# D2.2 Map of stakeholders

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# Deliverable Information Sheet

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|---|---|
| **Version** | 2.0 |
| **Grant Agreement Number** | 101218207 |
| **Project Acronym** | GroundWork |
| **Project Title** | Regenerative living labs to improve soil ecosystem functions by adapting agricultural land use with livestock integration |
| **Project Call** | HORIZON-MISS-2024-SOIL-01 |
| **Project Duration** | 60 Months |
| **Deliverable Number** | D2.2 |
| **Deliverable Title** | Map of stakeholders |
| **Deliverable Type** | R |
| **Deliverable Dissemination Level**[1] | PU |
| **Work Package** | 2 |
| **Lead Partner** | SVEKO |
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| **Reviewers** | BIOS, COO |
| **Official Due Date** | 31/12/2025 |
| **Delivery Date** | 08/01/2026 |

[1] Type *[1] R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other* Dissemination level [1] PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified

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## Keywords list

- Stakeholders
- Engagement
- Plan
- Map

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# Executive summary

Comprehensive stakeholder analysis was undertaken to identify interested parties to join the LL, comprising entities such as agri-food industry (farmers, processors), consumers, NGOs, research institutes, cooperatives, government & public sector. Engagement plans are developed outlining how each stakeholder will be involved in the co-creation process and determine the appropriate level of engagement and the channels through which they will be approached. The deliverable includes engagement tools and methods for engaging stakeholders tailored for each LL to optimize adherence and engagement of the stakeholders.

The five Living Labs (LLs) have each created a list of stakeholders to engage in the GroundWork project. As each LL is on a different journey as regards the age, setup and focus of its actions (both within and outside the GroundWork project), the summary of each LLs engagement plan is presented separately below.

## Sweden

The Swedish Living Lab, active since 2019, will build on existing collaborations and engage new stakeholders to promote regenerative livestock grazing practices. The core stakeholders include 10 farms in the Gotia region, representing various livestock operations. These farms will actively participate in co-creation activities, including workshops and field visits, to foster peer learning. Outreach will extend to conventional farmers, local businesses, and advisory services to broaden support for regenerative agriculture.

Collaboration with local governance bodies and County Administrative Boards (CABs) is essential to scaling regenerative practices. While national authorities will be involved at a lower level, local engagement is prioritized.

Scientific partners, particularly the Swedish University of Agricultural Sciences (SLU), will support research and data analysis, while companies like Niftitech and Eurofins will contribute to technological development. Public engagement efforts will involve local businesses and organizations to promote sustainable products and raise awareness of regenerative practices.

## Germany

As early as 2023, AERA Land addressed the question of how the transition to regenerative agriculture can be achieved and concluded that this can only be done sustainably by involving various stakeholders, including farmers, researchers, political decision-makers, businesses and citizens. Therefore, the German Living Lab "AGRI FUTURE LAB Bavaria" (AFL), based in the Allgäu region, is a joint initiative that arose from the needs of farmers. One of its main focuses is on regenerative grazing and soil health, but it also addresses socio-ecological and socio-economic issues and questions relating to climate change and resilience. Farmers are not only recipients of research results, but also active contributors to knowledge and solutions. AERA Land acts as coordinator and integrates scientific research with practical agriculture, with a focus on both scientific quality and practical relevance.

The AFL builds on an established network of regional stakeholders, including 15 participating farms, research partners (University of Augsburg, HSWT), authorities, municipalities, non-profit institutions and civil society organisations. These stakeholders participate in joint design through regular workshops, field days and collaborative research activities. The lab's cooperative approach aims to promote two-way knowledge exchange between farmers and researchers, with a focus on long-term relationships that extend beyond the project duration.

To ensure sustainable engagement, the Living Lab adapts its activities to avoid overburdening stakeholders, especially farmers. Methods of engagement include annual meetings, field days and structured feedback mechanisms. The approach also emphasises clear communication, flexibility and transparency to maintain stakeholder participation and ensure the project's success in transforming agricultural practices in the region.

## Serbia

The Serbian Living Lab aims to create a collaborative platform for diverse stakeholders, including government representatives, researchers, farmers, companies, and supporting organizations, to co-create solutions for regenerative livestock grazing. The LL operates on the principle that successful agricultural transformation requires the integration of policy, scientific knowledge, practical farming, and community engagement.

Stakeholders are engaged based on their relevance to the LL's objectives. Key government bodies such as the Ministry of Agriculture will help align regenerative practices with national policies and financial mechanisms. Research organizations ensure that field experiments are scientifically grounded, while farmers, cooperatives, and producer associations are at the heart of on-farm implementation. Supporting actors like NGOs and advisory services help anchor the LL in local communities and facilitate adoption.

The engagement plan is structured to involve stakeholders at varying levels of participation. Companies already practicing regenerative agriculture provide real-world insights, while IT providers and financial institutions will explore how digital tools and sustainable funding options can support the transition. Consumer associations and media outlets contribute by ensuring that market demands and public awareness align with the project's goals.

The engagement approach is dynamic, starting with direct involvement from key contributors and expanding through consultations and co-creation workshops. This inclusive process ensures that the LL's strategies are shaped by practical experience, scientific knowledge, and community input, setting the stage for scalable, sustainable agricultural practices in Serbia.

## Portugal

The Beira Interior Living Lab is a Portuguese collaborative initiative focused on regenerative grazing, sustainable farming, and regional development, and brings together a diverse set of stakeholders, including farmers, researchers, industry, policymakers, and environmental organisations. Its goal is to co-create solutions that are scientifically robust, socially accepted, and scalable.

Core stakeholders include the LL coordinator, universities, industry partners, environmental groups, and regional development authorities, who play a central role in co-creating workshops, research activities, and strategic decision-making. Demonstration farms are integral to the LL, providing real-world testbeds for regenerative grazing practices and facilitating peer-to-peer learning. These farms, along with local farmer groups, serve as ambassadors for scaling regenerative practices across the region.

Academia and research institutions contribute scientific expertise and evaluation methodologies, while policy and public authorities align the LL's work with regional and national policies, creating an enabling environment for broader adoption. Civic society and environmental organizations ensure that the LL remains transparent, socially responsible, and ecologically sound.

The Beira Interior Living Lab employs a strategically balanced engagement approach, with continuous co-design efforts from core actors, practical testing on demonstration farms, and widespread knowledge dissemination through

associations, policy dialogues, and community engagement. The LL aims to build a durable, multi-actor community committed to sustainable farming and regional development, driving long-term transformation in land management practices.

## Belgium

The Belgian Living Lab in Wallonia aims to create a collaborative platform for farmers, researchers, sector organizations, and public authorities to co-develop solutions addressing challenges in cover crop grazing management, animal welfare, biodiversity, and water quality. Through stakeholder engagement, the LL ensures that solutions are scientifically robust, practical, and capable of influencing policy.

Key stakeholders include Arsia, a regional animal health organization, which will contribute to integrating health and welfare indicators into grazing practices. Elevéo and Innovéo, livestock support organizations, will provide expertise in setting up and managing cover crops for grazing. Collège des Producteurs, representing agricultural producers, will ensure that LL outcomes reflect market and sector needs.

