



# Governance and business models for living labs: Rural regeneration hubs for tackling soil health challenges in the Mediterranean region.


## Project Presentation



**Funded by  
the European Union**

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# A BRIEF INTRO 4ALL

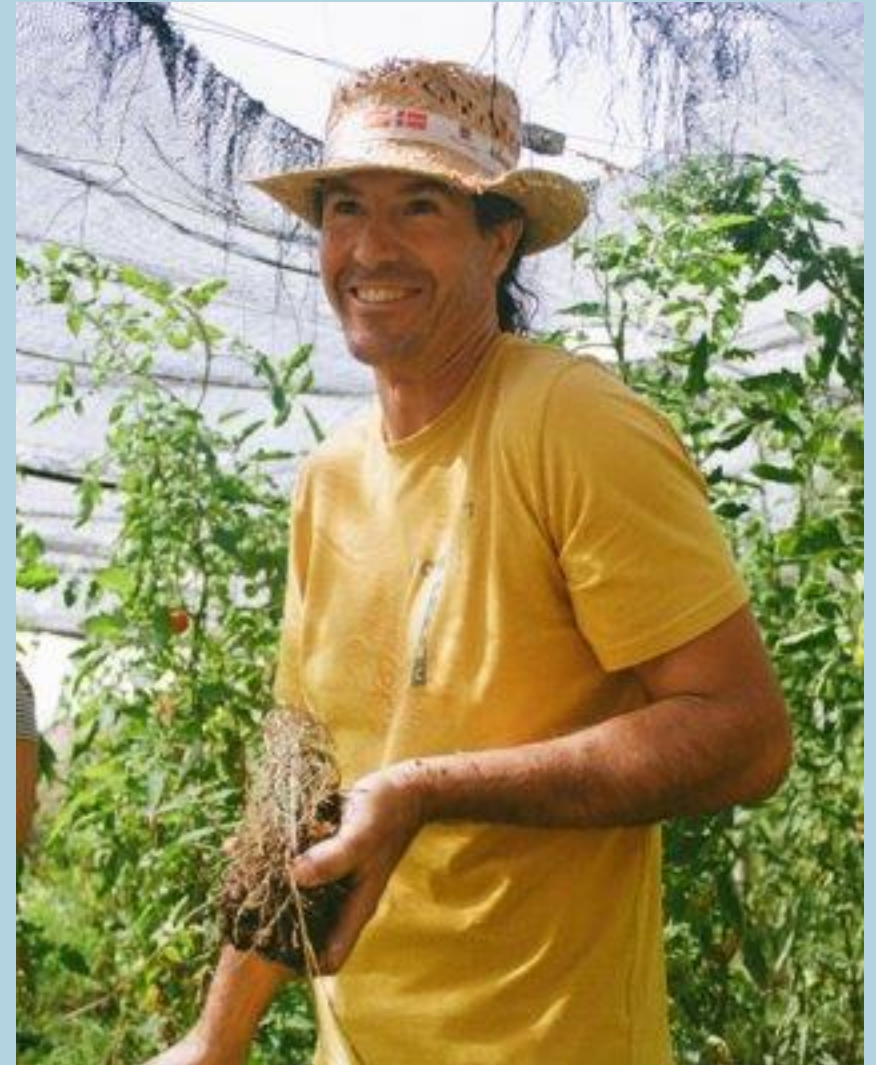


GOV4ALL envisions a Mediterranean region where people, nature, and soil **thrive**.

Where communities are **inspired**.

Where ecosystems **blossom**.

Where sustainable business **flourish**.





# Rural Revival

**GOV4ALL** seeks to open people's eyes to the possibility of turning degraded lands into **fertile grounds**, where **innovation** and **tradition merge** to create a **better world** for **future generations**.



