



## SHOWCASE Newsletter: Volume VII

Join us as we take a stroll through SHOWCASE's latest and biggest achievements with the project's final newsletter. Although SHOWCASE is coming to an end, its results will remain past its lifetime!

### Legacy corner

Explore SHOWCASE's lasting impacts beyond its project lifetime



SHOWCASE is extremely proud to present its legacy Handbook that delves into the project's main goal, namely integrating biodiversity into everyday farming to understand its practical value. The main approach was to set up a network of farmers, advisors, local people and researchers at 11 'Experimental Biodiversity Areas' across 10 European countries, with results compiled into the "Farming with Biodiversity Handbook".

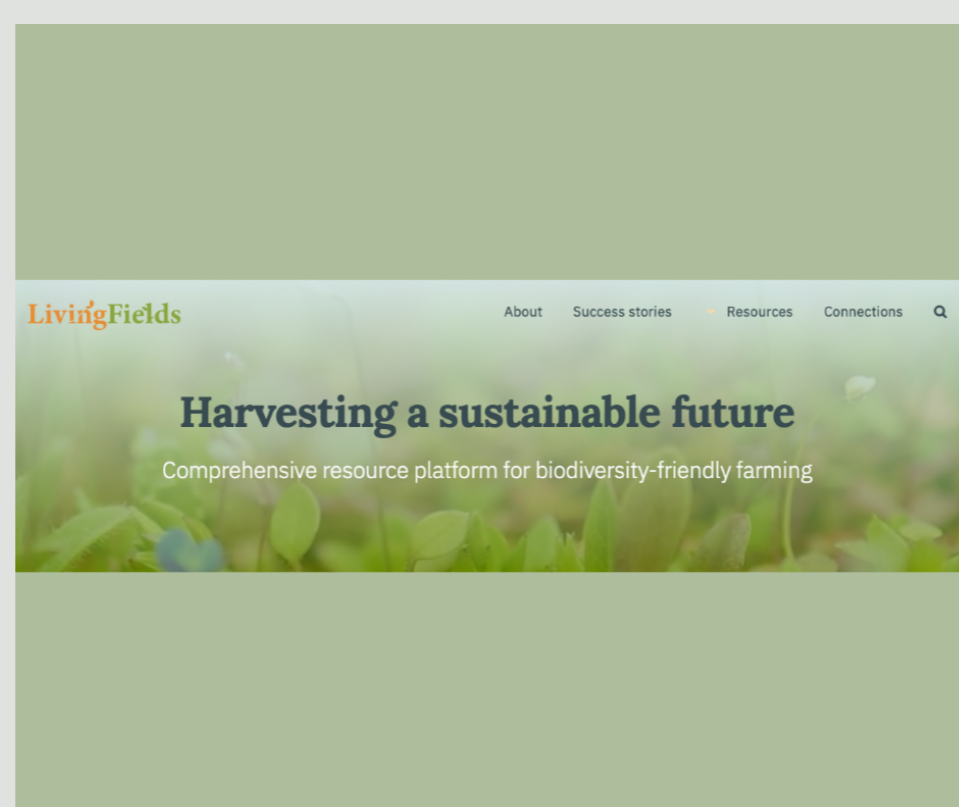
Overall, SHOWCASE has found that **with the right support**, and in particular financial support, to farmers, **farming with biodiversity can become the norm and benefit everyone**.

[Read the Handbook](#)



SHOWCASE has released its final [video](#) featuring project coordinator Professor David Kleijn, highlighting the project's impact on farmland biodiversity. SHOWCASE confirmed that enhancing biodiversity boosts species diversity and ecosystem services like carbon sequestration and pollination, but many benefits are public goods, offering limited direct financial return for farmers. The project's so called [Experimental Biodiversity Areas](#) showed measures such as wildflower planting increase biodiversity but require support or incentives to be viable. The project also demonstrated that citizen science can enhance monitoring and farmers' appreciation for nature, emphasising that **effective, biodiversity-friendly farming relies on combining ecological insights with economic and social support**.