CRA-W, the regional agricultural research center, will provide methodological support for experimental design, while Natagriwal will contribute biodiversity expertise to integrate ecological considerations into grazing systems. PROTECT'eau will focus on water quality issues, helping to integrate environmental protection into the LL's grazing practices.

Public authorities (SPW) will play a crucial role in policy discussions, ensuring that LL findings can influence regulatory frameworks around cover crop management. Local farms, including those chosen for the LL and additional farms through an open call, will implement trials and participate in workshops, ensuring practical, real-world testing of the solutions developed.

Engagement will include on-farm workshops, training sessions, consultancy meetings, and field visits. The LL will also engage with the Agneau Joyau lamb production system and SCAM SC, a local agricultural cooperative, to optimize grazing practices in terms of seed cover crop mixes (SCAM SC) and explore new market opportunities for sustainably produced livestock.

Through continuous stakeholder involvement, the Wallonia LL will foster innovation in regenerative grazing practices, drive environmental sustainability, and create a scalable model for transforming agricultural systems.

# 1 Introduction

This task has focused on mapping and identifying key stakeholders for the co-creation of the five Living Labs (LLs) in Sweden, Germany, Serbia, Portugal and Belgium. The goal is to ensure effective interaction and collaboration with relevant stakeholders throughout the co-development and engagement activities across various work packages (WPs). Each LL coordinator, with support from all LL partners, has conducted a thorough stakeholder analysis to identify potential participants from a range of sectors, including:

- Farmers
- Processors
- Consumers
- NGOs
- Research institutes
- Cooperatives
- Public sector

Based on this analysis, an engagement plan for each LL has been developed, outlining how each stakeholder will be involved in the co-creation process and specifying appropriate levels of engagement and communication channels. A variety of engagement tools have therefore been selected based on the unique needs of each LL to optimize stakeholder involvement throughout the GroundWork project.

# 2 Swedish LL (SVEKO)

The Swedish Living Lab (Svensk Kolinlagring) has been in operation since 2019. The LL consists of approximately 35 farms from different production systems across the nation.

Svensk Kolinlagring began as a project to create a viable business model that enables farmers to receive financial compensation from companies inside and outside the agri-business sphere, whilst improving soil health. As such, we have collaborated with many stakeholders over the years, many of whom will be central to the GroundWork project. Some we will seek a deeper cooperation with, and some new stakeholders will be engaged that are currently not engaged – all to develop this living lab so that it can prosper into the future and improve soil health through regenerative livestock grazing practices.



***Figure 1**: The Swedish LL*

Below we provide a brief description of the importance of the different stakeholders and the plan to engage them in the GroundWork project.

## 2.1 Farmers, associate organisations and advisory services

For GroundWork, we have asked seven of our current farms and three new farms from the Gotia region to join the project. Each of these farms have beef cattle, two have sheep, and one has dairy cows. These initial 10 farms, together with the additional five who will join through the open call, will be our core stakeholders. It is important to us that they are part of the project every step of the way and therefore, they will be a crucial part of the co-creation process, taking part in workshops deciding for instance on which data to collect, participating in field visits and actively being part of the network that we will support so that other farmers can learn from these pioneering farmers.

Most of the farmers are already practicing holistic management and planned grazing (as taught by the Savory Institute), but to differing degrees – some have been practicing for years and are seen as the forerunners in Sweden (potential lighthouses) whereas others are just starting out. Two of the chosen farms have no experience of planned grazing, nor practice diverse ley mixtures, and will therefore need a lot of support during the project.

Regenerative agriculture is still a grassroots movement in Sweden but is growing steadily. In different networks online and on social media, many conventional farmers are listening in and getting inspired. We hope to engage this group of farmers to a medium level, inviting them to field visits and other practical events where we can support peer-to-peer learning. This we will be able to do together with the national organisation Regenerative Sweden who is one of our initially listed partners for the project, as well as with Naturbeteskött, which is another national NGO promoting the production of grassfed beef and lamb. We will want to involve both these organisations to a medium degree. Similarly, we want to engage small businesses and local advisory services who have specialised in regenerative agriculture. It is the hope that we can knit this group tightly together and collaborate during the project and beyond.

The more conventional national advisory services and conventional farmers are also an important stakeholder group but will only be engaged to a low level. They will be receivers of the results of the GroundWork project and will be invited to join certain field visits to inspire them as well.

## 2.2 Governance bodies

The Gotia region consists of nine County Administrative Boards (CABs) in which 147 municipalities are situated. The LL currently offers courses, field visits and consultancies through active collaboration with four out of the nine CABs. We would like to continue or develop this type of collaboration during the project for each CAB where the farms are located. Currently, there are two more CABs that we need to engage to a medium level - Västra Götaland and Jönköping - see list below.

| Farm | County Administrative Board (CAB) | Municipality |
|---|---|---|
| Stora Segerstad | Jönköping | Gislaved |
| Måttgårds regenerativa | Halland * | Halmstad |
| Munkagård | Halland * | Varberg |
| Nyhovs Gård | Skåne * | Ängelholm |
| Grönfaldsgården | Skåne * | Simrishamn |
| Forsby Ängar | Skåne * | Klippan |
| Emitslöf Bygg och Lantbruk | Skåne * | Östra Göinge |
| Sjövången Lantbruk | Skåne * | Kristianstad * |
| Bältaregården | Västra Götaland | Falköping |
| Skattegården | Västra Götaland | Falköping |

**Table 1.** *The ten initial farms and the County Administrative Boards and municipalities they are related to. Star (*) represents that the LL has current active collaboration with the authority.*

As regards municipalities, we have recently started developing different collaborations with these. Of our ten initial farms, we only have an active collaboration with one municipality. We would like to engage the other nine municipalities as well.

The reason for their medium engagement is that we believe that it is crucial to work with governance at the local and regional level to achieve transformation of the food system at a more wide-reaching level. These will be invited to join in certain meetings to allow them to investigate ways in which they can support regenerative agriculture in their municipality or CAB.

As much as we would like to engage national governance authorities, we know from experience that they have limited time. They are, however, prone to listening to municipalities and CABs over time if their voices grow strong enough. Therefore, we would like to include some of these national authorities as important stakeholders, namely:

- The Swedish Board of Agriculture - administrative authority in the agricultural policy area and is responsible for matters of agriculture, stock farming, horticulture, reindeer husbandry and rural development. It is also in charge of the country's district veterinary officers.
- The Swedish Civil Contingencies Agency – authority organised under the Ministry of Justice and responsible for issues concerning civil protection, public safety, emergency management and civil defence.
- The Swedish National Food Administration - administrative authority for issues relating to food, including drinking water. It acts in the interests of consumers for safe, good-quality food, good practices in food handling and healthy eating habits.

We will engage these stakeholders by reaching out to them with updates regarding the project as the project progresses. We also want to encourage the municipalities and CABs associated with the project to include them in dialogue.

## 2.3 Science and technology

The Swedish Agricultural University (SLU) in Alnarp is the core scientific partner of the Swedish LL. They will be involved in the co-creation process every step of the way - part of the co-creation workshops, contribute to experimental design, monitoring, and data analysis, and help develop scientific and technical guidelines for the LL.

