



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**

**Teresa Pinto Correia**  
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**#EUmissions #HorizonEU #MissionSoil**



## 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







## 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

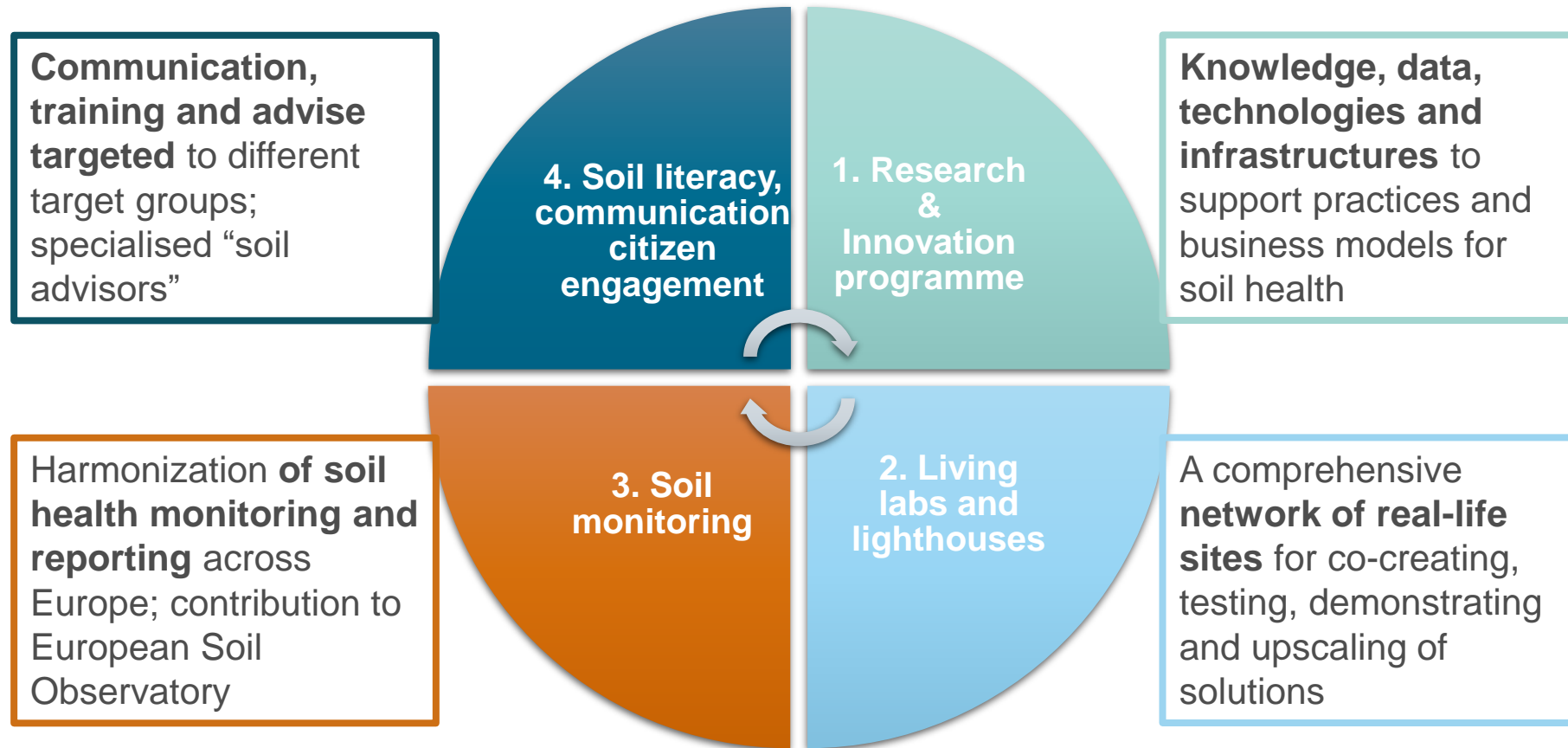


8. Improve soil literacy in society



# How will the Mission be implemented?

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

