales and distribution of novel environmentally friendly crop protection agents

Thank you

Connect with us for more information



Walter Luyten, KU Leuven

walter.Luyten@kuleuven.be

Regional Living Lab Central Germany - Deciphering the interplay of soils and land-use practices in high resolution.

From the ground up, Tuesday, 24 June

Prof. Dr. Bjoern Machalett,
University Applied of Sciences Erfurt



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Objectives, challenges, main activities

1. Our extensive regional and national network of partners is ideally suited for setting up a regional Living Lab.
2. In our Lab - The Thuringian Particle Size Laboratory - an innovative, modern laboratory for the physical analysis of soil texture has been established. The combined instrumental infrastructure makes it unique in the national and European research landscape. The laboratory combines several analytical methods for characterizing the physical and chemical properties of soils.
3. Laboratory infrastructure is characterized by a high degree of automation and allows large sample volumes to be measured in high resolution, which enables a much more precise field analysis of soils. We work intensively on the further development of field and laboratory methods and develop prototypes together with partners from the bioscience industry, which are also available in our laboratory.

Expertise and resources offered or Expertise requested

Expertise and resources offered:

We are part of a comprehensive regional network that includes state institutes and research institutes for agriculture, forestry and agriculture, forestry and nature conservation, but also municipalities and nature conservation institutions, such as biosphere reserves or national parks.

Our laboratory is involved in the development of an innovative scientific research and transfer infrastructure in Central Germany to link the research areas of water, soil and food.



Thank you

Connect with us for more information

Prof. Dr. Björn Machalett,
University of Applied Sciences Erfurt

b.machalett@nakula.de or

hans.brehmer@fh-erfurt.de



Ecosystem/Land health monitoring by RegenSense



Pitch at the Thematic Engagement Event 'From the ground up: Citizens cultivating soil health,
24/06/2025

Ayhan Gurcam – Ece Aksoy – Durukan Duru,
RegenSense

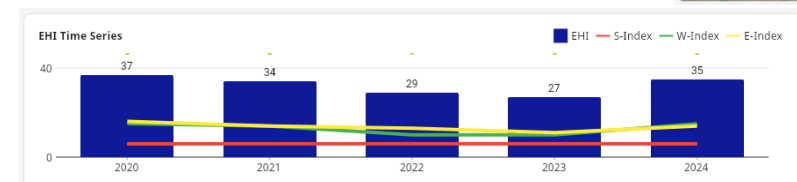
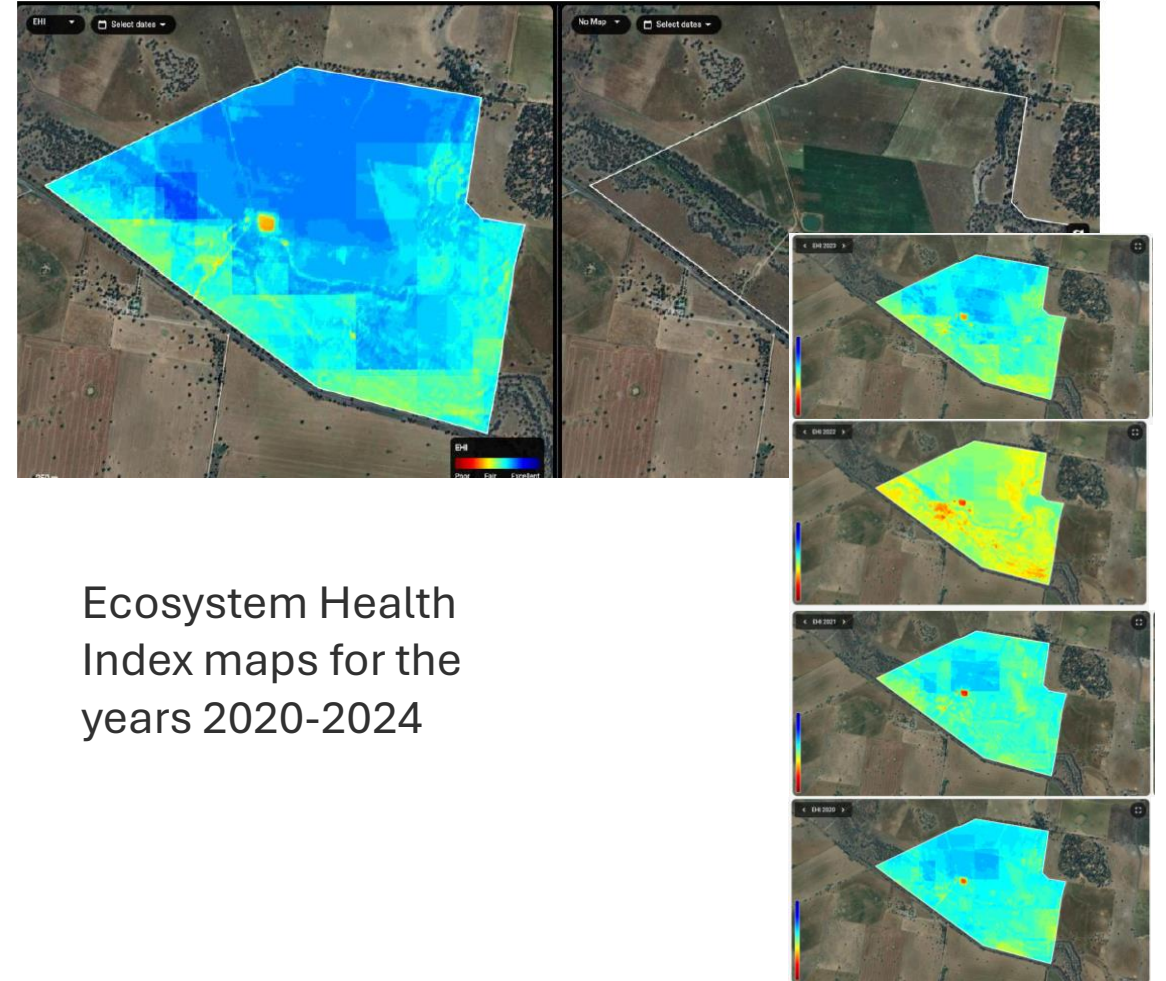