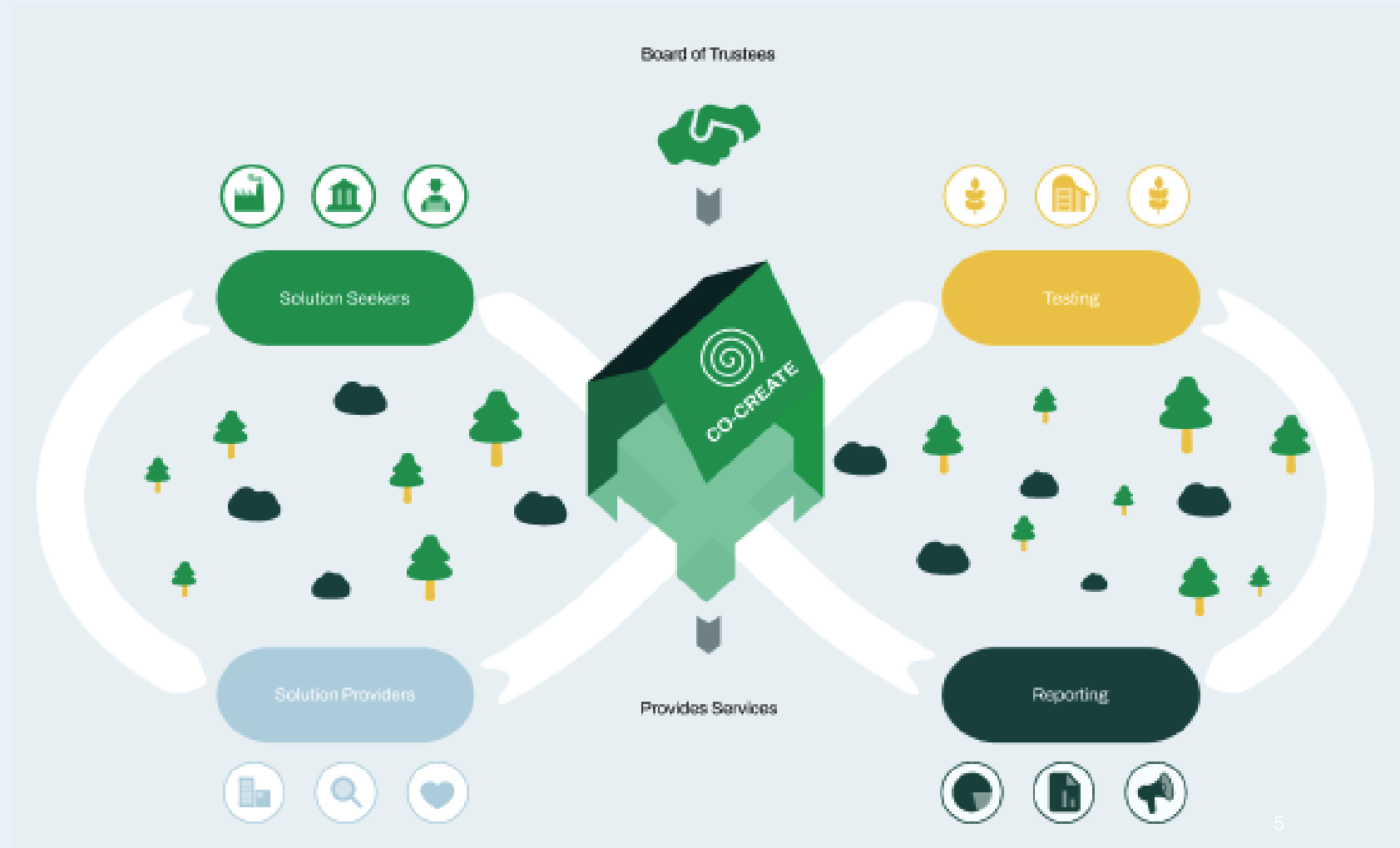


# Co-creating Sustainable Change

**GOV4ALL** will demonstrate that systemic soil management transformations are possible at a regional level.

Rural communities will spearhead rural regeneration hubs that channel training opportunities, innovative solutions and business models.

