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101091268



evenor  
tech™  
Soluciones para uso y  
protección del suelo

Innovative business models for soil health (NOVASOIL).  
Strategies for profitable and measurable soil health business models.

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ESA Symposium on Earth Observation for Soil Protection and Restoration



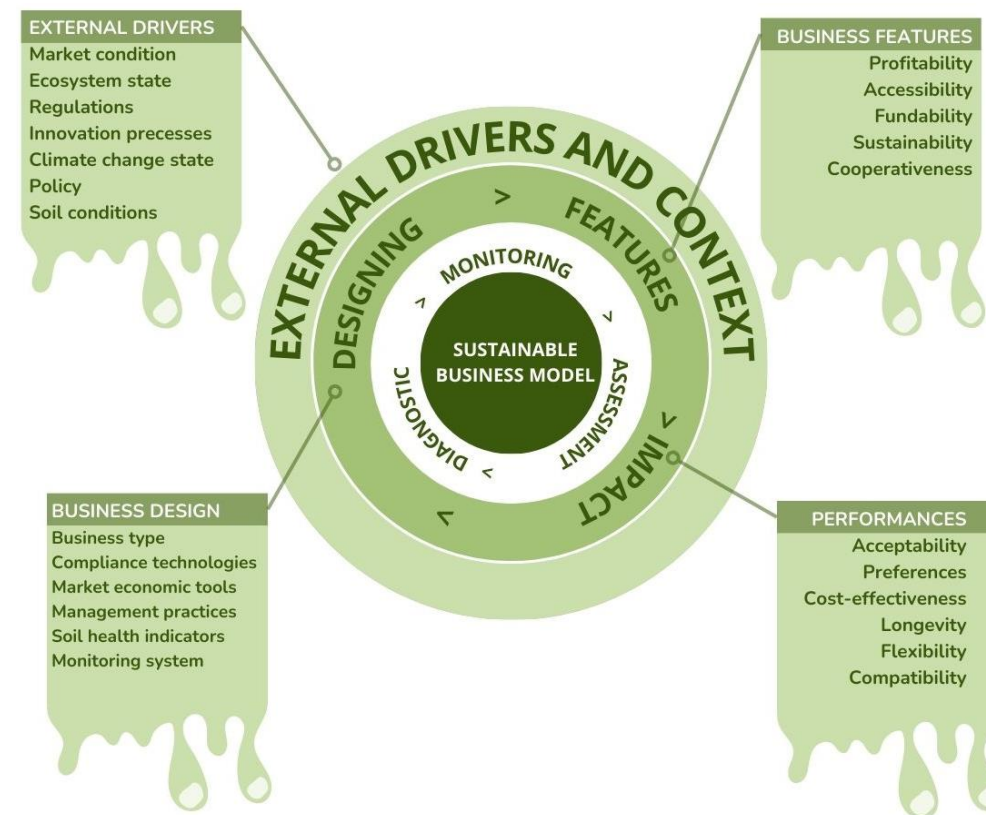
# The Project in a nutshell

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

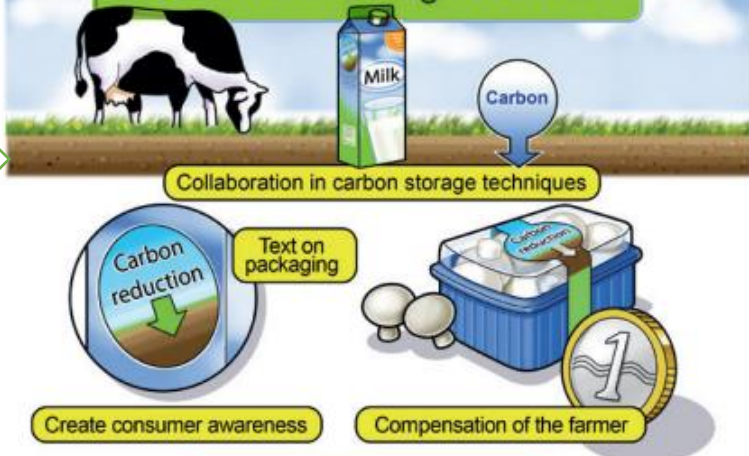




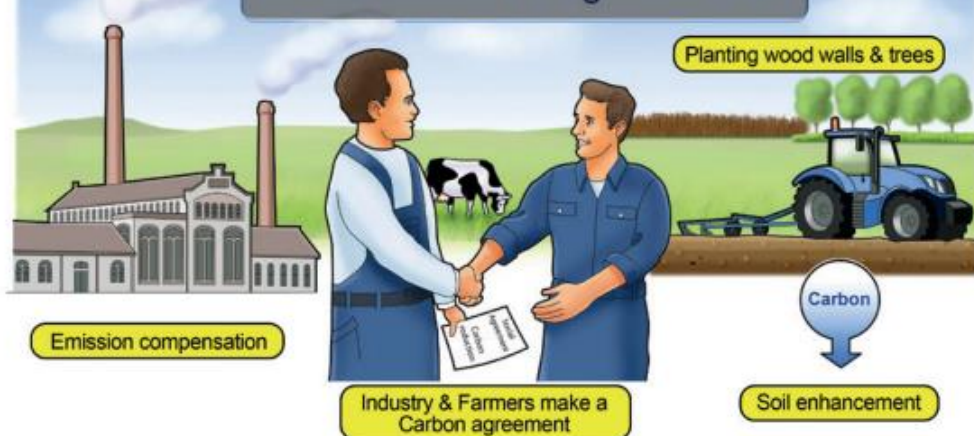
# Business models for Carbon Farming

Reduce or compensate for CO2 emissions by storing carbon in the soil by applying soil management techniques at farmer's level

## Models within the agrifood chain



## Models outside the agri-food chain



## Models at farm level



## Models including government institutions



What are the preferences for different types of business models?

