

Interreg



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North-West Europe

BUFFER+

FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE

FACT SHEETS

EDITION - MAY 2026

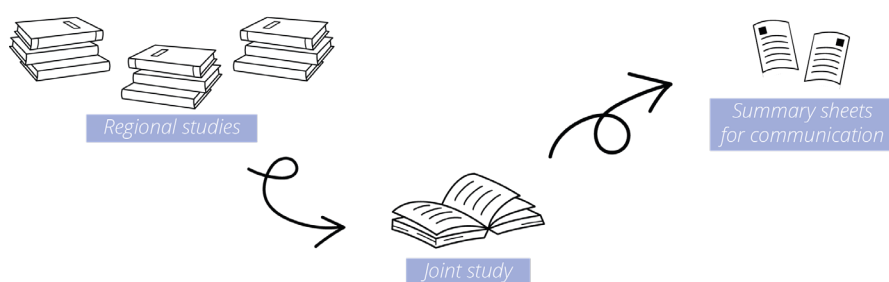


ISSUE ADRESSED IN THE STUDY

This feasibility study conducted in the framework of the **BUFFER+ project**, aims to assess the **level of viability of different business models** which could have good potential for generating income in peatland areas while respecting their ecosystem functions. The full study conducted in 2025 is available on the website of the project.

The purpose of this series of fact sheets is to summarize the learnings of the study in a more concise manner. It allows the various pilot regions and business models studied to be compared side by side to identify the models with the greatest potential in a given context.

From core study towards communication



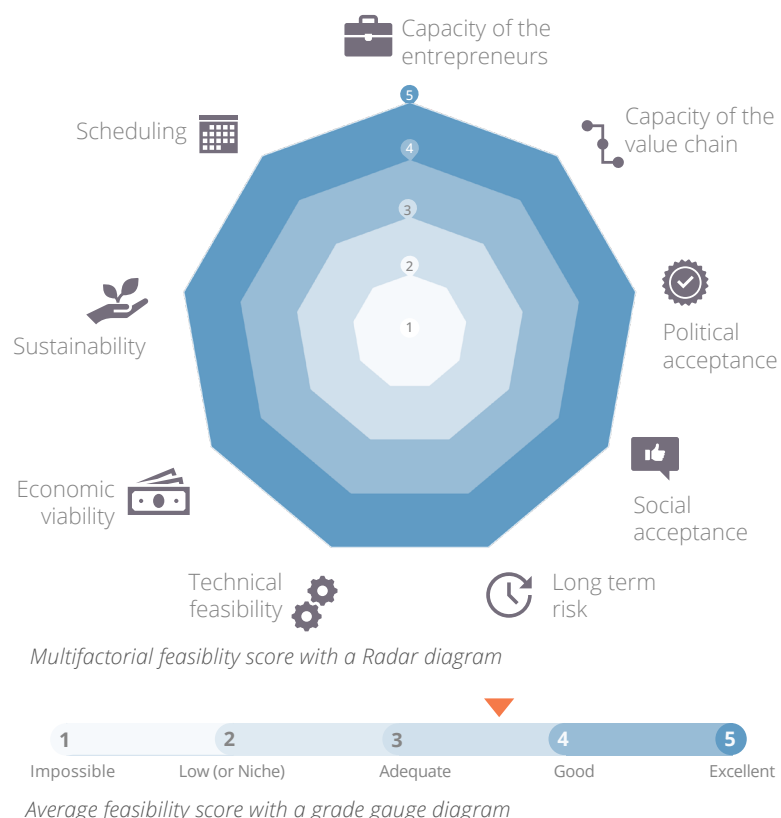
Map of the different European pilot sites involved in BUFFER+ activities on sustainable business models (source : Interreg NWE BUFFER+, 2025).

METHODOLOGY

Each pilot region conducted its own feasibility study that considers its specific local characteristics. The analysis was conducted using the CALLTEST framework from Sam MacLeod (2021).

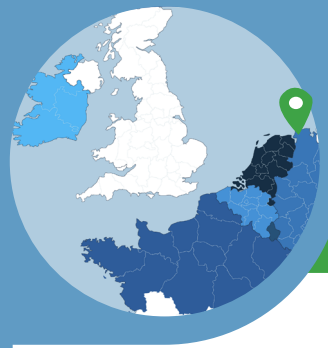
This multi-criteria methodology makes it possible to analyse seven sub-areas that help **identify the strengths and barriers** associated with the deployment of economic models: capacity, acceptability, long-term viability, life cycle, technical aspects, economic aspects, sustainability, and time.

In these summary sheets, each of these parameters is **evaluated with a score from 1 to 5** for each business model in each region and translated through a **radar diagram** and **global grade gauge**. For more information in the scoring, refer to Appendix 1.



PARTNERS INVOLVED IN THIS STUDY



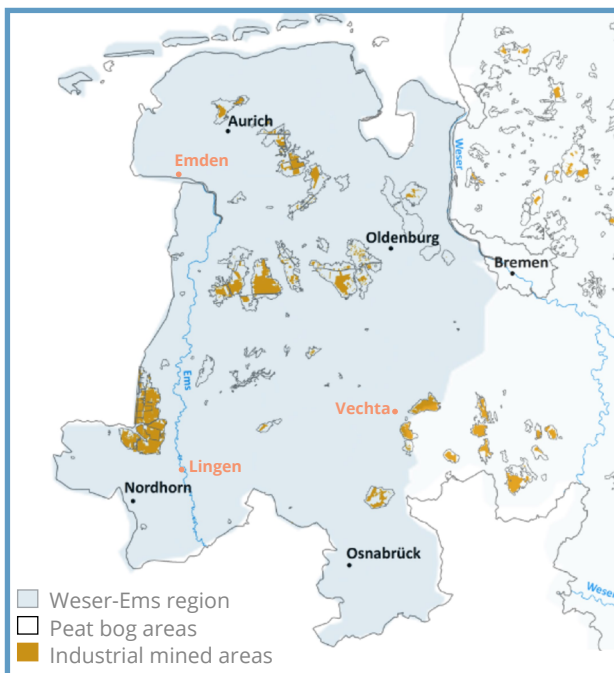


FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE

FOCUS ON THE REGION OF WESER-EMS, Germany

REGIONAL CONTEXT

The Weser-Ems region is a centre of **peat industry** in Europe covering the entire value chain from peat extraction to growing media production and the use of peat-containing substrates in plant cultivation, particularly in **tree nurseries**. However, this is set to change, as the German government has adopted a **peat reduction strategy**. Peat extraction is set to end and the use of peat in growing media is expected to decrease significantly by 2040. This already now forces substrate manufacturers and plant producers to decide which **peat substitutes** they will use in future.



Map of the Weser-Ems region. Source: Landesamt für Bergbau, Energie und Geologie



> **80,000 ha**
of peatbogs



> **30,000 ha**
of peat extraction sites
(as of 2020)



> **300**
tree nurseries

ISSUE ADDRESSED IN THE STUDY

The Interreg NWE BUFFER+ project addressed the **feasibility of peat replacement in growing media** for hobby gardeners and professional horticulture. [The full study conducted in 2025 is available on the website of the project.](#)

ECONOMIC MODELS ASSESSED

- Development and production of **peat substitutes** for growing media.
- Plant production** using peat-reduced and peat-free growing media.



Peat substitutes produced and tested in Germany by HTCL GmbH and Stiftung Ökowerk Emden within the BUFFER+ project.

PRODUCTION AND USE OF PEAT SUBSTITUTES IN GROWING MEDIA

MAIN BARRIER IDENTIFIED

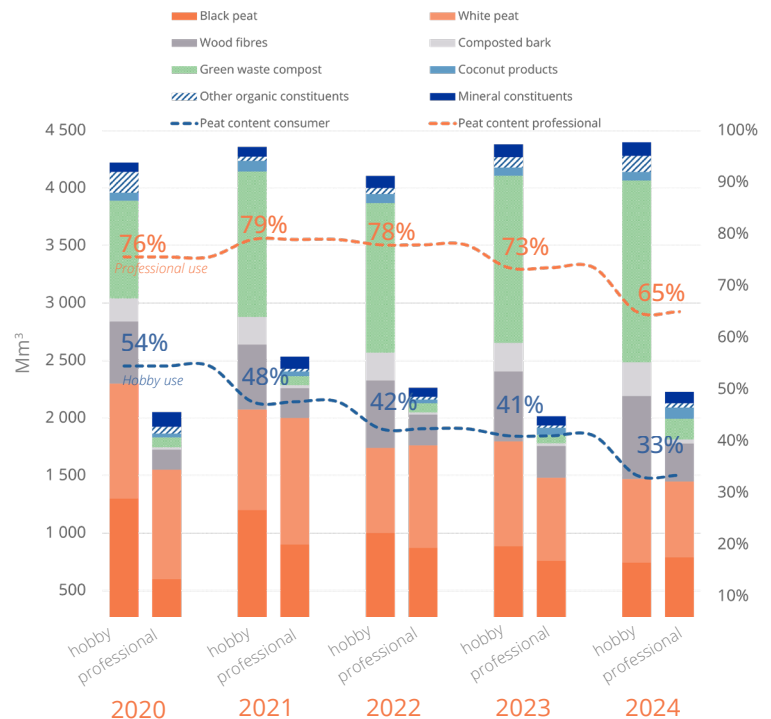


FINDING CHEAP, READILY AVAILABLE MATERIALS WITH PEAT-LIKE FEATURES

Peat substitutes do not fully replicate peat's favourable properties. They often have lower water and air capacity, unsuitable pH levels or cause nitrogen immobilisation, which reduces plant growth. Growers must therefore **adjust irrigation and fertilisation**, which increases workload, costs, and production risks. Furthermore, some peat substitutes are **expensive**.