**Hubs** will connect local communities with governing bodies at all levels.



How?

¿Cómo?

Comment ?

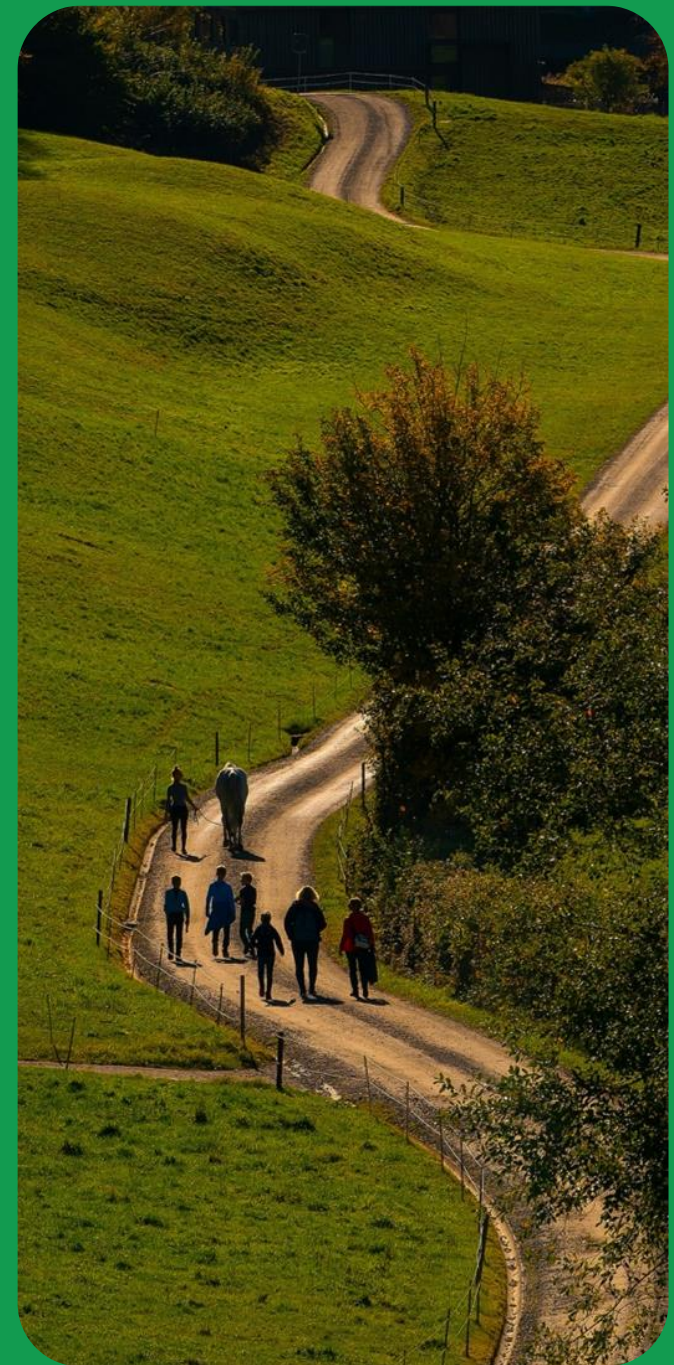
