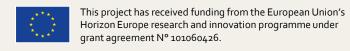
Recommendations to foster market uptake for farmers, producers and local administrations

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36 co-creation events 4 countries (BE, DE, ES, IT) 1570 participants linked with 17 initiatives

3 Guidelines with recommendations (D3.1 D3.2 and D3.3)











Recommendations for END-USERS



The need of highly trained TECHNICAL ADVISORS

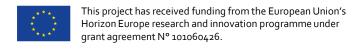






SOIL HEALTH = SOIL PRODUCTIVITY





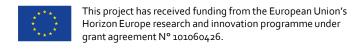
Recommendations for END-USERS



The need of highly trained TECHNICAL ADVISORS

- which CF to use (pedoclimatic conditions/local regulations)
- > the importance of organic matter
- > the availability of nutrients in C-rich CF
- > the sustainability in economic terms
- dosage, timing and application
- > where to procure them





Recommendations for PRODUCERS





Improving commercial strategies in the market

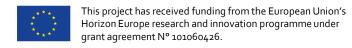


Building **trust** with end-users and the general society



Fostering local acceptance for settlement of production site



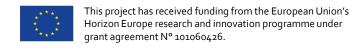


Recommendations for PRODUCERS



- > Give proper value to your product
- > Integrate services of interest for end-users in your commercial offer
- ➤ Adopt Voluntary Quality Assurance Schemes (QAS)
- > Ensure transparent communication on product quality
- > Disseminate the benefits of CF and key points to be aware of
- > Explore alternative markets beyond arable land
- > Build research partnership to foster knowledge on your product
- > Join trade associations
- > Fight against the NIMBY attitude



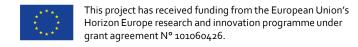


Recommendations for Public Administration







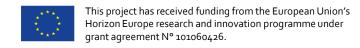


Recommendations for Public Administration



- > Develop a robust bioeconomy strategy
- > Promote the production and use of relevant CF for the territory
- Partner with other EU regions
- > Contribute to the production of CFs acting on the quality of the feedstock





Thank you for your attention