Other companies that may help with the analysis of the collected data will also be engaged at a medium level, participating in meetings and workshops regarding analysis and describing the results to the farmers. Specifically, we plan to engage Niftitech, which is a small company specialising in building digital platforms incorporating satellite imagery, which we would like to include as part of the data collection. Another company that we envisage cooperating with is Eurofins, who is likely to do the analyses that SLU cannot do in their own labs – here, we are specifically thinking of analysis of the biology in the soil. IVL, which is the Swedish Environmental Institute, are currently in collaboration with the LL looking at insect life and eDNA of agricultural fields. This type of collaboration we would like to develop further.

Other institutions that are of interest to the project but will only be engaged at a low level (invited to certain field visits and alerted to the progress of the project) are Lund University and RISE. They are important players in Sweden, and it would be great to have them on board, albeit at a lower level.

## 2.4 Outreach to public and consumers

There are a few smaller companies in the Gotia region that are currently selling products of grassfed beef (Gröna Gårdar) or are considering selling products with a high sustainability focus (Falköpings mejeri and Skånemejeier - both dairy companies). Seeing as we would like these products to enter the market at a larger scale in the future, we would like to involve these stakeholders early in the process to see whether they want specific data related to marketing these products, or similar.

Outreach to consumers is very important, whether it is through marketable products or through direct communication via social media or more traditional media. We would therefore like to involve a select number of organisations with a clear focus on transformation of the food system, who can help us promote regenerative grazing practices and the products that come from it. These are:

- Albaeco – an independent organisation established in 1998, specializing in sustainability communication, consulting and training for both public and private sectors. Albaeco was instrumental in starting Svensk Kolinlagring as a LL and will be engaged at a high level, and will likely help us with leading co-creation workshops.
- Reformaten – a non-profit organisation aimed at accelerating the research-based transformation of the food system for planetary and human health. They have a very active media presence and work to improve the food served in the public sector by promoting sustainable and local producers. The organisation Regenerative Sweden are part of their agricultural advisory group.
- Swedish Society of Nature Conservation - non-profit environmental organisation that spreads knowledge, charts environmental threats, proposes solutions and influence politicians and authorities, both nationally and internationally.
- Public & Science Sweden - independent non-profit membership organisation that works to promote dialogue and openness between researchers and the public. They are also leading part of the LOESS project - “Literacy boost through an Operational Educational Ecosystem of Societal actors on Soil health”, which is a project specifically focused on increasing literacy of soil health in Europe. They have well established channels of communication, which we hope to be able to take advantage of in the GroundWork communication.




*Figure 2: Map of the Swedish Living Lab's stakeholders, their relative desired engagement level as well as geographical level they operate at.*

# 3 German LL (AERA Land)

## 3.1 Why stakeholders matter to the German Living Lab

The German Living Lab operates on the principle that agricultural transformation cannot be achieved by any single actor alone. Regenerative grazing and soil health improvements require the integration of practical farming knowledge, scientific rigor, policy support, market connections, and civil society engagement. Our stakeholder approach reflects this reality: we see the Allgäu region as a bioregional organism where farmers, researchers, processors, municipalities, and citizens co-create solutions that work in practice. The German Living Lab is unique in that it emerged from practitioner initiative rather than top-down research design. Farmers actively participated in the proposal development because they experience climate challenges firsthand – erosion on slopes, changing precipitation patterns, and the need for resilient farming systems. This origin shapes our engagement philosophy: stakeholders are not recipients of research findings but co-creators of knowledge and solutions. AERA Land, as Living Lab coordinator, integrates science and agricultural practice. This dual role – Applied Research Partner embedded within the farming community – ensures that scientific quality and practical relevance remain equally prioritized throughout the project.

### 3.1.1 Existing network and demonstrated engagement

The German Living Lab AGRI FUTURE LAB Bavaria (AFL) builds on an established regional network. Several participating farmers have collaborated with AFL founder AERA Land in previous projects, and relationships with research partners, regional authorities, and civil society organisations are already in place. This foundation was demonstrated at the kick-off event on November 12, 2025, where 130 participants from agriculture, science, government agencies, business, and civil society gathered in Weitnau. The event combined scientific presentations with practitioner perspectives and featured a multi-stakeholder panel discussion on the question: "What does it take for change to really succeed in practice?" The kick-off also served as the first Living Lab experiment: At 13 information stands, participants recorded their assessments and ideas on Post-it notes – creating both stakeholder engagement and baseline data for longitudinal evaluation. The constructive atmosphere, with farmers discussing with professors and citizens with government representatives, confirmed the strong regional interest in co-creating solutions for regenerative agriculture.




*Figure 3: The German Living Lab. Photo: K. Helmle, Municipality of Weitnau*

## 3.2 Stakeholder groups and their importance

### 3.2.1 Core partners (maximum engagement)

**Participating Farms (10 initial + 5 via Open Call)** The 15 farms are the heart of the Living Lab. They implement Regenerative Livestock Grazing Practices (RLGPs), host assessments, and generate the practical knowledge that drives the project. Their commitment to experimentation while managing their farms requires careful attention to workload balance. A central element is Lighthouse Farms – regenerative demonstration farms that serve as learning sites for peer-to-peer exchange.

**Research Partners (University of Augsburg, HSWT)** Augsburg focuses on soil-water-climate assessment (WP4), providing scientific rigor for soil health monitoring. HSWT contributes biodiversity monitoring and ensures methodological quality. Both translate complex science into actionable insights for farmers.

### 3.2.2 Strategic partners (medium engagement)

**LandREGEN e.V.** Connects the Living Lab to civil society through soil literacy activities and public engagement. Together with AERA Land, LandREGEN is planning to create **a living chronicle** of the Living Lab development – documenting the transformation through stories, images, research results, art and culture.

**Bavarian Administration for Rural Development (BZA)** Provides policy context and bridges Living Lab insights to regional rural development frameworks. Facilitates connections to Bavarian policy circles.

### 3.2.3 Advisory partners (low-medium engagement)

**HeimatUnternehmen Allgäu** Links farms to regional value chains and processing. Engagement increases from Year 2 when business model co-design begins (WP6).

**Catholic University Eichstätt-Ingolstadt** Contributes socio-ecological and resilience perspectives.

**Bavarian Research Alliance (BayFOR)** Advisory role on Living Lab methodology. Supports ENoLL application and clustering with other EU projects.

**Bavarian Academy for Nature Conservation (ANL)** Nature conservation perspective. Develops training formats that bring together nature conservation and agriculture.

**Municipality of Weitnau** Local anchor. Hosts events, communicates Living Lab activities in local media, ensures community connection.

### 3.2.4 Network partners (periodic engagement)

**European Alliance for Regenerative Agriculture (EARA)** EU-level networking and policy advocacy. Facilitates cross-Living Lab exchange and contributes to EU policy briefs.

**Scientific Advisory Board (ALR)** Strategic input on policy development. Participates in political conferences and reviews policy briefs.

**Extended AERA Network (20+ farms)** Involvement through field days, public events, and open workshops. Potential recruitment pool for future expansion.

