

# **HNV-Link Network**

A thematic network on High Nature Value farming: Learning Innovation and Knowledge

# **Network Meeting n°2:**

# **Innovation Fair**

2<sup>nd</sup> to 4<sup>th</sup> of October, 2017 Evora (Portugal)

> D4.5 **Meeting Report**

> > (October 2017)

WP Lead Beneficiary: CIHEAM-IAMM



# Content

Introduction: aims and objectives of HNV-Link 2nd Network Meeting	4
Rational	5
Main objectives (according the concept note)	5
Expected outputs	6
Summary and Main Conclusions	7
Session 0: Opening Session	7
At LA level	8
At Network level	8
Session 1: 10 LA Baseline Assessments and their meta-analysis	11
Background and reminders: What was the BA for?	11
Feedbacks from "LA Lead Partners": outsiders of the process	11
Feed backs from the "LA Coordinators": insiders of the process	12
BA Meta-Analysis: toward the "ATLAS"	14
Session 2: HNV Innovations Collection from Grassroots	16
LA Collection of Innovations – feedback of findings & Priorities going forward	16
Plenary discussion of what we have learnt about HNV innovation	17
Producing the Compendium	17
Session 3: Using Phase, innovation exchanges and cross-visits to support HNV Visions in the 10 LAs	18
Introduction	18
Starting point for the Using Phase	20
Innovation exchanges: cross visits as a method	21
Innovation fair	21
Session 4: Cross Visits, testing the methodology	24
Innovation Case 1: Herdade do Freixo do Meio	24
Innovation Case 2: The multifunctional Montado	24
Collective Debriefing on the innovation case study and the Cross Visit Methodology	24
Session 5: Dissemination Plan	25
Introduction and objectives	25
Insights from "LA cases"	25
Key messages	28
Wrap Up Session	29
Some pictures of HNV-Link NM2: Innovation Fair	31
List of Assessed	2.4

This report represents the views of the authors. The Research Executive Agency is not responsible for any use that may be made of the information it contains.

# Introduction: aims and objectives of HNV-Link 2nd Network Meeting

<u>Location</u>: Montemor-o-Novo, a small city in the center of the Portuguese "Learning Area" Sitio de Monfurado, near Evora, Portugal: hilly Montado HVV farming system – Natura 2000 Site

Duration: 2,5 days

<u>Dates</u>: 2-4 October 2017 (Arrival: evening 1st of October - Departure: lunch time 4<sup>th</sup> of October) <u>Participants</u>: WPs leaders, LA Coordinators and 2 to 3 Lead Partners per LA: about 45 people.

#### **Rational**

This 2<sup>nd</sup> Network Meeting closes the « **shaping phase** » of our Network which consisted in building a diagnosis of HNV farming situations for ten specific territories (named in our project "Learning Area" (LA), according a common methodology (i.e. the "**Baseline Assessment**"), along with a HNV Vision that helps to identify challenges and solutions considered for each LA (**HNV innovations and innovation gaps**). Indeed, the originality and the ambition of our Network is not only to disseminate good practices or to serve as an external stimulus for innovation, but engage farmers and territorial key actors in an innovation process that is anchored in a strategic understanding of HNV farming situations (**Business as usual scenarios**) for a given area. It aims to progress on the understanding and the practical efficiency of current challenges and potential lever for action.

This is the reason why this 2<sup>nd</sup> Network Meeting opens the « **using phase** » which will seek to progress on the strategic actor engagement around a HNV farming territorial project. This experimental phase will be dedicated to promoting innovations that revealed to be crucial for the maintenance of HNV farming system, for a given local and national context. 14 months will be allocated to this phase, almost the half-life of HVN-Link project.

Three major axes are foreseen to organize this social experiment supporting HNV farming systems across Europe:

- Peer learning exchanges (cross visits used as a method)
- Dissemination activities (based on a dissemination strategy)
- Network activities (LA regional Meeting)

# Main objectives (according the concept note)

In coherence with this threefold perspective, the NM#2 in Evora will pursue two main goals.

- The first one is to take stock of the Shaping Phase and learn from the collection of HNV Vision and Innovations from an analytical and methodological point of view.
- 1) How the Baseline Assessment methodology helped to build each LA around a common understanding of HNV farming issues and to produce a HNV Vision for the future (what was the local added value of building BAU scenarios and HNV Visions)? What can we learn from a comparative/meta-analysis of different but representative situation of the EU HNV areas (what is the EU added value of such exercise)?

- 2) What do we learn from the collection of innovation that favored HNV farming in each LA and around? Both on the nature of innovation itself (what is the innovation about? And what is an HNV innovation?) and on the innovation process (actors, facilitators, successes and failures, etc.).
  - The second objective is to harvest the results of the *Compendium* and the *Atlas*, in order to organize practically and strategically the *Using Phase* (i.e. Cross visits, dissemination activities and LA regional seminar).
- 1) Based on the Innovation Compendium, how can we organize the Cross Visits?
  - a. A Methodology for the Cross Visits will be presented (the excellent guidelines issued by AgriSpin Project will be adapted for the purpose of our Network!)
  - b. "Speed Dating" sessions will be organized to start possible combinations of Cross Visits. It will be the occasion to go deeper into the Innovation Cases presented in the *Compendium* in a much more "lively" way.
- 2) Equipping HNVf Champions. Based on the BA and the Strategic Actor Analysis, what would be the appropriate tools and methods to help LA Coordinators and their Lead Partners in their dissemination activities?
  - a. Good practices and success stories from the "most experienced" LA will be harvested and presented so they can benefit to all.
  - b. Practical workshop will be organised in order to address specificities of each LA in terms of dissemination strategy (how to match proposed tools and methods to identified target groups?)

#### **Expected outputs**

- A shared understanding of the results of the Baseline Assessment and the Innovation Collection Process, as a method to tackle HNV farming challenges through the initiation or the strengthening of innovation processes in each LA.
  - 1) Validation of the Atlas
  - 2) Validation of the *Compendium of Innovation*
  - 3) Proposal for scientific papers on the specificity of HNV-Link approach in terms of method
- A clear understanding of how HNV-Link network can be used at LA level as a support service tool to push innovation strategies in favor of HNV farming: in term of dissemination activities that can be implemented with the support of HNV Link project and on the practical and methodological organization of the Cross Visits.
  - 1) A validated methodology for the Cross Visits
  - 2) 10 draft dissemination strategies
  - 3) 10 Wishes List versus Offer List in terms of innovation cases
  - 4) An outline of 10 "LA Action Plans"

All of those inputs will be building blocks for the "LA Action Plan". This incremental document, specific to each LA, will follow their "social experiment" of fostering and transferring HNV innovations at LA level and beyond, using HNV-Link common tools.

# **Summary and Main Conclusions**

# **Session 0: Opening Session**

F. Lerin, Coordinator

Recalling some specificities of HNV-Link network:

- ⇒ HNV-Link: Grassroots based with concrete and visible added value at local level
- ⇒ In the meantime, this social experiment of « knowledge brokering » has to bring some results/input to the EU reflexion on "open innovation model" in the field of agriculture
- ⇒ HNV-Link is not a research project but a thematic network that will bridge the gap between research and innovation
- ⇒ Focused on a specific public good = HNV farming = biodiversity conservation and agricultural production at the same time.
- ⇒ Strategic focus on a specific type of agriculture within the EU agricultural mix

#### Three main focuses:

- Learning Areas as HNV territories: embedding HNV farming in different socio-economic and institutional settings, the choice of LA is not based on *a priori* criteria (not representative/exhaustive of all HNV types) but are in a representative of social anchoring -> imperative to work on the "innovation processes" that are context dependent.
- 2) Innovation: a general catchword, but here we have progressed. Thanks to the collection of innovations at grassroots level we can propose a definition that highlights: (1) hard and soft infrastructure (technical solutions, organizational/market/institutional/regulatory dimensions) BUT also (2) a political/strategical intention (innovation is not a neutral process) (3) a distributed process (different actors groups and interests, competing visions); (4) in HNV-Link specific situation, innovation processes for HNV farming are linked with a strategical approach of the CAP and its related tools
- 3) Innovation brokers (LA coordinators, LA Lead Partners, etc.) are acting as intermediaries (strategic, intentional) in specific brokering situation: local situations (specific HNV challenges, objectified in the Baseline Assessment) with EU instruments (Operational Groups, EIP and Focus Groups, Leader programs, etc.) and national/regional contexts (AKIS).

General objectives of the « using phase » of HNV-Link Network:

- progress on the actors involvement around a HNV farming territorial project @ LA level,
- be reflexive on our activities,
- formulate key messages to key target audience,
- harvest the results we obtain through our activities.
   16 months will be allocated to this phase, almost the half-life of HVN-Link project.

#### At LA level

This experimental phase will be dedicated to promoting innovations that revealed to be crucial for the maintenance of HNV farming system, for a given local and national context. Two major axes are foreseen to organize this social experiment supporting HNV farming systems across Europe -3 activities - means of doing it financed/supported by the project.

- 1) Supporting HNV Strategic project @ territorial level
  - Peer learning exchanges (cross visits used as a method)
  - **Dissemination activities** (based on a dissemination plan)
- 2) Expanding HNV Vision outside the LA territory Lobbying
  - **■** LA regional meeting (LA regional meeting action plan)

Tangible expected impacts are:

- Consolidation of 10 multi-actor groups dedicated to support HNV farming issues at territorial level (prefiguration of the EIP Operational Groups in certain LA)
- Synergies with other EU tools to scale up existing or starting innovations dynamics (Measures of RDP, Leaders program, Erasmus programs, etc.)
- Establishing links with regional AKIS
- 500 people are directly reached through dissemination activities

#### At Network level

#### What already exists? HNV-Link Network communication infrastructure

Activities in communication – short reporting from WP3 (Irina & Riina)

**Target relevant Networks and Organizations**: Cooperation across the EU and regional projects is essential for increasing the impact of efforts from each project. Brief accounts of some of the meetings the HNV-Linkers co-organised or attended in 2017 can be found here:

- Pastoral Territories- a meeting on extensive livestock and pastoralism in Zaragoza (27-28 th of March), co-organised by the HNV-Link partner in Spain, <u>Entretantos</u>. The minutes an excellent summary of what was said and shared are available <u>here</u>. Google Translate will help you if you are not fluent in Spanish.
- Guy Beaufoy, EFNCP, presented the HNV-LINK project at a plenary of the European Grassland Federation. The presentation is available <a href="here">here</a>.
- Irina Herzon, University of Helsinki, gave a keynote talk at the 14th Eurasian Grassland Conference. The presentation and the meeting conclusions (inspired by HNV-Link story) are available from the event site.
- Xavier Poux of <u>ASCA</u> presented the <u>initial</u> results from the Baseline Assessments at a symposium "Reconciling agriculture and nature conservation across scales: challenges and opportunities for future social-ecological sustainability of high nature value farmlands" (European Association for Landscape Ecology). The abstract is available <a href="here">here</a>.
- The HNV-Link is closely following other relevant projects in Europe. The <u>Life to Alvars</u> project in Estonia (LIFE+) does impressive work on restoring thousands of hectares threatened alvars

and spreading awareness through tourist firms, looking at possible labelling and creating necessary infrastructure. <u>VivaGrass</u> aims to support maintenance of biodiversity and ecosystem services provided by grasslands, through encouraging ecosystem based planning and economically viable grassland management.

#### **Dissemination to vocational education:** High Nature Value Farming in education

During the spring of 2017, WP3 Leader conducted a survey which aimed to explore the extent to which the concept of High Nature Value farming is being utilized in higher and vocational education across Europe, to map the existence of educational resources relevant for the HNV farming topic, and to identify needs for specific educational materials. The survey was sent to over 300 educators and researchers across Europe from a variety of disciplines (agricultural, sustainable development and conservation biology studies). In total 62 people responded, whom the project sincerely thanks. Responses to the survey are currently being used to develop the educational materials most requested: lecture slides and notes, thematic literature package, class and field assignments. The drafts will be circulated for comments and specific contributions requested during autumn 2017 and spring 2018. The final materials will carry the authorship attributions and will be available as open source resource.

#### What we have to create in the coming phase?

### 5 levels of dissemination with different profiles to the national AKIS and beyond

- 1) Dissemination to the research = 2 scientific articles (WP4) => one article focusing on HNV farming based on the results of the BA and a second one, more oriented toward innovation processes in the agricultural sector (knowledge brokering and boundary organizations) based on WP2 results.
- 2) Dissemination to vocational education = educational package (WP3) = process already started by Irina Herzon (WP3), to be developed through the year: scope, audience, content (in open access).
- **3)** Dissemination to advisors/policy: Policy papers: we need to identify, based on the EU policy agenda, what would be the main themes to tackle (new CAP general architecture, specific issues as surface eligibility, etc.)
- 4) Target relevant Networks and Organizations interested in HNV-Link results: list of projects and organization to whom we will disseminate the BA and the Innovation Compendium and how we will do it (ex. SIRMA project, and the other ones you started to map). How to go further?
- 5) Dissemination to wider audience: "Interactive Maps" as a summary and a showcase of our network results. Brief presentation by WP3 Leaders (Irina & Riina). A Wikipedia article on HNV farming was quoted as an interesting initiative to reach a wide audience on that topic.

# HNV-Link activities at Network Level: 5 working groups

After the presentation of the 5 working groups, each Partner was invited to enlist in one or more groups, according its own affinities and competences. Those working groups will work in parallel of the LA activities. The "Coordination Meetings" (every 6 months) will be the place to keep the all Network informed about the progresses made into those different sub-groups.

Research papers (2)	François Lerin & Claire Bernard: task Leaders		
Xavier Poux	- AScA	- xavier.poux@asca-net.com	
- Dimitris Goussios	- UTH	- dngoussios@gmail.com	
- Georges Vlahos	- UTH	- gvlahos@aua.gr	
- Teresa Pinto Correia	- UEvora	- mtpc@uevora.pt	
- Isabel Ferraz de Oliveira	- UEvora	- mifo@uevora.pt	
- Magnus Lung	- SLU	- magnus.ljung@slu.se	
- Iryna Herzon	- UH	- iryna.herzon@helsinki.fi	
- James Moran	- GMIT	- james.moran@gmit.ie	
- Yanka Kazakova	- STEP	- yanka.kazakova@gmail.com	
- Valentin Mihai	- Usamv Cluj	- mihaivalicj@yahoo.com	
- Diana Dumitras	- Usamv Cluj	- ddumitras@usamvcluj.ro	
- Mugur Jitea	- Usamv Cluj	- mjitea@usamvcluj.ro	
- Angela Lombarda	- (CIBio)	- angelalomba@fc.up.pt	

	Policy Brief	Fra	François Lerin & Claire Bernard: task Leaders		
-	Sébastien Girardin & Georges	-	CEN-LR & Chambre	-	hnvlink@cenlr.org,
	Zinsstag		Régionale d'Agriculture		georges.zinsstag@gmail.com
-	Guy Beaufoy	-	EFNCP	-	gbeaufoy@gmail.com
-	Xavier Poux	-	AScA	-	xavier.poux@asca-net.com
-	Mugur Jitea	-	Usamv Cluj	-	mjitea@usamvcluj.ro
-	Gwyn Jones	-	EFNCP	-	dgl_jones@yahoo.co.uk
-	James Moran	-	GMIT	-	james.moran@gmit.ie
-	Marija Roglic	-	LAG5	-	info@lag5.hr

Synergies with other Networks	François Lerin & Irina Herzon : task Leaders		
- Pedro Herrera	- Entretantos	- gestion@entretantos.org	
- Gwyn Jones	- EFNCP	<ul> <li>dgl_jones@yahoo.co.uk</li> </ul>	
- Marija Roglic	- LAG 5	- info@lag5.hr	
- Claire Bernard	- CIHEAM-IAMM	- Bernard-mongin@iamm.fr	

Higher and vocatioal education Irina Herzon : task Leader DimitraDumitras Usamv Cluj ddumitras@usamvcluj.ro Mugur Jitea Usamv Cluj mjitea@usamvcluj.ro James Moran **GMIT** james.moran@gmit.ie Yanka Kazakova **STEP** yanka.kazakova@gmail.com LAG 5 Marija Roglic info@lag5.hr Brendan Dumford ITS brendan@burrenlife.com Claire Bernard CIHEAM-IAMM Bernard-mongin@iamm.fr

Interactive MAP	Irina Herzon : taks Lea	der
- ??	- UTH	-
- Guy Beaufoy	- ENFCP	- gbeaufoy@gmail.com
- Gwyn Jones	- ENFCP	- dgl_jones@yahoo.co.uk
- FIUP ( ??)	-	-

# Session 1: 10 LA Baseline Assessments and their meta-analysis

X. Poux, WP1 Leader

#### Background and reminders: What was the BA for?

- Clarifying the challenges of HNV Innovation: innovating in HNV territories is not the same as innovating for HNV farming in HNV territories!
- Explicit visibility and credibility of our intention of working on HNV Innovation : expertise as a resource to help engaging actors within the LA;
- Make LA visible individually AND part of a Network = not scattered experiments, but a common method to better promote each particularity within a common voice at EU level.

Burren Life Project (the "Brendan's story") was a good (and successful) innovation story to help us understand the "Actor Play" and the importance of engaging actors into a HNV territorial project. It exemplifies the strategic anchoring of the BA.

- There was an identified problem: a need of innovation (a Natura 2000 a zone has created a lot of anger between farmers and conservationists)
- Rephrasing of the story was the first step (The Vision)
- Building a dialogue was the second step. Here we can make the difference between:
  - o The "Addresses "of the innovation project : the farmers
  - o The "Beneficiaries" of the innovation project: the conservation community
- Searching for allies was the third step: enrolling not only farmers but also mayors, entrepreneurs, local, regional authorities

# Feedbacks from "LA Lead Partners": outsiders of the process

**LA "Dasland", Sweeden – Katrin Mccann:** Working in the County administrative board of *Västra Götaland*. What have we learnt through from the BA?

- Identify stakeholders: (multi actors) policy makers, nature conservationist, farmers, etc. all dependent on a "common landscape" => our Learning Area (quite large)
- 2) Meetings = first time we had the opportunity to set up a plat-form dedicated to discuss the issue of discussing "land management" and farming issues. Main issues: abandonment of the HNV farming—sustainable future => envision through restoration
- 3) Our Future will not only be focused on HNV farming ONLY but will include this dimension as an important building block of a more general VISION at landscape level.

**LA "Dartmoor", UK - John Waldon:** A middle man. Employed by farmers to be a translator and facilitator: Chairman of the "Common land community council" (35 farmers ruling common lands). The LA "Dartmoor National Park": 66 years of national Park, an emblematic site of HNV farming – a strong identity. What have we learnt?

- 1) Farmers have already a nice communication network they have a lot of meeting and connections between them and projects running on > so we use those networks already existing!
- 2) Cultural and social presence: more important that the concept of "HNV farming" => nursery for the innovation process

- 3) Time: different time schedules = time of the farmers, time of agencies (public)
- 4) Importance of the initiator: the ONE/a group of person who has started the innovation....

LA "Causses et Cévennes", France – Georges Zinsstag: A sheep farmer, and farmer's representative in regional bodies. In the "Causses & Cevennes ", the BA consisted in bibliographical work stemming on data from research and public authorities. We know much of the content and the description. Cevennes => decreased of population > agriculture have disappeared – little spots remaining > the main challenge: renewal of the farmers generations > the interest of the BA is to raise the issue, and ask the question of reversing the trend through innovation.

**LA "Sitio de Monfurado", Portugal - Isabel Ferraz de Oliveira:** researcher at ICAMM – University of Evora.

- 1) In contrast to Dartmoor: no culture of gathering no strong identity
- 2) We have gathered most of the data from administration, NGO and expertise report, research, previous EU projects, (some farmers) etc. = it was mostly desk work
- 3) We have used the initiative of "tertulia dialogue" (an initiative of a research center, to create a forum for discussions which is not project led!! Reverse the classical logic: provide a free space of discussion but structured (by the Faculty: agenda, meeting animation, reports, etc.). Within a free dialogue about the Montado (context of living) we have brought our HNV-Link issues, to validate our BA, within those discussions. Very positive feedbacks! But slow process.... More people are engaging in the dialogue (administrative bodies, etc.)
- 4) The BA assessment helped to really BUILD the QUESTION = BUILD the PROBLEM (there is no structure dedicated to farmers and question) = the BA gives a meaning to already existing information in a specific context!!

#### Feed backs from the "LA Coordinators": insiders of the process

- What did the BA brings as a new element in the existing Actor System in your LA?
- How did the Vision help you forward to identify key challenges?
- BA, BAU and HNV Vision = how did the BA help in identifying and enrolling actors?
- What was inspiring from other LA?

A systematic feedback on the BA methodology will be led by WP during the "using phase", but the first insights from the LA Coordinators were presented to the all Network.

LA Name	New Assessment of the Present situation	Vision => identify key challenges	Enrolling Actors	Inspiration from others
CLUJ		Not to do the same errors as in Europe regarding the loss of HNV agriculture		
LA VERA	looking at the data = decrease of the goats (50%)! no one knew!! important outcome = it shows how we are at the beginning of the process			

THESSALIA MONFURAD O	at the beginning nothing news but raised a consciousness of "identity role" – connection to the Montado as an important trigger for action  the historical approach was very important and new = today's landscape is created by the farmers and human activities!! tangible way to show how action can change the environment		Identification of New Actors (ex. Disapora)	
DALSLAND	environment		Dasland Already working on a landscape approach = what was new: continuity of meeting farmers and keeping close work on that issue	Impressed by the Burren for keeping this continuity!
STARA PLANINA	historical perspective – useful from an actor perspective to collect the different perception of evolving landscape + Transect : never done before, good tool to build the VISION	New Challenge identify: or LA is one of the poorest regions in Bulgaria: pb marketing and selling products were our first guess => but finally, it was not the main challenge!! Their pb was the lack of working force!!	Cooperation starts slowly (slaughter houses, dairies, producers, etc.) = gives up hope	
BURREN		Reassessment of where we are now – everybody thinks that we are done	Re-enrolling the actors! ex: dept. of agriculture: Continuous challenge (Burren Program = evaluation every 5 years, can stop)	LA are not of their own = we are sharing common social and economic challenges at farm level

DARTMOOR		HNVf VISION already established – go back to this vision and updated it	Issue: All different staff in the Agencies involved in the previous vision = greatest vision is to carry on a long term a VISION and enroll actors	
DALMATIAN ISLANDS	Difficulty to find the skills to have an integrated analysis (Split University) – Necessity to bring field work: first research since the 1980 's to look to our territory as a whole and not scattered municipalities or administrative units (data by island)		Creation of new structures: Fisheries action Groups, Producer Association	We are 15 years behind = want to be in your shoes
CAUSSES ET CEVENNES		A new approach of multi-functional agriculture – help to reformulate the issue under the VISION		

#### BA Meta-Analysis: toward the "ATLAS"

Based on the presentation of the "Atlas" as a final output of WP1 by X. Poux, all Partners were able to make suggestions and improvement. It was the occasion to clarify the scope and aim of this final output. Among the suggestions and main conclusions:

- Include the Slogan for each LA!!
- Bring more people into the pictures (farmers, technicians, etc.)
- Show the presence of HNV farming and not HNV farming in the same area!
- Final format = PDF document with some hyperlinks (not an electronic book)
- We are not writing a book with ready-made solutions for HNV challenges. Setting up the HNV problem is in itself interesting: the research papers can help us to go further in the meta-analysis
- The *Atlas* is showing the different socio-institutional context within HNV challenges are happening: giving the battle field map => *Atlas* brings a social a rural perspective: quite new when it comes to innovation.
- Target of the atlas = stakeholders that can help you to reach the farmers .... The farmers are not the only focus of the Network.
- The "actor theoric grid" can gives a nice framework to understand the beginning of the innovation process = engaging process

- Illustration of the common issues faced by the HNV-farming throughout Europe and appreciate the differences
- The difference between the "Atlas" and the "interactive map" = the interactive map will present scattered cases studies, but not an overall understanding of the HNV area challenges through Europe = this is the Atlas (= meta-analysis).

Then, the final typology of the Meta-Analysis was presented by X. Poux, to collect feedbacks and comments from the Partners.

