



EUROPEAN UNION



EU MISSIONS

SOIL DEAL FOR EUROPE



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100 living labs and lighthouses to lead the transition towards healthy soils by 2030

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#EUmissions #HorizonEU #MissionSoil

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Horizon Europe R&I Missions

Linking EU's research and innovation to major societal needs;
with strong visibility and impact

A mission is a portfolio of actions across disciplines intended to achieve a **bold and inspirational and measurable goal** within a set timeframe, with **impact** for society and policy making as well as relevance for a significant part of the European population and wide range of European citizens.

Horizon Europe defines **5 missions areas**:

Adaptation to
Climate Change



Cancer



Climate-neutral
and Smart Cities



Restore our
Ocean and Waters



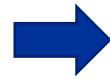
Soil Deal
for Europe





A supportive framework for soil protection in the EU

Policy framework:
“All soils are
healthy by 2050”



Soil monitoring
and data reservoir



Programme for research and innovation,
citizen engagement and outreach





Mission goal and specific objectives

1. Reduce desertification

2. Conserve soil organic carbon stocks

3. Stop soil sealing and increase re-use of urban soils

4. Reduce soil pollution and enhance restoration

100 living labs and lighthouses to lead the transition towards healthy soils by 2030

5. Prevent erosion

6. Improve soil structure to enhance soil biodiversity

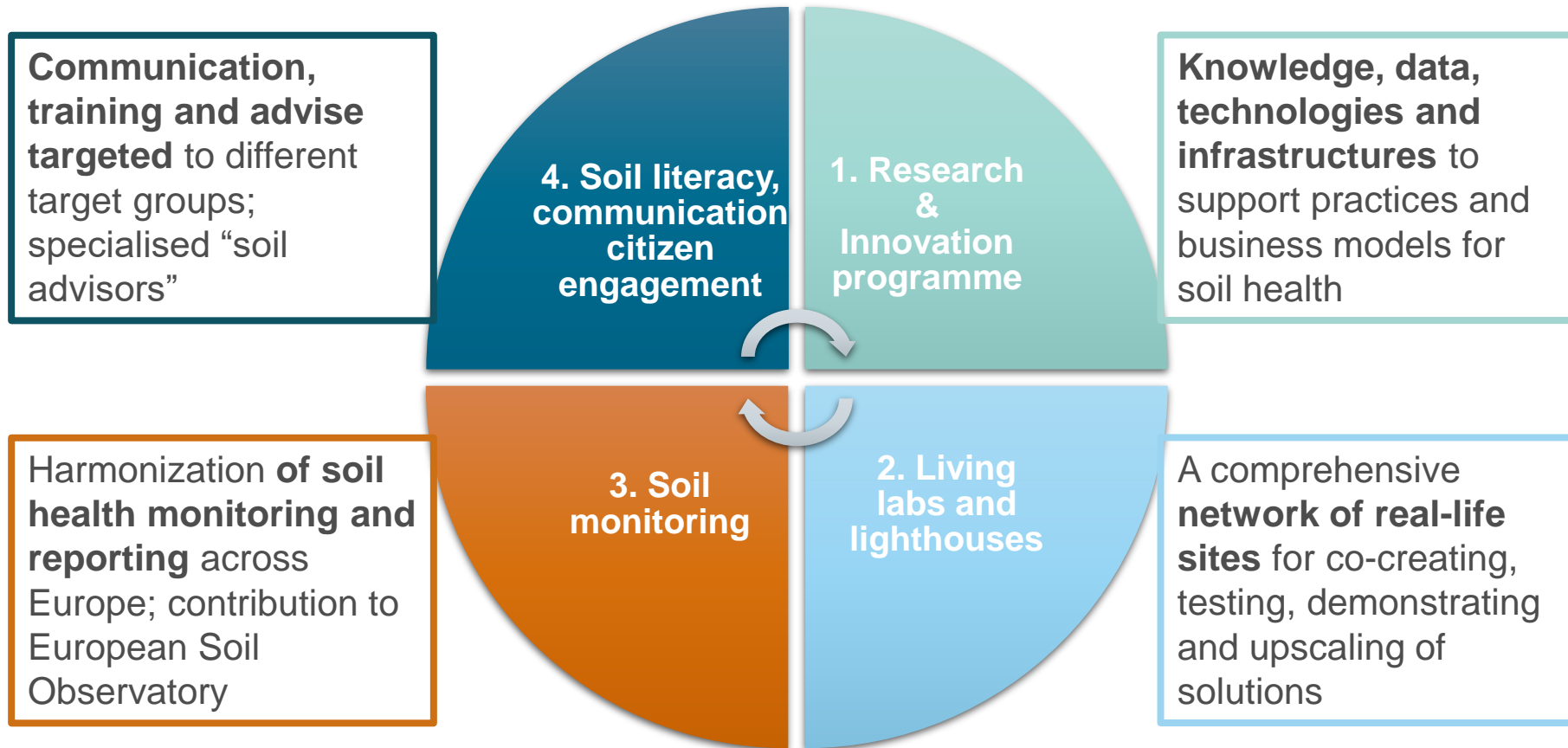
7. Reduce the EU global footprint on soils

