



IV EU LiveSeeding webinar for boosting organic seeds and breeding entrepreneurship

14-15 May 2026

LiveSeeding in a nutshell

Organic seed and plant breeding to accelerate sustainable and diverse food systems in Europe

- Innovation Action of Horizon Europe
- 37 partners from 15 European countries
- Total 6.6 Mio €
- 4 years (Oct 2022 – Sept 2026)

Goal

Foster the availability high quality organic seed of sufficient quantity adjusted to organic agriculture for diverse diets and sustainable food systems



Pathway to impact

PUSH – PULL – ENABLE approach

accelerates and encourages the legislative and regulatory environment to adapt supply and demand



increases the availability of organic seeds of cultivars suitable for organic production



increases and stabilizes the market demand for organic seeds

LiveSeeding organic seed and breeding entrepreneurship Training Center

European webinars

- Entrepreneurship in the organic seeds and breeding sector. 13-14 December 2023.
- Strategies for Marketing and Promoting Organic Seeds Locally and Effectively. 24-25 February 2025.
- Governance and finance models for organic seeds and plant breeding in Europe. 10-11 March 2026.
- **Business models and business plans development. 13-14 May 2026.**

National trainings



IV EU LiveSeeding webinar for boosting organic seeds and breeding entrepreneurship

"Business models and business plans development"

Wednesday - 13 May 2026

Thursday - 14 May 2026

Online - ZOOM

Objective: This webinar aims to share practical resources for organic seed producers and plant breeders who need to manage their finances, plan their businesses effectively and frame their activity in the market and funding landscape at the European level.



National Counselling Plans

Contact information

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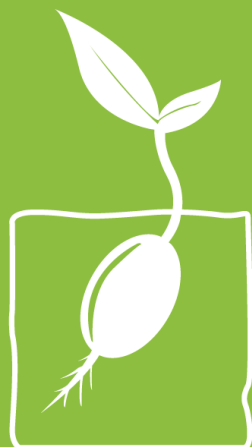
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Multi-actor approach

Multi-actor approach

- Inter- and transdisciplinary partners
 - **9 research institutions** fully dedicated to organic
 - **5 organic breeders and seed producers** and representatives of the European consortium for organic plant breeding (**ECO-PB**)
 - **2 organic farmers associations**
 - **7 universities and research institutes** (genetics, participatory and molecular breeding, microbiome, plant pathology, citizen science, socio economy, policy)
 - **3 examination offices**
 - **15 SME and 2 large seed companies**
 - **NGO** (European Coordination Let's Liberate Diversity (ECLLD), Red de Municipios por la Agroecología (RCxAE))
 - **4 IT experts**

Additional

- Broad Stakeholder group
- International Advisory Board
- IPR Board



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Involved partners: RCxAe (Spain), IPS (Croatia), IFOAM OE, RSR and FEDERBIO (Italy), AEGILOPS (Greece), NARDI (Romania), OMKI (Hungary), PIN (Poland).

- Objective: strengthen knowledge and skills needed, of existing or potential SME managers, to undertake an entrepreneurial activity in the organic seeds and breeding sector





LiveSeeding

Thank you for your attention!