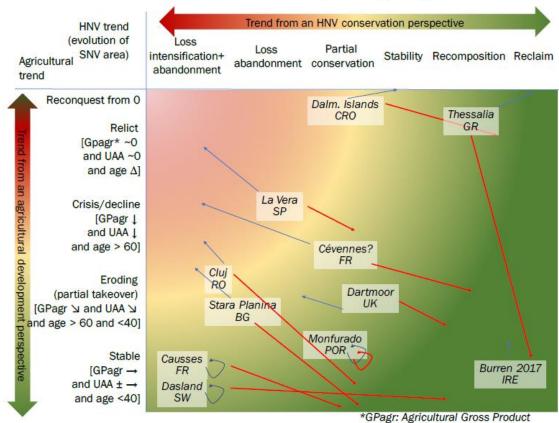
- Typology: going out of the "museum" approach of HNV farming
- Agriculture development is not the same as HNV farming development

#### Main Remarks:

- What about the time period for the dynamics?
   PRESENT situation BAU and the Vision
- Are the arrows are proportional to the time frame or the intensity of the changes?

  Please not that it is more an artefact (graphical effect) than a proportional representation.
- Axis agriculture development : agricultural development perspective
- Distortion of the picture when including all the farming types?
- Trend of nature value => horizontal axe... Attention (reclaim = rewildering) add the f for HNV conservation perspective

# The HNV conservation and agricultural development typology



#### **Session 2: HNV Innovations Collection from Grassroots**

G. Beaufoy, WP2 Leader

In this session, we are looking at lessons learnt from the LA work on innovations, and how these lessons feed into the next phase; and at the production of the Compendium. G. Beaufoy gave a very brief presentation of the results from the innovation excel (numbers of innovation examples, balance across themes, HNV as a direct objective or not...). Then, each LA Coordinators were invited to present a scoring of the "Innovation situation" in their Learning Area.

#### LA Collection of Innovations – feedback of findings & Priorities going forward

For each LA the objective was to make understandable the **scale of current innovation**, **relative to the needs** of HNV farming, under each of the 4 themes, and thus, also the **size of the gaps**.

For each of the 4 themes, each LA coordinator was invited to give a score to indicate the extent to which current innovation in the LA responds to the scale of the HNV needs under these themes. Then he had to briefly explain the chosen the score in each case. If the score is high, what has made so much innovation happen? If the score is low, why has innovation not happened?

#### SCORING INNOVATION UNDER THE 4 THEMES

Give a score of 0-5 for each theme in your LA.

Relative to the needs of HNV farming <u>under this theme</u>, the current innovation situation in the LA can be summarized as:

- 0 Insignificant, nothing is happening to address the needs of HNV under this theme.
- 1 Few innovations and overall impact very small, many HNV issues not addressed at all.
- 2 Several innovations, some with significant effects for HNV, but not at the necessary scale; many HNV issues not addressed effectively.
- 3 Several innovations, with at least some of them addressing HNV issues at the necessary scale; but some important issues need to be addressed more effectively.
- 4 Many significant innovations, the main HNV issues are addressed at the necessary scale; but there are still some smaller issues that need to be addressed more effectively.
- 5 Innovation is addressing effectively all the main HNV issues under this theme, needs are being met right across the LA. There are no apparent gaps.

Below are some points to think about under each Theme, when working out your scores. These are just

Then, each LA coordinators was asked to present its key priorities to be addressed in the next phase of HNV-Link network.

Main leading questions were:

- For achieving the HNV vision in each LA, which of the 4 Theme(s) is/are the highest priority, and why? Which specific innovation gaps are most important to address?
- Can these gaps be addressed by transferring innovation experiences from other parts of your country?
- Is this an important part of your strategy?

The 10 LA presentations are in Annex, at the end of this report.

## Plenary discussion of what we have learnt about HNV innovation

- What are the key drivers/triggers of innovation? What makes it happen/not happen?
- Is there such a thing as a "HNV innovation process"? What is it and how to make it happen?

Among the main highlights of this discussion about HNV Innovation:

- Supporting HNV Innovation
  - There is a tension in thinking HNV farming under constant public funding/subsidies how can we also progress about auto sufficiency in term of economic modelling? (Romania)
  - PES can be a way to go further: we have to create market for public goods (biodiversity, carbon, water, etc.) we do not have to be afraid to market those kind of products (Ireland)
- How to trigger social innovation?
  - HNV innovation cannot go without an HNV concern!! Need to adopt a strategic approach (France)
  - The question about the "favorable environment" has to do with the social environment if you have an "innovation culture" it is more easy... being innovative can be very difficult when you are in a traditional culture (ex. Montado, very conservative environment within the farmers). There is a culture of innovative environment! Should be better addressed! "social fabric of innovation" social structure (Portugal)
  - Education makes the difference in the willingness to innovate in my area (Croatia)
  - The issue of knowledge (=science) is very much at the core of the innovation process
     bringing new element into a picture // translation innovation grid: we are doing as
     if we have to solve the problem = sometimes we are too weak!! (France)
  - HNV innovation needs innovation brokers of a specific type! (France)

# **Producing the Compendium**

The final step under WP2 is to compile the 10 LA Innovation Reports into the Compendium. Deadline: end October. There are some editing issues for all LAs (e.g. we should get all notes down to 1 page per slide, as in original instructions).

- What is the target audience, and how will we use the Compendium?
- What should be the format of the Compendium? A 2-4 page overall intro describing general patterns and conclusions, reflecting today's session.
- How to use the google-excel? Make a public version by removing some columns? Or internal use only? Can we keep adding to it (on-line compendium of innovations)?

-

# Session 3: Using Phase, innovation exchanges and cross-visits to support HNV Visions in the 10 LAs

Claire Bernard, WP4 Leader

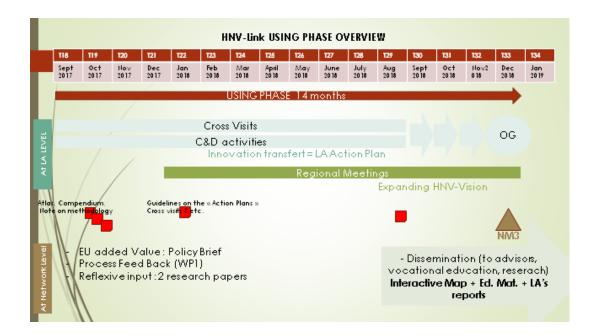
#### Introduction

The focus of this session is to organize the Using Phase @LA level MEANS: common activities proposed though HNV-Link network.....

- Peer Learning exchanges Cross visits: innovation transfer
- Dissemination Communication activities : innovation brokering at territorial level
- LA regional meetings : expanding HNV vision, reaching the AKIS

...... To be adapted to 10 different contexts!!

# Overview & Specific Challenges of the Using Phase



#### Why an Action Plan?

During the Using Phase, the objective is to use HNV-Link network as a kind of "experimental innovation support service instrument" that will strategically address those challenges through innovation brokerage activities (peer learning exchanges, innovation transfer, communication dissemination activities, advocacy, etc.) and learn from these ten different innovation processes. We hope that each specific experience will contribute to better answer the needs and common challenges of HNV farming in the EU.

This Action Plan will be a central document to organize the Using Phase (October 2017 to December 2018). It will serve as:

- A common ground for exchanges between Learning Areas within HNV-Link network

- To adapt a set of generic innovation brokerage activities to different HNV areas and contexts
- To keep tracks of the innovation process itself (activities, phases, choices made, difficulties, solutions, next steps etc.)
- and of our learning processes (as brokers, shareholders, academics,..;)
- To ensure coherence and complementarity of the different activities with a strategic project of the area (the Vision)

This Action Plan is conceived as an iterative and cumulative document.

It is complementary to the generic "Guidelines" or "Methodologies" provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings.

It will gradually include the different concepts/adaptation notes and reports that each LA will have provide after each activity.

- Its general structure, common to all LA, will be discussed during our present NM2 and finalized in October 2017 (D4.7).
  - Then each LA coordinator will work on it and will enrich it during the course of the project. The first building block of the Action Plan (Starting Point), will be seen as a reference point for the all "innovation process" and will be formulated at the beginning of the Using Phase (November 2017).
- All LA Action Plans will be updated and shared at the occasion of the 2 coordination meetings (V.1 for March 2018 and V.2 for September 2018).
- The 10 Learning Area Action Plans will constitute, in their final version (due for December 2019) the material for two important outputs of the Using Phase, on supporting HNV farming throughout EU territories within an open innovation model: Synthesis on innovation transfer (D4.8) and Synthesis on LA regional meetings (D4.10).

These Action Plans will be constructed/enriched throughout the Using Phase (October 2017 to December 2018), but each session of Evora meeting will be the occasion to draft the different "building blocks" of these "LA Action Plans".

#### Answering to different situation of "innovation brokering"

The "LA action Plans" will help to build "innovation narratives" as final output and make explicit choices and innovation brokering activities led thanks to HNV-Link support + practically organize the different actions.

Indeed, from the first day of discussions, it appeared that all of HNV-Link participants are using this Thematic Network as a common "support service tool". However, their positions and functions as innovation brokers vary a lot, and differ from what we can currently read in the "generic literature" about innovation brokering.

- 1) HNV-Link Innovation brokers are not neutral: they are intentional
  - a. Through HNV-Link project we have built 10 differentiated HNV Visions: supporting farming within each LA is not the same as supporting HNVf
  - b. Each vision assumes a normative bottom-line an explicit environmental accountability
- 2) HNV-Link Innovation brokers are not free agents operating in an "innovation (eco)system": they are embedded into a social context, using different legitimacies /answering different accountabilities, having differentiated access to key actors in the innovation process
  - a. Innovation brokers are not "deus ex machina", they are located into a distributed process of innovation (multi actors setting, uncertainties about the final outputs)
  - b. They have to make strategic choices into a complex "field of play"
- 3) HNV-Link Innovation brokers are endorsing different functions: knowledge and technology transfer, advisory/consultancy to farmers (backstopping them) marketing and demand articulation, networking facilitation, capacity building, access to resources (public format), etc.
  - a. Within the 10 LAs, there are diversified way of interventions
  - b. But all the HNV Innovation brokers are showing a long term territorial commitment: they are not project driven, but working on the long run.

These are the reasons why HNV Innovation brokers are Innovation brokers of a specific type.

# **Starting point for the Using Phase**

The first workshop of Session 3 aimed to narrow the priorities raised up during Session 2 (« innovation situation scoring »). To have effective effect on HNV farming, it is necessary to make strategic choices explicit: pragmatic posture.

Objective: better prioritize the needs, the different target groups, and explicit LA and Lead Partners roles as innovation brokers; anticipate the nature of activities to be implemented in the Using Phase.

After a 20 min discussion by LA, each LA Coordinator was asked to present what would be its "starting point" for the Using Phase and give:

- 1. A short slogan that is capturing the "HNV Vision"
- 2. Main innovation challenges: LA priorities (no more than 3)
- 3. Actors involved in this process (making a distinction between beneficiaries versus attendees)

Capturing the HNV Vision in simple words/short sentence proved to be not that easy but an efficient exercise to all participants. The actors lists were long, but stared to be more and more refined and key actors of the innovation process (attendees) identified and differentiated.

These first elements, presented in plenary session, will constitute the first "building block" of the "LA Action Plans".

# Innovation exchanges: cross visits as a method

HNV-Link network has chosen "Cross-Visits" as a method to foster innovation exchanges in and within the LAs. This session was therefore dedicated to set up common rules of organization about those innovation exchanges so they benefit both for the HOST LA and for the VISITORS. The objective was also to raise the question of innovation transferability, from one context to another. This is the reason why the general structure of the "Cross visit Method" from the EU Project AGRISPIN<sup>1</sup>, was presented to HNV-Link network, as a general guideline (cf. presentation ppt in annex).

The general format proposed was quite convincing: 3 to 5 days, different innovation cases, upstream activities preparation, innovation cases visits, and feedback session as a summary. However, there is a need to adapt the guidelines to the purpose of HNV-Link, especially regarding the different "tools" provided to analyze and understand the innovation cases (eg. Observation cards, spiral of innovation, pearls, puzzlings and proposals, etc.). This will be the objective of session 4.

#### **Innovation fair**

From 140 innovation examples collected from the Learning Areas and regions around them, the Learning Area teams chose the most relevant sets of innovation to share with their local actors. At the Fair, the Learning Area teams showcased the chosen examples ("offer lists") and shared their most pressing needs for innovation ("wish lists"). In a speed-dating session, innovation "wish lists" and innovation "offer lists" were matched. The Innovation Fair is a starting point for future collaboration between the Learning Areas and the match between wishes and offers will form a basis for the upcoming cross-visits.

"The innovation fair was a truly positive experience which gave us a boost for our upcoming work in our learning area. When meeting face to face, as during the innovation fair, one can sense positive energy and motivation to solve problems and create ideas. This is because all the members of the network have a common goal; ecological, economical and social viability for HNV farming" says Lars Johansson from the Learning Area of Västra Götaland, Sweden. "After this face-to-face encounter, the threshold to get in touch and keep in touch is much lower and we look forward to seeing and hearing from our Pan-European friends in the future."

## TIME 1: First preferences

Based on the "Innovation List" of HNV-Link Network each LA was asked to reduce and prioritize its first preferences (about 150 innovation examples were in the List, out of which more than 68 cases were pre-identified as potentially interesting by the LAs before the meeting).

https://docs.google.com/spreadsheets/d/134aLrQuYaJJjqHsa69vaEL

<sup>&</sup>lt;sup>1</sup> AgriSPIN identifies best practices for innovation brokering and support system. <a href="http://agrispin.eu/">http://agrispin.eu/</a>
Doc. used: Wielinga & Paree, 2016, "The cross visit method", Deliverable 2.4: An Improved Methodologic Approach, AgriSpin Project, H2020 project N°652642.

#### GR3zwcXUsZQZR8w1dm 48/edit#gid=0

This aim of this exercise was to prepare the speed dating session. Each LA, as Visitor, was able to list and prioritize the different visit that can happen within the time frame and the budget available and indicate important themes or needs to be covered. Each LA as a Host was able to "measure" the nature of the demand, and then, start refining its proposal and availabilities.

Country – LA Name	Nb. Of demands	Potential Visiting LA
France – Causses & Cévennes	7	UK- SW-RO-GR-ESP-PORT - IR
Greece – Mountains of Thessalia	5	FR – ESP – UK – RO - BUL
Sweeden – Dalsland	4	UK- PORT – GR - ESP
Romania – Eastern Hills of Cluj	4	HR- IRL-BUL - ESP
Spain – La Vera	3	HR – FR - SW
Ireland – The Burren	2	SW - PORT
UK – Dartmoor	2	IR -SW
Bulgaria – Stara Planina	1	RO
Portugal – Montado	1	GR
Croatia – Dalmatian Islands	0	

#### TIME 2: Speed dating session

This time was the opportunity to get more details on the innovation cases offered in each LA, for the Cross Visits. Ten "innovation booths" were set up within the room. Out of the different LA representatives:



- The "Booth TENANT" was presenting available innovations cases (based on innovation fiches) + other possible « good practices » within its LA, and collecting a first list of interested VISITORS (type of actors, period of availabilities, innovation interest), in order to specify its OFFER
- At the same time, the "Innovation HUNTER" went out for discussing with other "Booth Tenants". It was the occasion to specify his Innovation demand and better understand how the offer can answer the "innovation needs" set up at the beginning of the Session.

#### TIME 3: First List of Cross Visits Combinations

After those bi-lateral exchanges, a network discussion was initiated in order to have a first approximation on the possible combinations of cross-visits. However, most of the LA representatives wanted to go back to the "target groups" to refine the type of innovation exchange experience wanted. Another suggestion was to add the possibility of having innovation exchanges different from the cross-visit. It was therefore agree to initiate the process of establishing Cross-Visits Combinations based on the following criteria:

- Best Visiting Time: both in term of natural constraints/farming calendar and LA Coordinator availabilities
- Themes: "innovation offer" to be specified by Host LA, based on the "speed dating"
  exchanges. For the LA facing a high demand (France Causses & Cévennes and Greece –
  Mountain of Thessalia), there is a crucial need to pool the demands and organize "collective"
  cross-visits.
- Daily Price: in order to help Visiting LA to plan their visit and adjust material means, each Host LA will provide an estimated "cost of living" for one day (food/accommodation/local transportation).
- Categories of stakeholders: each Visiting LA will specify the "target group" /the type of profile they want to include in the Cross Visit (farmers, extension services, local authorities, researchers, business, etc.)
- Time of visit: the preferred time period for visiting (important to give 2 or more possibilities, especially for the LA with a high demand)
- Other time of innovation exchanges: the Visiting LA may specify other type of innovation exchanges that could be profitable and answer its HNV innovation needs.

This table will be added to the existing "Innovation List" Excel Spread Sheet <a href="https://docs.google.com/spreadsheets/d/134aLrQuYaJJjqHsa69vaELGR3zwcXUsZQZR8w1dm\_48/edit#gid=0">https://docs.google.com/spreadsheets/d/134aLrQuYaJJjqHsa69vaELGR3zwcXUsZQZR8w1dm\_48/edit#gid=0</a> and refined by each LA coordinator throughout the next months (up to December 2017), based on bi/multi-lateral exchanges within LA.

HOST LA	Best Visiting Time	Themes	Daily price	VISITING LA	Categories of Stakeholders	Time of Visit	Other types of Innovation exchanges
FR	May to end of August						
UK	Late spring to summer Or July/August or October/November						
IRL	June (inside – outside the LA) October (winterage school)						
SPAIN	Spring September/October						
BU	Mid-May - June						
SW	OPEN all over the year! – May to September						
GREEC E	May – June – Mid July						
RO	May – June – September/October						

# Session 4: Cross Visits, testing the methodology

Isabel Ferraz de Oliveira & Helena Guimaraes

The objective of Session 4 was to test the "methodologic approach" proposed by AgriSpin Methodology on Innovation Cases proposed within and outside the Portuguese LA "Sitio de Monfurado".

#### Innovation Case 1: Herdade do Freixo do Meio

It houses small independent projects, under certain rules (agroecology principles of production and common objectives with Freixo do Meio), and mostly complementary to its own productions. https://www.herdadedofreixodomeio.pt/produtos/categoria/24/projectos-autonomos?page=2

Facilitation was done by the Host LA.

Additionally to a short introduction provided by the Host LA coordinator, a specific "Innovation fiche" presenting the innovation case had been prepared in advance and distributed to all participants. The template was conceived by the Host Team (cf. in Annex), in order to provide main factual data, so the participants could better focus on the innovation process.

Observation cards (from AgriSpin Method) were distributed among HNV-Link participants, and were used in the discussion with the farmers.

#### Innovation Case 2: The multifunctional Montado

It was decided not to test any specific method on this innovation case, but rather having a free discussions with the "innovator" of this agro-tourism associated to agrosilvo pastoral activities, that has been going on for about 10 years <a href="http://www.herdadedaserrinha.com/">http://www.herdadedaserrinha.com/</a>.

# Collective Debriefing on the innovation case study and the Cross Visit Methodology

If the general structure of the Cross-Visits proposed by AgriSpin was judged quite useful by all Partners as general guidelines, however, the observation cards and the Spiral of innovations, proposed to capture and better understand the visited "innovation case" were too general, and would not help to answer the specific needs of the different LA visitors groups foreseen in the HNV-Link cross-visits. The "Observation Cards" could serve as "aide-memoire" in order to not forgot any important aspect of the innovation process, but the Network proposed to start with more simple and adaptive method to the very specific needs of HNV different categories of innovations. More over the HNV dimension of the" innovation case" has to be raised and explained in a very explicit way during the cross-visits. The most important in HNV-Link network is to favour a reflexive analysis on the innovation process itself among the LAs, which could serve the purpose of each LA Action Plan.

It was therefore agreed that WP4 Leader will draft *sui-generi* "Cross-Visit Guidelines" which will be enriched by other experienced Partners (especially ITS and EFNCP), and shared with all other Partners by the end of year 2017.

#### **Session 5: Dissemination Plan**

Irina Herzon, WP3 Leader and Riina Koivuranta Facilitation: Xavier Poux, Guy Beaufoy and François Lerin

# **Introduction and objectives**

The session aimed at collaborative development of the Dissemination plan for each LA. Work was led by each LA representative to keep the focus at the specific needs and target groups of the LA. The discussions were strategy oriented.

#### **Check List for Facilitators**

At the events under WP1 and WP2 the LAs identified:

- What are ALL the key target groups that the LA should reach (in ideal world)?
- Which of these the LA reached at the innovation seminars?
- Which are still missing?

It is this last group – missing - should be the focus for each LA at the dissemination workshop. Note: often the easiest way is to continue working with familiar people. What it would be valuable is to search for collaborators from missing target groups (be it environmental, social, or commercial).

Unless the discussion brings out the below issue, we ask the facilitator to suggest looking at:

- Seeding / initiating an **Operational group** as potential outcome this is highly desirable outcome of the whole project and it will be important to bring it into the discussion.
- Each LA will be running a **regional meeting** how could this be used for dissemination (for example, reaching the AKIS or regional administration or educators).
- New funding sources: the budget of HNV-Link is quite low, so what other sources of funding can be utilized?
- A variety of different dissemination tools: probably most (many) will appear
  organically and there is no need to bring up everything but a list may include:
  posters, events, farm walks/info points, press-releases, youtube, twitter, pinterest,
  instagram, facebook, slideshare,infopanels, panel discussions, meetings, design tools
  (eg. canva, pablo, picmonkey) etc.

This means that most often the LAs asked for help with drafting an action plan rather than strictly speaking dissemination plan. We do not consider this a problem because the two processes go hand-to-hand, and without a clear action plan direction it is impossible to generate realistic and efficient dissemination activities.

In the end, all LA teams convened to brief each other on the harvest of the workshop and share one key message to all (via Flinga).

Insights from "LA cases"

LA/Country	AIMS	Target Groups	Tools			
Bulgaria	The LA representative described the current plans for dissemination, which are mostly face-to-face work with municipalities, farmers and government. The discussion that followed was useful for the LA team and other participants.					
Croatia						
France						
Greece	The LA representative described the current situation in the LA and its challenges but the dissemination was not in focus.		There is already a diverse dissemination activities in the LA and these will need to be sustained.			
Ireland	How to continue being an influencing actor in an adverse policy context, how to effectively disseminate at a national level after having been praised for the local development.	National and EU- level officials	Focus at EIP was emphasized			
Portugal	How to valorize importance of Montado and at the same time reward the owners according to the ecological values of Montados. The LA felt that the results-based approach to delivering public payments will address both aims.	National decision makers in charge of Rural Development Policy; Key farmers in developing and piloting; Sympathetic advisers; Actors involved in a pilot in Spain	developing a simple and area-restricted pilot with all the necessary dissemination materials; the above can be initiated at the regional meeting of HNV-Link; other sources of funding Life+ and EIP			
Romania	How to generate collaboration among vast numbers of farmers in the LA (over 3000 small-holders) and develop value products for HNV systems.	Key farmers: young and who invested into production; Sympathetic advisers, local authorities; retailers; consumers	Above all there is a need for a good story (what is so special about the HNV farming in the area); economic benefits are important but not sufficient face-to-face meetings, reaching to influential local citizens (e.g. priest, policemen) perfect LEADER project			

Spain	How to become an HNV broker visible for other local actors (i.e., to exist)	Key farmers: young and who invested into production; Sympathetic advisers; local authorities; Retailers and consumers	Direct communication, establishing credibility and legitimacy Raching the local/regional actors Not to focus at disseminating at a wider
		CONSUMERS	level

# Sweden

Need for continuity: how to keep the momentum and the group together

# 1) Target: The core group that has already been involved

Tools: Important to provide an identity and new goals that are reached (a name to the group, a press-release, making a transfer-action plan together, meetings); identifying this group as a national leader that other areas will follow. Especially important to have a couple of key people within the identified stakeholders; who are the most active ones, most likely to keep the momentum using the expertise of the core group as well as other stakeholders that are in the process; do they eg. know of funding possibilities

# 2) Target: The general public

Tools: making sure that the message you want to share has general public on your side (eg. versus intensive production, forestry), creating a feel-good factor so that contracting ideas don't get the funding and attention you want community events: a fair (animals always an attraction, especially with families) A species that attracts attention newspapers, radio, press release

# 3) Target: an influential person (agricultural board etc.)

**Tools**: Having contacts and building a personal relationship with an influential person (municipality/county/country level) inviting to cross-visits (bot in Sweden and possibly abroad. When visiting abroad the receiving country needs to know what you want the message to be to the influential person (remember to inform them!). If possible try and get another influential person to attend in the receiving country answering to national goals: showing what is received nationally if resources are allocated (x% of a national goal)

#### The UK

Need for product promotion, premium price for premium products

#### 1) Target group: farmers

**Tools**: providing the insurance that despite past challenges/mistakes, there is still a possibility to succeed in getting a premium price for premium produce connections between farmers in different countries: important transferring the knowledge of a mobile slaughterhouse (Sweden) to Dartmoor. Possibility to get the mobile slaughter house representative to visit the UK farmers. In cross-visits mixing farmers with other actors - Highlighting to farmers that in order the product to be top quality HNV product the grazing animals must stay on HNV areas the entire time (at the moment cattle are often moved to more intensive pastures to be fattened)

# 2) Target group: customers

**Tools**: using social media to promote and sell HNV goods, especially fb (good examples from Croatia, honey selling). Highlighting the story behind the products, highlighting the benefits of Dartmoor HNV products and the differences between conventional. Hiring a marketing specialist to make a plan (eg. a son/daughter of a farmer), marketing skills are not inherent, needs to be

learned and practiced making use of the fairs already existing in the area.