8. Improve soil literacy in society



How will the Mission be implemented?

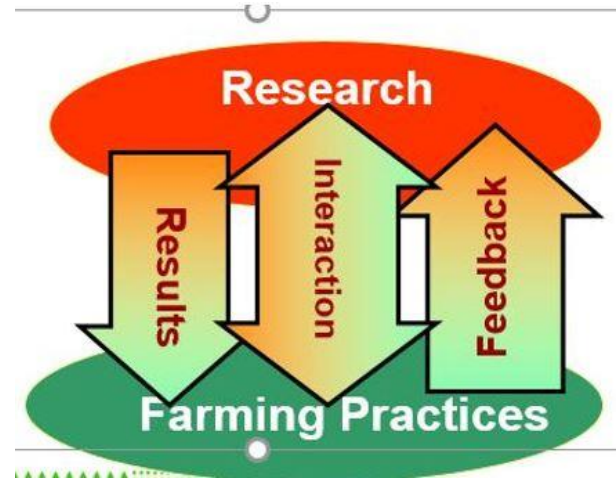
Activities under the **four building blocks** to address **soil health** and the **drivers of soil health**



Co-implementation of mission by: researchers, land managers, regions, businesses, policy makers, citizens and international partners

Why focus on Living LABs?

INTERACTIVE INNOVATION: **CROSS-FERTILISATION** IS KEY FOR TACKLING COMPLEX CHALLENGES AND DEVELOPING OPPORTUNITIES FOR INNOVATION



Co-creation:

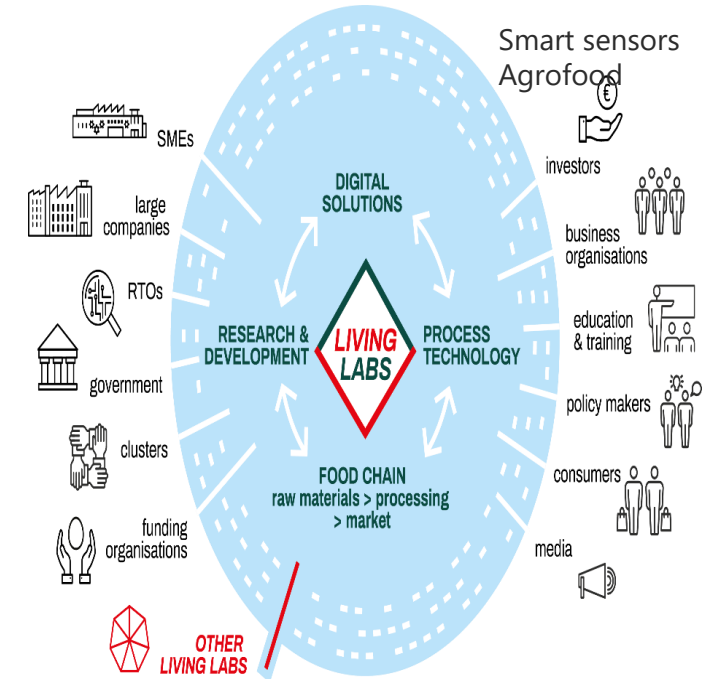
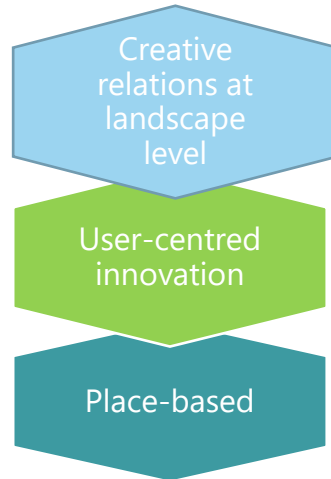
"I not only use all the brains that I have, but all that I can borrow"

