



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

WP4 – Deliverable 4.7

Claire Bernard, WP4 Leader
François Lerin, Coordinator

Version V 2
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Why a Guidelines on Innovation transfer and dissemination?

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

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

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

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

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

How to build and use it?

These Guidelines are developed under a common and practical format of an LA ACTION PLAN in order to be a central document to organize the *Using Phase* (October 2017 to December 2018). It will serve as:

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



These Guidelines are conceived as an iterative and cumulative Learning Area Action Plan Template. It is complementary to the generic “Guidelines” or “Methodologies” provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings. It will gradually include the different notes and reports that each LA will have provide after each activity.

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

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



Action Plan Coordinator: Surname, NAME, Institution

Contributors:

- 1. Surname, NAME, Institution
- 2.
- 3.
- Etc.



Learning Area [NAME] "Action Plan"

for brokerage activities on High Nature Value Innovation Projects

(Photo)

From October 2017 to December 2018

Version V 1.0



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1. Starting point

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

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

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

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

1.1 HNV Vision of [Name of the LA]

Date	Your text – notes – pictures/tables, etc.
(dd/mm/year)	<p data-bbox="405 791 1391 863">Slogan <i>(short sentence that captures best up the HNV innovation project for the LA)</i></p> <p data-bbox="405 983 2045 1174">Short Description of the Vision <i>(short summary of the Vision explaining why it is challenging the Business as Usual scenario provided in you Baseline Assessment – what are the expected impacts or changes both from an HNV conservation perspective (evolution of semi-natural vegetation) on the LA and on the agricultural situation? keeping in mind WP1’s moto: “development in HNV areas in not the same as development for HNV in rural area” – you may want also to refer to the Atlas’s trajectories...)</i></p>



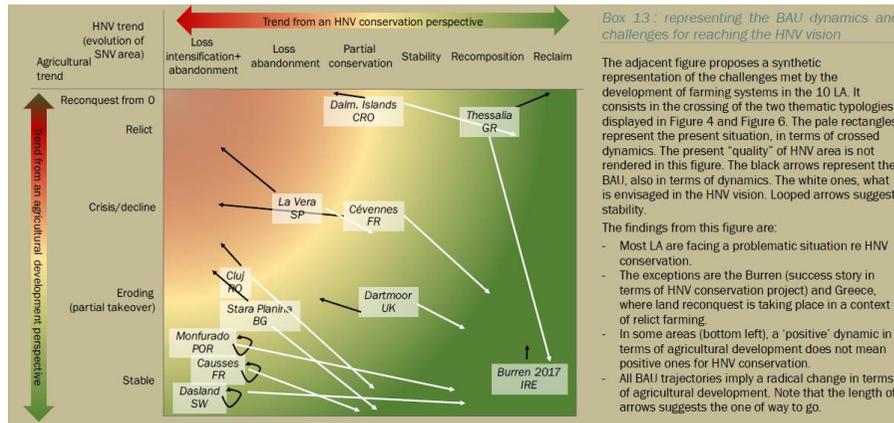


Figure 1 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

Visual

(Different visuals have been displayed by the LA in order to show the possible dynamics in term of landscape and biodiversity conservation, please insert here the ones you are using with a brief comment).

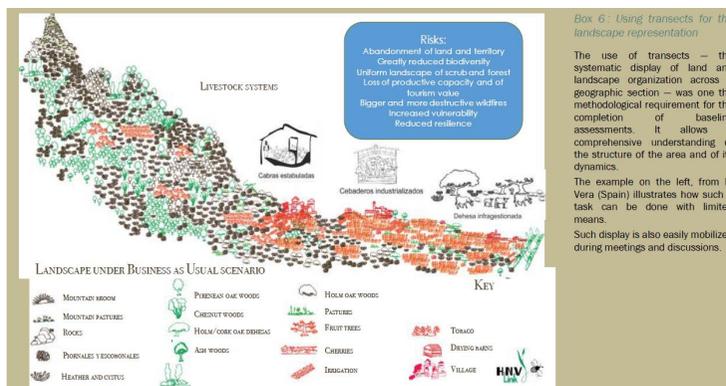


Figure 2 : examples taken from the HNV-Link Atlas, p. 38 & 69



Actors' typology

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

Box 10 : an actors' typology for analyzing the different projects in a rural area

Piveteau (1995) proposes a useful typology of actors for analyzing their interrelations in rural areas. He envisages two levels of analysis explaining the nature of projects at play in such areas.

- The first level of analysis compares the "intern/extern" characteristic. Some actors are 'internal' to a (learning) area) : this area is the place in which they have projects, it is not substitutable to another one ; other actors are 'external': they care about the area, but this area is one amongst others, it is substitutable – a visiting tourist is a typical example of such influencing 'external' actor.
- The second level of analysis compares the nature of projects: some actors are supporting 'private' projects (referring to one given interest*) while others are playing a 'collective' role of arbitrator/facilitator (trying to combine and regulate different interests).

The crossing of those two axis brings to the following typology (with typical actors in italic) – outlined terms are those of Piveteau:

	<u>Internal</u>	<u>External</u>
<u>Arbitrator</u>	<u>Collective</u> <i>Mayor, local authority</i>	<u>Arbitrator</u> <i>Regional authority, State agent</i>
<u>Private</u>	<u>Private</u> <i>Farmer, local entrepreneur</i>	<u>External</u> <i>Tourist, food-industry, national NGO</i>

* the term 'private', proposed by Piveteau, is somehow misleading as a bird conservation project, for example, will fall in this category.

Figure 3 : example of an actor typology (extracted from the HNV-Link Atlas, p. 57)

(dd/mm/year)

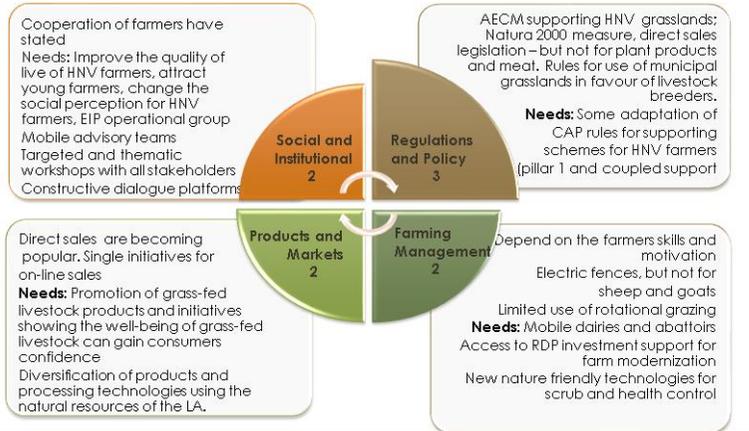
Updates

(dd/mm/year)

Updates



1.2 The Innovation Situation in [Name of the LA]

Date	Your text – notes – pictures/table
(dd/mm/year)	<p>Innovation scoring <i>According the four themes – cf. Session 2 of NM#2</i></p> <div style="text-align: center;"> <p>LA innovations scoring and needs in WSP</p>  <p>The diagram illustrates four themes for innovation scoring and needs in WSP:</p> <ul style="list-style-type: none"> Social and Institutional 2: Cooperation of farmers have stated. Needs: Improve the quality of live of HNV farmers, attract young farmers, change the social perception for HNV farmers, EIP operational group, Mobile advisory teams, Targeted and thematic workshops with all stakeholders, Constructive dialogue platforms. Regulations and Policy 3: AECM supporting HNV grasslands; Natura 2000 measure, direct sales legislation – but not for plant products and meat. Rules for use of municipal grasslands in favour of livestock breeders. Needs: Some adaptation of CAP rules for supporting schemes for HNV farmers (pillar 1 and coupled support). Products and Markets 2: Direct sales are becoming popular. Single initiatives for on-line sales. Needs: Promotion of grass-fed livestock products and initiatives showing the well-being of grass-fed livestock can gain consumers confidence. Diversification of products and processing technologies using the natural resources of the LA. Farming Management 2: Depend on the farmers skills and motivation. Electric fences, but not for sheep and goats. Needs: Mobile dairies and abattoirs. Access to RDP investment support for farm modernization. New nature friendly technologies for scrub and health control. </div> <p>Innovation priorities <i>According the four themes – cf. Session 2 of NM#2</i></p>
(dd/mm/year)	Updates



(dd/mm/year)	Updates
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1.3 The [Name of the LA] strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(dd/mm/year)	<p>Overall Objectives Describe the goals to be achieved by the end of the project, in terms of promoting innovation in the LA and beyond.</p> <p>Priorities <i>Describe the priorities you picked up among the “innovation scoring and priorities” and explain why they are important and should be addressed within HNV-Link project</i></p> <p>Specific Objectives Describe the specific objectives under each chosen priority</p> <p>Main Actions Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)</p> <p>Actors <i>Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)</i></p>



	<p>Risks Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</p> <p>Best Practices Describe what already works in your LA strategy that may be transferred to other LA strategies</p> <p>Timeline Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities (Cross-Visits, Regional Meetings, etc.)</p>
(dd/mm/year)	Update
(dd/mm/year)	Update

2. Innovation exchanges – Cross Visits

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

This chapter of the "LA Action Plan" will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):



- Date, Place, Innovation Cases visited and participant list
- Reasons of the choice of the cross-visit
- Expectations of the participants
- Expectations for the Learning Area
- Narrative: who, when, where, what?
- Lessons learnt: for the participants – and at the scale of the Learning Area
- To what extent those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?



