Sustainability of the SOILPROM modelling platform and decision-support tool: co-creation of a business model using the PREPSOIL framework

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BACKGROUND & OBJECTIVE

SOILPROM is a Horizon Europe Mission Soil project advancing Europe's capacity to understand and reduce soil pollution by upgrading and integrating models for pollutant transport and fate across the soil-water-atmosphere continuum.

The models address metals, PFAS, nutrients, microplastics and pesticides and are validated across six European use cases.

Long-term impact depends on sustainable uptake of the modelling platform and decision-support tool (DST). This work develops a business model supporting future sustainability, governance and adoption.

CO-CREATION APPROACH

The process applies the PREPSOIL business model framework and a systematic, participative development method.

1. Draft the Business Model Canvas with modelling experts, DST developers and end-users.

2. Assess alternatives through multi-criteria evaluation.

3. Use portfolio decision analysis to identify robust combinations balancing policy alignment, resources and long-term maintainability.

PRELIMINARY INSIGHTS

Stakeholder input is gathered from R&D actors, land managers and policy communities.

Preliminary results highlight expectations for:

- transparent modelling
- clear governance
- alignment with soil-policy instruments

Multi-criteria assessment and portfolio decision analysis shift the discussion from one preferred model toward multi-actor-supported portfolios adapted to Mission Soil needs.

BUSINESS MODEL CREATION PROCESS

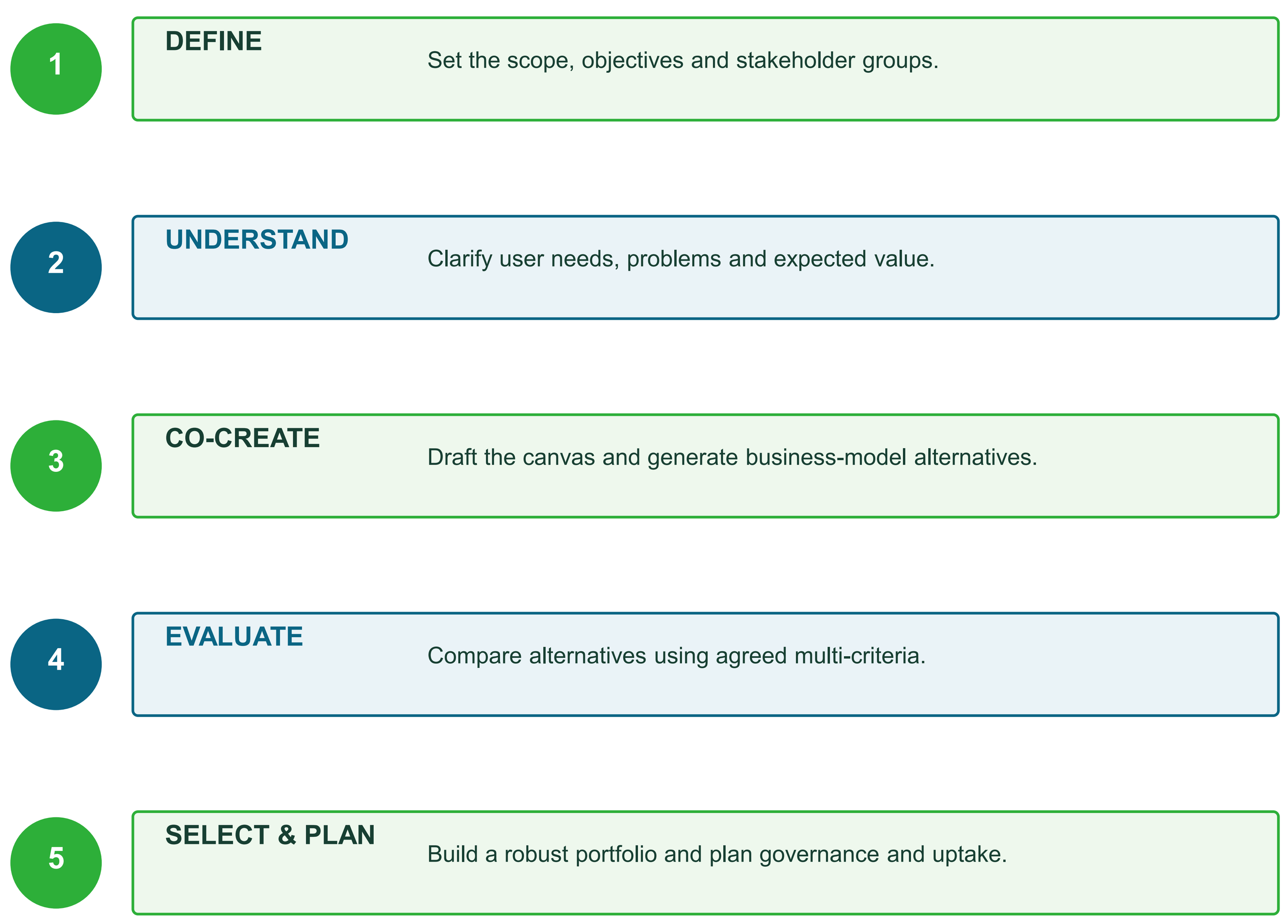

Figure 1. Five-step participative business-model creation process.