*Woodrow Wilson –
President of the USA, 1913-1921*



Living labs are...open innovation arrangements

- Principles
 - Co-creation
 - With users
 - In reality
- Values
 - Knowledge
 - Business
 - Social



Multiple actors with complementary knowledge

Social and behavioural sciences

Goal of the SOIL HEALTH Mission, by 2030:

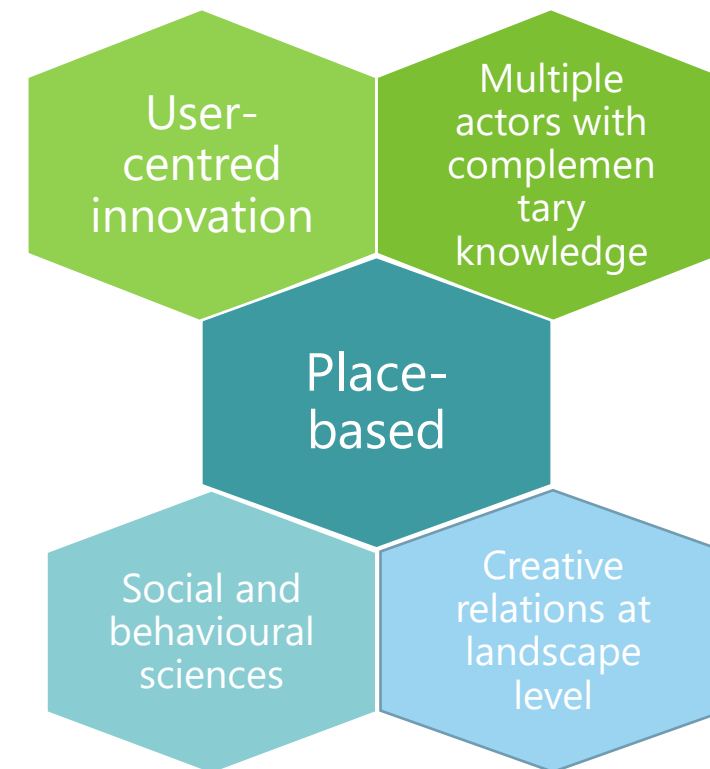
100 living labs and lighthouses to lead the transition towards healthy soils

