



Guidelines on Innovation Transfer and Dissemination a Template to develop a Learning Area “Action Plan” for brokerage activities on High Nature Value Innovation Projects

WP4 – Deliverable 4.7

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Why a Guideline on Innovation transfer and dissemination?

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 mobilize 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 been 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's 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.

How to build and use it?

These Guidelines are developed under a common and practical format of an LA ACTION PLAN in order to 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, etc.)
- To ensure coherence and complementarity of the different activities with a strategic innovation project of the area (the Vision) and its environmental and socio-economic dimensions



These Guidelines are conceived as an iterative and cumulative Learning Area Action Plan Template. 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 notes and reports that each LA will have provide after each activity.

- § A general Guidelines as a LA Action Plan template, common to all LAs was discussed during our present NM2 (Draft V.0) and proposed in November 2017 (D4.7) as a Version V1.0. Then each LA coordinator will work on it and will enrich it during the course of the project, with the contributions of all actors included in this social process (LA Lead Partners and other contributors).
- § The first building block of the document (Starting Point) serve as a reference point for the innovation process and will be formulated at the beginning of the Using Phase (October - December 2017), as a “digest” of the results of the previous Phases (Baseline Assessment WP1 & Innovation collection and scoring WP2).
- § The different categories of this template will be updated by the LA Coordinators all along the Using Phase, whenever they judge it is important.
- § The LA Action Plans will be shared and discussed with the whole network at the occasion of the 2 (virtual) coordination meetings (V.1 in March 2018 (CM#4) and V.2 in September 2018 (CM#5)). Cross-readings between LA could be envisioned as a preparatory stage of each Coordination Meeting. Finally, the main conclusions of each Action Plan will be presented during the 3rd Network Meeting in Brussels.
- § The 10 LA Action Plans will constitute, in their final version (due for December 2018) the material for two important outputs of the Using Phase: Synthesis on innovation transfer (D4.8) and Synthesis on LA regional meetings (D4.10). Those deliverables aims at informing the specificities of HNV innovation processes throughout EU territories within a common and open innovation model.

The Guidelines is thus, an important tool. It is an iterative and reflexive Action Plan document. It aims to store and keep track of an Innovation and brokering process. It will be a central document presented and discussed in our third Network Meeting, in Brussels, in December 2018. In order to make explicit the maturation and evolution of your innovation project, please be careful and indicate the date of all your inputs to the Action Plan.



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Learning Area Dalsland "Action Plan"

Guidelines on Innovation Transfer and Dissemination



From October 2017 to February 2019

Version V 1.0



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1. Starting point

This first section will be the reference point for each narrative of “HVN innovation process” at LA level. The aim is to briefly summarize the following three points:

- The HNV Vision: challenges & actors analysis (cf. for instance the discussions and results highlighted during session 1 of NM#2)*
- The Innovation situation @ LA level: scoring (cf. for instance the discussions and results highlighted during session 2 of NM#2)*
- The LA strategy: Innovation needs to be addressed as priorities (cf. for instance the discussions and results highlighted at the beginning of session 3)*

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

However, throughout the course of the Using Phase, some priorities can be re-assessed; the Vision can be improved and included new elements. Do not hesitate to keep a written record of all the events and information that contributed to the consolidation of the HNV Vision.

1.1 HNV Vision of Dalsland

Date	Your text – notes – pictures/tables, etc.
20171001	<p>Slogan</p> <p>Dalsland- the hidden treasure</p>



20170504

Short Description of the Vision



The HNV vision of Dalsland is based on that all actors are efficiently working together with environmental, social and economic issues. We view those issues as parts of a unity. We will not be able to work with one issue at the time but always include all three. The vision entitles that identified pre-conditions for efficient collaboration and co-production have been addressed and secured for the longer term.

To move from the Business as usual scenario to the HNV-scenario will be a great challenge. Although the actors have put a lot of work and effort during 2017 to produce the vision this does not mean that the process of engagement is over. More actors and more persons of different actor categories need to be involved for the vision to become reality. The process of engagement need to be seen as a permanent ongoing process where new persons get involved in parallel to existing participants work ahead.

As the collaboration between different types of actors will become more efficient it will be easier to find solutions which will have positive HNV-effects on landscape level. As a result of those collaborations we expect a serious increase in managed semi-natural grasslands as well as number of farming businesses focusing on producing HNV-meat.

We also expect several positive social and economic effects in rural Dalsland as for example more year-round residents, a stronger sense of unity, greater social cohesiveness and an increase in tourism.

