



HNV-Link Network
***High Nature Value farming:
Learning Innovation and
Knowledge***

Network Meeting n°1:
Methodological Seminar
31 August - 2 September 2016
Montpellier (France)

D4.1
Meeting Report
(October 2016)

WP Lead Beneficiary: CIHEAM-IAMM



This project has received funding from the European Union Horizon 2020 research and innovations programme under Grant Agreement No. 696391

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Introduction

The first HNV-Link Network meeting gathered all HNV-Link Partners, in Montpellier (France), for a two day methodological session (1st and 2nd of September, 2016).

Each Partner was represented by at least one member. All LA Coordinators and WP Leaders were present, as well as all people involved in the realization of the tasks carried out during the first period of the project's life.

In the general structuration of HNV-Link project, each Network Meeting (3 in total) aims to close development phase of the network and take stock of the main achievements. It constitutes therefore a central milestone in the general project's coordination.

The objective of this first Network Meeting (NM1) was to validate “framing phase” which consisted into a methodological work carried out between the WP Leaders and the LA coordinators. The aim was to achieve a common understanding of the main concepts and methods (innovation, HNV farming, baseline assessment, HNV vision) to organize the work on the ground in the ten Learning Areas (LA). The challenge was to frame a general process which organizes the collection of innovations at grassroots levels that are both environmentally beneficial and economically viable for HNV territories (farming systems and communities). This process had to make sense in the specific context each LA, while ensuring an overall coherence at Network level and an European added value. This network meeting was also the occasion for the Participants to get to know each other better, and to appreciate the variety and the richness of each territory, and its national and local situation !

This report summarizes the main points of interest and conclusions of each session. It is also compiling the agenda of the event, a participant list, and all materials displayed during the presentations.



Summary and Main Conclusions

Session 1: Baseline Assessment

Presentation by Xavier Poux of the Baseline Assessment exercise (*cf.* Presentation in Annex).

Main recommendations to carry out the Baseline Assessment at LA level:

- Not just prescriptive ‘how to bake a cake’ process. Who the cake is for is essential consideration (it’s not ‘for Xavier’!!). Needs to address their interests and do so in their language.
- In that context, imagine YOU are commissioning your baseline assessment to best investigate/describe your situation to that audience
- One audience is YOU, in the context of the needs of the project, i.e. In the context of the innovation needs of HNV farming systems i.e. SNV, in the LA
- A ‘true’ and relevant narrative is what we want; data is not our god (though desirable). In the absence of data, an agreed narrative is fine
- Concept of data is wide – not just official stats and scientific literature.
- Use a practical starting point which is meaningful for the story you need to tell, but can’t imagine story being shorter than decades-long (maybe post-WW2 is ok for most areas). Might need to cope with different timescales for various aspects of change, as part of an overall narrative
- Similarly for ‘what is innovation’ – key question is what it is in terms of the narrative
- Relative scale of the elements of the timeline should reflect their importance to the current situation, current processes, actors etc.
- Choosing what is important in your story is YOUR job – not Xavier’s job. You need to select relevant data as part of making it relevant.
- How do we set the reference level which innovation is ‘designed’ to achieve? Is it just looking back to some ‘ideal’ or what? We need to formulate that in our assessments and these are somewhat subjective – is it us who decide? Stakeholders? It will vary by LA, but we *have* to bring the HNV farming idea if it’s not there already – that is at the core of the project
- How do we incorporate the inevitable dynamism of natural/social/econ change? We can say ‘vision’ to avoid the perception that it is fixed, but the issue still arises. Doing this thinking is part of the project challenge. WE can bring the question of HNV to the discussion – we are agents of innovation too.

Conclusion: The baseline assessment will be taking the form of a “story” of HNV farming evolution at the scale of a specific territory. Evolutions of biodiversity state and status (at landscape level) will be captured through the mobilization of existing data (statistics, reports, photos, research work, GIS cover, etc.), and will be explained through the identification of different variables: development of farming system in an agrarian perspective, driving forces of farming systems at local and supra-local level. A particular focus will be put on the actors behind the “driving forces” of HNV farming evolutions. Each LA Coordinator (and its team) has to build a narrative, shared and validated by HNV farming communities on their territory, as a basis for dissemination activities of HNV-Link network. The Baseline Assessment (BA) will provide necessary elements for the Innovation Collection Process, to identify proper HNV Innovation and target strategic actors or group of actors to be reached, in order to build or consolidate HNV farming on a specific territory (alleviate identified threats or pressures, strengthen beneficial practices, find solutions to identified deadlocks, etc.). The BA will serve as a basis for a meta-analysis of HNV farming evolutions at LA level, according the different types of European macro-agrarian systems (the Atlas).

Session 2: Innovation Collection

Presentation of the Literature review by the different authors (*cf.* Presentations in Annex).

Main questions/point of interest:

Methodology: Was there any substitution of the term “innovation”?

- For the technology innovation the term was used as a filter word; the same for the market/product HNV innovation.

Market innovation:

- Natura 2000 area products are not included in the examples that are described in the market/product innovations – no inspiring example was found in the literature review;
- Example of a wider HNV landscape/regional level HNV Market/product Innovation Gold standard – for example a PDO cheese, which have in its specification extensive/ nature friendly grazing could be an ideal market/product innovation

Regulatory innovation:

- The proposed approach in the regulatory review is very useful and we can use it in our LA;
- When we ask the LA to describe the regulatory innovation we can provide the link with the summary of the RDP and the regulatory framework for the MS of the LA

What would be useful in the LA that we can take out of the literature review:

- - A lot of innovation is justified with a specific piece of work that might not have the term innovation in it and is existing in the LA and/or in national languages. The question is do you need these pieces of information for your literature review (the ones that I have collected for my LA)?
 - The literature review should be completed after the reports of the LA, which will focus on the innovations in their countries and LA
- - Do you want a tool box or more description on the innovation process or both?
 - Everybody wants a toolbox, but it is probably impossible, because each LA has its specific cases
 - The separation of the innovation for the review purpose is misleading because the innovations always have to go to the technical level and the others just influence the innovation. It will be very difficult to make it useful for the LA, so try to finish the review in the current structure – to get it done.

How do you want to structure it?

- For the LA do not forget to make the success factors visible;

Presentation of the “Innovation Fiche” by Guy Beaufoy (WP2) (cf. in Annex)

- Compile 5 to 10 innovations existing now or in the recent year
- Complete the innovation fiche
- What type of innovation are missing and why?

Debates on the definition of Innovation /HNV-Innovation

- How to make the difference between a “Regular innovations” versus an “HNV-Innovation”?
- Agreement on the fact that there is no “HNV Innovation” per-se. Some innovations favoring HNV farming in a given context can prove to be detrimental to HNV farming in another context.

- However, the Baseline Assessment helps to discriminate innovations that have played in favor of HNV farming at the LA level. The environmental benefit has to be a central dimension in the innovation collection process at grassroots level
- Need to confront the “list of innovation” with the “Baseline Assessment”, leading both processes in parallel at LA level.
- Agreement to establish a feed-back review at the end of year 2016, led by WP1 and WP2, on the first materials gathered by the 10 LA coordinators (cf. Session 4, in terms of planning).

Conclusion: The innovation collection process at grassroots level is intertwined with the Baseline Assessment process. The aim is to capture from the narrative of HNV farming development on a specific territory (led in Baseline Assessment), major innovations that have been (or are) crucial for HNV farming maintenance. The objective is to further identify and describe the innovation process itself, and its different components. The literature review should help the LA Coordinators in this regard, detailing 4 types of innovations (that could be bundled in the reality): market, technical, regulatory, institutional/social. Building those innovation cases in detail (based on the innovation fiche methodology) and sharing them during local workshop, will provide the network with strong case studies and best example to be shared and disseminate in the next phase of HNV-Link (the Compendium of Innovations).

In some Learning Areas, HNV farming example may be few or weak. The objective is therefore to identify lacks of innovation, and to explain the “gaps of innovation”. They will be worked out in the third time of the HNV-Link Network’s life, through innovation exchanges activities (cross-visits, peer learning, etc.).

Session 3: Communication Strategy

Presentation by P. Bergeret to put in perspective HNV-Link project in the European landscape of innovation policies for agriculture (in Annex):

- In 2009, the Standing Committee on agricultural research (SCAR) pushed for changing paradigm in the Agricultural knowledge system in Europe
=> from a linear to a systemic approach of innovation = Interactive innovation model
=> meaning linking existing policies and instruments
- In 2010: creation of EIP (European innovation partnership AGRI) to that end.
- In 2012: launching of EIP Agri (Agricultural productivity and sustainability) = tools => Operational groups, Thematic Networks, Multi-actor projects and EIP-focus groups
- In 2015 (H2020 calls) : 16 MA projects, including 7 TN (Hnv-Link is one of the 7)
- WHAT is a Thematic Network: reminder!
= not a discussion network, not a research project
= it is to put existing research into practice, spread practical knowledge
= bottom up approach, based on practitioners' needs
= target relevant actors for the chosen theme
= provide description of the state of the art (scientific knowledge and best practice)
- HNV-Link = Thematic Network (TN-H2020) = continuation of a EIP-Focus group on HNV farming => need to seek synergies with Operation Groups (Rural Dev.); Multi-actor project (MA-H2020) ; National rural network (NRN) to **feed into the EIP network**.

Who are the relevant actors from an HNV farming perspective?

- Screening and discussion, based on the 11 national AKIS description (extracted from ProAkis Report), on relevant actors to be involved.
- Contrasted situations depending on each national context.
- This screening was seen as an interesting exercise :
 - to be furthered during the actor analysis of the Baseline assessment
 - to build and strengthen the communication strategy for the different dissemination levels

Presentation by Irina Herzon (WP3) of the MAIN commitments of our network, in terms of communication and dissemination outputs. (cf. Presentation in Annex).

- Four dissemination levels (also used for reporting the IMPACT!): Local level, national level, European level, Outside world.
- **Three major outcomes :**
 - ATLAS (D.1.4) : a typology analysis, taking the form of a synthetic document comparing the different geographical LA at the EU level ("Atlas")
 - Responsible: Xavier Poux (AScA) + James Moran (ITS) + input from other WP leaders and LA coordinators
 - Due for September 2017, before the 2nd Network Meeting in Evora (t+18months)
 - COMPENDIUM (D. 2.6): a report summarizing the key lessons on innovation extracted from the grassroots learning = not a collection of innovation example, but it is based on innovation results and recommendations coming from LA seminars (Task 2.5).

- Responsible: Guy Beaufoy (ENFCP) + input from other WP leaders and LA coordinators
 - Due for September 2017, before the 2nd Network Meeting in Evora (t+18months)
- INTERACTIVE MAP (D. 3.5.1): an interactive map presenting the different LA (atlas) and describing innovation cases and innovation gaps in them (compendium).
 - Responsible: Irina Herzon (UH)
 - Due for September 2018 (t+30 months)
- Regular communication : website social media electronic newsletter
- Meetings and Cross Visits (NM, LA regional Meetings, 10 cross visits)
- Educational material on HNV Innovation
- Publications (2 research papers, 2 presentation in conferences, policy recommendation, final brochure)
- COMMON ONLINE TOOLS for communication activities :
 - ONLINE spreadsheet for COMMUNICATION REPORTING
<https://docs.google.com/spreadsheets/d/15hNK0mv0bVok8qJVy1dADXzZplpYLyOOIwcu1ZDM68Y/edit#gid=0>
 - ONLINE spreadsheet for NETWORK 's CONTACT LIST (objective: 2000 contacts)
<https://docs.google.com/spreadsheets/d/1kk9CDRYkV-dOnhDIHx40pYxiH8lOhel1qrnRDHRIIs/edit#gid=0>
 - ONLINE storage place for photos and heavy material : Cloudia
<https://cloudia.iamm.fr/index.php/s/JCKYj7UbrapT7Ha?path=%2F>

Session 4: Planning the “Shaping Phase” (September 2016 to September 2017)

Main methodological outputs of the framing phased (validated by NM1) to be used to guide the Shaping Phase:

- Baseline assessment Guideline for LA coordinators (WP1) – D1.1
- Literature review at EU level (WP2) – D2.2
- Innovation Fiche Template (WP2) – D2.3
- Common methodological guidelines (WP2) – D2.4

By the next Network Meeting (i.e. the “Innovation Fair”), HNV-Link network need to complete:

- 10 Synthetic notes on the Baseline Assessment: V.0 ready by May 10th, 2017, for peer review.
Deadline for delivering a final version of the Synthetic Note: May 26th, 2017
Submission of the **Collection of 10 Synthetic Note** : May 31st, 2017 **(D1.3)**
- Meta-analysis of the 10 Synthetic Notes = **the Atlas** (ready for the innovation fair, and due by September 30th, 2017) **(D1.4)**
- X Innovations fiches /LA (by end of May 2017)
10 Meetings for grassroot learning at LA Level (by the end of June 2017)
National language report on grassroot innovation (deadline : July 31st, 2017)**(D2.5)**
- Analysis of the key lessons = **the Compendium** (by September 30th, 2017) **(D2.6)**

Practical steps at LA Level are summarised in the Gantt Chart (cf. table below), which is proposed as a common tool for all LA Coordinator, and as a way to coordinate all WP Leaders.

- Pending issues to discussed during the next month (2 Coordination meetings and 6 Executive Meetings are foreseen) :
 - Atlas and Compendium reports: two separate reports, or one integrated report ? and how these will look on the website (pdf, e-books, RBAPS style presentation)?
 - The date, frame and scope of the Network Meeting N°2: the “Innovation fair”. Early september would be preferable, so the Partners can include this event in their “mid-term report”. wide public from each LA + short and didactic and numerous innovation fiches (but translation issues has to be overcome, with little budget), targeted participants (english as a selection factor) + pre-selected innovation cases, in-depths discussions.

[illegible]

[illegible]

Collective working sessions

- **Small group's sessions:** all LA representatives were able to discuss how they practically envision the implementation of the methodological guidelines provided in each session.



- **Building a HNV Vision:** building a collective narrative on HNV farming past and future. Landscape analysis proved to be a good basis to start with!



List of Annexes

- Agenda
- Participant list
- Presentations



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the European Union Horizon 2020



A network on High Nature Value farming
Learning Innovation and Knowledge

Network Meeting n°1 Methodological Seminar

1st & 2nd of September

2016

Montpellier (France/UE)

Hameau de l'étoile

Agenda

This first Network Meeting (*methodological seminar*) closes the first phase of our network setting. It allows HNV-Link partners to discuss, adjust and validate the methodology and common frameworks:

- to describe each territory according to a baseline situation (WP1) to produce the “Atlas”;
- to collect and analyze innovations (and lack of innovation) (WP2) to produce the “Compendium” and launches HNV-Link on the ground.

31st of August 2016

- | | |
|---------|---|
| 4:30 PM | <i>Welcoming session at CIHEAM-IAMM, Building B, Montpellier</i> |
| 5:30 PM | <i>Departure 1 for the “Hameau de l'étoile”, St Martin de Londres</i> |
| 6:30 PM | <i>Departure 2 for the “Hameau de l'étoile”, St Martin de Londres</i> |
| 7:30 PM | <i>Dinner</i> |
| 8:30 PM | <i>Evening gathering, “free style” LAs Presentations</i> |

1st of September 2016

- | | |
|---------|--|
| 7:30 AM | <i>Breakfast</i> |
| 8:30 AM | <i>Opening Session</i> |
| 9:00 AM | Session 1: Baseline Assessment: concepts, methods and guidelines |
| 1:00 PM | <i>Lunch</i> |
| 2:30 PM | Session 2: Innovation Collection: results of the literature review at EU level and presentation of the guidelines for innovation collection at LA level |
| 6:30 PM | <i>Free Time: walking, swimming, working time</i> |
| 8:00 PM | <i>Dinner</i> |

2nd of September 2016

- | | |
|----------|---|
| 7:30 AM | <i>Breakfast</i> |
| 9:00 AM | Session 3: AKIS presentation, dissemination process and communication Strategy |
| 1:00 PM | <i>Lunch</i> |
| 2:30 PM | Session 4: Guidelines implementation plan at LA level & General Wrap Up |
| 5:00 PM | <i>End of the session</i> |
| 5:30 PM | <i>Short trip from Hameau de l'Etoile to Lauret.</i> |
| 8:00 PM | <i>Farwell Dinner @ “Auberge du Cèdre”, Lauret</i> |
| 10:00 PM | <i>Transfers to Hotels (Héliotel and Airport Hotel)</i> |

Detailed Program

----- 1st of September 2016 -----

Opening session

Objective of the session: (1) to provide an overall picture of HNV-Link network – starting point and things already achieved ; basic concepts and targets ; remaining challenges (2) to present the “Methodological Seminar” in the perspective of the overall Project coherence, and introduce the detailed outline of each session: purpose and expected outputs.

8:30 AM Introduction talk by **François Lerin** (15 ‘)
8:45 AM Questions, clarifications. **All participants** (10’)

Session 1: Baseline Assessment (WP1)

Objective of the session: Get a clear overview of the WP1 objectives in the general frame of the Project, the common approach proposed in the guideline document and practical outputs to deliver (i.e. “internal” baseline assessment and the “Atlas”); what need to be improved in the post-meeting version of the guideline document?

9:00 AM Introduction: 1. Overall approach of WP1 (challenges and outputs) 2. Structure of the baseline assessment based on LA's answers to the questionnaire. **Xavier Poux** (30’)

9:30 AM Collective discussion: clarification of the baseline assessment approach. **All Participants**, launched by **Xavier Poux** (60’)

10:30 AM Coffee break (20’)

10:50 AM Workshop 1: In each learning area, how can the baseline assessment address the challenges of HNV-Link? **All Participants**, launched by **Xavier Poux** (60’, including a preparation time).

11:50 AM Workshop 2: Implementing the baseline assessment in your LA: what is the plan? Identifying the difficulties. **All Participants**, launched by **Xavier Poux** (45’, including a preparation time). Note: this time of discussion will prepare Session 4.

12:25 AM Wrapping-up: suggestions for a post-meeting version of the guideline document.

Moderator/Script: Irina Herzon/Gwyn Jones

Support documents:

- Questionnaire template
- Assessment of the Baseline Situation. Guidelines for coordinators (D 1.1)

Session 2: Innovation Assessment & Collection (WP2)

Objective of the session: Get a clear overview of the WP2 objectives in the general frame of the Project and practical outputs to deliver (i.e. the “Compendium”); reach a common understanding on what is innovation (i.e. regular innovation, innovation process, HNV innovation, etc.); agree on a common approach of the grassroots assessment of innovation, the gathering of innovation examples and determination of innovation gaps.

2:30 PM General introduction on WP2: aims and final outputs, presentation of the team work, and main objectives of the session. **Guy Beaufoy** (10')

Part 1: Lessons from the literature review on Innovation (2h)

2:40 PM Intro to the Literature Review: purpose, organization and methodology. **Magnus Lung** (10')

2:50 PM Reporting under the four themes (60' = 10' presentation+ 5' discussion each)

- Products and markets: **Yanka Kazakova**
- Farming techniques/management: **Isabel Ferraz de Oliveira**
- Social and institutional: **Magnus Lung**
- Regulation and policies: **James Moran**

3:50 PM Discussion on lessons from literature review for the LA innovation + collective synthesis. **All partners**, launched by **Yanka Kazakova** (30')

4:20 PM Coffee Break (20')

Part 2: Innovation assessment and collection process: Guidance to LAs (1h50)

4:40 PM Common Framework document & the Innovation Fiche. **Guy Beaufoy** (20')

5:00 PM Discussion on implementing the guidance and fiche based on examples of innovation from the LAs. **All Partners** launched by **Guy Beaufoy** (1h)

6:30 PM Wrap up (10')

Moderator/Script: François Lerin/Vyara Stefanova

Support documents:

- Common framework proposal for the LA grassroots learning process (D.2.1)
- HNV Innovation “fiche” for LAs
- Literature review on Innovation according the four themes

References:

- Letty and Stevens, 2012, *Compilation of Inventory case narratives, South Africa*, Joint Learning about Innovation systems in African Agriculture, 91p.

----- 2nd of September 2016 -----

Session 3: AKIS thinking and HNV-Link Communication Strategy (WP3)

Objective of the session: present the “Akis Thinking” (Agricultural Knowledge and Innovation Systems concepts) with regard to the communication strategy of HNV-Link network and other communication/dissemination target. How to leverage our project activities, by using all resources available in each National context and disseminating our results to the key targets?

Part 1: “AKIS thinking” presentation & LA set up (2h)

- 9:00 AM Communication: What are we committed to deliver all along the life of our network?
Irina Herzon (15')
- 9:15 AM General presentation of the AKIS: creation, uses and development, management and coordination experience from the French AKIS. **Pascal Bergeret** (CIHEAM-IAMM director) (15')
- 9:30 AM Comments on national AKIS, from past experiences + Draw general picture of the LA “outside world” in terms of communication targets. **Each LA Coordinator** (3 to 10' by Partner, 1h30)
- 11:00 AM Coffee break (20')

Part 2: Network communication & dissemination strategy (1h30)

- 11:20 AM Presentation of HNV-Link's Communication-dissemination Plan. **Irina Herzon (15')**
- 11:35 AM Identification and organization of communication activities at LA and Network levels based on the Communication- dissemination Plan. **All participants (1h15)**
- 12:50 AM Wrap up (10')
- 1:00 PM End of the Session, Lunch

Moderator/Script: James Moran/Claire Bernard

Support Documents:

- AKIS Reports, by ProAkis project (<http://www.proakis.eu/>)
- Dissemination Plan (G1, Part 1, Annex1)

Session 4: Guidelines implementation plan (WP4)

Objective of the session: based on the previous work of Session 1,2 and 3 this last Session wants to wrap up the practical conclusions of our methodological seminar. We should acknowledge on the concrete work steps, organization and timeline of the Guidelines (“Gant chart”). We should also agree on the final outputs (Atlas, Compendium and Web versions). If the relations between the WP and the

10 LA are stabilized - between all partners and in time, with a clearer idea of what do and when, then we can say that this NM1 is a success!