Date	Your text – notes – pictures/table
(dd/mm/year)	

3. LA regional meeting(s)

Objectives of the LA regional meetings:

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews ?



Action Plan Coordinator: Gwyn Jones, EFNCP

Contributors:

- 1. John Waldon, EFNCP



Dartmoor Learning Area Action Plan

Guidelines on innovation transfer and dissemination



From January 2018 to March 2019

Version V 1.0, updated February 2019



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1. Starting point

1.1 HNV Vision for Dartmoor

10/01/2018	<p data-bbox="405 419 501 451">Slogan</p> <p data-bbox="405 496 2045 608">The HNV Vision for Dartmoor's moorland is one of a farmed landscape containing a matrix of HNV vegetation types, including wet and dry heathland, mires and grasslands, managed to provide an array of public benefits by farming systems relevant to the area.</p> <p data-bbox="405 652 815 684">Short Description of the Vision</p> <p data-bbox="405 729 2045 962">HNV vegetation covers about 50% of the wider National Park and almost all of the common land. Within the whole of the national park the HNVF habitats include lowland meadows, purple moor grass, upland heathland, blanket bog, valley mire and fen, upland oak woodland, wet woodland and lowland deciduous woodland. The proportion of HNVF habitats as part of the total farm area ranged from 10% to 98%, with a high density of HNVF features such as hedgerows and Devon banks due to the small field sizes. HNVF habitats are generally buffered or adjacent to the semi-improved or improved permanent pasture. Arable cropping is very limited and almost entirely fodder crops on the lower land.</p> <p data-bbox="405 1007 2045 1275">HNVF management is delivered by the livestock farming - beef rearing and finishing, sheep systems and the grazing of ponies. Aside from financial pressures, there is a range of other obstacles to managing HNVF. These include animal health and welfare concerns, especially those associated with bovine TB, the relatively recent move to finishing systems and the associated selection of less hardy breeds, lack of labour, lack of successors and eligibility for and the commitments involved with agri-environment schemes. Recently the area under agri-environment has fallen by c35% since 2010. However the impending loss of support from the Common Agriculture Policy (CAP) and uncertainty over what form future support will take is today the main issue facing the farming community.</p>
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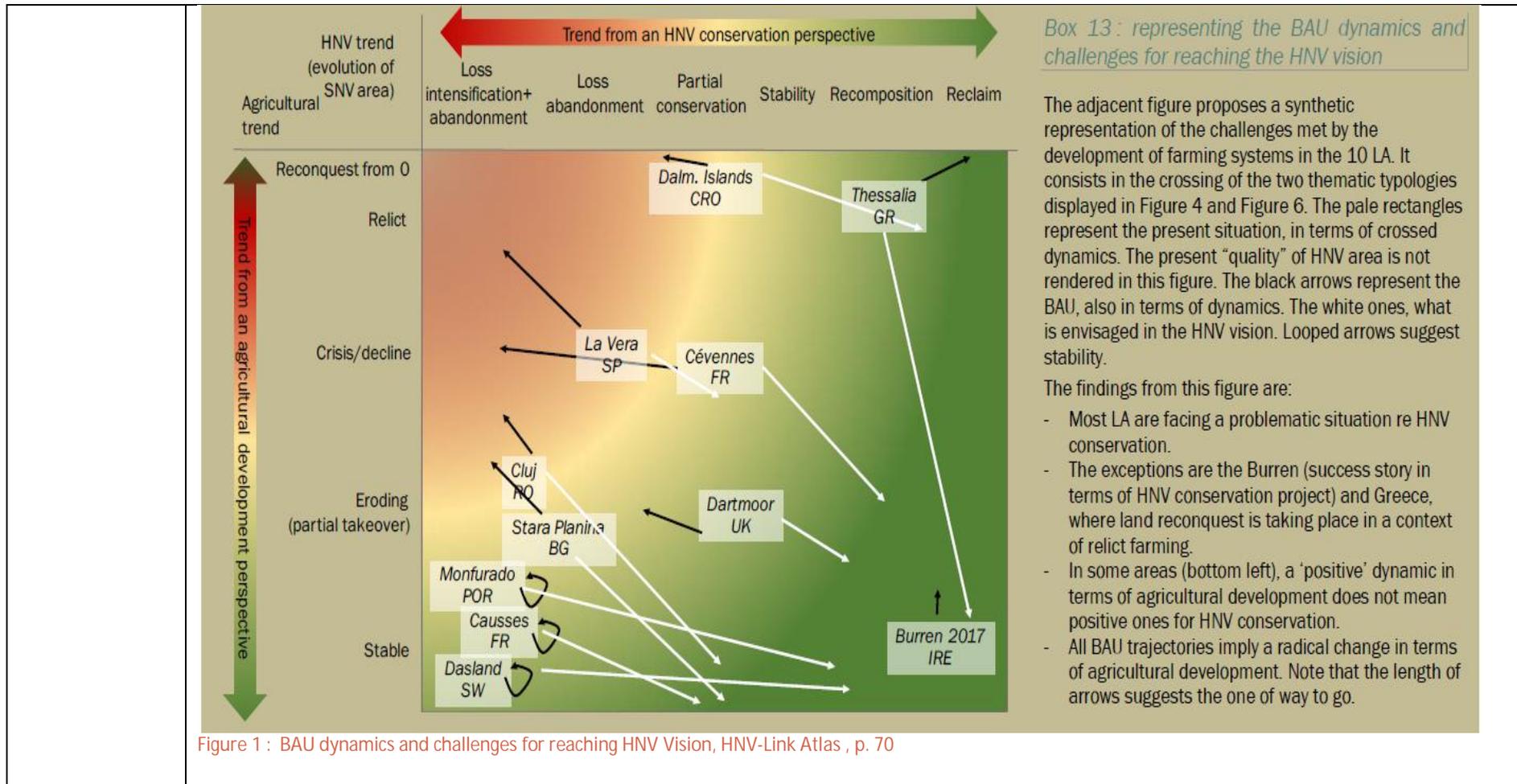
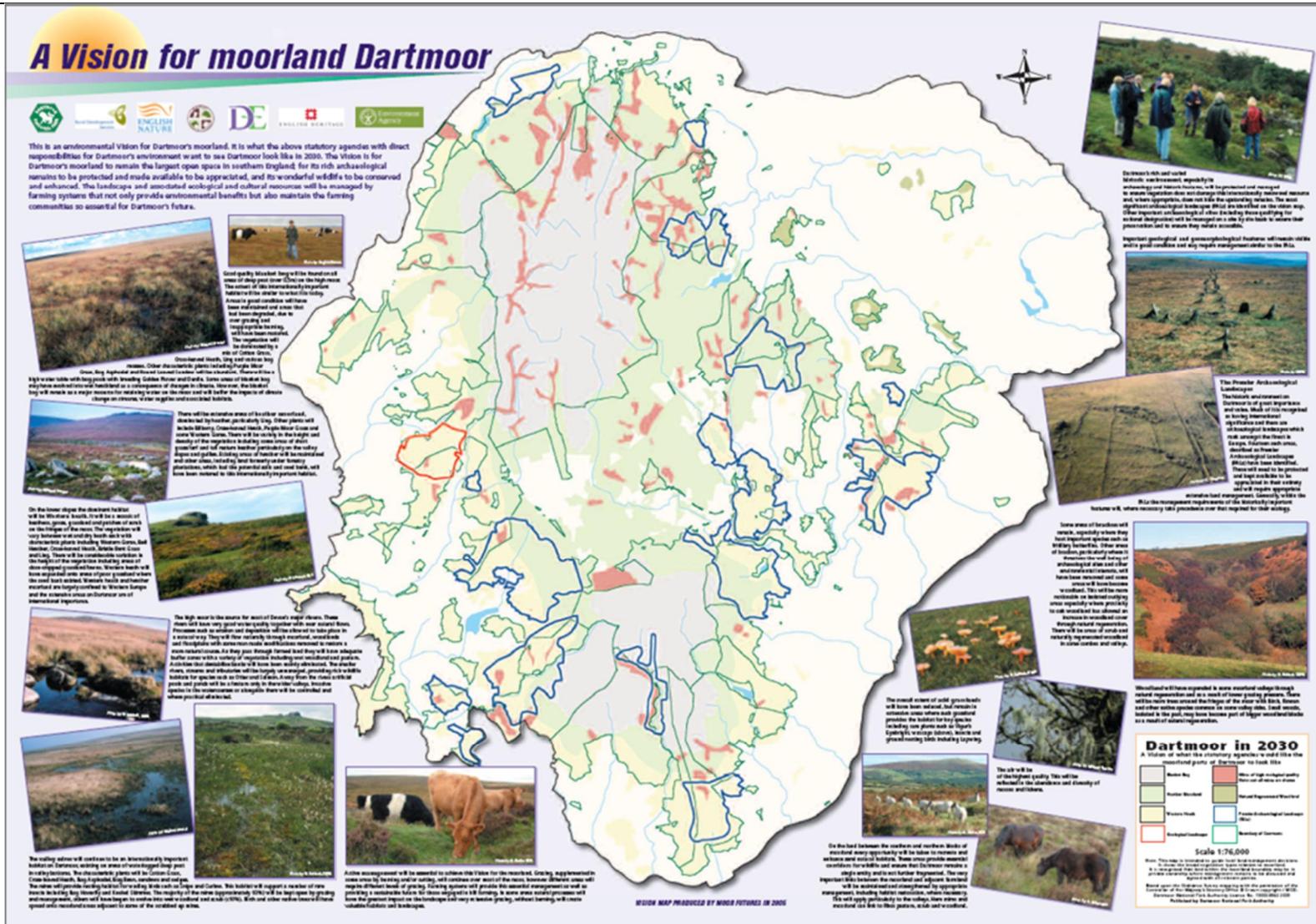