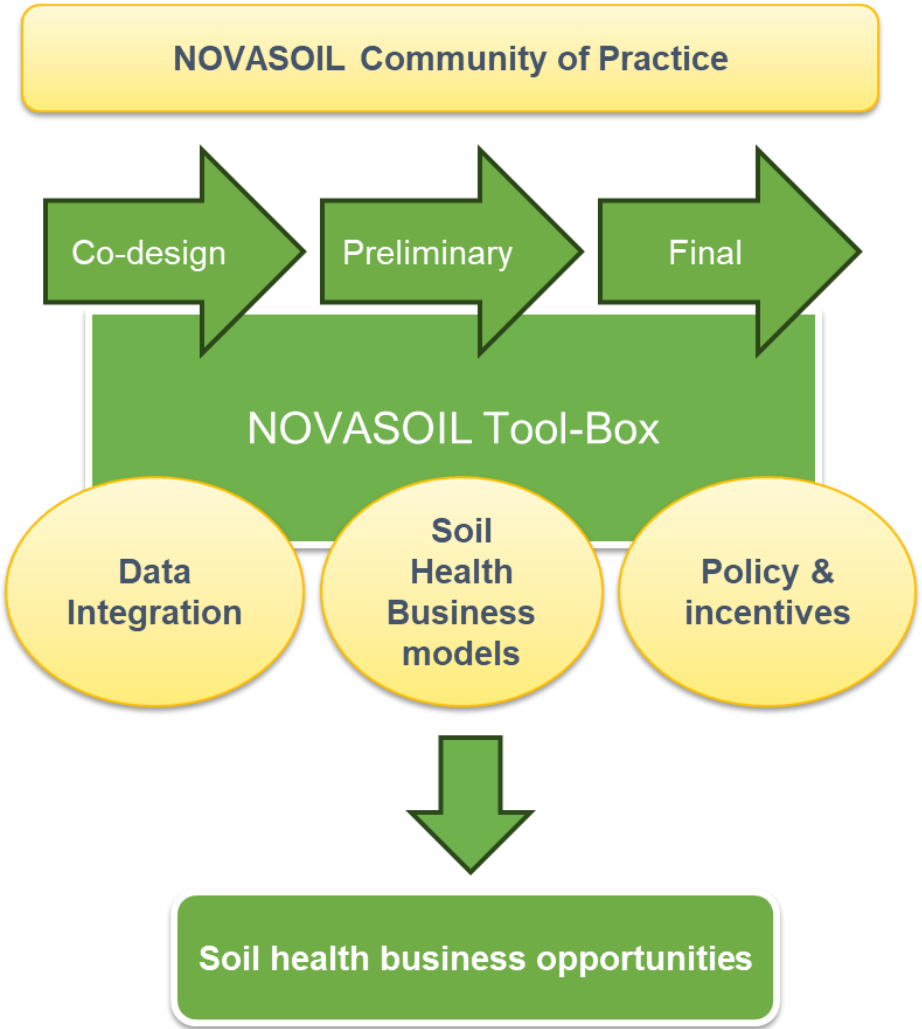
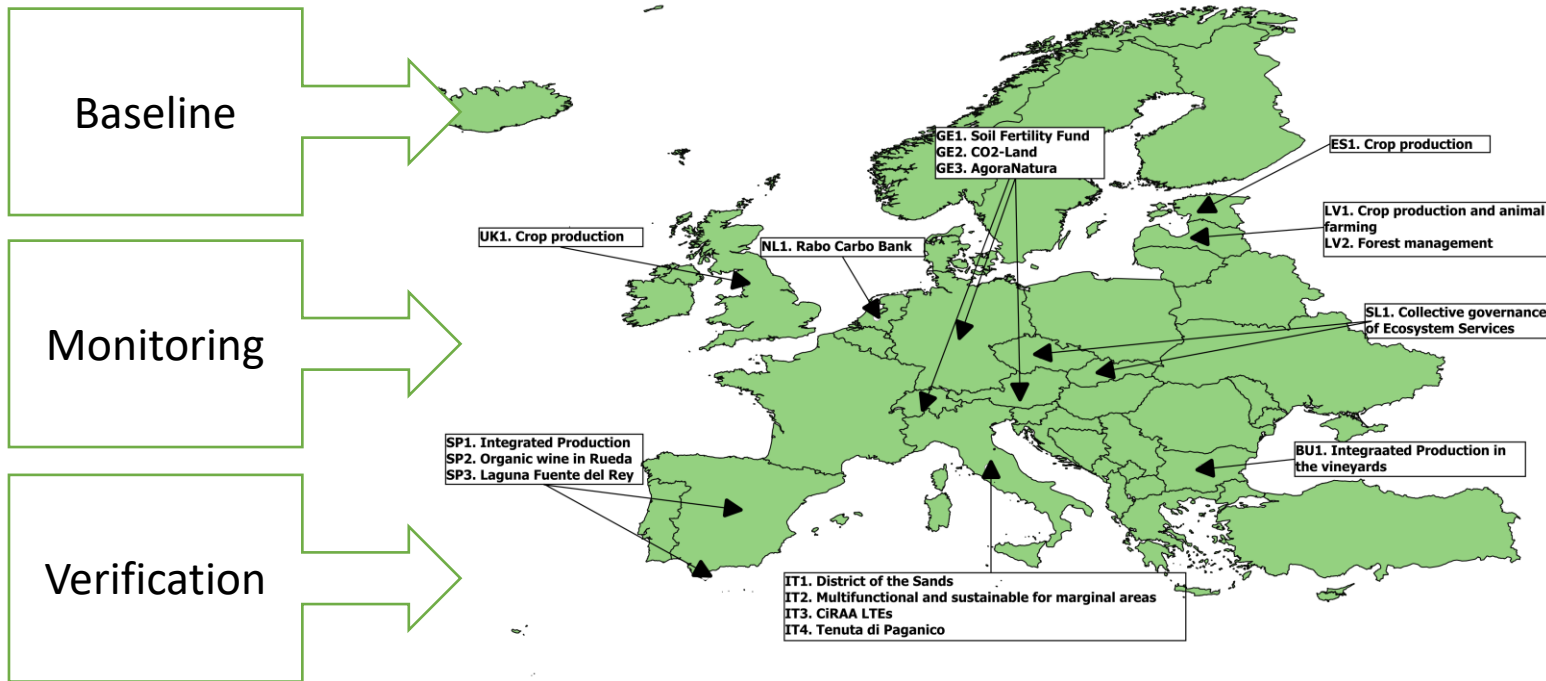
What is the willingness to participate in carbon farming?