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Expertise and resources offered

- RegenSense is driven by a mission to empower farmers, land managers, and firms with the tools and knowledge to make informed decisions for sustainable and resilient land management.
- By providing detailed and up-to-date information on ecosystem and soil health, we enable proactive measures to mitigate environmental risks, enhance productivity, and promote regenerative agricultural practices.
- Our integrated platform offers user-friendly interfaces, data visualization tools, and actionable insights that make sustainable land management accessible to all.
- The data flow from the field provided by citizens are integrated with the remote sense based systems.



We strive to revolutionize ecosystem health assessment by providing state-of-art monitoring for landscapes on every scale.

We use

- Advanced level of Earth Observation (EO) technology
- Robust ground-truth data collection methodologies
- Powerful ML-AI data processing models & algorithms

We deliver

- Processed data on various sub-indicators
- Comparable scoring system for easy comparisons
- Login-interface for reviewing & analysing your data anytime

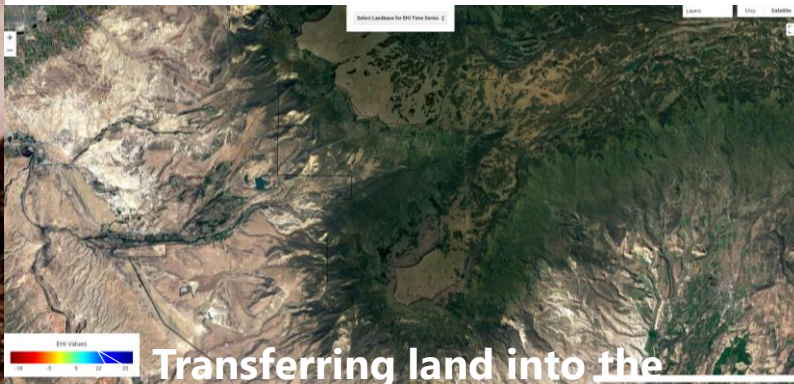
We care

- Treating each landscape uniquely & with curiosity
- Focusing on the quality and continuous improvement
- Serving regenerative agriculture & land management heroes