VALUE PROPOSITION CANVAS

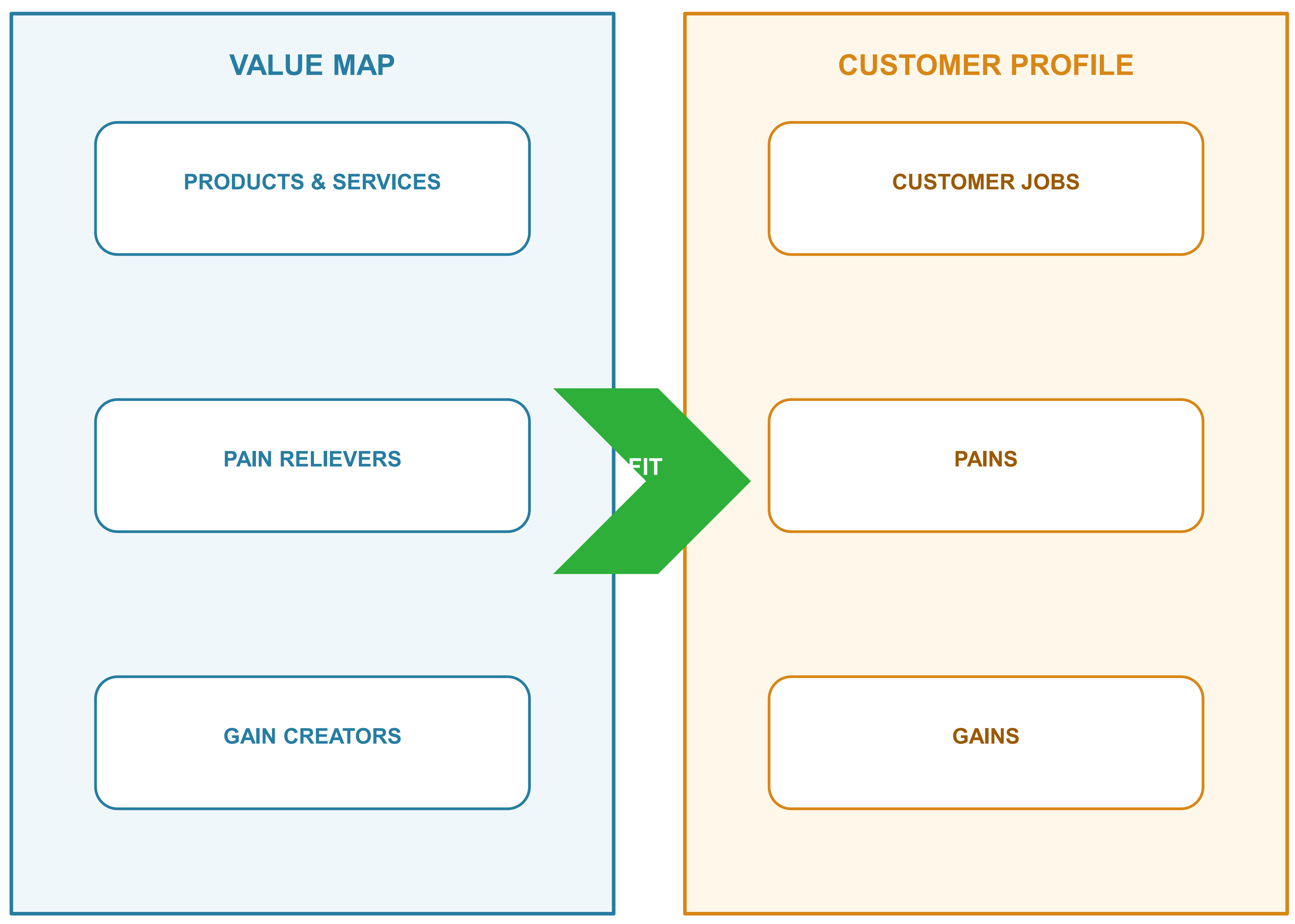

Figure 2. Value Proposition Canvas structure for co-creation.

CONCLUSION

The co-creation process links technical development with governance, stakeholder value and long-term maintenance. Robust portfolios can combine complementary hosting, stewardship and collaboration arrangements rather than relying on a single business-model option.

References: Kajanus et al. (2014); Eskelinen et al. (2017); PREPSOIL Business Model Canvas for Soil Living Labs and Lighthouses.

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