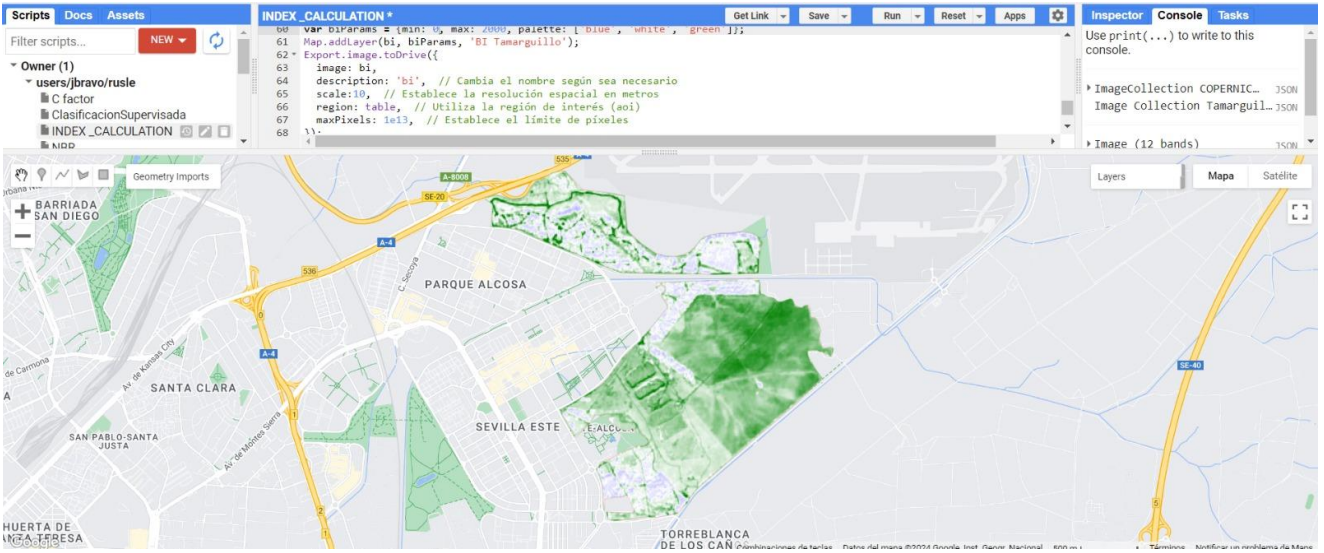
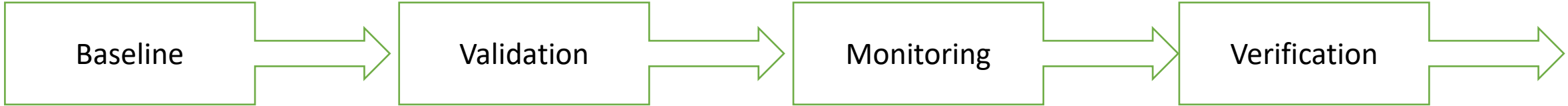
How the technologies will support it?



# Earth Observation as a key element

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





**CASO DE ESTUDIO "PARQUE DEL TAMARGUILLO"**

**Leyenda**

- Sevilla
- Municipios de Andalucía
- Caso de estudio
- Europe
- Sampling points

- 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



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# Thank you for your attention

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