#### 3) Target group: Tourism officials in Dartmoor

**Tools**: Dartmoor a key tourist destination, but travelers only stay for a day. Would be of mutual benefit to farmers, restaurant owners, hotels etc. if tourists would stay for longer; need to see if tourism officials would be keen in doing collaboration -> contacting key actors and planning a mutual strategy contacting local restaurants; a farmer can go to a restaurant and tell about the ingredients and especially the story behind the ingredients.

#### Key messages (available at https://edu.flinga.fi/s/WULXCK)



Each Learning Areas in HNV-Link is unique and so there are no copy-paste solutions to sustaining Europe's HNV farmland areas.

During the workshop each Learning Area received an hour of undivided attention from several other Learning Areas: what are possible ways forward for reaching this area's priorities on High Nature Value farmland issues.

# **Wrap Up Session**

F. Lerin, Coordinator

The HNV-Link Network Meeting #2 was, from participants' opinion a real success and an important moment of exchange for the 13 Partners. General organization, hosting and friendliness were perfectly assumed by the Portuguese team from Evora University. These conditions are very important due to the fact that there are few Network Meetings in the project (Methodological Seminar, Innovation Fair & Final Conference). It means that the direct and live contacts between the participants are very important to share both the organization of the project in terms of phases (framing-shaping-using) and also in term of proactive, intentional and hopefully resilient network on HNV farming and territories.

Our common work allowed us to close the "Shaping Phase" through a common and shared understanding of the results of the *Atlas* and the *Compendium*. This was also the occasion to do a compliance loop on the "Framing Phase" – that is to say to complete our concept of HNV territories (as "Learning Areas") and understand better the ambiguities and the usefulness of the notion of innovation. Bundling both questions of specific HNV territories (the LA) AND the question of the innovation dynamic FOR HNV resilience and development was successful, despite some difficulties to keep grassroots perspective, academic and reflexive analysis and operational targets together.

Opening the "Using Phase" of our Thematic Network was also the occasion to plan a new working phase to progress on 10 different trajectories of HNV innovations. Those social experiments will spread over half of the life-time of the project! Three mains achievements - or improvements of the methodology and concept of this "Using Phase" - can be highlighted from this NM#2.

- The idea that "LA action Plans" (stated in the original design of the project under the name of "innovation transfer action plans") can be interpreted iterative documents specific to each LA. They will be recording all the activities forecast in the "using phase", including, for example, the initial intention of a cross visit versus the comments after it has been done; or reversely the opinion some LA had on their own innovation versus their understanding after the visit of another LA, etc. The "Las' Action Plan" can be used as a kind of travelogue of this innovation process for HNV territories facilitating the reporting and capitalisation of such social experiment.
- Second point: the common discussions and cross exchanges in some participative tables during the NM2 show us that partners were **in different positions of innovation brokering** (due to the institutional anchorage, the past they have in this broker attitude, the situation of the LA, the situation of HNV understanding locally, etc.). All partners agreed on the fact that they/we need to understand better these brokerage situations, make them explicit and share, at the network level, our knowledge about this.
- Last but not least all the partners and LA ask the coordinators to build a specific action plan for the "Using Phase". Even if it was not forecast in the initial project it seems that this "Coordinator Action Plan" is strongly needed for capitalisation and reporting obviously, but

also, more importantly, to highlight "network" and "European added value of that type of program. This evolving and cumulative document will keep track of the learning progress of HNV-Link thematic network. It will have the same characteristics as the "LA Action Plan" but at a network scale: intentions, activities for the using phase, narrative of what have been done and change (reflexivity) in the course of the implementation process, and capitalization.

# Some pictures of HNV-Link NM2: Innovation Fair

Montemor-o-Novo (Evora Region, Portugal)



**Reflexive feedback on the "Shaping Phase"**: during plenary sessions, LA representatives were able to share what they collectively learnt through the Baseline Assessment process and the Collection of Innovation from grassroots. It was the occasion to compare HNV farming situations and challenges throughout Europe, and provide the WP Leader with some feedbacks on the methodology.





Starting to build "Innovation Action Plans" to support HNV Vision in each Learning Areas: all LA representatives were able to discuss how they practically/strategically envision the "Using Phase" of HNV-Link thematic network — taking advantage of common tools (Compendium of innovation, Baseline assessment, cross visits, dissemination activities, LA regional meetings, etc.) offered within the Network to address key HNV Innovation Challenges in their area.













**Testing the "Cross Visit" methodology on an "HNV Innovation Case"**: examples from the Portugese Montado.







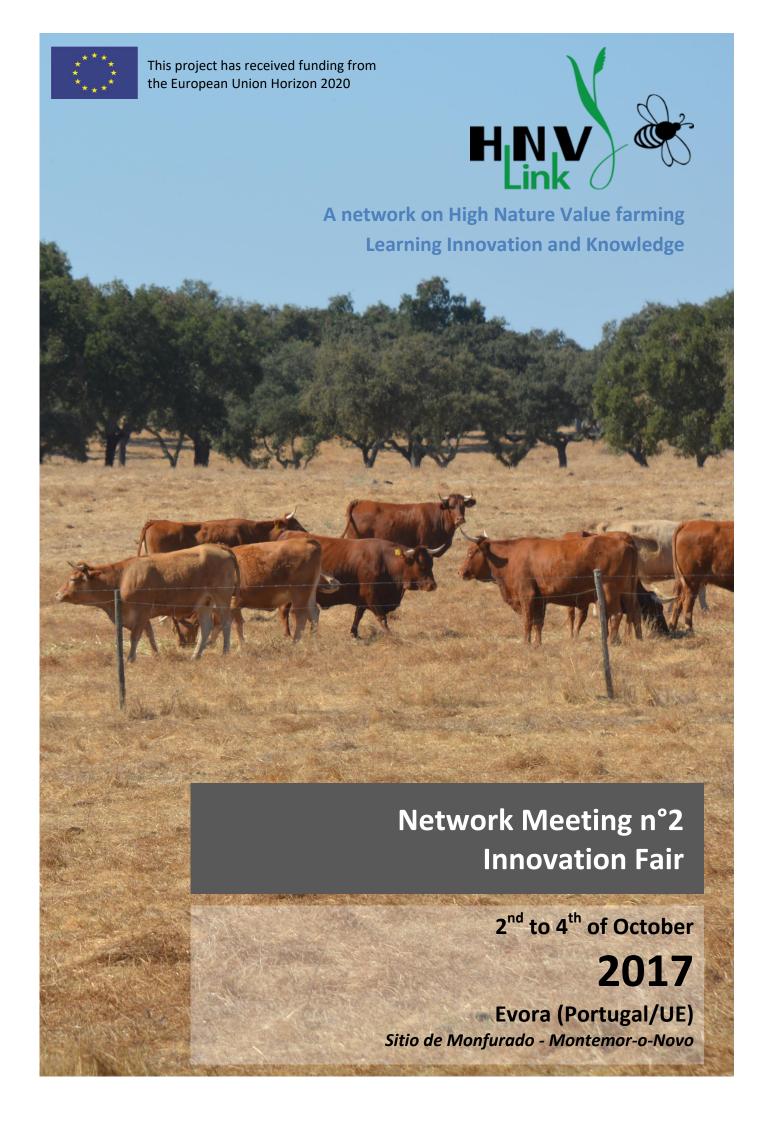






# **List of Annexes**

- 1. NM#2 Detailed Agenda
- 2. Participant list
- 3. Periodic Report: Guidelines & Process
- 4. Draft Version of the "LA Action Plan"
- 5. Cross-Visit: template for HNV Innovation Case presentation
- 6. Power-point presentations
  - a. WP Leaders presentations
  - b. LA Coordinators Presentations on "Innovation Scoring"



----- Notes -----

# **Detailed Program**

All our meetings will be hold at the *Municipal Library of Almeida Faria,* in the historic center of Montemor-o-Novo, Terreiro de São João de Deus 5.

# Sunday 1st of October

Afternoon Arrival of all Participants in Montemor-o-novo

19h00 Welcome diner offered by Evora Team21h00 Ice breaking evening, friendly catch up

# Monday 2<sup>nd</sup> of October

# 8h30 – 10h00 Opening Session (1h30)

8h30 – 9h00: **Summary of the Network achievements**Welcome speak of Teresa Pinto Correia – director of ICAAM
Announcement of the Agenda & logistics – 10 mins
Shaping the Network and perspectives of the Using Phase – 20 mins

9h00-10h00: Communication & dissemination at Network level General presentation of expected outputs and the dissemination audiences (what & who?). Collective session on means and strategies of valorization of HNV-Link output at Network level - 1h

# 10h00 – 13h00 Session 1: Atlas & BA meta-analysis (3h)

10h00 – 11h30: **Feedbacks on the BA in the context of each LA** Giving the floor to the invited LA "Lead Partners": how do you see the process that took place in your LA? What do you take from the baseline assessment? To what extent has it been useful? Why? - 45 mins

10h45-11h00 - Coffee Break (15 mins)

Feedbacks on the BA in terms of content; usefulness and methodological process (post-it notes posted on posters) – 30 mins

11h30 - 13h00: **Presentation of the Atlas**<sup>1</sup> Meta-analysis conclusions and implications for LA strategies Participative workshop

- Presentation of the Atlas and main findings
- Working on LA Trajectories (Comparative Grid of Analysis)
- Working on Actors Enrolment (Key target groups)

<sup>&</sup>lt;sup>1</sup> A draft version of the Atlas will be sent at least one week before the Fair. Participants will be asked to read it prior to the Fair.

# 13h00 – 14h30 Lunch time: Catering on site (1h30)

# 14h30 – 18h15 Session 2: Innovation Session (3h30)

14h30-15h00: **Introduction:** closing WP2 and next steps - 15 mins In this session, we are looking at lessons learnt from the LA work on innovations, and how these lessons feed into the next phase; and at the production of the Compendium.

15h00 – 17h30: LA Innovation – feedback of findings

For each LA we want to understand the scale of current innovation, relative to the needs of HNV farming, under each of the 4 themes. And thus, also the size of the gaps. 15 mins each = 2hrs 30 mins in total

17h30 – 17h45 Coffee Break (15 mins)

17h45 – 18h15: **Plenary Discussion. What we have learnt about HNV innovation?** – 30 mins

Questions to discuss include (more to be gathered at the start or you can send suggestions by email before the meeting)

- What are the drivers/triggers of innovation? What makes it happen/not happen?
- Is there such a thing as a "HNV innovation process"? What is it and how to make it happen?

18h15-18h45: Compendium, next steps, final appearance - 30 mins

# **18h15 – 19h00** Reporting Session (45 min)

18h15 - 18h30: General Overview of HNV-Link budget - 15 mins

18h30 – 19h00: **Periodic Report due for the 30**<sup>th</sup> **of November** - 45 mins Presentation and Structure of the Report (Financial and Technical) "Review Meeting" in Brussels with the REA Organizing for the reporting process – Answers and Questions

19h00 Free evening to enjoy the city Voluntary workshop on the Atlas ©

# Tuesday 3<sup>rd</sup> of October

# 8h30 – 12h40 Session 3: Using Phase, innovation exchanges & cross-visits to support HNV Visions in the 10 LA

8h30 - 9h00: Introduction - 30 mins

Detailed presentation of the Using Phase and its different activities to be implemented at LA level: cross – visit, dissemination activities, LA regional meetings (outcomes, expected impacts, calendar, budget).

Presentation of the "LA Action Plans" as a tool to coordinate the Using Phase within HNV-Link project.

9h00 – 9h45: Working on the "Needs" – workshop by LA - 45 mins

Based on an extract from the "innovation list compiled", each LA will rework its own "list of needs" according a set of criteria.

Objective: better prioritize the needs, the different target groups, and explicit LA and Lead Partners roles as innovation brokers; anticipate the nature of activities to be implemented in the Using Phase.

9h45 - 10h15: Innovation exchanges: cross visits as a method - 30 mins

Presentation of the Cross Visit Guidelines (V1)

Discussion with all participants (eventual modifications)

Short intro by our Host of the 2 innovation cases + preparation of questionnaires and sub-groups for the visits

10h15 – 10h30 - Coffee Break (15 mins)

10h30 - 12h30: "Innovation Fair" - 2h00

Objective: specification of the Wish List versus Offer List (extract from the "innovation list compiled", column X&Y) & congruency with the "List of Needs".

**Speed dating session**: needs at least 2 participants per LA. One LA representative stays to present and answer the questions about the different innovations he can offer as a host. The other one goes and hunts for potential innovations - 1h

**Debriefing at LA level**: the host and the hunter gather and discuss cross visits opportunities versus their "list of needs" – they rework their wish list versus offer list - 15 mins

**Network discussion**: first approximation on the possible combinations of crossvisits - 45 mins

# 12h30 - 14h00 Bus transfer to farm 1 and Lunch on-site (1h30)

# 14h00 – 18h00 Session 4: Field Visit & Feedback on the Cross-Visits Methodology

Innovation Case 1: Independent projects & CSA hosted at Herdade do Freixo do Meio (cf. description in the "innovation list compiled" – line 110)

- General presentation on farm free visit 1h30
- Focus discussion with the farmer on one innovation example according to the method 1h30
- Debriefing 1h00 (small groups –general session feedbacks)

# 18h00 - 21h00 Bus transfer to farm 2, field visit, diner on-site

Innovation Case 2: more informal discussions on the "the multifunctional Montado" (cf. description in the "innovation list compiled" – line 103)

# Wednesday 4<sup>th</sup> of October

8h00 – 11h30 Session 5: Using Phase, preparing dissemination activities and LA regional meetings Dissemination Workshop (3h30)

Intro to the workshop – 15 mins

# TIME 1: The participants group around five tables.

The participants of the workshop will divide into five tables representing five Learning Areas – called hereafter "focal LAs". We expect 5-6 people at each table. The division will be made according to LAs interests in a particular innovation from other LAs – such matching is conducted in WP2.

### Drafting a dissemination plan for 5 Learning Areas.

Around each table, the participants will draft a dissemination plan for the focal LA using a provided template and supporting questions.

# Coffee Break (15 mins)

# **TIME 2: The participants' group anew around five tables** – repeat of step 2.

The work will focus at five remaining LAs that were not focal during the first session. The division as above.

**Drafting a Dissemination plan for 5 remaining Learning Areas** – repeat of step 3.

# TIME 3: LA teams convene for reflection.

Each LA team reflects on the proposals (drafts) and chooses 1 idea/feedback/take-home message that they think was most helpful from the session. Each team will write down the idea to Flinga (collaborative platform).

**Summing up:** All the participants go through the ideas sent to Flinga and sum up the session

# 11h30 - 12h30 Session 6: Wrap Up Session (1h)

Setting up the Agenda of the Using Phase Operational Conclusions by WP

# 12h30 End of the seminar, Buffet available on-site





# HNV-Link Network Meeting n°2

# Participant list

October 2017 Montemor-o-Novo Portugal

Name	Institution	country	contact
AZEDA Carla	EU/ICAAM	Portugal	cmazeda@uevora.pt
BEAUFOY Guy	EFNCP	Spain	gbeaufoy@gmail.com
BERNARD Claire	CIHEAM-IAMM	France	bernard-mongin@iamm.fr
BUBALO Filip	NGO 4 Grada Dragodid	Croatia	bubalo.filip@gmail.com
CLARO João	ICNF	Portugal	Joao.Claro@icnf.pt
DA VEIGA José	DRAPAL	Portugal	jfveiga@drapal.min-agricultura.pt
DUMITRAS Diana	USAMV-Cluj	Roumania	ddumitras@usamvcluj.ro
DUNFORD Brendand	Burrembeo Trust	Ireland	brendan@burrenlife.com
ESGALHADO Catarina	EU/ICAAM	Portugal	cesg@uevora.pt
FERRAZ DE OLIVEIRA Isabel	EU/ICAAM	Portugal	mifo@uevora.pt
GAKI Dimitra	UTH	Greece	dimgaki@hotmail.com
GIRARDIN Sébastien	CEN-LR	France	sebastien.girardin@cenlr.org
GUIMARÃES Helena	EU/ICAAM	Portugal	mhguimaraes@uevora.pt
HELLMEISTER Paulo	EU/ICAAM	Portugal	phellmei@gmail.com
HERRERA Pedro M.	FENT	Spain	gestion@entretantos.org
HERZON Iryna	UH	Finland	iryna.herzon@helsinki.fi
JITEA Mugurel	USAMV-Cluj	Roumania	mjitea@usamvcluj.ro
JOHANSSON Lars	LST VG SWEDEN	Sweden	lars.johansson@lansstyrelsen.se
JONES Gwyn	EFNCP	UK	dgl_jones@yahoo.co.uk
KAZAKOVA Yanka	STEP	Bulgaria	yanka.kazakova@gmail.com
KOIVURANTA Riina	UH	Finland	riina.koivuranta@helsinki.fi
KOMPARAK Vlaho	OPG Komparak	Croatia	vlahokomparak@hotmail.com
LERIN François	CIHEAM-IAMM	France	lerin@iamm.fr
LOMBA Angela	CIBio	Portugal	angelalomba@fc.up.pt
MARQUES JOÃO	GPP	Portugal	JMarques@gpp.p
MCCANN Katrin	LST VG SWEDEN	Sweden	mccann.katrin@gmail.com
MIHAI Valentin	USAMV-Cluj	Roumania	valentin.mihai@usamvcluj.ro
MORAN James	ITS	Ireland	jmoran_env@yahoo.ie
NOEL Lucie	CEN-LR	France	lucie.noel@cenlr.org
OLIVEIRA Raquei	EU/ICAAM	Portugai	raquelmo.oliveira@gmail.com
ORTMAN Tove	LST VG SWEDEN	Sweden	teor0001@stud.slu.se
PINTO CORREIA Teresa	EU/ICAAM	Portugal	mtpc@uevora.pt
POUX Xavier	AScA	France	xavier.poux@asca-net.com
PUIG DE MORALES Maite	CIHEAM-IAMM	France	puigdemorales@iamm.fr
ROGLIC Marija	LAG5	Croatia	marija.roglic@gmail.com
STEPHANOVA Vyara	STEP	Bulgaria	viara_mail@dir.bg
TOUREIRO Nazaré	Terras Dentro	Portugal	atd@terrasdentro.pt
VELLOSO Carolina	EU/ICAAM	Portugal	carolina_velloso@yahoo.com.br
VLAHOS George	UTH/Panteion Univ	Greece	gylahos@aua.gr
WALDON John	EFNCP	UK	john.waldon@eclipse.co.uk
YUNAKOVA Mariya	STEP	Bulgaria	myunakova@gmail.com
ZINSSTAG Georges	CEN-LR/Chambre	France	georges.zinsstag@gmail.com

# PERIODIC FINANCIAL AND TECHNICAL REPORTING GUIDELINES & PROCESS



# Preparing the reporting elements:

For the Financial Reporting

When	Who	What
13 of October	All partners to Maïté	<b>Updated Financial monitoring</b> (up to September 30 <sup>th</sup> ):
		List of expenses & Budget monitoring (2 excel files) Do
		not forget to indicate the nb of productive hours
20 of October	Maïté to all Partners	Consolidated Budget (excel file)
27 of October	All Partners to Maïté +	Consolidated budget approved + Justification of
	Claire	deviations from Annex 1 - according to the 3
		categories mentioned in Period Report Template Part
		5) Deviation for Annex 1/5.25.2 Use of resources
		(Word document = <b>Deviation document</b> )

# In Parallel, for the Technical Reporting

When	Who	What
10 of October	All Partner to Irina	Update communication reporting list (excel on google drive)
		https://docs.google.com/spreadsheets/d/15hNK0mv0b
		Vok8qJVy1dADXzZplpYLyOOlwcu1ZDM68Y/edit#gid=0
13 of October	Claire to all WP leader	Template of the different "building blocks" of the
	and partners	technical report to be completed (word document)
27 of October	All Partners to each WP	"Explanation of the work carried out under the
	Leaders	relative WP" (word document – Provide clear and
		measurable details, based on the Activity Sheet for
		those who have used it). Explanations has to be
		proportional to the resources used (financial statement)
		– please do not forget under WP 3 to indicate all
		conferences, seminars attended, etc.
November 10 <sup>th</sup>	All WP Leaders to Claire	Consolidated building blocks of the technical report :
		1.2 Explanation of the work carried per WP
		2. Update of the plan for exploitation and
		dissemination of result
		5. Deviations from Annex 1 //1. tasks

# Starting of the ON-LINE PROCESS (under the IT Platform):

# http://ec.europa.eu/research/participants/portal/desktop/en/home.html

# By the 10<sup>th</sup> of November, all participants comply with the following steps:

- i. Financial statements (process autonomous from the technical reporting)
- b. Enter their financial statements = based on the consolidated budget validated
- c. Enter the explanation of the use of resources (dialogue box) = based on the consolidated budget validated
- d. Validate Sign by your PFSign and Print Submission to the coordinator
- e. Validation by the coordinator submission to the EC REA

# i. Technical statement: Continuous reporting

- Each partner: Scientific publication + Gender issues
- Each WP Leader: Deliverable, Milestones, critical risks
- WP3 & 4: Dissemination (based on the google drive & activity sheets)

# By the 17th of November, the coordinator comply with:

- The coordinator : summary for publication in the continuous Report
  - ii. Technical report (narrative part word document)
- Consolidation of the Periodic Technical Report
- Pdf sign submission to the EC and request for refund

# **Structure of the Periodic Report**

The periodic report must be submitted by the coordinator within 60 days following the end of each reporting period (30th of November 2017. It contains the periodic technical and financial reports.

### The periodic technical report consists of two parts:

• Part A of the periodic technical report contains the cover page, a publishable summary and the answers to the questionnaire covering issues related to the project implementation and the economic and social impact, notably in the context of the Horizon 2020 key performance indicators and the Horizon 2020 monitoring requirements.



Summary for publication

Part A is generated by the IT system. It is based on the information entered by the participants through the periodic report and continuous reporting modules of the electronic exchange system in the Participant Portal. Who is doing what?

- Summary for publication = the Coordinator
- **Deliverables** = each WP (Xavier Poux, Guy Beaufoy, Irina Herzon, Claire Bernard & Maïté Puig de Morales) is responsible for uploading the deliverables, the coordinator validate and submit to the
- **Milestones** = each WP
- Critical risks = each WP
- **Publications** = all Partners
- **Dissemination =** WP3 Leader
- Patents = non applicable to HNV-Link (yet!)
- **Innovation** = idem
- SME impact = all Partners
- **Gender** = all Partners
- Part B of the periodic technical report is the narrative part that includes explanations of the work carried out by the beneficiaries during the reporting period. Part B needs to be uploaded as a PDF document following the template of Part B Periodic Technical report.
  - 1. Explanation of the work carried out by the beneficiaries and Overview of the progress

2 Explain the work carried out during the reporting period in line with the Annex 1 to the Grant Agreement.

② Include an overview of the project results towards the objective of the action in line with the structure of the Annex 1 to the Grant Agreement including summary of deliverables and milestones, and a summary of exploitable results and an explanation about how they can/will be exploited. (No page limit per workpackage but report shall be concise and readable. Any duplication should be avoided).