- | | |
|---------|--|
| 2:30 PM | Short introduction by Anne-Laure Roy (10') |
| 2:40 PM | Synthesis from previous sessions from WP 1, 2 and 3 leaders: overview of the work organization at the network level (deadlines, milestones, etc.) for the next phase (20') |
| 3:00 PM | Workshop: Planning at LA level. All participants launched by Anne-Laure Roy , with the support of Maïté Puig de Morales (30') |
| 3:30 PM | Synthesis at network level: articulation WP/LA. All participants (1h) |
| 4:30 PM | General wrap-up and conclusion. François Lerin (30') |
| 5:00 PM | End of the session and of the methodological seminar! |

Support Documents:

- HNVLink Planning @LA Level (excel doc)
- HNVLink Planning @ Network Level (excel doc)
- Grant Agreement, Annex 1 (Part A)

----- **NOTES** -----

1st Network Meeting in Montpellier, different places:

CIHEAM-IAMM

3191 Route de Mende, 34090 Montpellier

Hameau de l'étoile

Route de Frouzet, 34380 Saint-Martin-de-Londres

Auberge du Cèdre

969 Route de Cazeneuve, 34270 Lauret

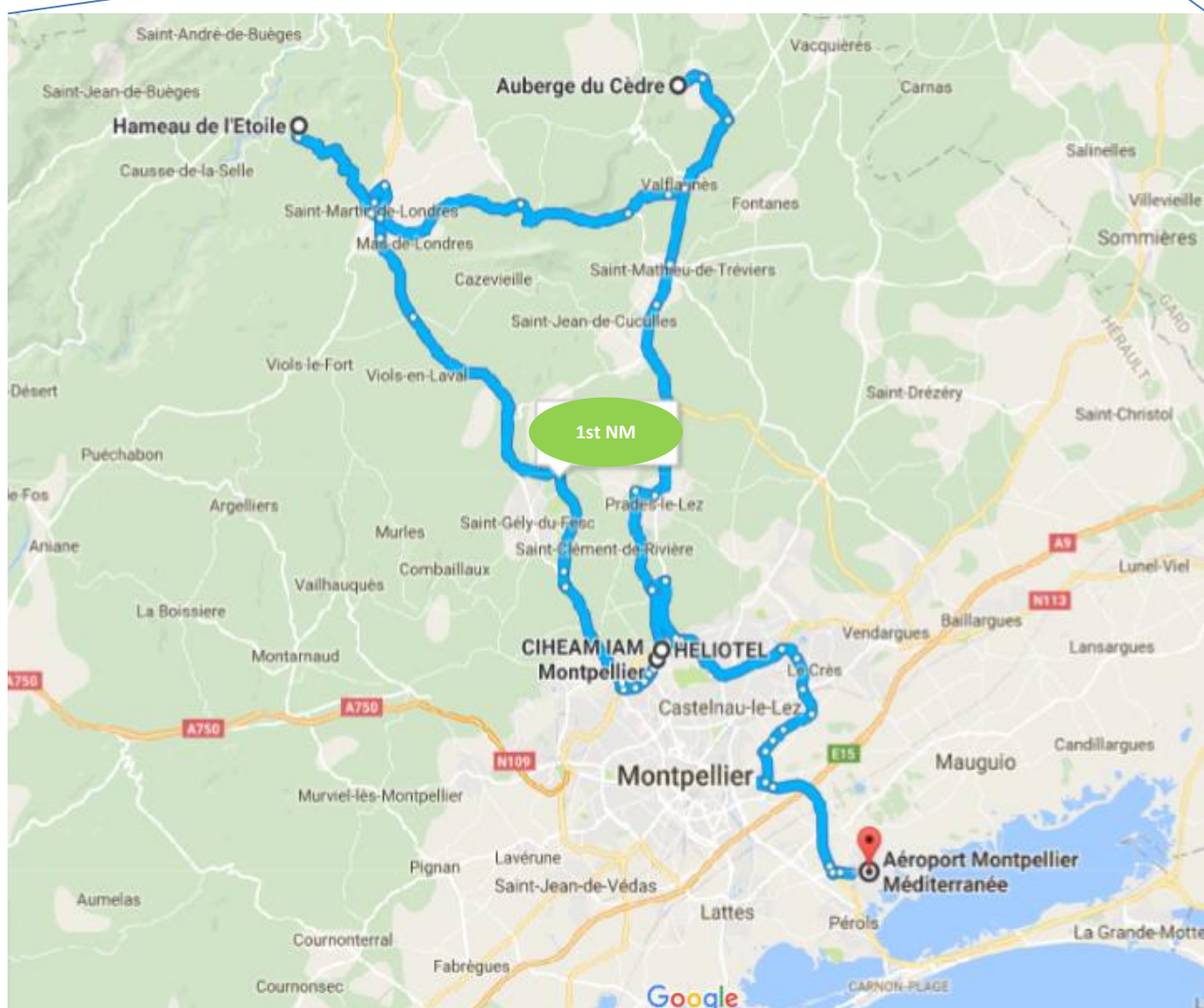
Héliothel

Rond-Point Agropolis, Route de Mende, 34980

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HNV-Link Network Meeting n°1




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This project has received funding from the European Union Horizon 2020 research and innovations programme under Grant Agreement No. 696391




Network Meeting n°1
Methodological Seminar





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1st & 2nd of September
2016
Montpellier (France)



Opening Session

(1) Network development and project phases

What have we achieved in the past 5 months ?

□ HNV-Link starting date : **April 2016**

- **Set up the administrative & Financial architecture of Our network:**

(WP5 in action and relation!)

- Consortium agreement
- Virtual Kick off Meeting (technical challenges)
- Administratives & Financial guidelines
- Financial monitoring, etc.

= **All Partners are fully operational !**



What have we achieved in the past 5 months ?

- Start Working @ WP level with some incursions in the LAs (« questionnaires »)



Literature Review

On HNV innovation @EU level



Guidelines & concept notes:

- Baseline assessment
- Innovation collection



Questionnaire (WP1 & 2)

- + and coordinating among us
- Basecamp, & other organization tools
 - 2 executive meetings (every 2 month, all WP Leaders)



What have we achieved in the past 5 months ?

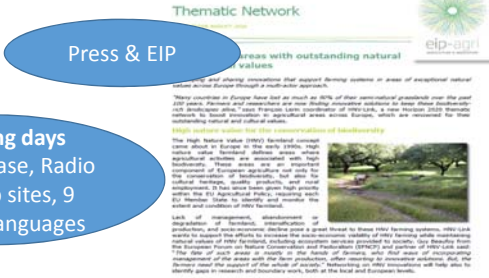
- Communicate on our existence to the world
 - Prime our different communication channels
 - Build our (graphical) identity



Leaflet, Logo, Banners, etc.



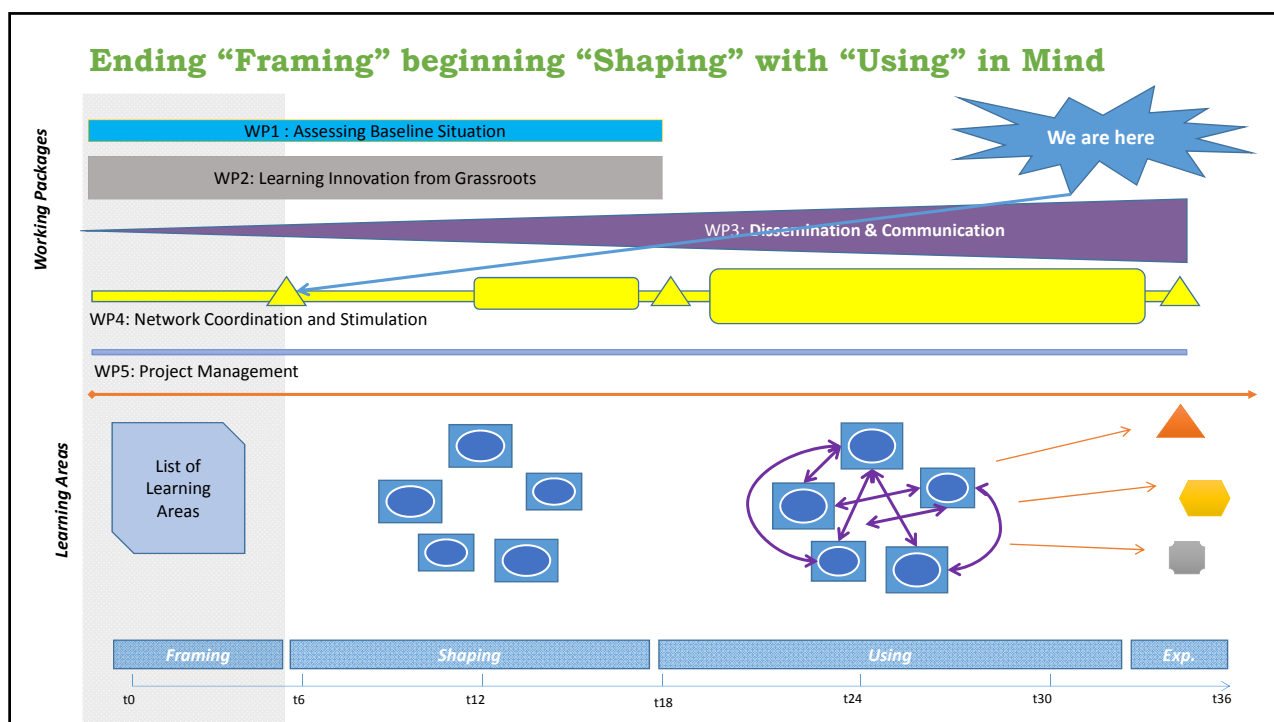
Website & Social Networks



Press & EIP



Launching days : Press Release, Radio spot, web sites, 9 National Languages



Framing & shaping the Learning Areas

HNV-Link, a « Communication and Support Action » through territories

What is an LA ?

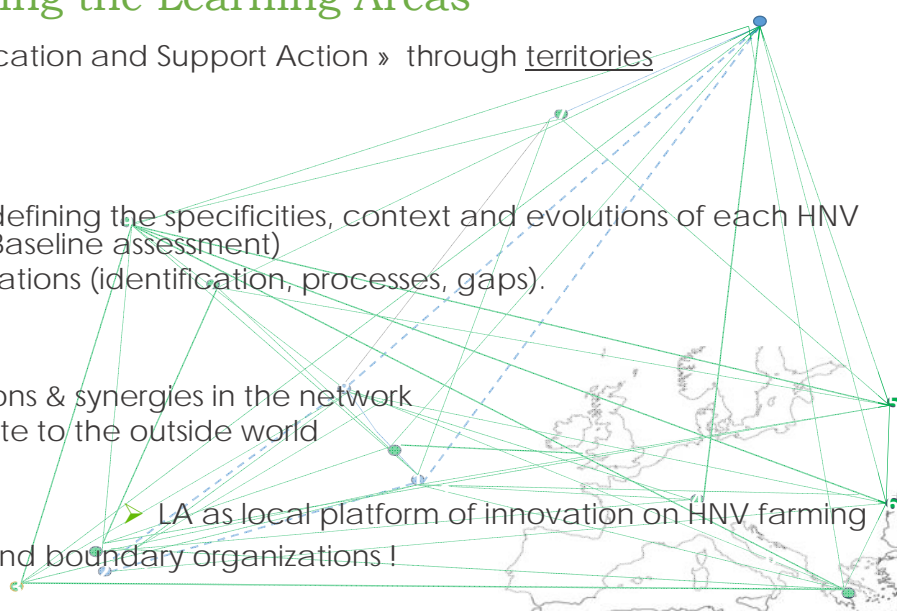
➤ Building each LA

- in the process of defining the specificities, context and evolutions of each HNV farming territory (Baseline assessment)
- focusing on innovations (identification, processes, gaps).

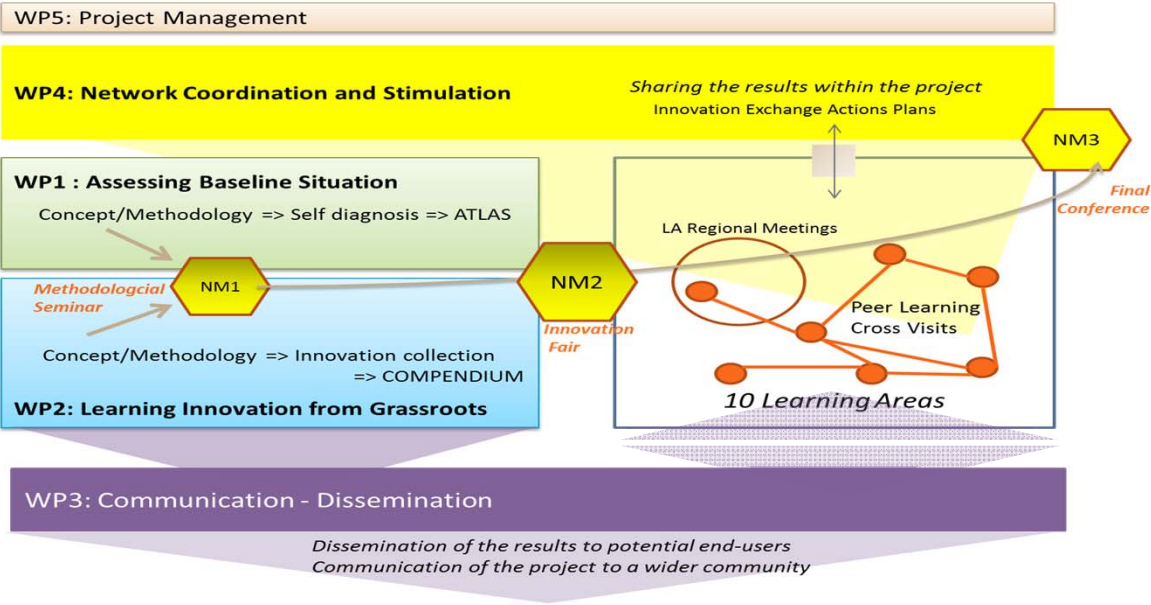
➤ Strengthening the LA

- establishing relations & synergies in the network
- Starting disseminate to the outside world

- LA as local platform of innovation on HNV farming
- Knowledge brokers and boundary organizations !



(2) Objectives & Organization of the Methodological Seminar



General objectives of our Seminar

- ❑ **Net ...** : Get to know each other better : peoples, territories, institutions : What can i bring to the network and what can i expect from it ?
- ❑ **... working :**
 - Build a common understanding on how we can describe the 10 HNV territories and on what is HNV innovation ?
 - Achieve a common agreement on what we want to deliver to the network participants and « to the world »
 - Go back home with clear and practical guidances on how to perform the assessment and the innovation collection !

Session 1 : Baseline Assessment

- Build the LA description: what is the present situation in my LA ?

- New angle of « HNV farming » concept
- Give flesh to the concept of « Learning Area »
- Focus on biodiversity & socio economic aspects
- Identify dynamics and main challenges
- Put in perspective the innovation collection process

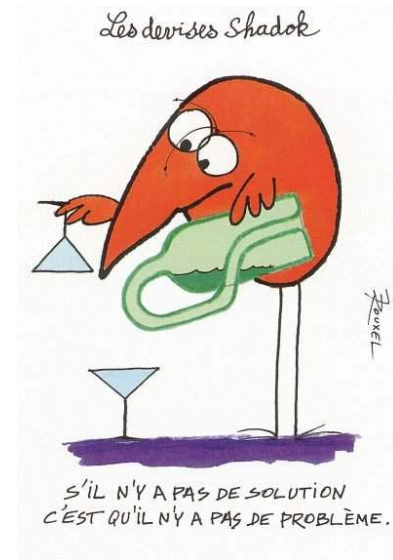


- Sessions objectives and organization :

- Reminding WP1 objectives in the frame of the Project
- Discuss the common approach proposed in the Guideline document
- Elaborate the practical outputs to deliver

Session 2: Innovation assessment & collection

- Innovation ☺
- What is an innovation and How to describe it ?
 - HNV versus regular innovation ?
 - Existing innovation versus innovation gap
 - Innovation process versus
 - « one innovation fits all situations »
- Sessions objectives and organization :
 - Lessons from the literature review @EU level :
 - What inputs for our Network activities ?
 - Innovation assessment and collection process:
 - Discuss and agree on the Guidances to LAs



Session 3: Communication Strategy

- Draw a strategic picture of the Network « outside world » based on each Partner's experience of its National AKIS and existing communication networks
- Refine our communication strategy to:
 - Strengthen our communication infrastructure
 - Better target our audiences and adapt our outputs
 - And leverage our network activities
- Sessions objectives and organization :
 - Part 1: AKIS thinking presentation & general discussion
 - Part 2: Refine and enrich the Communication Strategy

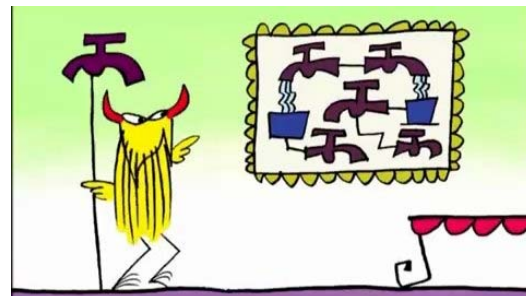


Session 4: Guideline implementation plan & Wrap Up !

- How do I implement the project, back home ?
 - Clear guidances : timeline, milestones, deliverables
 - Identify in each LA ressources available, relevant groups of actors to involve
 - Anticipate and plan : workshops, questionnaires, additional studies, etc.
 - Coordinate the overall process and the WP/LA relations

- Sessions objectives and organization
 - Synthesis from previous sessions
 - Workshop : planning @ LA level
 - Synthesis @ network level

- General Wrap Up



HNV-Link

**The baseline assessment:
Why? For whom? When ? What?
How?**

Xavier – session 1

1st of September 2016

The objective of our session

Get a clear overview of the WP1 objectives in the general frame of the project, the common approach proposed in the guideline document and practical outputs to deliver (i.e. "internal" baseline assessment and the "Atlas")

1st of September 2016

The organisation of the session

1. Presentation of the frame & outputs and discussion on the understanding and usefulness of the BA as proposed in the guideline (and ways to make it clearer based on your own expertise)
2. Discussion/workshop on the requirement specifications for the BA in your LA
3. Identifying the potential difficulties you anticipate in planning your BA (and HNV innovation analysis), no workshop

1st of September 2016

Learning area

A proposed pragmatic approach: an area in which each LA leader has a project for HNV management (a project area then) + the relevant context

A LA is an area where we can learn from the ongoing process and learn to other actors trying to implement conservation projects

1st of September 2016

Why? For whom? When?
(with a quick look on “what”)

1st of September 2016

A quick reminder of why the BA

- Assuming that innovation is bringing something new in a system...
 - ...BA to assess the novelty
 - ...BA to understand the needs and conditions of the novelty
- Two uses of the BA
 - Internal, at the level of each LA: justify the HNV innovation and understand its conditions of occurrence to the local actors
 - External: give understanding to an external actors of the context in which he/she could participate to an HNV innovation process – the Atlas

1st of September 2016

Why a common structure for the provision of the BA?

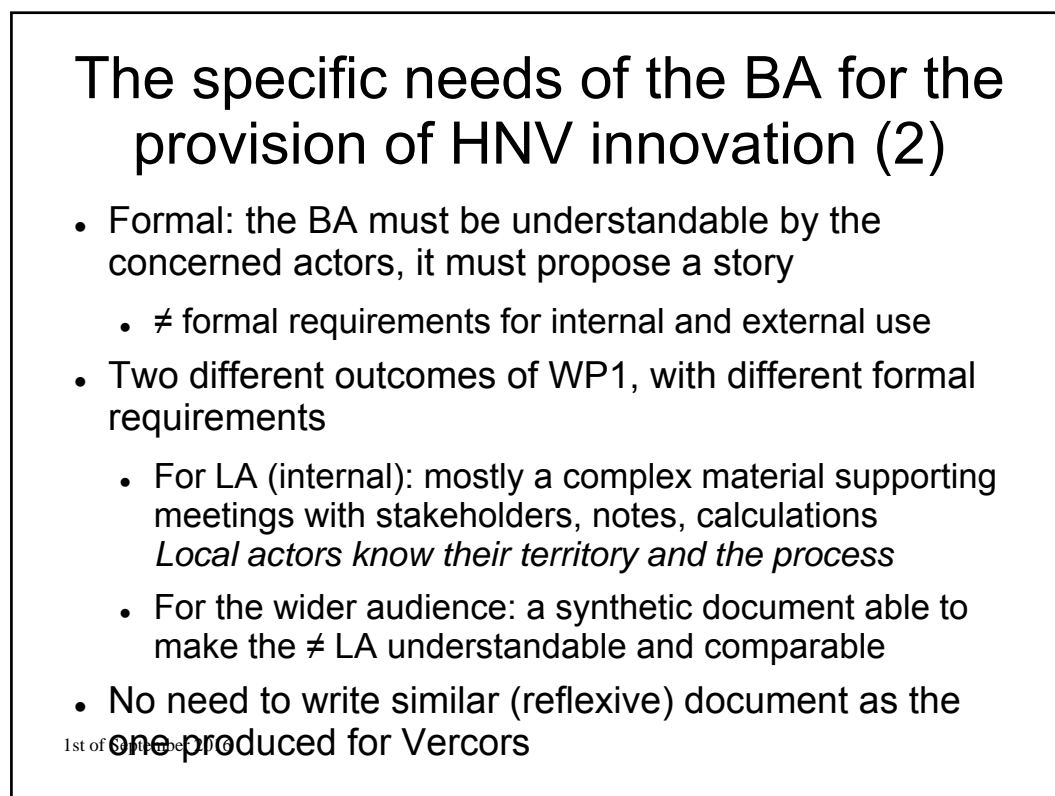
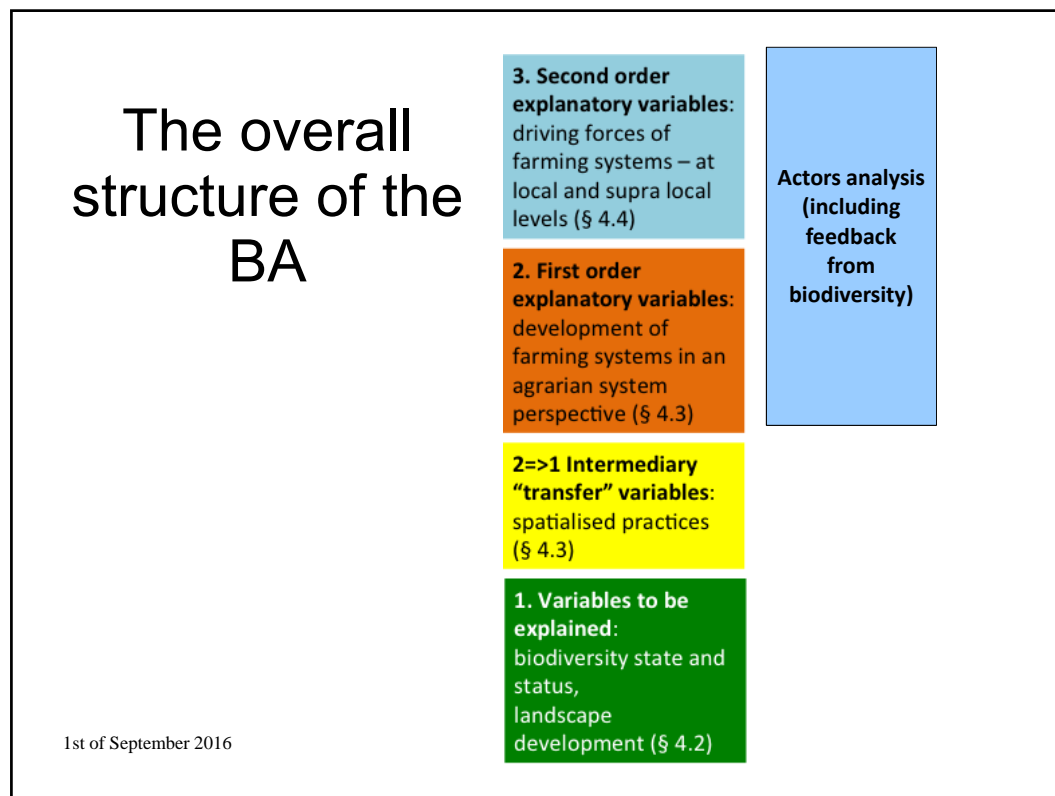
- In order to help for the provision of the assessment in your LA – guidance under a logical frame
- In order to prepare the future comparison and crosscutting analysis
- Not a centralised monitoring, with boxes to tick in the course of the assessment: each LA has his plan
 - A clear conclusion from the questionnaire is that the “one size fits all” approach does not work

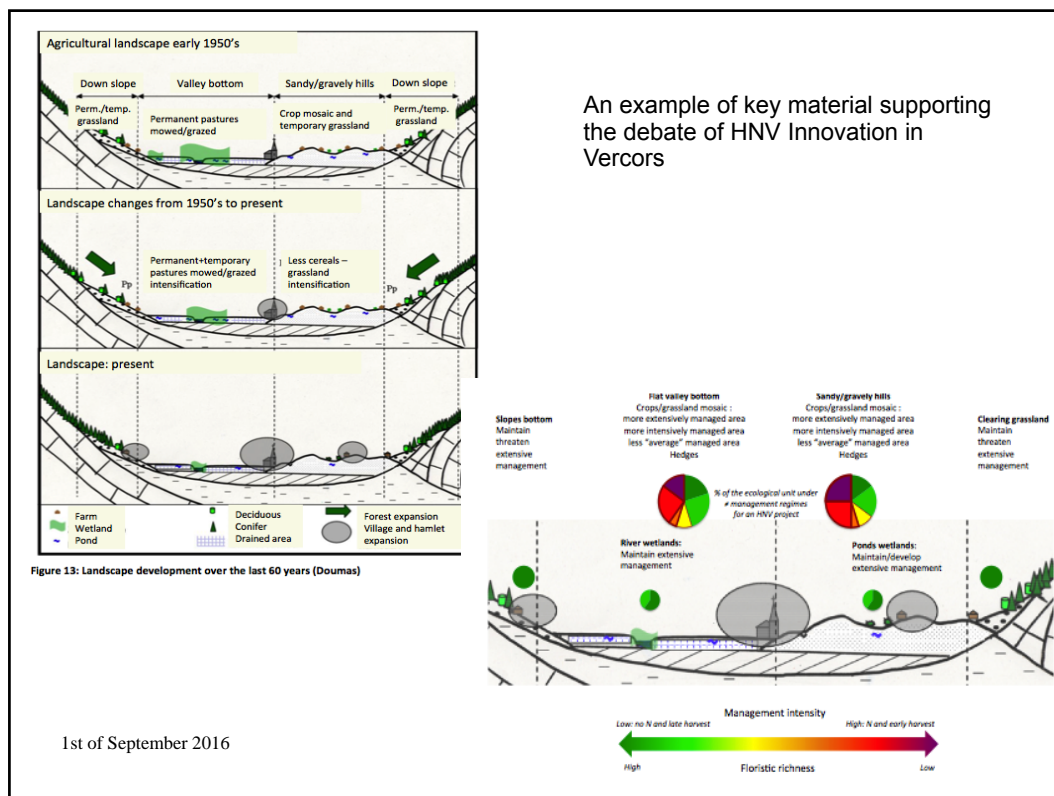
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The specific needs of the BA for the provision of HNV innovation (1)

- Analytical: while HNV imposes a specific demand in terms of ecological management (SNV), this ecological dimension is the basis of the assessment (the outcome or the variable to explain)

1st of September 2016





The requirements for the external communication – the Atlas

- A comparative approach of our LA: what do they have in common? What are their specificity?
- Support the understanding of the strategic context of an area for the provision of a future HNV innovation
- Two folds:
 - A presentation of LA with a common structure
 - A meta-analysis

1st of September 2016

Outlook on the Atlas

- A challenge: give the substance of your LA in a synthetic format
- The key features explaining the context of HNV innovation
 - The pedo-climatic context (e.g. Vercors is humid; it has significant parts of intensifiable area)
 - The wider rural and economic context (e.g. Vercors is connected to economic sectors)
 - The farming system and market dynamic (e.g. the dairy story of Vercors)
 - The land use dynamic (e.g. the intensification in Vercors)
 - The institutionnal and actors context (e.g. the PNR, farmers...)
 - The current innovation system (e.g. the French context)
 - ...
- A work that is to be done after the completion of the BA in the LA – crossed discussions, challenging one another

1st of September 2016

Focusing on the BA

- The agroecosystem assessment
- Agrarian and farming system analysis
- Rural analysis and supra-local factors
- Actors analysis

Note that the delineating of LA does not really appear as a challenge (only Västra Götaland, SW is not delineated)

1st of September 2016

The attributes of the BA

- Give an understanding of why there is a need for HNV innovation (the challenges)

A)What are the current trends of farming systems and land use in the LA? Including getting an understanding of dynamics and drivers.