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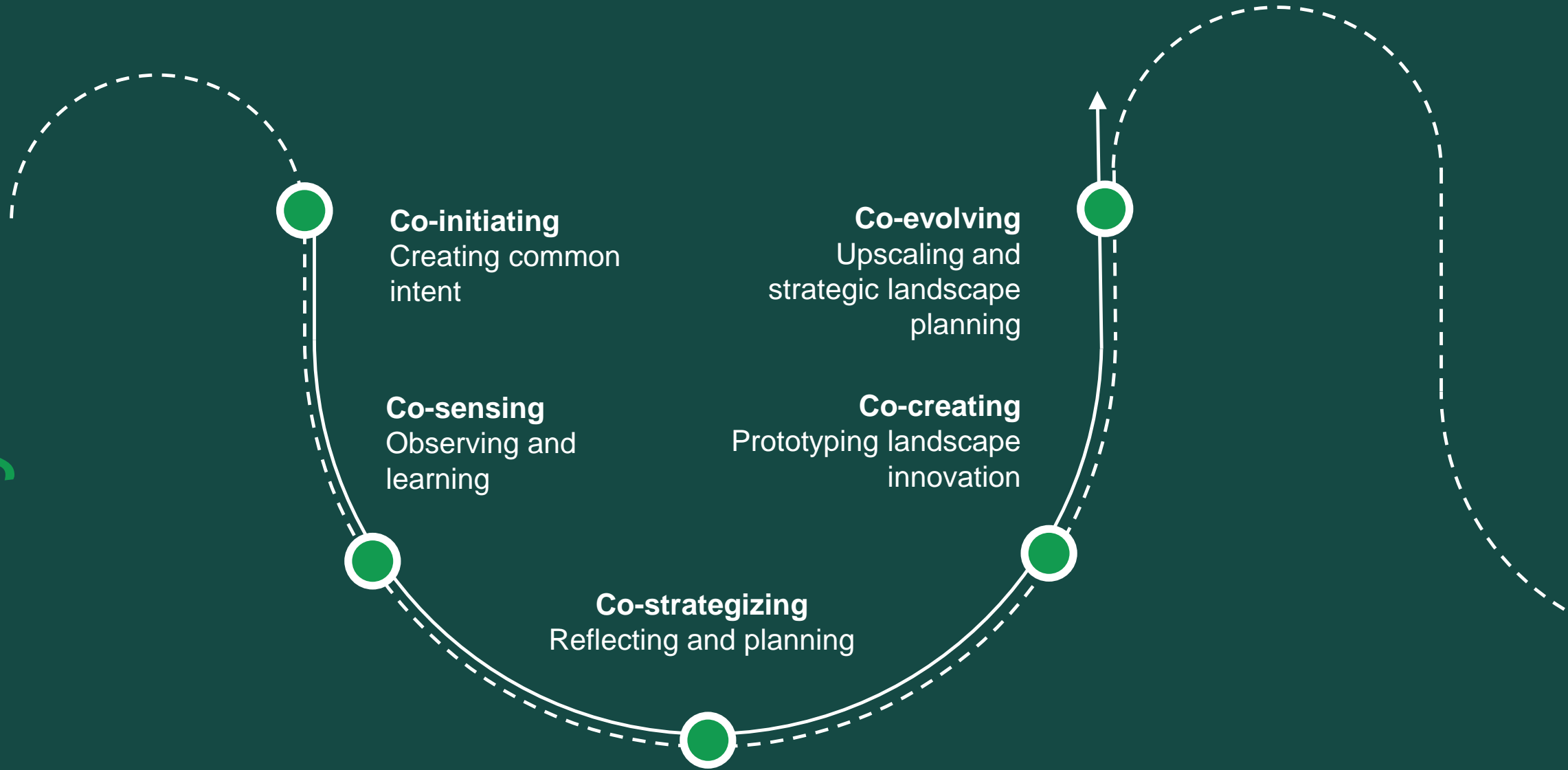
# A Common Vision For Landscape Transformation