# 1.1 Objectives [The Coordination - WP4]

List the specific objectives for the project as described in section 1.1 of the DoA and described the work carried out during the reporting period towards the achievement of each listed objective. Provide clear and measurable details.

# **1.2** Explanation of the work carried per WP [Based on the inputs of ALL Partners, each WP Leader consolidate a description of the work achieved]

### 1.2.1 Work Package 1

Explain the work carried out in WP1 during the reporting period giving details of the work carried out by each beneficiary involved.

### 1.2.2 Work package 2

Etc.

# 1.3 Impact [The Coordination – WP4]

Include in this section whether the information on section 2.1 of the DoA (how your project will contribute to the expected impacts) is still relevant or needs to be updated. Include further details in the latter case.

# 2. Update of the plan for exploitation and dissemination of result (if applicable) [input from ALL partners – consolidation WP3 Leader]

Include in this section whether the plan for exploitation and dissemination of results as described in the DoA needs to be updated and give details.

# 3. Update of the data management plan (if applicable)

Include in this section whether the data management plan as described in the DoA needs to be updated and give details.

# 4. Follow-up of recommendations and comments from previous review(s) (if applicable) [not applicable]

Include in this section the list of recommendations and comments from previous reviews and give information on how they have been followed up.

### 5. Deviations from Annex 1

Explain the reasons for deviations from the DoA, the consequences and the proposed corrective actions.

# 5.1 Tasks [Each WP Leader]

Include explanations for tasks not fully implemented, critical objectives not fully achieved and/or not being on schedule. Explain also the impact on other tasks on the available resources and the planning.

# 5.2 Use of resources [All Partners]

Include explanations on deviations of the use of resources between actual and planned use of resources in Annex 1, especially related to person-months per work package.

5.2.1 Unforeseen subcontracting (if applicable) [All Partners]

Specify in this section:

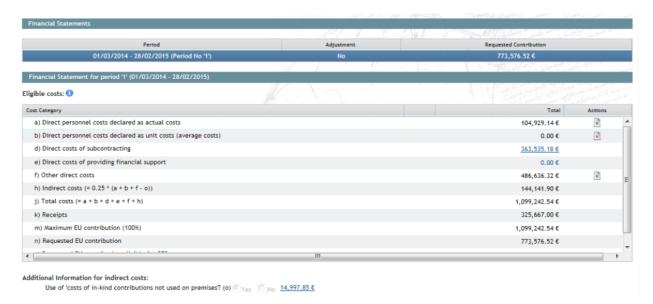
- a) the work (the tasks) performed by a subcontractor which may cover only a limited part of the project;
- b) explanation of the circumstances which caused the need for a subcontract, taking into account the specific characteristics of the project;
- c) the confirmation that the subcontractor has been selected ensuring the best value for money or, if appropriate, the lowest price and avoiding any conflict of interests.
- 5.2.2 Unforeseen use of in kind contribution from third party against payment or free of charges (if applicable) [All Partners]

Specify in this section:

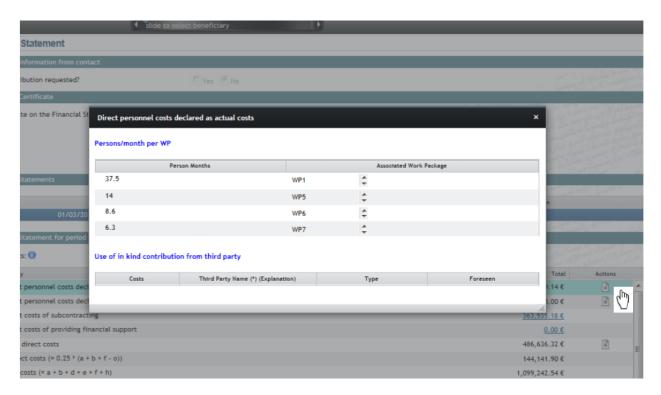
- d) the identity of the third party;
- e) the resources made available by the third party respectively against payment or free of charges
- f) explanation of the circumstances which caused the need for using these resources for carrying out the work.

# The periodic financial report consists of:

• Individual financial statements (Annex 4 to the GA) for each beneficiary; [All Partners]



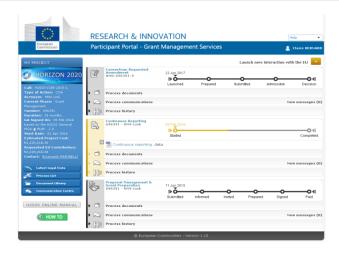
• Explanation of the use of resources and the information on subcontracting and in-kind contributions provided by third parties from each beneficiary for the reporting period concerned; [All Partners]



• A periodic summary financial statement including the request for interim payment. [The coordinator]

### Preparation and submission of periodic report

- Continuous reporting functionality in the participant portal: it is activated at the time the project starts and it is continuously open for the beneficiaries to submit deliverables, to report on progress in achieving milestones, to follow up of critical risks, ethics issues, publications, communications activities, and the answers to the questionnaire on horizontal issues.



- **Periodic reporting functionality in the participant portal**: following the end of each reporting period the functionality of periodic reporting in the Participant Portal will be activated. While the periodic reporting session is open in the electronic exchange system:
- each participant will be able to complete on-line their own Financial Statement (and the financial report of their Third Parties, if any) including the explanations on the use of resources;
- coordinator will be able to upload the Part B of the periodic technical report as a pdf document.

When the coordinator submits the periodic report, the IT tool will capture the information from the continuous reporting module in order to generate the Part A of the periodic technical report. The IT tool will consolidate the individual financial statements and it will generate automatically the report with explanations of the use of resources and the periodic summary financial statements, which corresponds to the request for payment.

The periodic technical report will be 'locked for review' by the coordinator before its submission. Make sure the information in the continuous reporting module is up-to-date before the periodic report is 'locked for review'. Updates entered after this step will be included in the periodic report of the following period.

Claire Bernard, WP4 Leader François Lerin, Coordinator



# A network on High Nature Value farming Learning Innovation and Knowledge

# Template for a

# Learning Area "Action Plan"

WP4 - Deliverable 4.7

Draft Version V.0 October 3rd, 2017



# **Content**

<ol> <li>Starting point</li></ol>	Why	an Action Plan ?	.3
<ol> <li>Innovation exchanges – Cross Visits</li></ol>			
3. Dissemination & communication activities			
4. LA regional meeting			
5 Conclusion: Strategic Innovation Brokering		Conclusion: Strategic Innovation Brokering	

# Why an Action Plan?

Working on innovations targeting the socio-economic viability of HNV farming while maintaining their environmental characteristics, is a double challenge. While the concept of HNV farming insists on the link between the technical/economic functioning of the HNV farming systems and biodiversity attributes, maintaining their socio-economic viability may mobilise other concepts, particularly those which place HNV farming in its broader local and regional perspective.

This is the reason why, through HNV-Link Network, it has be decided to locate the innovation process in HNV areas (territories), where it must be embedded in a specific macro agro-ecosystem (agrarian systems) AND a specific territorial institutional setting. As a consequence, in the previous phases (i.e. Framing and Shaping Phases, from March 2016 to September 2017), the Network activities have constituted 10 "Learning Areas" as the basic infrastructure for organizing brokering and dissemination activities on HNV innovations.

Through the "Baseline Assessment" (WP1) and the "Collection of Innovation at grassroots level" (WP2), each LA has described an "innovative territorial setting for HNV-farming". They have developed an "HNV Vision" as a sustainable desirable future for HNV farming in the area, and have identified related challenges to be overcome in terms of "HNV innovation gaps and needs".

Therefore, in this new phase of development (Using Phase), the objective is to use HNV-Link network as a kind of "experimental innovation support service instrument" that will strategically address those challenges through innovation brokerage activities (peer learning exchanges, innovation transfer, communication dissemination activities, advocacy, etc.) and learn from these ten different innovation processes.

We hope that each specific experience will contribute to better answer the needs and common challenges of HNV farming in the EU.

This Action Plan will be a central document to organize the Using Phase (October 2017 to December 2018). It will serve as:

- A common ground for exchanges between Learning Areas within HNV-Link network
- To adapt a set of generic innovation brokerage activities to different HNV areas and contexts
- To keep tracks of the innovation process itself (activities, phases, choices made, difficulties, solutions, next steps etc.)
- and of our learning processes (as brokers, shareholders, academics,..;)
- To ensure coherence and complementarity of the different activities with a strategic project of the area (the Vision)

This Action Plan is conceived as an iterative and cumulative document.

It is complementary to the generic "Guidelines" or "Methodologies" provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings.

It will gradually include the different concepts/adaptation notes and reports that each LA will have provide after each activity.

- Its general structure, common to all LA, will be discussed during our present NM2 and finalized in October 2017 (D4.7).
  Then each LA coordinator will work on it and will enrich it during the course of the project.
- The first building block of the Action Plan (Starting Point), will be seen as a reference point for the all "innovation process" and will be formulated at the beginning of the Using Phase (November 2017).
- All LA Action Plans will be updated and shared at the occasion of the 2 coordination meetings (V.1 for March 2018 and V.2 for September 2018).
- The 10 Learning Area Action Plans will constitute, in their final version (due for December 2019) the material for two important outputs of the Using Phase, on supporting HNV farming throughout EU territories within an open innovation model: Synthesis on innovation transfer (D4.8) and Synthesis on LA regional meetings (D4.10).

# 1. Starting point

This first section will be the reference point for each narrative "HVN innovation process" at LA level. The aim is to briefly summarize:

- ► The HNV Vision: challenges & actors analysis (Session 1)
- ► The Innovation situation @ LA level: scoring (Session 2)
- ► The LA strategy: Innovation Needs to be addressed as priorities (Session 3)

This will be done using materials and conclusions from the Shaping Phase (Atlas, Compendium).

# 2. Innovation exchanges - Cross Visits

Peer learning exchanges between LA will be implemented through Cross-Visits. These cross-visits/operational study tours will involve key actor groups. They will discuss the innovations in their real agro-ecological and socio economic context, to better understand the possibilities of transfer. They will be organized according a common methodology.

This chapter of the "LA Action Plan" will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through:

- (1) A Visit Report
- (2) A Host Report
- (3) Next step and follow-up activities

# 3. Dissemination & communication activities

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits". This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

# 4. LA regional meeting

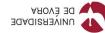
Objectives of the LA regional meeting: Reaching the regional/national AKIS and:

- Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;
- Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;
- Starting a larger regional network on HNV farming and innovation brokering,

Based on general guidelines, each LA Coordinator will propose to the WP4 leader a "Regional Meeting Action Plan": concept note, participant list, and agenda, and work methodology, expected results and impacts, type of reporting. This section will keep track of the different steps of implementation.

# 5. Conclusion: Strategic Innovation Brokerage to support HNVf

At the end of the Using Phase, a short questionnaire will be sent to all LA coordinators and will be followed by an bi-lateral interview with WP4 leader, to harvest their experience as "innovation brokers " for HNV area and assess the usefulness of the methodology proposed by HNV-Link network. These exchanges will be used to build the conclusion of the Action Plan.









# Farm context

Area: 440 ha of Montado (holm and cork oak); Average annual precipitation: 650 mm Average temperature: Summer (14.4-23.4°C); Winter (10.5-18.1°C) Historical perspective of the previous farming system and associated main problems: Extractive agriculture. Specialization of production. Impoverished soils. Lack of fertility. Unsustainable production system.

Present farming system: Main goal after 1990 is to re-balance the Montado system as a whole and not only its structure (soil, herbage, shrub and tree layer).

"We chose the ancestral agro-ecosystem Montado, enriched and illuminated by the current views of Agroecology (Organic, Biodynamic and Natural Agriculture in all areas and processes), Permaculture, and Food Sovereignty, as a way to approach the present and to build the future. "

Main shifts in the farm strategy:

- Diversification: multiactivity/multiuse/multifunctionality
- Differentiation: local breeds & varieties/Traditional processing/Organic& Biodynamic Farming
- Efficiency: Professional Management, Knowledge, Technology
- · Verticalization: Farm product processing

### Activities on the farm:

- \*Forest production
- \*Extensive animal production
- \*Grain crops production
- \*Vegetable crop production
- \*Orchard production
- \*Food processing
- \*Recreational activities
- \*Educational visits
- \*Commercialization (whole and retail

### Products from the farm:

At present a range of more then 300 references of seasonal products and services are produced in small scale within Freixo do Meio.

These range from acorns and acorn products to cork, wood, olive oil, wine, spices, poultry, lamb, pork and veal meat, cured meat products, eggs, cereals and legume seeds, vegetables, soups and ready meals, bread, jums, juices, etc.

### Innovation examples:

- \* Independent projects
- \* Shared harvests programme (CSAs)
- \* On farm meat processing unit
- \* On farm vegetable processing unit
- \* On farm shop and online shop
- \* The solar village (towards energy autonomy)



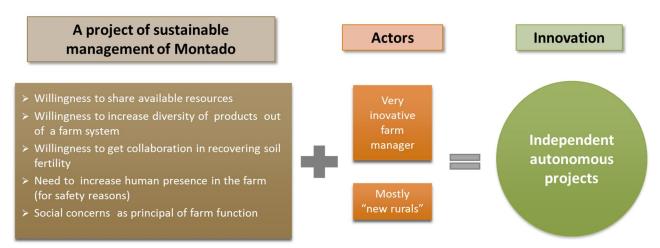


### The innovation in a nutshell

The Herdade do Freixo do Meio houses small **independent projects**, under defined rules— agroecology principles of production and common objectives with Freixo do Meio, and mostly complementary to its own productions. The objective is to act appropriately within the social and economic current situation, taking advantage of existing potentials and strengthening the Freixo do Meio project as a whole. There are presently 9 autonomous projects installed at Freixo do Meio. The first was implemented by Mr. Antonio Abel, formerly in charge of the homestead, who, upon his retirement, undertook an artisanal honey production/transformation independent project.

**Location:** Central Alentejo, Portugal; **HNV system**: Agrosilvopastoral system; **Scale of operation**: One farm initiative involving, at present 9 autonomous projects; **Timespan:** Operating for about 10 years;

# The process that made the innovation happen and critical factors for success:



### Some of the Independet Projects at Freixo do Meio:

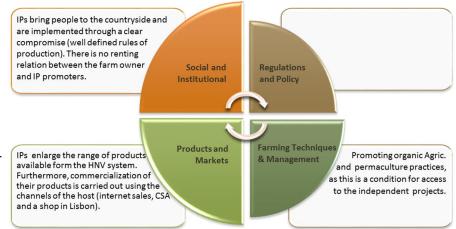
A 4.5 ha aromatic and medicinal garden (2011) | Home-made bags and complements (2011) | 2ha of a horticulture garden and 5ha of orchards (2011) | Free-range chicken production with a movable chicken house (2012) | A centre for artistic animations, storytelling and pedagogical workshops (2012) | An industrial kitchen that prepares ready made meals.

### **Achievements of IPs for HNV farming:**

- ↑ Production of goods and services in accordance with agroecology principles
- ↑ People leaving and working in the Montado
- ↑ Diversification of products and services within a farm unit

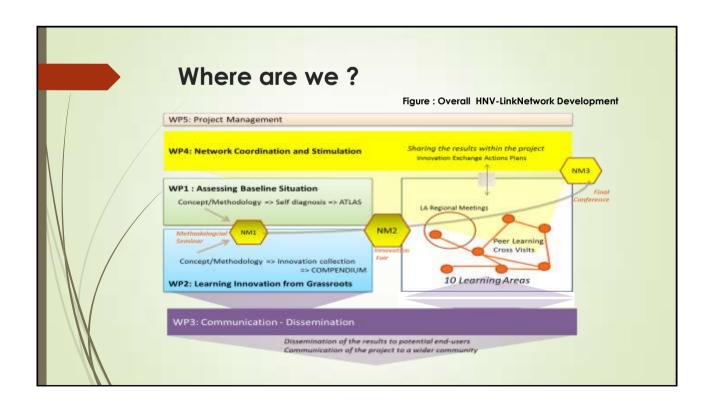
Contribute to the social (directly) economic (indirectly) and environmental (directly) sustainability of the farm system

# How IPs respond to the HNV-LINK innovation themes?









# HNV-Link Network specificities

- From HNV types and HNV farming to HNV territories and landscape approach = 10 Learning Areas and 10 « HNV VISION »
- From neutral brokerage on innovation in the agricultural sector (support service approach) to intentional brokerage in the EU agricultural mix = a strategic approach of innovations process and innovation brokers for HNV territories

# On HNV territories

- Territories (beyond HNV types & Hnv farming units)
- Baseline work
- Territories as « learning areas »
- Heterogeneity of the LA
- Adequation of the territory and the grassroots innovation needs, dissemination & advocy
- = session 2 (Xavier/WP1)

# **About Innovation**

- For the Commission an overarching « open innovation model »
- For us also a wide range of « things »: techniques and applied sciences, market opportunities, institutional-social, reglementary
- Our collection work of innnovations, gaps and needs related to the threats and opportunities identified through the BA
- Innovation, a « catchword » that encompass (at least):
- Technical specific solution or means
- Poliitical-strategical intention
- A process
- A critical approach and strategical approach of the CAP and its tools
- = session 3 WP2 Guy (and after session 4 and the using phase)

# The figure of « Innovation brokers »

- Brockers & boundary organisations
- Different situation of brockerage
- Towards the use of UE instruments
- Operational groups
- EIP and focus groups
- International Leader
- Horizon, Interreg and other programs
- = « Action plan » proposal for LA

# Challenges to close the Shaping Phase

(WP1 & WP2)

- From the Baseline Assessment to the Atlas (and its metaanalysis) – Sesssion 1
- From the Collection Innovations to the Compendium (and its meta-analysis) – Session 2

# Entering the « Using Phase »

(oct. 2017 - dec. 2018)

- At LA Level: Experimental Phase dedicated to promoting innovations (contents) that have revealed to be crucial for the maintenance of HNV farming system and to triggering collective action (innovation process).
  - Cross Visits as a method for innovation transfert
  - Dissemination activities
  - LA regional Meetings
  - => to be organized through LA Action Plans Session 3,4,5
- At network level: based on the 10 LA innovation processes: Dissemination of our experiences and advocacy for innovations in HNV territories
  - => to be organized through "specific working groups"

# @ Network Level (1h) Dissemination & Communication activities Objective: create dedicated "working groups" Dissemination to the research = 2 scientific articles (WP4) Dissemination to vocational education = educational package (WP3) Dissemination to advisors/policy: policy papers (WP4) Target relevant Networks and Organizations: benchmark and action Dissemination to wider audience: "Interactive Maps" (WP3)























# **HNV-LINK**

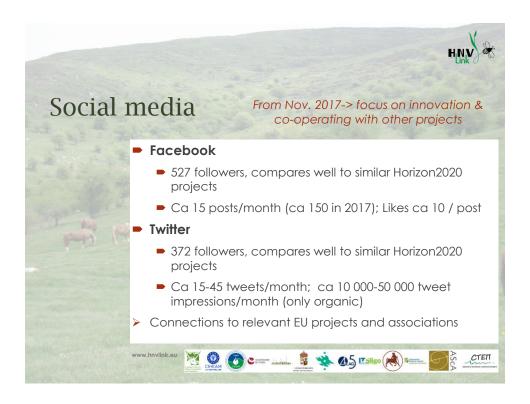
# WP3: Communication and dissemination









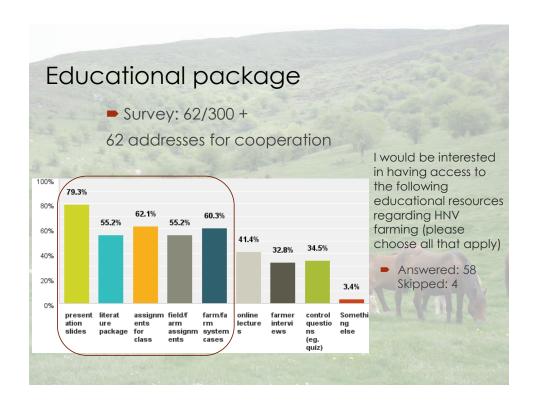


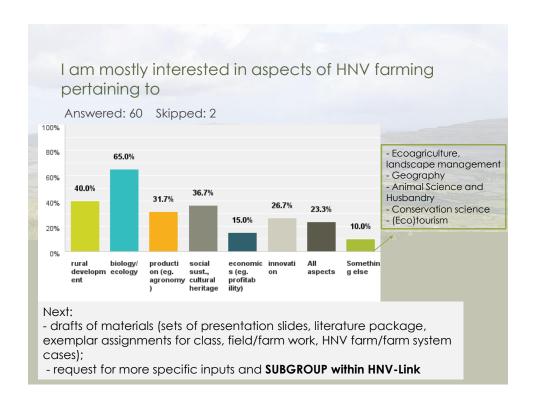






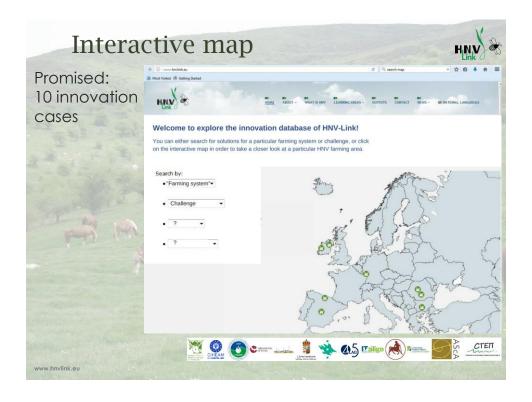




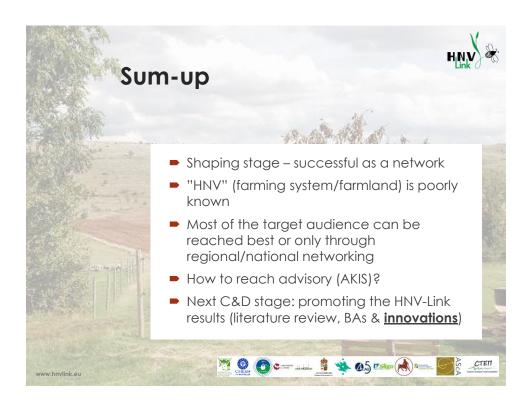






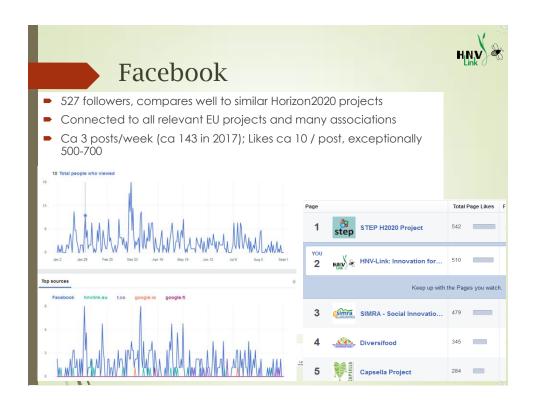




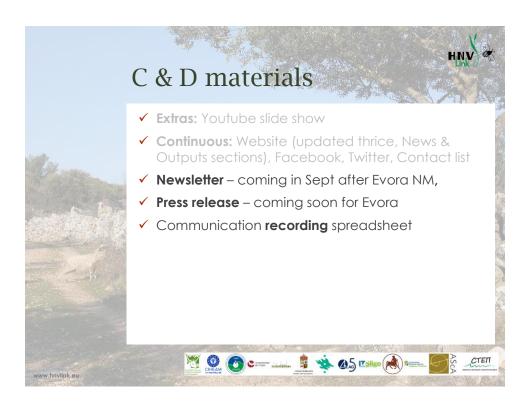








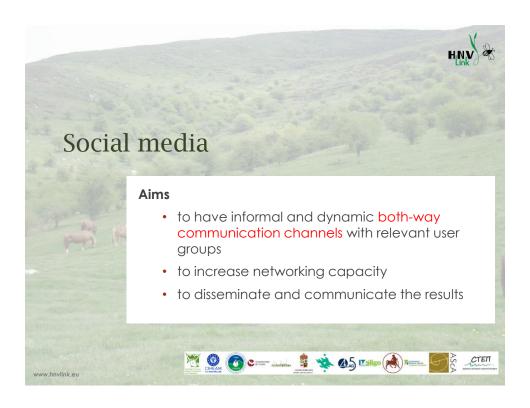










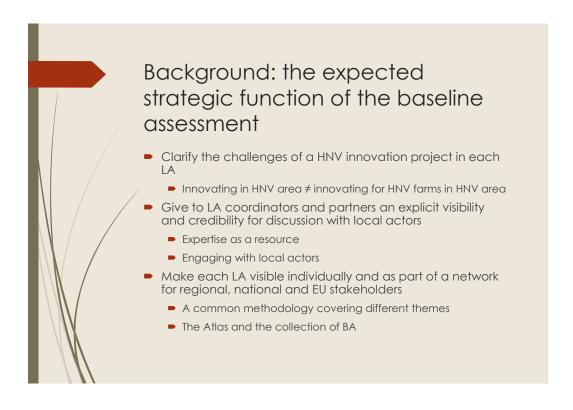




# Dissemination workshop 1. Group around five tables. 2. One Learning Area at each - "focal LAs" = client. 3. Draft a dissemination plan for each client LA using a provided template and supporting questions. 4. Repeat for the rest 5 LAs. 5. LA teams convene for reflection: choose 1 idea/feedback/take-home message most helpful -> Flinga. 6. Summing up.