Living labs (LL) are a core element of the mission

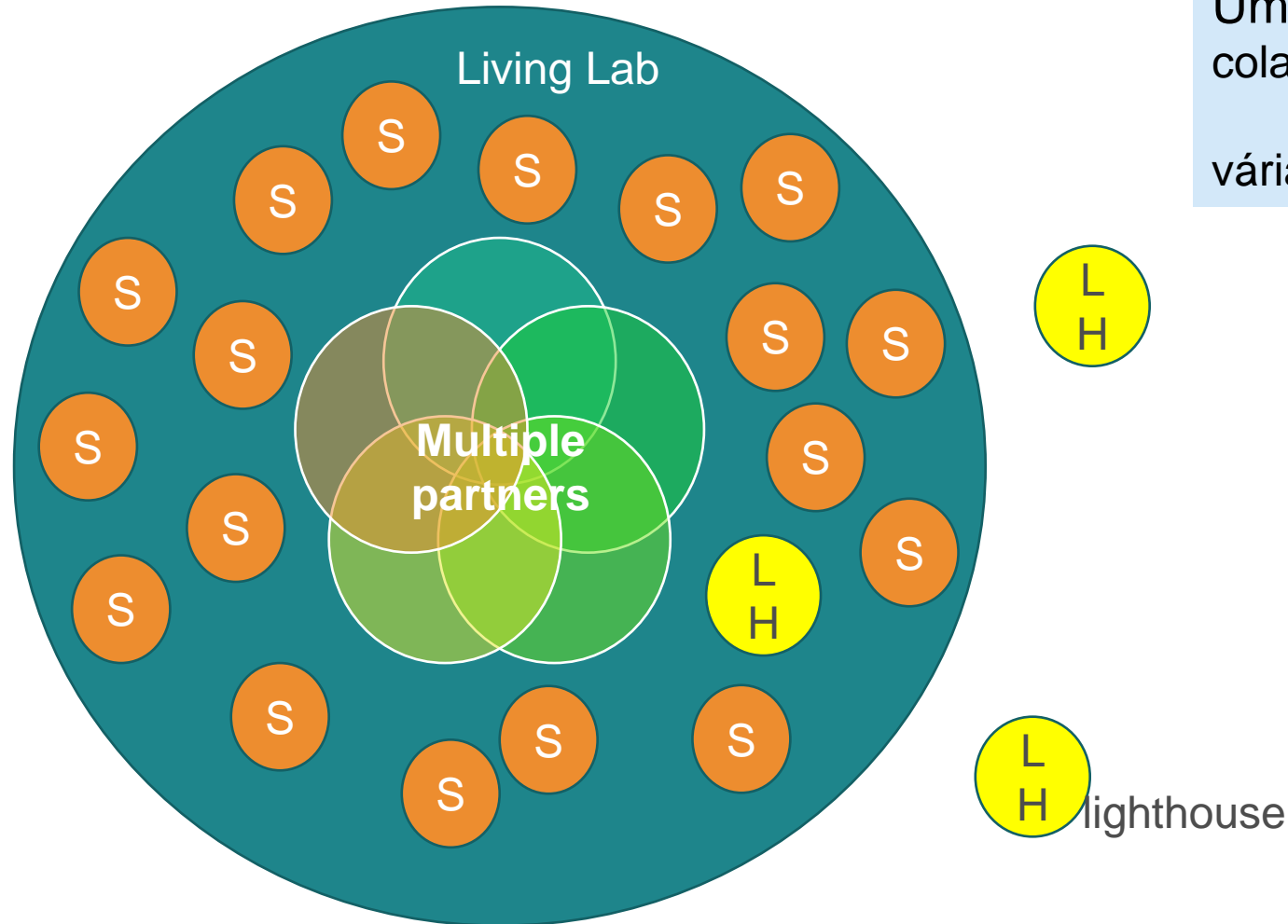
- They are **real-life sites** in **rural or urban** areas in which people from **various sectors and backgrounds** experiment and test solutions in a **co-creative** manner.
- Each living lab contains a **group of sites and partners** working together at **regional or sub-regional level**.
- Specific **criteria** for living labs have been developed under the mission to ensure common approach and comparability of data and experiences.

Lighthouses (LH) are individual sites of exemplary performance

- They are places for **showcasing good practices, training** and **communicating**.
- They help with the adoption of sustainable practices by **inspiring land users**



One living lab= partners collaborating at regional level and experimenting on multiple sites



Um laboratório vivo » parceiros colaboram à escala regional com experimentação feita em várias explorações ou parcelas

One living lab
=
one region/area
in
one country

LIVING LAB = Laboratório Vivo

3 core principles



User-centred innovation

Activities focus on the users' needs and users are involved throughout the development process



partners and construction adapted to each regional context



Working in partnership

Experts from various disciplines and backgrounds tackle a common issue



final users test solutions and contribute to the solutions to be tested and selected