Figure 1 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70





The Dartmoor Moorland Vision is an innovation in its own right, now replicated on other upland areas within the UK.



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 696391



The principal actors

Farming on Dartmoor requires engagement with a complexity of actors. Some are directly involved with farming including, the Government's agencies (Animal & Plant Health agency (APHA), Natural England and Defra) and others, including tourists and visitors, whilst having no direct connection with livestock farming can and do have the ability to impact on farming practices. Fostering innovation, its development and dissemination involves yet other actors or potential actors, some internal to the farming community, but others external, including educational institutions and various agencies engaged in aspects of rural development.

An attempt to categorise and show the various groupings of actors is set out below.

Typology of actors

The table below tries to typologies various actors in relation to innovation *pertaining to and supportive of HNV systems on Dartmoor commons*. For example, non-farming businesses may be very innovative, but rarely impinge in an innovative way on farming businesses, though in some cases they could in a significant way; similarly higher education institutions.

Key: Blue – hardly at all; Yellow – to some extent/in some cases/small scale impact; Green – major impact

Actor	Individual (I)/ Collective (C)/ (semi-) State (S)/ Other (O)	Innovator themselves	Foster innovation	Disseminate innovation
Farmers	I	Green	Blue	Blue
Landowners (esp. Duchy of Cornwall)	O	Yellow	Green	Yellow
Non-farming, non-food businesses	O	Blue	Blue	Blue
Non-farming food businesses	O	Yellow	Blue	Blue
Dartmoor Commoners' Council	C	Yellow	Yellow	Green



NFU, NSA etc. (Farming representative bodies)	C			
Meat marketing initiatives	C/I			
Commons Associations	C			
Defra (Ministry of Agriculture) & RPA (paying agency)	S			
Natural England	S			
Animal & Plant Health Agency	S			
Dartmoor National Park Authority	S			
Somerset & Devon Fire Service	S			
Exeter University; Duchy College	S			
Tourist Agencies	S/C			
LEADER Local Action Group	S(C)			
Dartmoor Hill Farming Project	C			
NGOs (national – RSPB, Ramblers etc., but some local)	C			

Farmers remain critical to the management of the moorland and the wider landscape. Some are innovators (only occasionally without any outside help) and most are keen to disseminate their knowledge when asked to do so.

The vast majority of the moorland is owned by the Duchy of Cornwall which, although in some respects an all-too-normal landowner, is unusual in its wider role in community developments. Reflecting the views of the current Duke of Cornwall, the Duchy's willingness to engage in various innovations and support hill farming has been an ingredient in many successful initiatives.



Non-farming businesses can be broadly divided into two – those concerned with the traditional products of farming, particularly food, and those whose engagement is more the taking advantage of the public goods supplied; the latter include for example tourism businesses and water companies. Food businesses have in general not innovated much in their dealings with HNV systems on Dartmoor nor been involved in any significant degree to adding value to those systems. While there have been small trials of Payments for Ecosystem Services (PES) by water companies, in general innovative engagement with farming systems by non-food companies is low. The role of the tourist board has thus far not been particularly significant.

Farmers working together is a feature on Dartmoor, with a higher level of activity than in most other parts of the UK. Commons governance, whether through the individual commons associations or through the oversight of the Dartmoor Commoners' Council, has sometimes been innovative. Farming unions have not in general been innovative nationally, nor a major driver of innovation locally. Group marketing schemes are themselves almost by definition innovative organisations, but thus far the innovation has not been effective in substantially changing the economic fortunes of HNV systems.

Policy is of course a major influence on farming and its viability and ability to innovate. The UK Government's department with responsibility for farming and the environment is Defra. Since 2006 the government agency responsible for implementing wildlife and countryside policies is Natural England (NE). NE also has responsibility for delivering the agri-environment schemes along with the Rural Payments Agency (RPA) who have responsibility for the payments and compliance. Another statutory player is Historic England (formerly English Heritage) with responsibility for the historic environment, which on Dartmoor it delivers in partnership with the Dartmoor National Park Authority.

The degree of autonomy and motivation within arms-length agencies is not always clear, but at their best they can initiate innovation quite effectively; these situations are unfortunately not that common. Defra for its part is rather centralised and uninnovative in outlook, with support for third party innovation through the Rural Development Programme not being targeted at HNV systems, and in practice being largely taken up by conventional, more intensive systems. Staff turnover throughout Government is unhelpful to the development of staff capacity to the point where meaningful strategies can be developed and implemented, while the willingness to outsource innovation is apparently quite low. The local LEADER LAG is essentially focussed on anything other than farming.

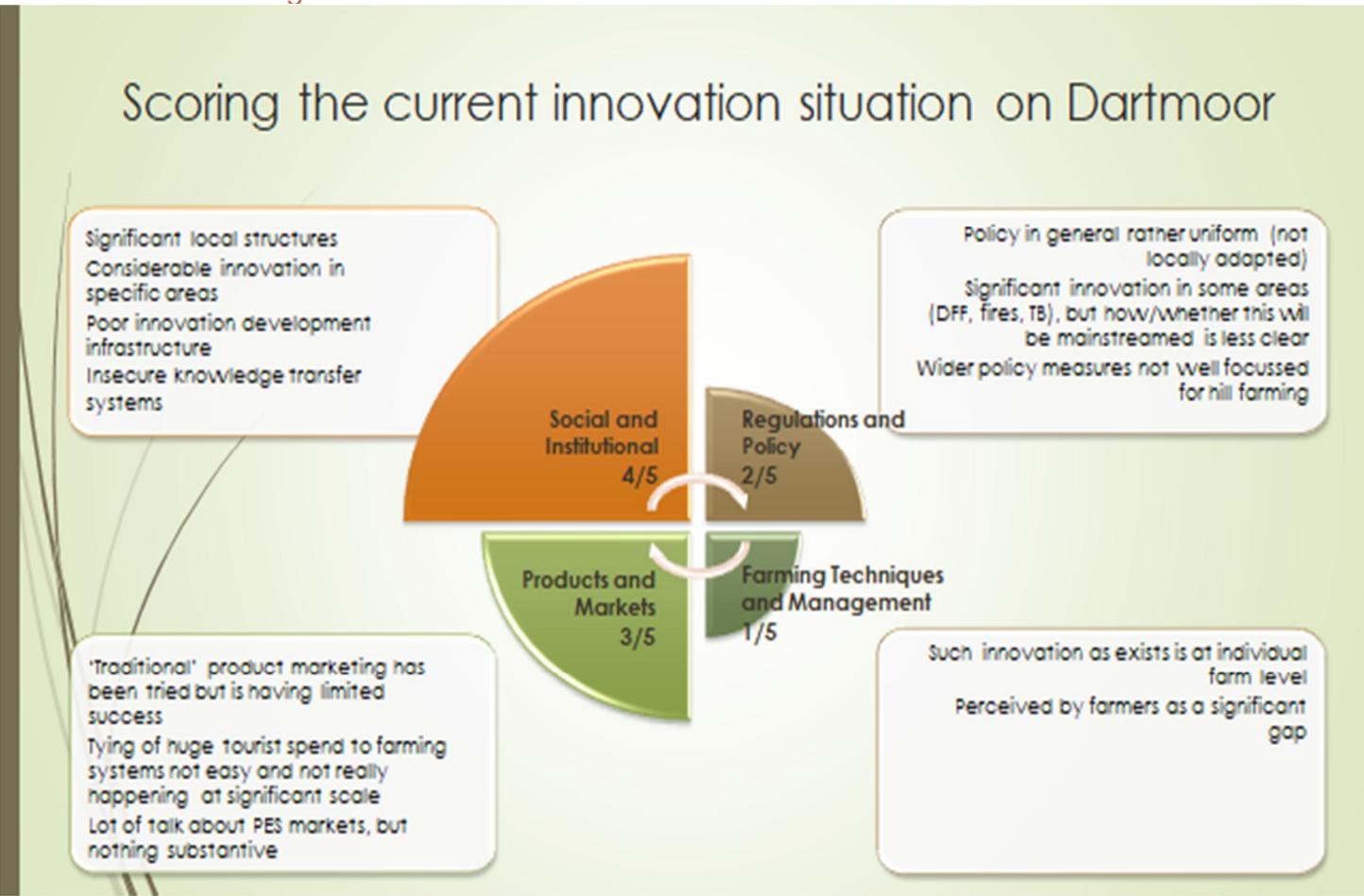
The Dartmoor National Park Authority's role is clearly defined in two statutory purposes – to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park and to promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public. In carrying out this work, they are also required to meet a socio-economic duty, namely: seek to foster the economic and social well-being of local communities within the National Park. The DNPA has been instrumental in progressing various innovations and initiatives including most of the innovations selected for this review. National Park status has clearly