### The session

- Giving the floor to invited LA partners: how do they see the first steps of the process? What do they take from the baseline assessment? What innovative view does it bring?
- Preparing the last deliverable of WP1 D1.5: short notes and interviews (a post-it session)



- Coffee break
- Presenting the Atlas in its present draft version
- Discussing the trajectory typology
- Working on actors enrolment (targets)

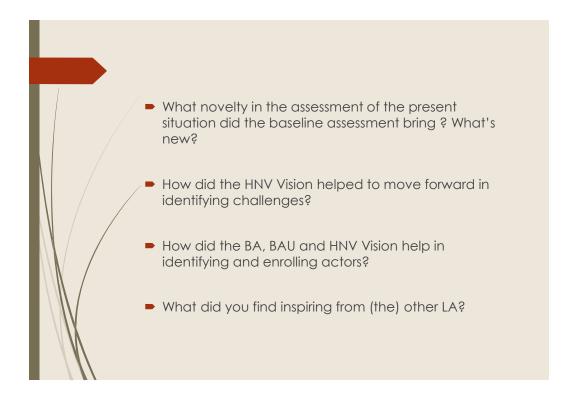
## Brendan's story

- Natura 2000 designation created a lot of anger and tension between farmers and conservationists
- The need of another approach
- Telling the story from another perspective, the human perspective
- Building a demanding dialogue between (at least) two categories of actors:
  - The beneficiaries of the Life project: all people interested in the Burren's conservation (including local community)
  - The addressees of the Life project: the farmers
- It is far from being obvious that the farmers have the same interests/goal than the beneficiaries from the start

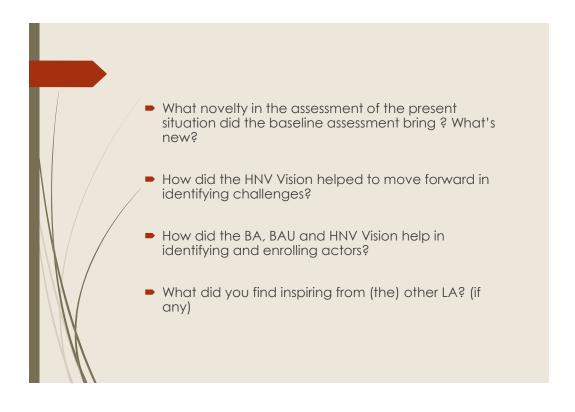
# Why is it important?

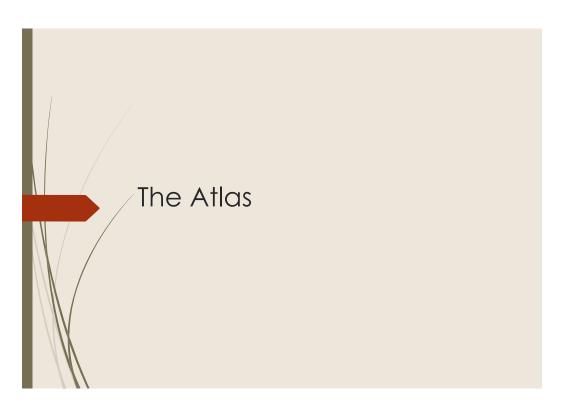
- Because it is the raison d'être of nature conservation
- Because strategically we need to find active allies who are not farmers: mayors, entrepreneurs, local/regional authorities, members of the diaspora, civil servants, researchers... (our stakeholders)
- Because this distinction (beneficiary/farmers) clarifies the issues to address and the line of argumentation of a deal
- Because it helps in designing innovations that fully address the needs and expectations of both beneficiaries and addressees

# Giving the floor to our partners!









### The atlas

- A much more demanding task than expected
- Not simply a collection of findings from BA but the need for meta-analysis
- Our three identified targets
  - Inner Network: stakeholders who are directly involved in HNV-Link activities, throughout the network life (approx. 250 people).
  - Outer Network: potential end-users with a specific interest in HNV farming issues. (Local, Regional, National and EU)
  - Outside world: wider public and groups not aware of the HNV farming systems and practices or not in a position of directly using the project results or benefiting from its experiences.

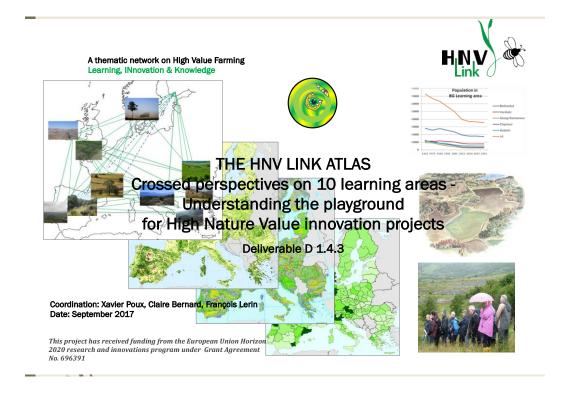
# Approach

- Insisting on the Atlas dimension: showing maps
- Crossing different levels of analysis: from local to EU level
- A comparative approach for building typologies
- Attractive display, richly illustrated
- An awareness raising document: what is at stake?
- The title!

### THE HNV LINK ATLAS

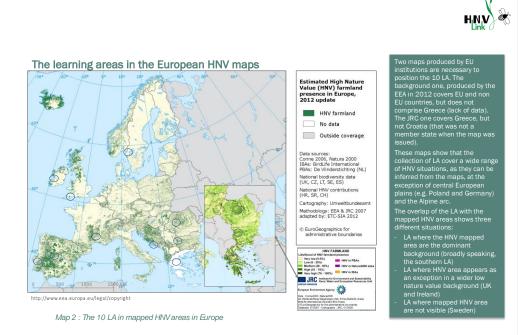
Crossed perspectives on 10 learning areas -Understanding the field of play for High Nature Value innovation projects

# Outline Introduction Part I: presenting the LA Part II: the biophysical and ecological characteristics "high nature value farming" Part III: agricultural situations "high nature value farming" Part IV: rural and institutional situations "high nature value farming" Conclusion: challenges and future perspectives "towards a high nature value farming"



HNV Link Atlas | PAGE 7

HNV Link Atlas | PAGE 8







### The learning areas in short: comparative table of main features

Name	Country	Size of the LA	What does set the limit of the LA?	The learning area in a nutshell (texts from http://www.hnvlink.eu/learning-areas/)					
				Dartmoor is the southernmost of the UK's National Parks and also the southernmost area of upland vegetation in the UK.					
Dartmoor	United Kingdom	46 000 ha	Limits of commons land in Dartmoor National Park and the farms making use of the common Moorland	Large areas of Dartmoor are designated under both national and EU legislation, with the core areas of blanket bog and dry heath. The area also delivers a much wider range of ecosystem services and public goods, ranging from an unparalleled density of archaeological remains to clean drinking water, from carbon storage to recreation. Nearly 36 000 ha of Dartmoor are common land grazed by sheep, cattle and ponies. Over half of the registered agricultural holdings in the Park have registered commons rights. For the last 30 years, there has been a unique and Dartmoor-specific commons system of commons governance through the Dartmoor Commoners' Council.					
Sitio de Monfurado	Portugal	24 000 ha	N2000 site	Sitio de Monfurado, Portugal, is part of the Natura 2000 network, and includes complex montado systems of oak trees, diverse shrubs and grasslands, sometimes intermixed with agricultural crops and grazed by domestic and wild herbivores.					
Womarado				Farming aims at cork harvesting and low intensity livestock production. The area has considerable heritage values and has hosted LIFE projects.					
Dalmatian Islands	Croatia	185 800 ha	Geographical insular identity and LAG	The Learning Area on Dalmattan Islands, Croatia, encompasses territories of LAG Skoji, LAG Brač and LAG 5, covering the area from Dubrovnik-West Coast in Dubrovnik-Neretva County to the island of Solta in Split-Dalmatia County.					
Islatius			(Leader) project entity	Farming is dominated by permanent crops (olives, figs, caroub, almonds), but also supports remnants of pastoral systems as well as cultivation of medicinal and aromatic plants.					
				The Eastern Hills of Cluj, Romania, are part of the Natura 2000 network.					
Eastern Hills of Cluj	Romania	19 000 ha	N2000 site	The area includes a series of ridges with semi-natural pastures and meadows, associated arable land and orchards. Outstanding biodiversity is associated with traditional farmed habitats and farming practices, such as large-scale shepherded systems.					
Western Stara	Bulgaria	166 000 ha	Geographical/human identity and	Western Stara Planina region, Bulgaria, is an area with extensive pastures surrounded by forests and patches of small-scale arable land and traditional orchards.					
Planina region	buigdild	100 000 Ha	administrative limits	FS rely on extensive grazing by dairy cows and suckling cows, sheep and goats, and grassland mowing.					

HNV Link Atlas | PAGE 11



### The historical dimension

HNV farming is frequently associated with "traditional" farming. While this concept can be somehow vague and give a false impression of fixed agrarian systems, it nevertheless insists on the need to understand the historical dimension of HNV learning areas. The High Nature Value is a (fragle) heritage that can only be explained with a certain time perspective. Habitats result from a long co-evolution between FS and natural dynamics. This co-evolution frequently shows variations in terms of land-use and intensity in land-use: arable land might turn to pastures or woodland, pastures to arable... Species are able to adapt and to evolve when these changes retain key ecological functions at landscape level and take place at a pace consistent with gradual changes.

The historical dimension is also important in order to capture the cultural, institutional and sociological aspects. HNV conservation is a project that comes in a particular time that needs to be fully characterized in its time perspective: between critical danger and unprecedented awareness raising for environment and biodiversity. History leads to contrasted plausible futures.

In the process of delivering the baseline assessments, each LA coordinator was invited to tell the (hi)story of "his/her" area. The instruction was to set a timeline to organize the narrative, by proposing steps that would explain how we came to the current situation: what are the temporal milestones making sense in each territory? This being said, each LA should tell its own story, with its own perspective. The following pages show the different timelines produced in each LA. Note that for page layout constraints, it was to possible to make coincide all the periods on one common timeline.

### Box 3 : dealing with history in different LA- another challenging issue

In principle, history is a relevant dimension of a territory. But concretely, how to deal with this when you are not an historian? How far should you go?

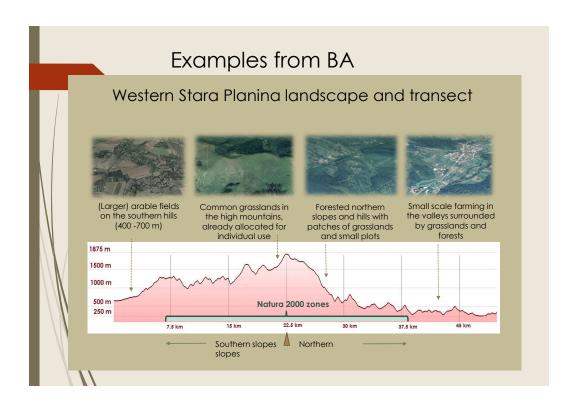
The LAs had different answers to this challenge, depending of their starting points. Some teams had already existing historical works ready to use, such as in the Burren or in Sweden. But the majority was dealing with a new piece of work.

The issue is not to make a full historical work, but to put the current situation in a time perspective that was meant, at least, to start after the last World War. This starting point – practically named 'heritage from the past' - coincides with the development of modern agriculture. With such a perspective, LA coordinators were invited to make the best use of three different types of data:

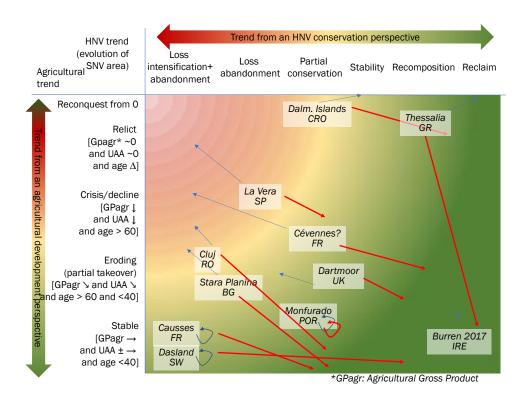
- Pictures, postcards, books showing landscapes and rural aspects of the area (see portfolio in following pages)
- Time series of statistics on agriculture, population, economy Historical studies or research

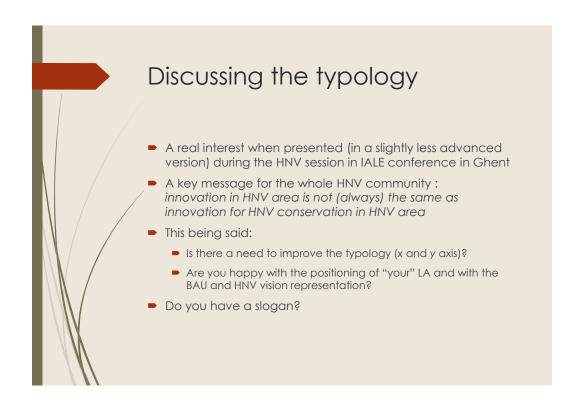
Judging on the outputs in the different BA, the treatment of this historical dimension does not pretend to be an academic work, but it gives to the BA and notably the future scenarios — the BAU and the vision — a perspective that would have been missing with only short term analysis. The enterprise should not aim at perfection, but it is worth being undertaken.

HNV Link Atlas | PAGE 13

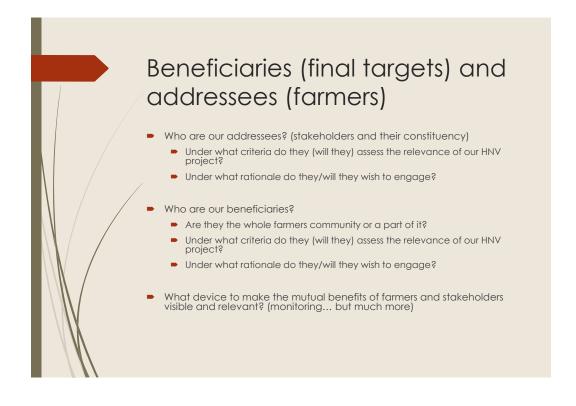












# Task 1.5 Valuating the findings/translating the findings into dissemination material

- This task consists in making the findings of the previous task (1.4) visible and useful for the wider community of HNV areas. It will be performed in close association with the leader of WP3 (dissemination). Short notes and interviews with associated actors in each LA, under the supervision of each coordinator will form the material disseminated, with regards to two dimensions of the baseline assessment: (i) Good practices and vigilance points in operating the baseline: what? How? Who? (ii) Good practice and vigilance points in making use of the baseline in the context of an innovative project. Such materials will be used on the Internet websites of the members of the consortium and on the specific Technical Network website.
- Due in three months (end of 2017)



### **Session 2: Innovation**

**W**hat have we learnt from our innovation assessments?

**H**ow do they feed into the next phases of HNV-LINK?

The Compendium

### Session 2 agenda

- 1. Introduction
- 2. LA summaries
- Innovation scoring scale and gaps, for each Theme
- Priorities for next phase Themes and specific issues
- Questions and feedback
- 3. Discussion
- What makes innovation happen/not happen?
- Innovation processes for HNV?
- Do we need more analysis?
- 4. Compendium use, format, production process

# **So far** [WP2] - learning about the innovation that exists, and that doesn't exist

### Some of the things we have learned about:

- How innovation is working for HNV farming, or not
- What makes innovation happen, what prevents it from happening
- How much innovation is there in the LA, relative to the needs of HNV farming (question of scale)
- What are the main gaps in innovation what still needs to be done – in the LA

### Next phase [WP3+WP4]

### Five (interlinked) lines of work going forward:

- Strengthen HNV in LA focusing on specific innovation gaps, promoting new projects, funding, dialogue, to generate benefits for HNV in the LA [WP4]
- Regional/national networking on HNV innovation meetings, workshops etc., to promote HNV innovation more widely [WP4]
- Cross-visits across the HNV-LINK network continuing the learning process, and supporting lobbying by showing local authorities what can be done [WP4]
- Reflect on innovation and analyse Including policy recommendations and scientific papers. [WP4]
- Disseminate and communicate the lessons learned LA, Regional, National and EU levels. [WP3]

### Overview of information from excel

### Total innovation examples

- **►** LA 63
- ► Non-LA <u>80</u> 143

### Weighting of examples by Theme

- Social/institutional 348
- Products/markets 289
- Technical 281
- Regulations 209

### HNV as an aim/outcome

- ► Explicit 63
- Direct 66
- Indirect 81
- Could be improved 65

## Scoring of LA innovation by Theme

	Social/ Institutional	Regulatory framework	Products/ Markets	Technical/ manage
BG				2
HR				
FR				
IE	4	3	1	2
GR	3	1	3	3
PT	2	1	2	1
RO	1	3	1	0
ES	1	1	1	1
SE				
UK	4	2	1	3

### LA summaries

### 10 MINUTES:

- Explain the score for each of the 4 Themes
- Highlight priorities (Themes and Issues) for next phase
- What scope exists for learning from innovation in other parts of the region/country

### **5 MINUTES:**

Questions/feedback from others

### Spain - La Vera

### **SOCIAL/INSTITUTIONAL - SCORE = 1**

Some moves to establish representation of extensive livestock farmers – a new association, just starting to get more organised and active in face of TB problems.

But absolutely no institutional process (local or regional) to support pastoral systems, no integration between administrative bodies or policies, no dialogue between administration and farmers, and no local project - apart from HNV-LINK.

### Spain - La Vera

### **REGULATORY FRAMEWORK - SCORE = 1**

No innovation at all from government, in fact there is a lot of "anti-innovation" with rules and regulations that are blocking innovation from producers (this situation applies to most areas of policy relevant to HNV farming).

There are beginnings of movements from civil society to ask for changes, e.g. in food hygiene and animal health. HNV-LINK is the first initiative in the area to try addressing these issues, and is making a very small start to inform and develop a group of interested producers.

### Spain – La Vera

### PRODUCTS/MARKETS - SCORE = 1

Some very minor initiatives, e.g. Caprites internet sales and a small handful of producers wanting to do things such as farmhouse cheese and direct sales of cheese and meat.

But these are hampered by a myriad of administrative and regulatory barriers. Currently there is no farm doing direct sales of cheese or meat (except for those with no licence)

The cooperative (CooLosar) is centralising milk collection, transformation and sales, but its innovation system is extremely weak and its relationship with HNV values is almost inexistent. The main cheese dairy in La Vera buys most of its milk from intensive goat systems in other parts of Spain.

## Spain – La Vera

### TECHNICAL/MANAGEMENT - SCORE = 1

There is a small pilot project for preventative burning of scrub.

But otherwise there are massive gaps under this theme: the vast communal pastures have no management planning; there has been no project to try grazing as a fire prevention tool; there is no monitoring of Natura 2000 habitat condition; half of goat farms are still milking by hand; nobody has tried to design or operate mobile cheese dairies; etc...

# La Vera - Priority issues and weighting by Themes

	S/	R/ F	P/ M	T/ M
HNV-support Project proposal – present to LAG	5	5	-	-
TB eradication programme changes – communication and lobby	5	5	-	3
Pilot Project for fire-prevention grazing – propose to govt for RDP	5	5	-	3
Pilot Project for integrated pasture management plan – HNV-LINK action already started	5	5	3	3
Food hygiene regs (and others that block on-farm processing, direct sales) adaptation and clarification – inform and lobby	5	5	5	3
CAP pasture eligibility – lobby govt for change	3	5	-	3
AEM proposal for upland Natura 2000 sites – sketch out a scheme and lobby govt to include in RDP	5	5	-	3



### Discussion session

- What makes innovation happen/prevents it from happening?
- Is there such a thing as an "HNV Innovation Process"? What is it?
- What additional analysis should we do, if any?
- Other questions?

# Compendium

### Compendium of ppt reports:

- What should we use it for, and how?
- What format?
- Separate LA reports for HNV-LINK website?
- ► Finalising LA reports: Cross-reading? Editing?

### Google-Excel:

- What should we use it for, and how?
- Public resource linked to Compendium, or internal only?

### Next steps/timetable:

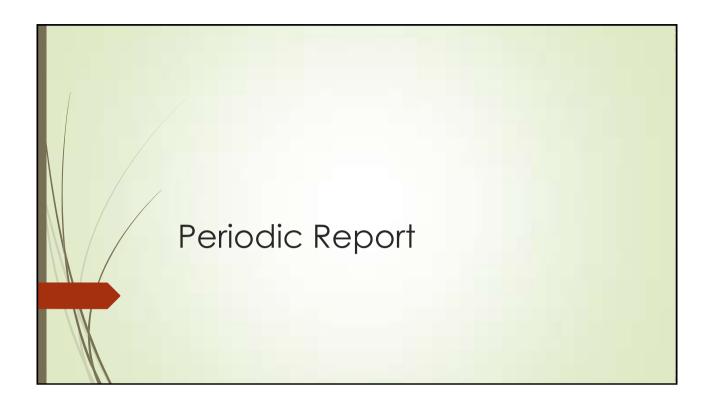
Other questions?



# **Project Review (RP1)**

@ Brussels (REA)- 12 January 2018

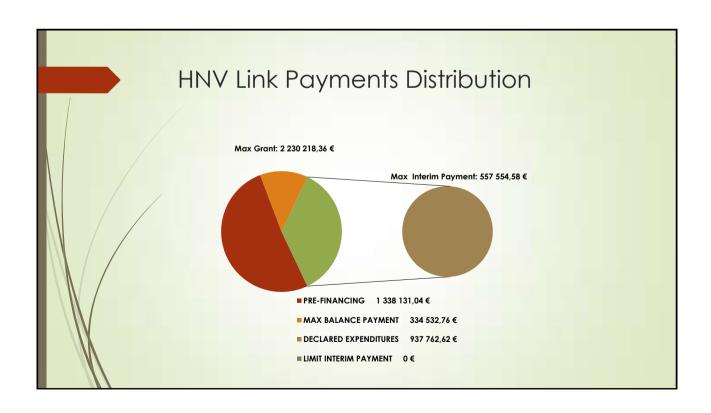
- WHO:
  - at least: the project coordinator + all WP Leaders AND other willing partners
  - 1 project advisor: Emanuela Marinelli, European Commission, Research Executive Agency, Sustainable Resources for Food Security and Growth
  - 2 monitors (external experts)
    - Anna Augustyn, Food and Agriculture Organisation of the United Nation, Poland
    - Simona Cristiano, University of Trás-os-Montes & Alto Douro, Italy
- HOW/WHAT:
- 1. Periodic report submission and related deliverables within the deadline of 30 November 2017.
- 2. Review of our Periodic Reports and deliverables by the project advisor and the experts
- 3. During the review meeting: questions and clarifications on outstanding points // provision of recommendations for the following reporting period where needed. The meeting is also an opportunity for HNV-Link network to ask an opinion or seek an advice.
- 4. Once the review exercise is fully finalized, a final review report of the project implementation will be sent to you.

