



# Bringing Science to Society through Co-Innovation and Co-Creation – The Soil-Health and Food Mission

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## ***How to achieve up-take and out-scale? A farmer's perspective***

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# Motivation

Which sustainable goals from UN do we want to target?



Which deals from EU green deal do we want to achieve?

In terms of soil management





# To achieve up-take from farmers we have to:

1. Get farmers **involved** in the process
2. Farmers **need to understand** the correlation between different sustainable soil practices and its indicators/environmental outcomes
3. Make **living labs** and **lighthouses** to show that the new technic can be implemented and that it works in the field. To experiment in the laboratory is not the same as in the “**real field**”!
4. Organise open days in the test fields and in farms



To achieve up-take from farmers we have to (cont.):

5. **Facilitate** farmers' **access** to research results
6. Involve farmers associations in the **dissemination** of new techniques
7. Make sure that the technic is **economically viable** so there is a **positive balance** between **results and expenditure**
8. **Mesure, quantify** and **disseminate** results



# To achieve out-scale we have to:

1. **Organise open days in lighthouse farms** to show it works
2. **Train farmers** to master the new technique
3. Provision of **technical manuals** to implement new technique
4. Get farmers in **groups to discuss** what problems they face to implement the new technic in their farms
5. Get a **product differentiation** to distinguish and enhance those in market and price differentiation



**Thanks for your attention!**  
**Obrigado pela vossa atenção!**

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