B)How do these trends affect HNV farming and its natural attributes? Are they under threat? How?

C)To secure the future for HNV farming, what issues does HNV innovation need to address. and how?

D)What HNV innovation is happening already, and what enables it to happen?

E)What types of innovation are still needed, how are they hindered and how can they be made to happen?

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The attributes of the BA

- It should cover the four headings (agroecosystemic, etc...)
- It should be dynamic
- It should support the actors' understanding in each LA
- IT IS NOT AN ACADEMIC EXERCISE

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Question/discussion time 1:

Clarification/complementary thoughts about the
“why?” and “for whom?” and “when?”

1st of September 2016

What? How?

1st of September 2016

A preliminary comment about the BA components

- Most answers to the questionnaire suggest a relative confidence in understanding the dynamics for most components of the BA
 - Except for Ia Vera and Cluj
 - More a question of data than of understanding what the analysis consist in
- We don't start from scrap! (fortunately, and not surprisingly)
- Principle: we rapidly go through each component and check they are correctly equipped for the provision of each LA BA

1st of September 2016

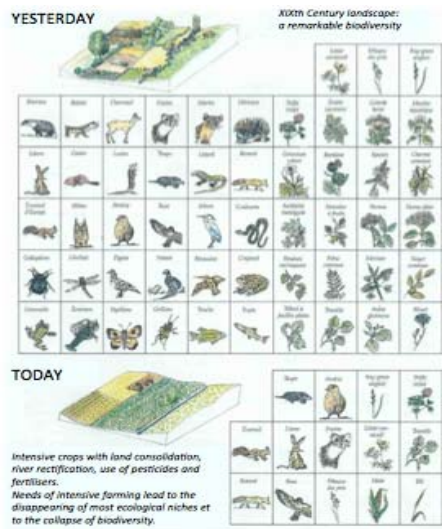
The agroecosystemic assessment

- Is about the dynamic of habitats explaining the HNV characteristics

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The agroecosystemic assessment

- The conceptual reference to landscape ecology



1st of September 2016

The agroecosystemic assessment

- The use of transects and characterisation of landscape units

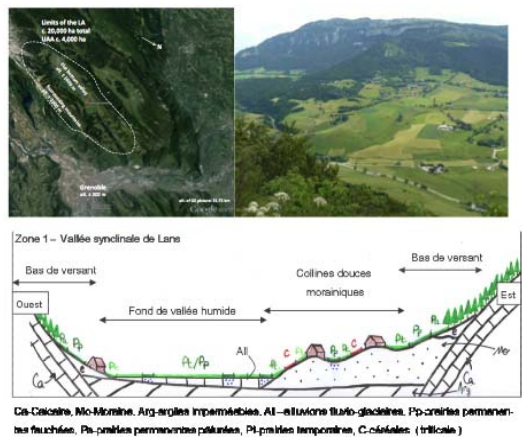
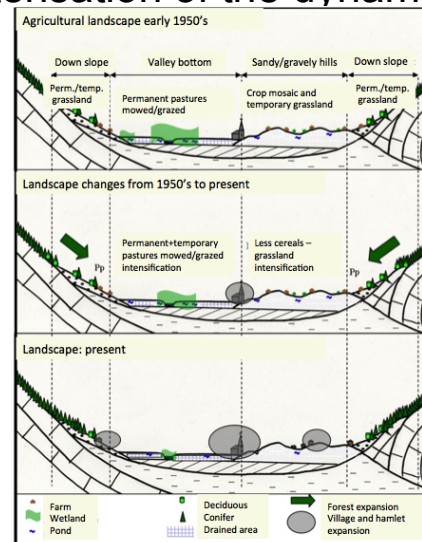


Figure 2: agricultural landuse across different agro-ecological units (from Doumas, 2010)

1st of September 2016

The agroecosystemic assessment

- The (long term) characterisation of the dynamic of the landscape units



1st of September 2016

Figure 13: Landscape development over the last 60 years (Dumas)

As for the agroecological assessment:

Q1 - Do you need anything more in order to start the job in your LA?
(for the sake of HNV-link partners, not for the Academy)

Q2 – Suggestions about approaches, tools?

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The rural and supra-local analysis

- Is about mobilising the range of factors explaining the dynamic of farming systems, in their territory (with a look on other land-use, e.g. forest)
- Does not require, in our case, a fully structured approach, although it can be systematised in some ways

1st of September 2016

The rural and supra-local analysis



1st of September 2016

The rural and supra-local analysis

Box 2: check-list of possible second order explanatory variables

This list is established both from our own experience (the Vercors provides an inspiring case from this regard) and from answers from LA in the HNV Link questionnaire.

At local and territorial level:

- land-tenure rules, market and management (e.g. land boards, informal arrangements)
- advisory, extension system (what kind of systems are best advised?, if any)
- access to credit, under which condition (e.g. young farmers or modernisation plans)
- diversification (tourism, forest, local employment in other sectors)
- local marketing and direct selling
- local farmers organisation and cooperation (e.g. local dairy cooperative, local experimentation)
- local institutional settings and arrangements: role of local and regional authorities

At supra local and macro levels:

- policies: design, rules, implementing organisation
- technological development and extension (see the link with extension services above)
- market and food chain organisation and development — including the important role of transportation and logistical development
- climate change (to be further investigated for future development)

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As for the rural and supra local assessment:

Q1 - Do you need anything more in order to start
the job in your LA?
(for the sake of HNV-link partners, not for the
Academy)

Q2 – Suggestions about approaches, tools?

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Actors analysis

- Actors analysis is about understanding who are the players influencing the agricultural development in the area, and in which way they influence it – with a view on land-use at the end
- Some players are inside the area: the farmers (!), the advisers, the bankers...
- Some players are outside: food chain/industries, administrations,...
- Most players have “vertical” relations
- Little point in having a fully structured actors analysis theoretical frame in common

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Actors analysis

- Different categories to map the actors
 - Farmers' organisations (local and supra local)
 - Agricultural administrations (local, regional, national, EU)
 - Environmental/local development administrations
 - Local authorities
 - Local/regional NGOs
 - Private advisors and retailers
 - Processing and marketing companies
 - Other land-users companies: loggers, developers
 - Individual private actors: consumers, tourists
 - Researchers, technical institutes

1st of September 2016

- ...

Actors analysis

- Mapping the actors through a land-use lens
 - Who are the farmers managing SNV in a biodiversity-friendly way?
 - Who do they work with?
 - Who do they sell their products to?
 - Who does care about their HNV management? (in many ways, but it has to be spatially explicit)
- Who are the farmers intensifying SNV?
- Who do they work with?
- Who do they sell their products to?

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Actors analysis

- Different set of questions
 - Is the actor powerful in the area?
 - What are his interests?
 - What innovation(s) does he bring? What are his explicit or implicit projects on land-use?
 - What are his means of action?
 - Who are his partners?
- (In the course of the HNV Link assessment: do I need to work with him? How?)

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Actors analysis

- The actors analysis is not to be (too) explicit in the provision of the formal BA: it is not easy to show to other actors how you analyse their role!
- Depends on the audience the analysis is addressed to

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As for the actors analysis:

Q1 - Do you need anything more in order to start the job in your LA? (for the sake of HNV-link partners, not for the Academy)

Q2 – Suggestions about approaches, tools?

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In each learning area, how can the baseline assessment address the challenges of HNV-Link?

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What is the question?

- In the case of Vercors, the baseline assessment was needed in order to reveal and explicit that there was a problem and an opportunity for HNV farming
 - It is not easy money for existing practices
 - The reward should be built at the territorial level, as for “prairies fleuries” (flowered meadows)
- The BA is the basis of an HNV innovation process
- The actors to involve were the PNR team, the APAP farmers association and the board of the PNR so that they champion a Burren-like project (taking the chance of a regional EIP)
- An agrarian system analysis was identified as relevant

1st of September 2016

What is the question?

- In your learning area, who are the actors who need a better understanding of the baseline situation in order to get engaged in a further HNV innovation?

=

- Who are the actors? (targets and intermediary)
- What do you think would change the nature of the debate? Of the approach?

=

- What are the requirements specifications of your BA?

1st of September 2016

Approach

- 10 mn for addressing the question, describing the context
- Split into 3 groups
 - 10 mn for each LA to present its requirements + 10 mn comments from the other participants
 - Set a agreed requirement
- Plenary: report back on the key issues that emerged from the discussions (one rapporteur external to the LA)

1st of September 2016



Sveriges lantbruksuniversitet
Swedish University of Agricultural Sciences



Session 2

Introduction to the Literature Review: Purpose, organization and methodology

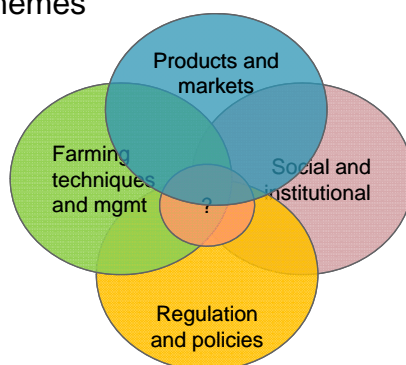
Magnus Ljung

*National Competence Centre for Advisory Services
Swedish University of Agricultural Sciences, Skara*



Overall purpose

The purpose of the literature review (sub-task 2.2.a) is to undertake an EU-level review of existing research (including grey literature) and experiences of relevance for HNV farming, identifying key lessons and gaps for the four Innovation Themes





Focus and delimitations

To identify the most important lessons learned and factors that might hinder or support socio economic viability of HNV farms and communities. Based on existing studies but also the researcher's pre-understanding of the field

Characteristics	Description
<i>Focus</i>	Practice and application (not building theory, etc)
<i>Goal</i>	Identification of centra issues (not criticism, etc)
<i>Coverage</i>	Representative through strategic sampling
<i>Organization</i>	Conceptual format (rather than chronological, etc)
<i>Audience</i>	Practitioners and policy makers (not specialists)



Working approach

- Skype-meetings
- Common guidelines
- Common format
- Four sub-task leaders
- Adapted approach
- Specific outcomes





Methods used

- Sources of information
- Temporal frame (between 1992/3-2016)
- HNV farming system frame (existing typology)
- Key terms and filter words
- Search engines (Google scholar, web of knowledge, science direct, etc)
- Data analysis focusing on key lessons and gaps identified

Key word	Filters	HNV arable systems	HNV livestock systems	HNV permanent crops	HNV mixed and mosaic systems
"product**"	and				39 results
"Quality**"	"innovation**"				111
"PDO**"	and				6
"PGI**"					5
"TSG**"					2
"label**"					14
"certification**"					16
"local food**"					15
"diversification**"					58
"marketing**"					11
"advertising**"					10
"processing**"					59
"adding value**"					9
"profitability**"					25
"sustainability**"					66
"landscape**"					96
"ecosystems**"					66
"local habit**" or "local practice**"					0
"local customs**"					2
"extensibility**"					0
"GI**"					10
"guarantee**"					81
"actors**"	and				155 results
"cooperatives**"	"market**"				21
"community supported agriculture**"	and				4
"farmers markets**"					10
"fair trade**"					9
"circuits court**"					0
"ethical and tasty food**"					0
"on-farm sales**"	and				8 results
"internet sales**"	"short-supply**"				8
"local fairs**"					8
"festival**"	and				1
"event**"					1




Some of the challenges we have faced

- What is an innovation?
- Which innovations are relevant for HNV farming?
- Which common procedures should be taken when working through research in new products to regulations?
- How to find grey literature?
- How to find more regional studies/evaluations?
- The scientific value of some case studies?
- The overlap between innovation themes?

A common experience:

'the risk to fall in the trap of common sense/general wisdom statements, due the character of existing research studies'







HNV-Link Network Meeting n°1
Montpellier, 1-2 Septembre 2016

HNV Link

Reporting on the review of existing research and experiences on HNV farming innovations – Farming Techniques and Management

Isabel Ferraz de Oliveira

 This project has received funding from the European Union Horizon 2020 research and innovations programme under Grant Agreement No. 696391

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HNV Link

Innovation on Farming Techniques and Management


1. Framing of the theme (in the project doc)


Innovation on *Farming Techniques* relate mainly to **technological** and **management** innovations that may reduce costs and increase efficiency at the holding level.

Examples:

- Adapted machinery
- New feeding systems
- Innovative water efficiency solutions
- Monitoring systems

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Innovation on Farming Techniques and Management


1. Framing of the theme (WP2)

Six main topics were defined:

- **Soil management techniques:** Soil conservation techniques including conservation tillage, shrub control, conservation and enhancement of soil organic matter
- **Crop production:** Integrated pest management (IPM), crop diversification, alternative production/farming methods
- **Livestock management techniques and support tools:** Feeding and watering systems, other livestock related management practices (e.g. fencing, reproduction and health care) and alternative production methods

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Innovation on Farming Techniques and Management

1. Framing of the theme (WP2)

Six main topics were defined:

- **Adapted farming machinery:** Small scale harvest, on-farm processing units, milking systems, tools and processes both for vegetables and for animals
- **Monitoring and data processing tools to support decision making:** Data collection and storage tools; New technologies for management, precision farming, use of mobile apps
- **Whole-farm and landscape-level management:** Management focused on a territorial approach which is important in the context of HNV and practices to retain the HNV character (e.g. non-cropped areas, management of rare species and designated habitats, green corridors, landscape connectivity).

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Innovation on Farming Techniques and Management

2. Particular features of the literature review methodology

“Proposed guideline for the literature reviews”

- HNV farming systems frame:
 - Livestock dominated production systems;
 - Arable dominated production systems;
 - Permanent crop dominated production systems;
 - Mixed production systems and mosaic HNV landscapes
- Temporal frame:
 - Data collected between 1992 (Rio Summit) and 2016
- Excel data base (google drive)

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Innovation on Farming Techniques and Management

2. Particular features of the literature review methodology

“Proposed guideline for the literature reviews”


- HNV farming systems frame:
 - Livestock dominated production systems;
 - Arable dominated production systems;
 - Permanent crop dominated production systems;
 - Mixed production systems and mosaic HNV landscapes
- Temporal frame:
 - Data collected between 1992 (Rio Summit) and 2016
- Search engines:
 - So far only Google scholar
- References registered on excel data base (google drive)

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HNV farming type Sub-themes	Livestock production systems	Arable production systems	Permanent crop production systems	Mixed production systems and mosaic landscapes
Soil management techniques	Conservation agriculture; Soil conservation; Conservation tillage; Shrub control; Organic matter enhancement	Conservation agriculture; Soil conservation; Conservation tillage; Shrub control; Organic matter enhancement	Conservation agriculture; Soil conservation; Conservation tillage; Shrub control; Organic matter enhancement	Conservation agriculture; Soil conservation; Conservation tillage; Shrub control; Organic matter enhancement
Crop production and management techniques		Integrated pest management; Crop diversification; Organic farming; Integrated production; Permaculture; Precision farming	Integrated pest management; Crop diversification; Organic farming; Integrated production; Permaculture; Precision farming	Integrated pest management; Crop diversification; Organic farming; Integrated production; Permaculture; Precision farming
Livestock management techniques and support tools	Sustainable livestock; Feeding systems; Watering systems; Health care; Best practices; Organic farming; Integrated production			Sustainable livestock; Feeding systems; Watering systems; Health care; Best practices; Organic farming; Integrated production
Adapted farming machinery	Small scale slaughter; Small scale processing; Mobile machinery		Small scale harvest; Small scale processing; Mobile machinery	Small scale harvest; Small scale slaughter; Small scale processing; Mobile machinery
Monitoring tools to support decision making at farm level	Remote sensing; GPS; Sensors; Pasture monitoring; Grazing monitoring; Biodiversity monitoring; Profitability assessment; Mobile apps; Landscape level; Farm level	Remote sensing; GPS; Sensors; Biodiversity monitoring; Profitability assessment; Mobile apps; Landscape level; Farm level	Remote sensing; GPS; Sensors; Biodiversity monitoring; Profitability assessment; Mobile apps; Landscape level; Farm level	Remote sensing; GPS; Sensors; Pasture monitoring; Grazing monitoring; Biodiversity monitoring; Profitability assessment; Mobile apps; Landscape level; Farm level
Whole-farm and landscape-level management	Diversification; Non-cropped areas; Green corridors, Landscape connectivity	Diversification; Non-cropped areas; Green corridors, Landscape connectivity	Diversification; Non-cropped areas; Green corridors, Landscape connectivity	Diversification; Non-cropped areas; Green corridors, Landscape connectivity

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Innovation on Farming Techniques and Management

3. Summary of main outcomes of the literature review


- Farming techniques and management is a broad theme
- Difficult to find clear examples of innovations
- Most references identified relate to case studies (reports and or analysis of different management approaches).
- Techniques and/or best practices addressed for particular situations, were considered “examples of innovations”

Classification of references

- ✓ Techniques: *procedures, devices or solutions*
- ✓ Management strategies: *best practices, management solutions*
- ✓ Drivers of innovation: *conditions that enable innovation*

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Innovation on Farming Techniques and Management


4. Questions for the identification and description of innovations


Some combinations of search terms, although with a significant number of hits registered, did not have relevant references of innovations.

Why?

- Absence of reported innovations in this field?
- Inappropriate key-words used
- Difficulty to detect unregular innovations (“hidden innovation”?)

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Innovation on Farming Techniques and Management


4. Examples of Innovations

On farm Drier for aromatic plants




Alexandre Firmo


- *Dries through a current of dehydrated and hot air*
 - *With sun - dry air heated in the dark solar box crosses the tower of boxes (open system)*
 - *No sun - recycled air through a dehumidifier pushed into the tower of boxes*
- *Highly efficient, automatic system*
- *Developed by the farmer and his soon*
- *In the process of patent registering*



Alexandre Firmo

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Innovation on Farming Techniques and Management


4. Examples of Innovations “SIM Montado”

Pilot project: Co-construction of an information and monitoring system for Montados (18 month project Alentejo 2020, starting October 2106)

- Why
 - Montado area is declining
 - Resilience is danger
- To whom
 - For **farmers/managers** -support to management decisions
 - For administration – policy evaluation, planning
 - For researchers – support to models construction and validation

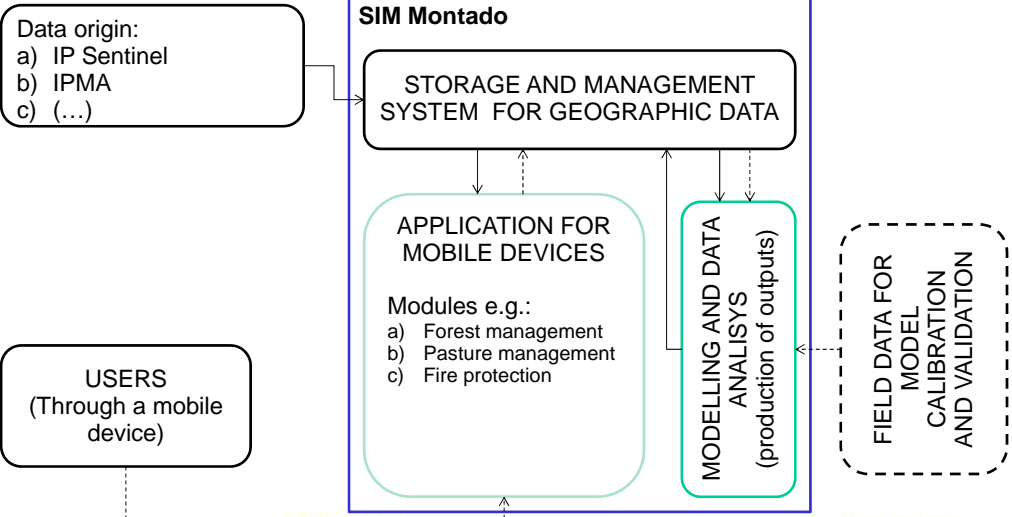
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Innovation on Farming Techniques and Management

4. Examples of Innovations “SIM Montado”



The diagram illustrates the architecture of the SIM Montado system. It features a central box labeled 'SIM Montado' which contains three main components: 'STORAGE AND MANAGEMENT SYSTEM FOR GEOGRAPHIC DATA' at the top, 'APPLICATION FOR MOBILE DEVICES' in the middle, and 'MODELLING AND DATA ANALYSIS (production of outputs)' on the right. To the left of the SIM Montado box, a box labeled 'Data origin:' lists 'a) IP Sentinel', 'b) IPMA', and 'c) (...)'. An arrow points from this box to the 'STORAGE AND MANAGEMENT SYSTEM'. Below the SIM Montado box, a box labeled 'USERS (Through a mobile device)' has a dashed arrow pointing up to the 'APPLICATION FOR MOBILE DEVICES'. To the right of the 'MODELLING AND DATA ANALYSIS' box, a dashed box labeled 'FIELD DATA FOR MODEL CALIBRATION AND VALIDATION' has a dashed arrow pointing left to the 'MODELLING AND DATA ANALYSIS' box. The 'APPLICATION FOR MOBILE DEVICES' box lists 'Modules e.g.: a) Forest management, b) Pasture management, c) Fire protection'. Arrows indicate data flow between the storage system, the mobile application, and the modeling/analysis module.