	<p>helped create a sense of identity and provided both practical support and encouragement for innovation to flourish.</p> <p>One initiative supported by a variety of actors over its lifetime, including the Park and Duchy, is the Dartmoor Hill Farming Project. Not particularly active in developing innovation, it is one of the major ways of disseminating innovation within the area.</p> <p>The Somerset & Devon Fire and Rescue Service has been a key partner in some of the innovations, though more as a willing responder to the innovative advances of others; its attitudes are nonetheless seen as innovative in some other Fire and Rescue Service areas.</p> <p>Local educational institutions, while involved in many studies on the ground, have generally been passive when it comes to developing or disseminating information. Individual members of staff are interested and engaged in local activity, but institutionally they are seen as uninterested in hill farming. Ironically, a bigger actual and potential player is Newton-Rigg College, situated at the other end of the country, which is the only institution in England retaining a hill farm focus. Whether it currently promotes innovation in HNV systems is another question.</p> <p>Some non-government organisations (NGOs) are active on Dartmoor and include The Devon Wildlife Trust, Butterfly Conservation and the RSPB. All have conducted surveys and provide advice concurrent with their interests. The dominance of common land has also given rise to engagement with non-government organisations including the Foundation for Common Land (FCL) and the Upland Alliance. Some of these NGOs have been active in initiatives, providing information, data and advice and equally some are potential innovation disseminators, with a strong lobbying voice in Westminster.</p>
07/01/2019	<p><i>Update</i></p> <p>The process used to produce the Moorland Vision is currently being used to produce a local Vision for three areas of common land on Dartmoor (additional to the two participating in Farming Futures) and in other parts of England. Co-ordinated by the Foundation for Common Land and funded by the Heritage Lottery Fund the local facilitators received training and on-going advice from the facilitator responsible for the Dartmoor's Moorland Vision.</p>
(dd/mm/year)	<p><i>Updates</i></p>



1.2 The Innovation Situation for Dartmoor

Date	
10/01/2018	<p>Innovation scoring</p>  <p>Scoring the current innovation situation on Dartmoor</p> <p>Social and Institutional 4/5</p> <ul style="list-style-type: none"> Significant local structures Considerable innovation in specific areas Poor innovation development infrastructure Insecure knowledge transfer systems <p>Regulations and Policy 2/5</p> <ul style="list-style-type: none"> Policy in general rather uniform (not locally adapted) Significant innovation in some areas (DFF, fires, TB), but how/whether this will be mainstreamed is less clear Wider policy measures not well focussed for hill farming <p>Products and Markets 3/5</p> <ul style="list-style-type: none"> 'Traditional' product marketing has been tried but is having limited success Tying of huge tourist spend to farming systems not easy and not really happening at significant scale Lot of talk about PES markets, but nothing substantive <p>Farming Techniques and Management 1/5</p> <ul style="list-style-type: none"> Such innovation as exists is at individual farm level Perceived by farmers as a significant gap



Innovation priorities

1. Markets & Products

The loss of CAP support could be potentially catastrophic for farmers within the Dartmoor LA. In an attempt to offset this loss of income the need for product promotion and securing a premium price for farm products, and for monetising a wider range of farm products, has never been so important.

1) Target group: farmers

Tools: It will be necessary and valuable to stress that whilst some past innovations within the LA might have failed or been less successful than first hoped, there is still enthusiasm amongst the farmers to succeed in securing a premium price for their premium products. It will be particularly useful and reassuring to learn from the experiences of farmers from other LAs. This is a priority; building connections between farmers in different countries. For example the transferring of knowledge relating to mobile slaughterhouses (Sweden) would not just have importance to Dartmoor. In this case it may be more sensible to get those with the experience of mobile slaughter houses to visit the Dartmoor and invite farmers from throughout the UK to also attend the visit. In cross-visits there will be attempts to mix farmers with other actors. It will be necessary to stress to farmers that in order the product to benefit from an association with HNV farming the grazing animals must stay on HNV areas for the majority of their lives (at the moment cattle are often moved to more intensive pastures to be fattened).

2) Target group: customers

Tools: The use of social media to promote and sell HNV goods, especially food (good examples from Croatia, honey selling) would be novel to most farmers on Dartmoor. However the younger generation (Next Generation Farmers) may well be more susceptible to such innovation. Highlighting the story behind the products, stressing the benefits of Dartmoor HNV products and identifying the differences between conventional stock rearing and stock from extensive grazing on HNV moorland will need to be promoted. Hiring a marketing specialist to inform those involved in product promotion may be very useful. Marketing skills may have to be imported as they are not inherent within the community. Making better use of the fairs/markets already existing in the area needs to be explored.



3) Target group: Tourism officials in Dartmoor

Tools: Dartmoor is a key tourist destination, however for some or most farmers the visitors are seen as a problem rather than as an opportunity. With about 2.31 million day/visits per year (2015 data) there are lots of people to sell products to but most visitors only stay for a day. It could be of mutual benefit to farmers, restaurant owners, hotels etc. if tourists stayed for longer and part of a package to enjoy Dartmoor is the food produced by the local farmers.

2. Farm Technologies

Improving farm technologies and practice is considered by most farmers to be very important. Such improvements might reduce the dependency on support (CAP) and the reduce the vulnerability of farming from the decisions of others, particularly the agencies delivering agri-environment schemes. The dependency on the decisions of others creates a high risk situation for the farmer to find himself in. In addition, there is a feeling that 'cutting costs' will be essential in the future. Innovations which promote labour efficiency are thus seen to be of interest, but innovations which increase technical effectiveness, make better use of the pasture and genetic resource, productivity etc., are also be seen as relevant.

Schemes and Regulation can encourage innovation; requiring solutions to often inappropriate rules and law. Such innovations that seek solutions should be supported both directly by the State and through the encouragement of local and/or farmer-organised knowledge transfer bodies and initiatives. The strong impression is that most of the basic innovations of recent decades have been (and still are?) antipathetic to HNV farming, but the less systemic ones have the potential to improve the effectiveness etc. of HNV systems. There is in fact a need for 'agroecological' type innovation on the more intensive side of the HNV farming systems, as well as innovation on that part of the system which interacts directly with the semi-natural pastures. This means a recognition that the current dependence on commercially-driven research weakens the position of HNV farming, since innovation is also needed in aspects where new products aren't necessarily a part of the solution.