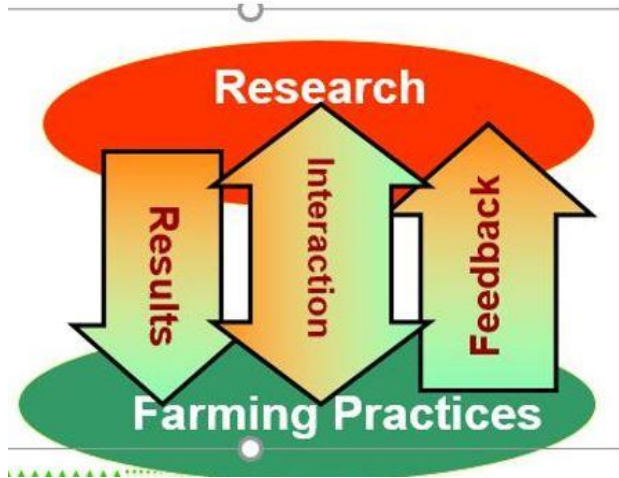


**Co-implementation of mission by:** researchers, land managers, regions, businesses, policy makers, citizens and international partners



# Why focus on Living LABs?

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

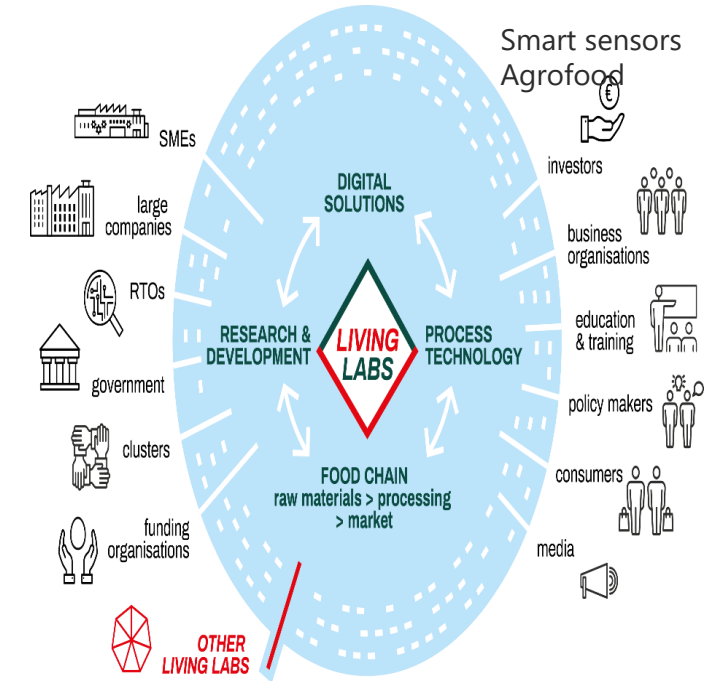
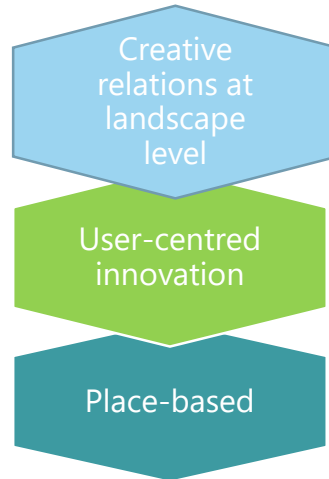


Co-creation:  
"I not only use all the brains that I have, but all that I can borrow"  
Woodrow Wilson –  
President of the USA, 1913-1921