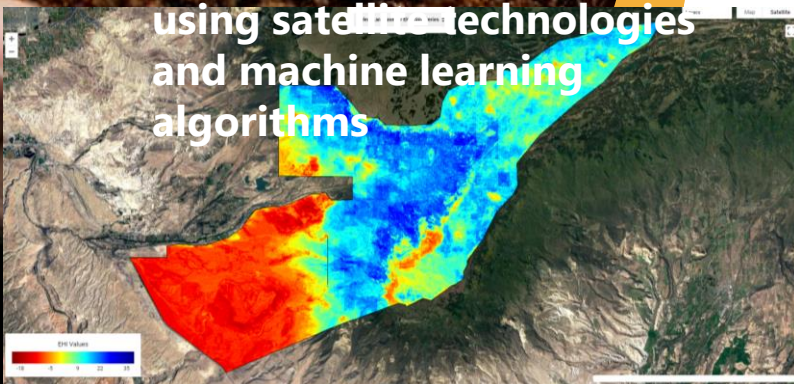
Objectives, main activities

RegenSense is offering innovative and holistic approach to monitor ecosystem health with robust methodology by measuring key ecosystem indicators with the help of ML-AI modelling and Earth Observation technologies.

RegenSense provides comprehensive monitoring data -interactive maps, scoring, trends, timeline graphs and more- in web-based portal.

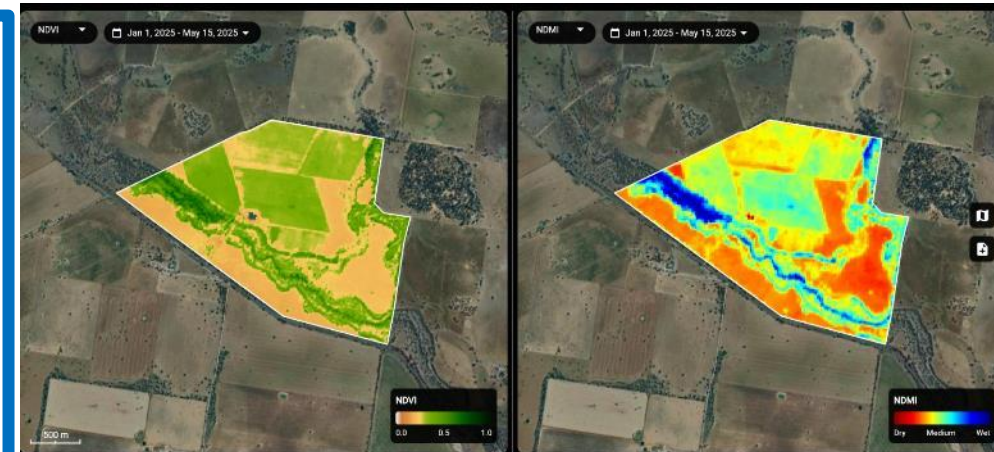


Transferring land into the intelligent data and layers using satellite technologies and machine learning algorithms

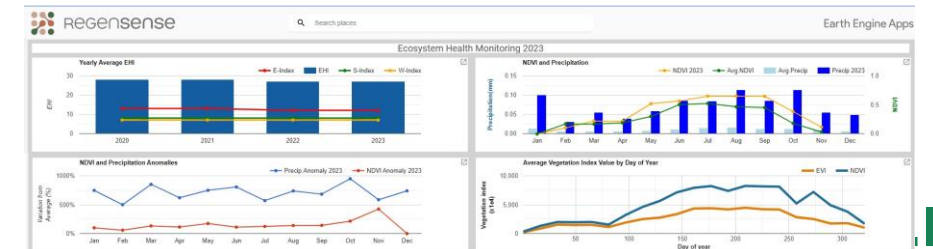


Tailor-based solutions to the case-specific situation by benchmarking real conditions leveraging time-series high resolution satellite data of the land (5-20 years) which analyses different aspects;

- Soil health,
- Water and energy flux,
- Vegetation dynamics,
- Climate
- Biodiversity.



Real time live canopy abundance monitoring – vegetation health and plant water availability indicators



Thank you

Connect with us for more information

Ayhan Gürçam



Ece Aksoy
Co-founder



Durukan Dudu
Co-founder



RegenSense

<https://www.regensense.com/>

Ayhan@regensense.com

Ece@regensense.com

Durukan@regensense.com

WHAT does
SOILL offer to
Applicants?



