

# Policies enabling innovation, learning and transition towards sustainability of agriculture

3 December 2013, Thon Hotel EU  
Rue de la Loi/Wetstraat 75, B-1040 Brussels

## Final Conference of the FarmPath and Solinsa 7th Framework projects

9am to 4:30pm



# Conference documents

Project Coordinators:

FarmPath: Lee-Ann Sutherland ([lee-ann.sutherland@hutton.ac.uk](mailto:lee-ann.sutherland@hutton.ac.uk))

Solinsa: Heidrun Moschitz ([heidrun.moschitz@fibl.org](mailto:heidrun.moschitz@fibl.org))



**SOLINSA**  
Support of Learning and Innovation  
Networks for Sustainable Agriculture



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Report for session 1

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Report for session 2

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## **Launch of AKIS II report:**

Presentation by Krijn Poppe, co-chair SCAR cwg AKIS (LEI Wageningen)

## **Lists of partners and participants**

List of FarmPath and Solinsa partners

List of participants

# Policies enabling innovation, learning and transition towards sustainability of agriculture

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## Final Conference of the FarmPath and Solinsa 7th Framework projects

9am to 4:30pm



How can innovation and learning be supported to enable transition to more sustainable agriculture? The Solinsa and FarmPath 7th Framework Programme research projects have been addressing these questions over the past three years and are in the process of formulating policy recommendations (European Innovation Partnerships, Horizon 2020 etc). Findings and draft policy recommendations will be discussed in a joint conference.

In participating in the final conference, you will have the opportunity

- To learn about the research findings from Solinsa and FarmPath on how networks, collaboration and innovative initiatives such as alternative marketing systems, the reduction of inputs in farming, high nature value farming, and on-farm renewable energy production can increase the sustainability of agriculture in Europe
- To discover or deepen your knowledge of key concepts and approaches that could be used to foster sustainable agriculture in Europe (e.g. Learning and Innovation Networks for Sustainable Agriculture, transition, and knowledge systems)
- To discuss the implications of those approaches in terms of policy and practice, and to contribute to the development of policy recommendations



## AGENDA

**9am Welcome :** **Hans-Jörg Lutzeyer**, Directorate General Research and Innovation (DG Research), European Commission

### Keynote address

“Facilitating learning, innovation and transition towards sustainable agriculture – the European Innovation Partnership and beyond”: **Inge Van Oost**, Taskforce Research and Innovation in the Directorate General Agriculture and Rural Development (DG AGRI) of the European Commission.

Over view of FarmPath project **Lee-Ann Sutherland**, James Hutton Institute, Scotland

Overview of Solinsa project **Heidrun Moschitz**, FiBL, Switzerland

**10:35am Coffee**

**11am Poster session on research findings. Researchers will be available at their posters to present findings and answer questions.**

Posters will include topics such as: transition towards on-farm renewable energy production; the evolving role of local food networks, lifestyle farming in the European periphery, reducing the environmental impact of farming, enabling farmer collaboration, challenges facing local certification schemes, visioning processes for regional sustainability, learning and innovation mechanisms in networks, the link between AKIS and learning and innovation networks, external support needed by networks, and the role of innovation brokers. There will also be a poster on the AKIS 2 Report.

**12:30pm Lunch**

**1:30pm Participative parallel sessions on policy recommendations**

How to effectively support learning and innovation networks:

This session will identify potential mechanisms for effective external LINSAs support and the access to them. Policy schemes, arrangements, instruments will be identified and discussed.

How to support young farmers and new entrants:

This session will identify the trends in numbers of young farmers and new entrants at European and national levels, and give the opportunity for participants to discuss the extent to which there is a ‘young farmer’ problem in Europe, and identify options for supporting young people and new entrants to the agricultural sector.

How to facilitate progress towards regional sustainability of agriculture:

This session will identify policy actions that can be undertaken at European and national levels in order to enable increased regional sustainability of agriculture in Europe.

A handbook and a policy brief developed to assist regional, national and European policymakers enable agricultural sustainability at regional level will be discussed.

What is the contribution of EIP to the development and functioning of LINSAs?

The session will explore how the EIP can become attractive to LINSAs and what could be the relations between Operational Groups and LINSAs. This session will also explore the different options to support and facilitate networking at European or national level among regional networks (Operational Groups/LINSAs).

**3:20pm Coffee break**

**3:45pm Feedback from parallel sessions**

**4:10pm Handover of the AKIS 2 report “Agricultural Knowledge and Innovation Systems Towards 2020” by Krijn Poppe (Wageningen UR) to Martin Scheele (DG AGRI)**

**4:25pm Closing statement from Hans-Jörg Lutzeyer**

**4:30pm Close**

For further information on the **FarmPath** and **Solinsa** projects see:

[www.farmpath.eu](http://www.farmpath.eu) and [www.solinsa.net](http://www.solinsa.net) or contact the project co-ordinators

Lee-Ann Sutherland ([lee-ann.sutherland@hutton.ac.uk](mailto:lee-ann.sutherland@hutton.ac.uk))

Heidrun Moschitz ([heidrun.moschitz@fibl.org](mailto:heidrun.moschitz@fibl.org))



# Keynote Address



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

## Moving Innovation in Agriculture Ahead !



Final conference Farmpath & Solinsa – 3 December 2013 – Brussels  
Facilitating innovation and learning on sustainable agriculture through the EIP  
Inge Van Oost - DG Agriculture and Rural Development

Agriculture  
and Rural  
Development



## ***Context***

As a new approach under the Europe 2020 Strategy, the Europe 2020 **Flagship Initiative "Innovation Union"** specifies European Innovation Partnerships (EIP) as a new tool for fostering innovation through linking existing policies and instruments

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Development



## ***The EIP-AGRI in short***

- Agricultural Productivity and Sustainability (Communication Feb 2012)
- Overarching concept – in CAP-RD and Research funds, et al
- Based on interactive innovation model
- Key entities: Operational Groups
- EIP network for communication, partnering and knowledge flows

[http://ec.europa.eu/agriculture/eip/documents/eip-opportunities\\_en.htm#eip-origins-of-eip-agri](http://ec.europa.eu/agriculture/eip/documents/eip-opportunities_en.htm#eip-origins-of-eip-agri)

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# 1. Innovation under the EIP

## The basics

*"The EIP aims at a flexible and open system for the creation of a multiplicity of operational groups"*

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## ***What is Innovation ?***

- new, improved or successfully applied products, processes or services, for instance products with adapted quality, new production methods, opening to new markets and new forms of organization
- innovation is more than dissemination of research results: it occurs as a result of the creativity and interplay between actors for combining new and/or existing (tacit) knowledge
- In the end, it is only when a new creation really becomes more or less mainstream that it is called an "innovation"

In short: **ideas put into practice with success**

→ **Interplay and mediation between actors is key**



## ***The Interactive Innovation Model***

- The innovation model under the agricultural EIP goes far beyond speeding up transfer "from laboratory to market" through diffusion of new scientific knowledge (referred to as a "linear innovation model").
- The EIP adheres to the "interactive innovation model" which focuses on demand-driven partnerships and bottom-up approaches, involving farmers, advisors, researchers, businesses, and other actors in **Operational Groups**.
- Knowledge exchange in interactive processes will generate new insights and ideas and combine science with practice experience. The resulting co-ownership will bring the focused solutions quicker into practice, thus fostering innovation and giving impulses for research.





## ***Concept of EIP Operational Groups***

Operational Groups of the EIP are:

- Built around concrete innovation projects targeted towards finding innovative solutions for a specific challenges or new opportunities
- A combination of different competencies (practical and scientific), needed for implementing a concrete project or mission
- Action- and result-oriented "hands-on" groups (no balanced representation needed) aiming to benefit from interaction for co-creation and cross-fertilisation
- Composed, in different constellations, by innovation actors such as farmers, scientists, advisors, agri-business, and NGOs

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## 2. What could an EIP Operational Group look like?

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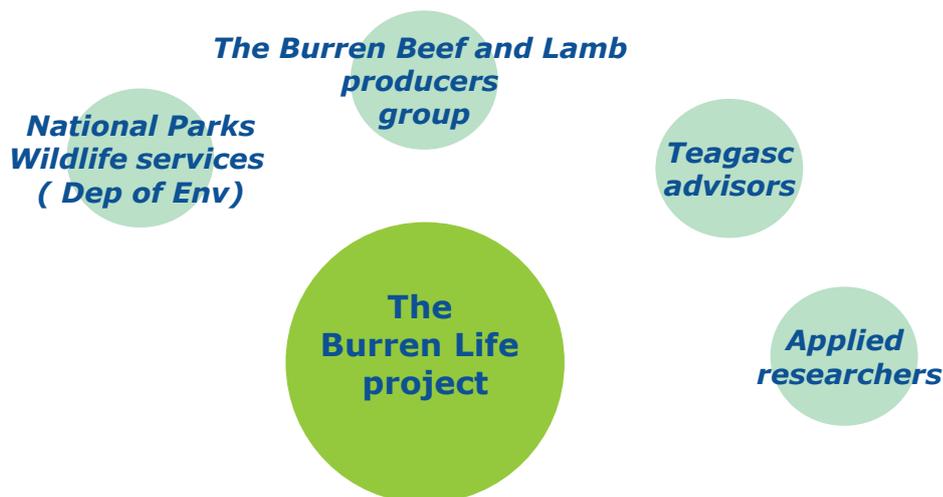
## Key Acting Entities Within the EIP - Operational Groups -



*"Operational Groups" are no stakeholder networks, no stakeholder boards, no thematic coordination groups, nor discussion groups*  
*An OG = actors working together in a project targeted at innovation and producing concrete results*



*An example of an interactive group similar to future OGs:  
**the Burren Life project (IE)***



*Project objective: Improving preservation of a priority habitat area (The Burren) with particular farming methods & developing a marketable value-added "conservation" meat*





## ***Different Sources of Funding for Operational Groups***



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## ***Different Sources of Funding for Operational Groups***



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## ***Implementing the EIP***

### *Rural Development Programmes:*

- Setting up "operational groups" involving actors such as farmers, advisors, agribusiness, research, NGOs, ...
- Combining the setting up of operational groups with project funding (investment, knowledge transfer, advisory services)
- Innovation support services & innovation brokering function

### *European Union Research Policy (Horizon 2020)*

- Funding research projects
- Demand driven innovation through involving various actors all along the research project in "multi-actor projects"
- Mobilising existing scientific and practical knowledge in an interactive format through "thematic networks"

## **Challenges and Opportunities**



**Biodiversity  
Habitats**

**Economic  
Viability**



**Food**



**Bio-energy  
Biomass**



**Climate Change**



**Resource-  
management**

**Supply Chain  
Integration**



"la confrontation  
des esprits fait  
jaillir les idées"

### 3. Innovation support services

How can it work?

## ***Innovation Support Services***

- Coaching/advising farmers towards innovation
- Promoting innovation and innovation funding formats
- Brainstorming events and animation of (thematic) groups
- **Brokering function**
- Coordination and facilitation of projects as an intermediate between partners
- Dissemination of innovative results
- Connect with SME and other innovation services and funding

## ***Example of interaction between interactive projects and networks (FR)***

### **Joint Technology Networks (RMT)**

- Funding for strengthening interactions of actors in development, research and education to promote innovation and knowledge transfer (since 2006)
- The RMT gather basic and applied research institutes, education (university, higher and technical education), advisors and various development actors around themes of common interest and strong challenges for the agricultural and food sectors. Depending on the theme often broader participation, including farmers' groups, cooperatives, etc.
- One RMT is funded for animation for a duration of 5 years.
- RMT propose concrete interactive innovation projects which receive priority funding

## ***What is Innovation Brokering?***

An "innovation broker" is a person or organisation that acts as a go-between, helping to:

- *discover innovative ideas*
- *articulate demand*
- *connect partners*
- *find funding*
- *prepare project proposal*

Innovation brokering can be supported under Rural Development Policy: Art. 16 (1) (b), Art. 36 (5) (b), Art. 55 (2)

Why innovation brokering?

- Capturing bottom-up ideas from the grass-roots level
- Try to develop solutions that last beyond the project period
- Getting an innovation project ready to start, helping single actors which might have difficulties in finding the adequate partners for a certain topic.
- A close connection with and understanding of agriculture is important.
- A cross-cutting approach beyond existing sectors, regions, initiative and institutes may bring added value
- Different approaches may be useful e.g. vouchers etc ("coffee money") for easier use and reduction of administrative burden

## The innovation brokering process: acting as a mediator



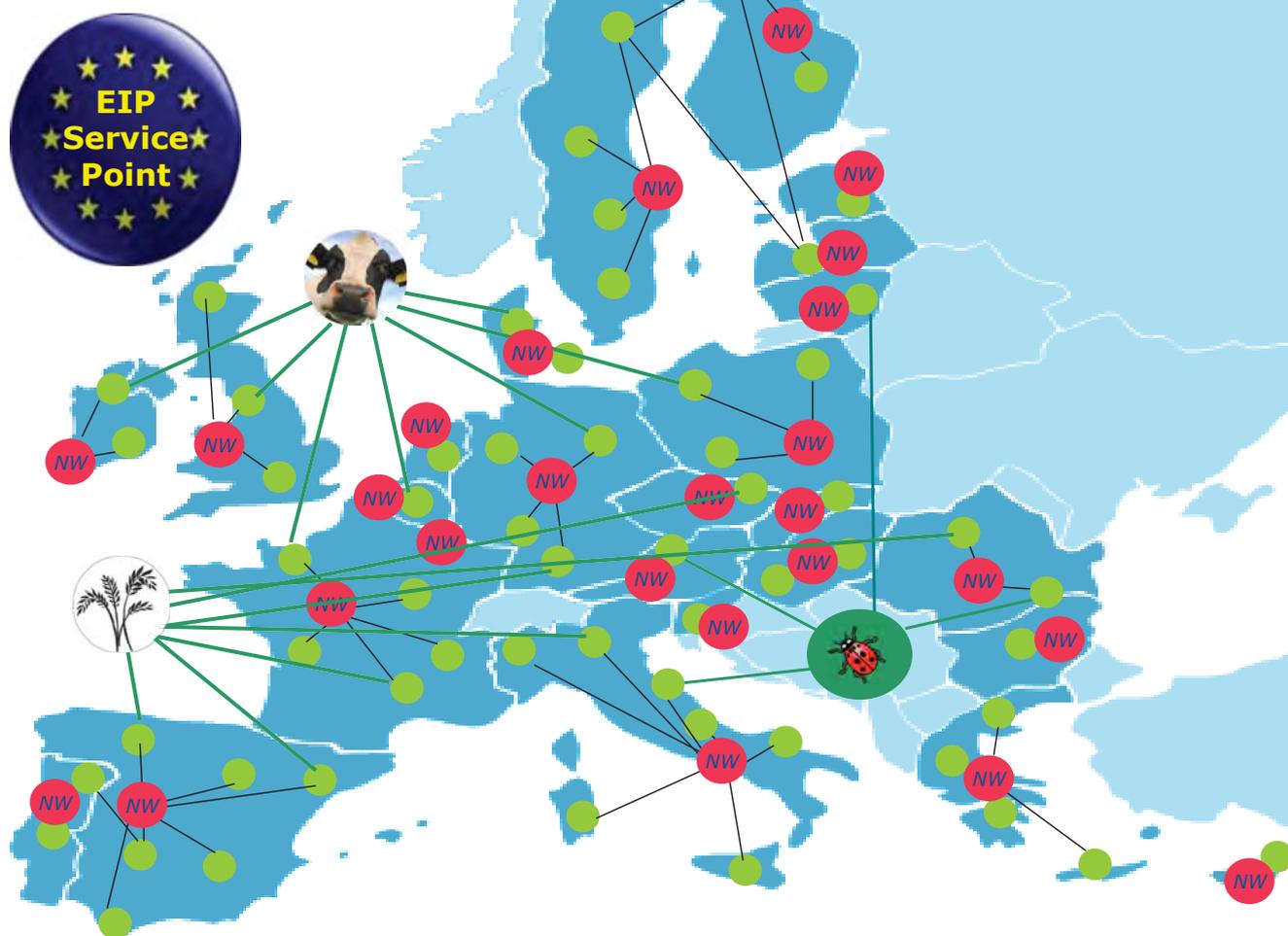
*Matchmaking, including the  
marriage contract*

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## 5. Networking and Innovation Support

How to connect OGs?

## An EU wide EIP network, supported under RD



### Network Function of the EIP (Service Point)

- **Collect** information (research and innovation projects etc.) and best innovation practices
- Effective **flow of information** (website, databases)
- **Give advice** on opportunities within policies (helpdesk function)
- Sharing knowledge on concrete practical work and **connect actors**
- Systematic **feedback** to the scientific community about practice needs (Art.12 H2020)



## ***Thematic networks in H2020 call 2014-2015: Support & link to OGs***

Topic ISIB 2 "Closing the research and innovation divide: the crucial role of innovation support services and knowledge exchange"

• **1 Network** focuses on exchange and development of methods for innovation brokering. It will **connect innovation support services** (incl advisory services) and help them in how to find innovative ideas and develop them into an innovative group project plan

• **4 Networks on specific themes** to be proposed bottom-up: Synthesising, sharing and presenting best practices and research results focusing on themes and issues that are near to be put into practice, but not known or tested by practitioners

[http://ec.europa.eu/research/horizon2020/index\\_en.cfm?pg=h2020-documents](http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=h2020-documents)

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**"The value of an  
idea lies in the  
using of it."**

Thomas Alva Edison (inventor of the  
light bulb)

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The EIP network can help



To exchange knowledge between all actors in the EU



***To an  
„Agriculture of Knowledge“ .....***

***Connect for added value, ..... Join the EIP***

***Thank you for your attention!***

**[http://ec.europa.eu/agriculture/eip/index\\_en.htm](http://ec.europa.eu/agriculture/eip/index_en.htm)**

***Inge.Van-Oost@ec.europa.eu***



# Introductory Presentations

A decorative graphic consisting of a semi-circle of yellow stars of varying sizes, with a row of smaller, grey stars below it.

# Overview of the FarmPath Project

A small, stylized brown tractor icon.

Lee-Ann Sutherland  
FarmPath Project Co-ordinator



## Overview



- The FarmPath team
- Project Overview
  - ➔ Multi-level perspective on transition
  - ➔ Project activities
- Project findings
  - ➔ Introduction to the posters
  - ➔ Introduction to the parallel sessions
- What impact can policy have?
- Further information



Wind farm under construction.  
David C. Smith

# The FarmPath Team



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## History



- Call: FP7-KBBE-2010-4 (2009)
- Assessment of transition pathways to sustainable agriculture and social and technological innovation needs
- 'sister' project to Solinsa
- March 2011 to May 2014
- 9 partners from across Europe
- Total Budget: ~€2 million



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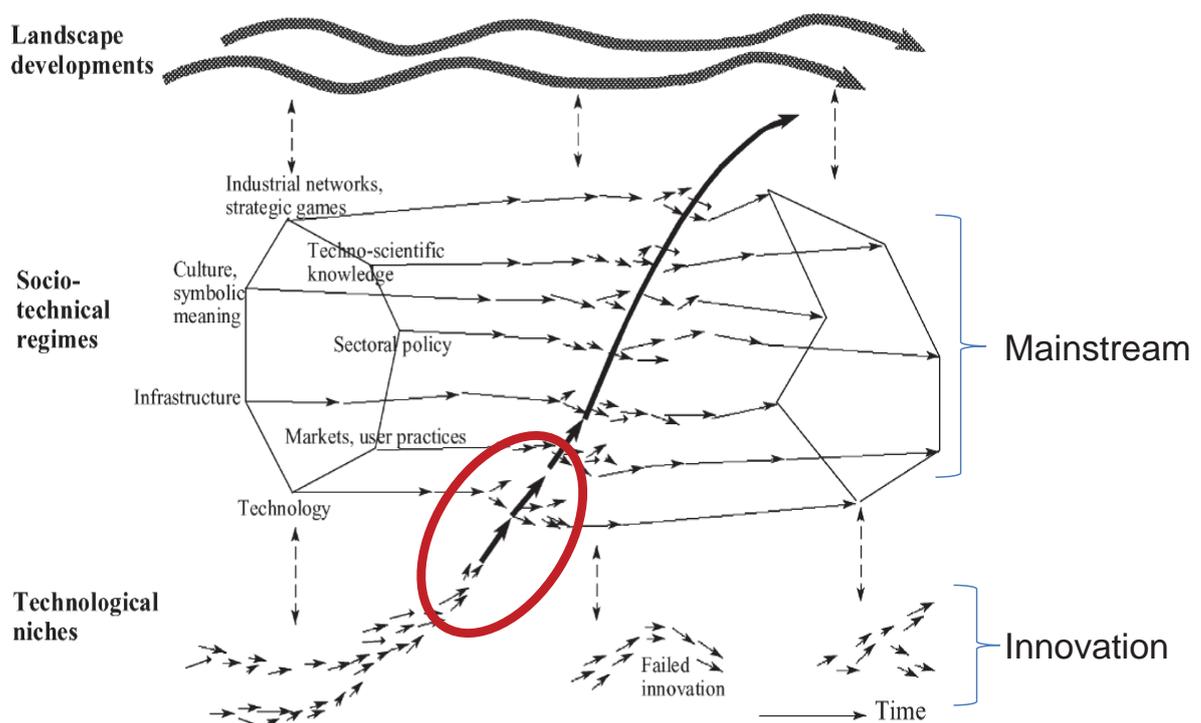
# FarmPath Overview



- In **FarmPath**, we propose that increasing **sustainability** of agriculture is best addressed by enabling flexible combinations of farming models, which vary to reflect the specific opportunity sets embedded in **regional** culture, agricultural capability, diversification potential, ecology and historic ownership and governance structures.
- Major activities:
  - ➔ study of 21 regional sustainability case studies
  - ➔ co-construction regional transition pathways
- Sub-focus on **new entrants and young farmers**

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## Multi-phase change



(Source: Geels, 2002:1263)

# On-Farm Renewable Energy



- Cases: German, Czech and UK cases
  - ➔ Opportunity for farm diversification and rural development
  - ➔ Substantial policy supports
  - ➔ Creates competition with commercial companies for agricultural resources
  - ➔ Public protest
- Need 'joined up' **agri-renewables strategies**



Biogas plant on Sasov Farm, Czechia

P2

# Alternative Agri-food Networks



- Cases: France, Czechia, Greece
- Multiple sources of innovation
  - ➔ Initiated by consumers, producers and wine makers
- Importance of networks
- Active young people
- Aim to remain alternative
  - ➔ Not to scale up
  - ➔ Importance of autonomy



Pilsen, Czechia

P4

# Collaboration in Farming



- Cases: Germany, Portugal, Scotland (UK)
- Collaboration as foundational to innovation
- Different 'types' of collaboration at different phases:
  - ➔ 'team' interpersonal collaboration at the start of niche development
  - ➔ vertical collaboration to anchor and mainstream the niche innovation
- Social capital – transaction costs



P9

# Lifestyle farming



- Cases: Bulgaria, Portugal, Scotland (UK)
- A form of 'countryside consumption' by landowners
- Can perform important rural functions
  - ➔ Environmental objectives
  - ➔ Addressing land abandonment
  - ➔ Rare breed preservation
- 'Unseen farmers'
  - ➔ Limited policy recognition
  - ➔ New entrants - innovation
  - ➔ Disconnected from AKIS



Highland cow on a lifestyle property in Aberdeenshire

P10

# Local Certification Schemes



- Cases: Czechia, Bulgaria, Greece
- ‘Retro-innovations’ and ‘smart specialisation’ at local and regional level
  - ➔ Benefit from ‘outside’ stakeholder assistance
- Networking and governance support can help
  - ➔ 5 to 10 years before governance changes show results



Local products in Czechia (above) and Greece (below)



P12

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# Environmental Public Goods



- Cases Greece, Bulgaria, Portugal, France Germany
- Environmental initiatives including High Nature Value Farming
- Top down versus bottom up
  - ➔ Success dependent on integration between levels
- Young people as important actors



Besparskari Hills, Bulgaria



Montado landscape, Portugal

P13

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# FarmPath Regional Visioning



- Identification of regional visions:

- ➔ Production and productivism
- ➔ Landscape and environment
- ➔ Rural values and lifestyle

- Three primary pathways:

- ➔ Innovation in farming
- ➔ Maintenance or re-emergence of farming activities
- ➔ New concepts of farming, farmers and rural areas

- Very different ways of achieving these aims



Stakeholders in Bulgaria

## Session and P6

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# Young farmers and new entrants



- Challenge of assessing using available statistics

- ➔ Recent Eurostat analysis of young and elder farmers in member states

- Young farmers = new entrants?