HNV-Link Network Meeting n°1
Montpellier, 1-2 Septembre 2016





Innovation on Farming Techniques and Management

Thanks for your attention!

Alexandre Firmin

HNV-Link Network Meeting n°1
Montpellier, 1-2 Septembre 2016





Markets and Products Innovations

First results of the literature review

Framing the Markets and Products theme

A way to **increase the productive and environmental efficiency of HNV farming systems**

with emphasis on:

development of new products, product processing,
adding value, and marketing of products from HNV
farming systems and areas,

which have the potential to monetise the
environmental value of HNV products and increase
their profitability



The search focus

1) Quality or sustainability labels

- EU quality policy labels: Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialties Guaranteed (TSG), Mountain Food Label.

2) Products certification

- Organic certification, Voluntary certification schemes as well as Fair Trade.

3) Diversification into innovative products

- including on-farm processing, adding value to farming produce, profitability and sustainability.



The search focus..

4) Access to markets of HNV farmers

- **Producers and/or marketing cooperatives;**
- **Short-supply chains** such as farmers' markets, local markets, on-farm sales, Internet sales, local fairs, festivals and events; and
- **Producers to consumer contracts** (Community Supported Agriculture (CSA)).

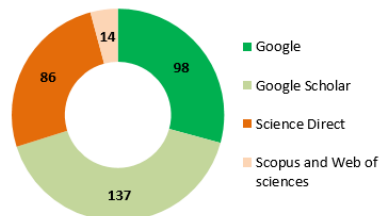
5) “Green” or local food, including ethical and tasty food.

6) Innovations in packaging and advertising of HNV products.

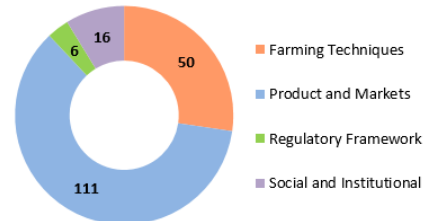


Some statistics of the review process

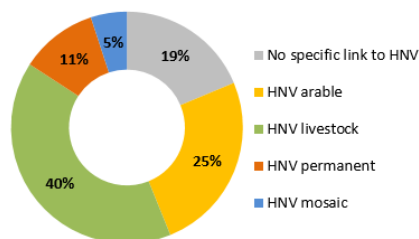
Total number of documents in DB



..per innovation theme



..per HNV farming system



First findings / reflections

1) Very few of the reviewed publications actually discuss directly HNV markets or products.

Most of the HNV markets/ products experiences are from Bulgaria and Romania;
some reference is made to the concept of HNV farming in the discussion of local food in the UK



First findings / reflections

2) We observe a kind of clustering of studies/ publications on certain sub-themes and countries

FR: many publications on GIs:PDO, very few on HNV farming.

ES: a focus on pastoral livestock systems + PDO, less on HNV.

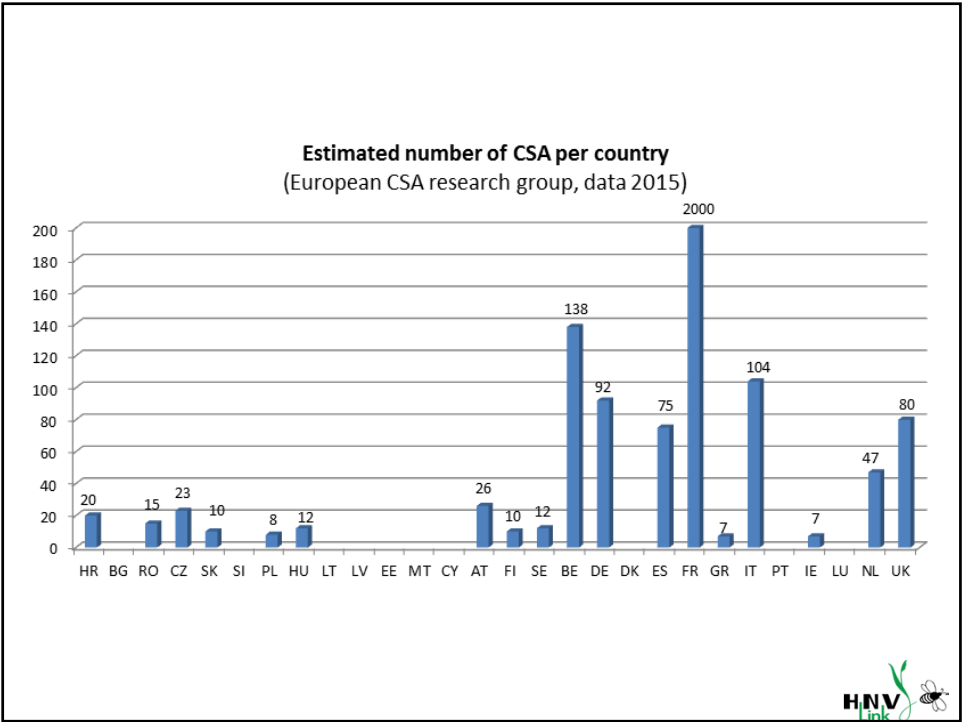
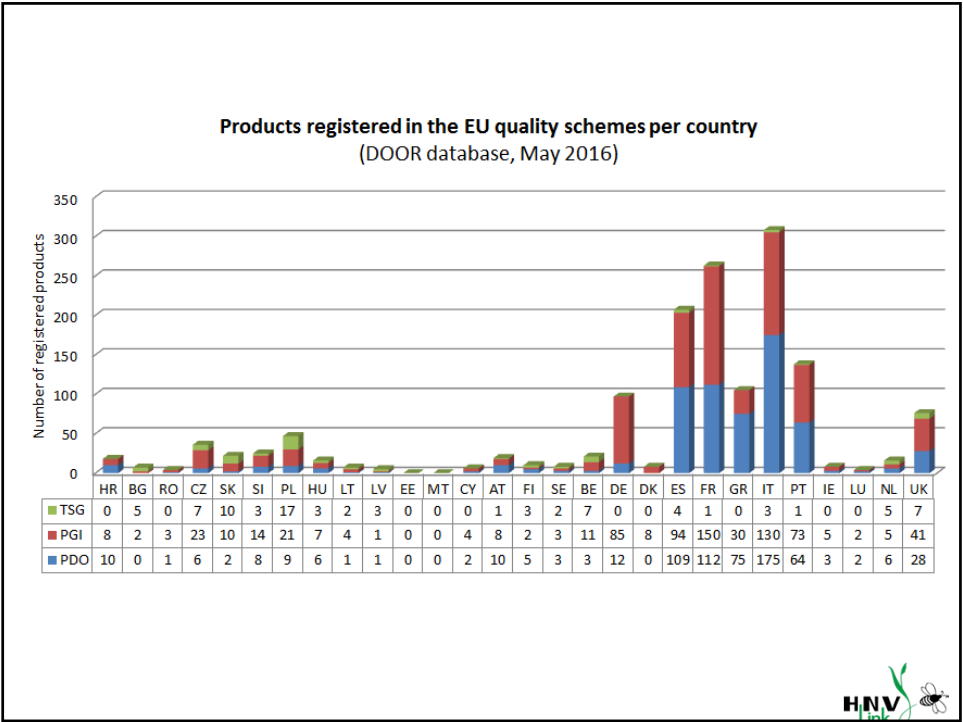
BG+RO: a focus on HNV farming + direct sales, less/none on PDO.



??

Could be a reflection of the theme/ sub-
theme/ concept embeddedness
at national level





First findings / reflections..

3) A lot of “wishful thinking” in many of the publications, where we had a search match between “HNV farming systems” and market and products key words

e.g.

“in order to preserve this HNV system, it will be good to develop local markets and direct sales, to add value to products and to increase farmers’ incomes...”



First findings / reflections..

4) There is an overlap between the innovation themes

in the discussion of markets and products innovation often the (enabling) conditions and/or factors that needed to be improved are related to

- social and institutional - social cohesion, cooperation between producers and consumers;
- regulatory - hygiene requirements, subsidies, etc.; and
- techniques - adaptability of techniques and equipment to small and medium-size producers.



First findings / reflections..

5) A lot of the scientific publications **consider the theoretical background and justification of local food systems** or some of their forms (community supported agriculture, farmers markets) **or discuss case studies which are context- or country specific.**

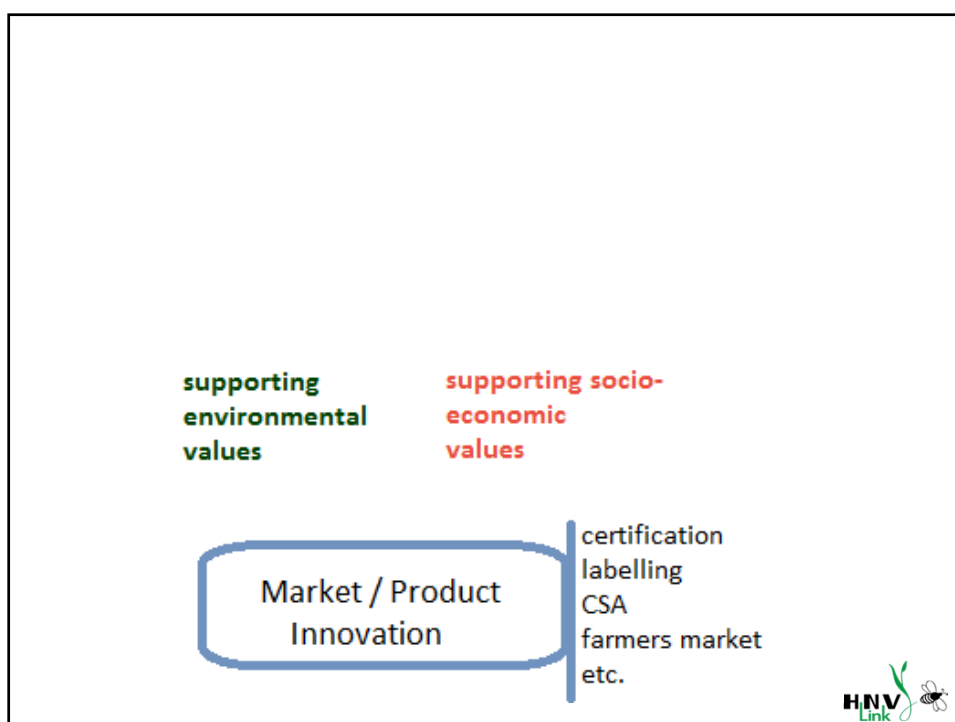
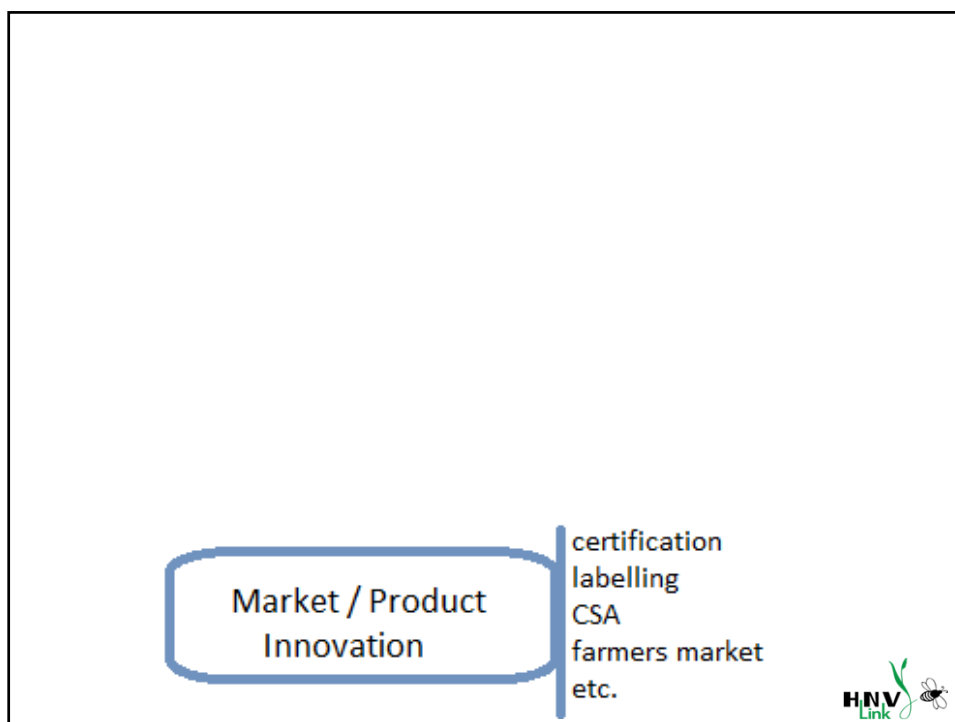
It is therefore very difficult to generalise practically useful summaries and recommendations about enabling conditions, success or fail factors that would be relevant for the entire HNV-Link network of partners.

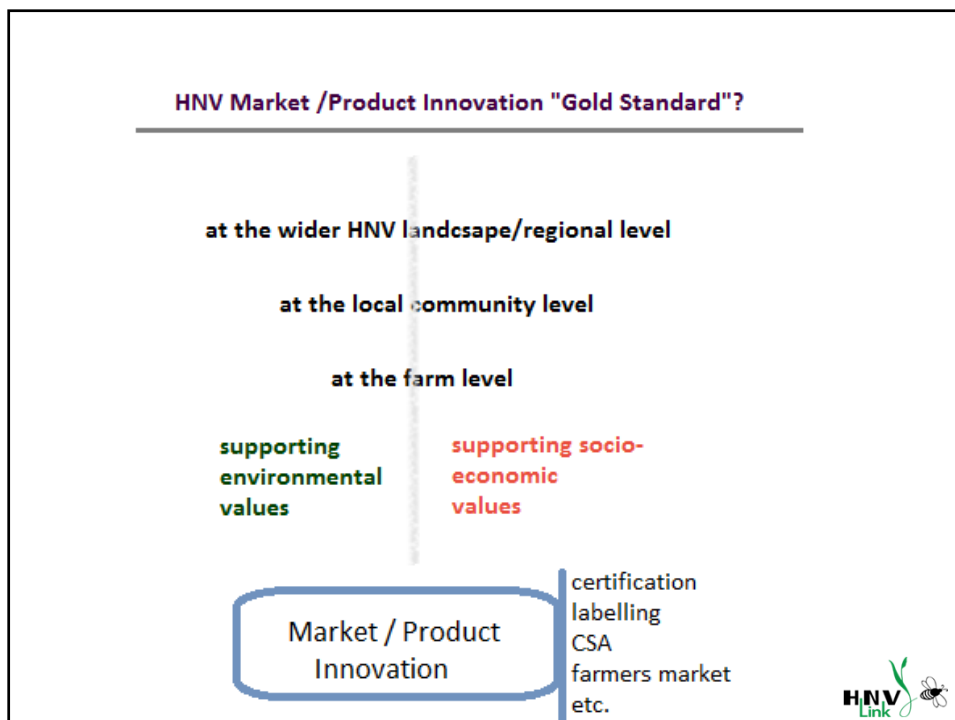
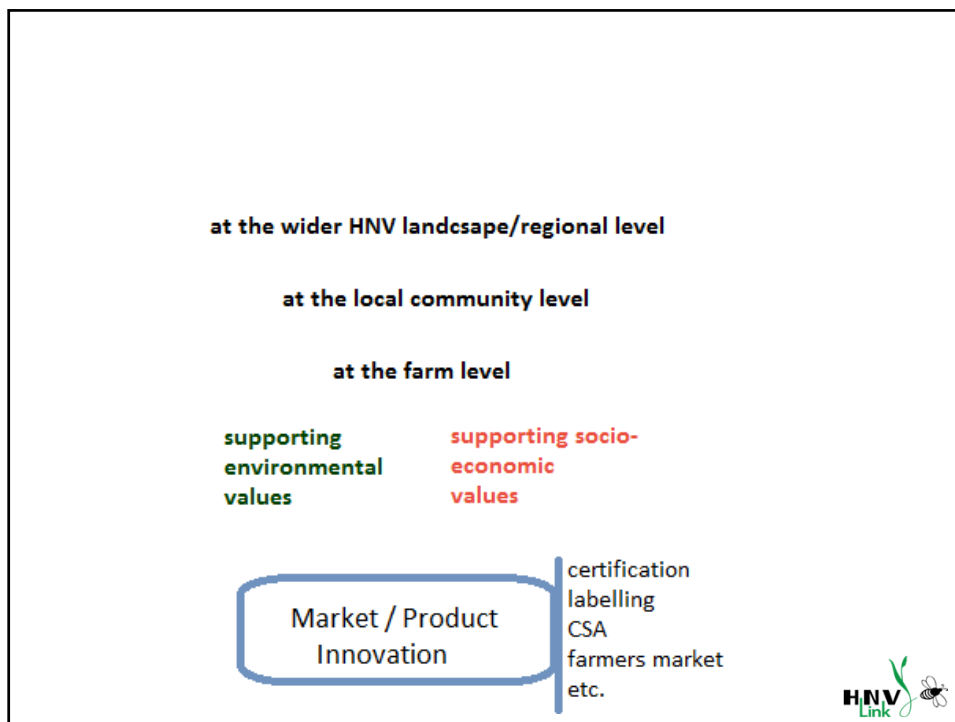


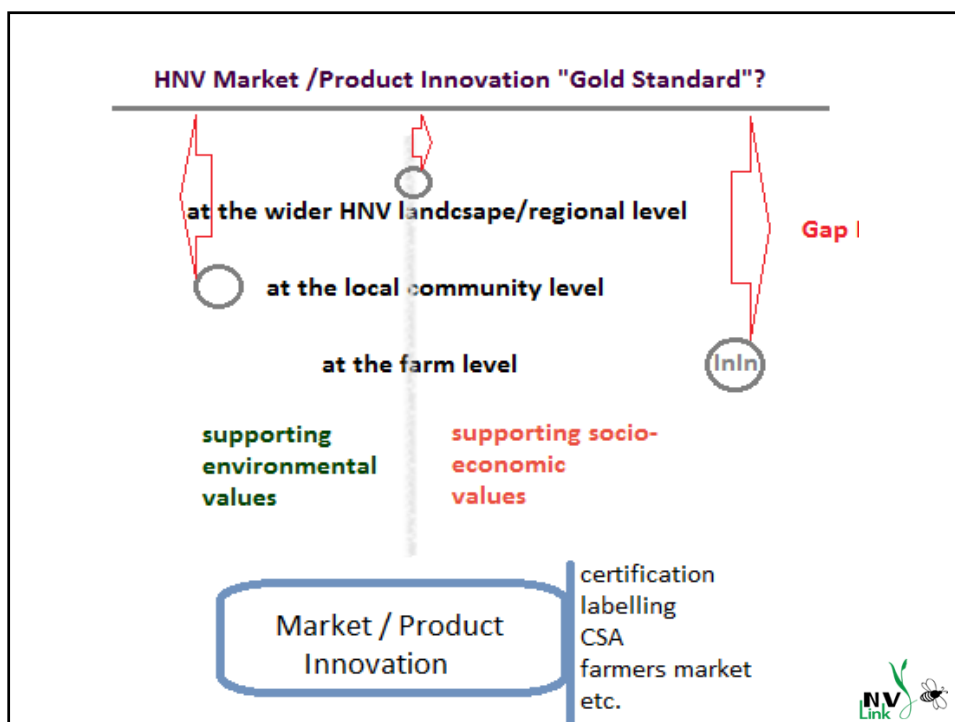
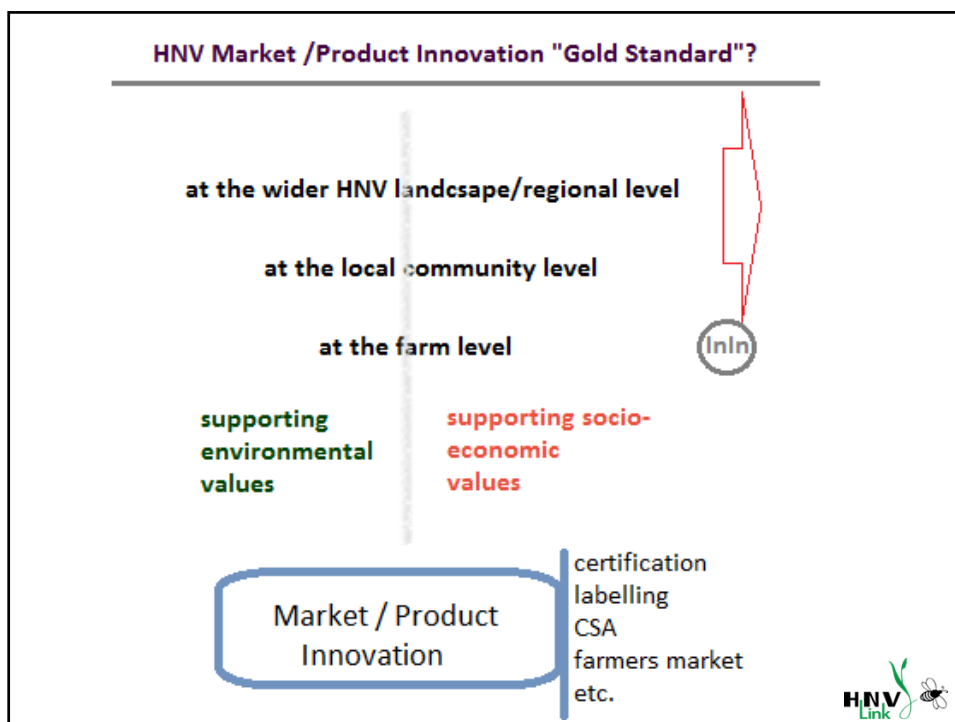
Questions for discussion:

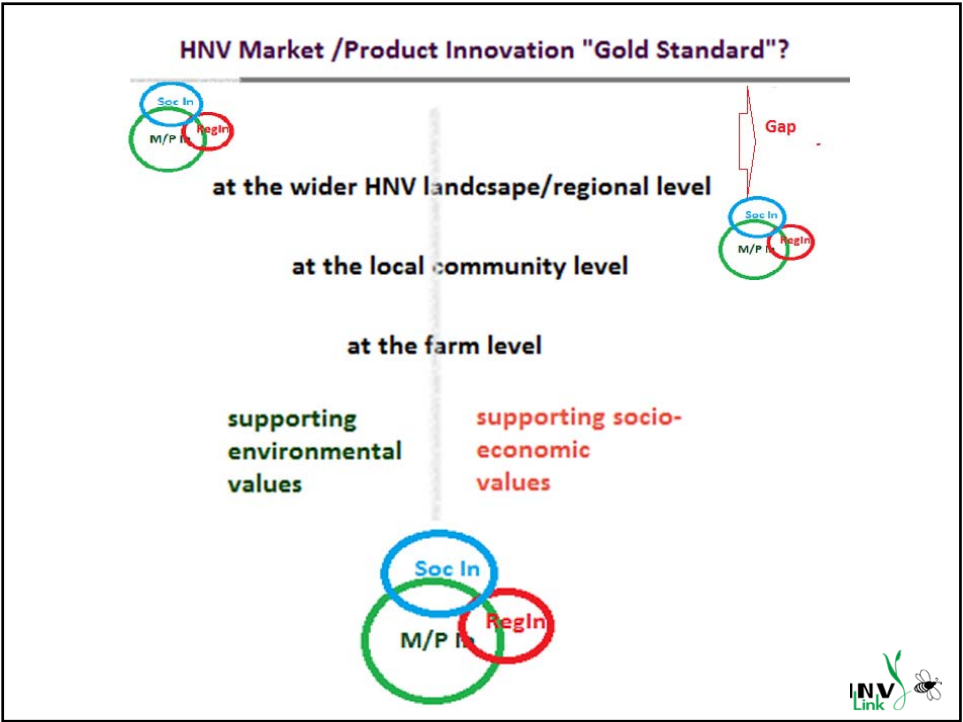
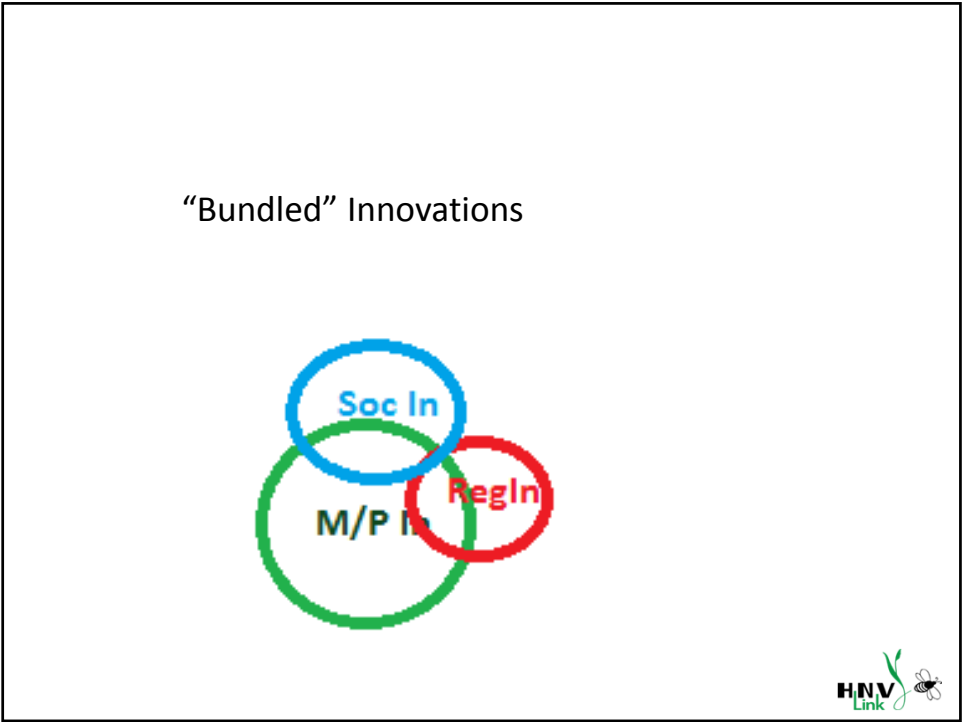
- How do we define what is an HNV farming innovation in the Market /Products theme?
- And how do we assess the GAPs that exist and should/could be addressed at LA level?
- What is our (HNV-Link?) reference point?

