



## WEBINAR

BY SIDEA ENVIRONMENTAL ECONOMICS AND BIOECONOMY GROUP

# THE VALUE OF SOIL: BUSINESS MODELS, CASE STUDIES, AND NEW FRONTIERS FOR IMPROVING SOIL VALUE ASSESSMENT

- **Incentivizing soil health in agriculture: how to finance sustainable soil management measures using public and private sources**, Erik Mathijs, KU Leuven University, Belgium
- **Recentring business models around soil health: the case of SoilValues**, Marco Moretti, KU Leuven University, Belgium
- **From soil health to viable business models: insights from NOVASOIL**, Daniele Vergamini, University of Pisa, Italy



THURSDAY, FEBRUARY 26TH  
H. 9.30AM-11.30AM



WEBINAR LINK  
<https://meet.google.com/zrf-vsze-fun>

L'evento partecipa al programma di formazione professionale continua dei Dottori Agronomi e dei Dottori Forestali per 0,25 CFP con riferimento al Regolamento CONAF n. 162/2022



SOCIETÀ ITALIANA DI ECONOMIA AGRARIA



Ministero della Giustizia