- Relative engagement of YF and NE in innovations

- Visions of and for young farmers

- Policies to support YF and NE



## Session

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# Policy needs

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- Policy can have a big impact on **anchoring** of innovations
    - ➔ Price supports and LEADER
    - ➔ Leadership development
    - ➔ Horizontal and vertical networking skill development
  - But:
    - ➔ Need for cross-sectoral policies
    - ➔ Scaling up isn't always the goal
    - ➔ Innovation isn't always from the young
    - ➔ New entrants disconnected from AKIS
    - ➔ Draw on regional level distinctiveness
- 

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# Further information

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- [www.farmpath.eu](http://www.farmpath.eu)
  - Information available today
    - ➔ Policy Brief
    - ➔ Regional Sustainability of Agriculture Handbook
    - ➔ 7 information notes in 7 languages
    - ➔ Posters and parallel sessions
  - Forthcoming book: “Transition Pathways Towards Sustainability in Agriculture: Case Studies from Europe (CABI, 2014)
- 

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**SOLINSA**  
Support of Learning and Innovation

Agricultural Knowledge Systems in Transition  
Towards a more effective and efficient support of Learning  
and Innovation Networks for Sustainable Agriculture

solinsa.net

# The SOLINSA Project: Support of Learning and Innovation Networks for Sustainable Agriculture (LINSNA)

Heidrun Moschitz,  
Research Institute of Organic Agriculture FiBL  
Final Conference, Brussels



Funded by the European Union

## Society wants agriculture and rural areas to become more sustainable

solinsa.net



H. Moschitz The SOLINSA Project, December 2013

## Diversity of new approaches

solinsa.net



H. Moschitz The SOLINSA Project, December 2013

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## Innovations need networking

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There are already creative and innovative approaches

- How did they develop? How do they function?
- How do they learn and produce innovations?
- How can such groups and networks be supported?

H. Moschitz The SOLINSA Project, December 2013

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## How did we address the questions?

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- Close collaboration between science and practice: crossing boundaries
- Experimentation of new methodologies and approaches

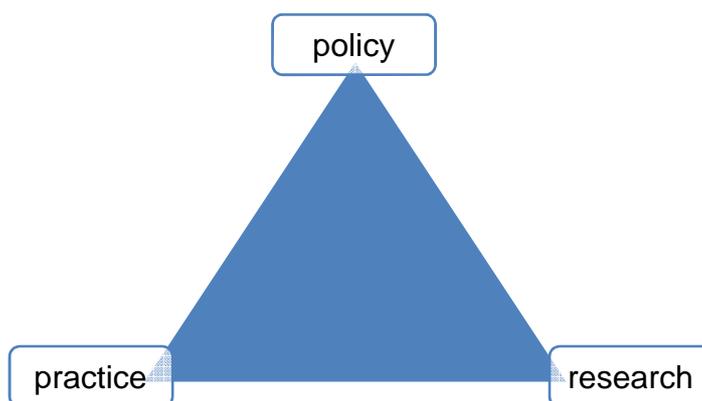


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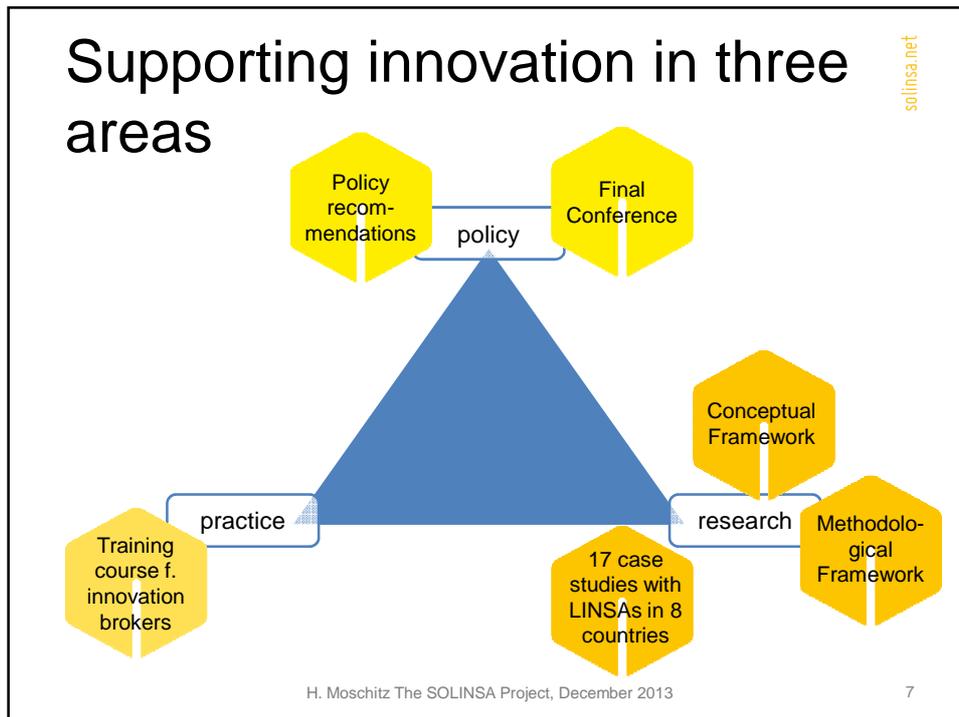
## Supporting innovation in three areas

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## Some results...

...from working three years with LINSAs and continuously reflecting the process of knowledge co-creation

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## Constraints and Opportunities

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- Opportunities of the LINSAs
  - Good volunteer spirit
  - Good relationships with the state, the public, the established institutions of the agricultural knowledge system
- Constraints
  - Limited financial resources
  - Not so strong in management and governance
- «Social learning», i.e. learning as a group is important



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## Learning in LINSAs

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### LINSAs development

### Learning approaches

Diffuse networks,  
few links to AKS

Uncoordinated learning,  
informal approaches

Some formalisation, no  
overall coordination

Close links with AKS

Highly coordinated



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## Dynamics of LINSAs and innovation

solinsa.net

- LINSAs development/trigger:
  - Develop from outside or inside pressure
  - Bottom-up and top-down management
  - Majority remain closed networks, some are open
- Different types and ways of innovation may lead to longterm change
  - begin radical, more incremental as it is more widely accepted
  - radical at the local level, but incremental at the EU level

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## LINSAs' support needs

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- Soft-skills training (e.g. management & communication)
- Seed money for experimentation and opening spaces for reflection and innovation
- Funding of volunteer work
- Exchange across different networks to stimulate learning
- Linking to AKIS
- Innovation brokers and facilitators



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## Different LINSA need different adapted support

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## Different LINSA need different adapted support

- Policy:
  - Framework for support and flexibility to specific needs of LINSA
- Practice:
  - Targeted support with researchers, advisors, farmers, policy makers...
- Research:
  - Focus on research that integrates practice and science to find solutions

We need changing the attitude and the self-perception of researchers, advisors, farmers, policy makers...

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# The consortium – Thank you!

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# Poster sessions on the research findings

# What do we mean by collaboration in agriculture?

Carla Gonzalez, Simone Schiller, Sharon Flanigan



Collaboration is a characteristic of human behaviour necessary for the production of goods and services. People act together within a common context to achieve a common objective.

There are different forms of collaboration according to the number of actors involved, the activities undertaken and their intensity, etc.

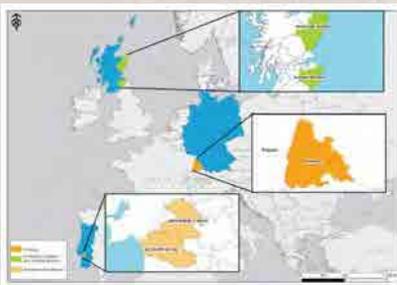
Collaborations depend on social norms and values, framework conditions and objectives pursued, as well as different formal and informal shapes.

Collaboration in agriculture therefore includes:

- 'vertical cooperation' between agricultural producers and other businesses in sectors up and downstream (e.g. suppliers, processors); and
- 'horizontal cooperation' between agricultural producers (e.g. machinery rings).

## Why study collaboration in transitions towards sustainability in agriculture?

- It isn't reasonable that individual farms, or farming systems, attempt to meet all of the demands placed on agricultural systems. These demands should be met at regional level.
- Collaboration is necessary to engage different actors to support and spread the development of innovative 'niche' activities.
- Certain forms of collaboration are considered socio-technical innovations.



## Three initiatives on novel forms of collaboration in agriculture

Three case studies of collaboration were undertaken, varying in organizational form, type of actors involved, length of time in existence and motives driving the collaboration:

**'CRIE Montado' (CRIE) in Portugal** is a small group of agricultural entrepreneurs from Montemor-o-Novo and Alcácer do Sal, set up in 2009, and **promoting the development of multifunctional farms and agriculture through experience and information sharing.**



**Machinery rings (MR) were introduced in Scotland** in 1987 and provide opportunities for increased efficiency by offering a **low-cost mechanism for resource sharing** (initially **machinery and labour**, but the rings now supply **bulk inputs and training**). This case study was carried out in the Scottish Borders and North East Scotland.

**The 'Regionalwert AG' (RWAG) in Germany** is a citizen's shareholder corporation and pursues the **provision of shareholder capital to organic agriculture** with the objective of a sustainable regional economy (financial and socio-ecological). It was formally founded in Freiburg in 2006 following a long process of conceptual development at the local level.

More on: <http://www.farmpath.eu/sites/www.farmpath.eu/files/documents/Farmer%20Collaboration.pdf>



## Collaboration takes on many different forms throughout the transition process:

>> RWAG and CRIE show that during niche establishment / transitions 'take-off', interpersonal relationships are important to develop a:

- common concept;
- strategy; and
- functioning structure.

>> During a latter phase, the MR shows that formal rules and structures can sometimes "substitute" interpersonal relationships during collaboration processes.

## Collaboration with actors outside the initiatives has evolved along with the transitions:

>> Vertical co-operation helped to anchor the niche's proposal into the production chain and regional context in RWAG and MR.

>> Horizontal co-operation is relevant in establishing the niche - denoted in CRIE where members felt the need to currently increase it and delay vertical co-operation.

## Leadership is crucial for the success of collaboration in the three initiatives:

>> Lack of persistence in committing to leadership by several members was a critical factor decelerating collaboration in CRIE.

>> Strong leadership was identified as a success factor in RWAG and MR, highlighted through the role of continuity and the personality traits of the leader, including ambition, determination, charisma, interpersonal skills, conviction in the concept and projects.

## Clear economic benefits for members were important factors which led to success in MR and RWAG.

## In all cases, issues of farm succession and the social sustainability of farming were raised, in particular:

>> Thanks to RWAG, young farmers set up organic farms in Freiburg despite the lack of access to start-up capital through conventional funding schemes (policy and/or financial market).

>> MR provided opportunities for farm successors through being 'supplier members'/ contractors/ service providers to the ring, whilst at the same time working on their own farms when required.

Through collaboration, CRIE reinforced the adoption of environmental approaches in individual projects and introduced an operational model of multifunctionality in the region by extending farm activities beyond agricultural production.

MR helped sustain the economic viability of farms through reduced costs and greater efficiency in accessing agricultural inputs (machinery, labour, commodities, training).

RWAG created a new link between regional shareholders investing in organic farms and other businesses in the regional value chain, strengthening the latter through collaborations such as knowledge transfer mechanisms.

## Concluding remarks

>> **Supporting collaboration in different shapes at starting phases is uncertain but may have a multiplying effect by increasing the potential of ongoing efforts.**

>> **Access to land, and to financial start-up capital by young farmers and new entrants, is important for the social sustainability of farming and farm succession.**

>> **Investing in social capital and collaboration is important for increasing innovation.**

For further information see: [www.farmpath.eu](http://www.farmpath.eu)



FarmPath is funded under the 7th Framework Programme of the European Commission (Call FP7-KBBE-2010-4), grant agreement no: 265 394. It is 72% funded by the European Commission, with the remaining provided by participating research institutes. In Scotland, this funding comes from the Scottish Government's Rural and Environmental Sciences Services Division Strategic Research Programme.

# Environmental public goods provision through agriculture

George Vlahos, Mariya Peneva, Carla Gonzalez, Marion Diaz, Mariana Dragnova, Emi Tsakalou



## High Nature Value Farming

The study explored how promoting various traditional agricultural practices and/or products in High Nature Value (HNV) areas aimed at nature protection and biodiversity conservation may lead to sustainable regional development of agriculture and rural areas. HNV farming is viewed as an environmental solution but also as having a broader impact on the economic and social sustainability of agriculture and rural development.

**The Bulgarian initiative** started in 2008, in a Natura 2000 protected zone which aimed to implement traditional extensive land management practices that preserve and maintain the existing biodiversity and habitats throughout the Besaparski Hills.



Landscapes from Besaparski Hills. Photographs by Y. Kazakova.

**The Portuguese initiative** focuses on Valuing the Mediterranean Wild Resources across three municipalities - Mértola, Barrancos and Almodôvar - covering several protected areas. It is a 2009 PROVERE project, a collective efficiency strategy to stimulate territorial competitiveness in low density rural areas of Alentejo region, valuing endogenous natural resources, heritage and traditional knowledge for sustainability.



Montado in Mértola, Portugal. Photographs by F. Barroso.

The goal of the French case in Ballons des Vosges is the conservation of agro-pastoral areas and landscape through re-opening/ opening mountainous wastelands which will lead to the revitalization of agriculture and sustainability of the region's rural areas.

## Innovation in the HNV study

The innovation in the HNV study combines traditional products and/or extensive farming practices with modern visions for the natural environment, so that HNV areas are preserved and reproduced in their natural form. In addition, the initiatives represent multifunctional agriculture within the diversity of rural areas such as: traditional local food production, tourism activities development, local networks and public-private partnership establishment and regional/local heritage promotion.

The key issue is the implementation of the agro-environmental measures: a policy instrument introducing a top-down approach for the protection of HNV areas, which encouraged bottom-up farming initiatives in the three cases regardless of the differences in their design and impacts on the regional and local level. Lannion Bay has unsuccessfully implemented many government supported plans to reduce green tides. Since 2011, a proposal has been accepted to move towards grassland fodder systems and to reduce extra-territorial inputs to solve the algae problems, but it has faced a lot of challenges.

In the Mangfall Valley the initiative has proved attractive due to intensive incentives but it is also a good alternative to the 'intensify or abandon' dilemma created by the global intensification trend. Since 1992, when the initiative started, organic farming has been mainstream the area. In Imathia, transition is characterised by the strengthening of collaborative action and collective institutions. The initiative addressed an important deficiency of the previous production system: the failure to ensure an acceptable (by market standards) level of pesticide residues.

## Reducing environmental impacts

Since the 1970's, the 'green tides' in an environmentally sensitive area, have been a major problem in Lannion Bay, France. There have been significant negative consequences for tourism and the region's image as a result of intensive livestock production and long supply chains.

One case study was an organic farming support programme in the Mangfall Valley (Germany), which gave contracts to farmers providing good quality water. Agricultural production has been facing the challenges and opportunities of less-favoured but scenic areas close to large urban centres. Extensive (and mostly part-time) dairy farmers, had to decide whether to further intensify their farms or abandon agriculture altogether.

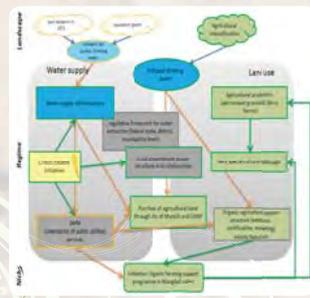
In the Imathia region, Greece, Integrated Farming Standards were implemented by large fruit growers' cooperatives. The main aim was to refocus their strategy away from overexploiting their land to produce the largest quantities possible and focus instead on quality. The new objectives have been to gain competitiveness in international markets by producing a high quality product through an environmentally sound process.



## Key lessons learned

- Globally, the main drivers have been increasing concerns about the environmental sustainability of farming land use and practices, especially for a heavily subsidized EU agriculture, and growing consumers' concern about food safety.
- Most of these initiatives were initiated 'top-down', reflecting the importance of the economic and social pressures already exerted on farmers. Hence, the need for an external initiative.
- HNV farming challenges the trend/aspiration for modern, competitive and high-profit agriculture in a globalized world, and in the context of potential food insecurity.
- The involvement of various actors and stakeholders from both local and regional levels embedded in formal, informal organizations and/or other bodies and networks, especially early adoption of the initiatives, has been a key element of the successful transition.
- Young farmers and new entrants are important actors in the implementation of these initiatives. They are more attracted to innovative proposals, adaptive to changes and are often more willing to undertake new initiatives and risks.
- To strengthen and make farming sustainable in the long run, implementation and coordination of the policies and measures need to be more consistent at all levels. The state institutions, as promoters of the EU policy, and NGOs, are important for raising awareness, supplying information, knowledge and services of how to carry out for sustainable farming and why it is necessary to be implemented, so it is not perceived as a restrictive regime, especially in protected areas.

For further information see: [www.farmpath.eu](http://www.farmpath.eu)



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# Regional sustainability transitions FarmPath Visioning Process



Teresa Pinto-Correia, Helena Guimaraes, Annie McKee

## THE QUESTIONS

What are the desires for agriculture and other land based activities in 20 years by those involved in the activity?  
How can we reach these desirable futures?

In order to address these question we undertook a visioning process in 7 regions across Europe:

1. Aberdeenshire (North East Scotland)
2. Plzensky region (Czech Republic)
3. Baden-Württemberg (Germany)
4. Montemor-o-Novo (Portugal)
5. Pays de Rennes (France)
6. Pazardjik and Plovdiv (Bulgaria)
7. Imathia (Greece)



The same goal and the same visioning process

## WHY A VISIONING PROCESS?

- While creating visions, perceptions about alternative futures are ordered.
- When large scale questions exist on how driving forces may play out in the longer-term future, visions help to explore the implications of a range of different futures.
- When shared among stakeholders they improve communication; hence they increase understanding

## HOW DID IT OCCUR?

In FarmPath we considered that a well-structured participatory processes towards a joint construction of visions and pathways would lead to higher awareness of the drivers in place, but also of the possible roles of different actors and institutions.

Therefore we developed a step by step approach towards » » »

- » » » the mobilization of stakeholders;
- » » » the transition from individual to group visions; and
- » » » a shared reflection of what needs to be done for these visions to become reality.

