

WEBINAR
BY SIDEA ENVIRONMENTAL ECONOMICS AND BIOECONOMY GROUP

THURSDAY, FEBRUARY 26TH

H. 9.30AM-11.30AM

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
- Mission Soil Work Programme 2026, **Diego Marazza**, member of the Mission Board for the Mission 'A Soil Deal for Europe'



WEBINAR LINK

<https://events.teams.microsoft.com/event/6be35eda-7a55-4bb2-8abe-6e35944ab146@13b55eef-7018-4674-a3d7-cc0db06d545c>

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