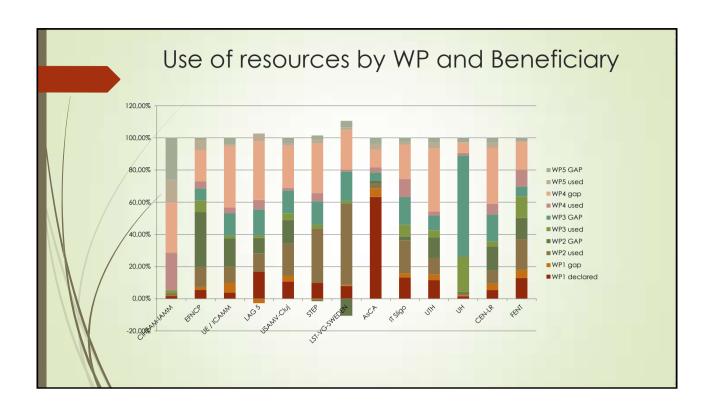


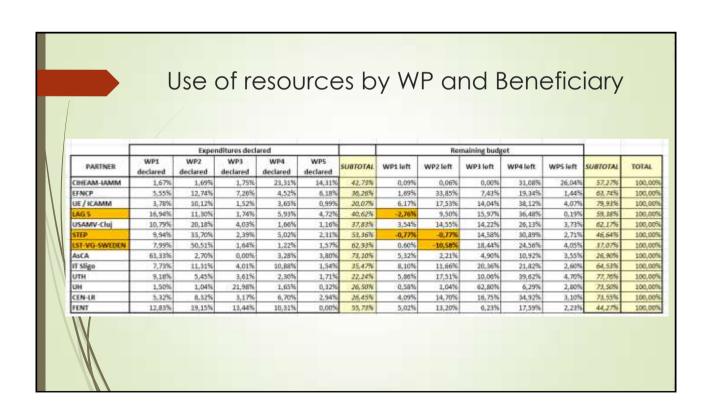
# Periodic Report = Reimbursement of expenses Calendar

- ► End of the 1st Financial Period: 30 September 2017
- Deadline to submit 1st Periodic Rapport to the Commission: 30th September 2017 (60 calendar days)
- Deadline for the reimbursement by the Commission: 90 days after the submission of the report by the coordinator
- Nevertheless, the Agency may stop the clock (and the 90 days deadline) if asks for further explanations
- The reimbursement is made on the basis of the eligible costs and within the limits explained above

					0.10		irces	G1					
		JOSEF MONITORING											
			t+1	1+1	t+18 - t+20	1+36 - 1+38 Balance // al						_	
			Pre-financing	Pre-financing - GP	Interim payment Limit (windursement rate of declared amount within the limit of the SON of the man Grant Agreement into pre- fice areas asserted.)	des fragens conducted Accepted Renducement of the eligible contra 800 + 50	Mex Grant	Percentage	DECLARED	% of Maa Grant	% of pre- financing used	Observations (date last reporting)	
			1 449 641,95	1 338 131,03	557 554,58	194 532,76	2 230 218,36	100,00%					1
			65,00N	60,00%	25,00%	25,00%	100,00%						
- 2	Nº	Partner Name											4
	1	DIREAM-MANN	281,960,76	214 125/802 €	8921875	88 631,26	356 875,00	16,00%	152 485,73 €	42,73%	71,21%	manufacture and the second	=4.
	2	EFNCP	244 515,63	225 697,502 €	94040.62	36 424,38	176 162,50	16,27%	156-414,78 €	36,26%	50,44%		-
	3	EU/ICAAM	96.362,50	BH 950,001 €	57082.50	22,237,50	148 250,00	2,60%	29748,04 €	20.07%	33,44%		-
	4	LAGS	79 de6,50	75002.001€	30.417,60	18 250,50	121 670,00	E,46%	49 423,54 €	40,62%	57,70%		-
	5	USAMV - CIVI	79378,13	79.097,501 €	30 453,12	18 27 1.88	121 812,50	1,40%	47.289.08 €	38,82%	64,70%		-4"
	6	STEP	88.062,63	90517.501 €	37.7(5,63	22 628,30	150 862,50	6,76%	#2.724,46 €	54,83%	91,39%		March 1
_	7	LST VG SWEDEN	99.301,66	91.722.454 €	30.217,56	22 990,54	152 870,25	1,00N	103 054,77 €	67,41%	112,36%		-
	8	ASCA	55 514,06	\$1343,751 €	21.381,54	31 510,94	95 406 25	3.87%	112 454,94 K	73,10%	171.84%		
	9	IT Sitgs	803-974,03	95/053,120 €	29 606,47	33.763,28	158.421,88	7,10%	80.054,73 €	54,70%	91,16%		-
W W	10	UTH	19 790,00	70 900,001.€	29:500,00	37.790,00	118 000,00	5,299	#1560,54 ¢	35,22%	58,70%		-
11 11 -	11	UH	342 679,46	331703.7514	54876.66	11925,94	219 506,25	3,696	58 170,85 €	16,50%	44.17%	metally behaviored a	-
100	11	CENTR	80948,30	74 722.501 E	31.134,17	15 600,63	124587,50	1,50%	34 202,85 €	27,51%	45,85%		-
1-	13	FENT	62.258,81	57 506,351 €	239634	31,176,56	95 843,75	4,50%	53 557,22 €	35,86%	98,10%	31/08/2017	t
1		TOTAL	.1.449 641,96	1 336 131,039 €	557 554,58 €	334532,76€	2 230 218,36 4	100,00%	987 762,62 €	42,05%	70,08%	100000000000000000000000000000000000000	







# Periodic Report : 2 parts Technical Reporting Financial Reporting

# Structure of the Periodic Report

### **TECHNICAL**

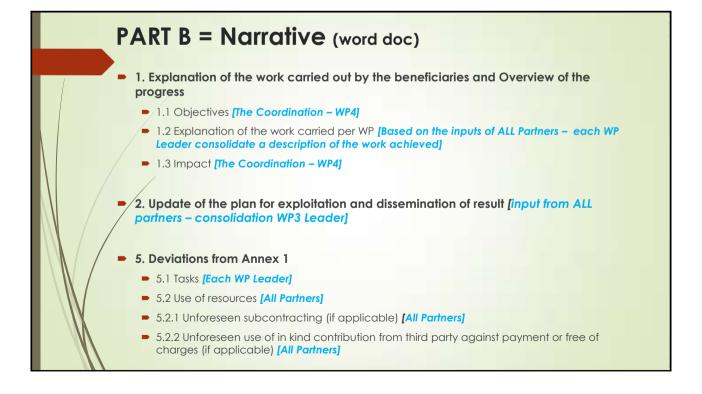
• Part A = general overview of the project = is generated by the IT system.

It is based on the information entered by the participants through the periodic report and continuous reporting modules of the electronic exchange system in the Participant Portal.

 Part B of the periodic technical report is the narrative part that includes explanations of the work carried out by the beneficiaries during the reporting period.

Part B needs to be uploaded as a PDF document following the template of Part B Periodic Technical report.





# Structure of the Periodic Report

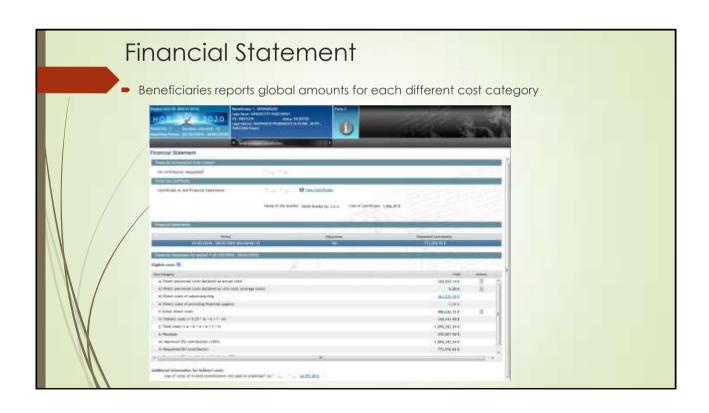
### **FINANCIAL**

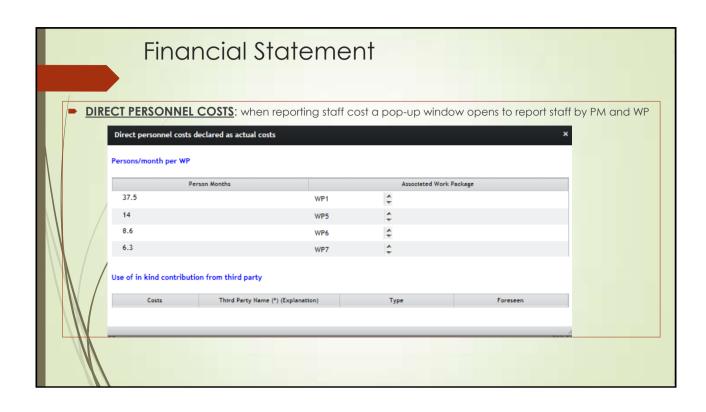
- Period concerned: from T -1 to T-18 April 2016 to September 2017
- Expenditures reported should be paid by the 30 September 2017
- Each Beneficiary complete its own Financial Statement Form C through the participant portal IT system
- Beneficiary's PFSign (Project Financial Signatory) sign the financial statements
- Linked Third Parties fill out their own financial statements. Nevertheless, since they has
  no access to the IT system, Beneficiaries download/upload L3P's reports
- The costs declared must be consistent with the use of the resources and the activities described in Annex 1
- Make sure your expenditures are eligible and you keep all your supporting documents with you

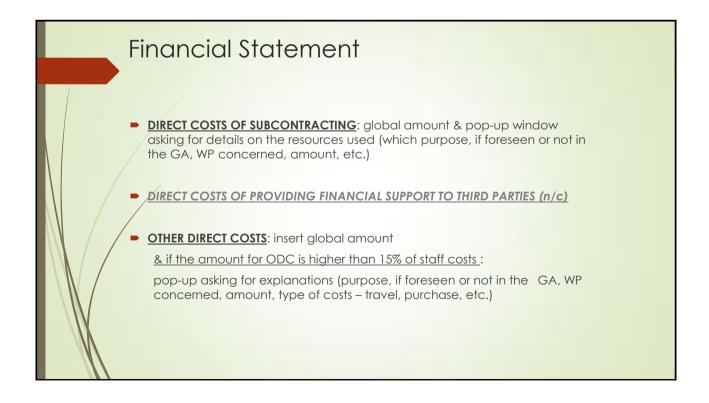
# Financial Report IN PRACTICE

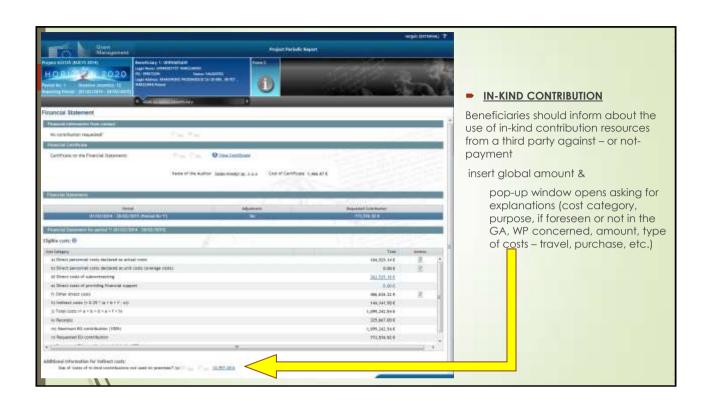
- All beneficiaries receive a notification and log on to the Participant Portal
- All Beneficiaries complete their own Financial Statement
- ▶ Beneficiaries e-sign and submit their Financial Statements to the Coordinator
- The Coordinator approves the elements of the Periodic Financial report and submits to the EU Services
- The EU Services review the submitted Report and accepts or rejects
- Interim Payment

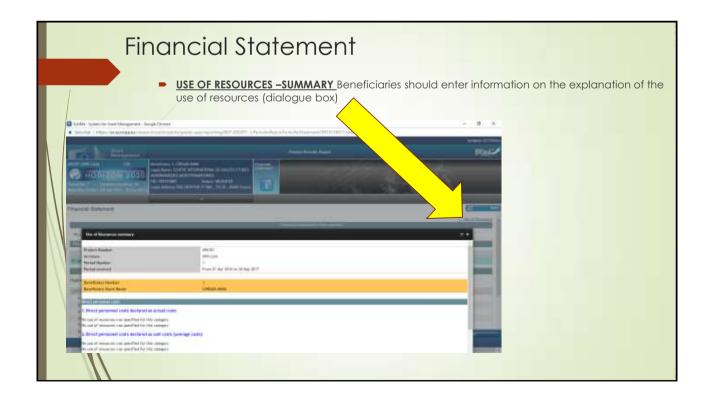


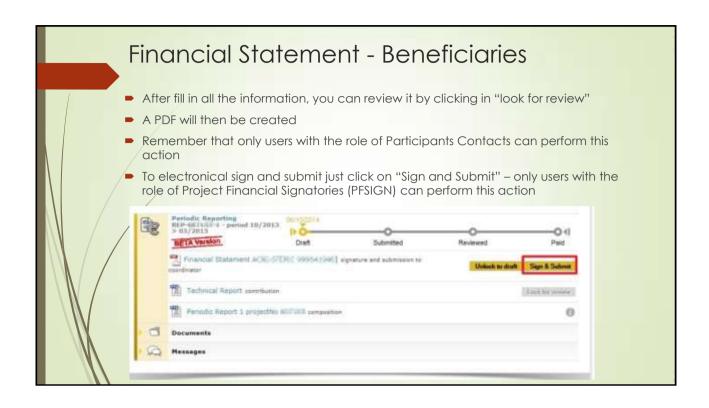


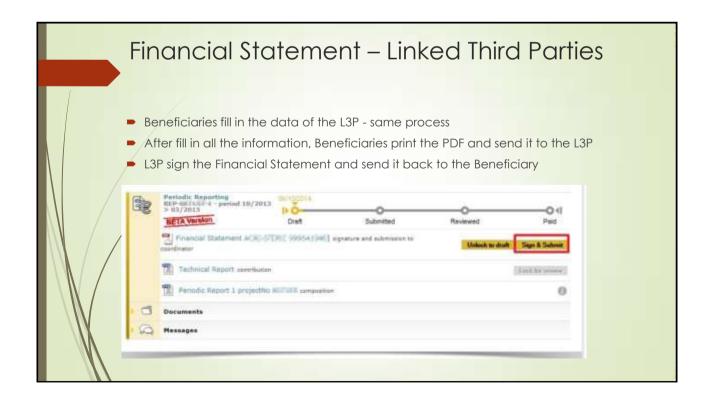




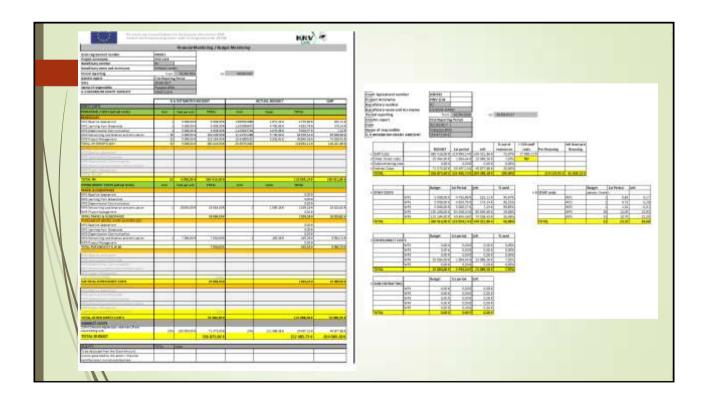














	anng ma	ncial Reporting
When	Who	What
13 of October	All partners to Maïté	Updated Financial monitoring (up to September 30 <sup>th</sup> ): List of expenses & Budget monitoring (2 excel files) Do not forget to indicate the nb of productive hours
20 of October	Maïté to all Partners	Consolidated Budget (excel file)
27 of October	All Partners to Maïté + Claire	Consolidated budget approved + Justification of deviations from Annex 1 - according to the 3 categories mentioned in Period Report Template Part 5) Deviation for Annex 1/5.2 5.2 Use of resources (Word document = Deviation document)

	Prep	paring Techn	ical Reporting
	When 10 of October	Mho All Partner to Irina	What  Update communication reporting list (excel on google drive)  https://docs.google.com/spreadsheets/d/15hNK0mv0bVok
13 of October	Claire to all WP leader and partners All Partners to each WP	8qJVy1dADXzZplpYLyOOlwcu1ZDM68Y/edit#gid=0  Template of the different "building blocks" of the technical report to be completed (word document)  "Explanation of the work carried out under the relative	
	27 di Octobel	Leaders	WP" (word document – Provide clear and measurable details, based on the Activity Sheet for those who have used it). Explanations has to be proportional to the resources used (financial statement) – please do not forget under WP 3 to indicate all conferences, seminars attended, etc.
	November 10 <sup>th</sup>	All WP Leaders to Claire	Consolidated building blocks of the technical report: 1.2 Explanation of the work carried per WP 2. Update of the plan for exploitation and dissemination of result 5. Deviations from Annex 1 //1. tasks

# Agenda for completing the ON-LINE PROCESS (under the IT Platform):

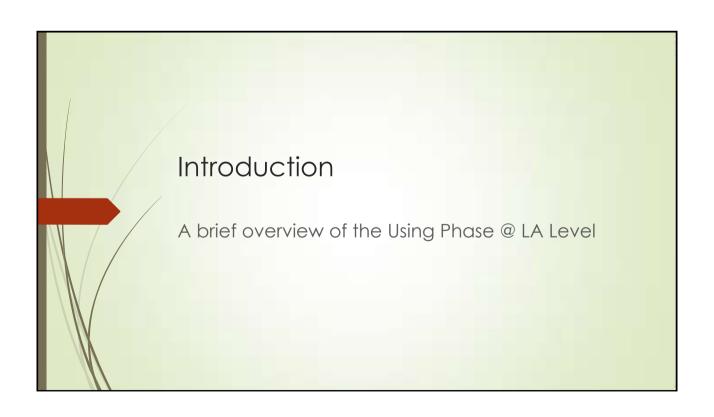
By the 10th of November, all participants comply with the following steps:

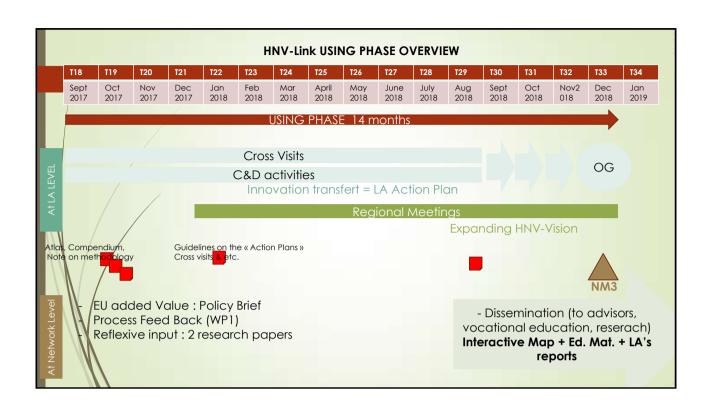
- ► Financial statements (process autonomous from the technical reporting)
- Enter their financial statements = based on the consolidated budget validated
- Enter the explanation of the use of resources (dialogue box) = based on the consolidated budget validated
- Validate Sign by your PFSign and Print Submission to the coordinator
- Validation by the coordinator submission to the EC REA
  - Technical statement : Continuous reporting
- Each partner: Scientific publication + Gender issues
- Each WP Leader : Deliverable, Milestones, critical risks
- WP3 & 4 : Dissemination (based on the google drive & activity sheets)

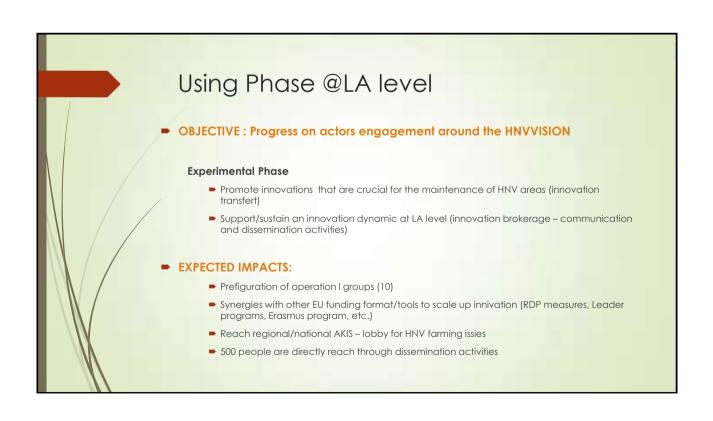
Agenda for completing the ON-LINE PROCESS (under the IT Platform):

- By the 17th of November, the coordinator comply with:
- The coordinator: summary for publication in the continuous Report
  - ■Technical report (narrative part word document)
- Consolidation of the Periodic Technical Report
- ▶ Pdf sign submission to the EC and request for refund

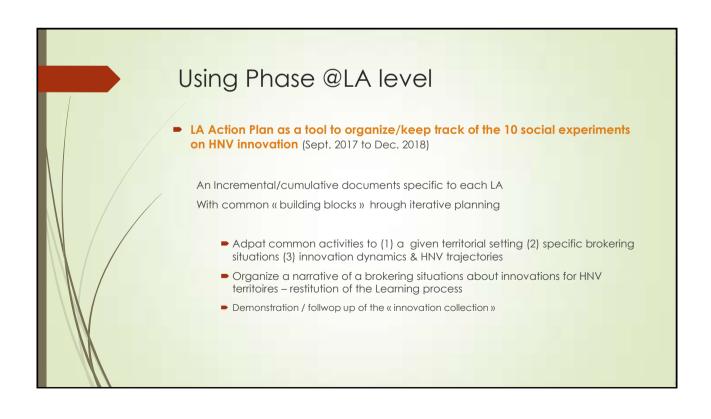








# Using Phase @LA level MEANS: common activites proposed though HNV-Link network..... Peer Learning exchanges – Cross visits: innovation transfert Dissemination – Communication activities: innovation brokering at territorial level LA regional meetings: expanding HNV vision, reaching the AKIS ...... To be adapted to 10 different contexts!!



# From yesterday discussions: 10 Innovation brokering situations

- ..... Using the same HNV-Link network as a « support service tool ». Position and fonction of HNV innovation brokers:
  - Not a neutral status = intentional
    - ⇒ 10 differencitated HNV visions : supporting farming wiithin the LA is not the same as supporting HNVf
    - ⇒ Normative bottom-line environmental accountability
  - Embeddeed into a social context = different legitimacy differenciate access to key actors of the innovation process
    - ⇒ not a deus ex machina = located into a distributed process of social innovation
    - ⇒ Strategic choices have to be made into the field of play (
  - ⇒ Using a wide range of techniques /endorsing different fonctions: knowldege and technology transfer, advisory/consultancy to farmers (backstopping them) marketing and demand articulation, networking facilitation, capacity building, access to resources (public format), etc.
    - ⇒ Specific profiles
  - ▶ Long term comitment: not project driven or short term maximization = a common point
  - ► HNV innovation brokers = Innovation brokers of a specific type !!

# Starting point for the using phase

Necessity to narrow the priorities (raised up during the session 2 on « innovation situation scoring » )...
.... to realistically target the activities/means and have maximum result through HNV-Link project + that have effective effect on HNV farming!!