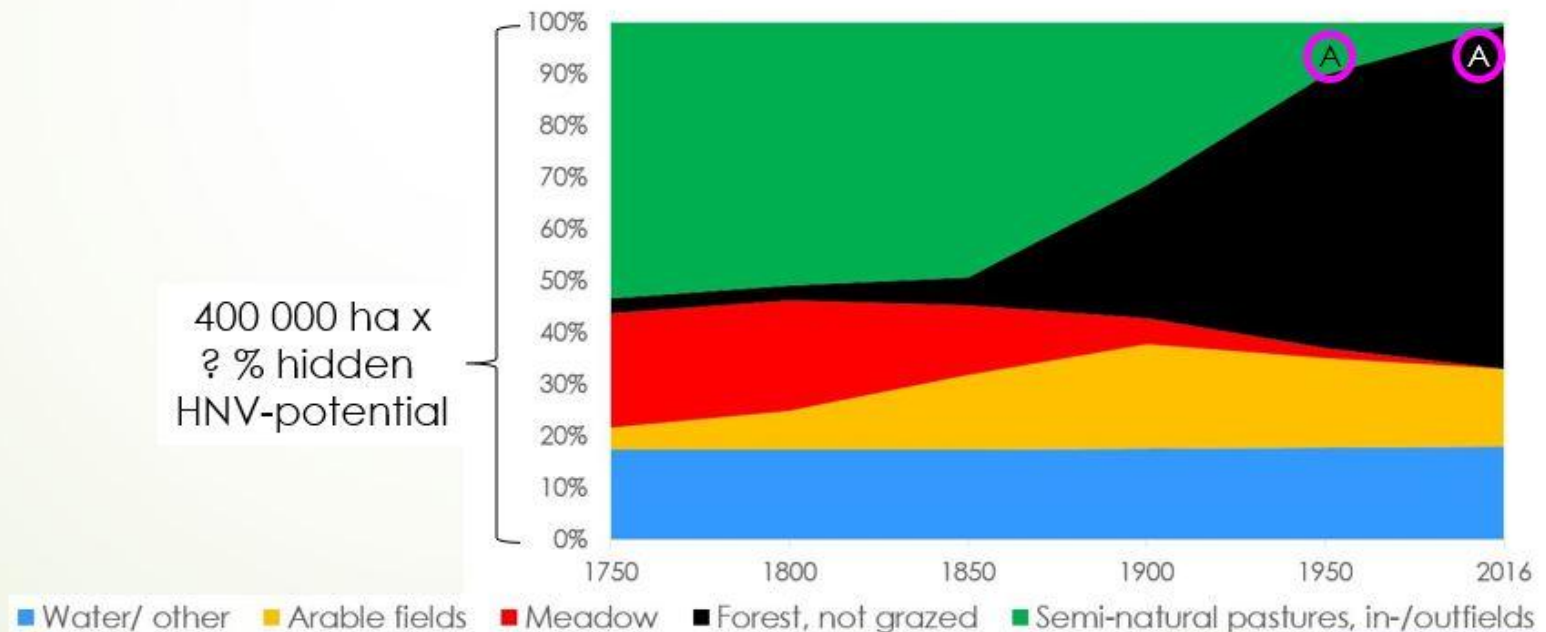
Visual

Turning threats to opportunities

Existing potentials; Landscape level

Land use Dalsland

400 000 ha x
? % hidden
HNV-potential

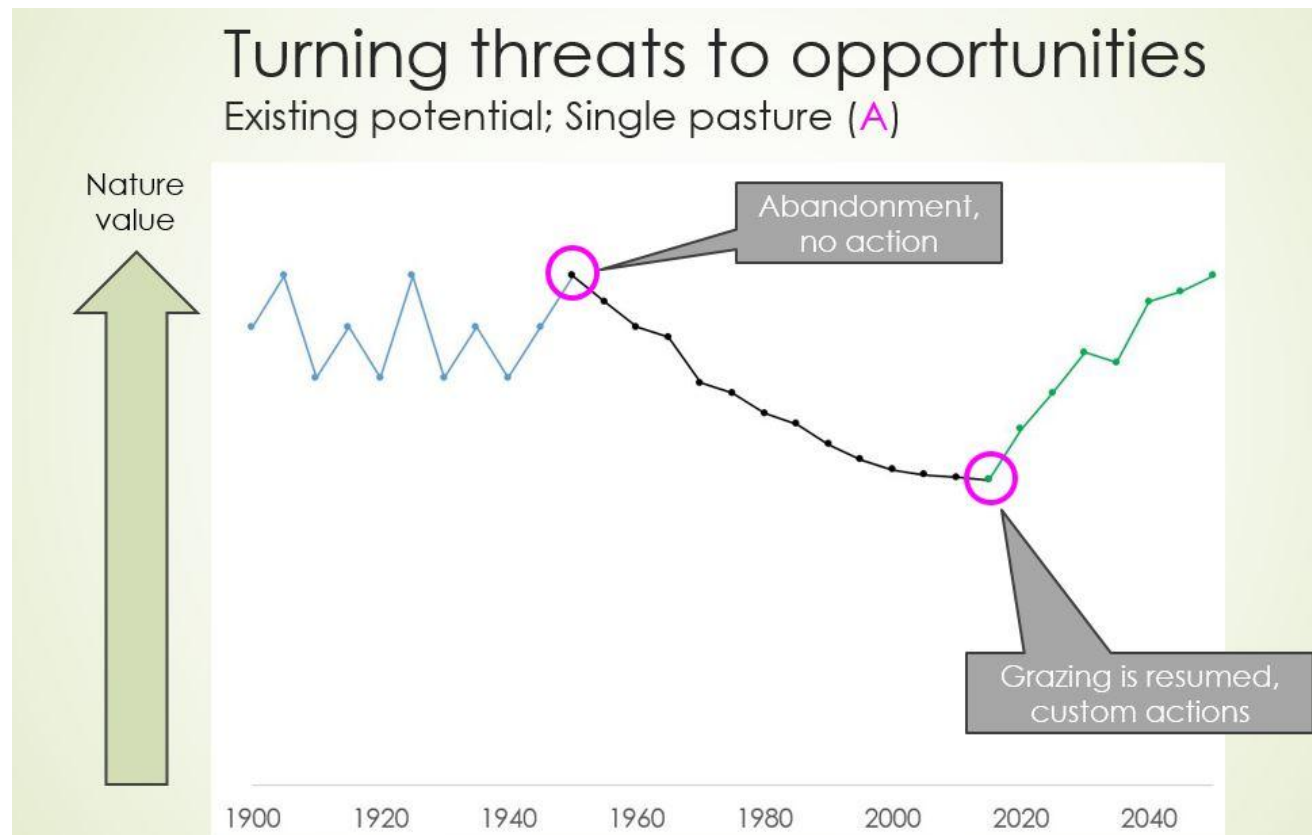


There has been a drastic decrease in amount of semi-natural grassland the last 150 years, with a serious decline in biodiversity as a result. What is gratifying being that we know from previous experiences that there are still good opportunities to find abandoned areas with HNV-potential. But previously grazed or mowed areas with this “hidden” potential, are often currently seen as forest in the statistics and also in the mind of landowners and other stakeholders.



Some of the most important measures to reach our HNV-vision are therefore to identify the areas with HNV-potential before they are lost forever. We also need to identify the actors who are in control of land use in these areas, and to develop efficient and constructive collaborative structures.

At the meetings we had in the spring 2017, many actors in society, like landowners, tourism entrepreneurs, municipal officials, politicians and representatives of different associations, expressed similar views: They see a great potential in a process of re-creating the values and biodiversity once found in Dalsland.