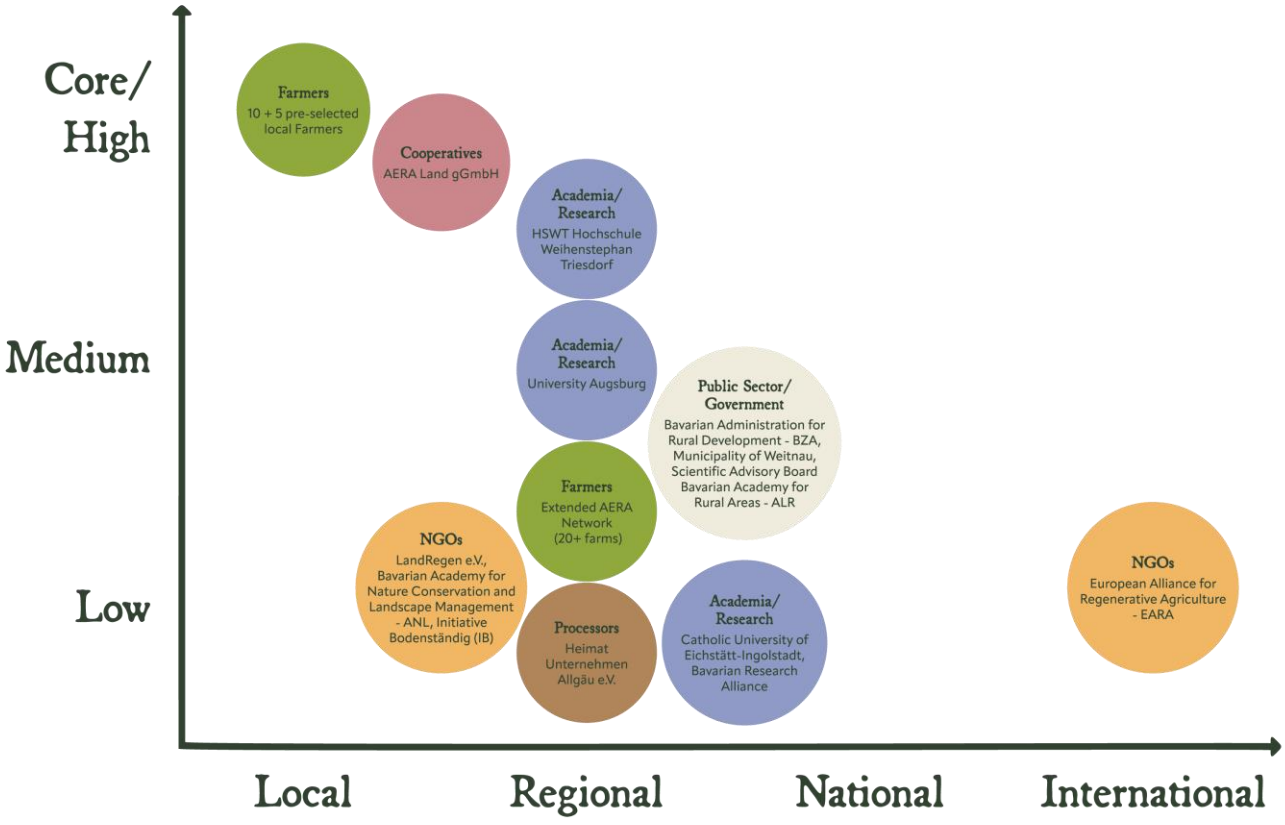



*Figure 4: Map of the German Living Lab's stakeholders, their relative desired engagement level as well as geographical level they operate at.*

## 3.3 How we involve stakeholders

### 3.3.1 Engagement principles

**Practitioner-led, science-supported:** Farmers drive the agenda; researchers provide tools and analysis. The Living Lab format enables mutual learning, new possibilities for co-creation, collaborative development of solutions and bidirectional knowledge exchange.

**Realistic commitments:** We avoid overburdening stakeholders. Engagement levels are calibrated to capacity, especially considering seasonal workloads on farms.

**Bidirectional knowledge flow:** Information moves from practice to science and back. The Living Lab is a space for mutual learning, not one-way transfer.

**Long-term perspective:** We build relationships that extend beyond the 5-year project timeline. The AGRI FUTURE LAB Bayern concept **already offers a framework** for how the Living Lab structures can continue and grow after GroundWork ends, **and will be refined as the Living Lab evolves.**

### 3.3.2 Tools for engagement

**Annual Living Lab Assembly:** Brings all stakeholder groups together for reflection, planning, and celebration of progress.

**Field Days:** Open events where farmers demonstrate practices and exchange with peers, researchers, and the public.

**Structured Interviews & Questionnaires:** Yearly feedback collection on Living Lab operations (T2.4 requirement).

**Participatory Baseline-Endline Assessment:** Stakeholder input captured at launch event will be compared with endline data at project conclusion, measuring shifts in knowledge, attitudes, and practices.

### 3.3.3 Ensuring sustainable engagement

We recognize that stakeholder fatigue is a real risk, especially for farmers managing their farm operations alongside research participation.

Our approach includes:

- Seasonal sensitivity: Major activities scheduled outside peak farming periods
- Bundled activities: Combining multiple purposes in single visits
- Clear value proposition: Each engagement must provide tangible benefit to participants
- Flexible formats: Mix of in-person and digital engagement based on stakeholder preference
- Transparent communication: Regular updates on how stakeholder input shapes project decisions

The engagement plan will be reviewed annually and adapted based on feedback collected through T2.4 activities.

# 4 Serbian LL (BIOS)

The Living Lab (LL) led by BioSense (BIOS) in Serbia aims to bring together a diverse set of actors: government representatives, agencies, researchers/research institutions, farmers, companies and supporting organisations. The logic behind engagement of stakeholders is grounded in their complementary roles: policymakers shape the enabling environment, scientific institutions contribute knowledge, farmers provide real-world testing grounds, and local actors ensure community-level anchoring.



*Figure 5: The Serbian Living Lab*

## 4.1 Logic of stakeholder engagement

Stakeholders in the BIOS LL Serbia are engaged according to their relevance for achieving the LL's objectives.

**Government bodies** such as the Ministry of Agriculture and the Directorate for Agrarian Payments hold significant authority over agricultural policy, subsidy mechanisms, and national strategies. Their participation is needed to align regenerative practices with policy frameworks and to enable supportive administrative conditions. Although many of these institutions are currently only informed or marginally involved, the LL seeks to elevate their engagement to an active co-creation level where they can contribute directly to policy design and adaptation of financial instruments.

**Research organisations and universities** also play a central role due to their expertise in grazing systems, environmental monitoring, and agricultural innovation. Their participation ensures that the LL's actions are scientifically grounded and that field experiments are properly designed and evaluated.

**Farmers, cooperatives, and producer associations** constitute another essential group because regenerative practices must ultimately be implemented on the ground. For this reason, they are expected to move from passive or occasional involvement toward consistent participation in on-farm trials, training, and feedback processes.

**Supporting actors including NGOs and advisory services**, provide communication channels, local coordination, and facilitation that help anchor the LL within regional communities and expand adoption beyond pilot farms.

**Companies already practicing regenerative agriculture** are envisioned as important contributors to the LL, as their practical experiences can help identify what works, where gaps remain, and which obstacles they have encountered in transitioning toward regenerative systems. Their insights will help ensure that the LL's co-created solutions remain realistic, scalable, and grounded in business realities. At the same time, the LL will provide them with a platform to articulate the support they need, whether technical, regulatory, or financial, to further expand regenerative practices.