These challenges are particularly critical in **professional horticulture**, where profitability is essential. In contrast, peat-free substrates are already widely used by **hobby gardeners**, who often accept minor performance differences in exchange for environmental benefits.

SALES TREND OF PEAT FOR POTTING SOILS



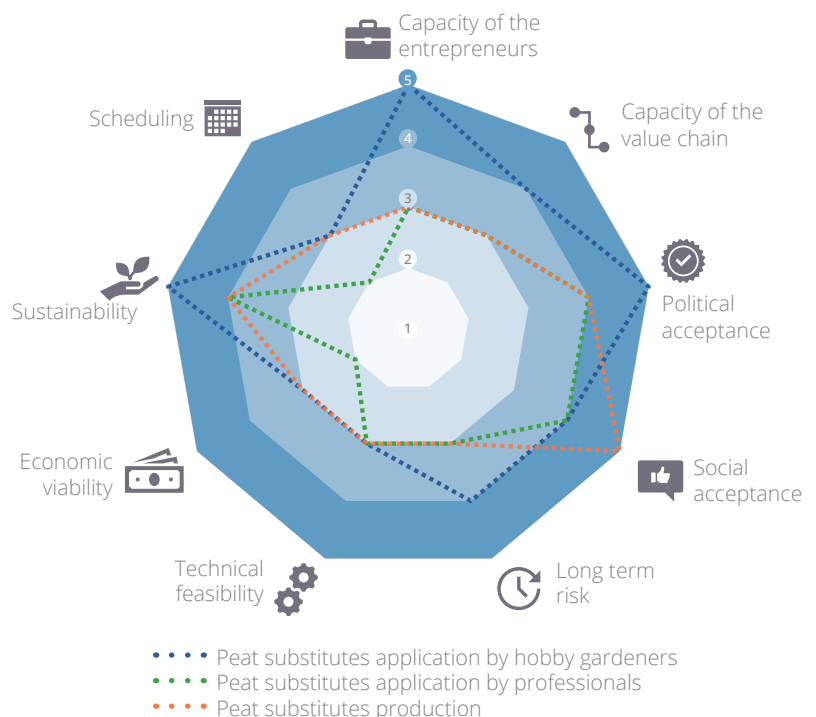
Development of growing media constituents for **hobby gardeners** use (left bar) versus **professional** use (right bar) for the German market from 2020 to 2024. The lines show the global share of peat content in media. Source of data : IVG, 2025.

CURRENT POLITICAL SITUATION

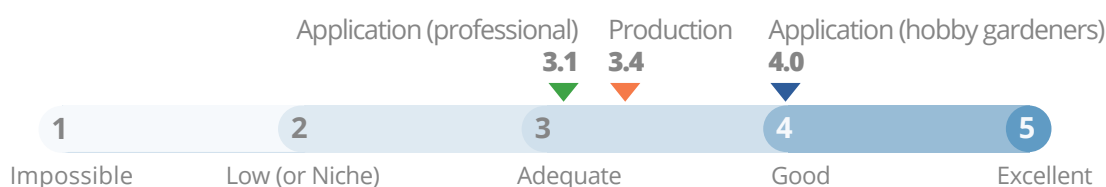
Political will in Germany is strong and is driving the industry forward. Since 2020, the **peat content has fallen** from 76% to 65% in horticultural substrates and from 54% to 33% in consumer soils, demonstrating that the **production of substitutes is scalable**.

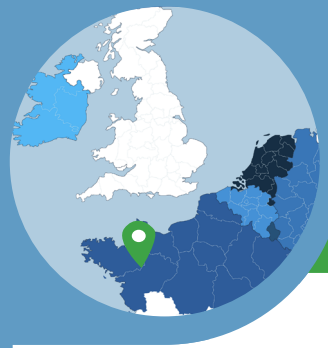
Research indicates that further peat replacement is feasible, as material reserves in Europe are generally sufficient. The data also show **customer acceptance of peat-reduced products**. However, further research and information campaigns are needed to convince professionals and private gardeners.

MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE

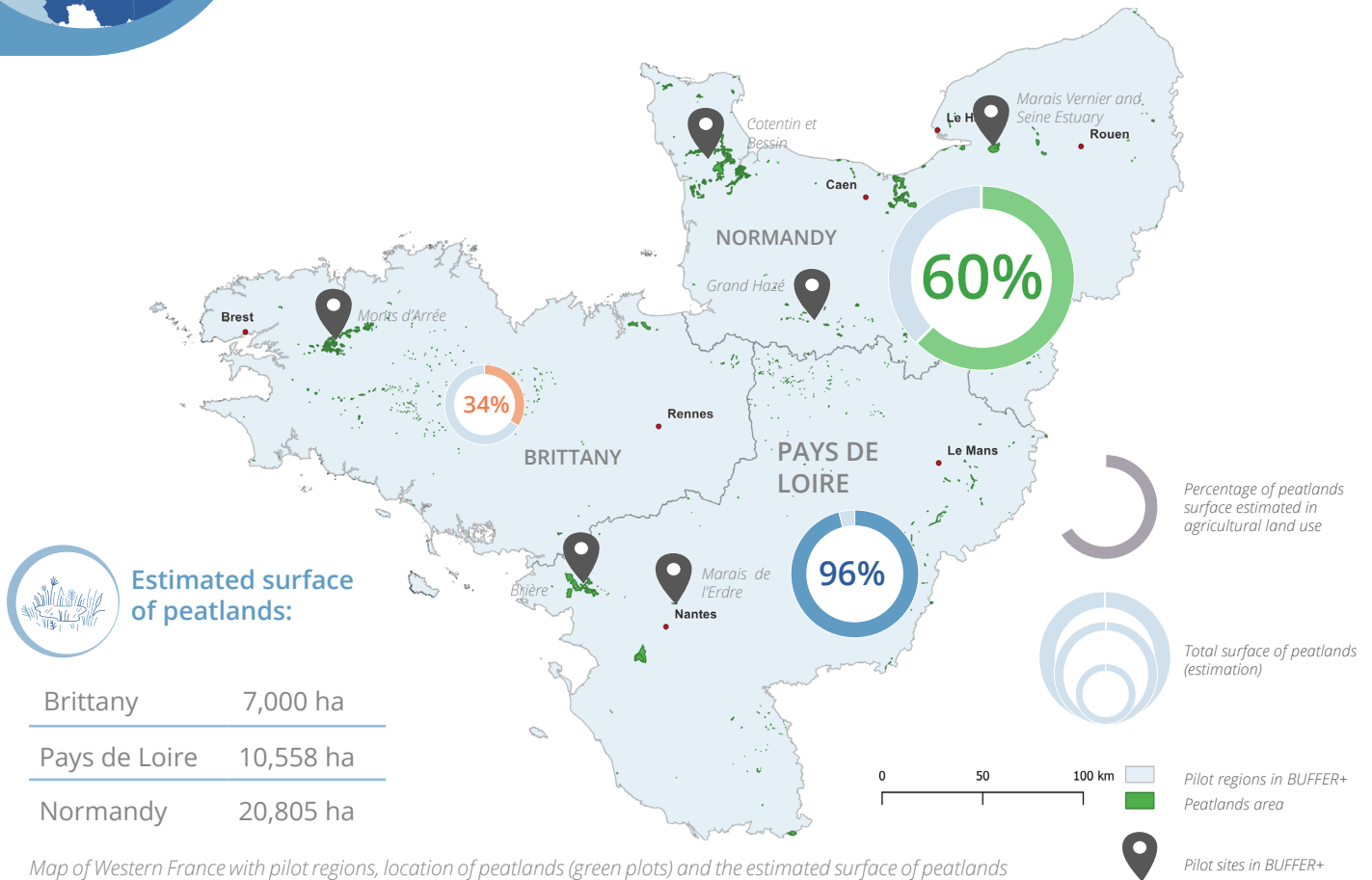




FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE



FOCUS ON NORTHWESTERN FRANCE REGION



Map of Western France with pilot regions, location of peatlands (green plots) and the estimated surface of peatlands in agricultural land use (orange rings). Credits: AC3A - Interreg NWE BUFFER+, 2025

REGIONAL CONTEXT

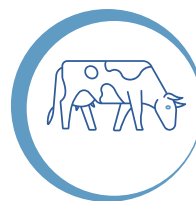
Western France is characterized by its vast expanses of coastal and inland marshes, moors and peat bogs that has long been home to a particular and ancestral form of **extensive livestock farming**.

The predominant agricultural use of peatland in the three regions is **permanent grassland**. The diked **marshes** of Normandy and the Pays de la Loire region have herbaceous vegetation. In Brittany and, to a lesser extent, in Pays de la Loire, a minority share of those farmed peatlands is **moorland**, with more woody vegetation.

ISSUE ADDRESSED IN THE STUDY

The Interreg NWE BUFFER+ project addressed the feasibility of value-creating activities that strike a good balance between environmental footprint and business viability in french peatlands. The full study conducted in 2025 is available on the website of the project.