If the natural pastures and mown meadows, which are still actively managed, would be abandoned (or managed in a detrimental way to HNV-values), this would be a major threat to achieving the HNV vision. But even if we succeed in maintaining the areas which are still actively managed and their qualities, this will not be enough for reaching the goals set out in the HNV-vision. Many of the finest and most valuable areas in Dalsland disappeared a long time ago. Many of these are gone forever, for example, when urban areas grew or when meadows and pastures were transformed into production forest or arable field. But some have just been abandoned, and slowly overgrown.

It is within the latter type of areas, those which were spontaneously overgrown, where we see great potential for the future. The figure attempts to illustrate how such a development might look, where grazing is resumed after a long period of having been set-a-side.

Actors' typology


Who are the main key targets to engage in the LA HNV Vision? What are their relations to the territory? What are their interests in contributing to the Vision (Beneficiaries versus Attendees)? Etc. Below, an example of actor typology, but other strategic display can be better adapted to your situation. The aim is to have a first "strategic mapping" to show how the situations has evolved throughout the using phase.



	<table border="1"> <thead> <tr> <th>Stakeholder category</th><th>Explanation</th><th>Number of persons within each stakeholder category</th></tr> </thead> <tbody> <tr> <td>Managers and decision makers</td><td>Those who is in control of the land management; Farmers, landowners (both private and public), tenants, animal keepers</td><td>35</td></tr> <tr> <td>Consumers at the local markets</td><td>Persons that buy landscape experiences, products or services, for example hunting, hiking, locally produced products, accommodation</td><td>11</td></tr> <tr> <td>Customers</td><td>Stakeholders who buy products or services produced by the land management; Meat and milk industry, forest companies, pulp industry, crop association</td><td>7</td></tr> <tr> <td>Suppliers</td><td>Stakeholders who sell products or services to local actors, such as decision makers and customers; Fertilizer companies, machine firms, banks</td><td>7</td></tr> <tr> <td>Beneficiaries</td><td>Stakeholders who (could) benefit from different land management regimes; Tourism industry, environmental NGOs, neighbors, local, regional and national authorities</td><td>26</td></tr> <tr> <td>Knowledge brokers, facilitators, advisors</td><td>Public and private</td><td>22</td></tr> <tr> <td>Ambassador/ Information channel/ Mandate builder/ Bridge builder</td><td>Public and private</td><td>28</td></tr> </tbody> </table> <p>Above: During 2017 7 different group activities were carried out. 53 persons participated. The table shows which categories of stakeholders those persons were representing. Every unique person represented 1-6 different roles.</p> <p>To the right: Overview of the various categories of stakeholders that we consider to be important in the process of achieving the HNV vision for Dalsland. Green marking means that they are already involved, red that it is important that they are engaged (more) in the near future</p>	Stakeholder category	Explanation	Number of persons within each stakeholder category	Managers and decision makers	Those who is in control of the land management; Farmers, landowners (both private and public), tenants, animal keepers	35	Consumers at the local markets	Persons that buy landscape experiences, products or services, for example hunting, hiking, locally produced products, accommodation	11	Customers	Stakeholders who buy products or services produced by the land management; Meat and milk industry, forest companies, pulp industry, crop association	7	Suppliers	Stakeholders who sell products or services to local actors, such as decision makers and customers; Fertilizer companies, machine firms, banks	7	Beneficiaries	Stakeholders who (could) benefit from different land management regimes; Tourism industry, environmental NGOs, neighbors, local, regional and national authorities	26	Knowledge brokers, facilitators, advisors	Public and private	22	Ambassador/ Information channel/ Mandate builder/ Bridge builder	Public and private	28	<table border="1"> <thead> <tr> <th></th><th>Internal</th><th>External</th></tr> </thead> <tbody> <tr> <td rowspan="2">Arbitrator</td><td><u>Collective</u> Environment and Energy office of Dalsland Municipalities of Dalsland Swedish Society for Nature Conservation, Dalsland Bird-Life Sweden, Dalsland Swedish Botanical Society, Dalsland The Swedish church, parishes in Dalsland Local politicians Local officials Tourist office of Dalsland Västkuistiftelsen Veterinary services Adult Learning centres LAGs Nurseries/ Playschools Primary schools</td><td><u>Arbitrator</u> Region Västra Götaland Swedish University of Agricultural Sciences Administrative Board, officials Administrative Board, directors Swedish Forest Agency, local office Swedish Forest Agency, national office Swedish board of Agriculture Swedish Environmental Protection Agency Swedish National Heritage Board Västarnvet Swedish society for Nature Conservation Bird-Life Sweden The Swedish church Regional politics National politics Officials, regional level Officials, national level The Rural Economy and Agricultural Societies Municipal Association of Fyrbodal Adult Learning, Regional level Swedish Rural Network WWF Secondary schools Colleges and Universities Naturbetesföreningen i Sverige Swedish Biodiversity Centre, CBM Stadsländet</td></tr> <tr> <td><u>Private</u> Landowners Farmers Contractors Federation of Swedish Farmers, local branches Federation of Swedish Farmers, municipality branches The Swedish church Tourist office of Dalsland Butcheries Dairies Banks Enterprises Food of Dalsland Estate agencies/ Brokers Kaprifolkökt Gröna Gårdar Nature Conservation contractors Hunters and hunting organisations Forestry corporations LAG</td><td><u>External</u> Contractors Federation of Swedish Farmers The Swedish Church Tourists Butcheries Dairies Banks Enterprises Nature Conservation contractors Hunters and hunting organisations Forestry corporations</td></tr> </tbody> </table>		Internal	External	Arbitrator	<u>Collective</u> Environment and Energy office of Dalsland Municipalities of Dalsland Swedish Society for Nature Conservation, Dalsland Bird-Life Sweden, Dalsland Swedish Botanical Society, Dalsland The Swedish church, parishes in Dalsland Local politicians Local officials Tourist office of Dalsland Västkuistiftelsen Veterinary services Adult Learning centres LAGs Nurseries/ Playschools Primary schools	<u>Arbitrator</u> Region Västra Götaland Swedish University of Agricultural Sciences Administrative Board, officials Administrative Board, directors Swedish Forest Agency, local office Swedish Forest Agency, national office Swedish board of Agriculture Swedish Environmental Protection Agency Swedish National Heritage Board Västarnvet Swedish society for Nature Conservation Bird-Life Sweden The Swedish church Regional politics National politics Officials, regional level Officials, national level The Rural Economy and Agricultural Societies Municipal Association of Fyrbodal Adult Learning, Regional level Swedish Rural Network WWF Secondary schools Colleges and Universities Naturbetesföreningen i Sverige Swedish Biodiversity Centre, CBM Stadsländet	<u>Private</u> Landowners Farmers Contractors Federation of Swedish Farmers, local branches Federation of Swedish Farmers, municipality branches The Swedish church Tourist office of Dalsland Butcheries Dairies Banks Enterprises Food of Dalsland Estate agencies/ Brokers Kaprifolkökt Gröna Gårdar Nature Conservation contractors Hunters and hunting organisations Forestry corporations LAG	<u>External</u> Contractors Federation of Swedish Farmers The Swedish Church Tourists Butcheries Dairies Banks Enterprises Nature Conservation contractors Hunters and hunting organisations Forestry corporations
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1.2 The Innovation Situation in Dalsland