Another strong impression gained during this work is that innovations are largely spread informally by self-learning. Education system seems not to have major or positive role and the "local" agricultural colleges are often criticised for not



	<p>including hill farming within their syllabuses. Information and advice relating to farm technologies and animal welfare is not formally available unless provided by those with a vested interest and therefore often with a charge. The Dartmoor Hill Farm Project and the Dartmoor Hill Farm Discussion Group both act to fill this gap in the provision of advice.</p> <div data-bbox="660 368 1827 772" style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> <p><i>Dartmoor Hill Farm Project: an innovation to improve delivery of advice and best practice</i></p> <p>Dartmoor Hill Farm Project (DHFP) was set up to try to ensure a viable future for Dartmoor farmers. Since 2003 DHFP has supported farmers on Dartmoor to establish and run a wide range of projects to add value to their businesses and to increase vocational skills. There is a small team of staff who are based in Princetown. The project is hosted by Dartmoor National Park Authority (DNPA) and funded from 2017-2020 by the Princes Countryside Fund, DNPA, the Heritage Lottery Fund, through Moor Than Meets The Eye and the Duchy of Cornwall.</p> <p>www.dartmoor.gov.uk/living-and-working/farming/support-and-advice-for-farmers</p> </div> <p>3. Farm support mechanism.</p> <p>Farms within the LA currently receive CAP funding (all receive pillar 1 & the majority pillar 2) and this contributes on average about 60% of their farm business income. After the UK leaves the EU this funding will not be available. Recent UK Government statements suggest that support to farmers will continue but the level (amount) and how it will be provided remains unclear. This is clearly a priority issue for all HNV farmers.</p> <p>Efforts to influence policy and Government thinking have increased significantly and many of the innovations from Dartmoor have been fed into this process with varying levels of success. The Vision and Dartmoor Farming Futures have been reviewed by Government (Defra) and its agencies (Natural England) and may prove to be particularly influential. The innovations from other LAs are not generally suitable for a post-CAP scenario apart from the results based approach found within the Burren (Ireland) and certain aspects of land management highlighted within the Swedish LA.</p>
(07/01/2019	<p><i>Update</i></p> <p>Should the UK leave the EU in March 2019, the proposals to sustain farming are clearer than they were in 2018. Although</p>



	<p>the principal players remain as before, Defra has now published its intention to replace CAP funded support payments and agri-environment payments with one scheme – the Environmental Land Management System (ELMS). During the transition period (till 2027), the level of funding currently provided by the current main pillar 1 and 2 schemes will decline to zero by the end of the period. A ‘test and trial’ process has begun to assist in the development of ELMS. Dartmoor Farming Futures has been selected as one of these Test and Trial projects.</p> <p>A long term agreement with one of the Country’s leading supermarkets has revitalised efforts to promote Dartmoor meat.</p>
(dd/mm/year)	<i>Updates</i>



1.3 The Dartmoor strategy as a HNV Learning Area: making choices

10/01/2018	<p>Overall Objectives</p> <p>There are two objectives for the HNV-LINK project within the Dartmoor LA.</p> <ol style="list-style-type: none">1) To make positive progress in addressing the innovation needs of HNV farming systems within the LA, in terms of<ol style="list-style-type: none">a. Developing, nurturing and further mainstreaming what already exists (including targeting awareness-raising at policy influencers and makers);b. learning directly from other innovators in the fellow LA and other regions;c. fostering an institutional framework which encourages the conception, development and dissemination of innovation both individually and collectively.This requires proactive action. 2) To make innovations from within the LA known to other actors. <p><u>Objective 1</u></p> <p>a) Developing existing innovations from within the LA to benefit the LA.</p> <p>Selected examples of innovation development within the LA:</p> <ul style="list-style-type: none">• <u>The Moorland Vision</u> <p>The facilitator and contributing individuals, from agencies and farming community, will offer advice on how the original vision was built and provide input into a new initiative to updated the vision and to extend its influence to include all the farmland within the national park boundary.</p> <p>Within the farming community there is support for some sort of event to 'celebrate 20 years of Stewardship' and to use one of the more traditional practices or events to build on to provide an event that attracts local farmers and interest from outside the LA including farmers, policy makers and environmentalists. One such low key event that could be developed into an</p>
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nationally renowned event is the annual walking the White-faced Dartmoor (sheep) up onto the moor in the third week of July (sometimes in August). Another event with the potential for development is Widecombe fair, based around the White-faced Dartmoor sheep.



Widecombe Fair attracts visitors from Dartmoor and beyond. A White-faced Dartmoor ram.

- Dartmoor Farming Futures

The concept of an agreement free of prescriptions and outcome focused has already found a place in the Government's discussions on future agriculture support. There has been considerable effort to ensure the principles and experience from DFF is fed into post-Brexit discussions on new scheme design, whilst most activity has been to influence Government this has largely relied on the local farmers to explain the benefits and successes secured during the trial.

- TB Control plans

The Plans continue to provide the information essential to the Animal & Plant Health Agency that in turn enables the Regulations to be met whilst enabling practical delivery. Recent efforts seek to adapt this approach to commons without an association and lacking governance. These efforts have proved successful and in 2018 all Dartmoor's commons with grazing cattle (32) will submit a Control Plan.

Principal innovations from the Dartmoor LA and potential audiences within the LA/UK.



Innovation	farmers	local delivery bodies	policy implementers	policy makers	potential allies	interested public
Dartmoor Vision						
Dartmoor Farming Futures						
Fire Management Plans						
TB Control Plans						
Dartmoor Commoners' Council						
Meat marketing						
Moor Skills						
Dartmoor Hill Farm Project						
Hill Farm training						
Fenceless fencing						
Problem biomass						
Livestock leasing						

- Fire Plans
It is not proposed to do anything in regard to the development of the fire control plans however the plans are currently only available to those commons within an agri-environment agreement. There remain a few commons without an agreement that are denied the finances to produce their own plan. This will be addressed.
- Dartmoor Hill Farm Project
Whenever it is possible to do so this project will continue to work with the DHFP. This will enable the continuation of effort and secure a sustainable future for both the innovations and the DHFP. Almost all farmers within the national park boundary (560 farmers are on the contact list) are aware of the DHFP and many actively support its objectives and activities. However the project is vulnerable to fluctuations in funding and there will be considerable effort to raise awareness at policy level of the importance of a viable service of this type in the future. The difficulty in securing core funding for established innovations is an



issue as most funding is for new initiatives. The experiences from other LAs particularly France will be very valuable. Efforts to value the benefit to Govt. of the free provision of advice and support will include the input from the voluntary participation of its members.

b) Learning directly from other innovators in the fellow LA and other regions;

The processes of selecting those innovations relevant and potentially beneficial to the Dartmoor LA has in itself been valuable. The innovations considered to be of interest to those actors within the LA are listed and discussed later.

There is considerable interest in “Results based” agri-environment schemes amongst the farmers who are trialling Dartmoor Farming Futures (an outcome focused scheme). To enable learning from the Burren LA three farmers were sent to the Burren Winterage school in late October 2017. In March 2017 farmers from the Burren visited Dartmoor to participate in the innovation seminar and to meet with farmers. Face to face meetings with farmers is seen by most farmers as the most efficient means of learning and experiencing the innovations of others.

The list of innovations (final spreadsheet) has been made available to those farmers and agency staff who have expressed an interest in viewing all the entries. An edited version was made more widely available; this listed the innovations and the farming system that the individual innovations developed within and those farming systems that the innovation might be relevant to elsewhere than its original LA. The type of HNV farming was also included. This information was presented to a large meeting of farmers and other interested parties on the 13th December 2017 and used during the workshop held on the 2nd February 2018.

Innovations from other LAs selected by farmers and land managers include:

- The Burren (Ireland) re: results based agri-environment scheme & events to promote HNV farming (e.g. The Winterage School).
- Västra Götaland (Sweden) re: marketing of meat products, mobile abattoirs, restoring grazing following recognition of woodland planting in the wrong place and similar AE scheme.
- Causses & Cévennes (France) re: collective management of pastures, added value to products, recognition of high quality livestock and issues relating to abandonment and subsequent re-establishment of grazing.



Innovations selected by agency staff included the above but also they registered an interest in the:

- Dalmatian islands (Croatia) re: re-establishment of farming after land was abandoned and the involvement of the local community.

Learning from other areas outside the LAs:

The municipality of Bad Hindelang is situated in the southwestern part of the Bavarian Alps. The income of about 80% of all 5,000 inhabitants is now indirectly dependent on tourism. About 85% of the total area is protected for its landscape and/or natural environment, including HNV farmland. The protected landscape, characterized by an immense ecological diversity was created by farming and is maintained by farming (similar to Dartmoor). The community of Bad Hindelang has been practicing the "Ökomodell Hindelang" successfully since 1988 to preserve the alpine pastures of the Allgäu alpine culture. Within this framework, the natural and sustainable economy of alpine farming was extended to small-scale alpine farming in the valley. Farmers benefit from ecological compensation payments for the management of the cultural landscape and the production of high-quality foodstuffs. The idea of managing a cultural landscape is of specific interest to many actors within the Dartmoor LA. We will also explore the possibility of sharing innovation within the UK, in collaboration with the DHFP.

c) Developing an institutional framework which supports innovation.