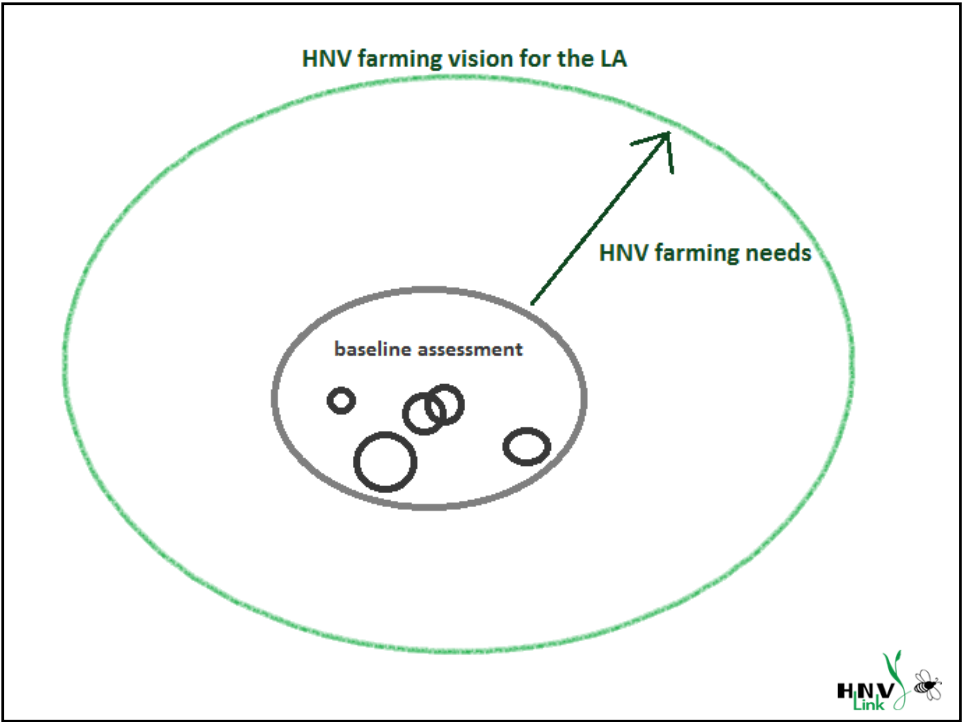
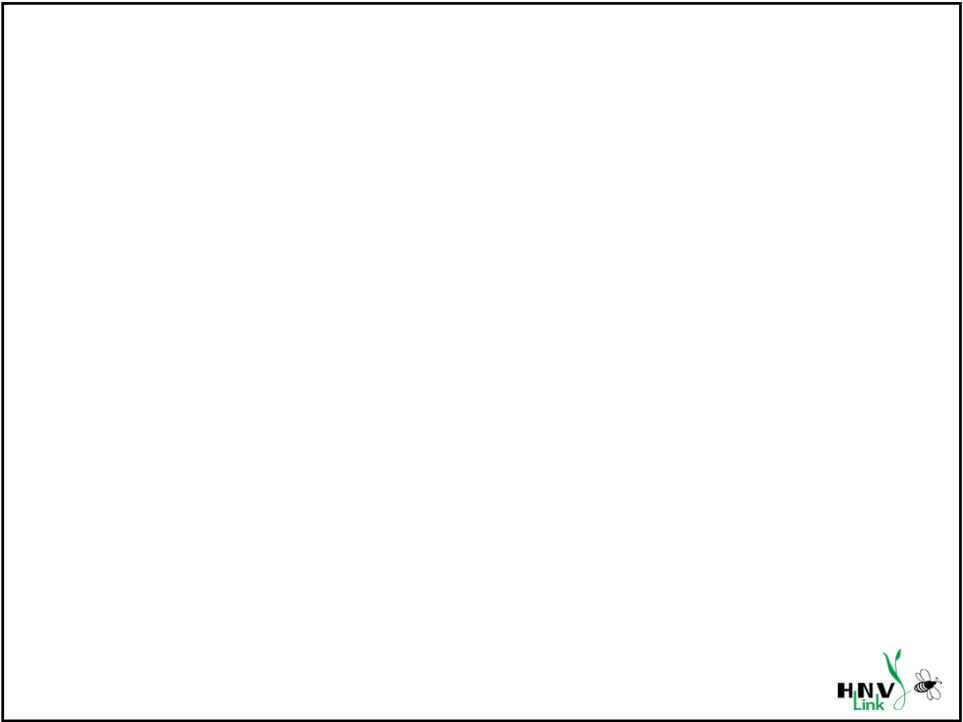


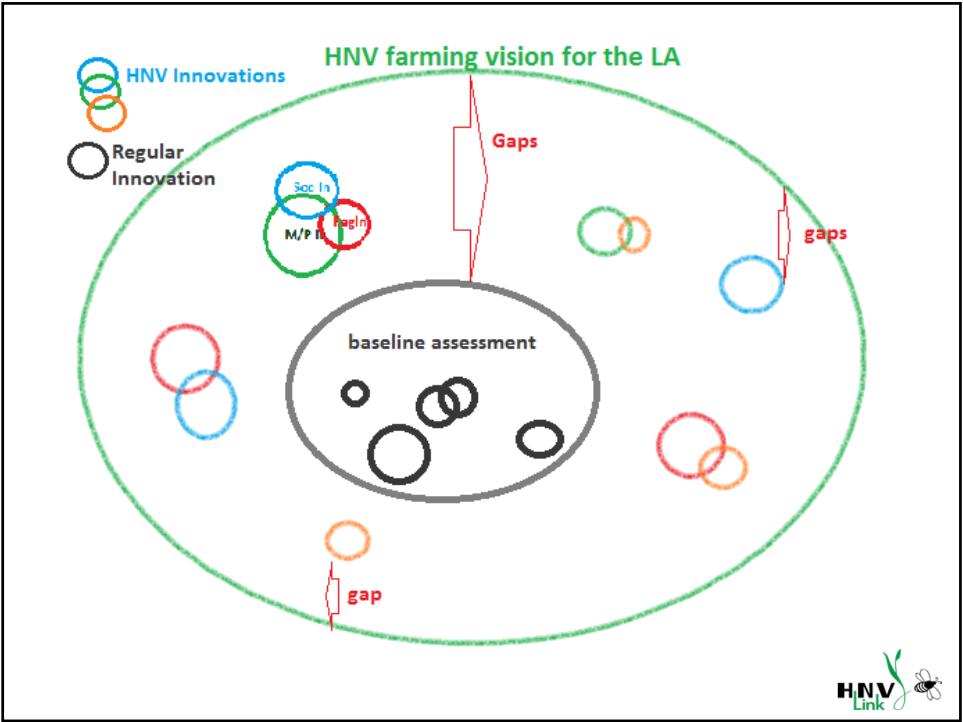















IT Sligo Policy Regulation Framework

- 2755 legislative agreements, directives, regulations and decisions currently in force
- HNVf is peripheral to most policy decisions
- Opportunities RDP regulations in particular




Current Pillar I and Pillar II

Chart 7 Actions targeted under both Pillars

Compulsory Operated by all MS	Voluntary MS can implement
Basic Payment	Redistributive payment
Greening Payment	Areas with Natural Constraints
Young Farmers Scheme	Coupled Support
	Small Farmers Scheme

Overview of Pillar I measures

PILLAR I	TARGETED ACTION	PILLAR II*
Green payment	ENVIRONMENT	Agri-environment-climate Organic, Natura 2000
Top-up payment	YOUNG FARMER	Business development grants Higher investment aid
Top-up payment	AREAS WITH NATURAL CONSTRAINTS	Area payments
Alternative simplified scheme	SMALL FARMER	Business development grants
Improved legal framework	PRODUCER COOPERATION	Aid for setting up producer groups Cooperation and short supply chain



Policy Regulation Framework

- Areas most relevant to this review:
 - Pillar I
 - Direct payments
 - Marketing of agricultural products
 - Pillar II
 - Rural development
 - Other cross-cutting legislation
 - Food and feed hygiene
 - Animal health and welfare
 - Plant health
 - Agriculture and environment
 - Research and innovation



Methods and Outputs

- **Methods:**
 - Regulations, guidance documents and implementation reports from official European Union sources were examined.
 - “high nature value”, “extensive farm*” and “marginal farm*” searched along with words relevant to the reg framework
 - Publications sections of a number of institutions (EFNCP, IEEP, OECD, FAO etc) were also examined for relevant documents.
- **Produced:**
 - Overview of regulatory framework relevant to HNVf
 - List of potentially useful literature
 - Summary document of this literature
 - WP2 template document



Review results

- Lots of policy overviews and descriptions
- Potential scenarios often assessed
- Few answers to questions on the impact of policy on specific farming situations
 - Sutcliffe et al, 2015
 - Examines supports for HNVf in Transylvania
 - Uthes et al, 2012
 - Examines effects of decoupling payments in Northeastern Germany



Policy areas with most potential for HNVf

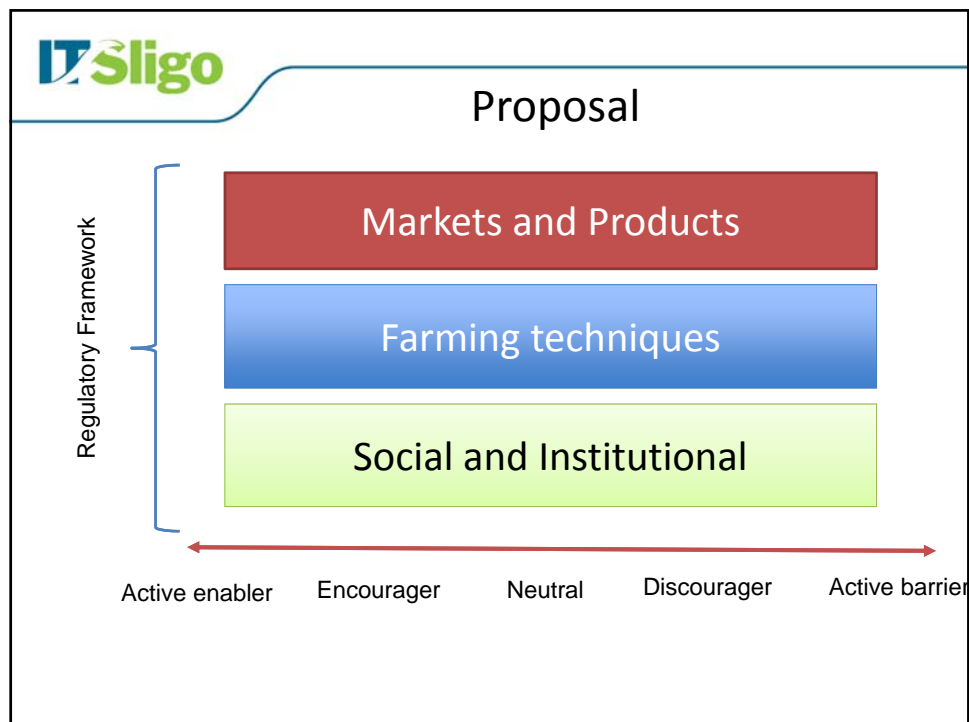
- RDP Regulation No 1305/2013 most potential to support HNVf

Article 8 Thematic sub-programmes	Article 29 Organic Farming
Article 14 Knowledge transfer and information actions	Article 30 Natura 2000 and Water Framework Directive payments
Article 15 Advisory services, farm management and farm relief services	Article 31-32 Payments to areas facing natural or other specific constraints
Article 17 Investments in physical assets	Article 35 Co-operation
Article 19 Farm and business development	Article 42-44 LEADER
Article 27 Setting up of producer groups	Article 55-57 EIP for Agricultural Productivity and Sustainability
Article 28 Agri-environment – climate	

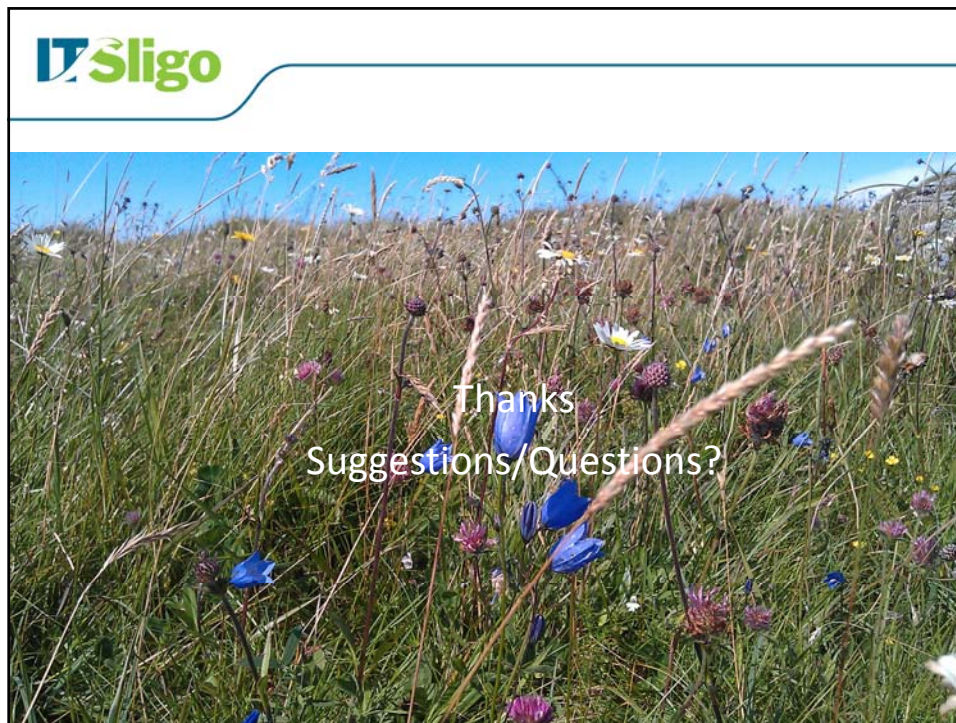


LA guidance on regulation framework

- How are regulations implemented in each LA?
- Specify all supports received through various payment structures, including reasons for each
- Has the implementation of regulations changed since CAP reform
- Has CAP reform been +/-ve for innovation?



Regulatory Framework Theme	Innovation Theme	Scale of compatibility
Direct payments	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Marketing of agricultural products	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Rural Development	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Food and feed hygiene	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Animal health and welfare	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Plant health	Markets and Products	←→
	Farming techniques	
	Social and Institutional	
Agriculture and environment	Markets and Products	←→
	Farming techniques	





Sveriges lantbruksuniversitet
Swedish University of Agricultural Sciences



Session 2 Social and institutional innovations

Magnus Ljung

*National Competence Centre for Advisory Services
Swedish University of Agricultural Sciences, Skara*



Definitions

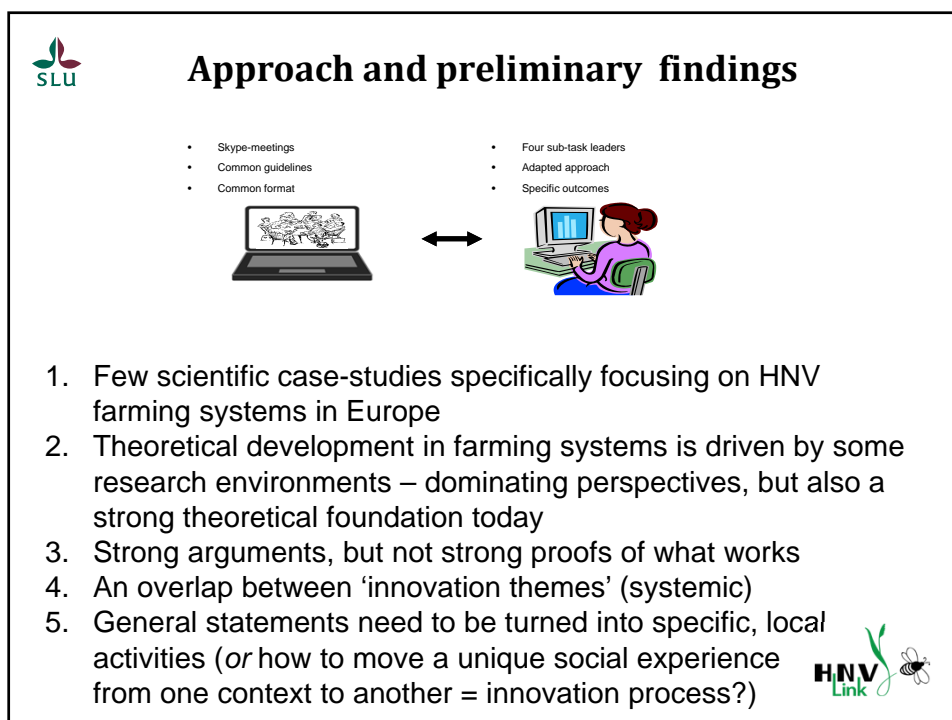
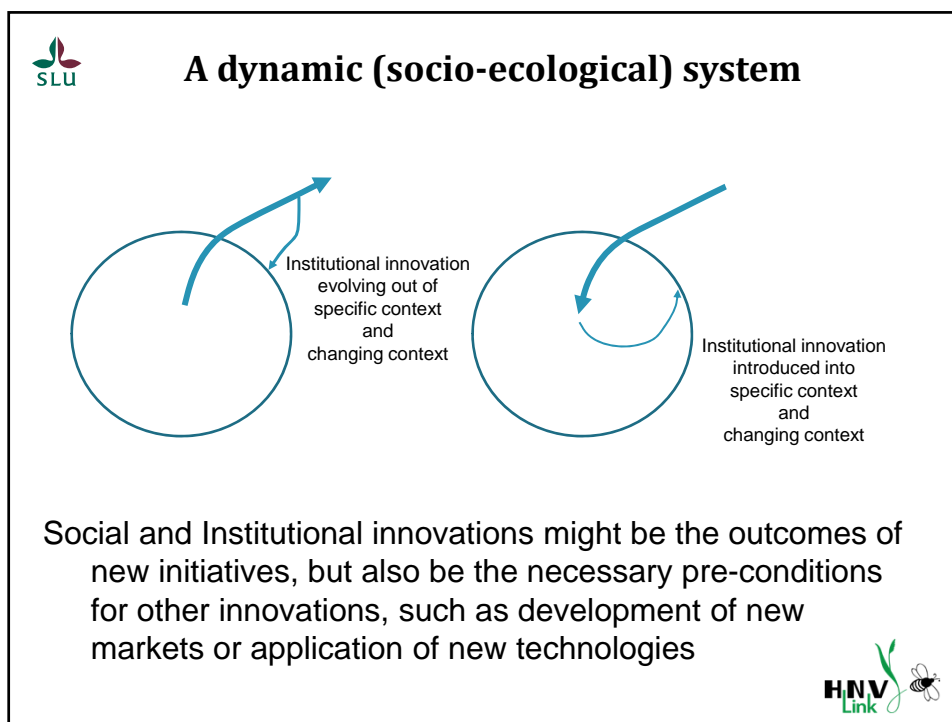
Social innovations


The European Commission (2014) defines social innovation as
“innovations that are both social in their ends and in their means” or
“social innovations are new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations”. [compare with OECD]

Institutional innovations

A very short definition would be *“new responsibility sharing or role distribution arrangement among stakeholders”*. There is an inherent dynamic between social and institutional innovations, while institutions enable and constrain actions but are also changed by social actions.