Date	Your text – notes – pictures/table
(dd/mm/year)	<p data-bbox="463 427 714 459">Innovation scoring</p> <p data-bbox="463 464 1111 496">According the four themes – cf. Session 2 of NM#2</p> <div data-bbox="495 555 909 600"> <p>LA innovation scoring</p>  </div> <div data-bbox="965 539 2029 823"> <p>Social and Institutional Innovation Needs 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. Even less with a well defined and publically expressed strategy or working approach. Thus, there is a need that engaged stakeholders start working collaboratively with HNV-issues, that they jointly develop and implement efficient and goal-oriented working methods, and that they have pre-conditions for a long-term work.</p> </div> <div data-bbox="965 863 2029 1075"> <p>Regulatory Framework Innovation Needs If Dalsland's HNV-vision is to be realised it must be easier, more efficient and motivating for stakeholders and local actors to collaborate – in learning process as well as and concrete actions. One important supporting mechanism lies within the field of policy and regulatory frameworks. We see two main areas for improvements. Both are important and need to be approached simultaneously.</p> </div> <ol data-bbox="510 1118 2029 1366" style="list-style-type: none"> 1. Changing the pre-conditions. All stakeholders' views on how policies and the regulatory frameworks might be improved to achieve the desired HNV-effect, need to be taken into account. Social and institutional innovations, for instance by developing collaboration and joint working methods, is part of the process of innovating and improving the regulatory framework. One example would be the national development project aiming to find new models for agri-environmental schemes (Agr Env Schemes), models which are oriented towards the outcomes and values created by measures taken by farmers and land owners. But this project is in its beginning and will not be specifically related to meadows and pastures yet.

2. Make the best out of existing pre-conditions. Stakeholders need to be better in understanding the potentials for HNV-farming in existing policies and regulatory framework. This is not least the case for authorities, such as the Swedish Forest Agency, the County Administrations and local municipalities. Different competencies within these authorities must cooperate more closely in order to become more efficient in supporting, catalysing, and coordinate HNV-initiatives. Furthermore, information on the rules and policies which relates to HNV-farming must be better adapted to the target groups (end users), and also coordinated, to really support HNV-initiatives. By these measures HNV-qualities could be supported more efficiently within existing regulatory framework.

Products and Markets Innovation Need

The challenges as well as the potentials regarding innovations in products and markets within Dalsland could be summarised in the following points:

- Making consumers/customers understand, appreciate and to be prepared to pay for the HNV-qualities farming are producing.
- Being able to deliver products which have a clear and assured HNV-effect. This also implies getting rid of products of “free-riding” character (or improve those so that they really deliver what is promised).
- Increase traceability so that consumers/customers can trust that the product they buy really have a positive effect on landscapes, biodiversity and/or environmental health.
- Find new ways to reinvest parts of the price paid for HNV-products/-services by consumers/customers to land managers competent and interested in initiating new HNV-measures, for instance restoration of pastures (creating a system of ongoing, partly market funded HNV-activities).

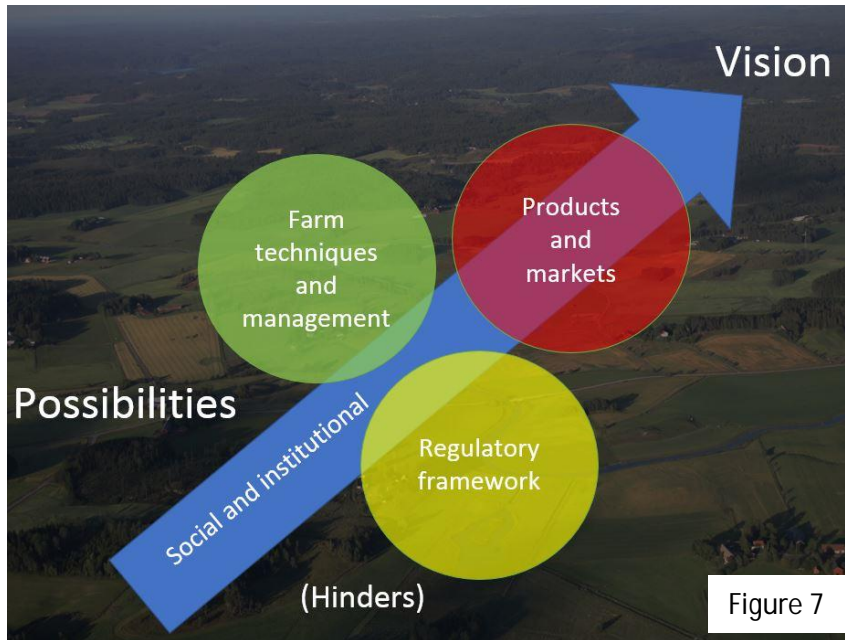
Altogether this would lead to a more market driven development which is important for long-term success of HNV-oriented land management in Dalsland.