The culture that enabled innovations to develop in the past and at the present requires to be acknowledged and sustained. Potential sponsoring bodies including The Duchy of Cornwall and the Dartmoor National Park Authority need to be recognised for their past efforts and support. The Dartmoor Hill Farm Project (DHFP) is recognised and supported by the majority of the farmers within the national park boundary and could clearly provide the framework to promote and encourage innovation. However the DHFP requires a sustainable future.

The priority actions include securing sustainable financial support and promoting the project to those local farmers not



currently engaged with its work. Promoting the DHFP to Government and other national bodies may be necessary to secure a future for a successful innovation.

Objective 2

To make innovations from within the LA known to other actors, whether from analogous areas in England, from other LA or from other groups in other jurisdictions. Activities which can lead to further exchange of experiences down the road are likely to prove particularly viable. This will be carried out reactively and without prejudice to the first objective. We have already had visitors from Ireland and have been invited to present our innovations at a number of events in Wales, with further visits on the fire issue likely.

Priorities

Examples of innovation of interest to Dartmoor that may be provided by other LAs.

- ˆ Use of RDP payment schemes to support HNV grazing systems on a large scale, especially on common land
- ˆ Locally-led projects that set objectives for pastoral land with the users, and apply a « payment for outcomes » approach and/or flexible approach to promote these objectives
- ˆ Approaches to dealing with animal health Regulations (TB) in extensive systems on common land.
- ˆ Successful means of linking HNV products to markets on a large scale and especially how the obstacles were overcome
- ˆ Examples of advisory/training/education provision which is both locally adapted and geared to HNV systems (including the intensive element of those systems) and how they are funded, organised
- ˆ Examples of techniques and technologies for HNV grazing livestock systems (including 'agroecological' approaches to inbye land.

Specific Objectives



Specific examples from discussions with stakeholder groups:

1. Markets

- Establish a “Wool fest”, to replicate an event held annually in Cockermouth (Cumbria) in southern England to attract wool/fleece buyers.
- Promote other initiatives to add value to wool, e.g. establish local wool washing units.
- How to establish a stable relationships between farmers and local consumers.
- Educate chefs and retailers on the use of the whole carcass.
- Investigate and promote initiatives which deviate from the standard model of pricing/valuing the product, e.g. is the sheep meat pricing grid more suitable for hill breeds?

2. Schemes and Regulation

- Promote the idea of a challenge fund and investigate potential sources for a pot of money to enable innovation.
- Secure a new agri-environment scheme(s) that are less prescriptive, reflect local priorities and encourage “real” dialogue.
- Continue to promote collective engagement to secure appropriate animal health and biosecurity rules and regulations.

3. Social & institutional

- Anywhere with successful machinery rings & other cooperative purchasing groups – how to get round the drawbacks
- How to organise and fund an education/training/advice system which is comprehensive and not focused on one issue. Lessons from Monitor Farms, Making Livestock Profitable etc etc.
- How to fund and carry out experimentation which is not attractive to commercial companies (i.e. not about drugs, fertilisers, etc.) - need a fund for development of ideas that is not risk averse. How to fund farmers’ participation in experimentation.

4. Techniques & technology

- Investigate examples and the experience of others re: Invisible fencing/fenceless fencing.
- GPS technology to track extensive grazing animals; ovulation monitoring of cattle etc etc.



- Management techniques for 'difficult' vegetation - how to cut and remove *Molinia*, turn waste vegetation (rush, reed and grasses) into animal feed, biomass etc. Learn from existing initiatives.

5. Consider the integration of woodland into farm business. Main Actions:

The Dartmoor LA and the HNV farmland contains an element of woodland, 12% of the National Park is classified as woodland. A few farms incorporate woodland within their farm business but this has not featured in those innovations already evident within the LA. During the discussions on new and anticipated issues requiring innovation farm woodland failed to feature. Woodland is not a priority for most (all) moorland farms. The availability of Forestry Commission's English Woodland Grant scheme (EWGS) coupled with buoyant wood fuel market has recently encouraged management of previously neglected woods.

Within the National Park boundary 56% of the woodland was under active management in 2016, slightly up on 52% in 2013. This figure does not include woodland, often in nature reserves, where a decision has been made not to actively manage the woodland usually for biodiversity objectives.

The Dartmoor LA Actors



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

Actor	Individual (I)/ Collective (C)/ (semi-) State (S)/ Other (O)	Encourage further innovation	Develop existing innovation	Disseminate existing innovation
Farmers	I	X	X	
Landowners (esp. Duchy of Cornwall)	O		X	
Non-farming, non-food businesses	O	X		
Non-farming food businesses	O		X	
Dartmoor Commoners' Council	C	X	X	X
NFU, NSA etc. (Farming representative bodies)	C			X
Meat marketing initiatives	C/I	X		
Commons Associations	C		X	
Defra (Ministry of Agriculture) & RPA (paying agency)	S		X	X
Natural England	S		X	X
Animal & Plant Health Agency	S		X	X



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Dartmoor National Park Authority	S	X	X	X
Devon Fire Service	S		X	
Tourist Agencies	S/C		X	
LEADER Local Action Group	S(C)		X	
Dartmoor Hill Farming Project	C	X	X	X
NGOs (national – RSPB, Ramblers etc., but some local)	C	X	X	X

1. Markets

Key players: meat marketing companies, abattoirs, meat retailers, food industry, Duchy of Cornwall, DNPA and livestock farmers.

In the 1930s there were said to be around 30,000 red meat abattoirs in the UK. By 1971 this had dropped to 1,890, and by 2003 there were just 320. In July 2017 this had fallen to 251. The UK is still said to have an overcapacity in slaughtering, however there is a decline in options and choice and anyone trying to develop more local sales states abattoirs and cutting availability as one of their problems. The dominant practice of selling lambs and calves for finishing on higher quality land, often away from Dartmoor is changing. For a number of reasons including the opportunity to add value to the product some farmers are finishing their stock and selling direct to the customer. This is relatively small scale and the marketing of meat to secure a premium price for a product that is associated with and promoted as part of Dartmoor is still novel. However some initiatives have been started with mixed results. One of the issues is the lack of meat retailers and meat processors that are capable of providing a service to the farmers. Some relatively new companies may prove more supportive than the older established firms.



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Over the years, our exceptional tasting organic Well Hung Meat has won awards and acclaim from some of the food industry's most prestigious bodies...

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Gold Award for Organic Lamb Chops

www.wellhunmeat.com

The lack of a tradition of selling finished livestock is an issue; as more farmers finish their animals the number of meat processors and marketing opportunities for slower growing beef and usually smaller carcasses might increase. The lack of marketing skills within the farming community has been identified as an issue that needs addressing. Efforts to put farmers in touch with marketing and publicity experts have begun and the Duchy of Cornwall and National Park Authority have both offered support. Some successful initiatives have promoted the "organic" quality of the meat.

One or two farmers have developed successful direct selling strategies; one to a market in London and the other to his customers for other products from the farm (timber). However attempts to expand such approaches have not, to date, been successful due in part to a finite number of customers. A recent initiative by a collective of farmers to sell to a supermarket whilst retaining the high quality product approach appears to have been successful but is very new.

Meat Dartmoor

is an independent group of individual Dartmoor farmers who practice traditional extensive farming methods and market their meat direct to the consumer.

Amongst the farmers on Dartmoor there is interest in the experiences from other LAs. There is interest in innovations related



to marketing, direct selling and farmer owned abattoirs including mobile abattoirs.

The main beneficiaries from innovations that secure a premium price for high quality beef and lamb would be the local livestock farmers. It will be necessary to engage meat processors, marketing companies and the food industry to secure the necessary changes. The engagement by the Duchy of Cornwall, DNPA and APHA will be equally essential.

2. Schemes and Regulation

Key players: Defra, Natural England, rural Payments agency, DNPA, APHA and farmers.

Schemes that support farmers (and HNV farming) together with appropriate Regulation are essential for farming to continue on Dartmoor. The principal players/actors responsible for ensuring this support remains are policy staff within Defra (Government dept.) and their agencies including Natural England, Animal & Plant Health Agency (APHA) and Rural Payment Agency (RPA). Efforts to explain innovations from Dartmoor's LA to these key actors are underway. Engagement to explain the consequences of poor scheme design and inappropriate regulation is core to securing progress with TB Regulations (see TB Commons Plans) and fire control. This engagement will include opportunities to learn of innovations from other LAs and to benefit from the farmers appreciation of contributing their experience to efforts to provide better regulation and support mechanisms.

