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ESA Symposium on Earth Observation for Soil Protection and Restoration
The Project in a nutshell

NOVASOIL – Innovative business models for soil health (GA-101091268, 1/11/2022 – 31/10/2025)
16 partners in 10 countries and 17 case studies

Specific objectives

1. Develop a portfolio of multiple dimensions of business cases and good examples for investing in soil health in Europe and outside Europe.
2. Analysis of current models that allow create new incentives and revenues from healthy soils
3. Implement a co-development approach in the modelling that promote soil health
4. Develop a prototype toolbox of incentives and a testing network
5. Analysis of current policies and technologies about soil health and provide a revenue for farmers and landowners
6. Develop a Community of Practice around soil health investors and key actors
7. Increase the interest on soil health through a Digital Marketing Strategy
What are the preferences for different types of business models?

What is the willingness to participate in carbon farming?

How the technologies will support it?
Earth Observation as a key element

Environmental variables: Vegetation indexes, Water Stress, Soil variables (including SOC), Leaf Area Index, etc...

Baseline

Monitoring

Verification

NOVASOIL Tool-Box

Data Integration

Soil Health Business models

Policy & incentives

NOVASOIL Community of Practice

Co-design

Preliminary

Final

Soil health business opportunities

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- Soil sampling carried out and LULCH analysis
- Google Earth Engine and connected ESA services
- Data integration and monitoring system
- Integration and development in the NOVASOIL Tool-Box
Thank you for your attention

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