



European soil health incentives

Incentives related to soil health can exist in various forms and can be implemented through different types of mechanisms. These can range from regulatory to voluntary, including public programs and private initiatives. Sustainable Development Goal 15, which focuses on protecting, restoring, and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification, and halting and reversing land degradation and biodiversity loss, was identified as a particularly important goal for incentives related to soil health. The mapping process categorized incentives conducted on the social, economic, and environmental building blocks of soil health business models within the agricultural and forestry sector. The simplified version of the Business Model Canvas was used for business model estimation, and the analysis of incentives focused on those affecting soil health. The socioeconomic block and the environmental/technology block, together with soil health estimation, were the main directions of the mapping process. The Netherlands stands out with a high number of predominantly policy-driven incentives, while countries like Germany, England, France, and Italy have a considerable number of voluntary incentives. The other countries in the dataset have a smaller number of incentives, and their distribution is relatively balanced between policy-driven and voluntary approaches. However, the number and type of incentives do not necessarily indicate which countries are better prepared, as this may depend on various factors such as political will, institutional capacity, and stakeholder engagement, among others.