ECONOMIC MODELS ASSESSED



MAIN MODEL

- Extensive livestock farming in moorlands and marshlands



INCENTIVE SCHEMES

- Agri-environmental and climate measures
- Payment for Ecosystem Services



DIVERSIFICATION OPPORTUNITIES

- Paludiculture with common reeds

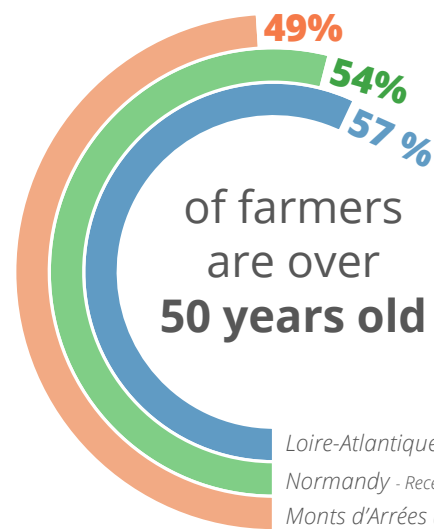
MAIN ECONOMIC MODEL | EXTENSIVE LIVESTOCK FARMING IN PEATLANDS

MAIN BARRIER IDENTIFIED



THE GENERATIONAL RENEWAL CRISIS IN FARMERS POPULATION

Facing an aging population, cattle farms are amid a **wave of closures**. The relationship between **profitability and investment** in the beef and dairy sectors have generally been unfavorable hurting the appeal of the profession. In peatlands, this issue is even more prevalent with specific technical requirements and know-how that is not easily accessible, particularly for young people who do not come from an agricultural background.



Loire-Atlantique (Pays de la Loire) - MSA, 2023

Normandy - Recensement agricole (RA), 2020

Monts d'Arrées (Brittany) - RA, 2020

MARSHLANDS

(IN PAYS DE LA LOIRE AND NORMANDY)

Farms in marshlands have adapted practices to their hydrological, fodder productivity, and sanitary constraints. With a low stocking rate, good forage independence, optimized expenses, and a high level of subsidy opportunities, they enjoy **good economic performance** compared to equivalent 'dry' farms. They also benefit well-structured **regional value chains** providing opportunities for both short and long distribution channels including quality labels (organic, PDO...).

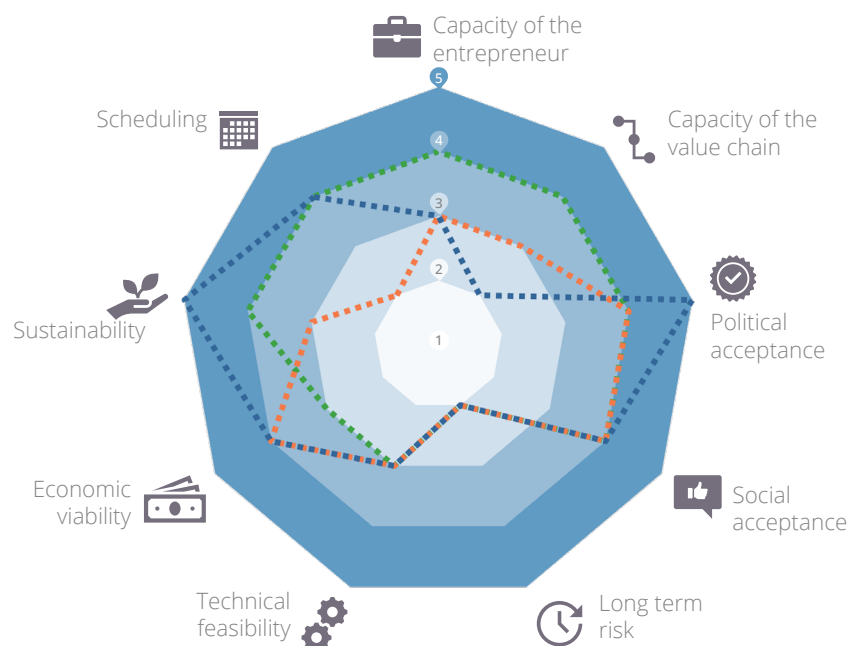
MOORLANDS

(IN BRITTANY)

Moorland conditions are **technically difficult** with low productivity and exposition to sanitary and weather risks. The Monts d'Arrée also appear somewhat **isolated from the major Breton industries**. Consequently, agriculture has partially abandoned these lands. However, following the 2022 peat fire, the importance of grazing in the Monts d'Arrée moorlands is now more than ever recognized as being of **public interest** by local actors.

MULTIFACTORIAL FEASIBILITY SCORE

- Moorlands (Monts d'Arrées)
- Marshlands (Cotentin Bessin)
- Marshlands (Erdre Marshes)



AVERAGE FEASIBILITY SCORE

Moorlands extensive grazing

3.4

Marshlands extensive grazing

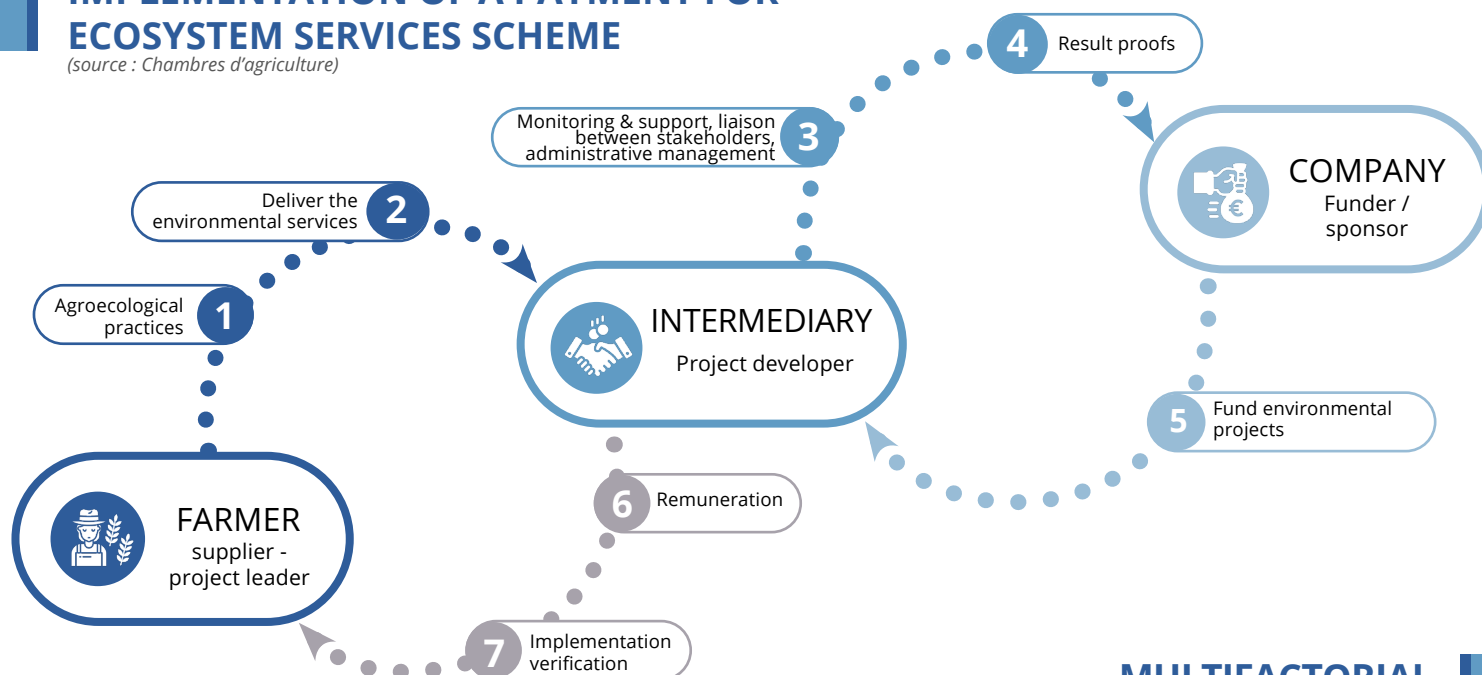
3.6



INCENTIVE SCHEMES | PAYMENT FOR ECOSYSTEM SERVICES

IMPLEMENTATION OF A PAYMENT FOR ECOSYSTEM SERVICES SCHEME

(source : Chambres d'agriculture)



MULTIFACTORIAL FEASIBILITY SCORE

MAIN BARRIER IDENTIFIED

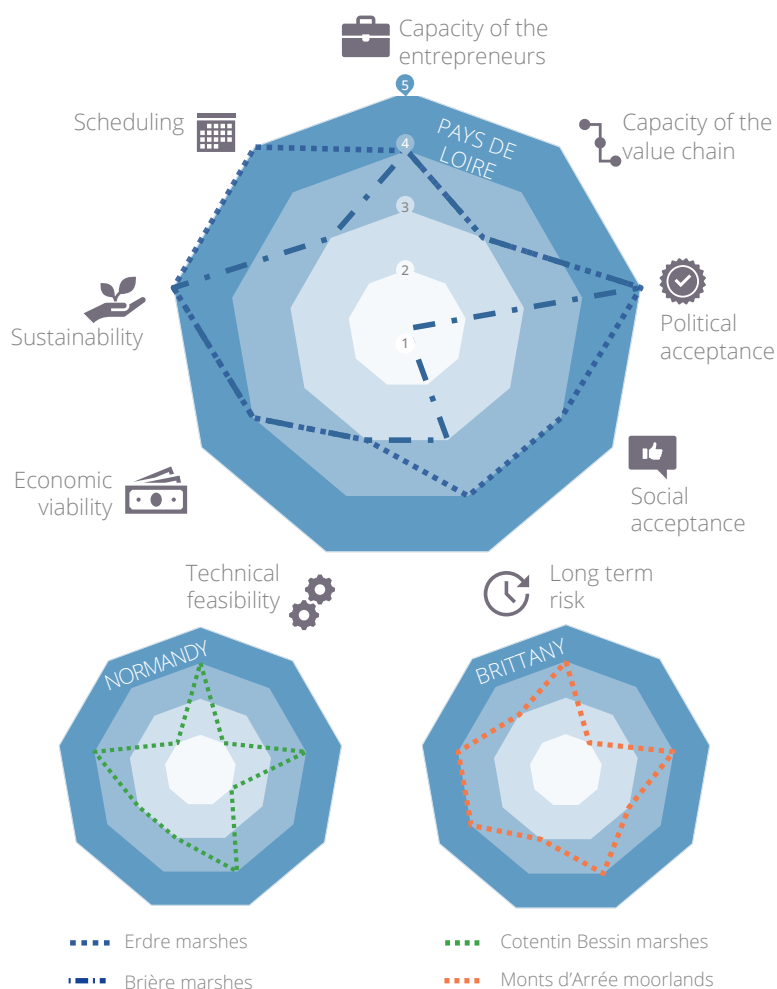


**ENSURING TRUST OF BOTH
FARMERS AND INVESTORS**

The level of engagement to PES schemes is based on **trust** and can therefore be undermined by various risks such as:

