

## Inventory of stakeholder

### Main Results/ Outcomes

The Inventory of stakeholder groups is a strategic document for detecting different stakeholders (research institutions, external sector-related parties, agricultural producers, business chambers, etc.) and more importantly, analyzing the effect that these stakeholders have on the SEA2LAND project. To understand the stakeholders opinion about the ongoing changing business environment focused on bio-based value chains and products, 1st brainstorm sessions were organized in the next partner participating countries France, Italy, Spain, Belgium, Croatia, Portugal, Malta, Chile (CELAC region), Estonia, Switzerland and Norway.



Brainstorming sessions in Spain , Italy and Estonia

### Practical recommendations

In general, addressing the key challenges identified by stakeholders across regions will be essential for the successful adoption of BBFs. To improve economic viability, strategies for reducing production costs and demonstrating long-term benefits to farmers should be prioritized. Clear regulatory frameworks, including certification standards and safe handling protocols, are crucial to overcoming market barriers. Nutrient consistency and soil health monitoring will help build trust in BBFs, while tailored solutions for specific agricultural needs can drive regional adoption.

Closing knowledge gaps through targeted educational campaigns and practical workshops will enable farmers to integrate BBFs confidently. Strengthening cross-sector collaboration—between agriculture, research, policy, and industry—is vital for optimizing production and addressing logistical challenges. Furthermore, expanding distribution networks and developing region-specific business models will facilitate market access.

Lastly, continuous engagement with stakeholders is key. Regular feedback and iterative adjustments will ensure the project stays aligned with stakeholder needs, fostering long-term success and scalability of BBFs.

### About this abstract

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**SEA2LAND** project is a collaborative Innovation Action(IA) funded by the EU in the frame of the Horizon 2020 programme. The project aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, SEA2LAND promotes the production of large-scale fertilisers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe.

The project is running from January 2021 to June 20254.

**Website:** [www.sea2landproject.eu](http://www.sea2landproject.eu)



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## Inventario de grupos de interés

### Principales conclusiones

El inventario de grupos de interés es un documento estratégico para detectar a los diferentes actores involucrados (instituciones de investigación, partes externas relacionadas con el sector, productores agrícolas, cámaras de comercio, etc.) y, más importante aún, analizar el efecto que estos actores tienen en el proyecto SEA2LAND. Para comprender la opinión de los grupos de interés sobre el entorno empresarial cambiante, enfocado en cadenas de valor y productos de base biológica, se organizaron primeras sesiones de lluvia de ideas en los siguientes países participantes: Francia, Italia, España, Bélgica, Croacia, Portugal, Malta, Chile (región CELAC), Estonia, Suiza y Noruega.



Sesiones de lluvia de ideas en España, Italia y Estonia

### Recomendaciones prácticas

En general, abordar los principales desafíos identificados por los grupos de interés en las distintas regiones será esencial para la adopción exitosa de los fertilizantes de base biológica (BBFs, por sus siglas en inglés). Para mejorar la viabilidad económica, se deben priorizar estrategias para reducir los costos de producción y demostrar los beneficios a largo plazo para los agricultores.

Marcos regulatorios claros, que incluyan estándares de certificación y protocolos de manejo seguro, son cruciales para superar las barreras del mercado. La consistencia de nutrientes y el monitoreo de la salud del suelo ayudarán a generar confianza en los BBFs, mientras que soluciones adaptadas a necesidades agrícolas específicas pueden impulsar su adopción a nivel regional.

Cerrar las brechas de conocimiento mediante campañas educativas específicas y talleres prácticos permitirá a los agricultores integrar los BBFs con confianza. Fortalecer la colaboración entre sectores — agricultura, investigación, políticas públicas e industria— es vital para optimizar la producción y abordar desafíos logísticos.

Además, expandir las redes de distribución y desarrollar modelos de negocio adaptados a cada región facilitará el acceso al mercado.

Por último, el compromiso continuo con los grupos de interés es clave. La retroalimentación regular y los ajustes iterativos asegurarán que el proyecto se mantenga alineado con las necesidades de las partes interesadas, fomentando el éxito a largo plazo y la escalabilidad de los BBFs.

### Acerca de este resumen

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