# 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:

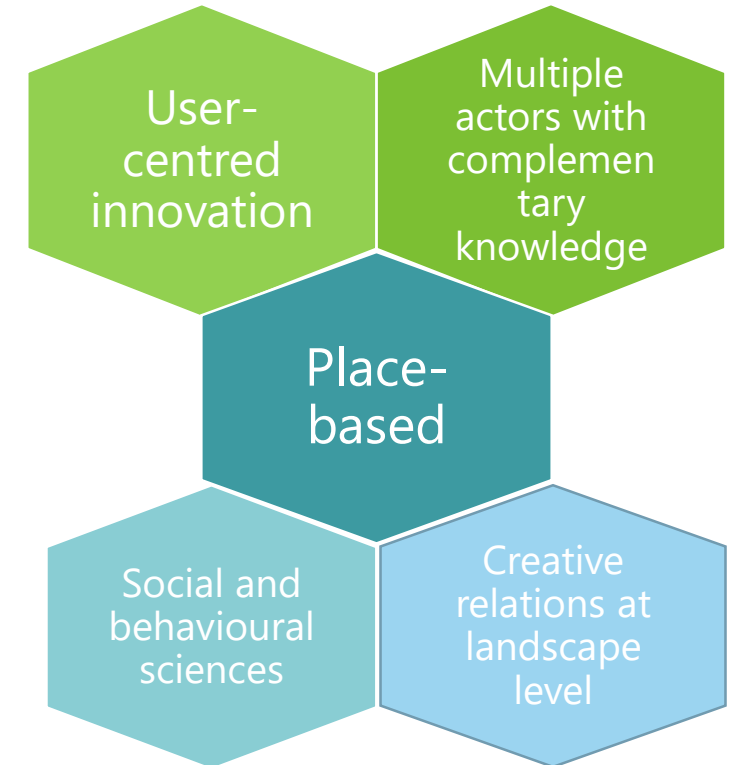
### 100 living labs and lighthouses to lead the transition towards healthy soils

#### 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.

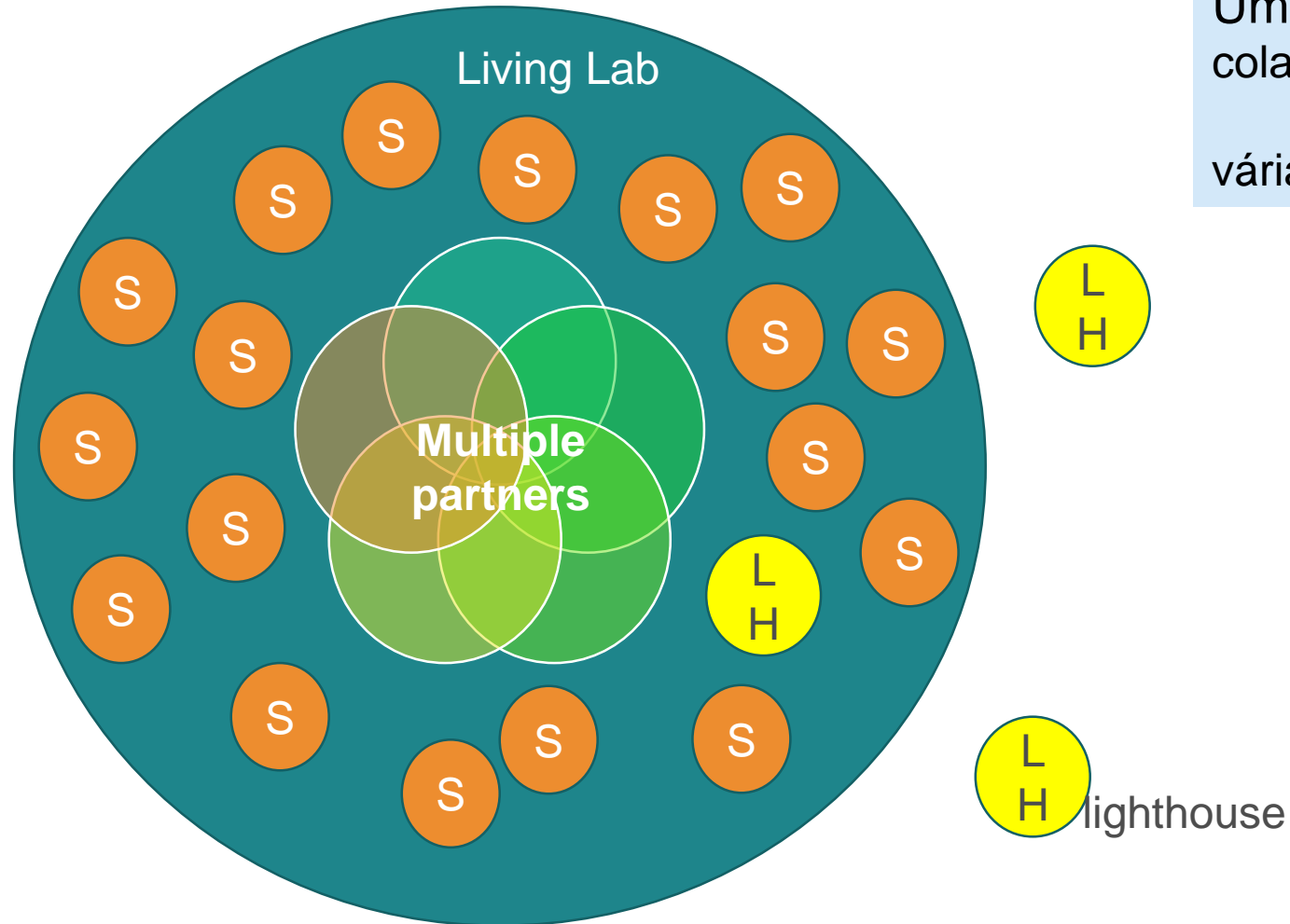
#### Lighthouses (LH) are individual sites of exemplary performance