Efforts to increase the farmers participation in discussion groups and to provide opportunities for the farmers to explain and contribute to policy development are increasing. The Dartmoor Farming Futures innovation and the Dartmoor Vision have both been promoted and explained by farmers to policy people. The practical aspects of policy is gaining in importance and DFF has been presented by farmers to Defra's staff, Defra Ministers including Defra's Secretary of State.

The Farmers are particularly interested in learning about successful schemes in other LAs and to hear of innovations that address support mechanisms and improve regulation. They also want to learn from the mistakes of others; what has not worked and why. This is often as valuable and can only be revealed during less formal communication such as site visits. Providing evidence from elsewhere is very important to farmers as they will be the eventual beneficiaries, benefiting from better schemes and regulations.



THIS PROJECT HAS RECEIVED
RESEARCH AND INNOVATION



Whilst the intention is to provide a support mechanism to enable HNV farming to continue this is likely to be packaged alongside the delivery of a number of public benefits (Natural Capital). Engagement with Defra and its agencies will be essential in addition to securing the support of national NGOs and the DNPA to support efforts made on behalf of the farming community.

3. Social & institutional

Key players: Dartmoor Hill Farm Project, DNPA, Commons' Associations, Dartmoor Commoners' Council and farmer groups.

We are seeking to encourage and support the culture of innovation that is so apparent within the farming community on Dartmoor.

The social and cultural aspects of farming on Dartmoor are complex and very important; often overriding the financial drivers. Working within the social networks is essential to progress new ideas and imported innovations. The principle beneficiaries will need to be confident that interesting innovations from other LAs are compatible with the situation on Dartmoor and



appropriate for the social framework. This is particularly relevant to commoning and to the predominance of full time farmers. Although most farming families have a family member who works off the farm those that farm are full time and this is relevant to innovations seen only to be relevant to “hobby” or part-time farmers. Failure to recognise this reduces the likely take up of innovations seen not to be relevant to their circumstances.

Succession or the lack of succession remains a concern although the evidence that farming on Dartmoor is threatened by the lack of younger farmers is lacking. However recognising the needs of the next generation of farmers and encouraging them to invest in new ideas is a priority. The promotion of certain innovations and methodology (e.g. use of social media) is targeted to the younger farmers.

Endorsement of innovation by other farmers is very important. Ensuring farmers explain new ideas and innovations to other farmers has proved more effective than having external agencies present the initiative.

Local Common’s Associations, Dartmoor Commoners’ Council and the DNPA will have a role in sustaining the social structure. Innovations that provide experience and information on sustaining communities and enhancing an already strong community will be welcomed by these groups and the wider farming community. Successfully sustaining the farming community will benefit all farmers and continue to deliver the array of public benefits that the various agencies require including open access for the visiting public.

In addition to exploring the value of individual innovations and understanding their role in delivering HNV farming the social and cultural situation that enabled the innovation to be designed and implemented is of interest; in fact it may be more valuable than the innovations. Some information that enables the background situation to be better understood is available in the LAs’ Baseline Assessments, however face to face meetings with similar-minded individuals can best describe the social and culture factors that encourage the innovation or culture of innovation to develop. This aspect will influence the selection of potential visits and hosting events.

4. Techniques & technology



Key players: Dartmoor Hill Farm Project, Dartmoor Discussion Group, NFU and individual farmers.

The farmers on Dartmoor currently face an uncertain future with the current support schemes provided by the CAP to end by 2020 (although the continuation of some funding is offered till 2022). This situation provides an opportunity for farmers to review existing practices and import innovations in addition to developing their own. The Dartmoor Hill Farm Project (DHFP) will have a key role in this process, especially the delivery of advice and technical information relating to techniques and technologies. However the capacity of the DHFP will need to be expanded and include processes by which it can learn of new ideas from a wider area, including Europe.

Inter farm visits (within the LA) have proved very popular and have successfully encouraged the transfer of information and techniques. This will be continued but its impact is limited to addressing innovation and knowledge transfer that is already evident within the LA. Efforts to identify gaps in knowledge relating to technology and practice are difficult within a community adverse to risk and change so introducing key players to farmers who have practical experience of new and novel techniques will be essential.

National bodies that represent farmers such as the National Farmers Union (NFU) can and do play a part in promoting new farming techniques. However this often relates to lowland farming rather than hill farming and then does not reflect the needs of HNV farming, however recent initiatives suggest improvements to address this issue.

Risks

The most significant risk to progressing the Action Plan is the uncertainty over the future of farm support in the UK. Whilst the potential loss of the support provided by the CAP might encourage farmers to seek innovations to reduce the risk to their business it may also deter some farmers from committing to change at a time of uncertainty. The worst situation will be the loss of farmers with the skills and experience to manage the HNV farmland, especially the moorland.

Unless farmers perceive a future for their business they are unlikely to commit to innovative measures that have a degree of risk.

The promotion of some for the innovations within the LA to policy makers and government departments has started and will



continue. Communication direct to Defra appears to be the only route to influence the emerging policies relating to hill farming and supporting HNV farmers. However the role of their local agencies is essential if only to secure support and enable dialogue. However this is time consuming and if such efforts are considered to have failed by those farmers who have provided significant time and effort as part of this dialogue there may well be a backlash and prevent further farmer participation in the future.

To reduce the possibility of innovation fatigue and general dissatisfaction with the processes it will be necessary to engage the farming community and provide effective feedback on progress or lack of progress.

Whilst the identification of specific innovations is useful it will be essential to set these innovations within a context. The farming system and cultural context will be as valuable as the details of an individual innovation. Understanding and being able to explain to the selected actors the institutional, social and policy frameworks which allowed innovation to happen will be critical. There is a risk that if the focus is entirely on the specific innovations and that these are poorly understood their context may also be rejected. Farmers must be convinced that those innovations and the farming system that enables them to develop have a relevance to their farming systems and their local conditions. Failure to provide a compelling case can reduce the take-up of innovations or delay their adoption.

lessons learnt	farmers	local delivery bodies	policy implementers	policy makers	potential allies	interested public
primer to innovation to develop						
innovators						
what helps						
barriers						

Table 2: Identification of actors necessary for innovation development and those capable of providing barriers to delivery



Best Practices

All the innovations identified within the Dartmoor LA are operational or have elements that are suitable for transfer to the other LAs.

Innovation themes	farmers	local delivery bodies	policy implementers	policy makers	potential allies	interested public
Animal health/disease						
Farm Advisory service						
Advice for breeders (sheep)						
Governance of common land						
Fire prevention & fighting						
Celebration of farming						
Product branding						
Product promotion						
Land management						
Agri-environment						
Farmer training						
Apprenticeship						
Knowledge exchange						

Table 3: Themes relevant to other LAs and potential audiences within those LAs.

Timeline



Activity	2018												2019		
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
lambing			■	■											■
Hay and silage making						■	■	■		■					
Stock clearance days											■				
Potential visit to Sweden					■										
Potential visit to France									■						
Events	■	■			■				■			■		■	

(07/01/2019) Update





There has been a considerable exchange between Ireland's LA, the Burren, and Dartmoor, due in part to the development of results based agri-environment schemes in Ireland. Most of the learning exchange has focused on this although the lessons to be learnt relating to the success of the Burren's Winterage School has proved of significant interest to Dartmoor's farmers. Something in 'Common' – The Dartmoor Sheep Gather was a successful initiative designed to demonstrate aspects of sheep farming (gathering and welfare) held in November 2018 owes much to the Winterage School.

It is proposed to develop a number of public facing farming events across Dartmoor.

Left: Local children encouraged to meet the sheep at Something in 'Common' – The Dartmoor Sheep Gather, held on the 3rd November 2018.

(dd/mm/year)

Update



2. Innovation exchanges – Cross Visits

Following the innovation selection workshop (2 February 2018) two LAs proved to be of particular interest:

- The Burren (Ireland). In this LA it is the development results based schemes and the promotion of farming to local and wider audiences that are of particular interest. Exchange visits have resulted in a better understanding of each LA's innovations and their relevance to Dartmoor and include: John Waldon to the Burren Winterage School, in October 2016, farmers visiting from the Blackstairs Mountains in July 2017, three farmers from Dartmoor attending the Winterage School in October 2017 and a visit by a group from the Burren in November 2018. In January 2019 one farmer is visiting Ireland, including The Burren to gather information on results based schemes.
- Dalsland (Sweden). A group from Dartmoor visited the Swedish LA in June 2018. The participants in the visit were particularly interested in a range of innovations (mobile abattoirs, direct selling and valuing scheme delivery). Also the issue of and the drivers for returning abandoned land back into HNV farmland (meadows) proved to be of considerable interest.