Farm Techniques and Management Innovation Needs

There is a big need to find more viable strategies for grazing on HNV-farmlands, and to achieve the maximum HNV-effects. Having said this, and based on experiences from similar projects, we are convinced that cost-reducing technologies and management will emerge if the right pre-conditions regarding the social/institutional setting, the regulatory framework, and the presence of products and markets are in place. If so, it will be economically interesting for land owners and managers to restore, manage and re-invest in HNV-farmlands. What is not as obvious, and which needs to be supported, is if the innovations give rise to the anticipated HNV-qualities. But if management of HNV-farmlands was clearly connected to HNV-payments in new agricultural environmental schemes (f.i., “payment for results”, that is, for the values and qualities created rather than for specific landscape objects), we believe that technological and managerial innovations will happen also due to pure economic incentives.



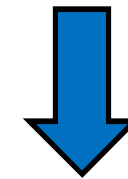
Innovation priorities



According the four themes – cf. Session 2 of NM#2

Priority issues – innovation gaps:

1. Mutual HNV-arena
2. Establishing a mutual work procedure/ method
3. Financing resource persons
4. Financing restoration of HNV-land
5. Product development
6. Technique development



Innovation areas (in priority order)

1. Social and institutional
2. Regulatory framework
3. Products and markets
4. Farm techniques and management

We believe that the social and institutional theme is the basis for success in all four themes in the LA. That is where our main focus will lay in continuation of the project.

1.3 The Dalsland strategy as HNV Learning Area: making choices

Within the time frame of HNV-Link project, there is a need to narrow the innovation needs and priorities raised up in the “innovation situation analysis”, in order to realistically target activities and means that can make the difference for HNV challenges. Making explicit such strategic choices is a pragmatic posture, which is building both on a strategic understanding of the situation and the wise use of windows opportunities, favorable circumstances, and sometimes unexpected events, etc. It is expected that this section may evolve during the course of the Using Phase.

Date	Your text – notes – comments - pictures/table
20180301	<p>Overall Objectives</p> <p>By the end of the project, within a year, a long term, cross-sectorial, broadly implemented and resource strong HNV-program, where best practice and science work closely together, will be implemented in Dalsland.</p> <p>Priorities</p> <p>Priority 1: The main priority defined by the LA team as a result of the discussions in meeting and workshops and information gathered throughout the Baseline Assessment and the Innovation Report relates to the need to find new forms of collaboration and decision-making between concerned actors. We find it necessary to work with this part of the social and institutional innovation area. If we succeed we will then be able to tackle the identified innovation gaps regarding “Regulatory and policy” innovation, “Products and marketing” and “Farming techniques and management”.</p> <p>Priority 2: Look for economic funding to support HNV-measures. Our aim is to be able to show a number of good examples of what can be achieved, for example in terms of national environmental targets, when collaboration between concerned actors and supporting economic preconditions are present at the same time. The prospect is that similar initiatives regarding collaboration methods and economic means will be included in the next rural development program.</p>

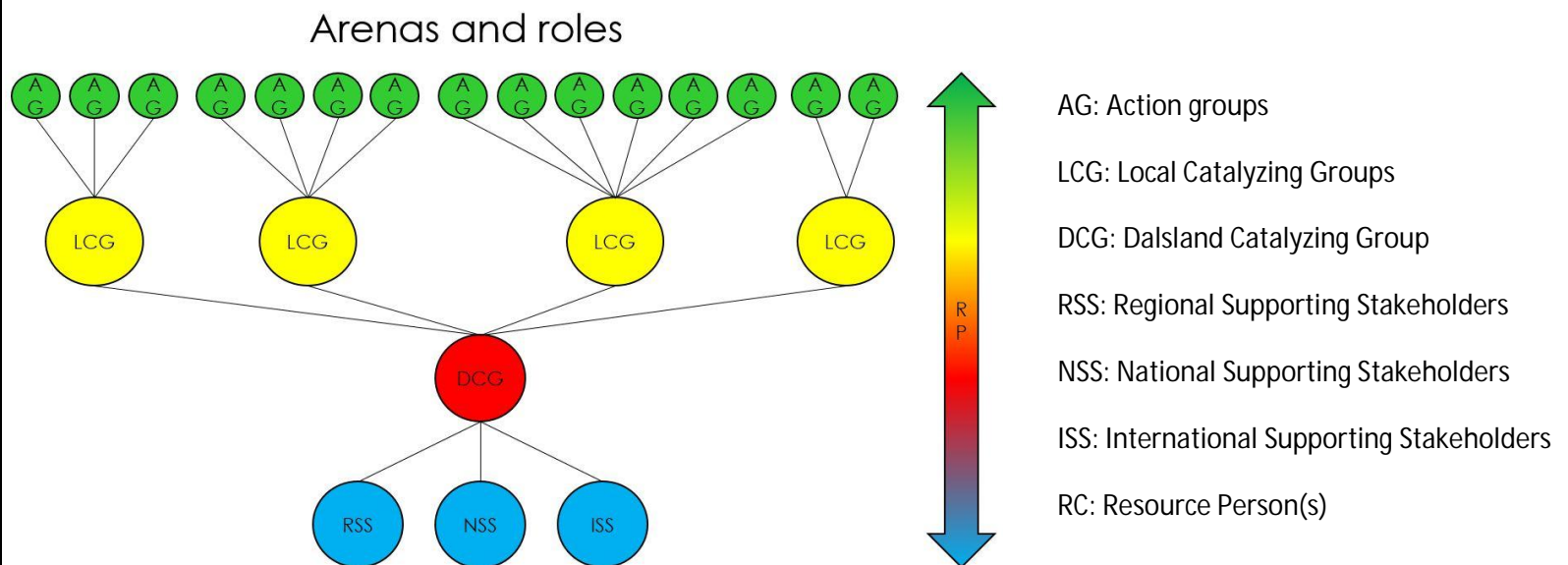


Short Description of the Vision

Priority 1: To establish an organization, a network, that will start working together within this year.

Specific objectives:

- To meet all concerned actors, to further establish the vision, and to together find ways of substantiating the vision
- Ensure funding for those persons and roles that do not have funding currently



Priority 2: To assure economic means that can support HNV-measures.