Necessity to make straegic choices explicit: pragmatic posture

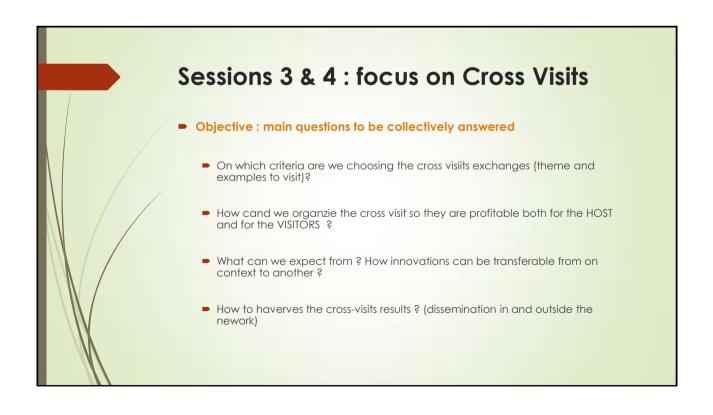
LA priorities - innovation needs + Actors : beneficiaries versus attendees + Qualify the type of support you cauld endorse (presentation of Marija)

 Please, reconsider your needs based on yesterdays discussions and outputs (GAP identified through the BA assessment + Scoring Innovation Situation in the LA)

(ex. Portugal)

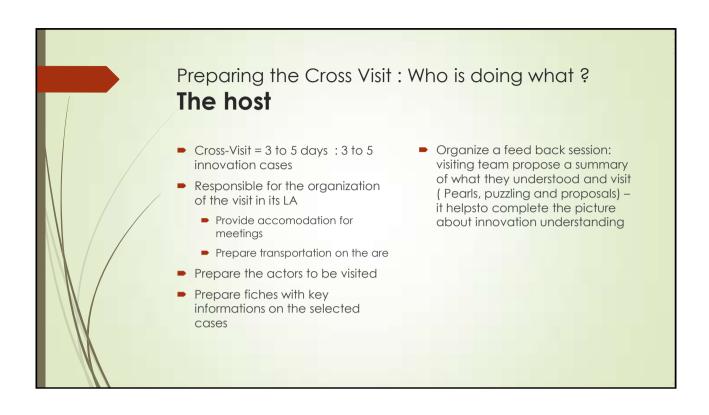
- (1) add or remove "innovation needs" to have a short strategic list
- (2) rephrase/specify who are the Direct Beneficiaries? Who are the other actors to involve?
- (3) prioritize
- (4) type of brokering activity: cross visit, dissemination activities, LA regional meetings



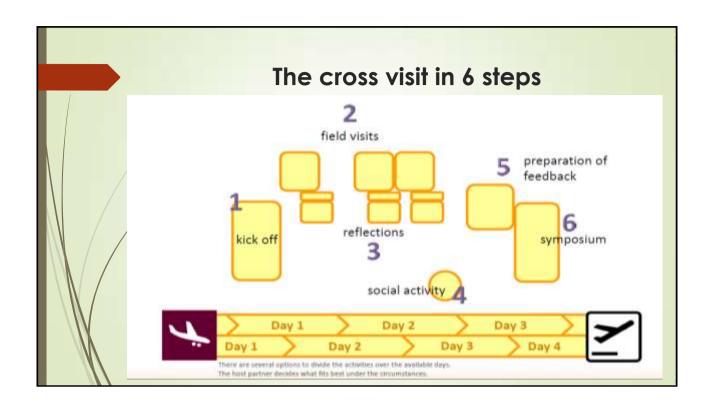


# Sessions 3 & 4 : focus on Cross Visits Organization of the sessions: progressing on those questions MORNING Drafting a methodology fro the Cross Visits (objective, principles, steps, outcomes) Starting to organize possible combinations of Cross Visits: the « speed dating session » AFTERNOON Field Visit: testing and improving the Cross visit methodology Expected outputs: Wish list versus Offer List = list of matches Collective organization principle Draft methodology for the Cross Visits

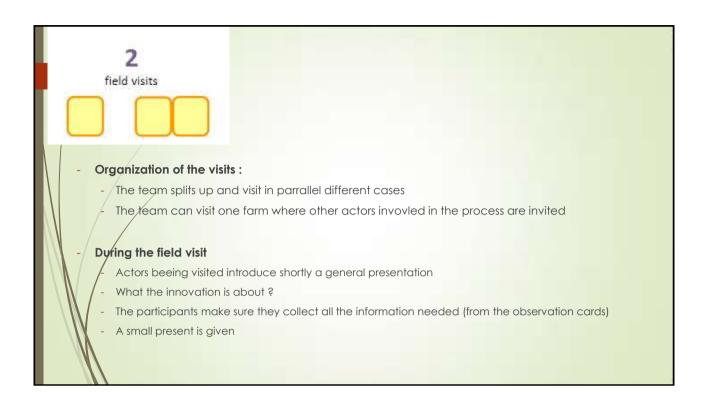






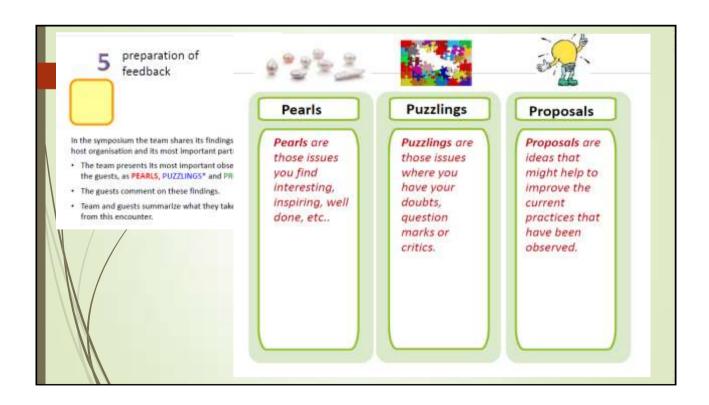


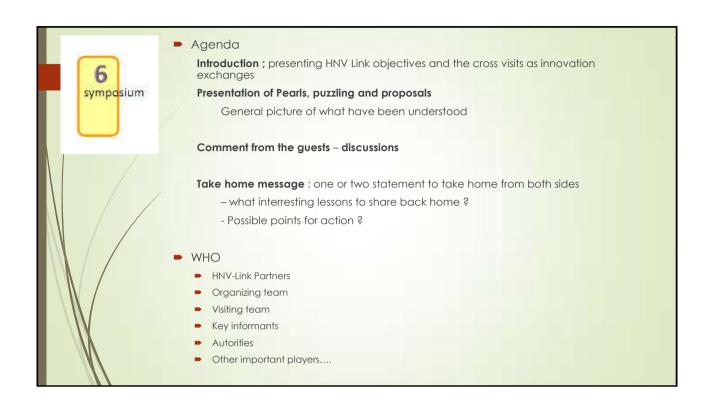


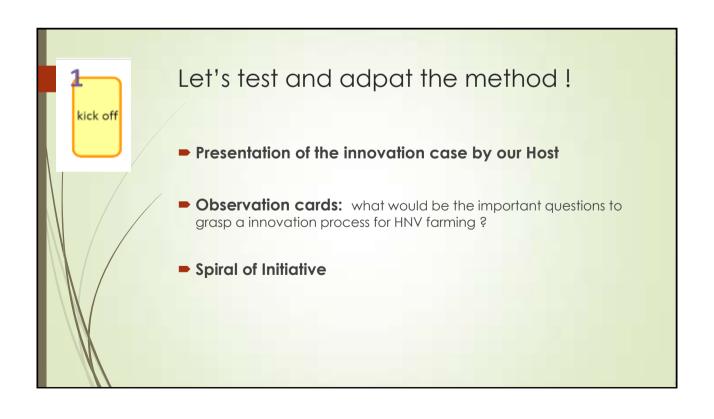


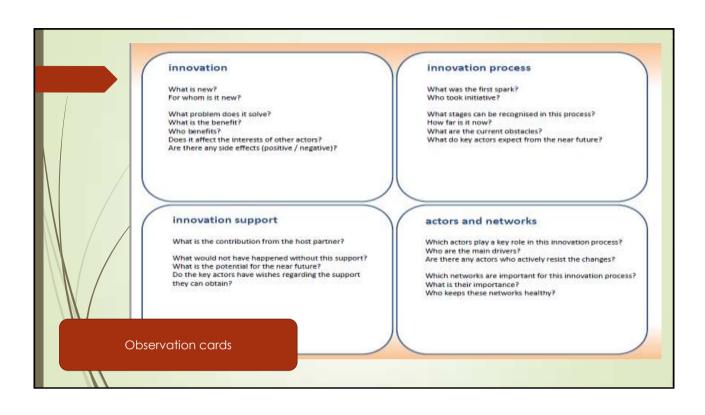




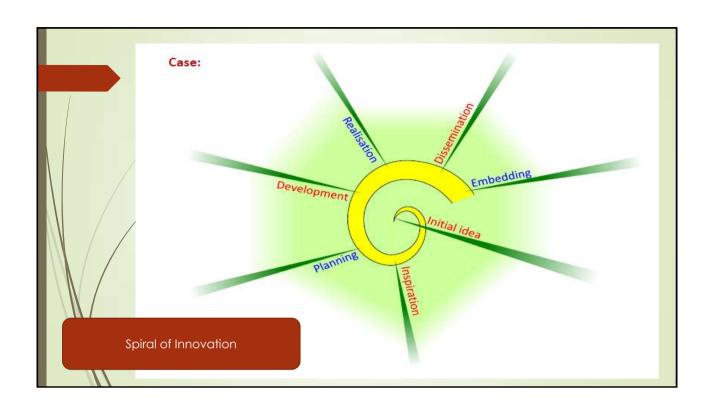


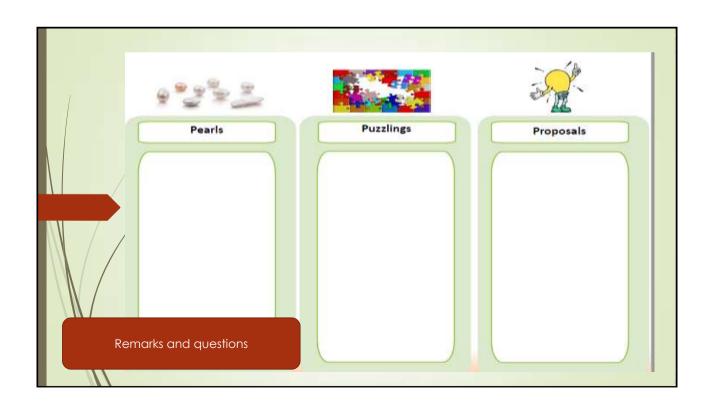






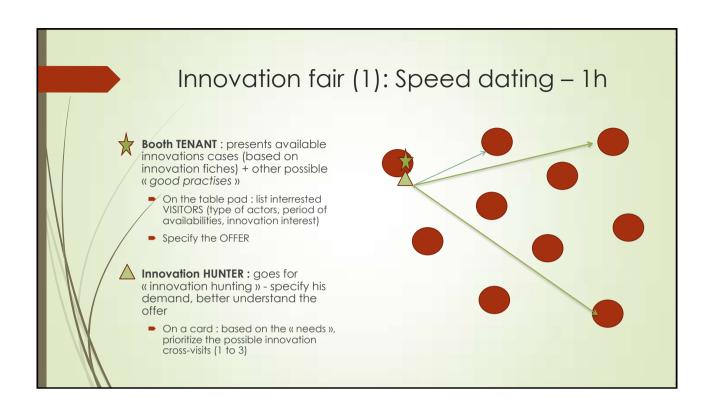




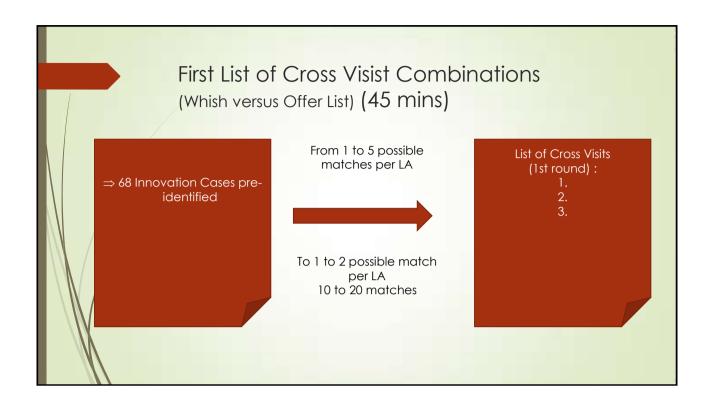












## Dissemination workshop - WHY

### 10 dissemination plans (part of LA action plans)

Aim: reaching to the target groups (WP1), addressing key innovation gaps and priorities (WP2), further expanding the network, building innovative multi-actor groups dedicated to HNVf and making the project results known and (potentially) replicated elsewhere.

- What are ALL key target groups that the LA should reach (in ideal world)?
- Which of these are reached (at the innovation seminars)?
- Which are still missing and yet critical for your priorities? should be the focus

### Suggestions:

- Reaching AKIS, seeding / initiating an Operational group
- Role for regional meetings
- New funding sources

# Dissemination workshop - HOW

- 1. Five tables with representatives of <u>different</u> LAs (no two people from the same!).
- 2. One Learning Area at each "focal LAs".
- 3. Draft a dissemination plan for each focal LA.
- 4. Re-group for the rest 5 LAs.
- 5. LA teams convene for reflection
- 6. Summing up.

www.hnvlink.e





# Dissemination workshop

- 1. Five tables.
- 2. One Learning Area at each "focal LAs".
- 3. Draft a dissemination plan for each focal LA.
- 4. Re-group for the rest 5 LAs.
- 5. LA teams convene for reflection: choose 1 idea/feedback/take-home message -> Flinga: https://edu.flinga.fi/s/WULXCK
- 6. Summing up.

www.hnvlink.eu

HNV-Link // NM#2 - EVORA (Portugal)



# 10 LA Innovation Scoring and Priorities

Session 2 – Collection of Innovation from the Grassroots



### LA innovations scoring and needs in WSP

**Regulations** 

and Policy

Farming

Cooperation of farmers have stated

Needs: Improve the quality of live of HNV farmers, attract young farmers, change the social perception for HNV farmers, EIP operational group Mobile advisory teams Targeted and thematic workshops with all stakeholders Constructive dialogue platforms

Social and Institutional

Products and

Markets

AECM supporting HNV grasslands; Natura 2000 measure, direct sales legislation – but not for plant products and meat. Rules for use of municipal grasslands in favour of livestock breeders.

Needs: Some adaptation of CAP rules for supporting schemes for HNV farmers (pillar 1 and coupled support

Direct sales are becoming popular. Single initiatives for on-line sales

natural resources of the LA.

Needs: Promotion of grass-fed livestock products and initiatives showing the well-being of grass-fed livestock can gain consumers confidence Diversification of products and processing technologies using the

Depend on the farmers skills and Management motivation Electric fences, but not for sheep and goats Limited use of rotational grazing Needs: Mobile dairies and abattoirs

Access to RDP investment support for farm modernization New nature friendly technologies for scrub and health control

### Social and institutional - innovation priorities

Targeted and thematic workshops with participation of all stakeholders are needed for knowledge transfer and constructive dialogue between different actors for adaptation of the existing legislation to the regional needs of the HNV farmers and promotion of innovative solutions.

Promote cooperation between farmers and processors – EIP operational group

Raise public awareness and changing the current perception for the HNV farmers and their live

Mobile advisory teams for HNV farmers (maybe a common initiative with NAAS)

### Regulatory framework - innovation priorities

Adaptation of the rules of Pillar 1 support schemes to the regional needs of the HNV farmerseligibility rules for HNV farmers, support targeted to the real farmers, criteria tailored to the needs of HNV farmers: duration of the contracts for the use of municipal grasslands, criteria for the coupled support schemes,etc.

Direct sales legislation for meat and plant products.

### Products and markets - innovation priorities

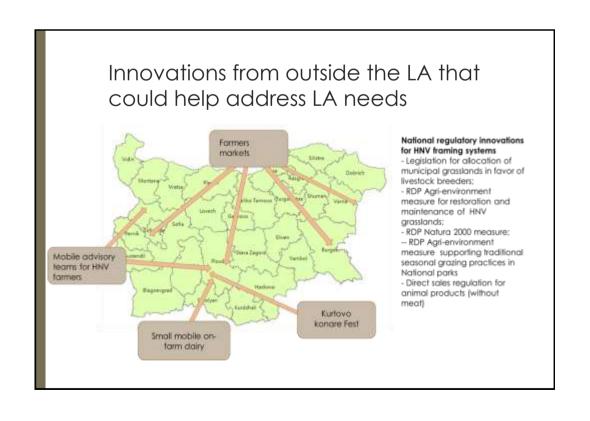
Promotion of the grass-fed livestock breeding products

Training on diversification of products by using the natural resources of the area (herbs, bacteria, etc.)

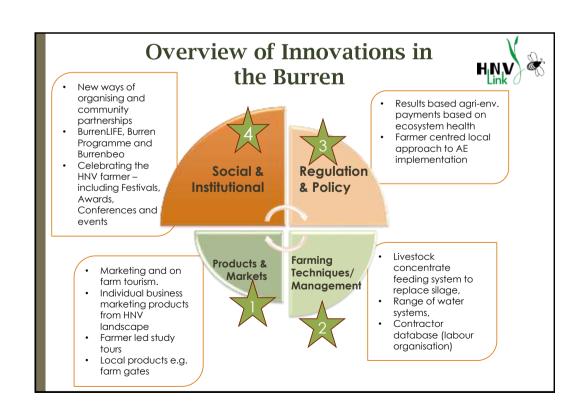
# Farm techniques and management - innovation priorities

Demonstration of HNV farming practices, including promotion of rotational grazing and electric fences for sheep and goats

Training of HNV farmers in food processing technologies.









# Burren social and institutional innovation

Social and institutional - innovation needs	Possible approaches
Farmers hosting (guiding, accommodating) study groups, volunteers, students and visitors	Training programme and development of best practice guides and demonstration businesses.
Innovation re inheritance and succession	Investigate approaches to farm partnerships, share farming (possibility to expand to shared land use e.g. farming and tourism?)
Networking between farmers and among farmers, local businesses and other local residents	Farmers network discussion groups for knowledge sharing. Wider network initiated at Burren Winterage School and developed throughBurrenbeo.
Community wellbeing initiatives	Work with range of organisations to develop community projects in Burren, building on ChangeX Burren Initiative www.changex.org



# Burren regulatory framework innovation

Regulatory framework - innovation needs	Possible approaches
Long term future for RBAPS/Hybrid Agri-environment schemes	Future CAP RDP regulations need to have dedicated article for this type of AEM. Needs to facilitate 15 year contracts
More devolved (local-level) decision-making powers to streamline regulations	A new model for government departments and agencies to support local communities; "local area innovation officers" to encourage and support new ideas
A more strategic/integrated approach to the management of the Burren	Government at EU and national level need to work closely together to develop a more integrated approach to land use policy and management



# Burren farm techniques and management innovation

Farm techniques and management - innovation needs	Possible approaches
Techniques to aid control of scrub	Efficient control of regrowth and use of brashings needs to be investigated
New technologies to reduce labour intensive practices	Satellite technology/trackers/drones be used to reduce herding times. Automated timed feeders for concentrate using solar/wind power
Consolidating scattered holdings and enhancing access to holdings	Possible to investigate as part of share farming/partnerships (see social and institutional innovations needs above)



# Burren products and markets innovation

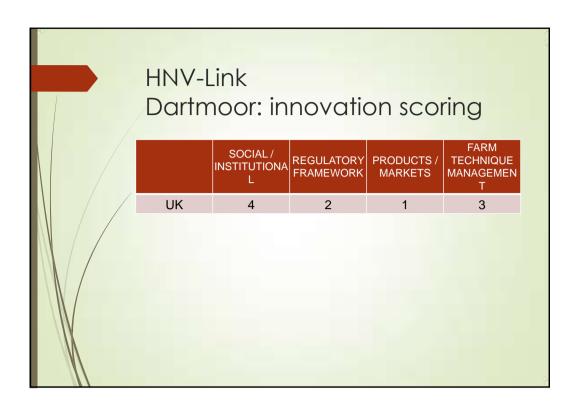
Products and markets - innovation needs	Possible approaches
New product development	New products might include goat meat; hazelnut products; biochar
Direct sales by farmers	Individual farmers market products to tourist on farm walks. May need to revisit a Burren producers group which has been piloted during BurrenLIFE
Other ecosystems services (apart from productive services) marketed as product from land	Create a market akin to the market created by the Burren Programme for biodiversity for other ecosystem services
Farmers need to harness opportunities from tourism and environmental credentials of Burren	Burren as a learning landscape with farmers as the main hosts.

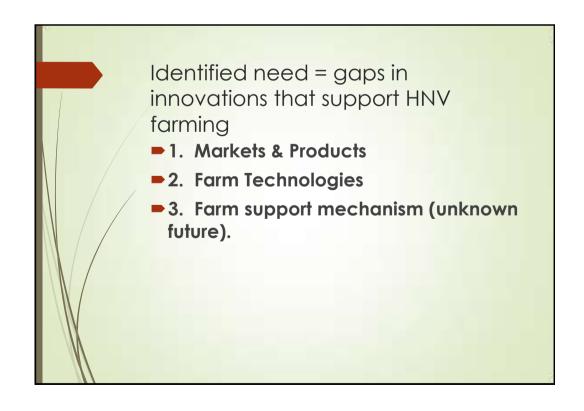
# Innovation examples in the Burren: what are their strengths and weaknesses for HNV farming?



- Partnership approach of BurrenLIFE and the ongoing Burren Programme
- Burren Programme: Hybrid model of Payment for results/payments for ecosystem services
- Burren Programme: Farmer-centred AES design
- Burren Programme: Burren concentrate feed and water systems
- Community Stewardship:Burrenbeo Trust education and communication initiatives
- Celebrating the farmer: Farming for Conservation
   Awards
- Adding Value: Burren Products, Marketing and Connecting people and place farm tourism (contributing to valorisation of HNV landscape)











### Social and institutional – Score 2

- Some innovations but :
  - Not in the LA scale
  - Not sufficiently effective
  - Some issues still without real innovation (new farmer, job appeal, working conditions)
  - Not focus on HNV farming
- Good ability to federate
- Existing innovations:
  - Intercommunal Pastoral Agreement > Collaboration between elected municipal officials, breeders, researchers and residents to express the will to preserve pastoralism
  - Life+Mil'Ouv > innovative approach with environmental technician and agricultural technician
- BUT the breeder's job lack appeal and poor recognition of the multifunctional nature of breeding



## Regulatory framework – score 3

- A regulatory and legislative base peculiar to France and rather favorable to HNV farming and on-farm processing
  - Career leasing
- Recent developments in public policies in favor of pastoralism in the Causses and the Cevennes
  - Oak and chestnut woods with special dispensation for CAP subsidies
- Stricter rules in France than in some other EU countries (chemical products use), higher cost of labor > feeling of unfair competition
- BUT predation is a major issue (because it is a protected specie), improve the conditions and allocation of agri-environmental subsidies for pastoral land and need for administrative simplification for farmers



#### Products and markets - score 4

- Numerous approaches to marketing products: direct sale on the farm, on the markets, on the Internet or in specialized shops, exchange platform or contract between producers and consumers
- Products with high added value: especially for cheeses less true for meat (Long marketing chain still has the priority with price fluctuations)
- Many initiatives for recognition of product quality
- Mutation in progress in the Roquefort
- (Re-)development of new sectors as stone or wool
- Recognition UNESCO vector of a quality image?
- BUT Loss of collective facilities such as The Vigan slaughterhouse or local dairy industry weaks the sector and there is still work to be done to inform farmers of all their possibilities



### Farm techniques – score 4

- Many technological innovations even though not always well known
- Some programs are trying to provide technical solutions to farmers (Life+Mil'Ouv, SALSA)
- Training and information are well accessible to farmers (Concours Prairies Fleuries > HNV farming)
- BUT lack of funding, lack of transmission of know-how, lack of research into the consequences of climate change in HNV pastures



### Causses and Cevennes priorities going forwards

- Priority given to social and institutional innovations
  - Well being of breeders
  - Generation renewal
  - Role of farmers in the society
- Without farmers, no agriculture HNV so this point is the most important!
- Main issues :
  - Transmission of farms, installation of young people
  - Access to land
  - Reduce constraints and make the work easier
  - Improve the breeder's social condition
  - Better income
  - Lower stress (predation, uncertainty about the future)
- Some innovations exist in France, especially in the area where there is a product with high added value (Comté, Champagne) but no efficient solution
- Better communication



[HNV-Link] 01-	04 October 2017	LA THESSALIA	University of Thessaly
	1. Report on t	he scale of HNV innovatio	
7			<b>HANN</b> Funded by the European

LA THESSALIA [HNV-Link] 01-04 October 2017 University of Thessaly category: "Social and institutional" ✓ Creating new forms of organization for producers, entrepreneurs (SCE, IKE, coops etc.) and multi-stakeholder by broadening the functions of the local social system (governance: Network Pinde, cluster Terra Thessalia). These co-operations support: a) small size agriculture and promotion of the specific characteristics of its HNVF and their connection with the craft industries. b) training and active participation of actors in multi-objective interventions that incorporate HNVF management. ✓ Launching initiatives concerning the design and management of land use, pastures and biodiversity involving local actors on the scale of community and municipality Creation of only few and scattered new forms of organization because: 28 score: (a) the legislative framework is recent, 3 (b) time and a support structure (education-awareness, monitoring) is needed in order to incorporate strong informal partnerships ниу 🤻 Funded by the European Union [HNV-Link] 01-04 October 2017 LA THESSALIA

University of Thessaly

#### Category: «Regulatory framework»

- ✓ Completion of the institutional framework for the management of protected areas such as Natura 2000
- ✓ New institutional framework for the creation of new forms of organization
- ✓ non-activation of the RDP measures on preserving and improving biodiversity, areas of the Natura 2000 network, landscapes etc.
- ✓ Proposals for the amendment of regulations (eg. raw milk) are made by local bodies (eg Terra Thessalia) as part of pilot projects-applications
- ✓ The regulatory framework for GI products has been used in the PDO case for 3 types of cheese products and 2 wines

**2**9

Requires:

score:

a/ bottom-up mobilization of local actors (public, social & private)

b/ local pilot surveys in order to define the

specifications needed for their implementation

Funded by the Furonean Union

[HNV-Link] 01-04 October 2017

LA THESSALIA

University of Thessaly

#### Category: «Products and Markets»

- a/ GI products (PDO, PGI, FAT, local quality standards)
- b/ development of short chains aiming at the members of diaspora and consumer co-operatives as loyal product markets (alternative markets)
- c/ a search for quality markets similar to that made by Terra Thessalia, utilizing new forms of cooperation, new tools, local Leaders etc.