## THE STEP-BY-STEP VISIONING PROCESS



## WHO WAS INVOLVED?



## WHY WERE THEY INVOLVED?

One of the goals of FarmPath was » » »  
 » » » to support adaptive and reflexive capacity in rural issues at multiple scales.

For this to happen we promoted » » »  
 » » » A social learning process that is, a systematic learning process among multiple actors who together define a purpose related to the agreed necessity of concerted action at a variety of scales

This means that » » »  
 » » » Farmers and other stakeholders became experts, instead of users or adopters of scientific recommendations

Recent trends have shown the need for co-design, where knowledge is developed in a complex, interactive design process with a range of stakeholders involved through a process of social learning

## THE PROCESS

- Social learning has occurred in each case study region, involving multiple actors, from different spheres. This learning is more clearly identified in some regions than in others, but the co-construction of visions and of pathways, resulting from the whole process, inherently contributes to social learning.
- We are certain that this social learning has only been possible due to the use of suitable and tailor-made tools. A well-structured and facilitated process, where the leading role is clearly defined, has been a critical factor in the progression of the shared construction of knowledge. This critical factor also encompasses the attitude and behavior of the research team. Only when these are open to the science-practice dialogue, can such crucial dialogue take place and be successful.

## THE VISIONS

More than 50 visions about the wishes for agriculture and other land-based activities in 2030 were gathered, across the seven European regions. Even considering the large differentiation of the regions considered, there are many similarities in the way these visions can be grouped, when we grasp their main focus:

Environmental constraints are expressed, but the focus is on farming production and productivity as a key strategy.



Emphases strongly in the reinforcement of rural values and lifestyle.

The quality of the landscape and of the environment, or natural resources, are expressed as the wished outcomes.

Not all regions have produced one vision within one of these groups. Some regions only produced two visions, and some others produced more than one vision in one of the groups. Furthermore, it may be considered that many visions have elements of all three groups.

## EXAMPLES

### In Czech Republic



One vision entitled "Agriculture for the countryside", stresses cooperation and networking amongst farmers, and another "Lively Countryside", emphasizes multifunctionality and a diversified community. Therefore both visions in this region centered on rural communities.

### In Portugal



Both visions have the Montado as a central condition for future sustainability. The Montado is the extensive sheep-pastoral land use system characteristic of Southern Portugal, and in both visions its maintenance is considered as fundamental.

## THE PATHWAYS

In order to achieve the visions, transition pathways were identified. These were summarised as:

Regardless of the farming system there are certain features considered as essential to maintain, or re-activate the social and economic role of agriculture.

Maintenance or re-emergence of farming activities

Innovation in farming

Considered to be achieved through innovative mindsets and practices

The need to acknowledge the shift away from production as the sole driver of land use and rural dynamics, towards a complex interplay of other drivers.

New concepts of farming, farmers and rural areas

Overall policy and institutional change

The conditions that must be established at the macro level, framing the activities to be developed in rural areas.

For further information about the visioning process, transition pathways and associated policy recommendations, please see the handbook:

'Facilitating Sustainability of Agriculture at the Regional Level: Principles and Case Studies from across Europe', published by FarmPath.



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# Lifestyle farming in the European Periphery

Teresa Pinto-Correia, Carla Gonzalez, Mariya Peneva, Lee-Ann Sutherland



## What is a lifestyle farmer?

A rural landholder who intentionally does not derive his/her income primarily from commodity production. The lifestyle farmer may be a producer, but this production is driven by non-commercial aims (e.g. desire to enjoy nature, self-provision, live in a rural area, or interact with livestock or horses).

## Why study lifestyle farming?

Countryside consumption – the management of farm land to pursue a rural lifestyle, healthy food and leisure, rather than to produce agricultural commodities – is an important driving force for change in rural Europe. These lifestyle farmers can manage their land very differently from commercial farmers, because they are not seeking to make a profit. They are also often **new entrants** to farming, or returning to the land after a long period of urban employment. They therefore have different skills and interests than commercial farmers.

## What was studied?

Interviews were conducted with key informants and lifestyle farmers in selected regions in Bulgaria, Portugal and Scotland (UK). The Bulgarian case focused on the Trinoga Association, a formally organized initiative which, since 2005, has promoted the idea of community supported agriculture for healthy and locally grown food. The association is located in a depopulated mountain area with small-scale farming. The initiators are young people with higher education and urban backgrounds who settle in the village, producing their own food and developing new activities of public benefit for the local community.

The British initiative concerns lifestyle farmers in Aberdeenshire, Scotland: households living on and managing land holdings of less than 10 ha for recreational and life quality purposes. Recreational small-scale land use, evolved primarily since the 1970s, with the arrival of the oil industry (and associated wealth) in Aberdeen. Lifestyle farming experienced a boom from 2003 to 2008, but was negatively impacted by the post 2008 recession.

The Portuguese study also reflects a spontaneous, non-organised process: rural small farms (from 2 to 20 ha) in the surrounding area to Montemor-o-Novo, in Alentejo region, a beautiful landscape located 100 km east of Lisbon. Replacement of former local inhabitants and farm families by newcomers started in the late 1980s and ran into the 1990s, and has clearly been increasing in the last 10 years.

## Where are lifestyle farmers likely to be located?

The research found some common characteristics of the locations of lifestyle farms, of differing importance in the three sites (see figure 1).

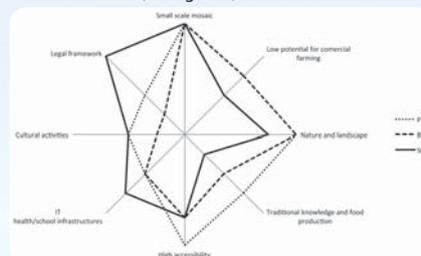


Figure 1 Diagram of attractivity factors for lifestyle farming

- The **'small-scale mosaic'** – in regions where the land is already divided into smallholdings, it's easier for newcomers to purchase lifestyle-scale properties
- **Low potential for commercial farming** either due to low quality agricultural land or to socio-economic constraints results in land being more visually appealing to lifestyle farmers and less in demand by commercial farmers.
- Strong **local farming knowledge cultures** were particularly important in the Bulgarian and Portuguese cases. This active cultural orientation towards self-provisioning motivates lifestyle farming
- As lifestyle farmers do not make their living from the farm, they are often located **near urban centres**, where farm household members are employed. Similarly, good quality **infrastructure**, particularly internet technologies, enable home working and ensure a high quality of life.
- In the Scottish and Portuguese cases, there was **no legal framework** required the use of agricultural land for agricultural production, thus leaving the land available for personal recreational use.

## Key findings

- Lifestyle farmers are often 'unseen farmers', unrecognised by agricultural or rural policy
- Largely un-regulated, and rarely receive government support
- Often benefit from tax advantages intended to assist commercial farmers
- Compete with commercial farmers for land
- Often new entrants, or returning after long-term urban employment
- Excluded from traditional sources of state support (e.g. agri-environmental funding) through lack of awareness.
- May adopt poor land and livestock management practices owing to lack of knowledge or skills.
- Lifestyle farmers perform important functions: occupying land which would otherwise be abandoned, creating and maintaining wildlife habitats, preserving rare breeds of livestock, producing local food, retaining population in rural area and contributing to the economic viability of farming services.
- Legal reporting requirements (e.g. livestock tracking and welfare reporting) are designed for commercial-scale farming operations and can act as a barrier to less intensive, leisure-oriented management of livestock.
- The growth of lifestyle farming reflects competition between the housing and agricultural sector for agricultural land, and the markets of both sectors.

## Policy Implications

- **Agricultural policy should recognise lifestyle farming, in order to better regulate it, and ensure benefits from lifestyle farming activities**
- **Targeted extension activities and supports can enable lifestyle farmers to fulfil important services (e.g. woodland expansion, wildlife habitat creation, local food production)**
- **Planning policies can be developed to ensure that lifestyle farmers do not compete with commercial farmers for land in peri-urban areas**

For further information see: [www.farmpath.eu](http://www.farmpath.eu)



# Certification Programmes

## (Challenges facing local certification schemes)



Michal Lošťák, Lukáš Zagata, Pavlos Karanikolas, Mariana Draganova

### Background

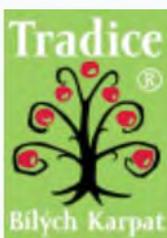
Governance issues are present in all cases studied. The governance structures are dilemmatic (globally deterritorialized and market-values driven or locally territorialized and influenced by cultural values), sector sensitive (e.g. energy or alternative food production or tourism) and case technology dependent (hard large-scale or soft flexible small-scale dimension of cases). Such duality is reflected in hybrid forms of governance joining vertical organizational structures with horizontal networking structures (combining EU, national and regionally developed structures of governance). The cluster investigated the governance structures (their details are in bold) which challenge the established governance structures.

#### Case studies

**Integrating Rural Tourism and Local Food Production for Sustainable Development (Elena, Bulgaria):** established by local municipal authorities in cooperation with local businessmen operating in tourism or food processing and local NGOs in early 2000s. **When joining rural tourism with agriculture and food processing a local certification scheme was developed.** This has increased the role of consumers in the valuation of new products and services, leading to increases in the level of tourist demands. The goals have not yet been achieved (due to a lack of long term commitment from the actors involved and problems with communication) and the local certification scheme needs to be further developed

**Local Quality Convention (Plastiras Lake, Greece):** initiated in 1990s; **aims to include quality in all aspects of the local economy through the use of a special certification scheme.** With the involvement of a range of actors (often those with other business experience, who have recently returned to the area) the central theme in the Convention is quality assurance throughout the local economy, which would be guaranteed by a special certification scheme. The key actor in the initiative was the regional development agency. In the mid 2000s the initiative lost internal coherence as it became overly preoccupied with the interests of its members (e.g. the certification of the businesses was dominated by new entrepreneurs rather than local people).

**A Regional Label for Quality Production and Environmental Protection (White Carpathian mountains, Czech Republic):** established in the early 1990s, **aims to support local sustainable developments for the region's natural and cultural heritage.** The initiative introduced a regional label which certifies high quality products that uniquely represent local traditions. The local actors succeeded with this label about 10 years before any similar activities were developed at the national level. The money generated through its activities and certification scheme (e.g. through the sale of organic apple cider) is intended to support new projects (i.e. as micro-financing), which will increase the sustainability of the region and will also generate money for similar activities. Such an approach led to changes in the governance structures.



New forms of governance and retro-innovations

#### Change

- The focus on the quality (quality schemes, quality labels) instead of quantity of rules within governance structures.
- Quality linked with return to traditions (retro-innovations).
- Joining together various stakeholders (often those who originally operated outside the region/locality) – “transdisciplinarity” in practice through networking.
- It will take about 5-10 years before the necessary changes in governance structures will show results.

#### Key findings/Lessons learnt

- Incorporation of the stakeholders from outside the agricultural sector into the initiative increases its credibility and supports novel changes (this is supported by the findings from other EU funded projects).
- Local/regional quality certification schemes need to be streamlined with European schemes (too many labels confuse customers).
- Once the schemes are firmly established they mostly develop themselves without external help (e.g. develop their own micro-financing).
- Retro-innovations as a new field for bio-economy?
- Quality shift and authenticity in small-scale and soft areas (traditional food production, tourism) might form the background for “smart specialization” (Europe 2020).
- The schemes are oriented to support the use of regional/local resources. These schemes influence the search for new forms of governance related to networking: the schemes require the building and transmission of trust.
- The development of regional quality certification schemes is directly related to the ‘maturity’ of the whole system.



Local certified food is linked with the offer to the tourists

For further information see: [www.farmpath.eu](http://www.farmpath.eu)



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# On-farm renewable energy production



Lee-Ann Sutherland, Sarah Peter, Lukas Zagata, Kirsty Holstead

## Background

Production of on-farm renewable energy was studied in three European study sites, focusing on two specific types of renewable technologies: biogas production through anaerobic digestion in Vysocina Region (the Czech Republic) and Wendland-Elbetal Region (Germany), and wind energy production in Aberdeenshire (Scotland, UK). In all three sites, farmers are the most numerous producers of renewable energy using these technologies.

In all three sites, technology development initially began at least three decades ago, but production on farms only became mainstream in the 2000s, following considerable technological development and government supports. Wind energy has been used on farms for centuries, but was not actively developed for electricity production until the 1980s. Anaerobic digestion was originally developed on farms in the 1950s to address waste management issues. Heat was a byproduct until the 1980s, when it was discovered that field crops could be fed to the digester, increasing energy output.

Policy plays a major role in renewable energy production: up-take on farms clearly follows long-term price supports from the **energy sector**.

- These subsidies are much larger than supports through CAP Pillar 2
- Changes to price supports for solar panels have led to uncertainty over the longevity of price supports for other technologies.
- National grid access is a key barrier

In Germany, on-farm renewable energy production is supported by regional strategies and targets that encourage networking and inter-regional competition.

In the Czech Republic, supports for renewable energy production are being discontinued owing to lack of public support.

In the UK, up-take on farms is region specific, owing to different planning policies. Up-take on farms is increasingly risky, owing to saturation, primarily through large corporate developments.



There is an **urgent need for integrated agri-renewable strategies** at European, national and regional level, in order to ensure long-term sustainability, and capitalize on opportunities for regional and farm-level developments.



Renewable energy production represents a **business opportunity for farms**, technology suppliers and consultancies

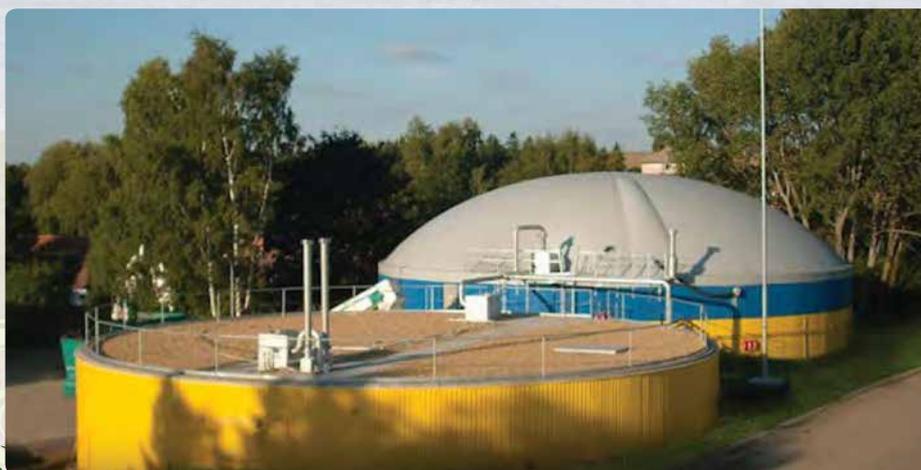
- National governments view it as an economic development opportunity.
- Young farmers and new entrants are excluded owing to high investment costs
- Unlike most innovations, the renewable technologies studied have not become cheaper over time as production materials have become more expensive.
- Farmers now face increased competition for production resources – land, field crops and manure – from other commercial actors.

On-farm renewable energy production contributes to **increased intensification of agriculture**, because it tends to be located on large or intensive farms.

Both turbines and digesters are objects of **social protest**; but there is a move toward 'community' renewable energy generation in all three sites, which may increase public tolerance.

- Saturation of anaerobic digestion and on-farm wind appears to be occurring before it has been implemented on the majority of farms.

For further information see: [www.farmpath.eu](http://www.farmpath.eu)



# Transition through Alternative Agri-Food Networks (AAFNs) :

## From resistances to systemic territorial autonomy

Catherine Darrot, Lukas Zagata, Emi Tsakalou



### What are Alternative Agri-Food Networks?

Alternative Agri-Food Networks (AAFNs) is a recent expression progressively used to describe a wide range of initiatives of food production, marketing and consumption

- based on an increased and more personalised link between producers and consumers
- most often at a local level
- sharing similar values of economic and social solidarity, of environmental preservation and of opposition to the food-system dominant logic

AAFNs are based on several intertwined functions:

1. Agricultural production
2. Food processing
3. Food marketing (under which we include also consumption habits).

### FarmPath 3 case studies dedicated to AAFNs

- Wide range of local marketing solutions for farms products in Rennes (France)
- Generalization of farmers markets in Pilsen (Czech Republic)
- Local quality wine marketing of Santorini Island wines through tourism sector (Greece)

In Rennes and Pilsen, the dominant regime is characterised by modern industrial agriculture and a processing industry which is directly related to distribution of food via large retail chains (supermarkets and hypermarkets). In Santorini the tourism regime played an important role in the transition and will be included in our analysis.



### Who initiated the niche ?

- In Rennes, the niche was initiated by farmers
- In Santorini, the transition was initiated by wine makers
- In Pilsen, the niche was initiated by consumers

### First alliances within the niche

Partnerships with actors representing another part of the production/consumption chain, or even another sector (tourism in Santorini) were absolutely necessary from the start. This led to tandems:

- **Producers enrolled consumers in Rennes:** farmers met the expectations of militant urban consumers (the "consum'actors") who used their food choices as a mean to express their convictions regarding environment and economical solidarity.
- **Consumers enrolled producers in Pilsen:** a narrow collaboration of consumers with local farmers was necessary to initiate the first markets
- **Processors enrolled the tourism industry in Santorini:** winery visits and new type of quality wine directly marketed on the Island by wine makers relied on a close partnerships with actors of the tourism sector.

### Systemic transition facing Resistance of 3rd actors

To progress further, a third category of actors were enrolled.

- In Rennes, larger volumes and higher level of consumers demand → need to find **intermediary processors** willing to be involved in the AAFN. Their lock-in situation is technical (they have invested in costly industrial equipment which cannot be converted to other uses) and economic (they depend on economic chains involving up-stream and down stream regime partners)
- In Pilsen, the size of the niche has remained limited, but the fast and ever growing success of the niche will probably initiate similar developments as in Rennes.
- In Santorini, the wine makers – tourism sector needed the commitment of **farmers** growing wine. These were expected to change their grape production practices to meet the new quality standards required by the niche. They initially resisted because those technical changes had a strong impact on their work conditions and their individual and collective identity.



### Overcoming the resistances

**Rennes :** A new type of intermediary actors was generated, created, and integrated into the niche dynamic: some butchers, logistic platforms, restaurants and cooks either changed their practices or appeared as new comers with innovating practices. Some actors are "generated" by the niche, such as small collective slaughtering infrastructures managed either by farmers alone or in partnership with a butcher. Other actors were existing but sought to escape the regime, not least due to economic difficulties.

**Santorini :** first a semi-forced enrolment of the existing grape producers by increasing the prices paid for grapes, offering technical assistance. The prices paid for grapes to farmers were first and suddenly doubled by the winemakers of the niche. Then some pioneers and more innovative established wine makers brought changes in vine production practices.

### Key lessons learned

- AAFNs can be initiated by any actor in the production/consumption chain.
- AAFNs seek to be autonomous from mainstream agro-food systems. They do not aim to change how the mainstream system functions, but to offer an alternative to it thanks to this autonomy. Scaling up is not their goal.
- This strategy of autonomy needs the involvement of the three categories of actors of the food chain: production, processing, marketing. The resistance by mainstream actors of lacking actors of that food chain is gradually overcome thanks to gradual increases in engagement and growing desire to leave the mainstream system mutual benefits due to the increasing autonomy gained toward the regime. autonomy progressively appeared interesting for the more resisting actors.

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# AKIS-2: Orientation paper

## Towards 2020: Linking innovation and research

### Innovation is a broad concept

- The implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations [source: OECD].
- The public sector can innovate (including public aspects of agriculture)
- Social innovation:
  - Social mechanisms of innovation
  - Social responsibility of innovation
  - Social inclusion / equity aspects of innovation

### Need for innovation

- How to feed 9 billion in 2050 in a sustainable way
- Economic crisis and the need for innovation
- Agriculture and food industry as an attractive sector to invest in

Reflected in policy measures such as the European Partnership for Agricultural Productivity and Sustainability in the CAP and Horizon2020

### Interactive with all partners in the food chain, EU wide

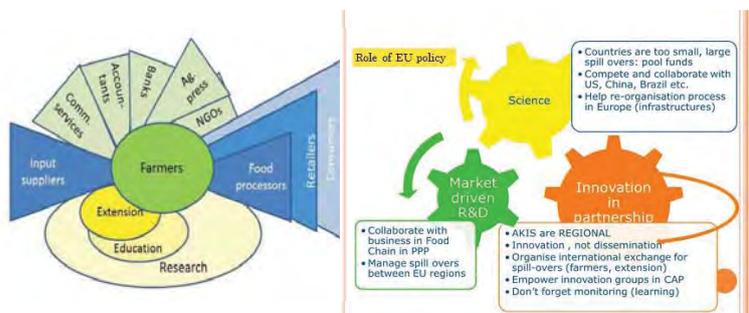


Figure 1. AKIS and the food chain

Figure 2. Role of EU Policy

### EU policy instruments

#### EIP-AGRI's Key Entities: Operational Groups (OG)

- Built around concrete innovation projects
- A combination of different competencies (practical and scientific), chosen in view of implementing concrete project objectives
- Action- and result-oriented groups aiming to benefit from interaction for co-creation and cross-fertilisation (Interactive innovation)

#### Thematic networks under Horizon 2020

- Projects **involving all concerned stakeholders**: no pure research networks
- Stocktaking, mapping and **state-of-the-art of existing scientific knowledge & best practices**: what do we have/what do we miss.
- **Projects must develop end-user material**

#### Multi-actor projects in Horizon 2020 Work Programme 2014-2015

- multi-actor" is more than a strong dissemination requirement or what a broad stakeholders' board can deliver
- "all along the project" : a clear role for the different actors in the work plan

### Main policy advice for Member States & Regions

#### NATIONAL AND REGIONAL GOVERNMENTS CAN STIMULATE INNOVATION

by implementing the EIP through multi-actor operational groups that work in a participatory way.