Specific objectives:

- To apply for funding for HNV-measures (for example from foundations, trusts or authorities)
- To contact companies or private persons with an interest in sponsoring HNV-measures



Main Actions

We will use a mix of the measures and activities found below to reach our goal: Within a year a long term , cross-sectorial, broadly implemented and resource strong HNV-program, where best practice and science work closely together, will be established in in Dalsland. Persons from the Swedish university of agricultural sciences, Environmental and Energy office of Dalsland, the Swedish Forest Agency, the County administrative board of Västra Götaland and other organisations will work as resource persons (RP). Those persons will have different areas of responsibility. Combined they will be responsible for and participating in the activities on all the arenas described in figure 8.

1. Activities in action groups (AG). The size of the groups will vary, both in terms of area and with regards to amount of persons or actors represented. A group is determined by one or more properties/estates (probably 1-50). Landowners, farmers, residents connected to those properties and concerned authorities are always concluded in the group. Other actors concerned or able to share knowledge on the subjects the groups working on can also be included. The Land Use Plan (FOCLUM-LUP) will be an HNV- dialog tool for the resource persons and group participants. The result of all the activities that take place in the groups will be documented and visualized in the Land Use Plans. The participants will together gather information of the economic, social and environmental qualities present in their area. The participants will together produce a Business as usual scenario as well as an HNV scenario. They will make decisions on future land management, what practical measures to take and also with regards to long and short term economic issues. In some groups practical measures will take place before the end of the HNV-LINK project. Activities within the Action Groups will be taking place during the whole of the remaining project time. The activity level will however be relatively low until the organization described in figure 8 is in place. By the end of the project our aim is full activity in the groups and that the preconditions for ongoing work are established.
2. Activities in the Local catalyzing groups (LCG). This type of arena will only be used when needed. For example, when Action Groups in the area get use from collaborating on certain issues or disciplines, or when there is requirement from similar actors in different AGs to discuss common topics. The point of LCG is to facilitate and streamline the work and processes within each AG. The prospect is that learning and knowledge transfer between participants of different AG in this way can be streamlined and that the work in LCG can contribute to a larger social network. In one of the LCG already in place several actors meet, among them approximately 20 farmers, from several AG. We can see a stronger sense of unity within the group and the cooperation between different persons is stronger after only a few common activities.
3. Activities in DCG. This arena is permanent. 8-10 persons will be included in the group and will represent the key actors for substantiating the HNV-vision of Dalsland. The main task of the participants of this group is to constantly facilitate for the actors in AG to take measures which will fulfill the vision. For an authority representative in DCG it could entitle bringing issues from one AG but perhaps common to more or all AGs to their authority and return with answers, information or



solution proposals. Within this group farmers and landowners will also be represented. For this group to function in the long term it is of importance to initially find solutions in order for all categories to be financially compensated for work hours spent in this group. This will be one of the prioritized issues during the starting phase of DCG.

4. Activities and exchange of experience with Regional supporting stakeholders (RSS), National supporting stakeholders (NSS) and International supporting stakeholders (ISS). Those activities can be of varying nature. From cooperation with regional authorities to incorporation work with national NGOs to cross-visits in other LAs.
5. Dissemination of information. DCG will have an important role with regards to finding efficient and suitable ways of the dissemination process. The group will probably use different medias and methods in different contexts. From discussions with actors in LA, articles in local newspapers, social media and scientific papers.
6. Funding of HNV measures in AG. Also, in this activity, the DCG will play an important role when it comes to external environment monitoring of suitable means and applying for funding.



Actors			
Priority	Main Actions	Direct beneficiaries/direct benefits	Attendees
<u>Priority 1</u> To build an organization, a network, that begins to work together in the next year	1,2,3,4,5	<u>Private</u> Landowners Farmers <u>Collective</u> Environment and Energy office of Dalsland Municipalities of Dalsland Local politicians	<u>Arbitrator</u> Administrative Board, directors Swedish Forest Agency, national office Swedish board of Agriculture Swedish Environmental Protection Agency Swedish National Heritage Board Västarvet Officials, national level Swedish Rural Network WWF Naturbetesföreningen i Sverige Semi natural A <u>External</u> Federation of Swedish farmers
<u>Priority 2</u> Ensure financial resources that can support HNV measures	6	<u>Private</u> Landowners <u>Collective</u> Municipalities of Dalsland LAG	<u>Arbitrator</u> Region Västra Götaland Swedish Forest Agency, national office Swedish board of Agriculture Swedish Environmental Protection Agency Västarvet WWF <u>External</u> Enterprises Federation of Swedish farmers
The actors we consider particularly important to enhance cooperation with, or start new collaborations, to achieve the priorities.			