**Companies providing IT and digital solutions** are invited to share information about the opportunities offered by digital tools for regenerative livestock systems, including monitoring technologies, data platforms, decision-support tools, and automated grazing management solutions. Their involvement will allow the LL to explore how digitalisation can enhance regenerative outcomes and reduce operational burdens for farmers, while also helping the IT sector tailor solutions to the actual needs of producers and advisors.

**Financial institutions** with an interest in sustainable agriculture are invited for a dual purpose. On one hand, they will gather insights from LL activities that can guide the development of new funding schemes, credit lines, or green financial products tailored to regenerative farming. On the other hand, they will share their expectations and requirements which will help the LL shape recommendations that are compatible with funding realities. Their engagement is crucial for ensuring long-term financial viability and scaling of regenerative practices.

**Consumers' associations** will participate by providing the consumer perspective, including expectations on product quality, transparency, traceability, and sustainability claims. Their input will help align regenerative livestock practices with market demand and public trust, ensuring that consumer needs are reflected in the co-creation process.

Finally, **media outlets and digital portals** that promote regenerative agriculture are invited to support dissemination and visibility of the LL's activities, outcomes, and stories from pilot farms. Their engagement will help increase public awareness, attract new stakeholders, and create momentum for broader adoption of regenerative practices across the livestock sector.

Overall, the logic of engagement is based on influence, interest, and functional contribution: policymakers for strategic alignment, researchers for knowledge generation, farmers for practical implementation, and local actors for outreach and sustainability of activities.

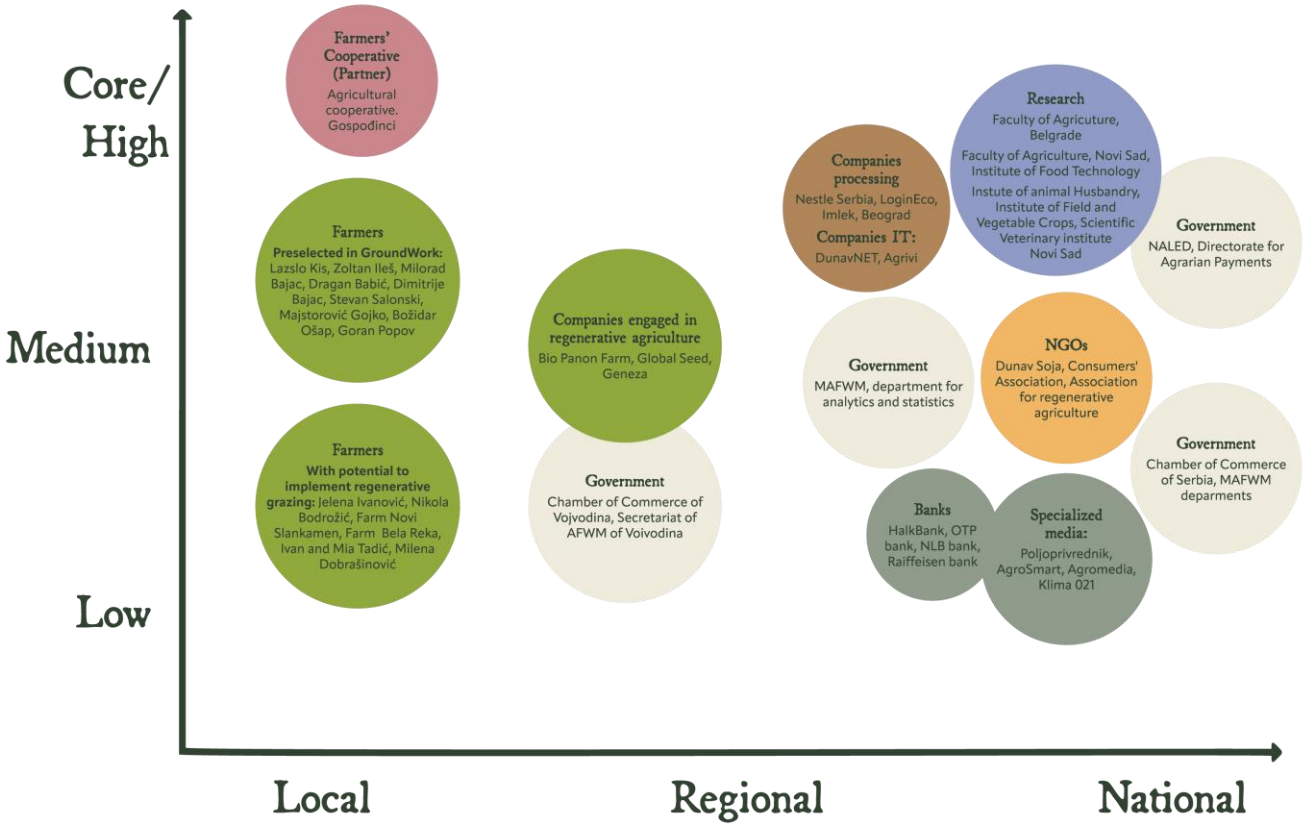



*Figure 6: Map of the Serbian Living Lab's stakeholders, their relative desired engagement level as well as geographical level they operate at.*

## 4.2 Engagement plan

The engagement plan for the LL will unfold in a structured yet adaptive manner that reflects the varying degrees of readiness and involvement among different stakeholder groups. Companies that are already engaged in regenerative livestock practices will be directly involved in the upcoming activities, including co-creation events, workshops, and pilot development. Their early participation is essential, as they bring practical experience, lessons learned, and an understanding of both opportunities and constraints within regenerative systems. Their input will ensure that the LL's actions remain grounded in real-world practice and aligned with the needs of practitioners.

For stakeholders who are currently only informed or have been identified but not yet engaged, such as additional companies, IT providers, consumer associations, financial institutions, and media partners, the coordination team will initiate direct contact. This will involve consultations with their management to identify the most suitable representatives to participate in the LL. Once the appropriate representatives are selected, individual interviews will be conducted to explore their expectations, their preferred level of involvement, and the types of contributions they are willing and able to provide. These interviews will serve as the basis for agreeing on engagement methods and defining clear roles for each stakeholder within the LL framework.

Following this initial round of individual engagement, the LL will launch a series of structured co-creation workshops. The first workshop will focus on establishing a shared vision, mission, and overarching goals for the LL, ensuring that

all stakeholders contribute to shaping its strategic direction. Subsequent workshops will then be organised around key thematic activities.

# 5 Portuguese LL (MONT)

The Beira Interior Living Lab brings together a diverse community of actors that collectively represent the complete socio-ecological system of the region, including research, farming, civic society, policy, industry, and territorial associations. Because the LL is designed as a co-creation environment for regenerative grazing, sustainable farming, and regional development, stakeholder participation is essential to ensuring that solutions are realistic, scientifically robust, socially accepted, and scalable.