This should be translated in an instrument portfolio that:

- Gives incentives for research, development and innovation;
- Stimulates knowledge exchange, adoption of innovation, technical application in the production process;
- Supports the activities of facilitators, innovation brokers and tutoring paths for farmers to implement innovations;
- Values the input and knowledge of farmers;
- Supports operational groups also to develop cross-border interactions;
- Invests in AKIS-subsystems that have been underdeveloped in the specific national or regional situation.

### Attention needed to incentivize Research

Policy	Institution
P1: New evaluation criteria for funding of research proposals	I10: Include societal impact into the overall evaluation of a researcher's performance
<b>Incentives „pull“</b>	
P2: Include practitioners/experts on selection committees for project funding	I7: Training courses for academics at all levels
P3: New evaluation criteria for performance of institutions	
P5: Funding for research-practice partnerships	I8: Creation of centres for Integration and Implementation Sciences
<b>Enablers „push“</b>	
P4: Sabbaticals for short-term visits of researchers outside academics	
P6: Data base for high quality non-academic publications	I9: Data base on institutions, methods, tools, publications, trainings in interactive research

### Interactive innovation can benefit from ICT

Software type	Tools evaluated	Successful examples
Knowledge portals (KP)	Search engines: Google, Yahoo Slide and document sharing: Slideshare Video and photo sharing: YouTube, Flickr	VOA3R, eXtension, Chil
E-document management systems ( E-MS)	Digital libraries: Groen Kennisnet in NL, Organic Eprints	Organic Eprints, Agriwebinar
Data Warehouse (DW)	Eurostat, FADN	FADN
Groupware (GW)	Wikipedia, Yammer, Crowdsourcing	British Farming Forum, Lego Cuusoo, Climate CoLab, P&G Connect+Develop, Betacup Challenge
Community of practice (CoP)	ResearchGate, Erfaland	Disease surveillance and warning systems, IDRMAP
Social communities of interest (SCI)	Facebook, LinkedIn, Google+, Ning, Quora	AgTalk+, E-Agriculture, Jeunes-agriculteurs, E-agriculture, Rede Inovar
Individual communities of interest (ICI)	Wordpress, Twitter, Blogs	AG Chat

- **Innovation policy is more than a research policy**
- **Common market for research and innovation can be improved by better alignment of procedures**



# SOLINSA

Support of Learning and Innovation  
Networks for Sustainable Agriculture

## Agricultural Knowledge Systems In Transition: Towards a more effective and efficient support of Learning and Innovation Networks for Sustainable Agriculture

solinsa.net

# HOW DO LINSAs PROMOTE THEIR IDEAS?

## IDEAS THAT LINSAs PROMOTE

- Theory and practice of Permaculture (**E Perm**)
- Developing an equitable, effective and sustainable local food system (**E B&H**)
- Representation of the women's perspective in agriculture (**G Women**)
- Promotion of rural development through local group interactions (**H Naturama**)
- Promoting and valorising organic farming (**I Crisop**)
- Products from a special local breed, protecting biodiversity (**I CVR**)
- Integrated fruit-growing and developing market for local fruit (**L Fruit**)
- Promotion of professional care farming (**N Care**)
- Optimisation of nutrient cycle in dairy farming (**N Dairy**)

## KEY MESSAGES ON PROMOTING IDEAS BY LINSAs

1. For successful promotion of innovative ideas LINSAs need to: (a) use various strategies and approaches; (b) be able to reach a broad range of knowledge and practice agents; (c) balance outreach to various target groups and (d) design effective ways of communication.
2. Some LINSAs are keen to expand the range of their supporters and followers; others achieve their goals by more limited inter-action with external agents, but they may still develop valuable practices and knowledge.
3. LINSAs besides agriculture may be related to practices and knowledge that function and develop in the spaces between several knowledge bases (health care; renewable energy and engineering; community development; sustainable food systems, etc.). This may pose challenges for promoting LINSAs ideas and gaining credibility.

## USE OF BOUNDARY OBJECTS AND BOUNDARY WORK TO PROMOTE LINSAs

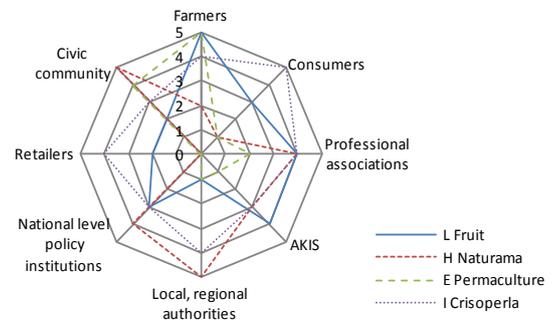
**Boundary objects** (entities shared by several communities but viewed differently) are used by many LINSAs as vehicles enabling actors to form around a certain vision, negotiate a shared direction, and enhance collaboration (Klerkx et al 2012).

**Boundary work** is a purposeful alignment of interpretations and practices in interaction between internal or external agents of LINSAs. This interaction is centered on an idea, practice or artefact (BO), which represents the LINSAs knowledge, values or practices which LINSAs wants to strengthen, involving new supporters and disseminating its knowledge.

## KEY MESSAGES ON PROMOTING IDEAS BY LINSAs



## TARGET GROUPS FOR PROMOTING IDEAS OF SOME LINSAs



### In H Naturama

Boundary work is organised around its members' interest in doing their everyday development work better, to improve institutional and legislative environment in the national rural development arena.

### In L Fruit LINSAs

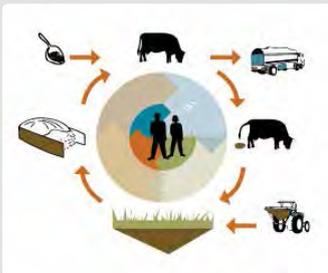
Boundary work is developed around such common interests as appropriate varieties, agrotechnology, plant protection, storing and sorting, marketing, consumer/public education. BW drives participants for collaboration.

### In I Crisoperla

Boundary work links the technicians, consumers and farmers and connects the Association with the National Association of Organic Agriculture. The result of boundary work was a vision document for organic agriculture.

### In E Perm

The boundary work is mostly internally oriented at accommodating new members; there are boundary spanners who connect to groups with similar ideals like the Transition Movement.



Method, N Dairy



Apple Day, L Fruit



Collaborative filmmaking, H Naturama



Set of practices



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# HOW ARE LINSAS LINKED TO AKS? HOW CAN AKS SUPPORT LINSAS?

AKS (Agricultural Knowledge System): traditional public funded education and research and advice, institutionalised and formalised as a set of specific tasks to various research, education and advisory institutes.

AKIS (I for innovation): includes all kind of other formal and informal activities and actors performing different tasks and roles.

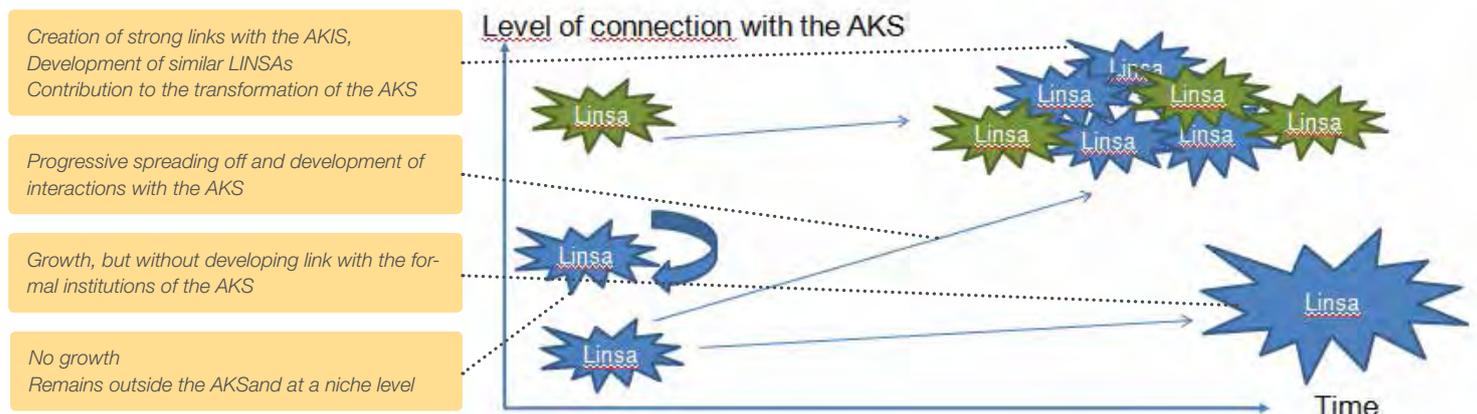
→ Focus on AKS-LINSA interactions to see how AKS is engaged in, linked to or participates in LINSA by means of formal projects and programs, institutes or actors.

## 01. DIFFERENT LINKS WITH THE AKS DURING THE TRAJECTORY OF LINSAS

**Two main ways of connection regarding the way of creation of the networks:**

- Development from individual and small group initiatives, most of the time voluntarily apart from the “main stream” AKS.
- Creation inside the AKS, to foster sustainable agriculture. Connections exist already since the birth of the network.

**Different links during the lifespan of the LINSA**



## 02. SPECIFIC NEEDS RELATED TO LINSAS' STAGE OF DEVELOPMENT

STAGE OF DEVELOPMENT	VERY BEGINNING	AFTER A FIRST STEP OF DEVELOPMENT
LINSAS' NEEDS	NURTURING AND ORGANISATION NEEDS	NETWORKING WITH OTHER LINSAS, STRATEGIC REFLECTION, PROJECT MANAGEMENT, EXPERTISE, FACILITATION...
AT STAKE FOR BROKERS OR FACILITATORS	HIGH SOCIAL SKILLS, OPEN ATTITUDE IDENTIFY THE NETWORKS THAT CAN NEED SOME SUPPORT PROVIDE THE RELEVANT TOOLS AND METHODS	
WHO ARE THE BROKERS OR FACILITATORS?	INDEPENDENT FACILITATORS, RESEARCHERS OR EXTENSION OFFICERS	



# WHAT LEARNING EXPERIENCES DO LINSAs HAVE WITH INNOVATION BROKERS ?

## INNOVATION BROKERS AS CATALYSTS FOR LINSAs FORMATION — 5 MAIN FUNCTIONS :

- LINSAs formation – searching and matchmaking of LINSAs members
- Knowledge demand/supply articulation (links with AKS)
- Building vision and shared language of the LINSAs
- Innovation process management (i.e. LINSAs facilitation, reflexive monitoring)
- Brokering activities also useful for existing and even already mature LINSAs

## MAIN LEARNING EXPERIENCES OF LINSAs WITH INNOVATION BROKERS

- Allow innovation broker to **make creative connections** with unexpected partners, prepare to **give up preconceived ideas**.
- Define what are tasks of innovation broker and what are tasks of LINSAs members  
→ to avoid confusion  
→ to **give ownership of process to LINSAs**
- Recognize that the innovation broker cannot always take a clear stand in advocating the interests of the LINSAs versus external parties as it needs to **safeguard its legitimacy**
- Appreciate that **results may take time**, much brokering work takes place behind the scenes

## EXAMPLES OF SUPPORTIVE ACTIVITIES LED WITH LINSAs INVOLVED IN SOLINSA



*Designing and developing a boundary object to generate interaction (requirements of the Charter for Good Agricultural Practices, France)*

*Connecting specific parts of AKS with specific farmers needs: technical knowledge provided by research institutes, information about agricultural policies, courses etc. (Fruit LINSAs, Latvia)*

*Enabling the dialogue among organic producers, consumers, associations and cooperatives (Crisoperla, Italy)*





# EMPOWERING LINSA – SUPPORTING LINSA

S. Helmle, S. Burkart, D. Maye, J. Ingram, J. Kirwan, K. Kubinakiva, N. Curry

## 01. FINDINGS



### Internal support measures

- Income from membership
- Sales and events
- Animation
- Volunteering
- Political support
- Networking
- Use of knowledge from the AKIS

### Needs – external support measures

- To set free untapped resources
- To disseminate LINSA knowledge
- To further develop new knowledge and ideas

## 02. WHAT TO SUPPORT IN THE LINSA CONTEXT ?

**Facilitation and guidance**  
**Strategic reflection**  
**Technical support**  
**Boundary objects**  
**Establishing relationships**

### Innovation Brokers: method & content training

- Improving participative interventions
- Understanding processes in networks
- Analytical tools as accelerators for interventions in LINSA

### LINSA

- Governance and management
- Visioning and initializing change processes
- Experimentation

### LINSA-LINSA Networks

- Mutual learning from multi-actor perspectives
- Dissemination of innovations
- Constructive and controversial discussions



## 03. USE OF OPEN SPACES : HOW TO SUPPORT LINSA ?



- Seed money for projects
- Interlinking diverse actors
- Participatory practice-research collaboration
- Practice- and development-oriented conferences
- Recognition of LINSA from the AKIS
- Dissemination activities and innovation brokerage
- Use of the project structure in Operational Groups
- Mutual contribution in the European Innovation Partnerships



# WHAT ARE THE MOST IMPORTANT MECHANISMS FOR THE DEVELOPMENT OF LEARNING AND INNOVATION IN LINSA AND HOW CAN THESE BE SUPPORTED?

## LEARNING

**Three broad types:** LINSA can use all. Learning becomes more formal as the LINSA matures: not all LINSA accord learning an equal priority.

- **Informal Approaches:** selective information needs, peer to peer, study circles and ad hoc learning (I Crisp, N Dairy, F Rad). Learning often individual, personal and tacit (E B and H).
- **Coordinated Learning:** experiential learning with local solutions but systematic and through co-ops and associations

(L Biogas, E Perm). Available learning opportunities and some consultancy (N Care). Some group learning (**study clubs**) and courses, but voluntary.

- **Formalised Learning:** takes place in larger (often national) more formalised LINSA and is part of the LINSA infrastructure (F Charter, S ACDF). Learning is more standardised and often certificated. Strong links with research, education and dissemination (G Women) including publications (G DLG) and the AKIS.

\* **Study clubs:** *Sustainable Dairy Farming, Netherlands (N Dairy): farmers come together with a facilitator and discuss different aspects of low external input farming. Topics can be nominated by farmers and there is learning by doing 'in the field.'*

## INNOVATION

The conversion of ideas, practices and/or knowledge into benefits. It comes from learning.

**Radical and incremental:** radical in its aspirations, incremental in its outcomes; depending also on contexts (F RAD, F Charter, E PA/LAND).

**Multi-actor and multi-sector:** importance of governance mechanisms to integrate visions and needs, knowledge and expertise.

**Multi-dimensional:** not only technical-technological, but also organizational, cultural, institutional, legal (I Crisp).

**Retro-innovation:** rediscovering an existing resource, mobilized and adapted to a new and emerging societal demand (L Fruit Growing; I CVR).

## SUPPORT

### External to the LINSA:

- **Financial support** for training (grants and loans). Most LINSA have had some of this but it can take time and be proscribed. But many LINSA like to remain financially independent. Some community food groups don't have access to CAP funding.
- **Policy instruments**, for example technical support (F Charter, S ACDF); research (F Rad)

### Internal to the LINSA:

- Mutual learning and study groups (I Crisp), animation and facilitation. Often considered the best as it allows the LINSA to remain independent.
- Support also is important to foster internal capacity building (at a cultural and organizational level) and all support benefits from being defined through involvement of interested actors.



# Participatory parallel sessions on policy recommendations



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**How to effectively support LINSAs**



Anne-Charlotte Dockès  
Julie Ingram  
Stefan Burkart



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SEVENTH FRAMEWORK  
PROGRAMME



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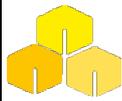


## Objectives of the session

- Identify and share operational ideas to support LINSAs



2



## Agenda of the session

1. Feedback from the posters
2. Short input by the SOLINSA team
3. Collective elaboration of ideas

... end at 15:20

3



## The support needs expressed by LINSA : « classical needs »

- 🕒 technical and scientific skills
- 🕒 economic and market knowledge
- 🕒 management
- 🕒 Information Technology
- 🕒 administrative skills



*Provided by advisers or existing consultants through specialists, generalists, facilitators and brokers.*

4

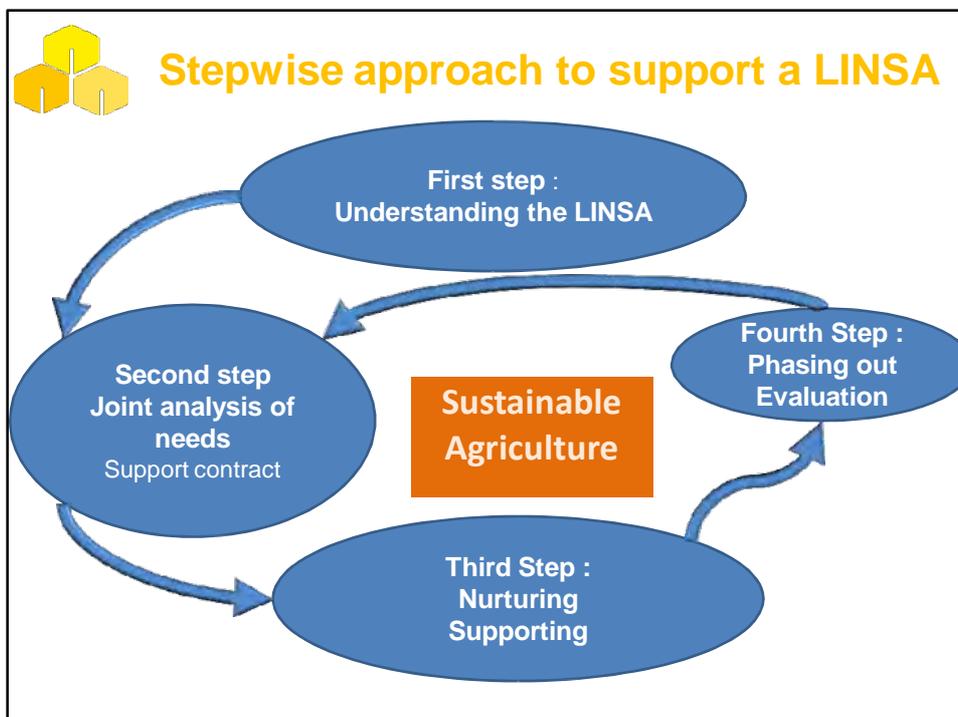


The support needs expressed by LINSAs :  
« Emerging needs »

- 🕒 *network coordination* : managing relationships with policy makers and consumers.
- 🕒 *organisational development* : improving organisational structures which includes enhancing ability to organise, coordinate and administer networks.

➡ *New specific skills. New profession ??*

5





## *First step: identifying and understanding LINSA*

### **Identification:**

- Openness to new networks, tenders
- Is it a LINSA ?

### **Understanding:**

- Players
- Objectives
- Scale and geographical extend
- Origin and Temporality
- Main learning and innovation processes
- View towards sustainable agriculture

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## *Second step: analysis of needs, and supporting contract*

- Strengths, Weaknesses, Threats and Opportunities
- Outcome challenges
- Supporting needs
  - Networking
  - Organisation and governance
  - Capacity building
  - Positioning towards Sustainable development
  - Expertise
  - Strategy ...



***A “support contract” : the objective and content of the supporting activities***

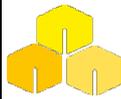
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### **Third step : carrying out the supporting activities**

- **Learning processes and capacity building** (technical or economic expertise, administrative and regulatory aspects, project management...)
- **Governance of the LINSAs:** organisation strategy elaboration, foresight vision
- View of the LINSAs members on **sustainable agriculture.**
- **Analysis and organisation of partnerships** and links (or not) with the AKIS
- **Networking and experience exchanges** with other groups or LINSAs.

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### **Fourth step : Phasing out and Evaluation**

- Discuss and anticipate **the phasing out**
- **Assessment of :**
  - effectiveness
  - efficiency
- **To improve** the learning and innovation processes.
- **To define a new set of objectives** for the LINSAs and for possible supporting activities.

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Thank you for Listening!



[solinsa.net](http://solinsa.net)

17/12/2013

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## A carousel with 5 questions

1. How can the current Common Agricultural Policy best support sustainable agriculture?
2. What mechanisms of support best ensure the continued success of LINSAs?
3. How can new mechanisms of learning and innovation for sustainable agriculture best be developed?
4. How important are evaluation mechanisms for LINSAs and what should these be?
5. Should LINSAs be fully embraced within agricultural policy or should they remain independent of it?

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## From the posters

- Networking and multistakeholder processes
- Adapted support to each situation
- Importance of soft skills (facilitation ...)
- Accept risky projects
- Less paper work
- Adapt support to different linsa stages

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### How can the current Common Agricultural Policy best support sustainable agriculture?

- Not too many new reforms
- Incentives for farmer groups
- Sustainable certification

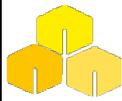
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### How can new mechanisms of learning and innovation for sustainable agriculture best be developed?

- Build and share facilitation methods among supportive persons
- Networking among supportive persons
- Peer to peer learning
- Social learning

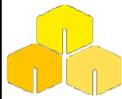
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What mechanisms of support best ensure the continued success of LINSAs?

- Difficulties in the phases of policy changes
- Provide facilitators and brokers
- Develop internal capacity and broker capacities inside the LINSAs

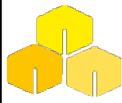
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How important are evaluation mechanisms for LINSAs and what should these be?