[Watch the video](#)

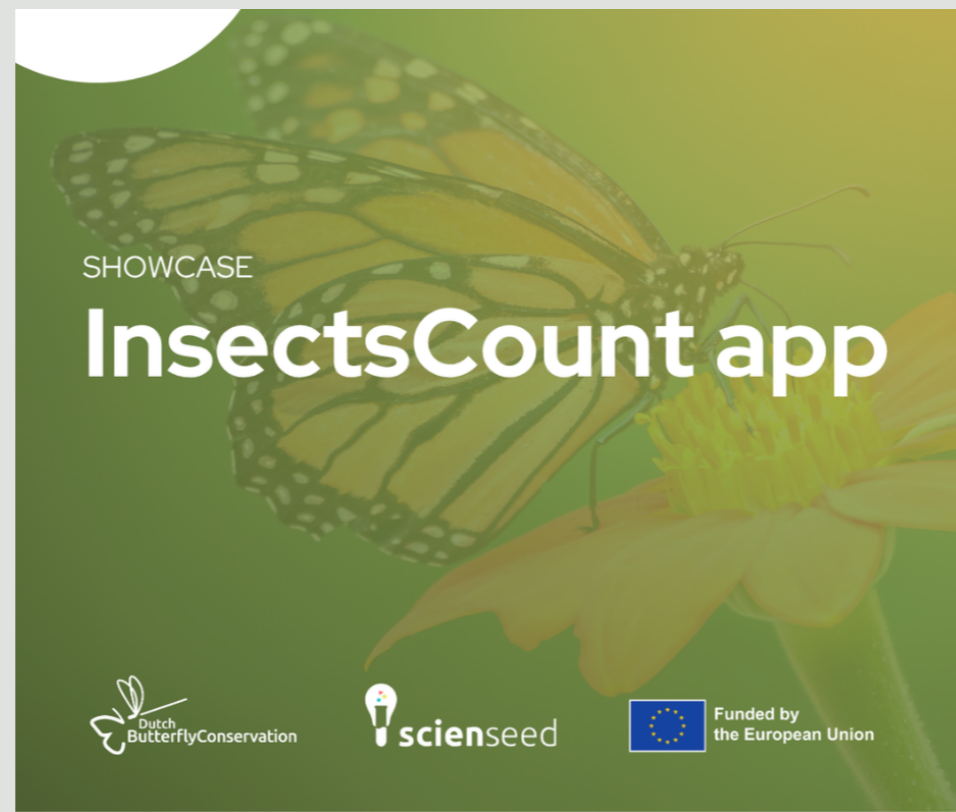


[Living Fields](#), part of SHOWCASE, is fully live and serves as its main outreach and knowledge exchange platform. It **brings together practical tools, stories and guidance to help farmers adopt biodiversity-friendly practices** that support both nature and agricultural productivity. Through Living Fields, SHOWCASE connects farmers, researchers and advisors across Europe, translating scientific



insights into real-world solutions and fostering a community of practice around sustainable, biodiversity-based farming.

News item incoming



To address the decline in pollinator populations, SHOWCASE has developed [InsectsCount](#), a **progressive web application designed to facilitate standardised insect counting**. Users can start observer communities by gathering participants, defining regions, selecting species to monitor and motivating members through challenges. To begin, gather interested local farmers, researchers or citizens and register the group on InsectsCount. For more information, reach out to [insectscount@vlinderstichting.nl](mailto:insectscount@vlinderstichting.nl).

Read more



SHOWCASE has created a new factsheet highlighting how citizen science can empower farmers and communities to protect biodiversity while maintaining productive agriculture. By engaging non-scientists in monitoring pollinators, soil health and other ecosystem services, citizen science generates valuable data, raises awareness and bridges the gap between research and practice. The factsheet calls for **co-created programmes, user-friendly tools and stronger feedback loops to scale up successful local initiatives and ensure that farmers play a leading role** in sustaining the biodiversity their livelihoods depend on.

Read more

## Policy corner

Explore SHOWCASE's contributions to environmental policy



SHOWCASE recently released its second policy brief, authored by partners from Wageningen University, Agroscope, HUN-REN Centre for Ecological Research, CSIC, University of Reading, Dutch Butterfly Conservation and the University of Évora, which reveals that **effectively reversing Europe's pollinator decline will require more natural habitat in farmland than current EU targets prescribe**. Drawing on a major [Science publication](#) analysing over 1,000 agricultural landscapes across 19 countries, the brief finds that wild bees need 16–18% and butterflies up to 37% natural habitat to recover—well above the [EU Biodiversity Strategy's](#) 10% goal. It urges policymakers to expand habitat areas, improve habitat quality and ensure long-term support for farmers through instruments such as the CAP.