*Figure 7: The Portuguese LL*

## 5.1 Core stakeholders and their role in the LL

These stakeholders provide the structural backbone of the LL: management and coordination, scientific leadership, implementation pathways for farming, environmental stewardship, and policy alignment. Their involvement is already high, and they are consistent contributors through co-creation workshops, research and development, farm demonstrations, and direct decision-making. Living Lab Coordination, Academia, and Industry (High engagement, Core): Monte Silveira Farm (LL coordinator & farm), University of Coimbra, University of Lisbon/FC.ID (academy/research), ORGO (farm/industry), Associação Natureza Portugal/WWF Portugal (Environmental/society), CCDRC – Regional Coordination and Development Commission (policy).

**Planned involvement:** They will remain central in monthly coordination, R&D activities, methodological development, and strategic steering. They will co-host co-creation workshops, open days, and multi-actor learning events.

## 5.2 Demonstration farms (high engagement, core)

These farms are crucial because they offer diverse production conditions for testing solutions, facilitate hands-on implementation and monitoring, enable farmer-to-farmer learning, and serve as ambassadors for regional scaling. They include a large group of pre-selected individual farms, and +5 additional farms, which will provide the essential real-world testbeds for regenerative livestock grazing practices (RLGPs).

**Planned involvement:** Regular co-creation workshops, farm visits, field measurements, and implementation of RLGPs. Farmers will co-design interventions, provide operational feedback, and participate in peer learning exchanges.

## 5.3 Local farmer groups (medium/low engagement, local)

This category includes Regenerative/Organic farmers (medium) and non-regenerative farmers (low). These groups represent the broader farming community whose long-term adoption of LL results is essential for scaling.

**Planned involvement:** Targeted farm visits, thematic workshops, and peer-learning events. Non-regenerative farmers will be engaged gradually through practical demonstrations, open days, and farmer-led narratives from core demonstration farms.

## 5.4 Associations and networks (local, regional, national)

Associations are essential intermediaries between farmers, consumers, industries, and public authorities. They help mobilise participants, disseminate outcomes, and integrate the LL into broader regional and national networks. Examples include Cova da Beira Converge, Centro Competências do Pastoreio Extensivo, Sociedade Portuguesa de Pastagens e Forragens, Agrobio, EARA, Ovibeira, ADACB, APROSE, EstrelaCooP, Terra Sintrópica, Esdime, Adraces, and others.

**Planned involvement:** Participation in co-creation workshops, co-development of sector guidelines, mobilisation of members for field events, and support in communication and dissemination.

## 5.5 Academic and research institutions (national, regional)

Their role is to provide scientific rigour, evaluation methodologies, and specialised knowledge in agriculture, ecology, soil science, animal welfare, and socio-economic assessment. These include the University of Évora, INAIV, Instituto Superior de Agronomia, Food4Sustainability Colab, FeedInov Colab, Instituto Politécnico de Castelo Branco, etc.

**Planned involvement:** They will be part of co-creation workshops, contribute to experimental design, monitoring, and data analysis, and help develop scientific and technical guidelines for the LL.

## 5.6 Policy and public authorities (local, regional, national)

These stakeholders are key to regulatory alignment, integration of LL results into regional development policies, and creating enabling conditions for scaling regenerative practices.

This group is extensive and includes the City Councils of Beira Interior Region, Direção Geral de Alimentação e Veterinária (DGAV), CIMBB – Intermunicipal Community, and CCDRC – Centre Regional Coordination and Development Commission (core partner).

**Planned involvement:** Policy roundtables, participation in co-creation sessions, support for approvals or institutional access, and co-organisation of public dissemination events. Higher-engagement municipalities (e.g., Castelo Branco, Idanha-a-Nova) will act as local champions.

## 5.7 Civic society and environmental organisations

Their role is essential to ensure environmental integrity, community representation, and public legitimacy of the LL. The main representative is Associação Natureza Portugal / WWF Portugal (core), yet others include regional environmental associations.

**Planned involvement:** Contribution to workshops, communication campaigns, and environmental monitoring considerations.

The Beira Interior LL will rely on a strategically balanced engagement approach:

- Core actors (LL coordinator, universities, industry, WWF, CCDRC, core farms) will drive continuous co-design and implementation.
- Demonstration farms will anchor practical testing and local scaling.
- Associations and networks will mobilise participation and spread knowledge.
- Policy actors will facilitate enabling environments and institutional uptake.
- Academia and research partners will strengthen scientific robustness and evaluation.
- Civic society organisations will ensure transparency, societal relevance, and environmental responsibility.

Through consistent co-creation workshops, open farm days, peer-learning exchanges, fieldwork, and policy dialogues, the LL aims to build a durable multi-actor community committed to regenerative land management and sustainable regional development.

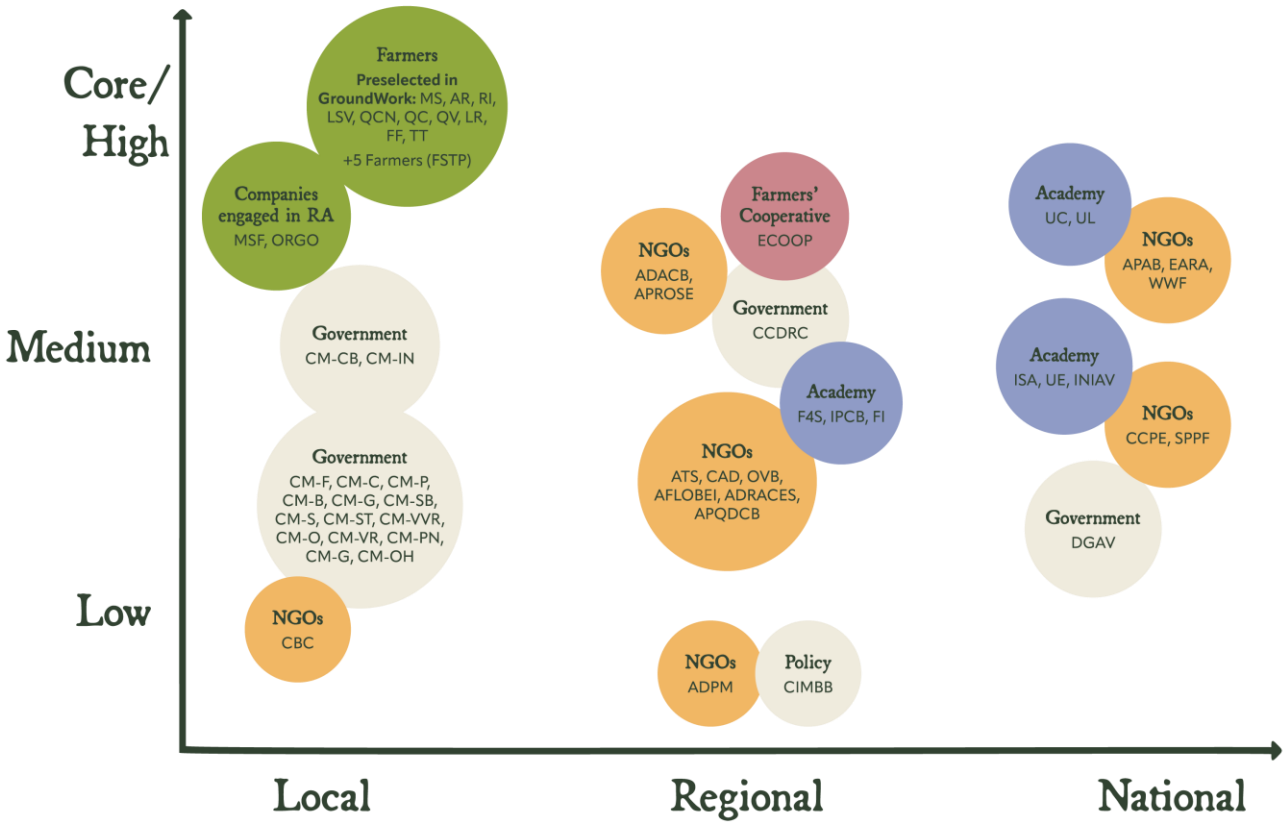



*Figure 8: Map of the Portuguese Living Lab's stakeholders, their relative desired engagement level as well as geographical level they operate at.*