- 2 objectives :
  - To improve and learn from problems
  - To show the benefits
- How :
  - Different measurements for different actors
  - Qualitative and quantitative indicators

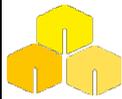
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Should LINSAs be fully embraced within agricultural policy or should they remain independent of it?

- Linsas should influence policy (and not the contrary)
- Policy should enable LINSAs to find different types of supports
- LINSAs are in between agricultural and innovations policies

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**HOW TO EFFECTIVELY SUPPORT LEARNING  
AND INNOVATION NETWORKS**

**FINAL SOLINSA CONFERENCE, BRUSSELS,  
3 DECEMBER 2013**



**Constraints, opportunities & support**

<b>Constraints</b>	<b>Opportunities</b>	<b>Support needs</b>
<u>Organisation capacity/</u> status/falling membership	<u>Voluntary ethic</u> Leadership/entrepreneurship	Governance Communication Political support
Poor (new) <u>knowledge</u> base	Embedded in all or part of the AKIS	Technical support Capacity and skills Communication skills
<u>Lack of resources-</u> finance, capital and long term Lack of human/time resources	Growing membership Entrepreneurship	More permanent resources/ financial support
Different values, lack of consensus	<u>Good relationships with the state, public, AKIS</u> Strong sustainability ethos	Exposure through communication/events



## Emerging knowledge needs

- Individual needs -technical and scientific skills, economic and market knowledge, management and admin
- Organisational needs –governance and management, communication, coordination and networking, managing relationships
- LINSAs knowledge providers – wide range of topics to cover
- Advisors need to be generalists and specialists
- A portfolio of approaches are required to professionalise and up-skill advisors



## Support measures

- External and internal support – the balance varies
- External support measures – typically financial but some non-financial policy measures –opportunistic (projects, regional/municipal funds)
- Internal support measures – includes income from membership, sales and events etc; and animation, facilitation, knowledge exchange, political support
- Importance of ‘soft support’ and volunteerism
- The nature/timing of the innovation and LINSAs partnership



## Effectiveness of support measures

- 'Effectiveness' and 'cost efficiency' – terms not widely used in LINSA vocabulary.
- Effectiveness defined in open terms.
- Evidence of effective forms of support (project funding, funding for networking) although link to specific support measures not always clear.
- Some support outcomes debatable- e.g. subsidies



## Cost efficiency of support measures

- Some LINSA-specific messages:
  - E Brighton and Hove - using support to pursue multiple objectives simultaneously
  - L Biogas – questionable support
  - N Dairy – study club method, expensive for small number
  - N Care coop does not want funding
- Outcomes are valued differently by different actors
- Specific evaluation criteria often lacking



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# How to effectively support LINSAs Feedback in plenary

Anne-Charlotte Dockès  
Julie Ingram  
Stefan Burkart

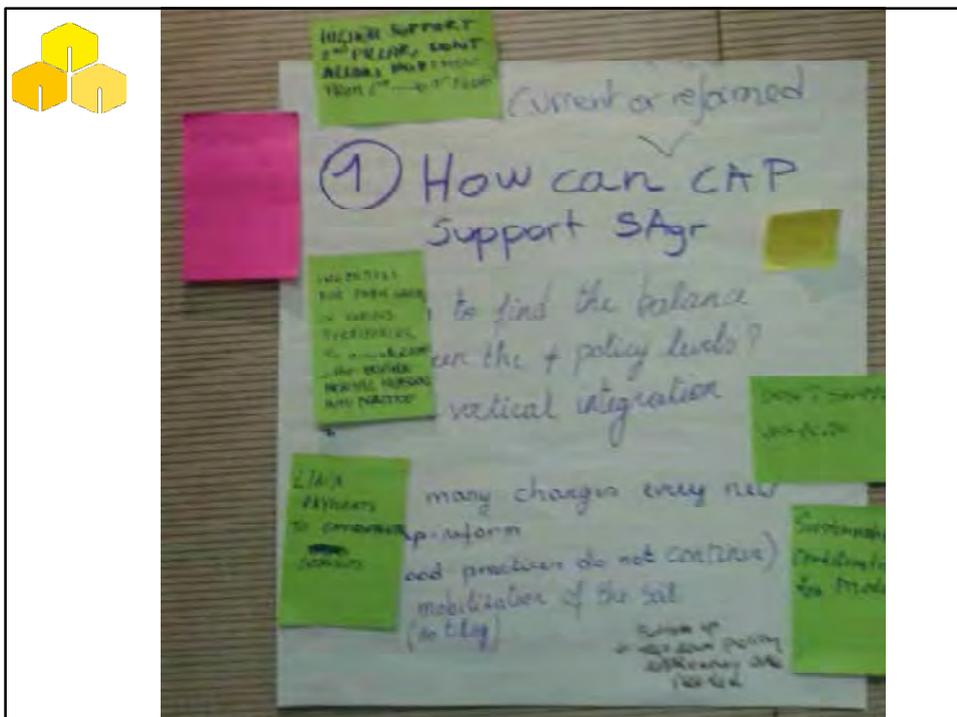
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**Evaluation of LINSAs (2)**

- quantitative measurement tools
- qualitative measurement tools
- Environmentally indicators (bio-div)
- Social quality - improvement
- Social acceptance
- Support by administration - other bodies

**④ What evaluation systems for LINSAs (1)**

**(A) Aims of evaluation**

- to improve the process
- to learn from former problems
- to show the benefits outside the network (multiplying effects etc.), Synergies/Inter-action between LINSAs

**(B) Instruments for evaluation**

- different measurement tools needed for different actors (farmers, policy)
- different measurements for different aspects
- quantity indicators: number of members, new members, income of members, development

*Staying self-learning*

*Now we have external LINSAs challenge of digital*

*As of projects realized*

*Policy officers can use LINSAs as capacity instrument*

*It is not only for farmer members outcomes*

*Policy making outside*

*EVALUATION OF POLICY*



**⑤ Linsa: inside or outside agricultural policy?**

**Research and innovation**

- depends on objective LINDA
- Policy should NOT influence LINDA BUT LINDA SHOULD influence Policy.
- Policy should be enabling to LINDA's
- more room for risky things (search for the ~~unknown~~ unknown unknowns)
- ~~more~~ innovation and LINDA's on policy issues (local knowledge examples)

**LINDA-Connection between agricultural policy and research and innovation policy**

*Policy officers can use LINSAs as capacity instrument*

*It is not only for farmer members outcomes*

*Policy making outside*

# HOW TO EFFECTIVELY SUPPORT LEARNING AND INNOVATION NETWORKS

**Document for the 1st afternoon session**  
**FINAL SOLINSA CONFERENCE, BRUSSELS, 3 DECEMBER 2013**

**Nigel Curry**, Countryside and Community Research Institute, University of Gloucestershire, Email: [ncurry2@glos.ac.uk](mailto:ncurry2@glos.ac.uk)

**Anne-Charlotte Dockes**, Livestock Institute, Email: [anne-charlotte.dockes@idele.fr](mailto:anne-charlotte.dockes@idele.fr)

## **MAIN RESULTS: ISSUES TO PROMPT DISCUSSION**

### Kinds of support

- Support measures for learning and innovation networks can be both external to and internal to the LINSAs
- External measures are dominantly financial (grants and loans) but also there is significant policy support (for example in land use planning and in agriculture) and support for knowledge and information (including education and research).
- Main problem areas with external support are that it can compromise the objectives of the LINSAs, can be seen as restrictive in what a LINSAs can do can be bureaucratic and can be short term, limiting strategic development.
- Some LINSAs wish to remain independent of external support so that they are not limited by it.
- Internal support measures include finance (membership fees, sales of goods and services and fees for advice). But in general, internal support is 'softer' including animation, facilitation, organisation and importantly, internal knowledge exchange and volunteering. Of these, volunteering is particularly important.
- Internally, knowledge exchange can be informal and tacit associated with social innovation and also technical or economic innovation
- The balance between external and internal support varies greatly between LINSAs and there is also a great variation on in terms of whether support is used in a planned way, or is opportunistic
- External measures are dominantly *financial* (grants and loans) but also there is significant *policy support* (for example in land use planning and in agriculture) and support for *knowledge and information* (including research).

### Operational issues

- LINSAs that are closely related to *conventional agriculture* benefit most from (agricultural) policy support.
- More innovative and multifunctional LINSAs fit less easily into policy 'pigeon holes'.
- Some sustainable innovations actually are at variance with mainstream policy
- Cost-effectiveness is not always an objective of LINSAs: they may not be seen as businesses but as 'movements'. Much voluntary effort also remains un-costed.
- The understanding of effectiveness varies between LINSAs, depending on the value systems used. It is broadly interpreted. Some LINSAs see independence from state support as a prerequisite for effectiveness. Etc.

## Evaluation

- Evaluation criteria for effectiveness often remain unstated or implicit.
- Only a minority of LINSAs have measurable effectiveness criteria and outcomes measures (for example sustainability indicators).
- Evaluation for LINSAs is often informal and implicit (personal reflections, gut feelings), which can be quite partial.
- Formal and predetermined evaluation criteria can stifle innovation.
- LINSAs can have multiple objectives that may not be entirely compatible in conventional evaluation terms

## A Stepwise approach to support LINSAs

We suggest structuring the supporting activities of the supportive persons, in four steps:

- First step: identification of LINSAs, establishing trust between Innovation broker and LINSAs, and understanding its characteristics.
- Second step: joint analysis of needs, negotiation of collaboration, and formalising of the objective of the supporting activities.
- Third step: carrying out the supporting activities.
- Fourth step: evaluation of the activities, and possible definition of a new set of objectives.

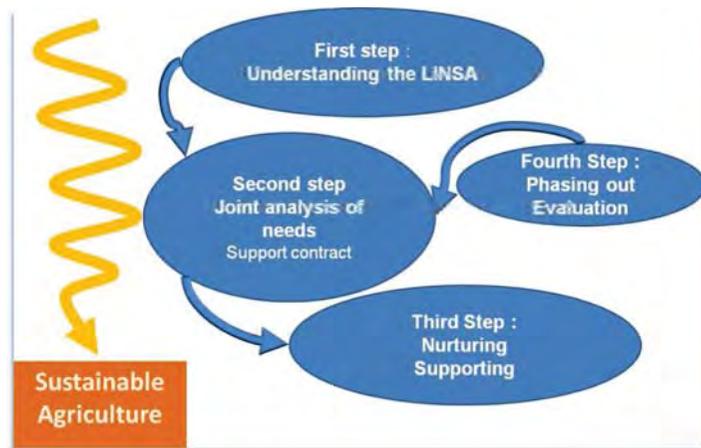


Fig 1: Four steps to support LINSAs

## Four types of supporting activities

- Purposefully catalysing innovation through bringing together actors and facilitating their interaction, in order to facilitate the emergence of new LINSAs (innovation brokering)
- Helping established LINSAs to lead strategic reflection, develop their communication and assess their leadership. These actions can be led with the whole LINSAs, subgroups, the board or only the leaders.
- Connecting LINSAs and establish a network of LINSAs in order to facilitate mutual learning from multi-actor perspectives, to disseminate innovations and to enable constructive and controversial discussions.
- Participating to a supportive persons' network by sharing experiences and developing training methods in order to improve participative interventions, understanding processes in networks and create analytical tools as accelerators for intervention.

## MAIN RECOMMENDATIONS: ISSUES TO PROMPT DISCUSSION.

### The nature of support for LINSAs

- seek to target Pillar II of CAP at sustainable agriculture;
- get help with governance arrangements;
- get assistance with strategic development and have a proper strategy for dissemination
- seek to enlist political support;
- money that is used for multiple purposes simultaneously can be particularly cost effective;
- use seed funding to unlock volunteer support;
- make funding as long-term as possible;
- avoid over dependence on external 'subsidy as this can stifle innovation;

### Supporting LINSAs processes

- develop network, co-operation projects and other forms of capacity building;
- develop partnership working with like-minded groups;
- build organisational capacity;
- keep organisational complexity to a minimum;
- minimise bureaucratic structures;
- improve communication;
- seek to minimise uncertainty (but do try new things);



- make discussions full and open and be receptive to new ideas;
- try and ensure that good monitoring systems are in place;

### Support for LINSAs goods and services

- develop good communications and media representation;
- develop a clear public image;
- ensure visibility;
- develop official recognition;
- develop efficient and ethical business methods;
- seek to secure certification for sustainable methods and quality products;
- develop clear brand identity;
- stress the wider benefits of the LINSAs to individual communities and to society as a whole;

### Support for social and human capital in LINSAs

- harmonise values;
- build individual capacity;
- study clubs can be particularly good at raising social capital;
- nurture social innovation as well as technical and economic innovation;
- develop trust;

### Support for learning and innovation for LINSAs

- be innovative with new ideas;
- develop both formal and informal learning
- develop clear brokerage for innovation;
- develop learning for innovation;
- develop new areas of learning rather than rely on just what is available in the conventional AKIS;
- use technical support in a targeted way;
- 



## A SET OF QUESTIONS RELATING TO THE ABOVE THAT CAN FORM A QUESTIONNAIRE TO PARTICIPANTS

- How can the current Common Agricultural Policy best support sustainable agriculture?
- What mechanisms of support best ensure the continued success of LINSAs?
- How can new mechanisms of learning and innovation for sustainable agriculture best be developed?
- How important are evaluation mechanisms for LINSAs and what should these be?
- Should LINSAs be fully embraced within agricultural policy or should they remain independent of it?

A decorative graphic of yellow stars of varying sizes, arranged in a semi-circle on the left and a horizontal line below, framing the title.

# How to support young farmers and new entrants



Lukas Zagata | Czech University of Life Sciences Prague, Czech Republic

Kirsty Holstead, Lee-Ann Sutherland | The James Hutton Institute, Scotland



## Outline of the session

- Young farmers and new entrants in the perspective of the *FarmPath* project
  - ➔ What did we find in the project? 🕒 30 minutes
  - ➔ Brief discussion
- Evidence-based policy recommendations
  - ➔ What measures do we recommend to apply at EU level? 🕒 15 minutes
- Facilitated debate
  - ➔ Discussion conducted in small groups 🕒 30 minutes
- Close
  - ➔ Synthesis, information about future steps

# I. YF and NE in the perspective of the FarmPath project



- Basic assumptions about the role of young farmer and new entrants
  - ➔ social sustainability of agriculture
  - ➔ Innovative potential
  
- Young farmers (YF) and new entrants (NE) were a “cross-cutting” topic
  - ➔ Literature reviews at national and European levels
  - ➔ Case study research on transitional processes
  - ➔ Future pathways towards regional sustainability of agriculture
  - ➔ Policy recommendations focused on YF and NE



Portugal

*Visioning pathways workshops*

Greece



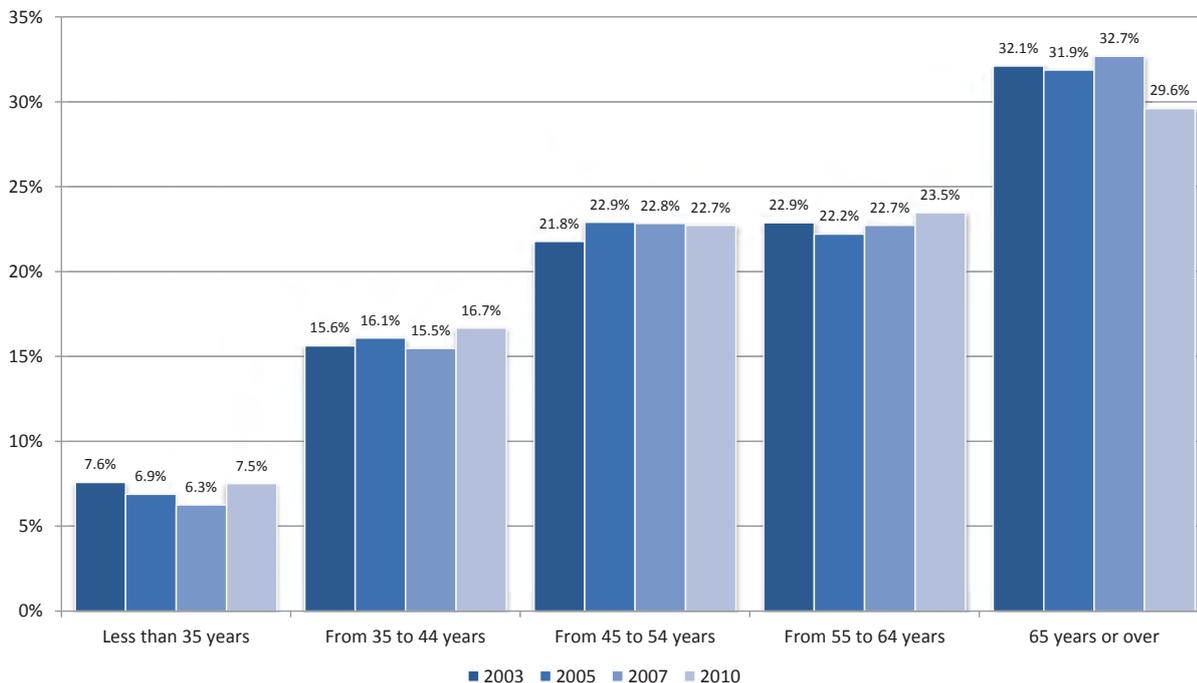
(Photo: FarmPath project)

# Who is involved in generational turnover on farms?



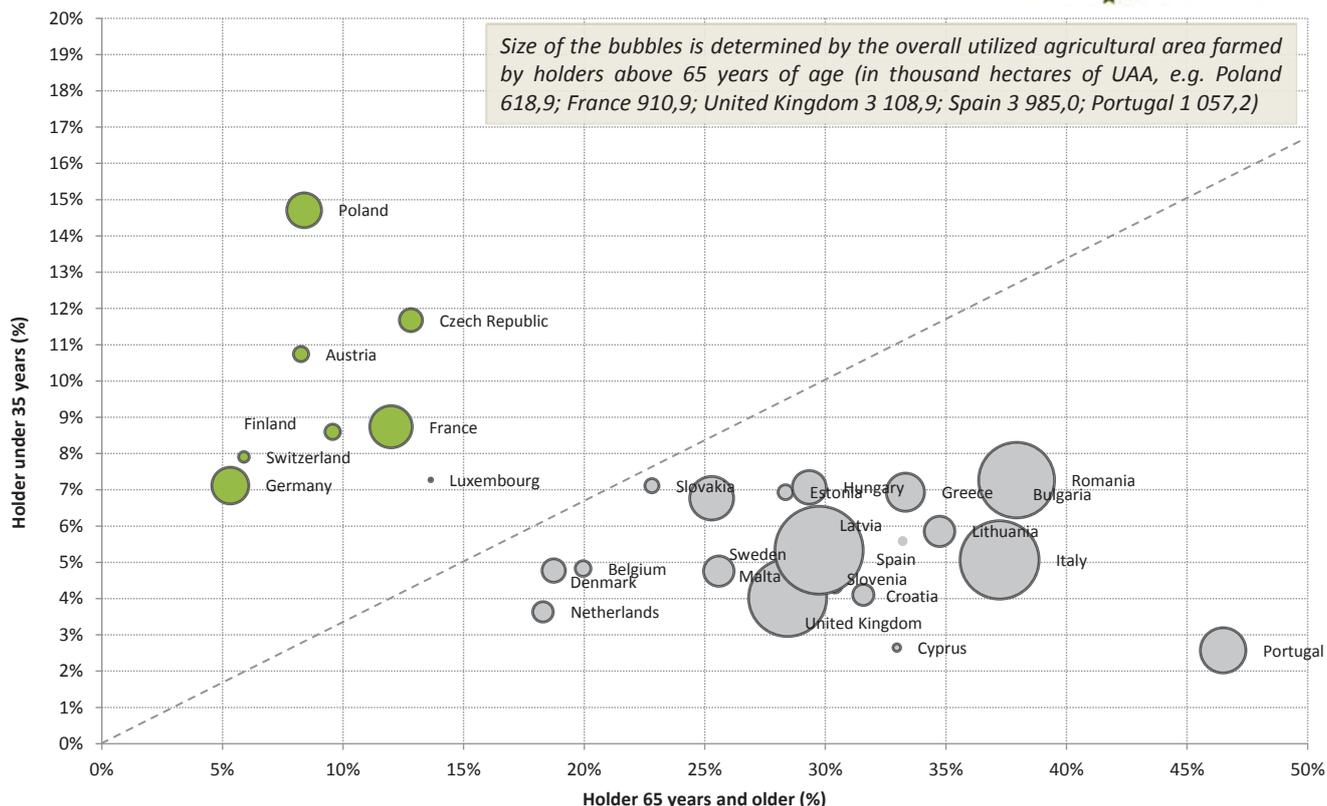
- ➔ Lack of definitional consistency
- ➔ Young farmers are conflated with new entrants in agriculture

