

Online 2° Multiplier Event

"The Results of the NOVASOIL project – Investing in Soil for a Sustainable Future"

12 June 2025
10:00 am – 12:00 pm
(Paris, Madrid, Brussels time, UTC+2)
on Microsoft Teams

The **NOVASOIL project**, funded by the European Union, is dedicated to showcasing the **societal and environmental benefits of investing in soil health**. Over the past two and a half years, the project has worked to develop tools, strategies, and policy insights that promote sustainable soil management, particularly within the fruit and vegetable sector.

This **second multiplier event** is a key moment to share and discuss the outcomes of the NOVASOIL project with a broad community of stakeholders.

Objectives of the Event:

- Present an overview of the NOVASOIL project and its goals
- Share the main results achieved throughout the project's duration
- Demonstrate the **NOVASOIL Toolbox**, a practical set of tools to support decision-making and soil health investment
- Highlight policy recommendations and stakeholder feedback collected during the project
- Facilitate discussion on soil-related challenges and opportunities in the fruit and vegetable sector

Participants will have the opportunity to learn from project partners, exchange ideas, and engage in a meaningful dialogue on improving **soil health while boosting resilience and sustainability across the agri-food value chain**.

PROGRAMME

9:45 – 10:00 **Participants Connection**

10:05 – 10:10 **Welcome & Opening**

10:10 – 10:25 **Presentation of the project**

Speaker – Dr. Francisco Jose Blanco Velazquez (EVENOR, Spain, Novasoil Project Coordinator)

10:25 – 10:45 **Digging into NOVASOIL: The toolbox review**

Speaker – Prof. Dimitri Nikolov & Assoc. Prof. Ekatherina Tzvetanova (NBU, Sofia, Bulgaria)

10:45 – 11:20 **Incentives and Policy Recommendation**

Speaker – Prof. Fabio Bartolini (University of Ferrara)

11:20 – 11:45 **Evaluation & Feedback**

11:45 – 12:00 **Question & answer session**

[Register here](#)

For more information about the NOVASOIL project, visit: <https://novasoil-project.eu/>

For more information about the training, contact: Eriselda Canaj, euprojects@areflh.org





Innovative Business Models for Soil Health

Once you've registered, you will receive an email with detailed instructions on how to connect in Microsoft Teams



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