- ▶ greenwashing,
- ▶ instability or weakness of funding,
- ▶ failure to comply with commitments,
- ▶ regulatory changes,
- ▶ a lack of technical flexibility.

The social acceptability must be considered on a **case-by-case basis**, depending on the local stakeholders involved. The joint development of PES allows both investors and farmers to develop a **solution tailored** to everyone's needs and concerns.



AVERAGE FEASIBILITY SCORE

Private PES schemes

3.3



A TOOL OF THE SECOND PILLAR OF THE CAP

The agri-environmental and climate measures (AECMs) are a **contract-based subsidy scheme** covering a period of five years. It aims to compensate for the additional costs and loss of income associated with the implementation of **environmentally virtuous agricultural practices**. These CAP (Common Agricultural Policy) funds are essential for supporting sustainable agriculture, particularly in peatlands and wetlands.

MAIN BARRIER IDENTIFIED

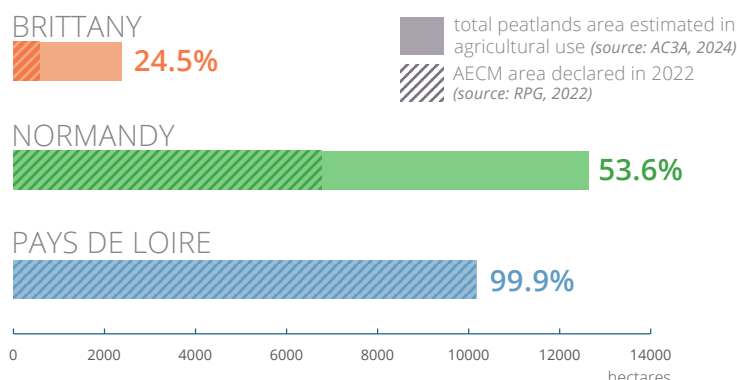


A RIGID TOOL WITH A DECREASING BUDGET

AECM suffer from a **lack of flexibility** in several areas:

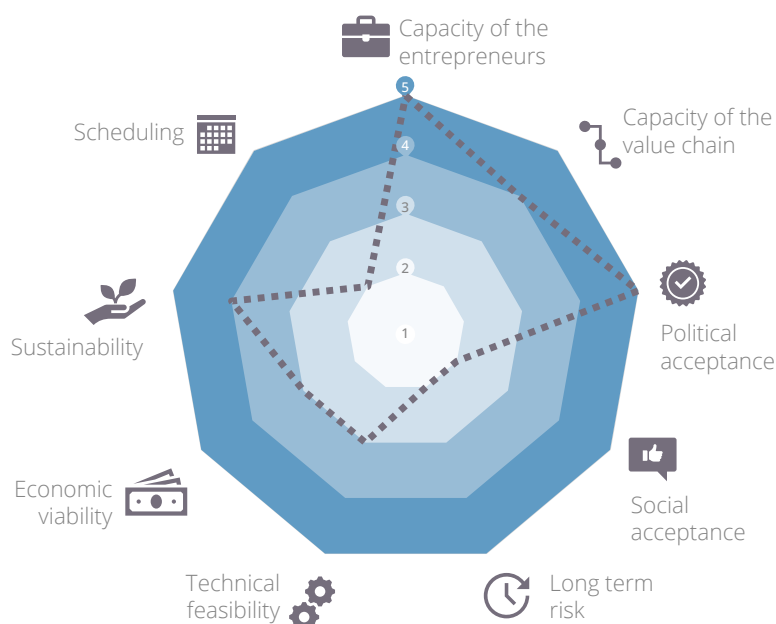
- Administrative:** AECM are currently weakened by the lack of clarity of the scheme, sharp deadlines, payment delays and an **ever-increasing complexity**.
- Technical:** Increasingly **restrictive specifications** and slow and punitive enforcement mechanisms, with **little flexibility in relation to climatic conditions**, are partly responsible for the disengagement of some farmers.
- Spatial:** The scheme only covers certain predefined areas with specifications set for five years. As the public **funding for this scheme is decreasing**, there is a risk that it will eventually be **refocused on a smaller number of areas** identified as priorities or disappear altogether. This will reduce the number of opportunities for farmers to access this support.

ESTIMATION OF PEATLANDS AREAS COVERED BY AECM CONTRACTS

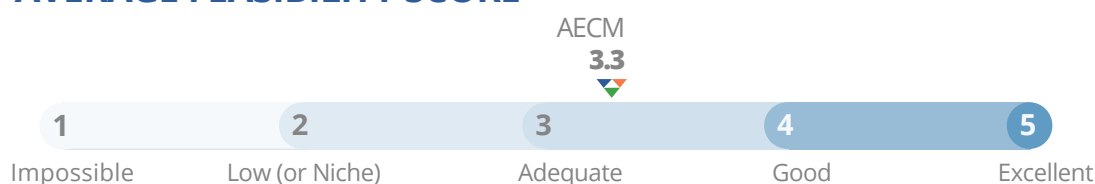


credits: Chamber of agriculture Normandy

MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE



DIVERSIFICATION OPPORTUNITIES | COMMON REED AS A PALUDICULTURE CROP

MAIN BARRIER IDENTIFIED



DECLINING HARVESTING CAPACITIES DESPITE CONTINUED DEMAND AND OPPORTUNITIES

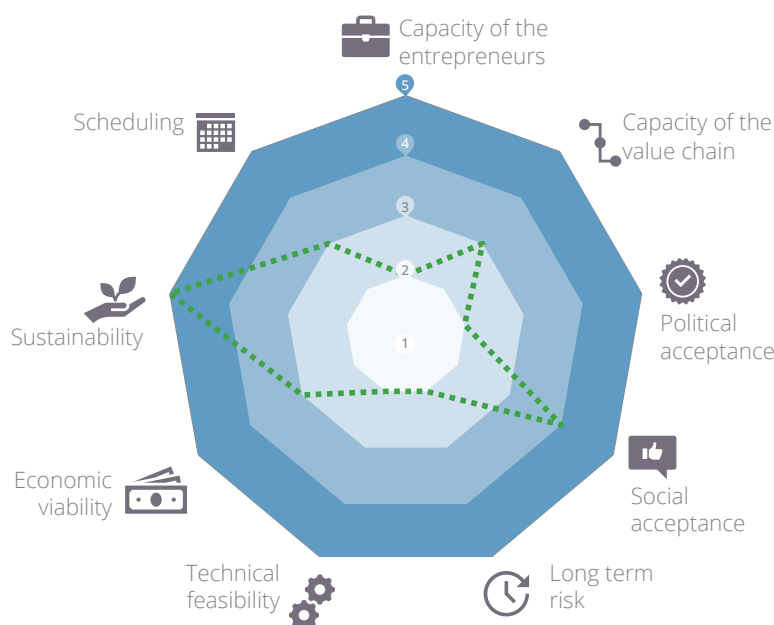
The value chain is still undeveloped and heavily dependent on **artisanal skills** often passed down informally within families.

In the Seine Estuary, the number of cutters divided by ten over the past 20 years. The 2 remaining cutters reported:

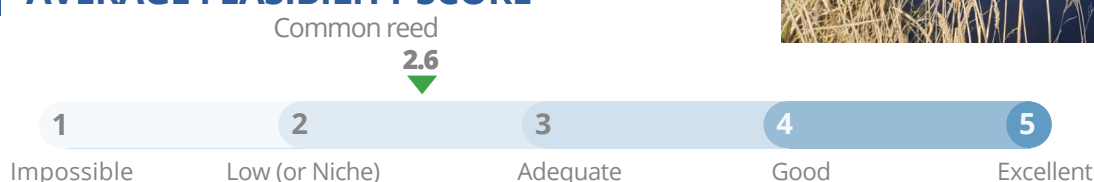
- difficult working conditions,
- climate change delaying harvesting season,
- a lack of institutional recognition,
- and heavy regulatory constraints.

Despite these constraints, the demand for **local reeds** remains, even in the face of international competition and there is a **growing interest in alternative uses** such as insulation or mulch.