# 6 Belgian LL (GT)

The Living Lab (LL) aims to create a collaborative and practice-oriented environment in Wallonia where farmers, researchers, sectoral organizations and public authorities co-develop solutions to challenges related to grazing management, animal welfare, biodiversity and water quality. To achieve this, the LL relies on the involvement of several key actors whose complementary expertise ensures scientific rigor, practical relevance and potential policy impact.



*Figure 9: The Belgian Living Lab*

## 6.1 Stakeholders and their importance

### 6.1.1 Core stakeholders

These stakeholders underpin the living lab's functioning by taking on key roles such as overall coordination, scientific guidance, agricultural implementation, environmental management, and alignment with policy frameworks. Their engagement is already substantial and long-standing. They take part in a wide range of activities, including collaborative design sessions, research initiatives, field-based demonstrations, and hands-on involvement in strategic decisions. Those core stakeholders are Greenotec, Terres vivantes and Ghent University.

### 6.1.2 Arsia – Regional Association for Animal Health and Identification

Arsia is a Walloon non-profit organisation responsible for animal identification, disease monitoring and animal health management. Working with over 23,000 livestock holders, it provides diagnostic services, data tools and welfare-related expertise. They have their own laboratory and are the reference lab for disease management in Wallonia.

**Relevance:** Arsia can support the integration of health and welfare indicators into grazing practices as well as provide insight on digestive parasite managements for farmers.

### 6.1.3 Elevéo / Innovéo (formerly AWE) – Walloon Livestock Support Organisations

Elevéo provides technical and advisory support to livestock farmers, while Innovéo focuses on genetic services such as artificial insemination and embryo transfer. Together, they maintain strong field presence and direct links with

livestock farmers. They have considerable practical knowledge regarding how to set up cover crops grazing (fencing, animals management, relations with the population regarding the winter cover crop grazing, …)

**Relevance:** Eleve and Innovéo expertise will help farmers to set up the practice efficiently by giving advises on fencing equipment cover grazing management.

### 6.1.4 Collège des Producteurs – Professional Representation of Agricultural Sectors

This organisation represents producers across multiple agricultural sectors and acts as an intermediary between farmers, public authorities and supply chains. It provides structured feedback from the field and participates in government consultations.

**Relevance:** Collège des Producteurs could ensure that LL outcomes reflect sector priorities, market expectations and economic realities. Moreover, they have an important farm network who could be used to the dissemination surveys and the open call. They can also provide precious information on consumers returns regarding the cover crops grazing.

### 6.1.5 CRA-W – Walloon Agricultural Research Centre

CRA-W is the main public research institute in Wallonia in agronomy, specialised in agronomy, livestock systems, environment and agricultural innovation.

**Relevance:** CRA-W already have worked on the topic of cover crops grazing. Their insights would be much appreciated in this project.

### 6.1.6 Natagriwal – Biodiversity & Agro-Environmental Advisory Organisation

Natagriwal advises farmers and landowners on Natura 2000, biodiversity conservation and agro-environmental schemes.

**Relevance:** Their ecological expertise strengthens the LL's capacity to integrate biodiversity and habitat management considerations into grazing systems.

### 6.1.7 PROTECT'eau – Water Quality Protection Association

PROTECT'eau works to reduce agricultural pollution affecting water bodies, focusing on nitrogen management and pesticide reduction. They offer free field support and collaborate with research institutions.

**Relevance:** Protect'eau involvement helps integrate water quality indicators into LL practices and supports the testing of environmentally responsible grazing strategies. Protect'eau could potentially help to adapt the legislation linked to the cover crops destruction by livestock based on the LL findings. They could be the link between LL and the SPW.

### 6.1.8 SPW – Public Service of Wallonia (Administration)

SPW is the regional administration responsible for agriculture, environment, water and land management.

**Relevance:** The SPW participation in the living lab could help to adapt the legislation if needed regarding the cover crops destruction by ruminants (destruction dates, nitrates loss, legumes proportions in the cover crops,). It is important to make sure that the administration understands the farmers' reality and the positive impacts of the cover crops grazing by ruminants.

### 6.1.9 Project's farms

The project farms chosen to be part of the living lab and the other farms who will be added after the open call.

**Relevance:** They are at the core of the living lab. Their relevance is very important as the trials will be held on their sites. We expect medium to high engagement depending on their time availability.

### 6.1.10 SCAM SC

SCAM SC (Société Coopérative Agricole de la Meuse) is a Belgian agricultural cooperative based in Wallonia. It is owned and managed by its member-farmers and provides them with a wide range of services, including the supply of seeds, fertilizers and livestock feed, as well as the collection and marketing of cereals.

The cooperative supports farmers with agronomic advice, logistics, and agricultural inputs, aiming to strengthen the sustainability and profitability of local farms. We have seen an increasing interest in conservation agriculture practices of SCAM SC.

**Relevance:** SCAM SC could help optimize cover-crop grazing by providing new seed mixes that are better suited to grazing.

### 6.1.11 Agneau Joyau

Joyau Lamb is a Belgian premium lamb production system built on a fully transparent and traceable supply chain. The initiative is based on the Île-de-France sheep breed and relies on lambs that are raised under their mothers and fed with locally produced forage and cereals.

The supply chain operates as a coordinated producer network, in which farmers adhere to shared production standards and benefit from a fair-price contractual framework. This model supports economic stability, ethical production practices, and the long-term sustainability of participating farms. Joyau Lamb is recognised for combining product quality with a structured, regionally anchored value chain.

**Relevance:** The Joyau Lamb initiative can support the GroundWork project by providing a practical example of how a regional lamb production system can combine high-quality meat production with sustainable farming practices. By sharing its experience, Joyau Lamb can inspire other farmers to market their lambs more effectively and leverage

RLGP as a key selling point.

