



Collective implementation case studies

In the NOVASOIL project, a collective implementation business model means that all of the key actors involved in the agreement work together to provide goods and services, in a specific area where several landowners can participate. This means that the collaboration of collectives, cooperatives, and farmer/farmer associations is key. Two case studies in the NOVASOIL project are looking for key aspects to replicate the business model. The "District of the Sands" is a coastal area of the Emilia-Romagna Region with a strong agricultural vocation and high-quality horticultural production. However, soil health faces strong pressures due to the high share of sand components and salinisation, subsidence, and loss of organic matter and contamination. In this case study, the researchers will investigate the possibility of developing a Biodistrict to develop new business models aiming at adding value to the soil conservation management with food production through certification and production standards. "A model for multifunctional and sustainable local development of marginal areas" in the Tuscany region, characterized by conventional extensive agriculture and little agricultural value, will focus on learning from experiences in the project by exploring the effectiveness of the actions made in terms of soil fertility and health improvement, productivity rising, resilience, and landscape valorisation. In other words, the 1st case study is looking at how to develop a sustainable business model for agriculture in an area with challenging soil conditions. The 2nd is looking at how to improve the soil health and productivity of marginal agricultural land.