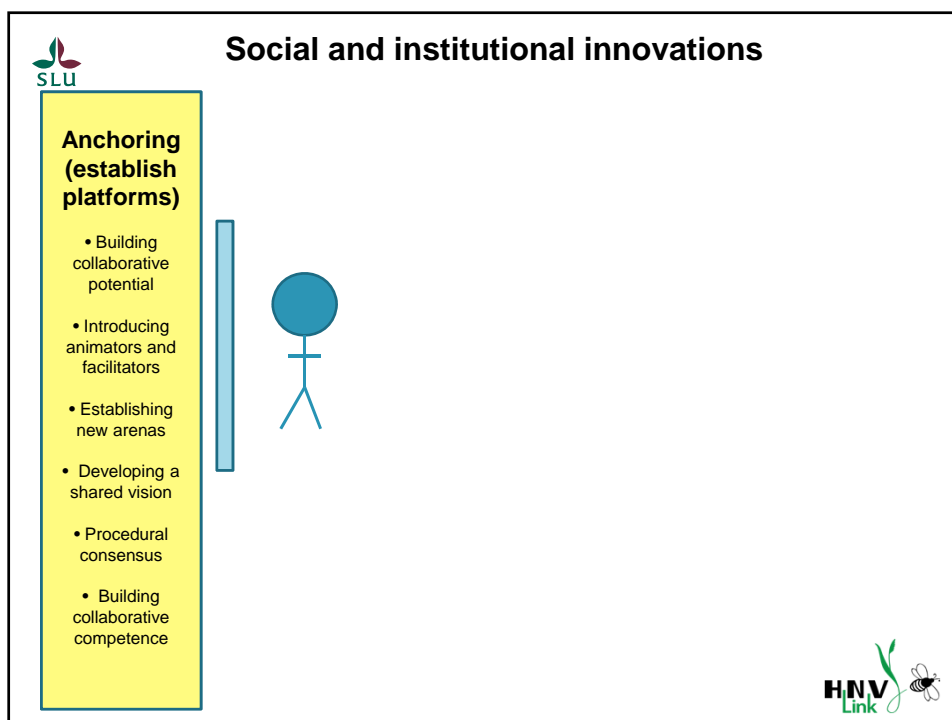


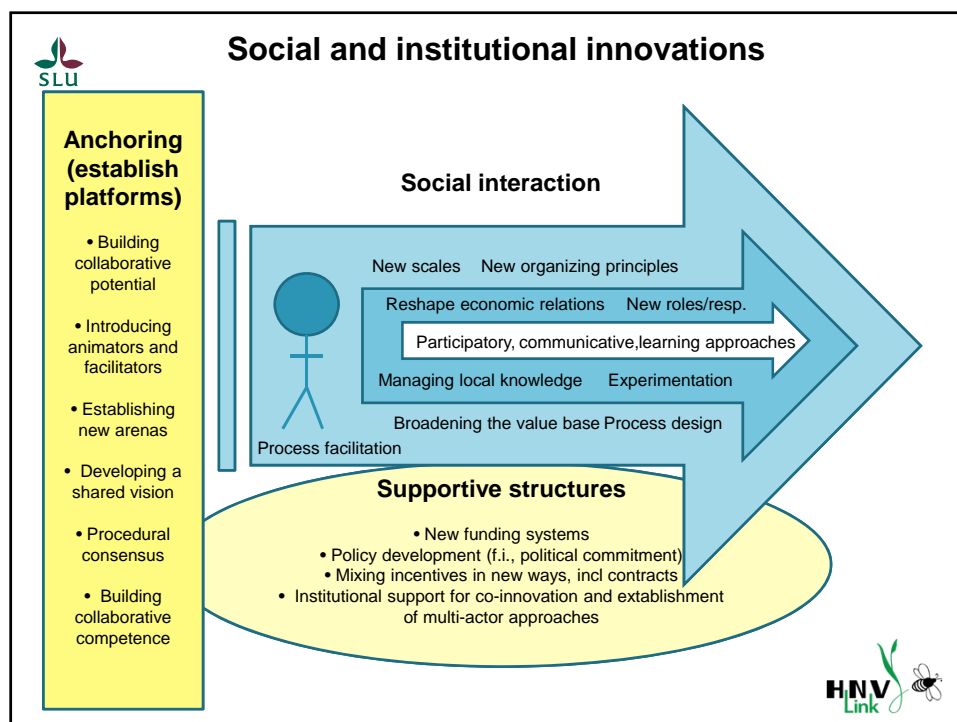
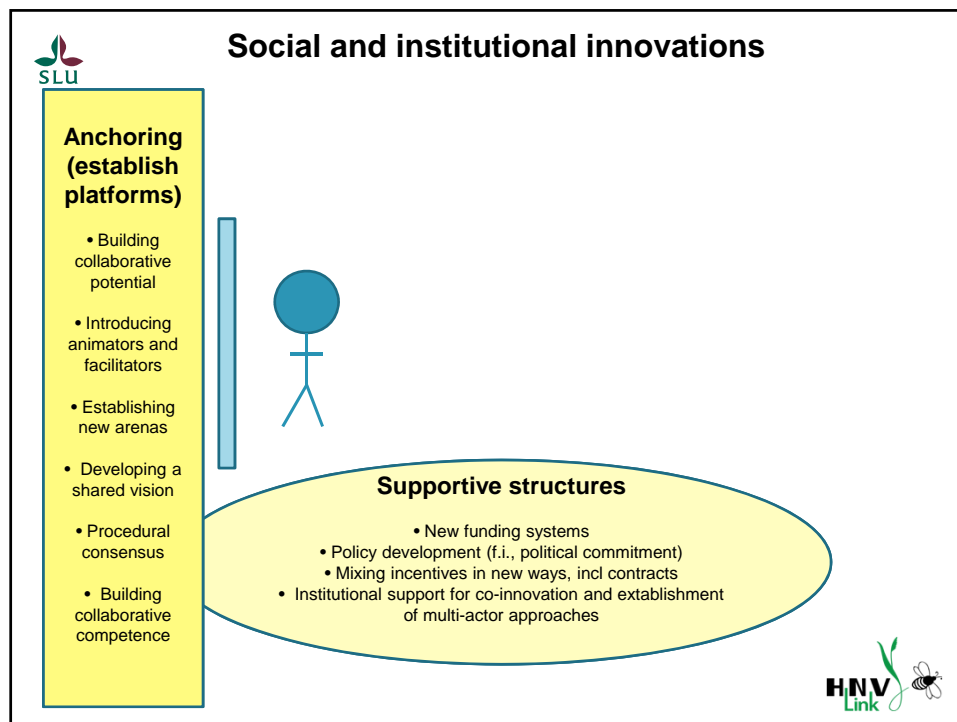


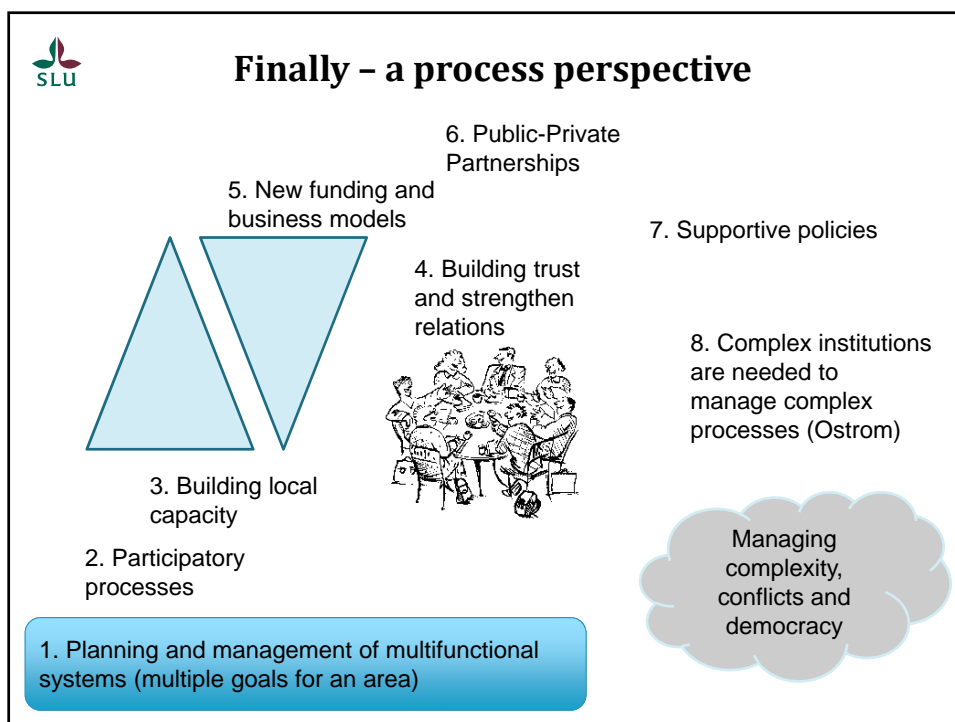
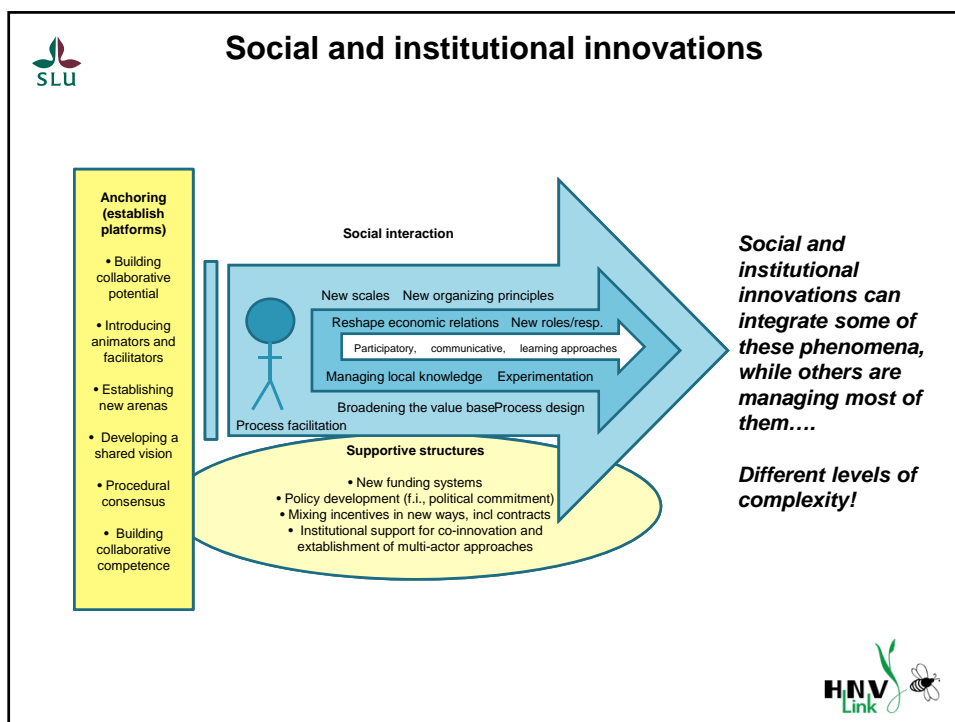
Some examples

Theme	The described case
<i>Multi-actor platforms for social learning</i>	Social learning was put into practice in a multi-actor platform in the Dutch Drentsche Aa area in Holland
<i>Farmer networks for innovation</i>	A lot of examples across Europe and the globe (cultural aspects important)
<i>Transforming Local Action Groups (LEADER) to regional development centres</i>	Changing its institutional role and broadening the funding base in South Tyrol
<i>From expert to facilitator</i>	Development of org. role and individual competence to support agroforestry systems (oak) in East Sweden
<i>Landscape observatories</i>	Most of the landscape observatories function as a focal point for landscape education (f.i., Catalonia)











HNV-LINK

Session 2

Methodological Seminar
Montpellier
1st-2nd September 2016

WP2 aims – learning about HNV innovation from literature and in the LA

- ▣ **What types of innovation are successful in:**
 - improving socio-economic viability of HNV farms and communities
 - AND maintaining nature values?
- ▣ **What makes these types of innovation happen?**
- ▣ **What are the key factors for their success?**

WP2 aims – learning about HNV innovation in the LAs

- ▣ **What are the barriers to successful innovation? How to solve them?**
- ▣ **What are the main innovation gaps (innovation that is needed but not happening)?**
- ▣ **Look beyond the LA for relevant examples of innovation from which we and the LA could learn**

We structured our work under 4 themes, each led by a subtask leader

- ▣ **Products and Markets - STEP**
- ▣ **Farming Techniques and farm management - ICAAM**
- ▣ **Social and Institutional - SLU**
- ▣ **Regulatory Framework, policies – ITSligo**
- ▣ **...supported by Univ Volos, UASVM and EFNCP...**

WP2 phase 1

- ▣ April-August 2016
 - Literature review at EU level
 - Producing guidance for LA assessment process

WP2 phase 2

- ▣ September 2016-July 2017
 - LA innovation assessment (led by EFNCP)

WP2 phase 3

- ▣ July 2017
 - LA workshops for discussing findings of the innovation assessment (coord by ICAAM)
 - National language report on lessons and recommendations from workshops + English summary
 - ...to feed the dissemination process
- ▣ September 2017
 - Compendium of LA innovation experiences (EFNCP)

WP2 is followed by...

- ▣ September 2017
 - Innovation Fair – 2nd HNV-LINK meeting (Évora) (WP4)
- ▣ November 2017-January 2018
 - Regional level innovation meetings to share LA findings (from WP1 and WP2) more widely, launch a wider HNV innovation network (WP4)
 - Dissemination building outwards from the LA process (WP3)

Aims of this session

- ▣ Clear understanding of WP2:
 - Objectives
 - Deliverables
 - Timeline
 - Responsibilities
- ▣ Consensus on what we mean by “HNV innovation”
- ▣ Agreement on how to undertake the LA innovation assessment
- ▣ Discuss the LA Workshops, LA reports, the Compendium and link to WP1 Atlas...

Innovation assessment – what LA guidance materials?

- ▣ Have already:
 - Common Framework Document
 - Innovation Fiche
- ▣ Still need:
 - Guidance material in national languages...what exactly is needed?

Common Framework Document: WP1+WP2

UNDER WP1

.....

1.4 Report on the challenges that need to be addressed for future of HNV farming (its socio-economic and biodiversity sustainability) generally, and also looking for specific challenges under the four themes of WP2 (see guidance coming from the thematic literature reviews):

- a. Products and Markets
- b. Farm Techniques and Management
- c. Social and Institutional
- d. Regulation and Policy

Common Framework Document

WP2 Assessment of HNV innovation processes and innovative solutions to the challenges faced by HNV farming

2.1 Compile a set of **5-10 HNV innovations existing** now or in recent years in the LA. Here we focus on innovation that contributes to maintaining HNV, not the “general” innovation covered in WP1.

For each innovation complete **the Innovation Fiche** (separate document). These completed fiches will be used to construct the HNV-LINK Innovation Compendium.

Common Framework Document

2.2 What types of **innovation are currently missing in the LA, but are needed** to address the challenges reported in 1.4? In other words, what are the HNV innovation gaps?

- a. **What** specific innovations could help to address specific challenges identified in 1.4? Present these according to the **four innovation themes**.
- b. **Why** are these innovations missing, what are the main barriers in each case?
- c. **How** could these barriers be overcome?

Common Framework Document

2.3 What examples exist **at regional and national levels** of HNV innovation that could be applied usefully in the LA?

Propose a selection of 5-10 innovations and **complete the Innovation Fiche** for each one. Organise them according to the four innovation themes.

Include a **review of projects/literature/research** in the national language (guidance will be provided by the WP2 team).

Innovation Fiche

1. LA name and short name for the innovation

LA name:

Innovation short name:

HNV system to which the innovation relates (may be more than 1):

2. The story in a nutshell

Tell this innovation story in simple terms. 5-10 lines

3. What specific challenge does the innovation respond to?

Explain the context (a government project, farmer's initiative, etc), and the main issue at stake: why was innovation seen as necessary, what for? 10-15 lines

Innovation Fiche

4. What stage is it at?

An old established initiative still running, finished, just starting, a pilot project etc. 3-5 lines

5. Where does this innovation fit in our four innovation themes?

Which theme(s) is most relevant: Products and Markets; Farm Techniques and Management; Social and Institutional; Regulation and Policy? Explain if the innovation straddles multiple themes, putting them in order of relevance. 3-5 lines

Innovation Fiche

6. What was the process that made it happen?

Describe the process that made the innovation happen. What was the main driver, the trigger? Who talked to whom, who lead the way, etc.? What was the role of each of the main actors? 10-15 lines

7. What were the enabling and success factors?

Involvement or commitment of stakeholders, the right timing, institutional support, funding, commercial opportunity, policy opportunity etc. 10-15 lines

Innovation Fiche

8. What does the innovation achieve for HNV farming?

8.1 What are the overall achievements of the innovation?

In general terms, not only HNV farming. 5-10 lines

8.2 Is it improving socio-economic viability of HNV farms and communities while maintaining HNV characteristics? How?

5-10 lines

8.3 Does it include conservation of nature values as an explicit objective, or is this effect incidental? How?

5-10 lines

8.4 On what scale is the innovation successful (individual farm holding, whole community...), and potentially successful?

5-10 lines

Innovation Fiche

9. Which are the limiting factors, if any, that prevent full realisation of the innovation's potential?

Lack of interest in the wider community or the authorities, the wrong timing, lack of support etc. 10-15 lines

Innovation Fiche

10. What lessons can we draw from this experience?

In terms of innovation processes and drivers, results, addressing HNV challenges, up-scaling, over-coming limiting factors etc. 10-15 lines

Is the innovation/process unique to this LA territory and its characteristics, or is it replicable in other areas? Under what conditions would it be replicable? 3-5 lines

Reminder of outputs and timeline

- ▣ September 2016-July 2017
 - LA innovation assessment (led by EFNCP)
- ▣ July-September 2017
 - LA workshops (led by ICAAM)
 - National language report on lessons and conclusions + English summary
- ▣ September 2017
 - Compendium of LA innovation experiences (EFNCP)



IAMM -

The AKIS Concept and its Application in the EU Policies

Presentation to the HNV-Link Seminar
Le Hameau de l'Etoile
02 Sep 2016

Pascal Bergeret

Background of the SCAR and the SWG AKIS

- **1974:** Standing Committee on Agricultural Research (SCAR): Representatives of Member States and associated Countries that advise the European Commission and Member States on **coordination of agricultural research**
- 2005: SCAR started "Foresight" exercises
- 2006, Krems (Austria): " [SCAR to] include questions of advisory services, education, training and innovation in their discussions"
- 2007 - **1st SCAR Foresight:** "The mounting challenges facing the agri-food and rural sectors in Europe calls for a review of the **links between knowledge production and its use to foster innovation**"

Start of the SWG SCAR-AKIS

- 2009 – The **2nd SCAR Foresight** shed a rather crude light on the current state of Agricultural Knowledge Systems in Europe: *“currently unable to absorb and internalise the fundamental structural and systemic shifts that have occurred. The remaining publicly funded **AKIS appear to be locked into old paradigms based on linear approaches and conventional assumptions.**”*
- Currently: an even more changing policy context: the financial crises, global food security, the EU 2020 strategy: “Smart, sustainable, inclusive growth”, CAP post 2013




The main findings of SCAR AKIS

- Knowledge model as a system, not a chain
- Triple Helix Model: academia, industry and government: interact from time to time, steered autonomously by their own development: dynamics of networks in the mutual creation of knowledge
- Innovation focus rather than dissemination of research results
- Actors driven innovation (students, consumers, ..)
- AKIS are built differently from country to country
- Different parts of one AKIS face different challenges
- Science driven research vs innovation driven research
- Lack of involvement by education
- Lack of reward for applied science



The components of AKIS

- **Knowledge organisations**
 - Research
 - Education
 - Higher
 - vocational
- **Support organisations**
 - Innovation facilitators: incubators, nurseries....
 - Credit
 - Extension
 - Public
 - Private
 - Professional
 - Brokers
 - Suppliers



The components of AKIS (2)

- **Farmers and agrofood enterprises**
- **Civil society**
 - Consumer organisations
 - Environmentalists
 - Unions
- **Administration**
 - Central
 - Local



Diversity of AKIS

- **Centralised/decentralised**
- **Public/private**
- **Top down/participatory**
- **Mono/pluri-sectoral**
- **Inclusive/exclusive**

2. April 2012: the SWG SCAR - AKIS 2 was invited
to help the implementation of the agricultural
EIP



The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“

Moving Innovation in Agriculture Ahead !

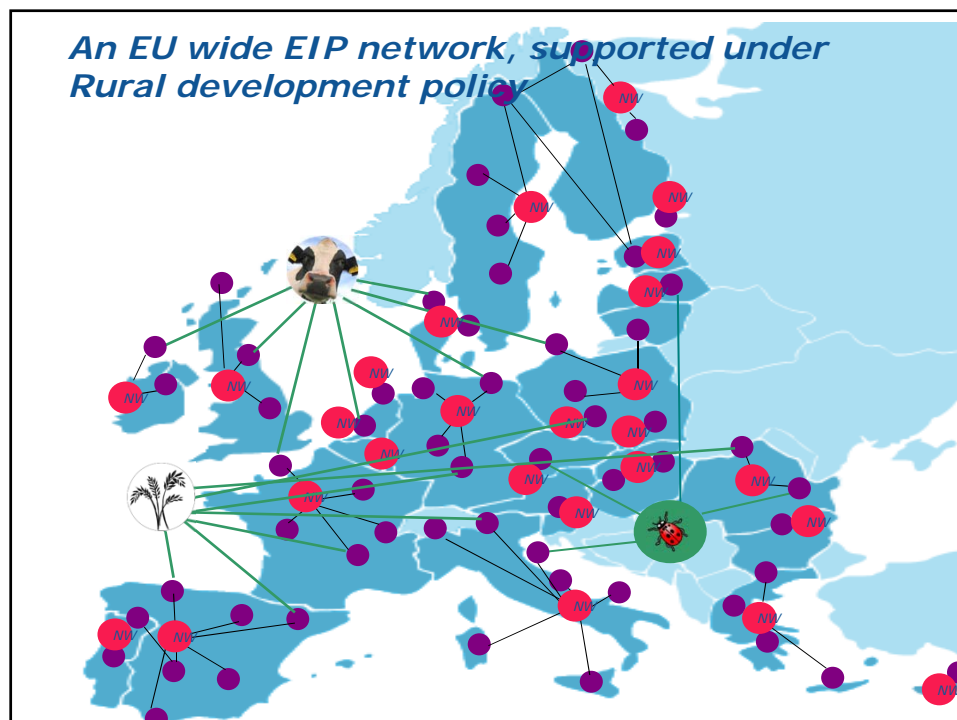
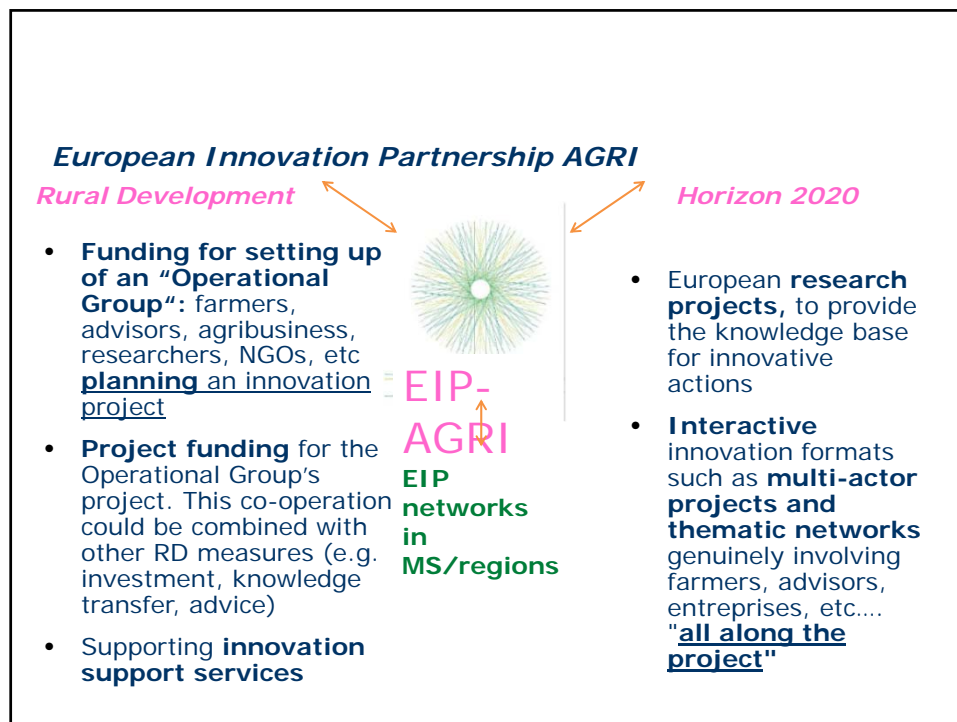


Practical outcomes of the AKIS 2 report

AGRI Strategic Research & Innovation Conference
27 January 2016 – Brussels - Inge Van Oost - DG Agriculture and Rural Development



- 2010: European Innovation Partnerships want to speed up innovation through **cooperation and linking** existing policies and instruments
- The EIP-AGRI was launched by DG AGRI in 2012: COM (2012) 79
- The EIP-AGRI applies an overarching "*Open innovation*" concept based on the **interactive innovation model** (applied in Operational Groups, Thematic Networks, and Multi-Actor projects): Collaboration between various actors to make **best use of complementary types of knowledge** (scientific, practical, organisational, etc) **in view of co-creation** and diffusion of solutions/opportunities **ready to implement in practice**.
- **EU wide EIP network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs (*Open science*)



H2020 calls 2015: 16 new Multi-Actor projects, including 7 Thematic Networks		
SFS-1C-2015	ISAGE	Sustainability of terrestrial livestock
SFS-2B -2015	SOILCARE	Soil cropping improving systems
SFS-5-2015	NEURICE	Crop productivity strategies (Genetics x Environment x Management)
	GoodBerry	
	TomGEM	
SFS-13-2015	MyToolBox	Biological contamination of crops and food chain
	MycoKey	
SFS-20-2015	Strength2Food	Sustainable food chains: EU quality policy and public sector procurement
ISIB-2-2015	Smart-AKIS	Smart Farming Technology: Farm Management Information Systems, Precision Agriculture and Agriculture automation and robotics
	HNV-Link	Support HNV farmlands through knowledge and innovation
	AGRIFORVALOR	Valorization of biomass side-streams from agriculture and forest
	4D4F	Data and sensor driven decision making on dairy farms
	EuroDairy	Practice-based innovations in dairy farming: resource efficiency, Biodiversity, Animal care, and Socio-economic resilience
ISIB-4b-2015	EUFruit	fruit: cultivar development, minimise residues, storage and fruit quality, sustainability of production systems
ISIB-4b-2015	ALTERFOR	Improved forest management models
WATER-4b-2015	FERTINNOWA	Optimize water and nutrient use efficiency: dbase on innovative technologies and practices for fertigation of horticultural crops

Thematic networks in WP 2016-2017:
Compiling knowledge ready for practice

Thematic networks are not:

- **networks for discussion**
- **research projects**
- networks **intended to prepare a research agenda**. *Thematic networks aim to put existing research into practice by focusing on end-user material feeding into the EIP network for broad dissemination*
- **awareness-raising or supply chain platforms/networks**. *Thematic networks intend to spread practical knowledge, and to make this happen they should be involving practitioners (farmers/foresters) in a multi-actor approach and working bottom-up starting with farmers and their needs.*

Thematic networks in WP 2016-2017:

Compiling knowledge ready for practice

- Projects **involving all actors relevant for the chosen theme** (e.g. researchers, farmers, advisors, enterprises, education, NGOs, administration, regulatory bodies, EIP project groups...):
[no pure research networks, use funding efficient: not as many actors as possible but chose those actors that are complementary and can really contribute]
- Provide a comprehensive **description of the state of the art**: Partners should summarise, share and **present existing scientific knowledge & best practices that are not sufficiently known (and applied) by practitioners**
[when defining objectives: illustrate the added value, relevance of the theme, needs and potential for farming/forestry. Get input from the existing projects from various funding sources and avoid recycling of projects and project partners]



What we are committed to communicate & disseminate



Objective of WP3

- **to raise the impact of the project** through:
 - promoting the uptake of the project results within and outside the LAs,
 - disseminating project results among groups of the identified stakeholders, and
 - communicating to the wider audience.