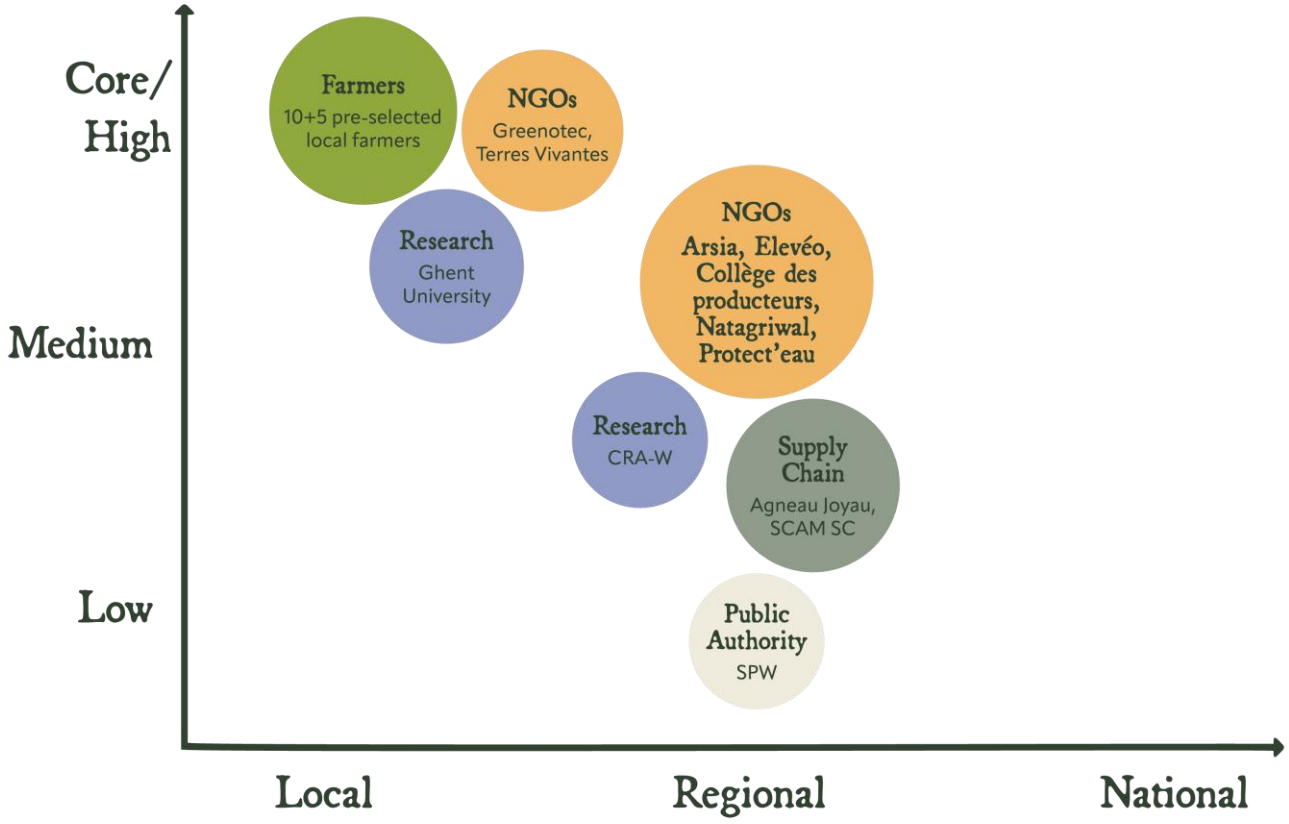



*Figure 10: Map of the Belgian Living Lab's stakeholders, their relative desired engagement level as well as geographical level they operate at.*

## 6.2 Planned stakeholder engagement

### 6.2.1 Engagement of NPOs (Arsia, Elevéo, Collège des Producteurs, Natagriwal, PROTECT'eau)

These organizations will be progressively involved through:

- On-farm workshops
- Training sessions
- Consultancy meetings
- Field visits and joint observations

Their practical experience and proximity to farmers ensure grounded, realistic contributions.

### 6.2.2 Engagement of Research Partners (CRA-W)

The LL will rely on CRA-W for:

- Methodological input for experimental design.
- Participation in technical workshops.
- Consultancy on the findings on cover crops grazing projects

### 6.2.3 Engagement of Farmers

- On-farm workshops
- Training sessions
- Farm's visits
- Open farms days
- Field visits and joint observations

### 6.2.4 Engagement of Public Authorities (SPW)

SPW will be involved through:

- Presentations of intermediate results for early feedback.
- Bilateral meetings to explore regulatory implications.

This approach maximizes the potential for LL findings to influence future policy.

### 6.2.5 Engagement of supply chain (Agneau Joyau and SCAM SC)

- Workshops
- Trials visits
- Consultancy

# Conclusion

The five Living Labs (LLs) described above represent diverse initiatives, each tailored to the specific agricultural, environmental, and socio-political contexts of the regions in which they operate. Despite these differences, a common thread runs through their stakeholder engagement strategies: each LL emphasises collaboration among farmers, researchers, policymakers, and other relevant actors to co-create sustainable and practical solutions for regenerative livestock grazing and land management.

In Sweden, the focus is on strengthening existing collaborations and engaging new stakeholders, with an emphasis on local governance and scientific support. The Swedish LL places importance on fostering peer learning among farmers and scaling regenerative practices through regional outreach. Similarly, in Germany, the AERA Land LL embraces a collaborative, farmer-driven approach, ensuring that stakeholders are co-creators of knowledge. This two-way knowledge exchange between farmers and researchers helps to align scientific rigor with practical relevance, making the project more sustainable and applicable in real-world settings. The Serbian LL highlights the importance of aligning regenerative practices with national policies, and its engagement plan reflects a clear focus on building a diverse stakeholder network, including government bodies, research organizations, and farmers. The Serbian LL's strategy of starting with direct involvement from key stakeholders and expanding through workshops and consultations aligns with the goal of creating a scalable, community-driven transformation in agriculture. In Portugal, the Beira Interior LL utilises a comprehensive engagement strategy that includes a balanced mix of academic, industry, policy, and environmental actors. Its focus on demonstration farms as real-world testbeds for regenerative practices ensures that the solutions co-created in the LL are not only scientifically sound but also feasible for farmers and acceptable to the broader public. Similarly, the Wallonia LL in Belgium incorporates a broad range of stakeholders, including animal health organizations, livestock support organizations, environmental agencies, and local farmers. Its engagement plan is structured to ensure that the results of the LL influence policy, create practical solutions for farmers, and improve environmental sustainability.

Through completion of Task 2.2, a wide range of stakeholders is engaged and the related objective of WP2 is achieved. Engagement of stakeholders from all groups provides solid input for harmonisation of governance framework and methodology of the LLs in Task 2.1, as well as for co-creation process to formalise the concept and objectives of the LL, considering local context, challenges, and opportunities.

The stakeholder engagement strategies of the five LLs align with the overarching goal of transforming agricultural practices toward regenerative and sustainable systems within the GroundWork project. Each LL employs a tailored approach, recognising the unique challenges and opportunities in their respective regions. Common strategies include fostering collaboration, encouraging peer-to-peer learning, and ensuring that all stakeholders - from farmers to policymakers - have a role in shaping the outcomes. The engagement processes are designed to be adaptive, ensuring long-term participation and scalability.

Through these dynamic and inclusive strategies, the LLs are creating platforms for shared knowledge and innovation, positioning themselves as key drivers in the transition to sustainable land management and agriculture. While the specific focus and actors may vary, the overarching goal of each LL is to foster collaboration and co-creation, ensuring that the outcomes are both scientifically robust and practically applicable. In the long term, these initiatives will contribute to the broader movement toward sustainable, regenerative agricultural practices across Europe.