**GOV4ALL** is united across the Living Labs  
by a Shared Vision.

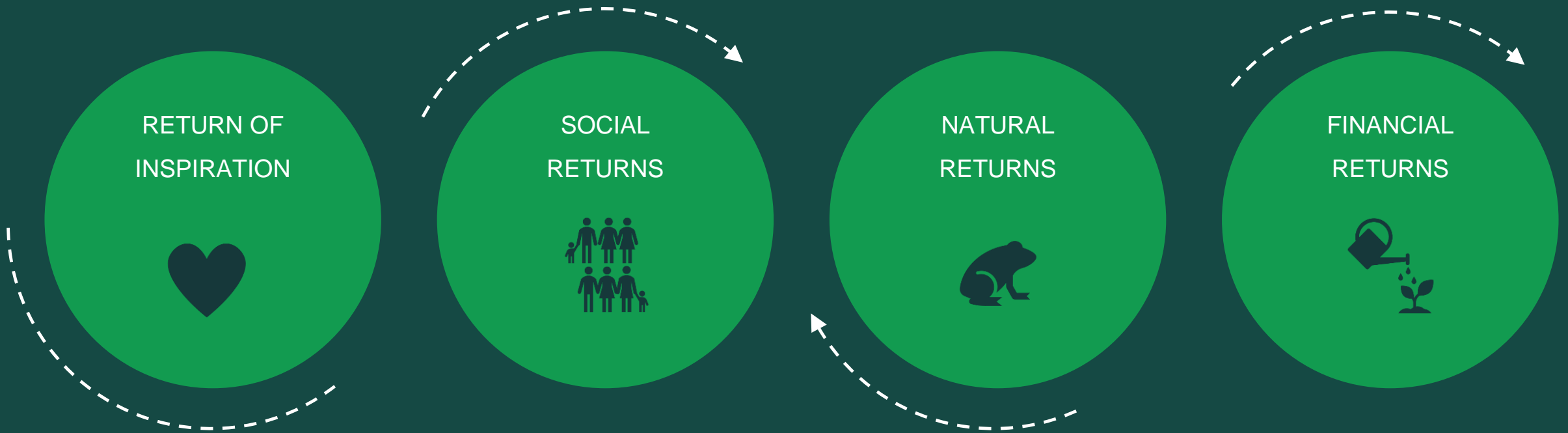
This Shared Vision is guided by **Theory U**  
and the **4 Returns Framework**