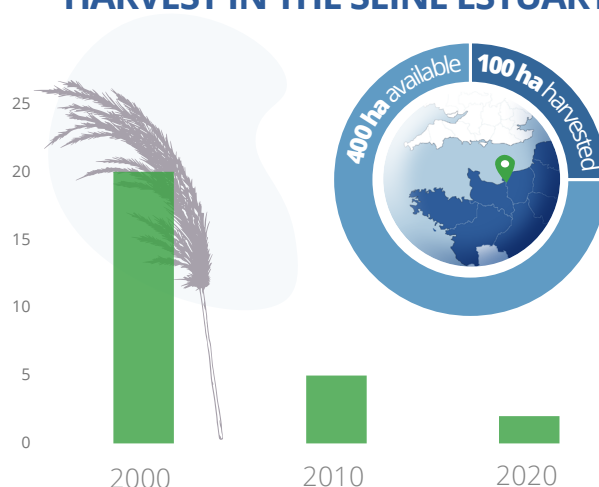
MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE



A DECREASING CAPACITY TO HARVEST IN THE SEINE ESTUARY



Number of reed harvesters in the Seine Estuary over the last 20 years and biomass availability for thatched roofs (source: Parc Naturel Régional des Boucles de Seine, June 2022).

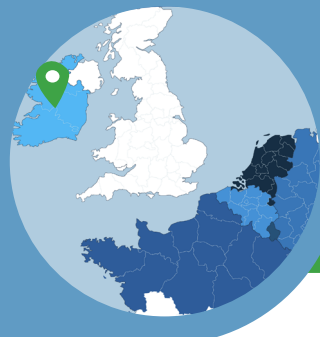
ESTABLISHING REED BEDS IN REWETTED PEATLANDS

Beyond the untapped potential of harvesting wild reeds, the question remains of establishing **reed crops on rewetted peatlands**. However, this form of paludiculture remains largely experimental; it lacks a structured value chain, and its technical and economic performance is still insufficient.

In this context, seeding reed beds in peatlands could lead to the **encroachment on open habitats** and negatively impact biodiversity without a proper **management plan**. Stronger political support and a concerted approach among all stakeholders are essential to encourage innovation and the development of the sector.



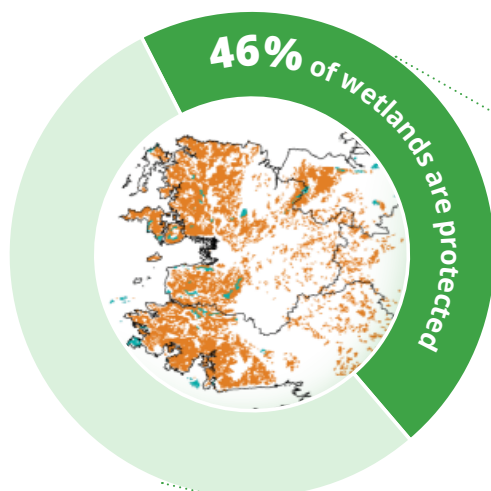
Credits: Clara DIEBOLT



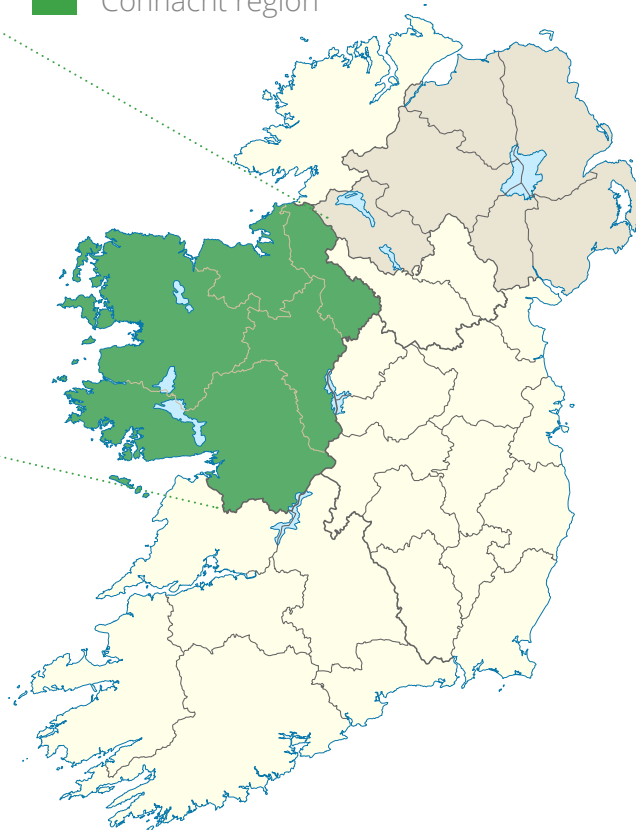
FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE



FOCUS ON WESTERN COUNTIES OF CONNACHT, Ireland



- Peat bogs
- Moors and heathlands
- Connacht region



Spatial distribution of Peat bogs and Moors & Heathlands in Ireland in 2018 based on CORINE Land Cover 2018. Source: cso.ie



440 096 ha

Total estimated peatland area in Connacht counties
(Galway, Mayo, Sligo, Leitrim, Roscommon)

REGIONAL CONTEXT

Berry-based paludiculture aligns well with the west of Ireland's acidic, rain-fed peat soils but remains underdeveloped. Currently, most agricultural land in the region is used for grass-based livestock systems, primarily beef and sheep farming. **Investment in farmer training, infrastructure, and equipment** is required, alongside overcoming **cultural resistance** compared to these traditional practices. While yields may be lower and dependent on soil conditions, locally produced berries could meet **niche demand for organic products**, offering a sustainable alternative as pilot projects advance.

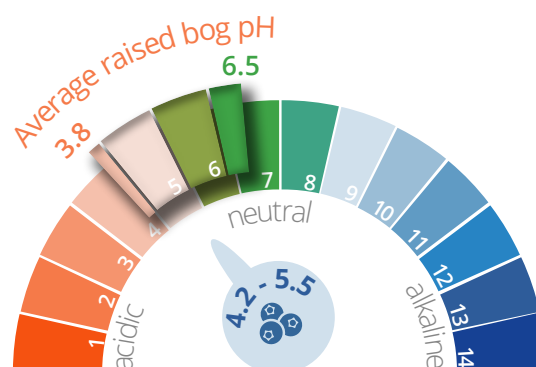
ISSUE ADDRESSED IN THE STUDY

The Interreg NWE BUFFER+ project addressed the feasibility of berry production in Irish peatlands. The full study conducted in 2025 is available on the website of the project.

ECONOMIC MODEL ASSESSED



Paludiculture with berry crops.



Ideal pH for
blueberry and
cranberry growth

source : Abel & Kallweit, 2022

PALUDICULTURE WITH BERRY CROPS

TOWARDS SUSTAINABLE IRISH BERRIES FOR LOCAL MARKETS

Today, the off-season market mainly consists of **berries imported from North America and Peru** which, however, are not sufficiently competitive in terms of price to completely overshadow **domestic alternatives**. These locally produced berries could benefit from a niche market demand for local, sustainable products. Pilot projects show promise, and **niche markets offer strong potential**. Aligning with EU restoration goals, paludiculture can reduce emissions, diversify farm income, and create a viable alternative to traditional sheep farming and turf cutting.

MAIN BARRIER IDENTIFIED



**BERRY-BASED
PALUDICULTURE IS
NOT A TRADITIONAL
PRACTICE**

Agriculture in Connacht is **dominated by livestock**, with fragmented holdings and high rainfall limiting intensive crop production. The idea of berry cultivation is quite new in this area. As such, farmers face **cultural resistance**, high **setup costs**, and limited technical expertise.

In addition, the berry **yield in the peatlands may prove to be inferior** to optimal conditions with a strong dependence on nutrient, water level and pH conditions. Infrastructure for water management and processing is scarce, and regulatory complexity adds to uncertainty. Training and **financial support** are essential for uptake but are currently lacking while key players are pushing for solutions like forestry instead.