# Share of farm holders by age category (2003 to 2010)



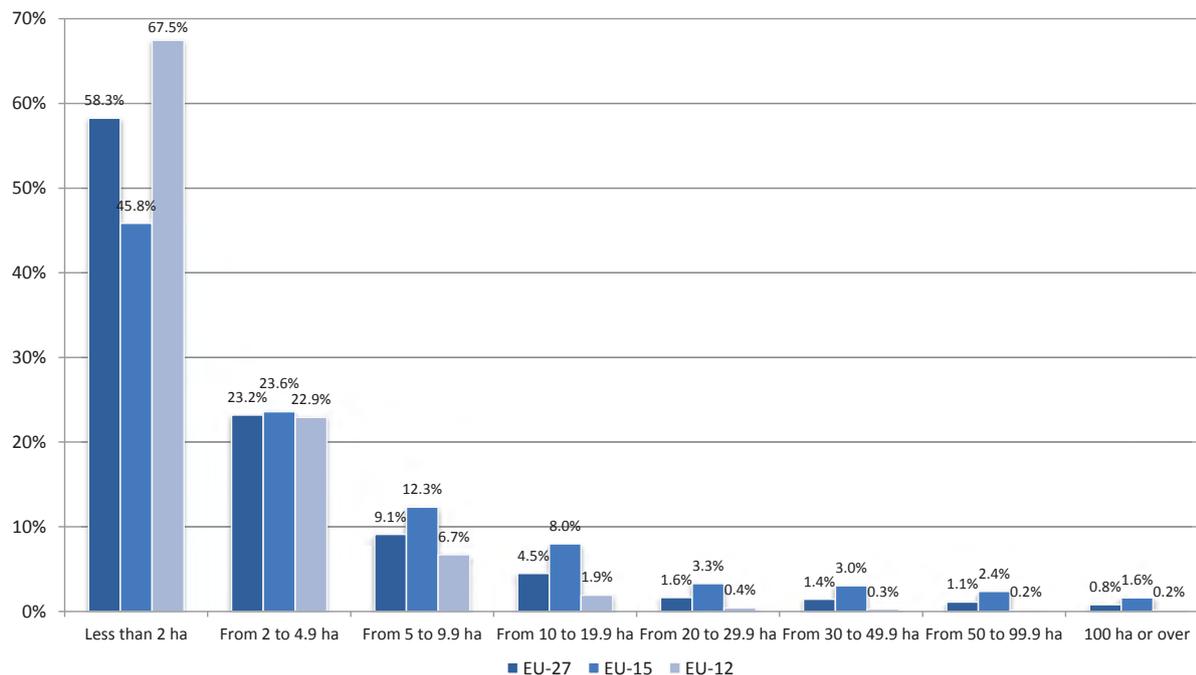
(Source: Eurostat, 2009; Eurostat, 2011; authors' calculations)

# Relative share of farms with elder and young sole holders



(Source: Eurostat, 2011; authors' calculations)

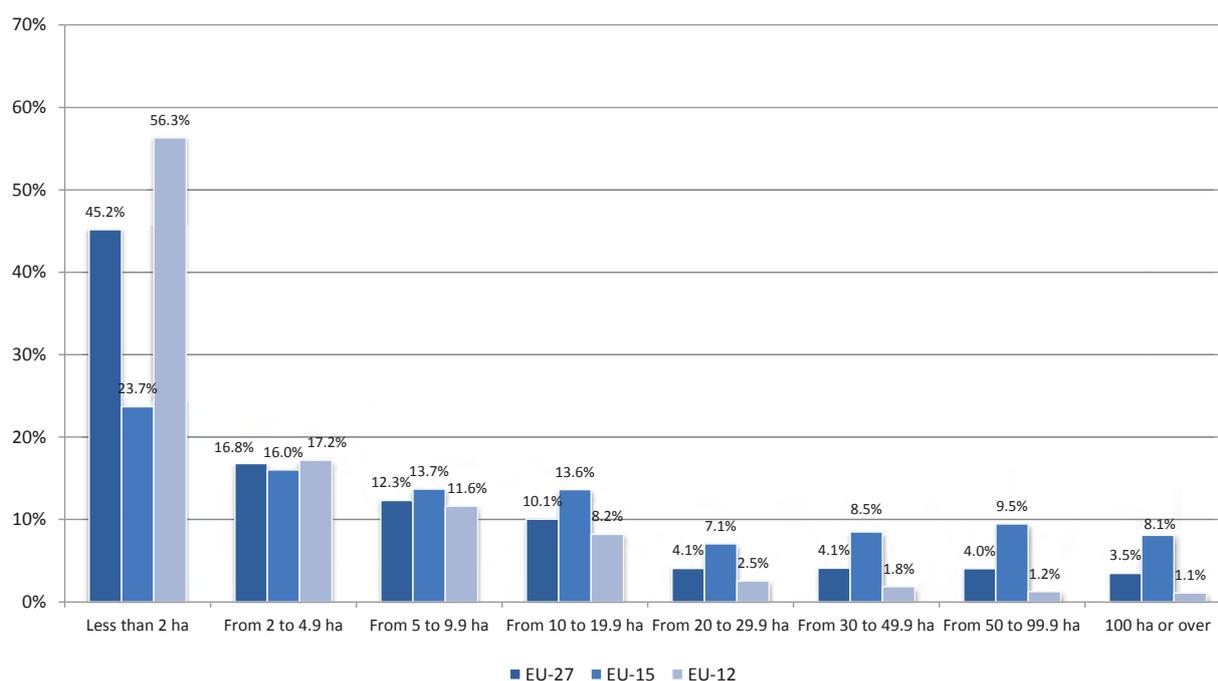
## Share of farm holders above 65 years by different size category of the UAA



(Source: Eurostat, 2011; authors' calculations)

7

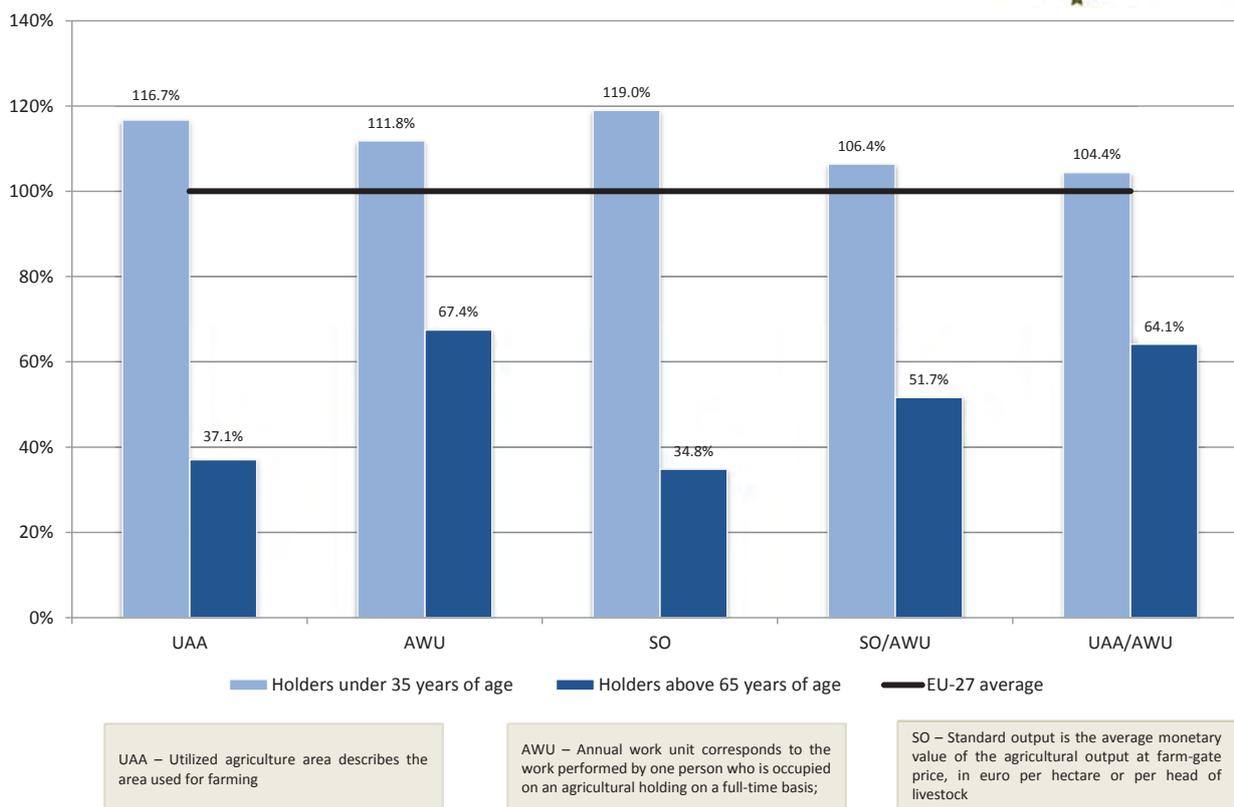
## Share of farm holders less than 35 years by different size category of the UAA



(Source: Eurostat, 2011; authors' calculations)

8

## Economic performance of holdings managed by young and elder farmers



(Source: Eurostat, 2011; authors' calculations)

9

## Role of YF in transition processes



- Role of the YF differs in alternative initiatives
  - ➔ Small or none (Renewable Energy Production)
  - ➔ Medium (Collaboration in Agriculture, Certification Programmes)
  - ➔ High (Local Food Systems)
- In some initiatives the NE have become important drivers of change
  - ➔ E.g. Lifestyle Farming, Certification Programmes
- Overall, the YF were not recognized as the exclusive source of innovativeness in transition processes

# Visions narrated by young farmers and new entrants



- What are your wishes for the future of agriculture and other land based activities?
  - ➔ 7 focus groups with young farmers and new entrants



## Organizational form

- Family farms
- Mixed farming (plant production + animal husbandry)



## Economic

- Production with high added value
- Short food supply chain
- Diversification of activities



## Social

- Positive image of agriculture
- Opportunities for education



## Environmental

- Enhancing biodiversity
- Landscape management

(Photo: [www.youngfarmers.org](http://www.youngfarmers.org))

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## Brief discussion



- Questions?
- Points for clarification?



(Photo: [www.youngfarmers.org](http://www.youngfarmers.org))

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## II. Policy recommendations

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- Evidence-based policy recommendations
  - ➔ Case study research
  - ➔ Visioning process
  - ➔ Transdisciplinary dialogue with the National Stakeholder Partnership groups (NSPG)
- Two groups of recommendations
  - ➔ Specific to the YF and NE
  - ➔ More general recommendations (also relevant for the YF and NE issues)



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## Policy recommendations (1/2)

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- Distinguish between YF and NE in strategic documents and statistics
  - ➔ Definitional inconsistency
  - ➔ The groups differ in their needs
- Clarify the 'young farmer problem' through further research
  - ➔ How innovative are YF and NE?
  - ➔ What are the implications for transition processes in agriculture?
- Improve income from farming at small farms
  - ➔ Diversification of farms, part time farming
  - ➔ Payment schemes

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## Policy recommendations (2/2)

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- Enhance education in areas of new technology, environment and business skills
  - ➔ Clear demand of YF and NE in selected areas
  - ➔ Different educational needs of different groups
- Support cooperation between different groups of actors at countryside
  - ➔ Stop outflow of young people from countryside
  - ➔ Increasing life quality in rural areas
- Improve communication about agriculture and farmers' roles in rural areas
  - ➔ Prestige associated with farming and agriculture
  - ➔ Legitimacy of the public spending

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## III. Facilitated discussion

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- Instruction
  - ➔ Work with two people closest to you and have a mini debate
  - ➔ In 10 minutes, please discuss

**Which of these policy recommendations are the most important?**

- Additional questions
  - ➔ To what extent did you agree with the policy recommendations?
  - ➔ Is there anything that we have missed out that you think should be included in the recommendations?

---

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## Policy recommendations (overview)

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- Distinguish between YF and NE in strategic documents and statistics
  - Clarify the ‘young farmer problem’ through further research
  - Improve income from farming at small farms (diversification of farms and part time farming)
  - Enhance education in areas of new technology, environment and business skills
  - Support cooperation between different groups of actors at countryside
  - Improve communication about agriculture and farmers’ roles in rural areas
- 

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## IV. Conclusions of the session

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- Future steps
  - ➔ Final version of the policy recommendations related to the YF and NE
  - ➔ Final work package report on issues of ageing, role of young farmers and new entrants in transition
  - ➔ Fact sheet summarizing findings about the YF and NE issue

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## Notes from young farmer workshop, FarmPath Final conference meeting

4<sup>th</sup> December, Hotel Thon Brussels.

### Discussion 1:

-There are two main problems with YF/NE – these are: access to land and access to money. However, if you have money there may not be land available to buy. Some older farmers may not want to pass land down to YF. Or they may not want to put it on the market as they want to keep it in the family. In some cases there is even a reluctance to rent it out -There are complex issues about passing farms down. Resistance to change is huge.

-The figures mask that younger farmers may be running the business but the father or grandfather is the one whose name is on the paper or the deeds. In Scotland YF are sometimes lead partners to allow the farm to enter into scheme targeted towards YF and allowing the farm to increase its income. Conflicting issue - some countries (Scotland for example) there are tax benefits to for those holding onto a farm. This means that people are reluctant to give it up.

-Education is also important for YF. Especially that which gives them the opportunity to leave the area and try something new. This leads them to come back to their home farm with new ideas and - innovations. Education could be described as the link to innovation.

-Researchers and decision makers must have closer ties with farmers and work together more often

### Discussion 2

Improved income should be the most important policy recommendation. If you are a YF and you buy some cows for example and then you have a bad winter, it means that have to work off farm too. Then you don't get any time off or can enjoy holidays like everyone else gets to. By increasing income the quality of living of YF can increase and YF can live a normal life like everyone else.

-In Scandinavia all farmers have a degree. This means that farmers are respected as educated people by their peers. Education is very important in the sense therefore that through education, farmers can be viewed positively by other parts of society.

-Participants liked the idea of 'coffee money' as it would allow YF to try things that may not work but they are new and innovative. But to do this we must define first who YF are...

-Education and increased income are the most important recommendations however they are also the most difficult to implement in the long run.

-All the recommendations are important, what's most important is that policies are coherent and are joined up. They must not contradict each other

-The problem with the issues is that maybe the 'family model' as it is what is stopping YF getting any land. Different models may be possible depending on the socio-economic context of the country. This too is a priority.



## How to facilitate sustainability transitions: Handbook and Policy Brief

Final Conference of the FarmPath and Solinsa FP7th  
Framework Projects, Brussels 3<sup>rd</sup> December



### Where does the data come from ?

- case studies on transition pathways of 21 **innovative regional agricultural initiatives**, grouped in 7 thematic clusters spread in the 7 countries
  - main issues of **young farmers and new entrants**, from a detailed data analysis and literature reviews
  - **visions for regional sustainability of agriculture** for the year 2030 and **pathways** leading to them, developed for 7 selected regions in a participatory and transdisciplinary approach along 6 months
  - national-level **desktop policy analyses** and **participatory workshop** in each country
- Refinement and critical reflection of findings in iterative consultation process with **NSPGs + IAG**

## FarmPath Handbook:



- Results from participatory process involving multiple actors >> **share and co-construction of knowledge in differentiated rural regions of Europe**
- Guidance for action at **local and regional** level: useful when **strategies and tools** are being designed
- Problems are grouped in **themes** and **subthemes** >> **pathways** >> **policy recommendations** + illustrative **examples**
- Identification of link to visions and possible conflicts

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## FarmPath Policy Brief



- Present an overview of **key issues and findings**, and the **policy recommendations institutional support needs** derived
- Selected positive and negative empirical **examples** to illustrate the issues
- The Policy Brief particularly addresses policy actors in the field of **agriculture and rural development**, but also in **innovation, research and sustainable development** at the **EU and national** level

4

# FarmPath Handbook: Overview of contents



<b>a. Visions and pathways: visions grouped in three main types</b>
<b>b. Pathways:</b> 1) <b>Innovations in Farming</b> 1.1) Interconnection between farming, policy and research 1.2) Innovative mindset 2) <b>Maintenance or re-emergence of farming activities</b> ..... 3) <b>New concepts of farming, farmers and rural areas</b> ..... 4) <b>Overall policy and institutional arrangements</b> .....
<b>c. Examples from the different regions and case-studies</b>
<b>d. Crossing pathways with the three types of visions</b>
<b>e. Learning more about transition: FarmPath conceptual framework</b>

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# FarmPath Policy Brief: Overview of contents



<b>1. Enabling innovation: building capacities and knowledge infrastructure</b>
<b>2. Enabling cooperation and networking</b>
<b>3. Reducing the administrative burden on farmers</b>
4. Enabling environment-friendly and resource-efficient farming*
<b>5. Image of agriculture and rural life in society</b>
<b>6. Multi-level governance &amp; cross-sectoral coordinated strategies for sustainable development</b>
7. Increase the evidence-base of policies*
<b>8. Encourage regional differentiation</b>
<b>9. Specific measures to support young farmers and new entrants</b>

\* Sections not thematically corresponding to the FarmPath Handbook

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# Thematic correspondence between WP5 Handbook and WP6 Policy Brief



WP5 Handbook section	Corresponding WP6 Policy Brief section
<b>1. Innovation in farming</b>	
1.1 Interconnection between farming, policy and research	1. Enabling innovation: building capacities and knowledge infrastructure
1.2 Innovative mind set	2. Enabling cooperation and networking
<b>2. Maintenance or re-emergence of farming activities</b>	
2.2 Land availability and farming succession	9. Specific measures to support young farmers and new entrants
2.3 Farming infrastructures and services	5. Image of agriculture and rural life in society

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# Thematic correspondence between WP5 Handbook and WP6 Policy Brief



WP5 Handbook section	Corresponding WP6 Policy Brief section
<b>3. New concept of farming, farmers and rural areas</b>	
3.1 Farming and society	5. Image of agriculture and rural life in society
3.2 Attractiveness of rural areas	5. Image of agriculture and rural life in society
3.5 Integrated actors and strategies	2. Enabling cooperation and networking 6. Multi-level governance and cross-sectoral coordinated strategies for sustainable development
<b>4. Overall policy and institutional arrangements</b>	
4.1 Coherent policy-making	8. Encourage regional differentiation
4.3 Institutions	3. Reducing the administrative burden on farmers

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# What are we discussing in this session ?



## VALIDATE and IMPROVE Handbook + Policy Brief

### FEEDBACK to regional participants

- 1) Innovation in farming
- 2) Maintenance or re-emergence of farming activities
- 3) New concepts of farming, farmers and rural areas
- 4) Overall policy and institutional arrangements

	Reformulation	Regional	National	European
3.3. Going local				
Support short supply chains and producer-consumer cooperatives.	Create legislation to enforce the creation of short supply chains	✓	✓	
Make public campaigns in schools, media, etc on regional products.		✓	✓	✓

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## Structure of this session



- 13h30 - 13h45:** Introduction
- 13h50 - 14h40:** Discussion in 4 working groups
- 14h40 – 15h10:** Feed back to plenary
- 15h10 – 15h20:** Written post-it comments + voting
- On the way out:** your **quick** evaluation of the session

# THANK YOU!



### Parallel Session 3:

## “How to facilitate progress towards regional sustainability of agriculture” Session Report

This session aimed to discuss policy actions that can be undertaken at European, national and regional levels in order to enable increased regional sustainability of agriculture in Europe.

The discussion was grounded in the **FarmPath** project results, particularly focussing on policy recommendations deriving from a transdisciplinary and participative research process in the seven study regions.

In this report you will find a brief overview on the session works; the **session results** (tables 1 and 4); **participants' evaluation** (table 2) and the **participants' list** (table 3).

### Overview on the session

#### I. Work Groups

Participants were randomly distributed in four groups corresponding to the themes issuing from FarmPath Handbook “**Facilitating the Sustainability of Agriculture at Regional Level**”:

1. Innovation in Farming
2. Maintenance or Re-emergence of farming activities
3. New concept of farming, farmers and rural areas
4. Policy and institutional arrangements.

Each group discussed a set of policy recommendations selected both from the above-mentioned Handbook and a Policy Brief: “**Regional Sustainability of Agriculture: Adapting Institutions and Policies to Enable Transition**”<sup>1</sup>. In particular, participants were asked:

- Whether they agree with the recommendation, and therefore:
  - If yes, why (necessity, relevance...)?
  - If not, why/how to change it?
- To which policy level(s) does it pertain?
- Any other recommendations.

See the results of the discussion in Table 4 (*at the end of this report*).

#### II. Plenary and Polling

The group rapporteurs presented the results of the discussion and the reformulation of the recommendations.

Participants were asked to add any further comments to the recommendations, and then to vote on the three recommendations that they considered to be a priority. The total votes are presented in Table 1<sup>2</sup>, illustrating the policy recommendations of highest priority to the participants.

<sup>1</sup> Both documents will soon be available at the FarmPath website: <http://www.farmpath.eu/>.

<sup>2</sup> This table presents the original recommendations. Please check comments and revisions of each recommendation in Table 4.



Table 1: Polling Results

Votes	Policy Recommendation
11	Support <b>integrated regional development policies</b> with long-term planning, reducing conflicting goals and trade-offs between policies, through financing and coordinating mechanisms. Connect, in particular, regional sustainability of agriculture to transversal policies (water management/quality, environment and natural resources, food models, etc.).
7	Support <b>farmer to farmer knowledge exchange</b> and innovation networks (between and across regions).
3	Promotion of <b>campaigns for sustainable food habits</b> , connecting issues such as health and regional farming products; provide funds to agricultural shows and to farm related activities in schools.
3	Support <b>participation of farmers in society and policy management</b> , namely on regional boards.
3	Define and support <b>long-running processes of co-constructed knowledge</b> through sufficient funding.
3	Prioritize <b>rural infrastructure on the basis of actual needs</b> , e.g. roads, water-efficient irrigation infrastructure, power grids, and agricultural waste management.
3	Pay for <b>Public goods</b> .
1	Support initiatives of <b>successful farming</b> leaders through <b>public awards and prizes</b> .
1	Provide <b>timely consultancy on production practices, education and marketing, and administrative duties</b> (accounting procedures, social payments etc.), and to develop the so called “technological calendar” and the “administrative calendar” for each farmer.
1	Decrease the <b>administrative burden on farmers</b> through changes to the organisational setup, e.g. through provision of a “fast track” and set up “one stop shops” for farmers where they may deal with all administrative procedures and receive technical advice.
1	Expand <b>school curricula</b> (e.g., on-farm learning experiences for children and young people) and provide teachers with qualifications in the field of sustainability of agriculture.
1	Improve <b>motivation for migration towards rural areas</b> , for instance through tax relief, instalment plans for tax and other payments, better conditions for credit loans, lower interest rates, etc..
1	Support <b>short supply chains</b> and producer-consumer cooperatives.
1	Give higher <b>priority to agricultural research</b> .
1	Promote <b>new evaluation criteria for research</b> , in which the applicability of the results is valued.