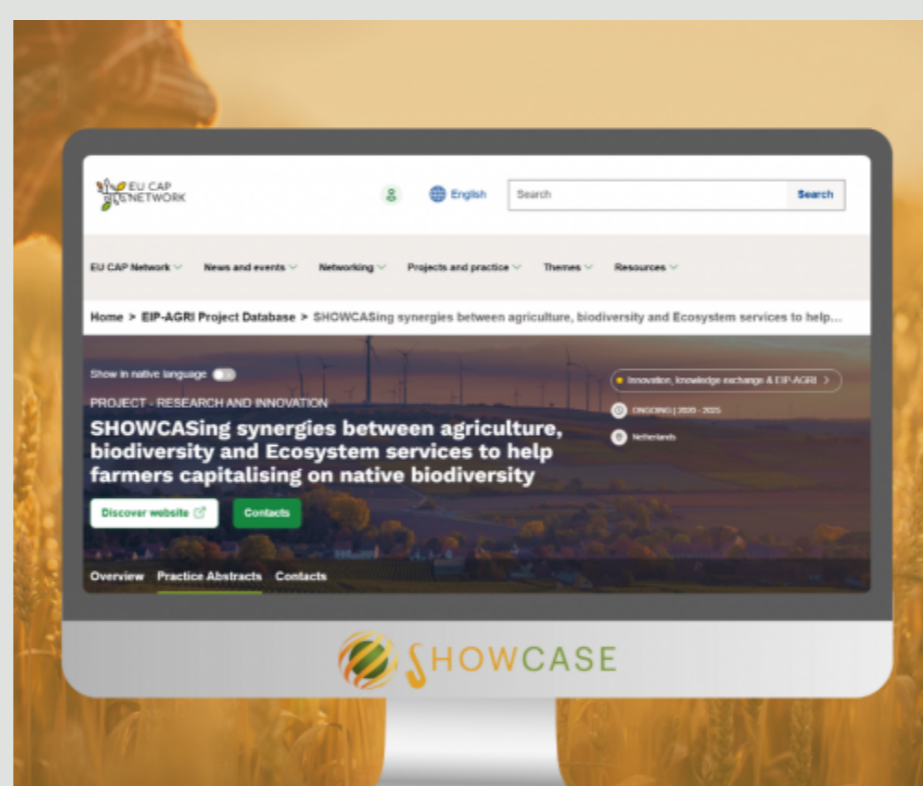
Read the policy brief





SHOWCASE recently also published its third policy brief, authored by project partners BOKU and ZALF. It examines how Europe can more effectively promote biodiversity-friendly farming practices (BFFM) by understanding the social, economic and psychological factors shaping farmers' decisions. Based on research across ten European countries, it finds that while EU frameworks such as the [CAP](#) and [Green Deal](#) support biodiversity, uptake remains uneven due to perceptions of bureaucracy, low compensation and limited social recognition. Farmers who value biodiversity intrinsically are more likely to adopt long-term, holistic conservation practices. The brief **recommends more flexible, regionally adapted agri-environment schemes, stronger collaboration among stakeholders and efforts to promote broader appreciation of biodiversity's intrinsic value.**

[Read the policy brief](#)



SHOWCASE has published five practice abstracts on the [EU CAP Network platform](#), sharing practical, evidence-based insights to help integrate biodiversity into European agriculture. Together, these abstracts **translate scientific research into actionable guidance for farmers, advisors and policymakers**, covering topics from farmers' motivations and socio-economic drivers to effective policy design, behavioural insights, science-policy collaboration and on-the-ground biodiversity practices such as green covers in orchards. Their publication represents an important milestone for SHOWCASE's impact, ensuring that its findings reach those who can apply them directly in farming and policy contexts. By bridging research and real-world practice, the abstracts support the EU's broader goal of transitioning toward more sustainable, resilient and biodiversity-rich agricultural systems across Europe.