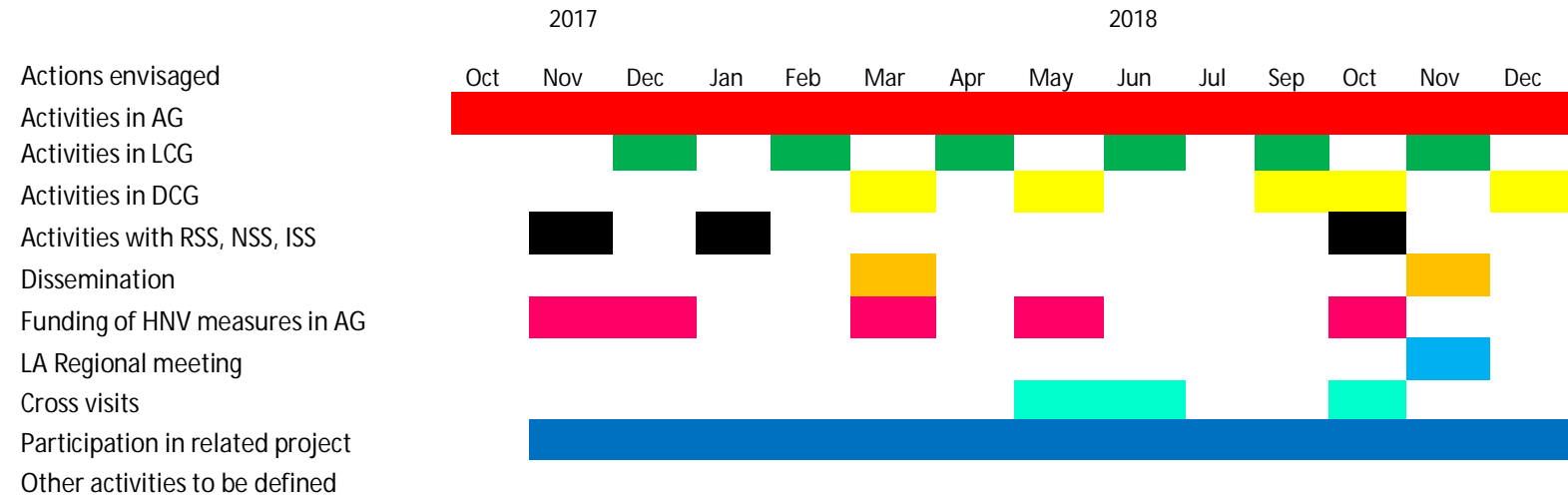


20190219	<p>Risks</p> <p>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</p> <p>Risks:</p> <ol style="list-style-type: none"> 1) Establishment of DCG fails due to crucial stakeholders' loss of confidence in the HNV-process. 2) The HNV-process being vulnerable so long as it relies on the dedication of a few people. 3) We fail to find funding to operate DCG. 4) We fail to find funding for HNV-measures. <p>Minimizing risk:</p> <ol style="list-style-type: none"> 1) Give up date on work carried out since last activity to all stakeholders participating in the process. 2) Delegate tasks to stakeholders in order to make the most of their knowledge and dedication and for the sense of a mutual process towards the vision is strengthened. <p>Risk 1) Assessment: "Decreased risk"</p> <p>See 2.3 Due to continuous anchorage of the HNV-vision and importance of sustainable land management within the Environmental Board of Governance in Dalsland, this resulted (Dec 2018) in a political decision in putting resources, in terms of staff and funds, towards "post-project" action in the name of HNV-farming. This will help opening one of the bottlenecks – funding for farmers and other expertise within Dalsland Catalyzing group, previously unsalaried.</p> <p>Risk 2) Assessment: "Unchanged"</p> <p>Risk 3) Assessment: "Decreased risk"</p> <p>See 2.3.</p> <p>Risk 4) Assessment: "Unchanged"</p> <p>Best Practices</p> <p>Describe what already works in your LA strategy that may be transferred to other LA strategies</p> <p>The work within some AG is functioning quite well, as well as some of the collaboration in some LCG.</p>
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Timeline

Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities (Cross-Visits, Regional Meetings, etc.)



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: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report

This is an introduction to the report of the visit to The Burren, the Irish Learning Area (LA) by a group from the Dalsland LA (Sweden) which took place between 24th to 28th October 2018. The visit was prompted by a number of innovations identified within the Burren LA and described in the Burren Innovations Report.

(<http://www.hnvlink.eu/download/IRBurrenINNOVATIONREPORT.pdf>)

Our group was on a mission trying to find innovations in the Burren which could help us fill our gap in order to reach our HNV vision in Dalsland. We had targeted the successful social and institutional innovations as well as the regulation and policy innovations in the Burren as main focus for our visit. We thought the Burren winterage weekend would be a nice time of the year to visit the Burren since this would be a good opportunity to meet as many stakeholders with regards to HNV-farming as possible.



The participants, from left to right:



- Katrin McCann – Environmental planner, Environmental & Energy office of Dalsland (DMEK)
- Magnus Ljung – Researcher, Swedish University of Agriculture
- Åsa Marberg – Controller, Administrative board of Västra Götaland (LST VG)
- Lars Johansson – Farm advisor, (LST VG)
- Jeanette Lindh-Svanqvist – Business developer, Community of Bengtsfors
- Miriam Sannum – Ecologist, adult educator, Studieförbundet vuxenskolan
- Börje Pettersson – Farmer (beef), mediating cattle between farms
- Christer Jansson – Business developer, Federation of Swedish Farmers (LRF)
- Johan Larsson – Farmer (beef), diversification and direct sales
- Lars Ottosson – Politician community of Åmål, trustee LRF
- Sophia Olander – Head of advisor group (LST VG)
- Jenny Christensen – Energy and climate strategist (DMEK)

The group consisted of members of Dalsland catalysing group – a network of stakeholders that can all have a positive impact on sustainable land management in Dalsland. To finance our travel costs for this quite large group, we applied for funding for this innovation trip to the Burren through our local LAG group – (Leader, Framtidsbygder Dalsland, Årjäng, Munkedal).

For more information about this very interesting and fruitful travel see the crossvisit report.



2.2 Host Reports

Thessaly, Greece cross-visit to Dalsland, Sweden
Dates: 14th-17th of May 2018

Host reflections on cross-visit:

The planned programme worked well. Our guests had a pretty good idea of which innovations they were interested in already on arrival: GPS and GIS- solutions and technical and marketing innovations for goat and dairy production. There was enough time to study those innovations and some ideas on how to apply them in Thessaly were also discussed. Thanks to the amount of debriefing time in the evenings there was also room for discussing social and institutional gaps which the two learning areas had in common and possible next steps.

We could keep to the schedule in terms of punctuality. Thanks to our open-minded guests the cross visit was a success and filled with joy, laughter good conversation.

For the next cross visit with a larger group of guests it could be useful if time was spent at each farm visit to have a short debriefing session on what we see and what we learn and not to save those thoughts until the evening. Also, it could be useful to contact local media a week or so in advance so that they have time to read up on the subject and take part on a farm visit.



HNV-Link: A network on High Nature Value farming Learning Innovation and Knowledge

Finland, France (project coordinators), Western Stara Planina region – Bulgaria, Dartmoor – United Kingdom cross-visit to Dalsland, Sweden
Dates: 6th-10th of June 2018

Host reflections on cross-visit:

During this cross visit we focused on showing the different parts of the learning area to get an understanding of trends, history and management activity.

Hosting a larger group in June, than previously in May, we tried to adjust the schedule in order to make room for debriefing on each stop. Although this meant that there was more time spent on each stop we believe it worked well and we managed to keep to our schedule. If planning for another larger group we would perhaps remove one or two coffee breaks and introduce fruit and water – especially if the weather is tropical!