**Table 2: Evaluation**

8 out of the 16 participants provided their evaluation of the session:

	Agree 100%	Agree 75%	Agree 25 %	Disagree
The session corresponded to my expectations.	4	4		
Discussed issues are quite relevant.	5	3		
I am happy with the methodology.	4	4		
I expressed my opinion and it was taken into consideration.	7	1		
I am happy with the session's results.	2	6		
<b>Comments and Suggestions:</b> - Very organized. Time constraint.				



**Table 3: List of Participants**

Name	Institution	Country	Email	Group
Maciej Krzysztofowicz	DG AGRI		maciej.krzysztofowicz@ec.europa.eu	1
Lena Wietheger	IFOAM EU		Lena.wietheger@ifoam-eu.org	1
Mariana Draganova	Institute for the Studies and Knowledge – UNWE (FarmPath team)	Bulgaria	meriliny@gmail.com	1
Sandra Sumane	Baltic Studies Centre	Latvia	sandra.sumane@gmail.com	2
Bettina Heimann	Aarhus University	Denmark	bettina.heimann@agrds.dk	2
Pieter de Boer	Province Brabant	Netherlands	pdboer@brabant.nl	2
Karlheinz Knickel	Independent	Germany	Karlheinz.knickel@gmail.com	2
Kingsley Mikwamba	Ugent / ILVO	Belgium	Kingsley.Mikwamba@ugent.be	3
Tessa Avermaete	KU Leuven	Belgium	tessa.avermaete@ees.kuleuven.be	3
Marlinde Koopmans	Ugent / ILVO	Belgium	Marlinde.koopmans@ugent.be	3
Catherine Darrot	Agrocampus Ouest (FarmPath team)	France	catherine.darrot@agrocampus-ouest.fr	3
Otto Schmid	FIBL	Switzerland	Otto.schmid@fibl.org	3
Gerald Schwarz	Thuenen Institute of Farm Economics	Germany	Gerald_schwarz@t-online.de	4
Pavlin Antonov	Farmer	Bulgaria	bgcattle@gmail.com	4
Marion Diaz	Agrocampus Ouest (FarmPath team)	France	Marion.diaz@agrocampus-ouest.fr	4
Artur Cristóvão	Universidade de Trás-os-Montes e Alto Douro	Portugal	acristov@utad.pt	4
Carla Gonzalez	Universidade de Évora	Portugal	cgonzalez@uevora.pt	Facilitator G1
Cecília Fonseca	Universidade de Évora	Portugal	<a href="mailto:ceciliaf@uevora.pt">ceciliaf@uevora.pt</a>	Facilitator G2
Sarah Peter	Institute for Rural Development Research	Germany	peter@ifrs.de	Facilitator G3
Annie McKee	James Hutton Institute	UK	annie.mckee@hutton.ac.uk	Facilitator G4
Teresa Pinto-Correia	Universidade de Évora	Portugal	mtpc@uevora.pt	Session facilitator



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



1. Innovation in Farming

1.1. Interconnection between farming, policy and research	Comments	Reformulation	Reg.	Nat.	Eur.
Give higher priority to agricultural research.		Give higher priority to agricultural research for sustainable agriculture including organic farming.			X
Define and support long-running processes of co-constructed knowledge through sufficient funding.		Reserve funding for actions which will involve actors in long-term processes beyond funding.	X		
Set up platforms that promote connections between the three sectors, coordinated by a given entity (in charge of securing the functioning of such processes).		Set up platforms that promote connections between the three sectors, coordinated by a clear responsible (in charge of securing the functioning of such processes). Networking at national and EU level.	X		
Promote new evaluation criteria for research, in which applicability of the results is valued.	No changes.			X (national system, assess research)	
Exploring new relations model in order to build trust and construct a common goal.	NEW RECOMMENDATION		X		
1.2. Innovative mind set	Comments	Reformulation	Reg.	Nat.	Eur.
Provide support for innovation-oriented clusters and innovative cooperation models.	Funding to take place at European level; institutionalisation at national level and individualised support at regional level.	Provide support for innovation-oriented clusters and innovative cooperation models by institutionalisation, finance, knowledge and experience from others, but individualised support.	X (individ.)	X (instit.)	X (finance / funding)
Give priority to extension services in the Rural Development Programmes or through other public funding schemes.	No changes.			X	



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



Support farmer to farmer knowledge exchange and innovation networks (between and across regions).		Support farmer to farmer knowledge exchange and networking mechanisms.	X		
Improve facilities for education and training covering, for instance, new technologies, environment and business skills; enabling flexible educational schemes and increasing its practice-relevance.		Improve facilities and possibilities for education and training covering, for instance, new technologies, environment and business skills; enabling flexible educational schemes and increasing their practice-relevance.		X	



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



## 2. MAINTENANCE OR RE-EMERGENCE OF FARMING ACTIVITIES

2.1. Economic viability of farming activities	Comments	Reformulation	Reg.	Nat.	Eur.
Expand the spectrum of subjects eligible for funding in order to facilitate farm business start-ups, like initial investments related to administrative fees.	Is this measure going to change the economic system, which doesn't allow economic viability of farming? Is this targeted at everyone? <b>Plenary added:</b> 1) But accept that many will fail. 2) New farmers is different from new people involved in farming. Should be clarified who is "young farmer" and "new entrant".	Targeted funding, for viable activities.	X	X	
Set up an institutional framework stimulating farmer cooperation – e.g. Cooperative enterprises – and ensure adequate implementation processes through facilitators and training on cooperative management and governance issues.	"Institutional framework" sounds like there is only one framework. It should be open to all sorts of institutional frameworks.	Ensure adequate implementation processes through facilitators and training on cooperative management and governance issues.	X	X	
Give incentives for the creation of a regional identity through a Local Quality Convention for products and services; or through the creation of regional trademarks and networks.	Incentives as such already exist. Maybe the problem is lack of awareness.	Support the creation of local brands.	X	X	
Support small farms held by young farmers and any type of new entrant, through payment schemes that increasing farm income.	Such measures may create dependency.	Improve the existing YF payment scheme; should increase YF entrepreneurship.		X	
Promote knowledge and experiences exchange. (transversal)	NEW RECOMMENDATION				
Pay for public goods generated by farming.	NEW RECOMMENDATION			X	X
2.2. Land availability and farming succession	Comments	Reformulation	Reg.	Nat.	Eur.
Create legal support for new forms of land management like land sharing and make it eligible for agriculture support schemes.		Create legal support for new forms of sustainable land management like land sharing and make it eligible for		X	



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



2.3. Farming infrastructures and services	Comments	Reformulation	Reg.	Nat.	Eur.
Promote land transfer from non-productive farmers to productive ones for instance through the set up of "land banks" or land trusts.	Clarify what "non-productive" famers means.	Promote land transfer of idle / abandoned land, through the set up of "land banks" or land trusts.		X	
Promote long-term campaigns aiming at changing attitudes and creating openness towards increasing acceptance of alternative (extra-family) models of farm succession.	No changes.			x	
Facilitate, or directly support within the Rural Development Programmes, the creation of mobile processing infrastructures like slaughterhouses.	No changes.				
Prioritize rural infrastructure on the basis of actual needs, e.g. roads, water-efficient irrigation infrastructure, power grids, and agricultural waste management.		Prioritize rural infrastructure on the basis of actual needs, e.g. roads, water-efficient irrigation infrastructures, sustainable and smart grids, and agricultural waste management.			



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



### 3. NEW CONCEPT OF FARMING, FARMERS AND RURAL AREAS

3.1. Farming and society	Comments	Reformulation	Reg.	Nat.	Eur.
Promotion of campaigns for sustainable food habits, connecting issues such as health and regional farming products; provide funds to agricultural shows and to farm related activities in schools.	'Nutrition' and 'sustainable consumption' should be differentiated. There is too much content in this recommendation (health being a separate sector), therefore it should be split up.	Promotion of campaigns for creating awareness for sustainable food consumption in the specific regional cultural context. Include neighbouring rural areas in urban centre planning, especially for food system, environmental services.	Local / city level (implementation)		X
Support initiatives of successful farming leaders through public awards and prizes.	Relevance of positive examples. But who decides about "success" criteria? "Greenwashing risk"! Prices/awards shouldn't promote only certain types of farming, but cover the diversity of different agricultural models, such as organic/conventional, and different size scales.	Support initiatives that improve the image of farming.	X	X	
Support participation of farmers in society and policy management, namely on regional boards.		Support multi-actor participatory processes. Governance mechanisms needed, for which learning regarding organisation is a precondition	X (plus local)	X	X
Expand school curricula (e.g., on-farm learning experience for children and youths or nutrition education) and provide teachers with qualifications in the field of sustainability of agriculture.	Nutrition education is a separate issue!	Expand school curricula (e.g., on-farm learning experiences for children and young people) and provide teachers with qualification in the field of sustainability of agriculture. Additionally, facilitation of education process is needed.	Local / city level		
3.2. Attractiveness of rural areas	Comments	Reformulation	Reg.	Nat.	Eur.
Improve motivation for migration towards rural areas, for instance through tax relief, instalment plans for tax and other payments, better conditions for credit loans, lower interest rates, etc..	Very financially focused. Expensive solution! More dimensions beyond the economic one are relevant.	Secure attractiveness of rural areas by improving social services. (depending on type of rural area: intensive agriculture; remote; peri-urban).	X	X	X



Table 4  
Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



Activate rural employment, for instance by establishing grants for the employment and training of young people on farms.	Not discussed due to time constraint.				
3.3. Going local	Comments	Reformulation	Reg.	Nat.	Eur.
Support short supply chains and producer-consumer cooperatives.	Social inclusion (poverty): this refers to the notion that persons with little income aren't aware of the opportunities of alternative marketing channels.	Support short supply chains and producer-consumer cooperatives, accounting for social inclusion (poverty) and including actors from the entire food system (not only producers and consumers). Creative ways to promote local food in public procurement.			
3.4. Multifunctional rural areas and farming	Comments	Reformulation	Reg.	Nat.	Eur.
Create special legislation for those farmers who want to invest in multifunctionality regarding for instance permits for different activities.	Not discussed due to time constraint.				



Table 4

Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



## 4. OVERALL POLICY AND INSTITUTIONAL ARRANGEMENTS

4.1. Coherent policy-making	Comments	Reformulation	Reg.	Nat.	Eur.
Support integrated regional development policies with long-term planning, reducing conflicting goals and trade-offs between policies, through financing and coordinating mechanisms. Connect, in particular, regional sustainability of agriculture to transversal policies (water, quality, landscape, food models etc.).	Must be conscious of conflict when implementing policies; must have room for manoeuvre at local and regional scale. Examples: public goods want from agriculture; integration of environment aspects into agriculture; public and private policy coordinated.  Policy sectors should be treated together; but some have different linkages (some policies are more connected than others; depends also on national framework). Policy coordination should be grouped.	Support integrated regional development policies with long-term planning, reducing conflicting goals and trade-offs between policies, through financing and coordinating mechanisms. Connect, in particular, regional sustainability of agriculture to transversal policies (water management, quality, environment and natural resources, food models etc.).			Flexible framework at EU (targeted priorities for policy plus funding); national level + regional emphasis.
Ensure prior assessment of all social, economic and environmental effects of closing educational and medical facilities and consider its rearrangement to fit local people needs.	Make link to regional sustainability of agriculture more explicit.	Ensure prior assessment of all social, economic and environmental effects of closing rural services plus infrastructures, e.g., medical services, schools, etc. and consider its rearrangement and creative solutions to fit local people needs.	Assessment	X	
4.2. Regulation	Comments	Reformulation	Reg.	Nat.	Eur.
Eligibility criteria (of public policies) should be more flexible towards the specific regional characteristics and economic activities.	Current framework might not allow this (depends on MS). Eligibility criteria to involve regional stakeholders. Flexibility in policy design but limits defined and maintained during implementation. Two levels of influence: top (EU) + bottom (regional).	Eligibility criteria and rules (of public policies) should be more flexible towards the specific regional characteristics and economic activities.		MS have to choose the flexibility they want.	



Table 4

Policy recommendations to facilitate sustainability transitions – Workshop comments and revisions



4.4. Institutions	Comments	Reformulation	Reg.	Nat.	Eur.
Organise training days on a regular basis for national and local administrative staff on various types of farming to discuss issues such as hygiene regulation or the use of common pastures.	How important are the examples – to make more explicit? Keep more general. Very relevant: those in administration often are not involved in farming. Good for farmers and administration.	Organise training days on a regular basis for administrative staff at different levels on various types of farming to discuss issues such as hygiene regulation or the use of common pastures.	Depend		
Provide timely consultancy on production practices and administrative duties (accounting procedures, social payments etc.), developing the so called “technological calendar” and “administrative calendar” for each farmer.	Second part needs clarification or to add an example.	Provide timely consultancy on production practices, education and marketing, and administrative duties (accounting procedures, social payments etc.), and to develop the coherence of the “technological calendar” (i.e. calendar of farm tasks) and the “administrative calendar” (i.e. policy and funding timescales) for each farmer.	X		
Implementation of Customer codes.	Did not know what is this.				
Decrease the administrative burden on farmers through changes to the organisational setup, e.g. through provision of a ‘fast track’ and set up ‘one stop shops’ for farmers where they may deal with all administrative procedures and receive technical advice.	Qualification of shop managers is important.		Implement at regional and local level	National policy design priority	

## EIP AND LINSAs – PARTNERSHIP AND MUTUAL CONTRIBUTIONS

What is the contribution of EIP to the development and functioning of LINSAs?

Simone Helmle, Niels Rump

Document for the 4<sup>th</sup> afternoon session  
FINAL SOLINSA CONFERENCE, BRUSSELS, 3 DECEMBER 2013

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### LINSAs and EIP

Why does EU agriculture need innovation and learning to become more sustainable? What role can Networks such as LINSAs play in this process? How can EIP and LINSAs benefit from each other? What kind of interactions would be suitable to achieve this mutual benefit? And finally, what role do Innovation-Brokers have in such processes? These central questions will guide the Parallel Session 4 of the Afternoon-Workshop Series of the Final SOLINSA and FarmPath Conference on December 3 2013 in Brussels. This handout serves to give an overview on the experiences with LINSAs against the background of the new EU support policy "European Innovation Partnerships".

### How can SOLINSA be connected with AKIS and EIP?

Extension focusing on partnership, trustful relations and mutual learning is still uncommon. Similarly transdisciplinary research processes, in which technical knowledge and its further development are put into spotlight, are so far still rare. Apart from this, it is almost impossible that knowledge, which is being generated in niches - mostly outside the Agricultural Knowledge and Innovation Systems (AKIS) - and involves new actors e.g. urban consumers or population groups in rural areas with an increasingly critical view on production, gains influence in the AKIS. The poor functioning of the AKIS in Europe sets the background of the SOLINSA project Since the beginning of modernization in agriculture, the AKIS has shown a strong orientation towards productivity. Systems, which developed environmental or social achievements in agriculture are being recognized but at the same time stand behind a well-established agriculture oriented towards productivity.

### LINSAs stand for new developments: long term structure and boundary objects

LINSAs stand for new developments, for new groups emerging at the margins of AKIS. LINSAs are facing specific challenges: they generate knowledge which is suitable and relevant for them, they bring actors together which are relevant for their plans, they mobilize voluntary forces to a strong extent and have learned to operate with very low resources. The main characteristic of LINSAs is that they share a common vision for a sustainable society and they transform this vision in specific projects. LINSAs characterize themselves as a long-term structure which means that projects are among their most important boundary objects. Through projects, LINSAs knowledge becomes relevant; in projects, innovations originate and become visible, if any market for those innovations exists. As measured by the dimensions of the European Union, LINSAs are relatively clear in their cruising sphere of activity. This leads to the question how EIP and LINSAs can complement each other and develop mutually.

### Trustful collaboration of LINSAs and AKIS players

EIP and Operational Groups are understood as an instrument to overcome "static" power relations in the AKIS. From the SOLINSA perspective, the collaboration of LINSAs and AKIS players is one of the aims of OG and EIP. It is important to understand the relationship in EIP and OG as a trustful,

collaborative partnership – considering the risk, that EIP and OG might reproduce existing power relations, or turn power relations in a radical way around in a strong bottom up process. A finding from the working experiences with LINSAs is, that most of the LINSAs have relationships with the AKIS and they are embedded in it to a certain degree. Ideally, within the EIP, there arises an open and constructive exchange about the various possibilities for a sustainable renewal of agriculture, as well as enriching discussions and projects resulting from the connection of perspectives and experiences of totally different actors.



Figure 1: EIP and LINSAs – partnership and mutual contributions

### What do LINSAs need to be able to operate at the EIP level?

- Reflection and free spaces beyond the day-to-day business, so that LINSAs become clear of their potential for contribution to the EIP
- Recognition and appreciation for LINSAs achievements which very often have been developed autonomously and in an autodidactic way
- EIP as development forum in which LINSAs knowledge is being refined, which is inspiring and which builds bridges back to agriculture

### How are LINSAs and OG determined?

LINSAs mostly arise from projects and develop new projects. OG can, through their project character and their impulse to co-operate with various actors, offer spaces to LINSAs for the development of new projects, for trying out new things and for receiving company in this development process. This company connects knowledge, transforms implicit into explicit knowledge and offers mutual support. At the project end, LINSAs have become a structure, in which project knowledge is being continued and continuously improved. OG are in this context starting impulses for innovation.

### What do EIP need to become a supportive structure to LINSAs?

Co-operation, mutual learning and support are the main focus of the EIP-LINSAs relation. To change things and to develop innovations includes the experience that mistakes can be made. EIP are a new institution for bringing together innovative actors and for supporting positive dynamics of innovation processes. Important motivators are curiosity, trust, openness and transparency of processes.

### All this does not happen alone: The role of Innovation-Broker

Innovation-Brokers can come from the spectrum of LINSAs-AKIS actors. We understand Innovation-Broker as facilitators, communication experts or network supporters - depending on whether they work with LINSAs, OG or EIP. LINSAs receive support from Innovation Brokers concerning management issues, an improvement of governance and in decision-making and planning processes. With reference to OG, Innovation Brokers can be part of them and take over leadership tasks. In EIP, Innovation Brokers are in demand for initiating participation, for establishing communication among very different actors and for enabling an atmosphere of trust and co-operation.

# What is the contribution of EIP to the development and functioning of LINSAs?

Review of the afternoon session 4,  
1:30-3:20pm / 22 participants  
Simone Helmle, Niels Rump



## EIP AND LINSAs – PARTNERSHIP AND MUTUAL CONTRIBUTIONS

The afternoon session was initialised with an exchange of participants considering particular experiences with change and innovation.