AVERAGE FEASIBILITY SCORE

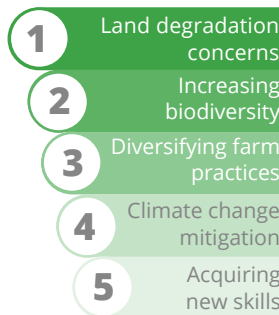
Berries paludiculture

2.7



PERCEPTION OF PALUDICULTURE FROM IRISH FARMERS

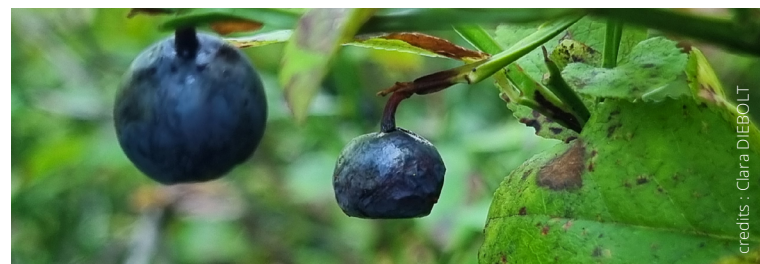
BENEFITS



BARRIERS

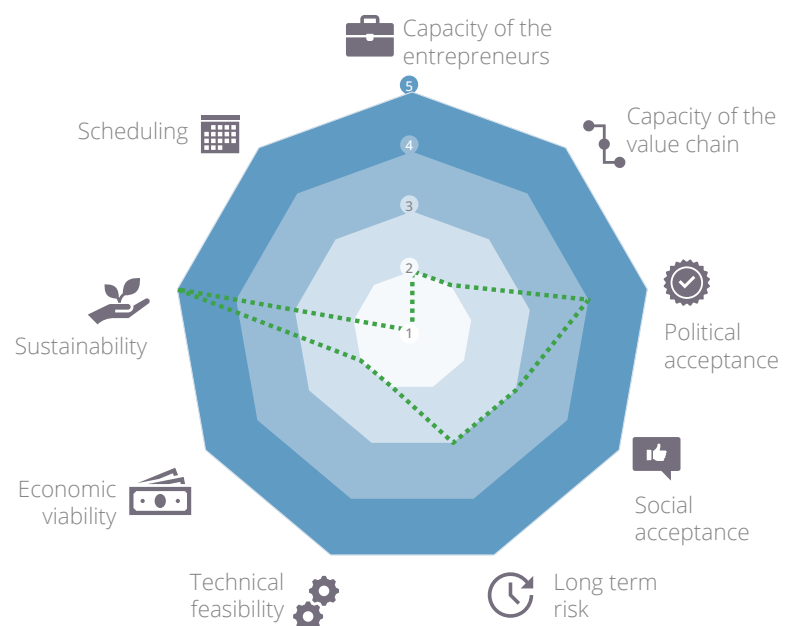


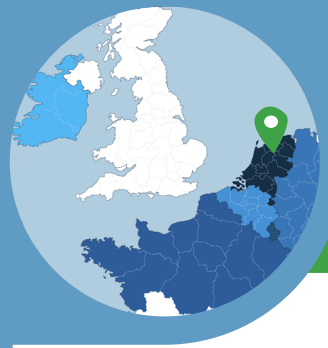
Results of an Interreg NWE Care Peat project survey (2023) on the barriers and benefits of paludiculture perceived by Irish farmers.
*AES = Agro-environmental schemes



credits: Clara DIEBOLT

MULTIFACTORIAL FEASIBILITY SCORE





FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE



FOCUS ON THE PROVINCE OF GRONINGEN, *Netherlands*

REGIONAL CONTEXT

The **Province of Groningen** has developed a peat strategy that identifies paludiculture and extensive grazing as promising avenues. The region features **diverse land uses** on peatlands: while some areas are protected nature reserves, most are privately owned and used for agriculture, including livestock and arable farming. Transitioning toward a more sustainable future therefore requires close collaboration with landowners to ensure their **business models remain viable as peatlands are rewetted**.

Cultivating cattail as a paludiculture crop could meet growing demand for **biobased construction materials** and support circular economy initiatives. On rewetted peatlands, it can reduce greenhouse gas emissions by up to 32% per hectare compared with conventional dairy farming on drained peat soils, helping **align farming practices with climate objectives**. Shifting toward **more extensive farming systems** also represents a smoother transition for farmers.



Groningen has to reduce
peatland emissions

0.05 - 0.8 Mton/year



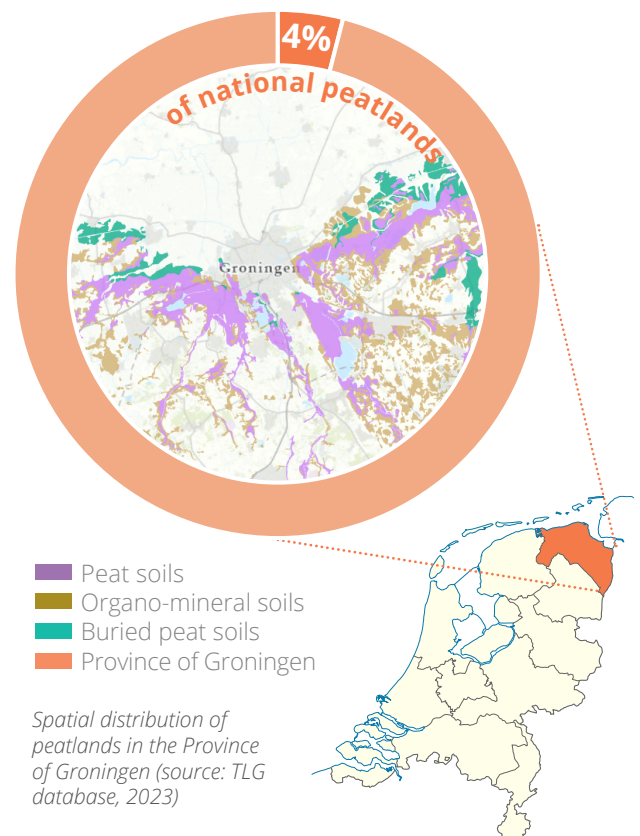
Average yearly subsidence

1 - 2 cm



Cost of agricultural lands

**85% higher
than Europe average**



ISSUE ADDRESSED IN THE STUDY

The Interreg NWE BUFFER+ project addressed the feasibility sustainable business models for peatlands in the Dutch context, with a focus on the Province of Groningen. The full study conducted in 2025 is available on the website of the project.

ECONOMIC MODEL ASSESSED



▸ Typha cultivation on peatlands



▸ Extensive permanent grazing and grassland on peatlands

TYPHA AS BUILDING MATERIAL

MAIN BARRIER IDENTIFIED



SCALING UP WITHOUT A SUPPORTING VALUE CHAIN AND LOCAL SKILLS

A major uncertainty concerns the ability to scale up Typha cultivation to a commercially viable level. Although **small-scale trials are encouraging, large-scale feasibility remains unproven** in the Groningen region.

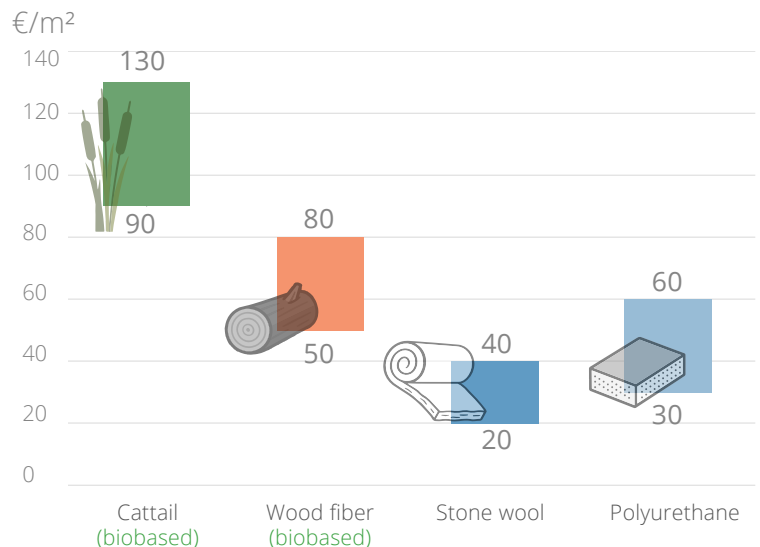
Another barrier is market readiness: **biobased building materials are still not competitive** with existing alternatives. This limits farmers' opportunities to develop profitable paludiculture business cases. Structuring the value chain will be essential to create outlets for peatland biomass and to facilitate access to bank financing.

Farmers also face several challenges that **complicate the development of a viable business model**, including:

- ▶ limited local knowledge and skills related to wet crops,
- ▶ land availability and high establishment costs,
- ▶ variable yields and high harvesting costs,
- ▶ long-term sustainability considerations.



INSULATION MATERIALS PRICES ON THE DUTCH MARKET

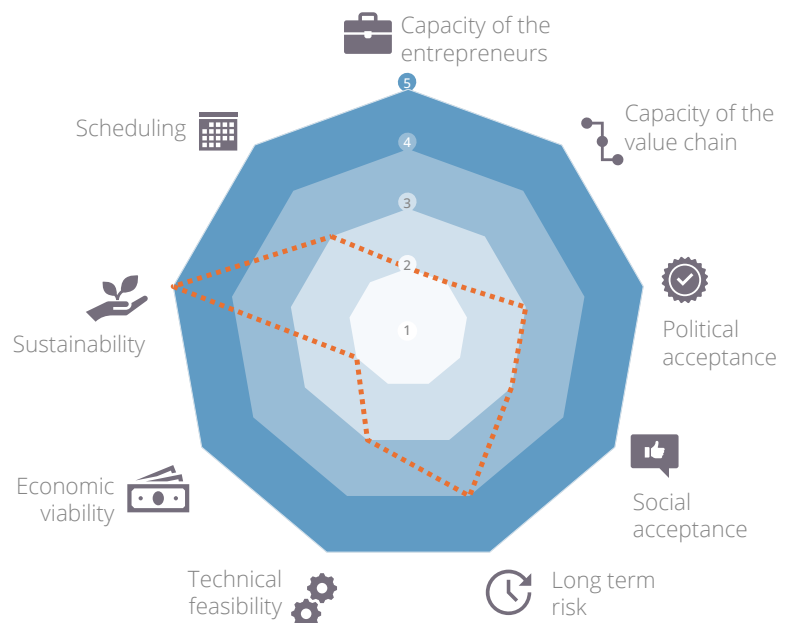


Comparison of different insulation material prices, with min and max price for each, on the dutch market.



0.8% of new houses use bio-based material

MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE

Cattail paludiculture

3.0



EXTENSIVE GRAZING AND PERMANENT GRASSLANDS

BUILDING ON EXISTING ASSETS TO REDUCE LIVESTOCK DENSITY

In the Groningen region, many **dairy farms operate on drained peatlands**. Compared to paludiculture, extensive grazing is less of a radical shift, as it relies on existing farm expertise, infrastructure, and **established value chains**. By lowering stocking rates, extensive grazing reduces production but also limits input needs, depending more on **natural feed sources and ecosystem services**.