Innovation, HNV-innovation, agroecology,
actor, story, Atlas, Compendium...



*Everything is very uncertain,
and that is what calms me,
said Too-ticki*

(Tove Jansson: Moominland Midwinter)

The major outcomes

- **HNV areas typology analysis ("Atlas"):** short notes and interviews
- **HNV farming Innovation Compendium:** key lessons on innovation (in English+ guidance for grassroots learning (in English), and innovation case studies for each LA in national languages.
- For both, **Interactive Maps**, with HNV innovation cases and gaps
- -> Session 4

Regular communication

- Website and updates
- Social media
- Electronic newsletter - bi-annual online only

Meetings

- **Network Meetings**
- **10 LA regional meetings:** (target ca 500 people)
- **10 Inter LA visits**

-> The overview of the meetings (reports with pictures) in the news section of the website & Newsletters



Education material on HNV and innovation approaches

- **Review** of existing educational materials relevant to the HNV theme.
- **Educational package** for use in vocational and higher education (open source resource, website, SlideShare): presentation slides introducing the HNV concept, literature package, exemplar assignments for class and field/farm work, and HNV farm/farm system cases, + **innovation compendium (?)**.
- **Promote** across educational institutions with study programmes in agricultural studies /rural studies/sustainable development/ agroecology/ conservation biology/ ERASMUS+ process

Publications

- **Two research papers** and at least **two presentations** in conferences
- **Key results and policy recommendations**: hard copy at various events and in electronic form on the website
- **Final brochure** by the final project seminar.

Dissemination levels

- Local level – in each LA, HNV-Link findings to 200 – 900 people.
- National level - national stakeholders (eg, farmers' associations, farm advisory organisations, Rural Development Networks, government institutions with keys role to unlock innovation, relevant universities and research institutions, agricultural vocational schools).
 - **We are expecting to reach ten European AKIS** through tailored-made dissemination and communication plans, based on the PRO-AKIS inventories (country reports).
- European level - The European Commission and the European Parliament, European Networks (European Forum of Farm Advisory Services (EUFRAS), The European Network for Rural Development (ENRD), EIP Operational Groups at regional and national levels), professional societies, projects, NGOs, etc.
- Outside world: wider public and groups not aware of the HNV farming systems and practices. Yet, such groups may affect the HNV sustainability as consumers (incl. tourism), citizens or policy makers.

Dissemination levels

- **We are expecting to reach ten European AKIS** through tailored-made dissemination and communication plans, based on the PRO-AKIS inventories (country reports).

? Why

? On what levels; national vs regional vs local


? How

- Recommendations to AKIS, nationally and EU-wise



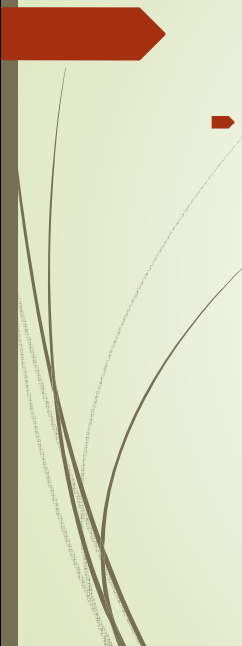
AKIS discussion

- AKIS POSTERS



ProAkis outputs 1:

- The inventory & detailed overall report
- Advisory services for **small-scale farmers**: how effective is its response to farmers needs and demands?
- 4 cases:
 1. newly established farms by young and semi-subsistence farmers in Bulgaria;
 2. agritourism farms led by small entrepreneurial farmers in the Carpathian mountains of Poland;
 3. small-scale blueberry producers in Portugal, mostly new established young farmers;
 4. new entrants and successors to Crofting on the West coast of Scotland.



ProAkis outputs 2:

- Designing, implementing and maintaining agricultural/rural networks to enhance farmers' ability to innovate in cooperation with other rural actors
 1. policy-induced agricultural innovation network in Brandenburg, Germany ('Adapting seeds to climate change');
 2. the 'Anti-Mafia innovation network: from land to fork', a rural network situated in the Southern Italy;
 3. the 'Cluster of Small Fruits' - sectoral and nationwide Portuguese network;
 4. a berry pest-monitoring local network, situated in the Central-North of Portugal; and
 5. the 'Monitor Farms' - farmer-driven networks implemented by the Scottish government with delivery partners, including levy bodies such as Quality Meat Scotland.



ProAkis outputs 3:

- The capability of extension and advisory services to bridge research and knowledge needs of farmers.
 1. the knowledge transfer system of South-Central region of Bulgaria;
 2. the decision support tools (DSTs) supported by ICT, in the French context;
 3. the experimental stations in the Bavarian region of Germany; and,
 4. the 'Demonstration farms' in Poland.




Communication strategy = HOW




Project timeline

- **1stage: Framing the network.**
 - initial communication materials and templates,
 - a contact list (database) with networking channels (projects, organisations, people).
- **2 stage: Shaping the network.**
- **3 stage: Using and expanding the network.**
- **4 stage: Wrapping up.**



1 Framing stage

- Logo, letter head, document and PP template
- Website (no data on traffic) + info on partner pages
 - Missing on two LAs



1 Framing stage

- Logo, letter head, the power point template
- Site (no data on traffic) + national/regional pages
- FB page (posts – ca 10 posts/months, ca 1000 "talking about" and ca 130 Likes) and Twitter
- 1st press-release -> 37 media pieces - **THANK YOU!**

Pooling our C&D outputs and sharing activities

Online sheet HNV-Link Communication Reporting

<https://docs.google.com/spreadsheets/d/15hNK0mv0bVok8qJVy1dADXzZplpYLyOOIwcu1ZDM68Y/edit#gid=0>

Cloud as a storage, not Basecamp

Online sheet HNV-Link Communication Reporting	France	10
	Internationally (eg. Commission)	10
	Portugal	8
	Croatia	7
	Finland	5
	Ireland	5
	Romania	4
	Bulgaria	2
	Spain	2
	Sweden	1
	Greece	0
	UK	0

Reminders to add new items!





1 Framing stage

- Logo, letter head, the power point template
- Site (no data on traffic) + national/regional pages
- FB page (posts – ca 10 posts/months, ca 1000 "talking about" and ca 130 Likes) and Twitter
- 1st press-release -> 37 media pieces
- Leaflet in English
- LAG5: banner & launching event; + ?

Network's contact list

- WHY?
 - Follow the project via our Newsletters (+ posts on FB/Twitter)
- Online sheet - <https://docs.google.com/spreadsheets/d/1kk9CDRYkV-dOnhDIHx40pYxiH8lOhel1qrnRDHRiIs/edit#gid=0>
 - Promised 2000 contacts, now ca 300
 - Contribute to the list!

Project timeline

- **1stage: Framing the network.**
- **2 stage: Shaping the network.**
 - Innovation Fair + Communication Fair: a variety of dissemination and communication tools tailored to different stakeholder groups
 - Each LA will chose own package.
- **3 stage: Using and expanding the network.**
- **4 stage: Wrapping up.**

Project timeline

- **1stage: Framing the network.**
 - initial communication materials and templates,
 - a contact list (database) with networking channels (projects, organisations, people).
- **2 stage: Shaping the network.**
 - Innovation Fair + Communication Fair: a variety of dissemination and communication tools tailored to different stakeholder groups
 - Each LA will chose own package.
- **3 stage: Using and expanding the network.**
 - regional/national meetings and dissemination events,
 - peer learning with networking visits,
 - communication to the wider world

- making use of the LA-tailored C&D package.
- **4 stage: Wrapping up.**
 - evaluate our dissemination efforts,
 - Network meeting in Brussels, synthethising the final results, and advocating for HNV innovation issues at the European level.

Dissemination levels

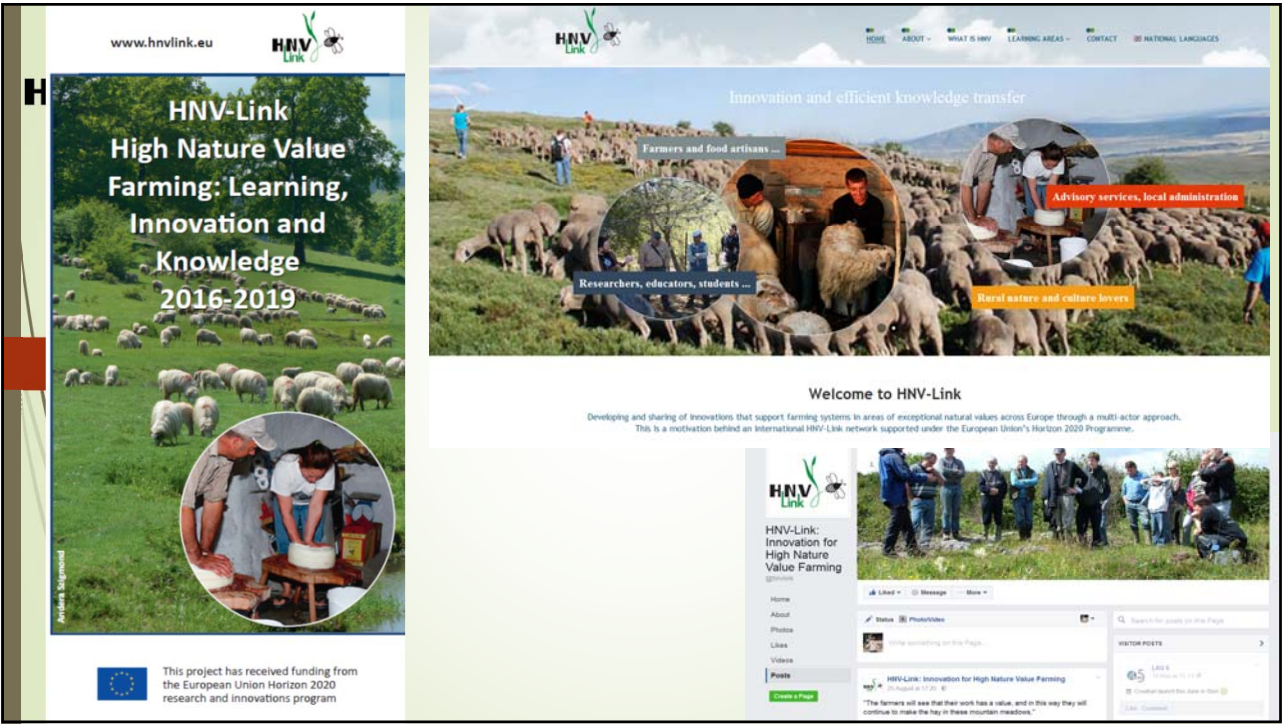
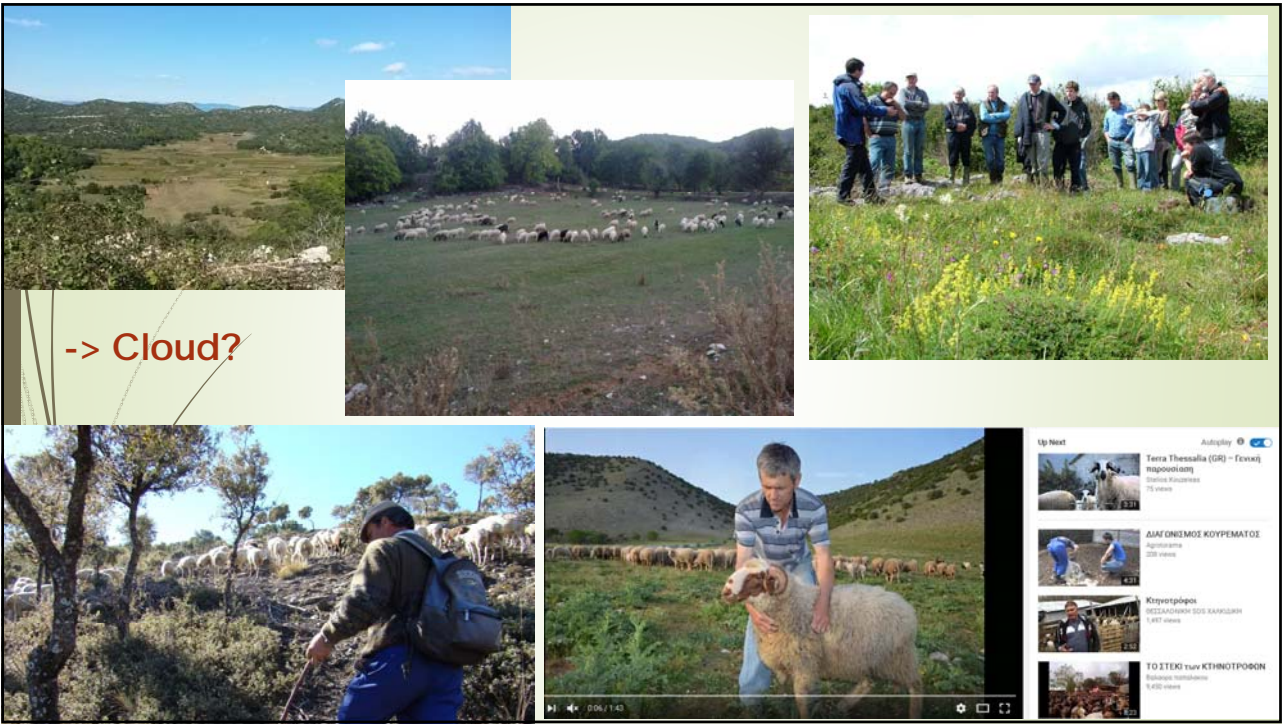
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- **Outside world:** wider public and groups not aware of the HNV farming systems and practices. Yet, such groups may affect the HNV sustainability as consumers (incl. tourism), citizens or policy makers.


Stakeholders

- **Farmers and farmers' groups:** producers associations, individual farmers, constitute the core of the HNV areas community, which HNV-Link network wants to reach and involve in its exchanges activities.
- - **Advisers and support services** are central actors in the innovation process. They will be also part of the knowledge exchanges and dissemination activities.
- - **Research/Education:** agricultural vocational schools, research centers of national Universities will be fully part dissemination activities and knowledge exchanges with practitioners and grassroots-level.
- - **Local authorities:** are keys partners for unlocking innovation in HNV farming areas and to facilitate the creation of multi-actor projects on a public basis.
- - **Catalysers:** local NGOs, grassroots movements, Local Action Groups, are also a specific targeted audience, and HNV-Link will seek to create synergies with existing programs going in the same direction
- **Policy makers** such as EU and national government authorities produce important policy documents and orientations agriculture and rural development, having political and economic influence on HNV farming.
- ~~European and collaborative projects to create synergies and exchange of information and~~

Network to WP3:

- Online sheets, communication and contacts – fill them up
- Cloud – upload or email Irina/Claire
- Visit our site: traffic and feedback
- Share/Like posts; please, use #hnvlink or #hnv
- Overview of your meetings (reports with pictures) -> website & Newsletters
- Newsletter content - 1st newsletter by end Sept (bi-annual electronic only)
- Images – variety!
- Ideas for the networks-level C&D: eg postcard/bookmark, vocal emblem, some briefing on the literary review





Languages

- More in all languages on the website?
- Some newswatches in every language?



Session 4



Atlas and Compedium - **How?**

- <http://www.high-nature-value-farming.eu/panorama/>
- http://ec.europa.eu/environment/nature/rbaps/fiche/burren-farming-conservation-programme-bfcp_en.htm
- <https://vimeo.com/48353067>
- <http://www.youtube.com/watch?v=ucdsju8FYKw>

Compedium

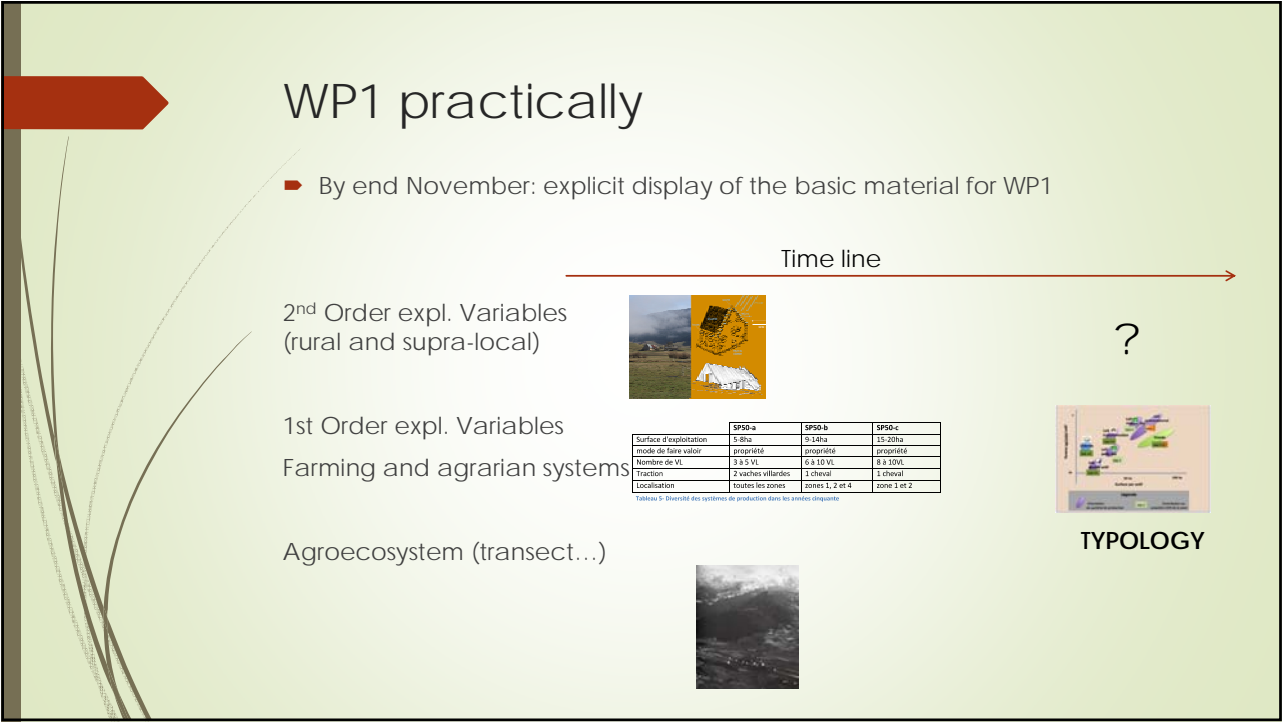
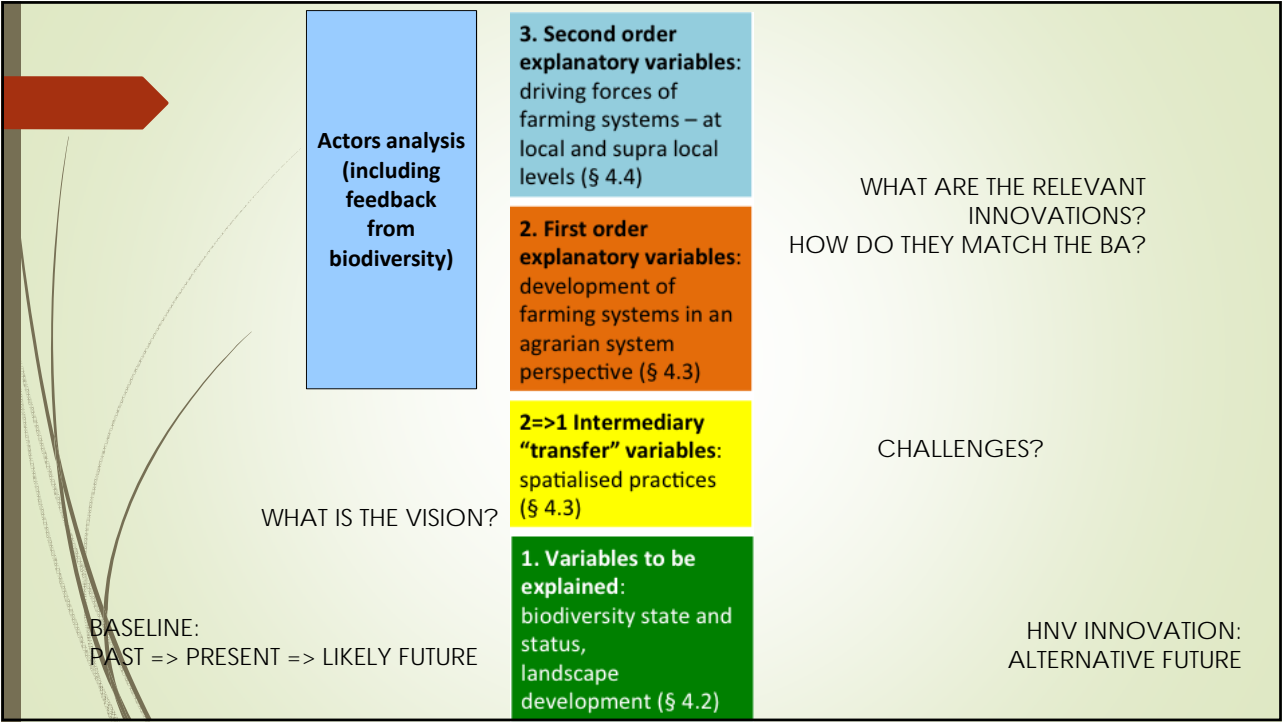
- Key words, eg cheese making, commons, bottom-up
- How and with what does each innovation contribute to HNV farming



A presentation slide with a light green background and a decorative graphic of thin, curved lines on the left. A red arrow points right towards the title. The title is 'WP1 and WP2'. Below the title is a bulleted list of points.