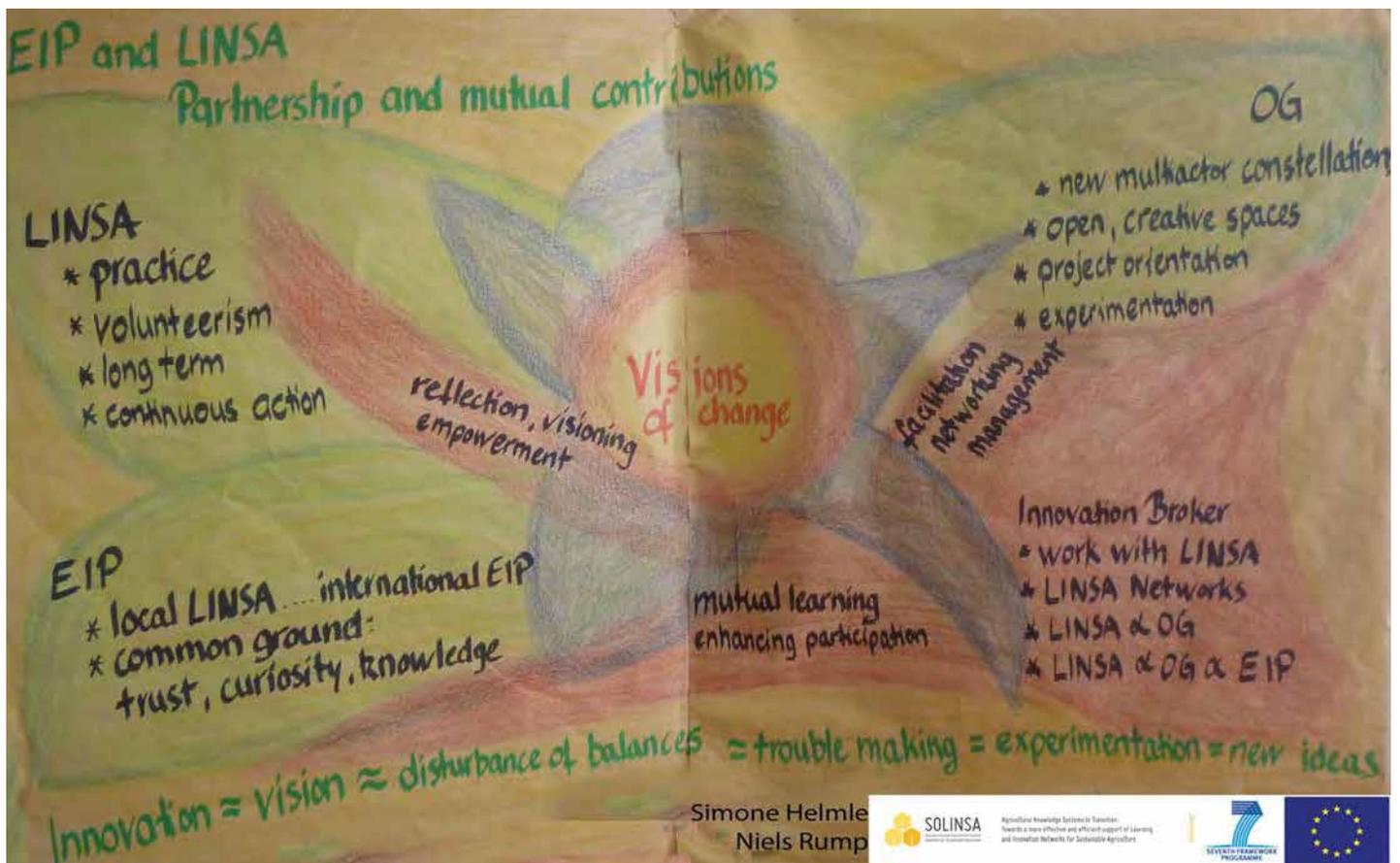
### Introduction

#### LINSAs

- Offer practical experiences and knowledge, developed and proofed in circumstances of „real“ life
- Most important resource is voluntary commitment and the spirit of volunteerism
- LINSAs have a long term structure, which is needed for sustainable change
- Visions of change are part of LINSAs identity

#### OG / EIP

- Offer support mechanisms for multi-actor projects
- Interesting for LINSAs due to their need for open, creative spaces for experimentation
- Common ground:  
**willingness of trust building and curiosity,**  
**willingness for social learning,**  
**willingness to do things in new ways**



What is the contribution of EIP to the development and functioning of LINSAs?

## EIP AND LINSAs – PARTNERSHIP AND MUTUAL CONTRIBUTIONS

# World café

## - experiencing social learning -

Round 1

**Why do we need a new frame for sustainable agriculture?**

**What changes do we need therefore?**

Round 2

**What role plays networking, social learning and diversity in this context?**

Round 3

**How can actors from the AKIS and EIP contribute to this process ?**

What is the contribution of EIP to the development and functioning of LINSAs?



SOLINSA  
Support of Learning and Innovation  
Networks for Sustainable Agriculture



# Impressions



What is the contribution of EIP to the development and functioning of LINSAs?



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Networks for Sustainable Agriculture



# Summary



**Innovation provokes movement to new balances, to new experiences; such movements include:**

- New contacts to unknown people
- New perceptions, and re-definition of own perceptions
- Insecurity – you don't know what is happening, and why
- Be questioned, having more questions than answers
- Accept the role of being a trouble maker for a while, and accept the tremour of new social relations
- Listening to each other, and showing mutual acceptance are key competences
- Move from expert behaviour to a listener and learner behaviour
- LINSAs are understood as bridges between diverse actors with the interest to move

What is the contribution of EIP to the development and functioning of LINSAs?

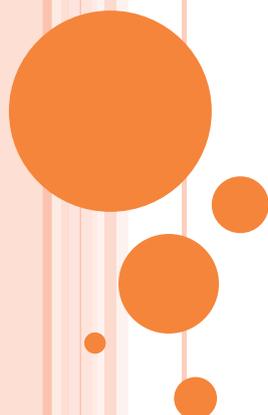


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Networks for Sustainable Agriculture



# Launch of AKIS II report

Krijn Poppe  
co-chair SCAR cwg AKIS  
(LEI Wageningen UR)



## LINKING INNOVATION AND RESEARCH

SCAR-cwg Agricultural Knowledge and Innovation  
Systems

### CONTENT OF THE PRESENTATION

- Background of SCAR and the Collaborative Working Group
- Some theoretical notions on Innovation Systems, AKIS and social innovation
- Science, R&D and Innovation – and the role of the EU
- Conclusions from the collaborative working group AKIS-2



## INNOVATION IS A BROAD CONCEPT

- The implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations. [source: OECD]
- Also the public sector can innovate !  
(and public aspects of agriculture)

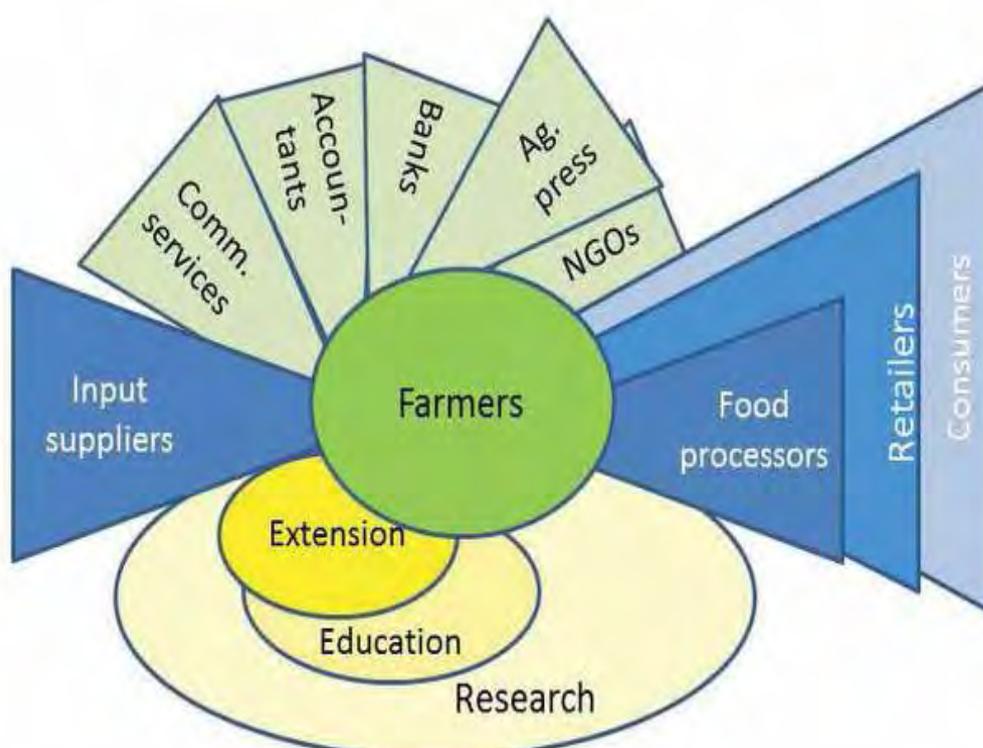
## SOCIAL INNOVATION

- The concept of social innovation originates in critiques of traditional innovation theory. By calling for social innovation, new theories point at the need to take the social mechanisms of innovation into account (*social mechanisms of innovation*)
- In the context of rural development, social innovation refers to the (social) objectives of innovation – that is those changes in the social fabric of rural societies, that are perceived as necessary and desirable in order to strengthening rural societies and addressing the sustainability challenge (*social inclusion / equity: the innovation of society as well as the social responsibility of innovations*)

## NEED FOR INNOVATION

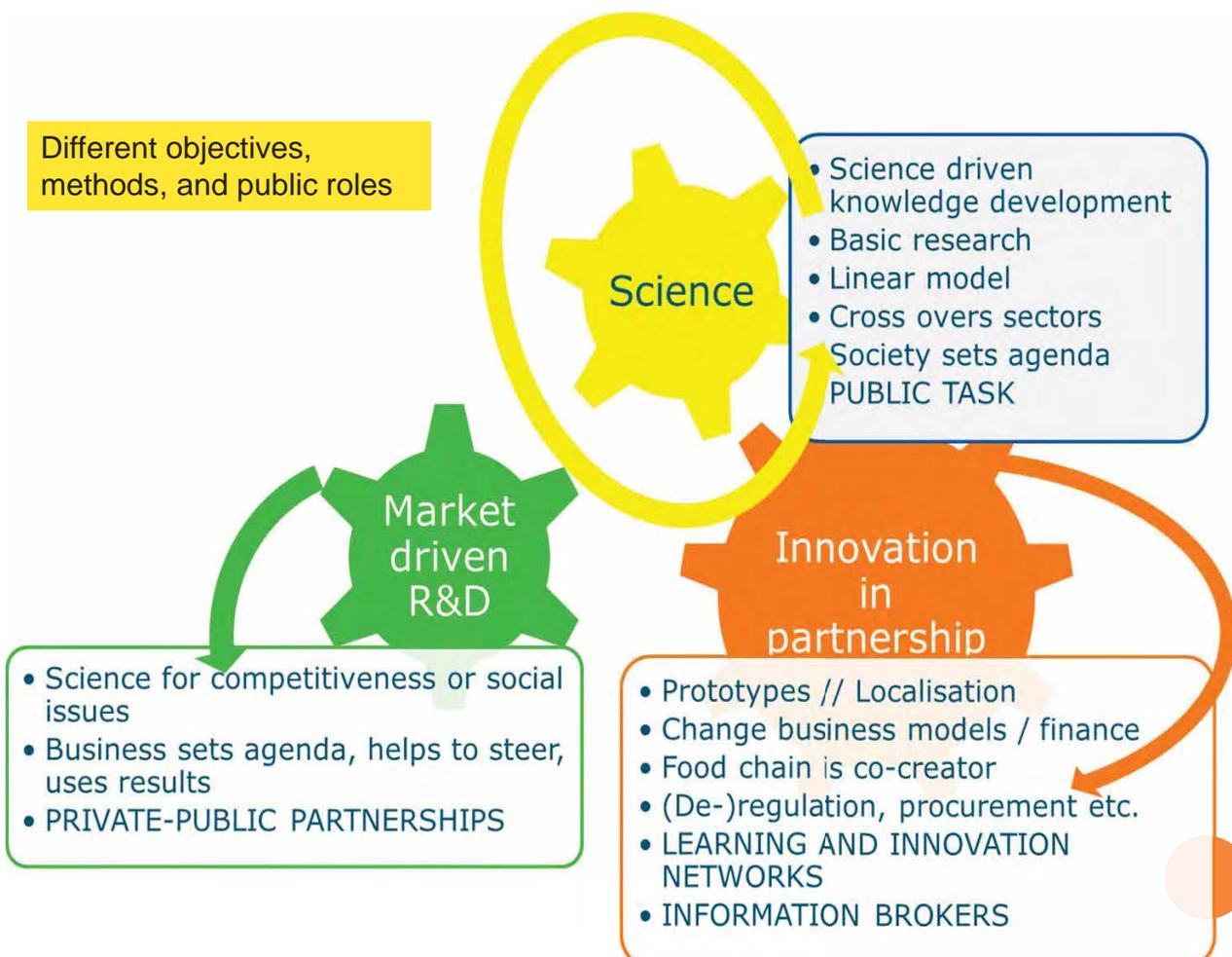
- How to feed 9 billion in 2050 in a sustainable way
- Economic crisis and the need for innovation
- Agriculture and food industry as an attractive sector to invest in:
  - *Good returns expected*
  - *Sustainability problems have to be solved*
  - *Not much risk that the industry will leave the region*
- Reflected in policy measures, including Horizon2020 and the renewed CAP

## THE FOOD CHAIN AND AKIS

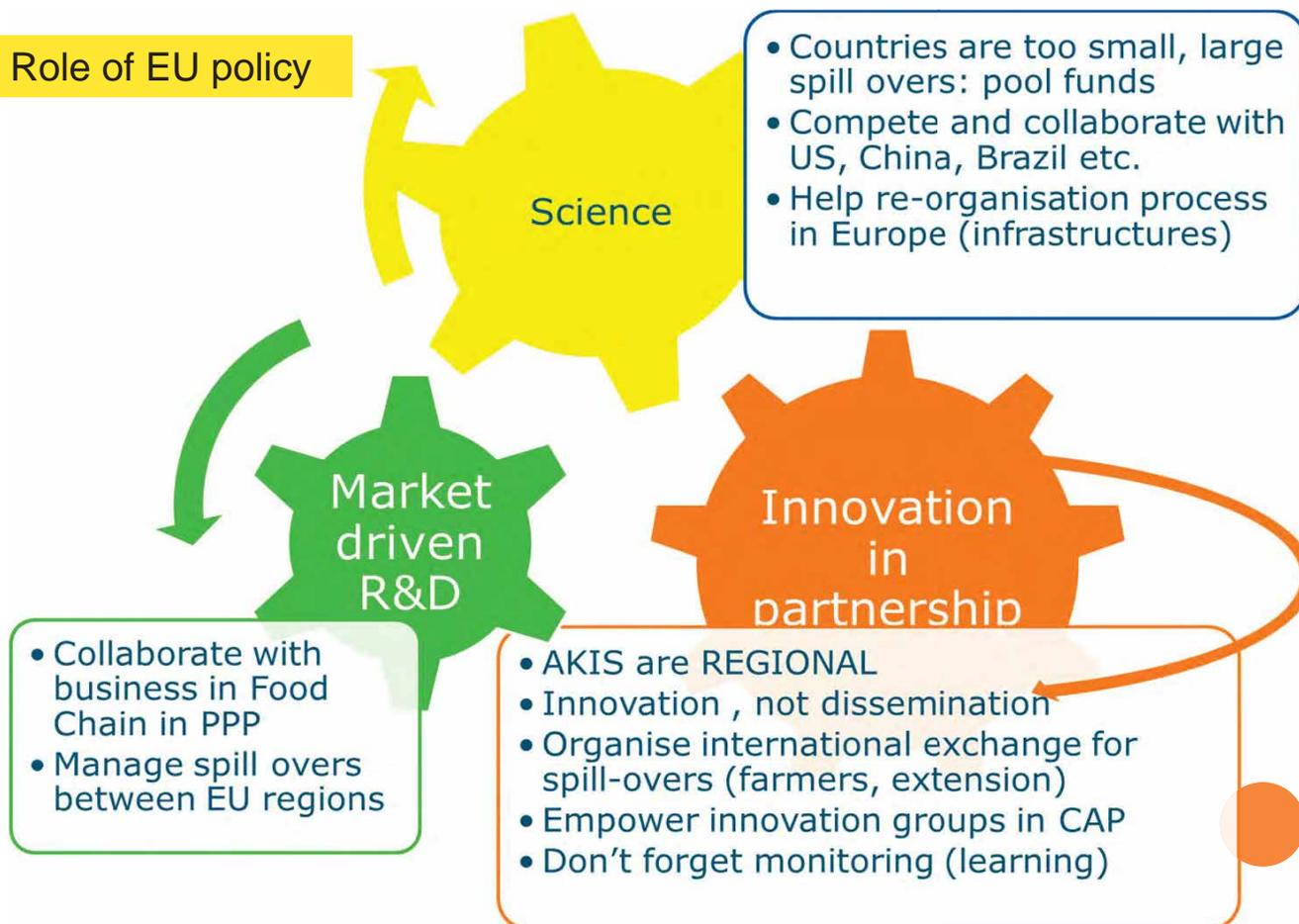


# INNOVATION BY INTERACTION IN NETWORKS

- Innovation as a process has strong learning aspects: learn how to do new things, bottom-up.
  - Alternative: force (or pay for) quality standards, mandates
- Thematically-focused learning networks of different actors can help.
- Generating learning and innovation through interactions between the involved actors.
  
- Members can include farmers, extension workers, food industry, researchers, government and ngo representatives and other stakeholders.



## Role of EU policy



## *EIP-AGRI's Key Entities: Operational Groups (OG)*

- Built around concrete innovation projects
- A combination of different competencies (practical and scientific), chosen in view of implementing concrete project objectives
- Action- and result-oriented groups aiming to benefit from interaction for co-creation and cross-fertilisation (interactive innovation)
- An OG may have various sources of funding:

Horizon  
2020

National  
Funds

Rural  
Develop-  
ment

ERDF

Private  
Funds

## ***Key Acting Entities Within the EIP***

### ***- Operational Groups -***



*"Operational Groups" are no stakeholder networks, no stakeholder boards, no thematic coordination groups, nor discussion groups*  
*An OG = actors working together in a project targeted at innovation and producing concrete results*

## ***Thematic networks under Horizon 2020***

- Projects **involving all concerned stakeholders** (researchers, farmers, advisors, enterprises, education, NGOs, administration, regulatory bodies...): no pure research networks
- Stocktaking, mapping and **state-of-the-art of existing scientific knowledge & best practices**: what do we have/what do we miss to make used
- **Projects must develop end-user material** to facilitate the discussion on, sharing and dissemination of knowledge in an easy accessible way: **input for education and a research database for end-users** (long term availability of results in a common format)

## ***Multi-actor projects in Horizon 2020 Work Programme 2014-2015***

- "multi-actor" is more than a strong dissemination requirement or what a broad stakeholders' board can deliver
- "all along the project" \*: **a clear role for the different actors** in the work plan, from the participation in the planning of work and experiments, their execution up until the dissemination of results and the possible demonstration phase.
- Project proposals should illustrate sufficient quantity and quality of **knowledge exchange activities**

This should generate **innovative solutions that are more likely to be applied** thanks to the cross-fertilisation\* of ideas between actors, the co-creation and the generation of co-ownership for eventual results.

(\*legal base in Specific Programme)



## **NATIONAL AND REGIONAL GOVERNMENTS CAN STIMULATE INNOVATION**

by implementing the EIP through multi-actor operational groups that work in a participatory way.

This should be translated in an instrument portfolio that:

- Gives incentives for research, development and innovation;
- Stimulates knowledge exchange, adoption of innovation, technical application in the production process;
- Supports the activities of facilitators, innovation brokers and tutoring paths for farmers to implement innovations;
- Value the input and knowledge of farmers;
- Supports operational groups also to develop cross-border interactions;
- Invests in AKIS-subsystems that have been underdeveloped in the specific national or regional situation.



## SPECIAL ATTENTION IS NEEDED TO INCENTIVIZE RESEARCH TO BE RESPONSIVE TO THE NEEDS OF INNOVATION PROCESSES

	<b>Policy</b>	<b>Institution</b>
Incentives „pull“	P1: New evaluation criteria for funding of research proposals	I10: Include societal impact into the overall evaluation of a researcher's performance
	P2: Include practitioners/experts on selection committees for project funding	I7: Training courses for academics at all levels
	P3: New evaluation criteria for performance of institutions	
Enablers „push“	P5: Funding for research-practice partnerships	I8: Creation of centres for Integration and Implementation Sciences
	P4: Sabbaticals for short-term visits of researchers outside academics	
	P6: Data base for high quality non-academic publications	I9: Data base on institutions, methods, tools, publications, trainings in interactive research

## MORE CAN BE DONE THAN RESEARCH.....

- The difference between innovation and research means that governments have more instruments than research to promote innovation.
  - Extension and education, fiscal measures, credit guarantees, innovative procurement, inducements such as prizes and other incentives can help too.
- This implies that in addition to a science and research policy it makes sense to have an innovation policy.
- Cross-border collaboration in innovation should be improved.

## EU MARKET FOR RESEARCH AND INNOVATION..

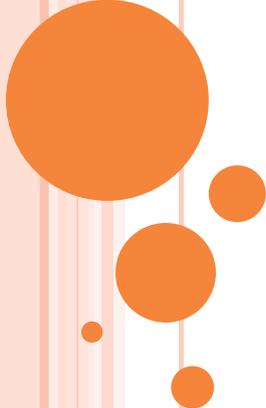
- Cross-border collaboration in research could benefit from harmonisation of rules and procedures for commissioning research, to help to create to a more integrated ‘market’ for research.
- That does not mean that national or regional authorities should give up their strategy and agenda setting processes, but they could adopt such procedures that research institutes could easier match national and international funds.



## MULTI-ACTOR INNOVATION BENEFITS FROM ICT

Software type	Tools evaluated	Successful examples
Knowledge portals (KP)	Search engines: Google, Yahoo Slide and document sharing: Slideshare Video and photo sharing: YouTube, Flickr	VOA3R, eXtension, Chil
E-document management systems ( E-MS)	Digital libraries: Groen Kennisnet in NL, Organic Eprints	Organic Eprints, Agriwebinar
Data Warehouse (DW)	Eurostat, FADN	FADN
Groupware (GW)	Wikipedia, Yammer, Crowdsourcing	British Farming Forum, Lego Cuusoo, Climate CoLab, P&G Connect+Develop, Betacup Challenge
Community of practice (CoP)	ResearchGate, Erfaland	Disease surveillance and warning systems, IDRAMAP
Social communities of interest (SCI)	Facebook, LinkedIn, Google+, Ning, Quora	AgTalk+, E-Agriculture, Jeunes-agriculteurs, E-agriculture, Rede Inovar
Individual communities of interest (ICI)	Wordpress, Twitter, Blogs	AG Chat

Thanks for your attention



## SEE THE WEBSITE OF THE SCAR:

[HTTP://EC.EUROPA.EU/RESEARCH/AGRICULTURE/SCAR/INDEX\\_EN.HTML](http://ec.europa.eu/research/agriculture/scar/index_en.html)

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