LIVESTOCK UNITS PER HECTARE

AVERAGE
LIVESTOCK
FARM IN
GRONINGEN



AVERAGE
EXTENSIVE
GRAZING
FARM



3X

the surface of the Netherlands
required to shift from traditional to
extensive grazing



MAIN BARRIER IDENTIFIED

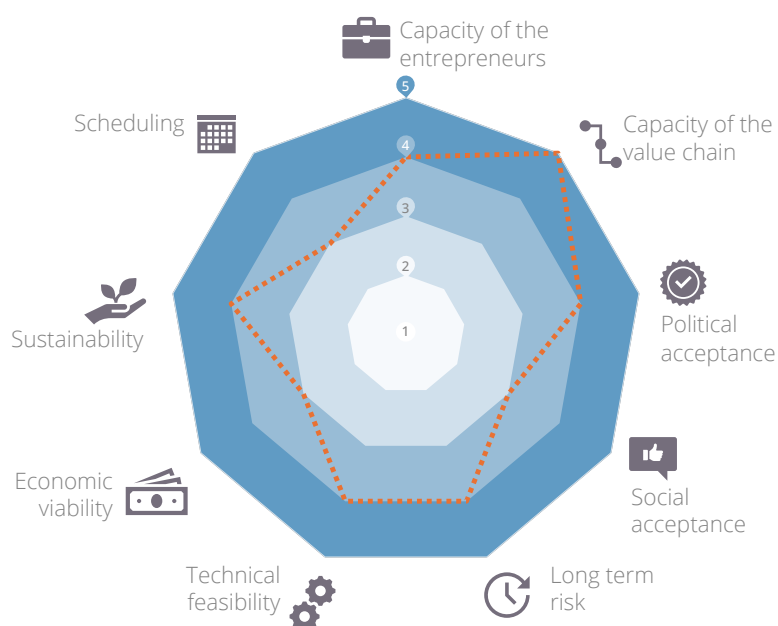


**PRODUCTIVITY
LOSS IN A LIMITED
AND COSTLY SPACE**

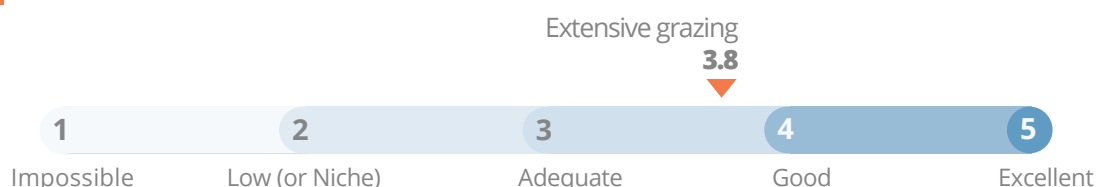
In the Netherlands, most livestock systems rely on **high stocking rates**, which are incompatible with extensive grazing. Reducing herd size would **lower milk production per hectare** and jeopardize farmers' ability to **cover costs and mortgages**, especially given the high price of land.

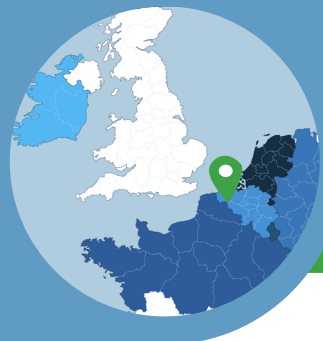
Because land is scarce and highly contested, extensive grazing would require either **more land per farmer or fewer cows**, increasing pressure on already limited space. This can **heighten tensions** and distrust among stakeholders, making future planning more difficult.

MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE





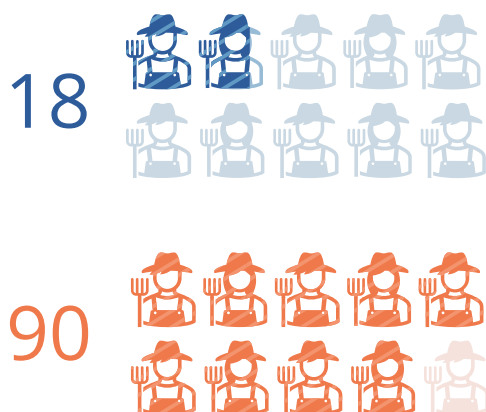
FEASIBILITY STUDY OF ECONOMIC MODELS FOR SUSTAINABLE PEATLANDS IN NORTHWEST EUROPE



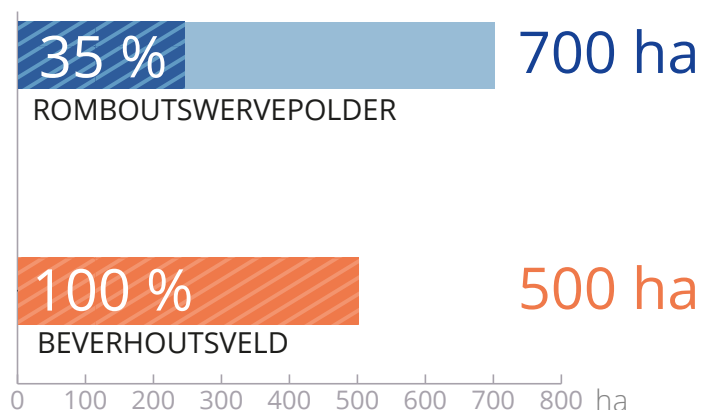
FOCUS ON THE PROVINCE OF WEST FLANDERS, *Belgium*

REGIONAL CONTEXT

Number of farmers

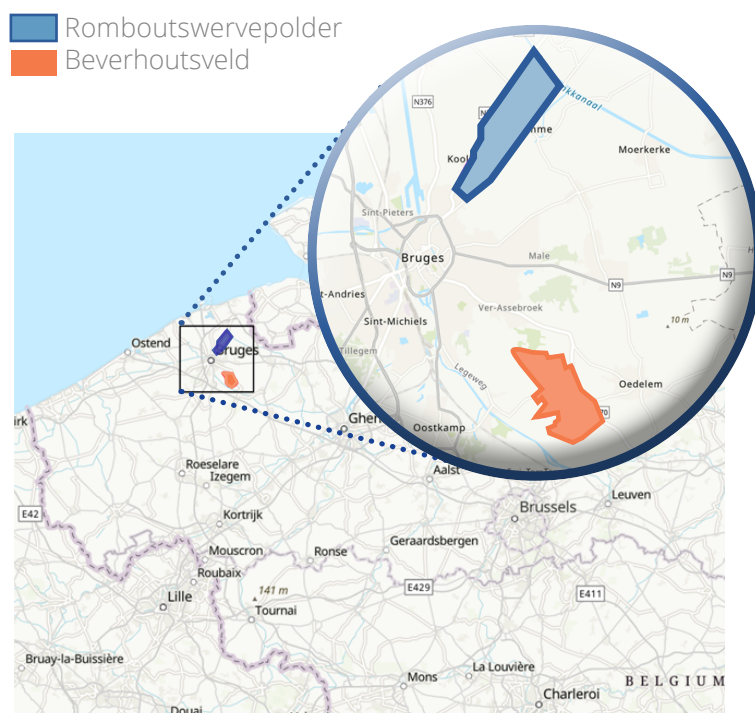


Total surface in ha
Percentage of lands in agriculture



The **Romboutswerpolder** is an area of nearly 700 hectares located in the northwest of the West Flanders Province, within the territories of the cities of Bruges and Damme, in the jurisdiction of the Oostkustpolder. Enclosed between the embankments of the Damme Canal, the Schipdonk Canal, and the Koolkerksesteenweg (N374), it houses the Fort of Beieren and a part of the historical city center of Damme. The polder contains **significant green areas closely intertwined with agricultural lands**.

The **Beverhoutsveld** area is a characteristic **landscape with tree lanes** about 500 hectares, located in the municipality of Beernem in the Province of West Flanders. This publicly owned area serves **mainly agricultural purposes**: the municipality allocates different plots to 90 local farmers. Ecologically, the northern part consists of **wet, flood-prone land**, while the southern section is **drier and sandy**. Two key waterways—the Hoofdsloot and the Zuiddambeek—run through the area, shaping both its hydrology and its agricultural potential.



ISSUE ADDRESSED IN THE STUDY

The Interreg NWE BUFFER+ project addressed the feasibility sustainable business models for peatlands in a the flemish context, with a focus on the Province of West Flanders. [The full study conducted in 2025 is available on the website of the project.](#)

ECONOMIC MODEL ASSESSED



▶ Extensive grazing



▶ Payment for Ecosystem Services

MAIN BARRIER IDENTIFIED



MISMATCH BETWEEN EXISTING DAIRY HERDS AND WET, LOW-QUALITY GRASSLANDS

The most significant barrier to implementing extensive grazing in West Flanders is the **mismatch between current livestock breeds**—especially high-producing Holstein dairy cows—and the ecological conditions of wet, low-nutrient grasslands. These cattle require **energy-rich feed** that such landscapes cannot provide, making them poorly suited to nature-reserve grazing. As a result, farmers cannot fully utilize available land, some **parcels remain under-grazed**, and nature objectives are jeopardized by **vegetation encroachment**.

Transitioning to hardy, low-input breeds demands major operational, cultural, and sometimes financial adjustments, which makes this shift challenging for many farms embedded in conventional dairy systems.