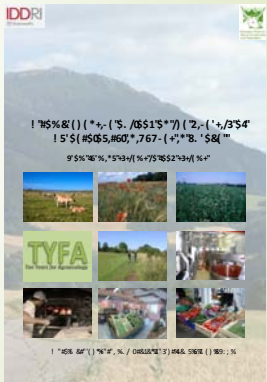
WP1 and WP2

- WP1 outputs should be the characterisation of the present problems, the likely scenarios and the « HNV vision »
 - Is it a matter of abandonment/intensification/a combination of the two? Where?
 - What does explain it? Including the innovation system at play
- This sets the basis for WP2 analysis of gaps
- This also provides an overall assessment frame – THE SPATIAL HNV LAND LAYER! — for the innovations studied in WP2
 - Is a direct market good for HNV farms?
 - What is a given innovation likely to yield from a spatial perspective? From a landscape perspective
 - At what level of explanation does it play? (farms — local/supra-local)



The atlas: a proposal

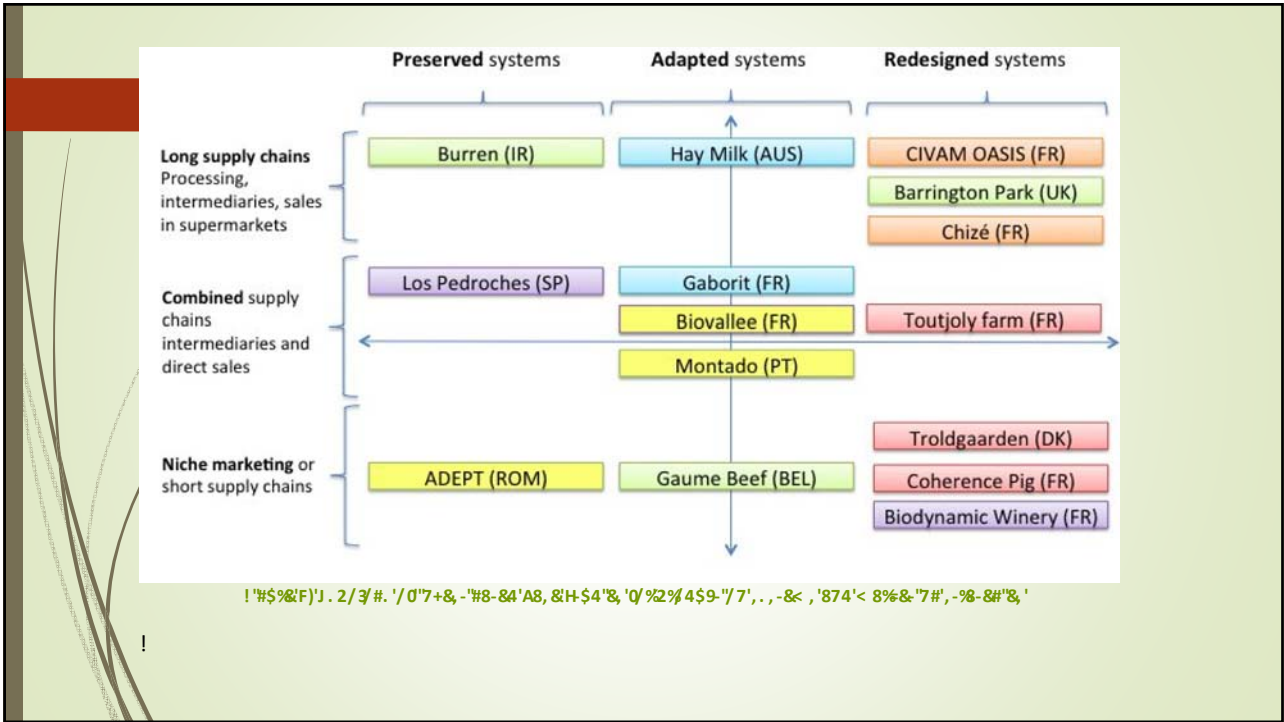
- Inspired from a similar study about Agroecology in Europe
- http://www.efncp.org/download/Plaquette_AE-initiatives_VF_June_light.pdf



What does it consist in?

- An introductory section setting the question, issues, approach...
- A list of case studies under a strict fiche format
- A meta-analysis






Barrington: Crop-livestock complementarities for biodiversity and low inputs systems in large England farm

Type of CS: Redesigned large scale system / Farm level

ECOLOGICAL CONTEXT
Area: Cotswolds, Oxfordshire, England, UK
Climate: Oceanic
Landscape: plains and moderate hills (150m a.s.l.)
Agromonic potential: shallow rendzina soils, allowing high yields with enough inputs (wheat 9 t/ha)
SOCIOECONOMIC CONTEXT
Local activity / place of farming: important farming activity, coexisting with other activities.
Social acceptability of farming: good, few controversies around farming

Local markets and supply chains: mainly oriented on long supply chain.

Land tenure: large land owners renting to farmers. Land is very expensive.



Managing large scale organic system

© Google 2016

Agroecological project

Initial steps
Organic since 1995. Due to the important inputs requirements, farmers were voluntarily to convert to organic farming and contract agro-environmental schemes. Motivation stands on a mixed business opportunity and willingness to conserve heritage and landscape.

Farming system

- UAA 2000 ha, 7 workers (manager, 2 drivers, 1 Shepherd, 1 cowherd, 2 casual workers).
- Sheep: 2000 ewes (Leyn breed).
- Cows: 200 cows (Angus breed).

• Equipment: 350 hp tractor, 2x 200 hp, heavy tools (plough 12 heads), cover crop, harvester.

Practices and performances

- 500 ha Permanent Grasslands, 600 temporary grasslands, 300 ha wheat, 300 oat, 300 barley.
- Crop rotations: Temporary grassland x 2 / Wheat / Oat / Barley with intercropped forage turnip after wheat.
- Soil management: legume crops (clover, sainfoin, lucerne), livestock manure.
- Weed management by long crop rotation and selection of crop varieties.
- Pest and diseases management by crop rotation and selection of crop varieties.
- Habitats for biodiversity through hedgerows, grass and wildflower margins, reversion of some arable land to low-input grassland.

Wheat: 5 t/ha (9 t/ha concv.)
Barley: 4.5 t/ha (6 t/ha concv.)

• 4500 ewes 140% prolificacy (800 lambs/year), graze exclusively outdoors throughout the year. Lambs born in May, thrive on milk and pasture, sold after 3 months at around 18 kg carcass weight.

• 150-200 cows, 200 beefsteer, graze from spring (April) to October, housed in winter and fed organic silage, hay and home-milled barley, beans and minerals. Beef sold after 2 years at around 300 kg CW.

• Hosting of tourists, events.


Crop-livestock complementarities for biodiversity and low inputs systems in large England farm

PERFORMANCES OF THE AGROECOLOGICAL SYSTEM


Economic performance
Added value of products
Public subsidies

Farm autonomy
High mechanisation costs
High subsidies for environments practices
Rely on external supply chains and markets

Work management
Workload distributed among 7 workers
Work complexity?

Production
Yields: wheat 5 t/ha
Quality: 

412540/4168
97%SDI

Life standard


Inputs self-sufficiency
N fertilisation: animal manure only
No pesticides application

Domestic biodiversity
Crop varieties ?
Animal breeds: local breed

Landscape diversity
High diversity meadows
Landscape management
High Natural Value type 2

HOW DOES THE FARMING SYSTEM WORK?

Work resources	Technical resources Accurate management of grasslands and crops	Economic value adding High added value of products
----------------	--	---

IMPACTS ON THE RURAL AND FOOD SYSTEMS





• Impacts for rural communities: local activity is enhanced, patrimonial elements and landscapes are preserved

• Impacts at local level: habitats for biodiversity, no pollution from pesticides.

• Impacts at regional level: regulation services for climate and water cycles.

★ **Impacts for farmers:** more complex management, no use of pesticides.

FOOD CHAIN


• Impacts for supply chains: processing by local partners, marketing by an important organic supply chain.

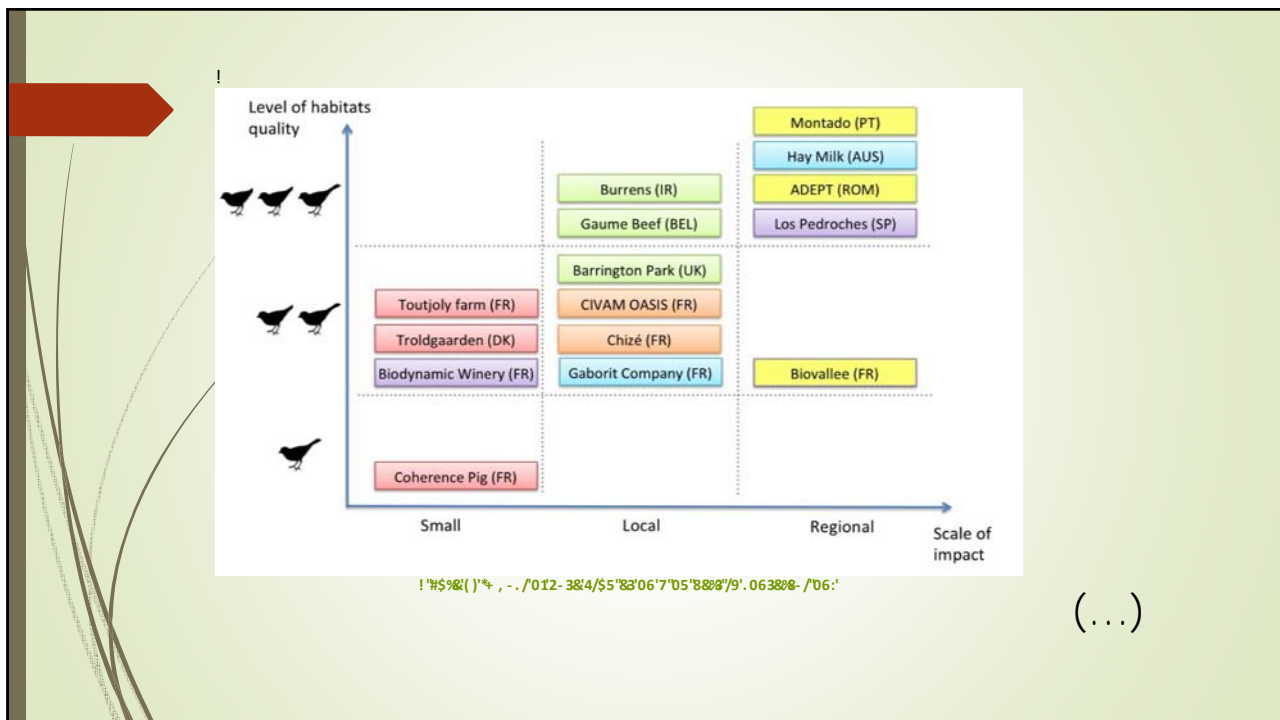
• Impacts for consumers: available organic products.

• Impacts for civil society: shift in farming practices, conservation of natural and cultural patrimony.

IN BRIEF: Barrington is a diversified large farm managed with several interconnected enterprises which guarantees good functioning of the ecological system and good production in organic farming. Landscape and heritage are preserved and valued through the tourism activities.

This work is part of the TYFA Project supported by the Fondation pour le Progrès de l'Homme



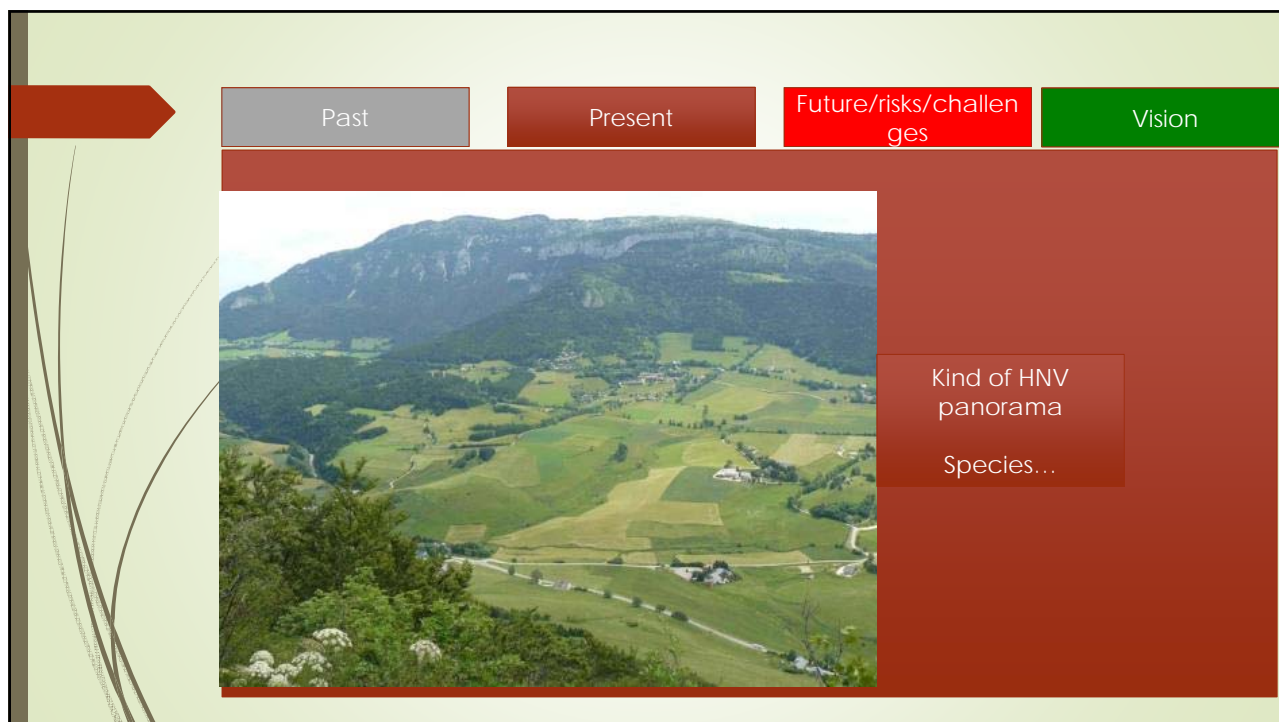


Introductory section about HNV-Link, baseline assessment, blablabla



HNV-Innovation (link to compendium)

Download the full
synthetic note



A meta-analysis (to come)

- Large agrarian contexts
- Conserving HNV habitats / preventing intensification
- Different actors and AKIS contexts
- ...

HNV-Link GANTT CHART @ LA LEVEL - Shaping Stage - September 2016 to September 2017						YEAR 1								YEAR 2								Notes and Comments																		
						September-16	October-16	November-16	December-16	January-17	February-17	March-17	April-17	May-17	June-17	July-17	August-17	September-17																						
Network Maturity						SHAPING																																		
WP1 Describe and assess baseline situations & challenges						D1.2														D1.3								D1.4												
WP	Task	Description	Who is doing the job ?	Implementation	Milestone/Deliverable	6	7	8	9	10	11	12	13	14	15	16	17	18																						
		How are we going to implement the activity ?		When																																				
		Final Guidelines WP1- (including the vision)	WP 1 Leader	20th of September 2016	D1.2 : Operational V1 Assessment Guidelines	D1.2																																		
	1.3.1	Operating the assessment in LA: Gathering and organisation of knowledge in the filed of socio-economic development of HNV farming and of environmental dynamics (Timeline + existing data, sources)	WP Coordinator																																					
	1.3.2	Operating the assessment in LA: Gathering and organization of knowledge in the field of socio-institutional background																																						
		Set a draft material for the BA:	WP Coordinator	30th of November	1st draft of Baseline (to be sent to Xavier Ppoux, WP1), cf. p. 50 of the Guidelines																																			
		Feed back on the draft material for Baseline Assessment	WP 1 Leader	end fo December 2016	Comments																																			
	1.3.3	Operating the assessment in LA : Implementation of the assesement under the responsibility of each LA coordinator, additional data collection, filling the Gaps	LA coordinator	From January to May 2017																																				
		Dedicated studies performed by trainees from agricultural/environmental/spatial planning universities and/or hired experts. Such studies will mobilise local literature and studies, geographic analysis, interviews with key experts and stats analysis	La Coordinator	From January to May 2017																																				
		Dedicated workshop addressing the assessment of the long term co-development of agrirain systems of biodiversity dynamics	LA coordinator	From January to May 2017																																				
		1st draft of the Synthetic note ready - Send the synthetic notes for peer review		May 10th to 15th, 2017	1 Synthetic Note/LA V0																																			
		Peer reviewing session (2 weeks): from the 16 to the 26th of Mays 2017	La Coordinator	May 16th to May 26th, 2017	Comments																																			
		Final version of the Synthetic Note (20 pages max)	La Coordinator	May 26th, 2017	1 Synthetic Note /LA V1																																			
		Consolidation of the final V1 narrative (collectino of the 10 Baseline Assessment) ;	WP1 Leader	May 27th to the 31st 2017	D1.3 Synthetic Notes (Collection of 10 baseline assessments)										D1.3																									
	1.4.1	Learning form the assessment : meta analysis of the content	WP1 Leader +ITS																																					
	1.4.2	Learning form the assessment : metat analysis in terms of method, with feedbacks from LA about the pros and cons of the assessment, when implementing the method	WP1 Leader																																					
	1.4.3	Establish a comparative typology based on LA assessments (Atlas V0)	WP1 Leader + ITS																																					
		Internal dissemination of the Atlas V0	WP1 Leader + ITS	June and July 2017	Atlas V0																																			
		Feedback from HNV-Linkers on the Altas	LA coordinator + WP Leaders	July and August 2017	Comments																																			
		Final version of the Atlas before Evora Meeting in September 2017	WP 1 Leader + ITS	September 30th, 2017	D1.4 Atlas															D1.4																				

WP2 Learning innovation from the grassroots					D2.3											D2.5		D2.6													
WP	Task	Description	Who is doing the job ?	Implementation	Milestone/Deliverable	6	7	8	9	10	11	12	13	14	15	16	17	18													
		How are we going to implement the activity ?		When																											
WP2	2.3	LA review of the framework and thematic guidance, to feed in to the Methodology Kick Off Meeting.																													
		Final Guidances on assessing HNV farming innovation (based on the EU littérature review)	WP2 leaders	September 20th	Recommendation to LA	D2.3																									
		Final Common Framework Guidance on the Innovation Collection Process	WP2 leaders	September 20th	Guidance Note	D2.4																									
		Provide a short lis of innovations (4to 10/LA) + rehersal innovation fiche	WP Coordinator	30th of November, 2017	List of innvations + one innovation fiche completed																										
		Feed back on the Innovation list	WP 2 Leader	end fo December	Comments																										
WP2	2.4	Undertake the innovation analysis and assessment in the LA																													
		Process of questionnaires, meetings and local workshops, designed to involve a broad spectrum of the HNV farming community and other local actors, in order to describe and analyse innovation experiences and innovation gaps in each LA.	LA coordinator	January to May 2017																											
		Finalise innovation fiches	LA Coordinator	May 31st, 2017	X innovation fiches /LA																										
WP2	2.5	Pooling the learning on innovation from the grassroots																													
		A workshop will be held in each LA, to validate the Baseline (HNV farming vision) and the Innovation List	LA coordinator	by the end of June 2017	Report on the workshop(s)																										

		Key lessons and conclusions will be extracted and a report produced in the national language according to a common template provided by the Task leader.	LA coordinator	31st fo July 2017	D2.5: National Language Report on Grassroot Innovation														D2.5											
		Final version of the innovation fiches	LA coordinator	by the end of August 2017	Final synthetic version of the Innovation Fiche in English																									
		Meta analysis of the Innovation fiches	WP 2 Leader	30th of September 2017	D2.6: Compendium Report																D2.6									
WP3																														
WP	Task	Description	Implementation			6	7	8	9	10	11	12	13	14	15	16	17	18												
		How are we going to implement the activity ?	Who is doing the job ?	When	Milestone/Deliverable																									
WP3	3.2.1	Building up dissemination and communication networks																												
		Contribute to / Update the contact list : Engaging stakeholders, activating communication and dissemination channels.																												
		Update/feed in the On-line Communication Storage Place (https://cloudia.iamm.fr/index.php/s/JCKYj7UbrapT7Ha)																												
		All partners will contribute with contacts at national level. This network of dissemination channels will be used in WP4 when LA organise their regional meetings.																												
WP3	3.3	Communication activities : contribute to the electronic newsletter, content to post on social media, press realease, etc.																												
		Contribute to the bi-annual Newsletter			D3.7 Biannual Newletters																									
		Posts on Social Medias			D3.8 Post on social Medias																									
		Translate Project Leaflet into national languages			D3.5 Project Leaflet																									
WP3	3.5.1	Targeted dissemination to the stakeholders: Engagement with advisors																												
WP3	3.5.3	Targeted dissemination to the stakeholders: Engagement with researchers																												
WP4																								D4.1						
WP	Task	Description	Implementation			6	7	8	9	10	11	12	13	14	15	16	17	18												
		How are we going to implement the activity ?	Who is doing the job ?	When	Milestone/Deliverable																									
WP4	4.1.2	Network Meeting 2 : Contributing to the innovation Network Meeting																												
		Actively partcipe in the “innovation fair” (WP4) during which each LA coordinator and representative + other LA participants, will be able to target interesting innovations potentially transferrable																												
		Establish a wish liste based on the "needs' assessment																												
		Draw an "offer list" in terms of innovations for the 'innovation transfert action plan" based on the "innovation fiches"																												
					D4.1 Report on Network Meeting 2																D4.1									
					D4.7 Guidelines on innovation transfert and dissemination																D4.7									
WP4	4.2.1	Efficient management of activities : Contribute in the bi-annual COORDINATION MEETING (technical reporting of activities implemented through the Las)																												
		Prepare and send to the WPL technical reporting of activities (the "activity reporting" template may be used as a support document)			MS: One Intermediate Technical Report/Partner	MS4.1							MS4.2								MS4.3									
					MS: Coordination Meeting Reports																									
WP5																														
WP	Task	Description	Implementation			6	7	8	9	10	11	12	13	14	15	16	17	18												
		How are we going to implement the activity ?	Who is doing the job ?	When	Milestone/Deliverable																									
WP5	5.2.1	Project monitoring and reporting: STEERING COMMITTEE MEETING																												
		Attend and contribute to STEERING COMMITTEE MEETING on administrative and financial aspects of the Project (every year, in connection with the bi-annual Coordination Meeting)																												
		Each Partner prepare and send to the WLS intermediate financial reporting, based on the templates provided in the "Administrative and financial guidelines"			MS: 1 intermediate financial report/partner								MS5.1																	
WP5	5.2.2.	Project monitoring and reporting: Periodic Report (contractual)																												
		Each Partner prepare and send to the WPL4&5 CONSOLIDATED technical & financial report, based on the internal biannual coordination meeting reports (organized under WP4, task 4.2.1) and the financial monitoring (based on task 5.2.21 and 5.3.1)			One CONSOLIDATED financial and technical report/Partner																									
					Submission of the PERIODIC REPORT to the EC for the Interim Payment																									
WP5	5.3.1	Resources management : Financial Monitoring																												
		Every two month send to WP5 Leader the required financial reporting documents (time sheet, invoices, contacts, etc. cf. "Administrative and financial guidelines")																												