

# Co-designing new business models for soil health – first insights from a case study in Germany

Gerald Schwarz, Elke Plaas, Marie von Meyer-Höfer (Thünen Institute)



## Background and objectives

### Achieving the Green Deal ambitions



Fig. 1: The EU Green Deal. Source: EC (2019)

- The EU's Farm to Fork Strategy identifies the role of agroecology and soil health management in achieving its ambitions of sustainable and resilient farming and food systems.

### Recognising benefits of soil health

- Healthy soils are essential for sustainable agriculture and require continuous investments from farmers to be kept in a good condition.
- Soils are also important for society as a whole, generating ecosystem services such as clean water, carbon sequestration and biodiversity.
- Benefits of healthy soils are insufficiently captured in value chains and too little recognised by the public, resulting in underinvestment in soil health.

### Aims of the SoilValues project

- To improve the understanding of how to enhance the conditions for developing values-based soil health business models.
- To co-design and analyse business models for soil health and to identify key factors for scaling-up soil health management.

Bringing together complementary perspectives of actors along the value chains to capture and recognise values of soil health

## Integrating practical and scientific knowledge to co-design business models for soil health

### Flourishing business canvas – application for soil health



Fig 2. Flourishing business canvas. Source: www.FlourishingBusiness.org.

### Co-design processes and methods

- Visual collaborative tool** that considers the interdependencies of a soil health business model with economy, society and environment and contributes to shared learning about co-creating values.
- Actor and needs analysis:** Mapping of actors with an interest in the business model and their needs that explain that interest.
- SWOT analysis:** Analysing internal strengths and weaknesses and external opportunities and threats of the pursued business model.
- Value, Process and Outcomes analysis:** Participative process of reflecting upon the different components of the business model with all relevant stakeholders.

## Soil health case in Germany – enhancing the circularity of the system and generating added value within the region

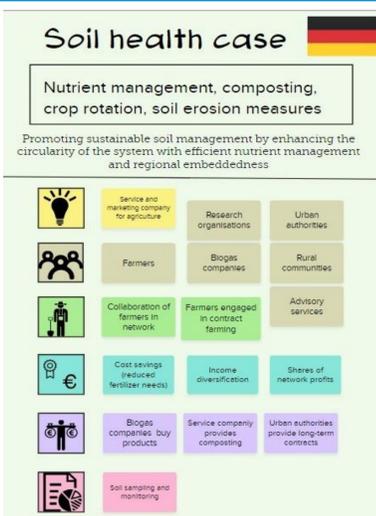


Fig 3. Overview of the soil health case in Germany



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### Key issues for co-designing the business model

- Tailored, contextualised strategies and approaches** to motivate, facilitate and support collaboration between stakeholders
- Involving a trusted local actor** as intermediary facilitates identification and recruitment of different actors
- Recognising** different perceptions, patterns of interactions between stakeholders and the roles of influencers
- Allowing for flexibility** in composition of participants at workshops and to enable a plurality of perspectives
- Providing an open space** for sharing practical experiences and lessons learnt in developing soil health business models

Contact - email

[gerald.schwarz@thuenen.de](mailto:gerald.schwarz@thuenen.de), [elke.plaas@thuenen.de](mailto:elke.plaas@thuenen.de), [marie.vonmeyer-hoefer@thuenen.de](mailto:marie.vonmeyer-hoefer@thuenen.de)

SoilValues website

<https://soilvalues.eu/>

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