# Theory U



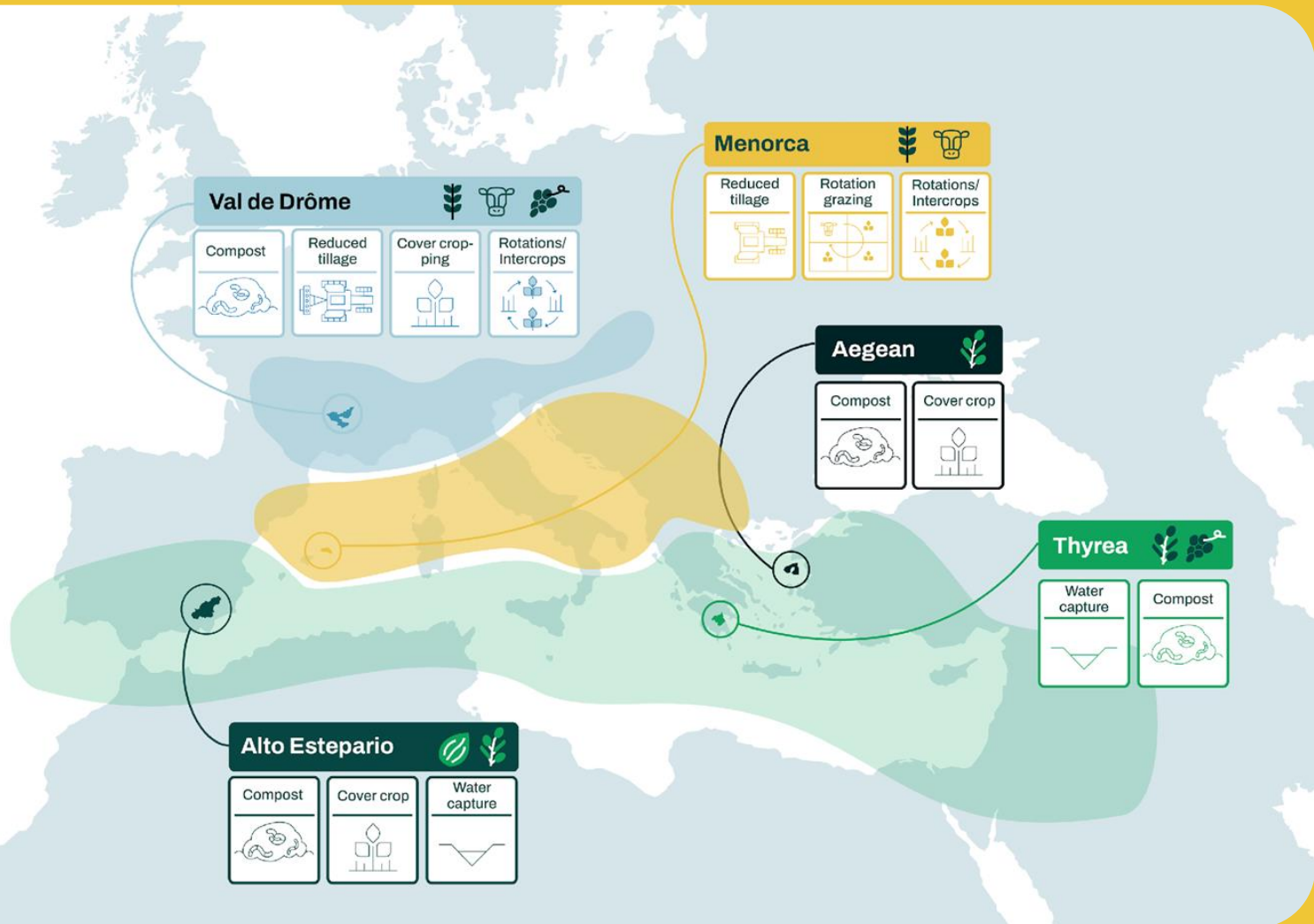
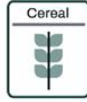
# The 4 Returns Framework





# 5 Soil health Living Labs

key produce





# Structure and Work Packages

## Coordinator

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## Institution

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WP1	<b>Living Lab governance for participatory processes</b>	To explore regional needs and drivers, and to validate <b>governance models for operating multi-actor co-creation processes</b>
WP2	<b>Rural Regeneration Hubs: from problems to solutions</b>	To <b>establish five</b> , service-based, agro-innovation <b>hubs for soil conservation and regeneration</b> in the Mediterranean ( <b>LLs</b> )
WP3	<b>Co-designing, monitoring and validating soil health practices</b>	To define regional baselines and <b>monitor the impact of selected innovations on soil health</b>
WP4	<b>Sharing knowledge ready for practice</b>	To facilitate the <b>diffusion of innovation through an increased knowledge flow</b> between actors
WP5	<b>Sharing knowledge ready for practice – Coordination and Communication</b>	To facilitate management, communication guidelines to ensure successful submission of deliverables, to develop screenplay for documentary



# Outcomes

**Increased soil literacy** and multi-actor awareness.

Strengthened capacity of **cooperation to tackle soil health challenges.**

Support for **identifying and scaling up sustainable soil management.**

**Reliable soil data** is available to facilitate timely interventions.

More broadly understood **soil health indicators.**

Increased regional appetite for **farming innovation.**

**Solutions for soil health challenges** are more easily identified and tested.

**Facilitated policy interventions** to favour regional soil regeneration.

**Validated information** on best management of soils in the Mediterranean.



# Facts & Figures

**36** partners

**7** countries



**54** months

JUN 2024 TO  
DEC 2028

**12M€** budget



# Partner Map





# Thank you.

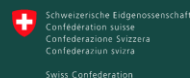
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