- 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

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



### Working in partnership

Experts from various disciplines and backgrounds tackle a common issue



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



### Real-life context

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



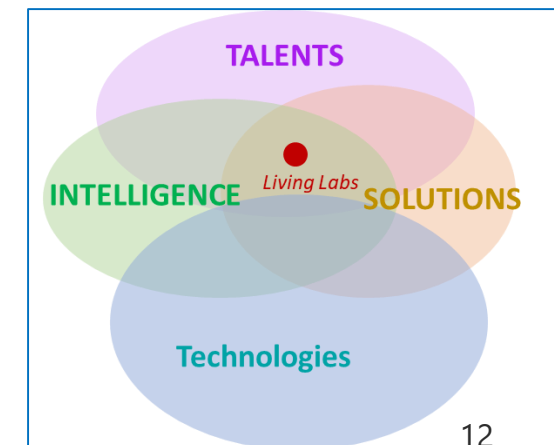


## In short, the assets

- ✓ 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







European  
Network of  
Living Labs

Organization

- Organization, management & governance of the living lab (A)
- Experience in living lab operations (B)
- Interest & ability to participate in regional or (inter)national innovation system mechanisms (C)

Users & reality

- An iterative living lab process & real life settings (A)
- Users & people engagement approach (B)
- Quality of methods & tools (C)

Resources

- Roles & responsibilities of qualified staff (A)
- Access & availability of equipment & infrastructures (B)
- Internal & external communication (C)

Openness

- Openness of innovation processes and partnerships (A)
- Feedback protection & author's rights (C)

Value

- Co-created values for all involved stakeholders (A)
- Coverage of the value chain (C)

Business  
Model and  
Future Plans

- Business Model & access/ability to funding (A)
- SWOT analysis & strategic plans for the future (B)



**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***

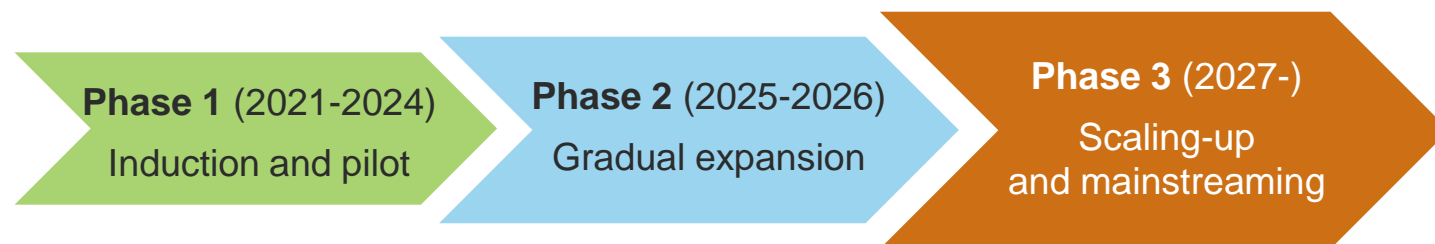
*Common language: Patience, Openness, Passion;*

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

*Business model and.... supportive policies*



# Living Labs and Lighthouses





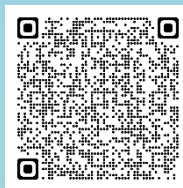
## Useful links

- **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:

[EU-HORIZON-MISSION-SOIL@ec.europa.eu](mailto:EU-HORIZON-MISSION-SOIL@ec.europa.eu)

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