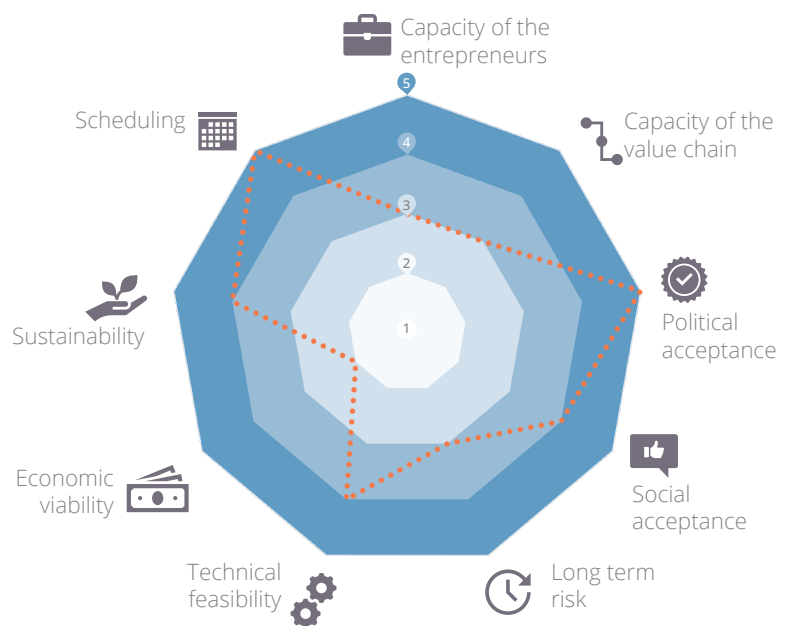


52 %
of lands in Rouboutswervepolder are in pastures

IMPROVING TECHNICAL FEASIBILITY IN PROTECTED GRASSLANDS

A major additional barrier to implementing extensive grazing is the **strict set of nature-management rules** imposed on grasslands within reserves. Delayed mowing dates, limits on grazing pressure, bans on supplementary feeding and fertilization, and restrictions on reseeded or altering vegetation greatly **reduce the flexibility farmers need for day-to-day management**. These rules can make the system feel rigid, increase operational complexity, and **discourage farmers** who already face tight margins and unpredictable weather conditions.

MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE

Extensive grazing

3.7



1

2

3

4

5

Impossible

Low (or Niche)

Adequate

Good

Excellent



INCENTIVE SCHEMES | PAYMENT FOR ECOSYSTEM SERVICES

MAIN BARRIER IDENTIFIED

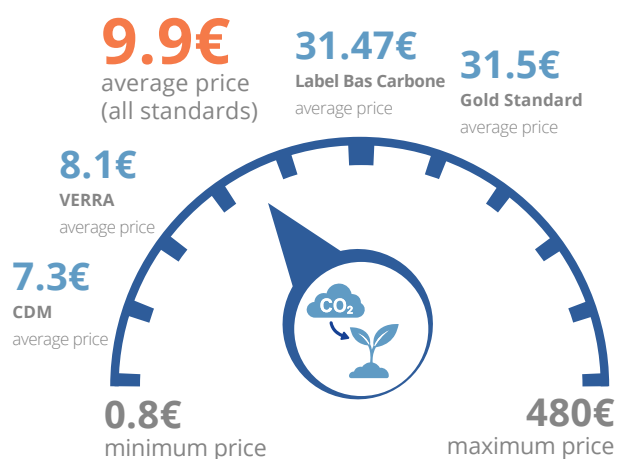


**LOW SHORT-TERM
FINANCIAL VIABILITY
AND FRAGMENTED
GOVERNANCE**

The main barrier to implementing Payment for ecosystem services (PES) schemes—specifically Carbon Farming—in West Flanders is the combination of **low short-term financial returns for farmers** and a **fragmented legislative framework**.

Farmers receive **limited compensation for carbon sequestration**, which does not offset yield losses, extra labour, or long-term investments.

At the same time, **legislation is scattered** across EU, Flemish, provincial and local levels, creating **uncertainty, risks of double financing, and a lack of clear ownership** for farmers. This dual challenge undermines farmer motivation, **slows adoption**, and complicates the creation of a coherent, trusted PES system capable of delivering both climate benefits and economic stability.



**Price of carbon credits on voluntary
markets in 2024 (in €/ton eqCO₂)**

Source: Info Contribution Carbone, An overview of
carbon emissions : 2025 edition based on 2024 data

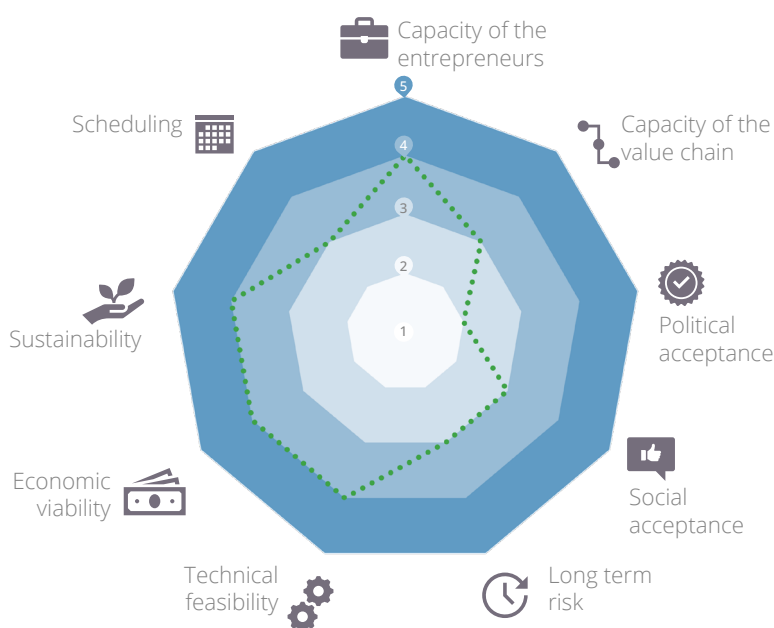
STREAMLINING AND ADMINISTRATIVE BURDEN

A significant additional barrier to Carbon Farming is the **heavy administrative and monitoring workload** required to verify carbon gains. Farmers must undergo regular soil sampling, documentation, and compliance checks, while governments or PES-paying organizations must finance and coordinate long-term monitoring systems.

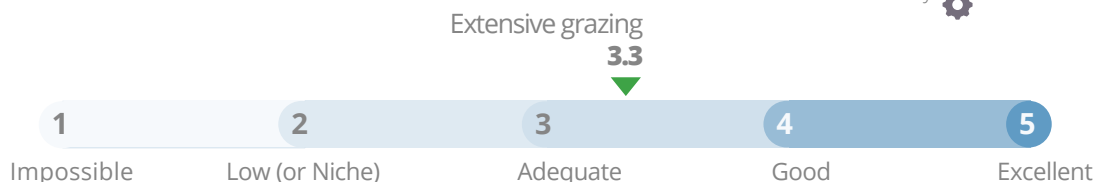
This creates a **cumbersome process** that can feel disproportionate to the relatively **small financial rewards**. The complexity discourages participation, especially among **smaller farms** with limited time, staff, or technical capacity to manage the administrative effort.



MULTIFACTORIAL FEASIBILITY SCORE



AVERAGE FEASIBILITY SCORE



RADAR RATING SCALE



CAPACITY OF THE ENTREPRENEURS

- 1 No entrepreneurs for the business model
- 2 Bad coherence with their existing assets
- 3 Lack some assets
- 4 Good coherence with their existing assets
- 5 Already expert/specialised in the BM



SCHEDULING

- 1 Impossible
- 2 Possible but tight
- 3 Possible
- 4 Convenient
- 5 Already scheduled



SUSTAINABILITY

- 1 Wide range of negative externalities
- 2 Deteriorates targeted environmental/social performances
- 3 Contrasted environmental/social impacts or general Status Quo
- 4 Improves targeted environmental/social performances
- 5 Provides a wide range of environmental/social services



ECONOMIC VIABILITY

- 1 Negative or zero margin
- 2 Positive margin but lower than alternatives
- 3 Positive margin but low competitiveness
- 4 Positive margin and acceptable competitiveness
- 5 Very good margins and competitiveness



TECHNICAL FEASIBILITY

- 1 Technical impossibility
- 2 Poor technical performance and/or major technical barriers
- 3 Acceptable performances slightly worse than the alternatives
- 4 Performances in line with the alternatives
- 5 Good performances better than the alternatives

CAPACITY OF THE VALUE CHAIN

- 1 Non-existent value chain
- 2 Lack of most of the suppliers, customers, infrastructures or niche
- 3 Lack some suppliers, customers or infrastructures needed
- 4 Some actors/infrastructures are further away
- 5 All the actors/infrastructures needed are available regionally

POLITICAL ACCEPTANCE

The business model is:

- 1 Prohibited in peatland
- 2 Heavily regulated with constraints in peatland
- 3 Subject to a manageable level of regulatory constraint
- 4 Fully authorised (potential mix of support & constraint)
- 5 Subsidised and supported

SOCIAL ACCEPTANCE

- 1 High level of tension on the territory, influential actors are detractors
- 2 Influential actors are passive or critical
- 3 The major actors are hesitant
- 4 The major actors are relatively convinced but passive
- 5 The major actors are advocative and/or constructive

LONG TERM RISK

- 1 Forecasts point to very likely major threats
- 2 Forecasts point to uncertain major threats or likely minor threats
- 3 Forecasts point to a balanced combination of opportunities and threats
- 4 Forecasts point to uncertain opportunities
- 5 Forecasts point to very likely major opportunities