WHAT does SOILL offer to applicants

	Helpdesk & FAQ
	Mentors and coaching
	Matchmaking
	Thematic events
	Webinars for applicants
	Resources



WHAT does SOILL offer to applicants

Guidance and support for your application and onboarding process

Matchmaking

Helpdesk

Resources

- **Tailored guidance to help you navigate the funding process** and submit strong proposals
- **National mentors** to coach you in your local language and guide you through the process
- Up-to-date information on the Living Lab concept, funding criteria, and implementation strategies

A vertical image on the left side of the slide shows a small green seedling with two leaves growing out of dark brown soil. The image is partially obscured by a thick orange diagonal bar that runs from the top left towards the bottom left.

WHAT does SOILL offer to applicants

Guidance

Matchmaking Platform to connect with potential partners and develop proposals

Helpdesk

Resources

A tool to schedule meetings, join cross-regional or transnational clusters, and post partnership needs.



WHAT does SOILL offer to applicants

Guidance

Matchmaking

- Clear answers to your questions about Mission Soil funding topics on Living Labs and proposal development.
- Accessible via the **SOILL Hub** at <https://soill2030.app>.

The SOILL-Startup Helpdesk is a central support feature open to all Applicants

Resources

WHAT does SOILL offer to applicants



Guidance

Matchmaking

Helpdesk

- **Webinars** offering in-depth insights and guidance on various aspects of soil health & funding.
- **Guidelines** and recommendations to strengthen your application.
- **Templates**, examples and best practices from existing Soil Health Living Labs and Lighthouses
- **Factsheets** summarising key funding topics and land use types.

Practical Resources and Training

WHAT does SOILL offer to applicants

Thematic Engagement Event & Webinars



Register and participate in the upcoming engagement and capacity building activities



UPCOMING

Europe's first Soil Monitoring Law: opportunities for policy, research and practice

Thursday, 18 September 2025
Brussels, Belgium & ONLINE

[Register now](#)

ENGAGEMENT EVENT

Europe's first Soil Monitoring Law: opportunities for policy, research and practice

Soil degradation is a pressing challenge, with an estimated 60-70% of EU soils currently in poor health.

18 September 2025 09:00-14:00



UPCOMING

Monday, 30 June 2025,
10:00-11:30 CEST

Designing Impactful Living Labs and Consortia

[Register now](#)

WEBINAR

Designing Impactful Living Labs and Consortia

This webinar is part of a dedicated series aimed at supporting applicants preparing proposals for the 2025 Living Lab topics under the EU Mission Soil. The session focuses on deepening participants' understanding of Living Lab principles and providing practical guidance on forming effective project consortia.

30 June 2025 10:00-11:30



UPCOMING

From the ground up: Citizens cultivating soil health

Tuesday, 24 June 2025
Brussels, Belgium & ONLINE

[Register now](#)

ENGAGEMENT EVENT

From the ground up: Citizens cultivating soil health

Citizen engagement is a key component of the EU Mission 'A Soil Deal for Europe'.

24 June 2025 08:30-13:10

Wrap-up & close

Networking lunch for in person participants



Be part of the **SOILL Community**

Help Us Realise Our Vision

SOILL's long-term vision is to create a resilient, collaborative ecosystem that continually supports soil health initiatives.

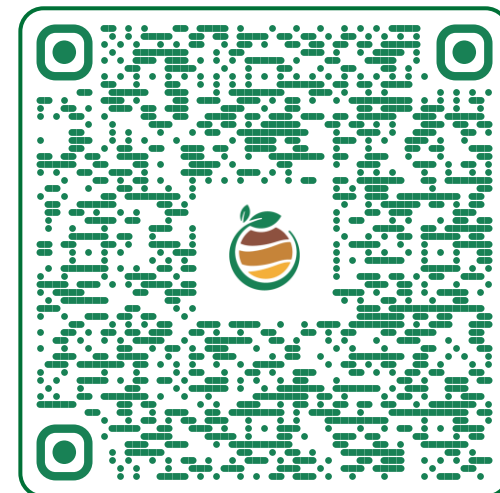
Join Us

By expanding the network and drawing in diverse stakeholders, SOILL can boost the impact of the Soil Health Living Labs.

How?

Fill out our Stakeholder Mapping Form & connect with the community members.

**SCAN THE
QR CODE**





Feedback form

Let us know how you experienced this event by filling the form below:

<https://soill2030.eu/form/feedback-survey-event-eufic-25>



Thank you

Connect with us for more information

soillcoordinator@enoll.org

contacts@soill2030.eu



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