[Read more](#)

## Video corner

*Find out more about the latest SHOWCASE video abstracts and podcast*

[Interview with partner Reinier de Vries on restoring ecosystems on farmland](#)

[Interview with partner Erik Öckinger on farmland biodiversity monitoring through citizen science](#)

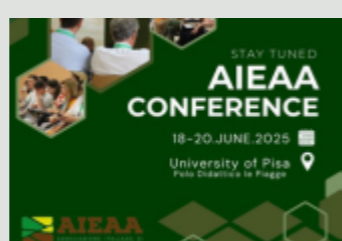
[Interview with partner Elena Alonso \(incoming\)](#)

[New video with PhD researcher Gabriella Bishop on pollinator conservation in farmland](#)

[SHOWCASE WWF video: Good Food, Bad System - Can the EU fix the recipe?](#)

## Dissemination corner

*Learn how SHOWCASE partners presented the project*



**AIEAA  
2025**

[Read more](#)



**Ecology, Politics and Justice  
Conference 2025**

[Read more](#)

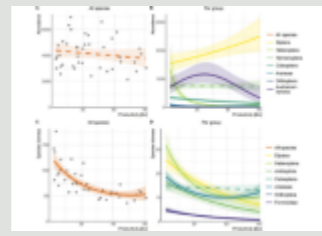


## European BioEconomy Scientific Forum 2025

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## Publications corner

Discover new SHOWCASE publications



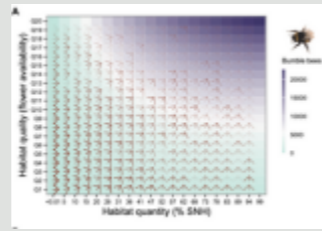
Land use intensification transforms grassland arthropod communities: A few winners expand but most species disappear

[Read the paper](#)



Farmers' perceived financial and non-financial costs of their biodiversity measures – Exploring viewpoints with Q-methodology

[Read the paper](#)



Critical habitat thresholds for effective pollinator conservation in agricultural landscapes

[Read the paper](#)



How values and perceptions shape farmers' biodiversity management: Insights from ten European countries

[Read the paper](#)

## SHOWCASE features

Take a look where SHOWCASE has been featured lately



A recent article on the popular science news site Novaator ERR featured the Estonian University of Life Sciences (EMU), a SHOWCASE partner, and junior researcher Aki Kadulin, who contributed to two European studies showing that **farmers' decisions to conserve biodiversity are shaped by their personal values, perceived costs and social context**. Focusing on semi-natural grasslands, among Europe's most species-rich yet economically fragile habitats, the piece highlights that their survival depends on farmers' continued management and support from the EU's Common Agricultural Policy (CAP). The studies, published in [Biological Conservation](#) and [Ecological Economics](#) by SHOWCASE partners, conclude that one-size-fits-all measures are ineffective and call for more flexible, locally tailored policies to better align farmers' motivations with Europe's biodiversity goals.

[Read the article](#)

SHOWCASE was featured in the July 2025 edition of *CPM Magazine* where new research on regenerative agriculture, highlighting Dr. Ruth Wade from the University of Leeds and SHOWCASE lecturer Dr. Millie Hood from the University of Reading, was discussed. The article presents findings from the [Green Farm Collective Conference](#), where Dr. Hood presented results from farmer co-designed cover crop trials showing notable boosts in biodiversity and soil health, while Dr. Wade reported outcomes from large-scale trials comparing conventional and regenerative systems, revealing gains in soil carbon alongside challenges such as weather impacts and higher nitrous oxide emissions. Together, their work **underscores how combining controlled experiments with participatory research is strengthening the evidence base for regenerative farming in the UK and across Europe**.

[Read the article](#)

## Synergies

Find out more about SHOWCASE's collaboration with other projects

Synergies between projects in different stages of their development are one efficient way to ensure the longevity of research results' impact. One such synergy is the one between SHOWCASE and the [Agri4Pol](#), a Horizon Europe-funded project, which aims to promote the benefits of transforming agriculture from being a pressure on pollinators to becoming a positive force for restoring and managing



pollinators and pollination services that support agriculture and provide food and other benefits to ecosystems and people. As part of an Agri4Pol organised research workshop that took place on 9-11 July 2025, SHOWCASE project members lead by the project coordinator David Kleijn (WUR) took part in the workshop in an effort to **advance the research endeavours of Agri4Pol and showcase results from the SHOWCASE project.**

[Check out all synergy activities](#)

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#### SHOWCASE Project

This project receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862480. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the EU nor the EC can be held responsible for them.

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