Yet again the cross visit was a true pleasure thanks to hosting such interested, easy going and spirited guests. As the hosting LA we got plenty of useful and positive feedback which lifted our group. It also gave us a reminder of how great and welcoming the farmers of our LA are.


The local media met up with the group on the very first day and managed to write very positive article on HNV and Dalsland, which was published during the cross-visit. Impressive!



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2.3 Next steps and follow-up activities?

Date	Your text – notes – pictures/table
April-May 2018	<p>Anchorage of HNV-Vision and description of innovations and cross-visits within the project in each municipal executive board in Dalsland (Bengtsfors, Dals-Ed, Färgelanda, Mellerud, Åmål). This in order to get HNV-related questions on the local political agenda. The politicians gave a positive response which resulted in political participation during the cross-visit from Dartmoor in June 2018, to the Burren in October 2018 as well as two political members of Dalsland catalyzing group.</p> 
2017-2018	<p>Continuous anchorage of the HNV-vision and importance of sustainable land management within the Environmental Board of Governance in Dalsland. This resulted 21st Dec 2018 in a political decision in putting resources, in terms of staff and funds, towards “post-project” action in the name of HNV-farming. This will help opening one of the bottlenecks – funding for farmers and other expertise within Dalsland Catalyzing group, previously unsalaried.</p>
2018-2021	<p>The Government decided to direct EUR 3 million to an increased focus on the work on HNV issues nationally. It is said that this extra effort is about finding new ways to work with the issues, and it is mentioned that it can be about similar working methods that we have worked with in Dalsland. This means that we have working hours to work on the issues in Dalsland over the next few years.</p>



3. LA regional meeting

The HNV Link regional meeting in Dalsland Learning area was held on 30 November 2018 at Dalslands folkhögskola, municipality of Färgelanda.

The meeting was attended by 43 participants (including Dalsland LA team). The participants consisted of stakeholders from local, regional and national level. Most of them have participated actively in the work within the Dalsland learning area earlier in the project and have a good knowledge of what has been done. For about a third of the partakers, the regional meeting was the first time they participated in an activity in the HNV-Link project.

Focus was on sharing ideas and lessons learnt from the cross-visit to Ireland, as well as the visits we had this summer from Greece, UK, France, Bulgaria and Finland, and defining the possible approaches for implementing the HNV innovations in Dalsland, and nationally in Sweden.

The main purpose of the day was to find out how we can continue to work with the HNV process after the project is over and how we can use what we learned from the cross visits in the best way to reach our HNV vision.

We received many valuable reflections and thoughts from the participants during the meeting. We find that everyone sees the needs and wants to contribute to the HNV-process continuing.

What we noticed during the day and afterwards when we went through the notes was that many participants pointed out the importance of a cross-sectoral group that works strategically with HNV issues. It was emphasized that it is then important to start from a Dalsland perspective, but where one can also work to local and farm level, as well as work with regional and national actors. We perceive it as a development of the group that we today call the Dalsland Catalyzing Group (DKG).

The next step, which we see from the results of the group work, is to solve questions about organization and financing:

- a) We need to gather a number of stakeholders to establish DKG and find a financing model and strategy for the continued work.
- b) We need to continue working with the HNV- vision for Dalsland, which we laid the foundation for in the HNV project, to make it even clearer.

We also perceive that the work should be based on:

- c) The people and the place. The landowner, the property, the landscape and its importance to society in a broad perspective, become a sort of organizing principle for the continued work. The local engagement is the core of the work.
- d) Sustainable land use. It is the ecological conditions that form the framework for the sustainability aspects of social and economic development.



e) The semi natural grasslands. Grassland management is a key to achieving the goals of the vision, at both farm and landscape level. Therefore, there is extra focus on management and restoration of pastures and meadows.

We believe that these five points are a great way to gather different interests and quickly move from words to action!

Reflections and comments from the regional meeting:

<https://www.youtube.com/watch?v=4PG-Bg0ypp4&feature=youtu.be>



4. 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" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/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?

Three levels of dissemination:

Local/regional Actors – directly involved in the innovations transfers – grassroots

AKIS – go back to the AKIS

Broader Audience –

We have carried out a number of information and communication activities during the project. We have identified an extensive list of actors at both local, regional, and national level and carried out activities aimed at them or together with them. Below is a selection of these efforts. We have:

- Had dialogue and information exchange with national actors that we have not had so close contact with before, such as the Swedish Board of Agriculture and the Forestry Agency.
- Had in-depth cooperation and information exchange with local and regional actors that we have had contact with previously, such as farmers and local LAGs.
- Started dialogue and information exchange with local and regional actors that we have not had so close contact with before, for example, local politicians and municipalities of Dalsland.
- Spread the project brochure HNV-Link at various activities.
- Had dialogue with and information to various stakeholders about existing innovations in other countries during various activities.
- Distributed the innovation report to the participants in the innovation seminar in June 2017.
- Informed about the project's activities through social media.
- Created press releases about the activities of the project.
- Worked with the communication managers in the HNV-Link project
- Provided information about the project on a number of other activities in the networks we work on daily (see HNV communication reporting)



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 interviews 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.
Possibility of Cross Reviews?*

The project as a whole, and the structure, has been a great support in the HNV work in many ways, for example by contributing to:

- Identify innovation gaps and needs
- Be able to find examples of innovations in other countries that can be useful for our learning area in order to reach our vision
- Be able to carry out and receive cross visits. This has contributed greatly to gaining a deeper understanding of other countries' innovations.
- Strengthen local networks, and create new regional, national and international networks. The innovations and knowledge that exist in these networks will be very valuable to us in order to reach our vision. Hopefully, these new networks can also lead to our innovations being used in other places, and in these places contributing to a positive HNV development.
- Raise awareness among all stakeholders that there are solutions to our HNV challenges. And that there are committed, talented and constructive people and networks we can hopefully continue to work with in the future to achieve common goals.

Regarding the Action Plan itself, as a strategic innovation brokerage tool to support HNVf-processes, we think it have the potential to be very efficient (a new social innovation). But if this potential should be taken care of fully we think it's important to have access to the tool from the beginning of the process and that all relevant stakeholders are aware of how the tool are intended to be used.