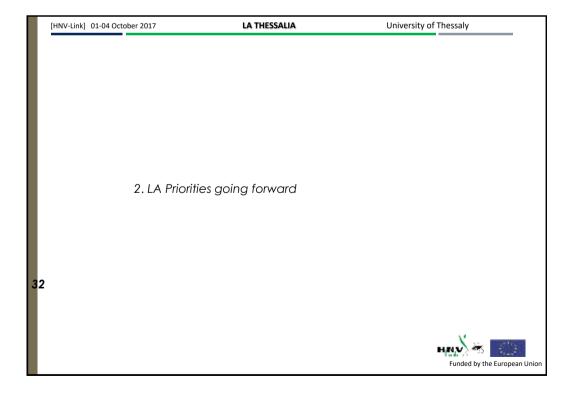
**3**0

score:

Enabling relevant RDP funding measures will reinforce these initiatives. Support structures need to specialize more on issues around the promotion of HNVF values to consumers.



LA THESSALIA University of Thessaly [HNV-Link] 01-04 October 2017 Category: «Farm techniques and management» \* the progress/diffusion of innovation is limited due to a deficit of research on the relationship between biodiversity and HNVf ❖ Traditional knowledge, practices and know-how dominate in HNVF and they have just begun their osmosis with new methods and technological tools in the fields of (a) land use management; and (b) practices and techniques that will support grazing management of pastoral herds The majority of holdings that have new leaders or successors score: have largely adopted new production techniques and, to a 31 3 lesser extent, farm management techniques (financing through improvement plans (PDR) and cheese-making units)



	[HNV-Link] 01-04 October 2017	LA THESSAI	LIA	University of Thessaly	
	highest priority: Social and Institutional , (importance's order : 1, 3, 4,				
	specific innovation gap	os	top prioriti	es for the next phase	
•	Lack of experience in the o multi-holding cooperation of coordination forms (governa- integrate HNVf	and	framework of d	's multi-holding & institutiono ecentralization and RDP, erience from other countries	
*	Lack of a support structure term HNV "animation" pro LA		(Development	of a Coordination Center Agencies, University and Ution Laboratories etc)	
33	<ul> <li>Organization of local group management of land use a resources (HNVf, Natura 200 tourism) in the scale of the a and the Municipality</li> </ul>	nd natural 00, rural	entrepreneurs, representative	y of producers, the Diaspora (internal), s of the community w farmers is a driving force of LA's HNVf	
	Reinforcement of productions participation in plantagement procedures land use, pastures and biodenic	anning and concerning	to support pro- decision makir	of interactive spatial tools cedures of consultation, ng, preparation and on of management plans	

[HNV-Link] 01-04 October 2017

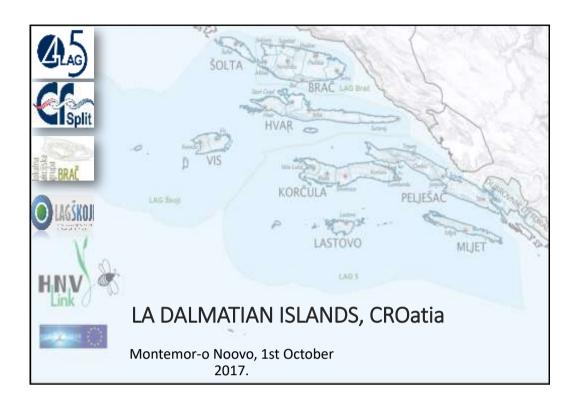
LA THESSALIA

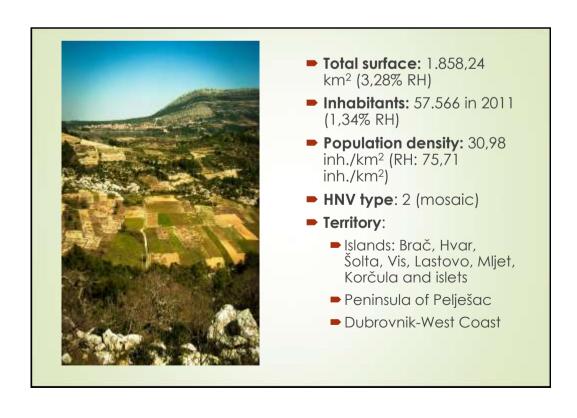
University of Thessaly

#### transferring innovation experiences

- Utilization of the knowledge around the organization and function of Terra Thessalia
- Implementation of the Participatory Guarantee Systeme and integration with in it of processes from Certification and/or promotion of agricultural products produced within NATURA 2000 areas
- Learning and use on behalf of:
  - o <u>farmers</u>, of the **GPS Tracking** for monitoring and certification of extensive livestock farming
  - <u>stakeholders</u>, of the **Diagnostic and participatory planning tools**, which help them to participate, in better terms, in
     the decision-making process and the management of
     their area







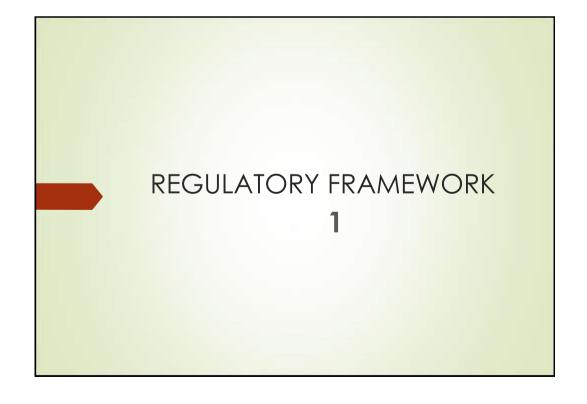
### **OUR VISION**

Preserved mosaic landscape as a result of interrelationship between low intensity agriculture and rural tourism based local resources and top quality products

SOCIAL/INSTITUTIONAL SCORE

2

Social and institutional - innovation needs	Possible approaches
Establish long-term HNV "animation" project for LA Dalmatian islands	Design a project for RDP measure 16.1.1.
Integrate the approach of government departments towards mosaic agriculture	Regional authorities develop a strategy and a cross-departmental working group with island LAGs
Create an online and transparent platform for acquiring state land for stewardship	National authorities establish dialogue with local actors for development of approaches
Sharing of good farming practices	Capacity building in the form of exchange of good practices should be provided associated to subsidie for HNV farming.



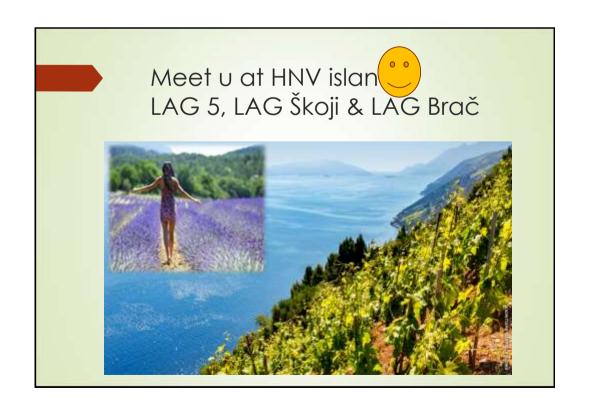
Regulatory framework - innovation needs	Possible approaches
Solve the severe limitations of Pillar 1 for support to mosaic agriculture	It is necessary to establish an operational group within the National rural network the would draft policy recommendations that are adapt to the realities of mosaic agriculture and insularity
Use RDP measures to support HNVf on large scale, for biodiversity and fire prevention	Advocate for a modifications in submesure 4.4.1. and Measure 10. Additional points fo HNVf activities funded through measure 6.1 6.2; 6.3; 4.1.1; 4.1. Changes in measure 4.3.2 that foster land management by farmers
Implement sustainability criteria in state-owned land	Monitoring of lands given for concession in order to preserve agricultural landscape patriomony and foster biodiversity



Products and markets - innovation needs	Possible approaches
Promote HNVf products and practices	Establish a centre for agrobiodiversity of the islands: educational, economical and tourist development centre for preservation of agrobiodiversity and the promotion of elements of traditional agricultural cultures
Develop certifications	Design a certification for the islander HNVf products and specific support marketing and distribution measures for the holders of the certificate
Laboratory for HNVf fostering tourism	Create a collaborative platform of multistakeholders from the islands that will develop HNVf friendly tourist products and services and create an overarching marketing strategy for the area
Developing volunteering tourism	Introduce volontourism as a way to battle lack of labour force



Farm techniques and management - innovation needs	Possible approaches
Use grazing as a tool for reducing fire risks in critical areas	Identify key actors in the area and develop specific programmes and legislative framework with local and regional authorities that would support this type of activity
Reconstruction and maintenance of dry stone walls	Establish unformal education in order to preserve that knowledge as well as to identify bio-cultural hotspots and visitor infrastructure as to ensure its economical viability
Reintroducing animals	Develop project on the LAG level that would promote reintroduction of breeding at a scale of a SMS in order to preserve ecologic balance.







#### Sítio de Monfurado Innovation portrait

#### **Social and Institutional Innovation**

#### What we need:

- ➤ Integrated approach or strategy in favour of HNV Montado
- > To embrace multifunctionality in the Montado

#### What we have:

- ➤ A Life program in the past, (GAPS, 2003-2008) resulted in a guidance management plan for the LA **but** with no real impact on land managers decisions!
- Few collective initiatives related to the Montado promoted by the Municipalities, LAGs and the University of Évora (Tertúlia do Montado).

Innovation Theme	Monfurado score
Social and institutional	2

HNV-Link NM#2

Montemor-o-Novo, 2-4 October 2017



#### Sítio de Monfurado Innovation portrait

#### **Regulatory Framework Innovation**

#### What we need:

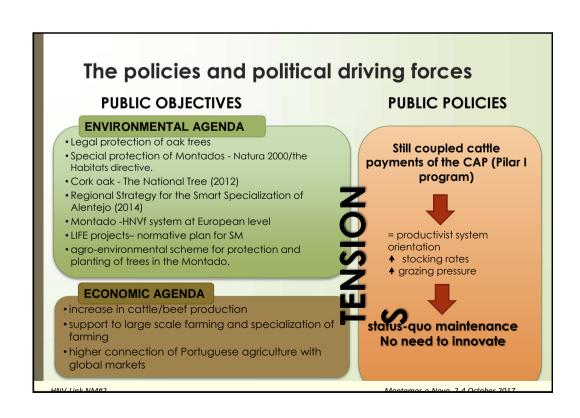
- Innovative taylord agri-environmental measures to support HNV Montado, particularly for soil management practices, oak recruitment and grazing management.
- > To embrace multifunctionality in the Montado

#### What we have:

➤ Tensions between public objectives (environmental and economic agendas) and public policies ►

Innovation Theme	Monfurado score
Regulatory Framework	1

HNV-Link NM#2 Montemor-o-Novo, 2-4 October 2017





#### Sítio de Monfurado Innovation portrait

#### **Products and Markets Innovation**

#### What we need:

- ➤ Promote the HNV Montado system as a unique ecosystem with unique products and services create a territorial and or HNV type Montado brand
- ➤ Valorise the Montado products within the territory and as differentiated products (eg undifferentiated livestock commercialization)

#### What we have:

- Some (few) individual farm initiatives of direct commercialization with own brand
- > Several products with PDOs and PGI though not very attractive for producers
- ➤ Few collective market initiatives ( local product fairs and campaigns involving farmers, associations, ONGs, municipalities..)

Innovation Theme	Monfurado score
Products and markets	2

HNV-Link NM#2 Montemor-o-Novo, 2-4 October 2017



#### Sítio de Monfurado Innovation portrait

### Farm techniques and management Innovation What we need:

- > Soil management to restore and gain fertility
- > Promote and protect oak regeneration
- > Oak health targeted management
- > Adapted grazing management
- Management for multifunctionality

#### What we have:

- ➤ Few individual farmers using conservation agriculture principals supported by the informal group "A healthy soil as the core of the Montado system"
- ➤ A recent research project (Uevora) to develop a web/mobile tool to monitor the Montado system for adapted grazing management.

Innovation Theme	Monfurado score
Farm techniques and management	1

HNV-Link NM#2 Montemor-o-Novo, 2-4 Octob



#### Sítio de Monfurado - The next step for HNV-Link

#### Priority questions - innovation gaps:

- 1. Low soil fertility
- 2. Very deficient oak recruitment
- 3. Undifferentiated products of the Montado



#### Innovation themes:

**Regulations and policy** 

Farming techniques and management

#### Main priority for next phase:

 Co-construction of agro environmental measures that set objectives related to resilience of HNV Montado (oak regeneration, soil fertility...) with the users, and apply a « payment for results » or mixed approach to promote these objectives.

HNV-Link NM#2

Montemor-o-Novo, 2-4 October 2017



#### Sítio de Monfurado - The next step for HNV-Link

#### Strategy:

#### Actors so far:

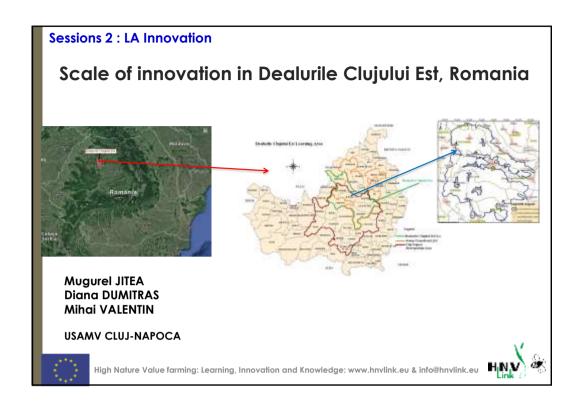
- Farmers
- Farmers associations
- Administration: GPP (planning and policy making office); regional direction of agriculture; Nature and forest conservation.
- Researchers (UE, ICAAM..)
- NGOs
- .....

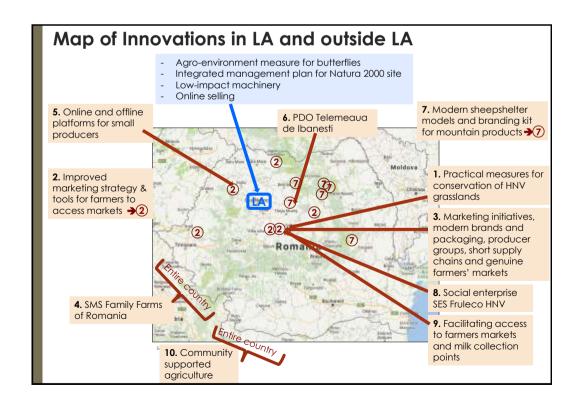
#### Important innovation experiences:

- · Agri-environmental measure Zonal programme of Castro Verde
- The Burren LA experience (Burren Programme: Hybrid model of Payment for results/payments for ecosystem services)

HNV-Link NM#2

Montemor-o-Novo, 2-4 October 2017





#### Social and Institutional



- ✓ <u>Lack of institutional processes favouring HNV farming</u>
- ✓ <u>Lack of "HNV innovation process" in the LA</u>
- √ Some local project to support HNV farmers
- ✓ Lack of farmers' associations for HNV-type farmers

#### **WHAT** happened

-Initiative of local NGOs: Romanian Lepidopterological Society; Mozaic Association
 -Institutional associations:LAG Somes Transilvan; Cluj-Napoca Development Strategy;

#### WHY not happened

- · Lack of farmer's association;
- Land ownership structure (no clear ownership status); hunters/urban competition;
- · Lack of communication btw SLR, Mozaic & other stakeholders with farmers;
- · Lack of interests of young people to start a business;
- Economic pressures outside LA to obtain better living standards; people in old age;

#### **Products and Markets**



- ✓ No individual HNV producers doing innovation
- ✓ Some multi-producer market initiatives
- √ <u>Lack of official schemes</u> (e.g. labels)

#### **WHAT** happened

- Cooperative Somes Aries ; AgroTransilvania Cluster;
- · Food processing facilities bough by multinational capital (eg Freesland);
- Market dominated by supermarkets (Lidl; Kaufland; Carrefour etc).
- HNV households sale mainly for no regulated market (direct sales);

#### WHY not happened

- Lack of small processing capacities → lack of local brand
- · Lack of products with higher added value
- · No power to enter the market;

#### Farming Techniques and Management



- <u>Lack of individual farmers developing/applying new</u> techniques
- ✓ Lack of larger-scale technical/management initiatives

#### **WHAT** happened

- poor conditions for common/private pastures (large shrubs areas; low productive factor);
- hay production: low yields; extensive labour demands for manual mowing; high time consumption for hay production;

#### WHY not happened

- · Land is abandoned/large areas with shrubs
- · Farmers lack interest for the agro-environment packages
- NGOs focus on research activities and less on farmers needs/ expensive to use the recommended mowing machinery

#### **Regulations and Policy**



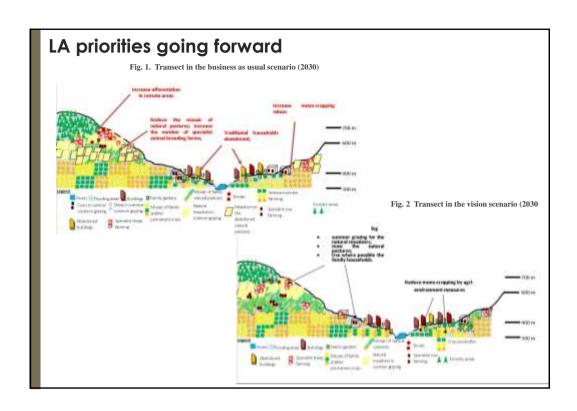
- ✓ <u>CAP Pillar 1</u> rules that penilised small HNV farms
- ✓ Exists measures from CAP Pillar 2 for HNV farming
- ✓ Lack of RD measures for Natura 2000 areas
- √ Food-hygiene rules unadapted to HNV farming
- √ Sanitary-veterinary rulles unadapted to HNV farming

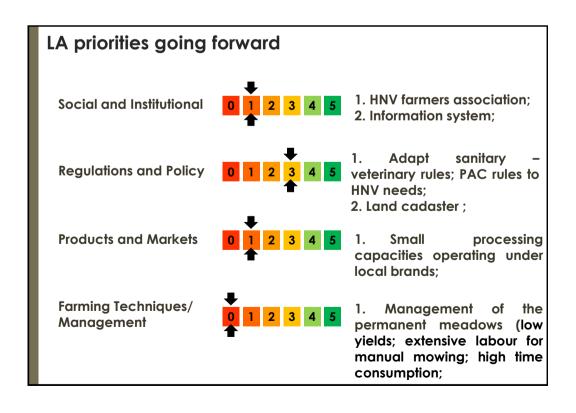
#### **WHAT** happened

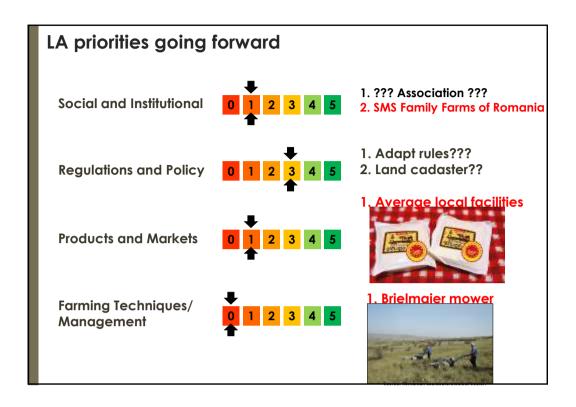
- 2007 2014: Pillar 1: direct payments for farmers bigger than 1 ha; RD agroenvironment measures for permanent meadows and pastures; low access to other measures for HNV farmers;
- 2014 2020: Pillar 1: direct payments for farmers bigger than 1 ha; RD agroenvironment measures for permanent meadows and pastures and for
  meadows important for butterflies; low access to other measures for HNV
  farmers; Local management plan for the Natura 2000 area;

#### WHY not happened

- · Access to information; poor financial capitalisation; bureaucracy;
- inconsistences in the administrative organization and in the implementation of agricultural policies;







# Overview of innovations in Dalsland

- Some smaller HNV-projects, mainly through advisory services, but no multi-stakeholder or co-ordinated effort or strategy on how these actions will enable long-term success.
- There is a common will and also some inspiring examples of innovations on both institutional and regulatory level today.
- Some emerging initiatives both in products and markets, as well as new technologies and farm management solutions, but so far no clear HNV-focus.



## Social and Institutional Innovation Needs. Score: 2

- Local actors and other stakeholders are involved in different HNV-projects, but often during shorter periods of time.
- There are no organised group working with the issues with longer continuity, commitment and on higher landscape level.
- A need that engaged stakeholders start working collaboratively with HNV-issues, developing and implementing efficient and goal-oriented working methods.



## Regulatory Framework Innovation Needs. Score: 3

Two main areas for improvements:

- Changing the pre-conditions. Improve and try out new models. This is a long-term process.
- Make the best out of existing pre-conditions. Stakeholders need to be better in understanding the potentials for HNVfarming in existing policies and regulatory framework.



## Products and Markets Innovation Need. Score: 2

- ► A number of new initiatives have started to sell and market products from HNV-farming, but the HNV-effect is often not in focus.
- The challenges as well as the potentials is centred about how to include positive effect on HNV-land in the marketing of products, and to ensure that the new local products have positive HNV-effects in the first place.



## Farm Techniques and Management Innovation Needs. Score: 3

- A big need to find more viable strategies for grazing on HNV-farmlands.
- We are convinced that cost-reducing technologies and management will emerge if the right pre-conditions are in place in the other innovation themes.
- We can already see examples of this, and believe that there is a good potential for more innovations in this line.



# Going forward – addressing the innovation gaps

- We believe that the social and institutional theme is the basis for success in all four themes in the LA - That is were our main focus

will lay in continuation

of the project

Farm techniques and manage ment Possibilities

Regulatory framework

(Hinders)