Real-life context

Testing takes place where the users would actually use the technology or practice



farmers, forest owners, land owners, urban planners, researchers, collaborators

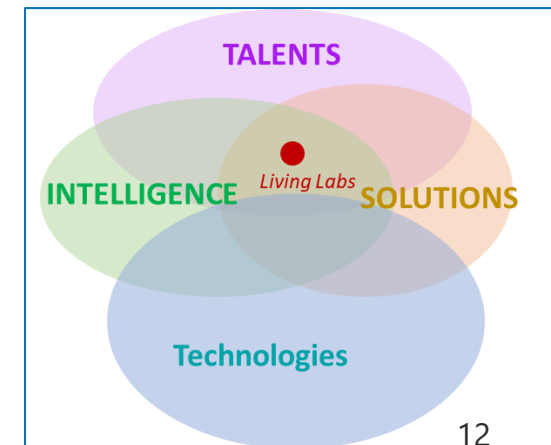


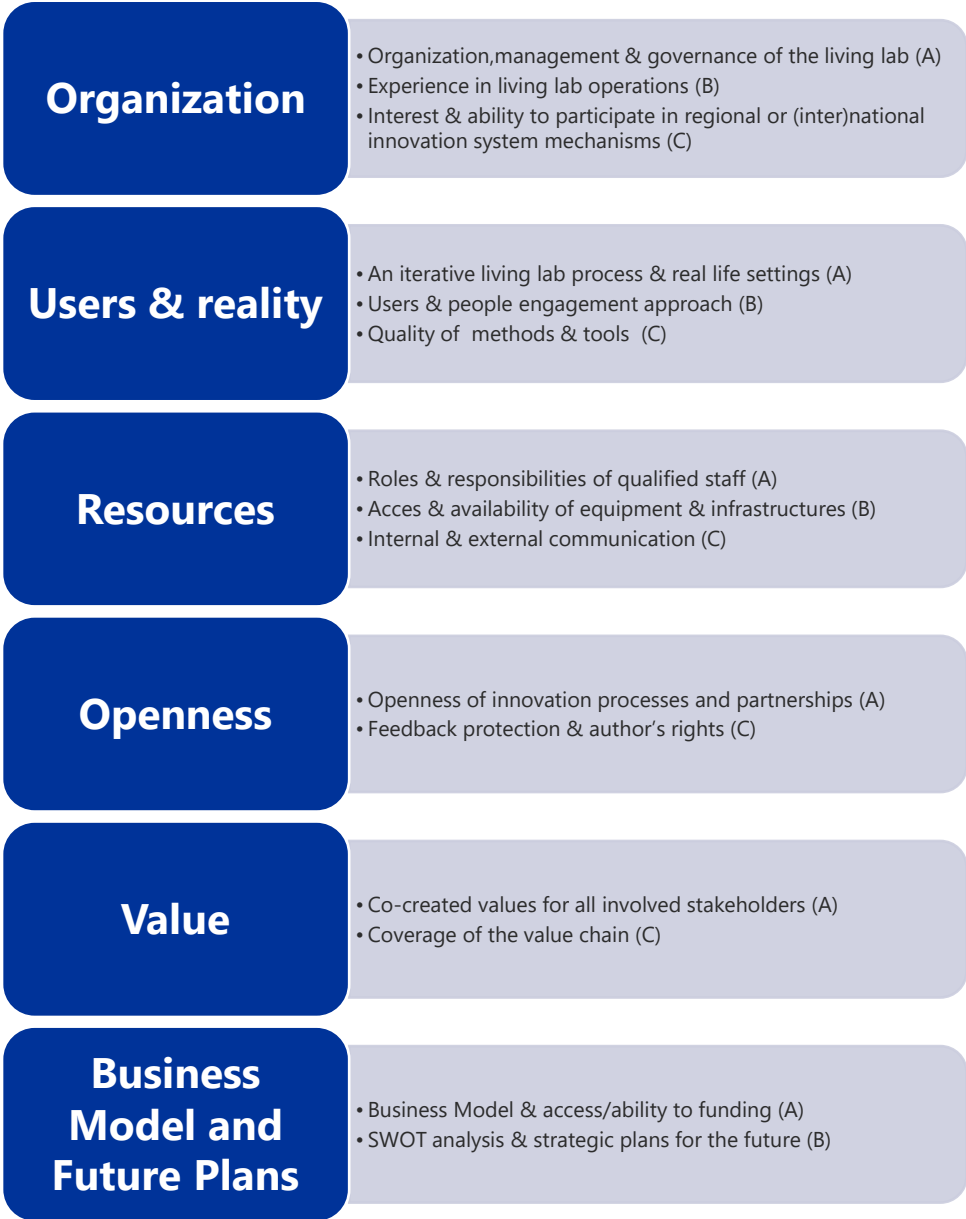
In short, the assets

- ✓ Principles commons to scientists, policy makers, producers, stakeholders
 - ✓ New way of experimenting
- ✓ New ways of raising research questions
 - ✓ New object for research



Living labs, the most refined open innovation arrangement





Success factors

Good management : Matching multiple timetables and deadlines; Maintaining common interests and objectives; Relations with user communities; Long-term commitment;

Effective and long term funding; reached with co-funding

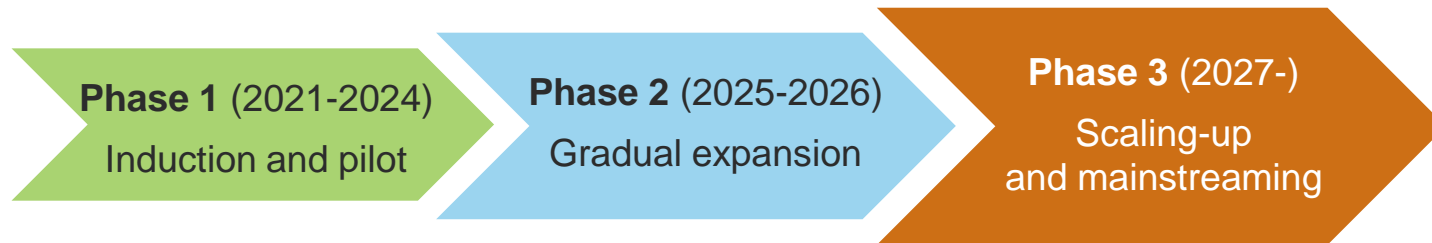
Common language: Patience, Openness, Passion;

Outreach, + Learning, organisational structure; Rapid value creation, Project portfolio;

Business model and.... supportive policies



Living Labs and Lighthouses





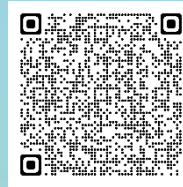
Useful links

- **Official webpage** Mission A Soil Deal for Europe - <http://ec.europa.eu/mission-soil>
- **Implementation Plan** Mission A Soil Deal for Europe - [EU Mission Soil Deal for Europe Implementation Plan \(europa.eu\)](#)
- **Factsheet** Mission A Soil Deal for Europe - [EU missions - Publications Office of the EU \(europa.eu\)](#)
- **Factsheet** Mission A Soil Deal for Europe - Living Labs - [EU mission, soil deal for Europe - Publications Office of the EU \(europa.eu\)](#)
- **Webpage** EU Missions - [EU Missions in Horizon Europe | European Commission \(europa.eu\)](#)
- **Video** EU Mission “A Soil Deal for Europe” - <https://youtu.be/3hPIZqwwhhM>
- **Podcast episode** Food for Europe - Ep. 15 Soils in danger: Europe fights back - [The Food for Europe podcast | \(europa.eu\)](#)
- **Podcast episode** Behind the Scenes - [S02/E05: A blossoming career as a soil keeper | Behind the Scenes on Acast](#)
- **News article** On a mission to save our soils - the EU's plan to rebuild the land - [Futuris episode Euronews](#)



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Thank you!

For further information and questions please contact the Mission Secretariat:

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