And there has been considerable interchange between Dartmoor and other areas within the UK.

- South Wales (UK). The exchange between farmers from South Wales and Dartmoor is due in part to both areas having considerable areas of common land. A farmer and Dartmoor's local coordinator visited Wales in February 2018 to provide presentations on two of Dartmoor's innovations: Dartmoor Farming Futures and Fire Control Plans. In July 2018 farmers from south Wales visited Dartmoor.
- Six farmers from Dartmoor visited the Cholderton Estate, Hampshire to view alternative forage crops. The estate is nationally important for its biodiversity and innovative approach to legumes as the principal forage crop.

A visit to Bad Hindelang, Germany was investigated but had to be abandoned due to the potential hosts' existing commitments.



Cross LA visits			
date	location	theme	no of participants
27/10/2016	The Burren, Ireland	attend winterage school	1
26/10/2017	The Burren, Ireland	attend winterage school	3
03/02/2018	South Wales	presentation on innovations	3
23/05/2018	South Wales	presentation on innovations	3
06/06/2018	Dalsland, Sweden	visit LA	5
26/09/2018	Cholderton, UK	alternative forage crops	8
07/01/2019	The Burren, Ireland	results based schemes	1
		total participants	24

2.1 Visit Report(s)

Visit to Dalsland, Sweden in June 2018

In June 2018 a group of five from Dartmoor visited the Swedish LA – Dalsland. Visits to five farms and the opportunity to speak directly to farmers enabled a significant exchange of ideas and views. In addition to those innovations identified prior to the visit the issue of returning abandoned farmland (re-wilded) to productive meadows of HNV quality proved to be of considerable interest to the visiting farmers. A full report of the visit is available at:

The Dartmoor delegation comprised of Gwyn Jones & John Waldon (EFNCP), Ally Kohler (Director Dartmoor National Park authority), Russell Ashford and David Mudge (farmers).





Right: The importance of an advisory service became very apparent.

Left: re-establishing grazing using innovative stock ownership.

During a fascinating visit it became apparent that not all the drivers for the restoration of HNV farmland are financial. Farmers and others spoke frequently about wanting an open landscape; a landscape that enables the lakes and features to be seen and appreciated. This is stressed in the ambitions of the farming community around the lake of Hillingsäter, see: https://www.youtube.com/watch?time_continue=25&v=5ux0Z0bUydM and more recently in a group of farmers restoring grazing to a small hill top with archaeological features to enable access to the local community and to provide an open landscape for the features to be appreciated by the village community of Bullaren.

However in addition to the drivers the role of advice and access to financial measures are essential for the successful completion of the restoration of pasture. The support and guidance provided by agricultural and ecological advisers appears critical to both sustain farmer led



proposals and to encourage other farmers to adopt a similar approach. The design and application of Facilitation of Collaborative Land Use Management (FOCLUM) is an innovation that appears to already producing benefits for farmers, the local community and the environment (including HNV farmland).

FOCLUM and the associated land use planning tool FOCLUM – LUP (Land Use Plan) are well described in the innovations report for Dalsland; http://www.hnmlink.eu/download/SE_Dalsland_INNOVATIONREPORT.pdf

Those aspects of this approach that are particularly relevant to HNV farming in the UK are:

- Community engagement that places the farmer in the centre.
- Provides a collective approach that provides confidence to the farmer that his or her actions are acceptable to a wider community.
- Provides a clear ambition or outcome for the area including other public benefits in addition to the ecological targets.
- There is a long term objective necessary for farming.
- The role of an adviser and/or facilitator (both probably provided by the same person) is critical.
- Enables funding opportunities to be considered.
- It's a relatively simple process.

Other interesting innovations included:

One farmer renting cattle to other farmers to enable them to manage HNV pasture.

The use of chickens to clean fields of harmful pests after grazing by sheep.

The full report of the cross visit can be viewed at: http://www.hnmlink.eu/download/Report_DM_visit_Dalsland_SE_June2018.pdf



Visits to Wales, UK



Tracy May presents Dartmoor Farming Futures to a farming conference held on 13th February 2018 in Torfaen, Wales.

Other visits within the UK



Left: Farmer Henry Edmunds explains the benefits of legumes during a visit to Cholderton, Hampshire 26 September 2018.

Six farmers from Dartmoor visited this biodiversity rich farm to learn more about alternative forage crops that could help in prolonged periods of draught as witnessed in 2018.

2.2 A Host Report(s)

Dartmoor has hosted visits from Ireland and Wales.





Visits to Dartmoor LA			
date	from	theme	no of participants
Jul-17	Blackstairs, Ireland	DFF	5
11-Jul-18	South Wales, UK	DFF & fire plans	13
03-Nov-18	Burren, Ireland	marketing, DFF & Fire plans	8
total participating visitors			26

Left: visiting Welsh farmers receive a briefing from local farmers and Devon Fire Service.



Left: Two Dartmoor farmers explaining a latest meat marketing initiative to the farmers visiting from the Burren in November 2018



2.3 Next steps and follow-up activities?

Date	
07/01/2019	<p>The multiple visits between The Burren and Dartmoor will continue. Farmer interest in developing initiatives similar to The Winterage School have begun on Dartmoor and there will be further contact as and when these individual initiatives are developed.</p> <p>The Dartmoor Farming Futures and The Vision innovations are proving to be of considerable interest to government staff responsible for designing the agricultural support mechanism to replace that provided by the CAP. As the process of designing and trialling the proposed ELMS in the UK progresses the lessons learnt in other LAs will be of particular relevance, especially the results based approach developed within the Burren.</p> <p>In February 2019 James Moran from The Burren will contribute to a workshop, to be held on Dartmoor, for Government officials and farmers. The event is designed to investigate the practicality and suitability of various ideas promoting the public support for public benefits.</p>



19/02/2019	One Dartmoor farmer sent to Ireland to explore learning from results based trials. Her report and a presentation by James Moran at the Dartmoor Regional Meeting identified the next steps for DFF.
19/02/2019	<p>An important element of the work has been to take advantage of opportunities to promote some of the Dartmoor good practice in other parts of the UK. John Waldon, the LA local coordinator, and someone involved in many of the innovations, has spoken to a number of farmers' groups in Wales.</p> <p>Since the project started, the desire of most of the UK administrations to pursue a more outcome-focussed post-Brexit has sharpened the need for knowledge sharing with Dartmoor and other LAs. Applications are being submitted for a Wales-Scotland project to look at outcome-based approaches on common land (à la Dartmoor and the Irish Hen Harrier Project) and on inbye grasslands (à la Burren and Irish RBAPS measures).</p>



2. LA regional/national meeting(s)

Many opportunities to promote HNV farming, the work of the HNV-LINK initiative and to highlight the various innovations that have arisen on Dartmoor have presented themselves. Local farmers and the LA coordinator have participated in events, organised and held by others, to present the findings of the innovation review and to report on the knowledge exchange following the inter-LA visits and other information exchanges.

On Dartmoor the farming calendar contains many local and regional events that offer the opportunity to promote the HNV-LINK work. Amongst events held in 2018 were the Farmers Forum held in October and the Dartmoor National Park Plan of which the annual meeting took place in February 2019.

The final Regional Meeting was held on 15th February 2019 and was used to focus on future UK agricultural policy and its relevance to Dartmoor. It was also an opportunity to provide an HNV – LINK update and to explore what happens next to promoting High Nature Value farming on Dartmoor, focusing on the development of one of the innovations – Dartmoor Farming Futures (DFF).

The decision to delay the Regional Meeting was in part to provide the opportunity to respond to the UK's Government's announcement regarding the future support structure for the UK's farmers following the UK's departure from the EU. To address this the government department, with overall responsibility for environmental and agricultural matters, Defra has established a Test and Trials approach to steer the development of the proposed Environment Land Management system (ELM). The Government's stated ambition is to reward farmers for their delivery of land management that delivers public benefits, to be outcome led and non-prescriptive. This mirrors the ambition and design of DFF.

Dartmoor Farming Futures (DFF) one of the Learning Area's (LA) innovations featured within the HNV-LINK initiative has recently been selected as one of the Test and Trials. The Regional Meeting provided an opportunity to influence government thinking and promote the important role of innovation. The Regional Meeting focused on DFF and on what it might contribute to the development of the ELM system. Another innovation – The Moorland Vision – has also been influential in the initial development of the ELM system. The



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eventual design of the application process is likely to be plan led. A local plan fitting within a wider area plan that identifies a set of priorities for delivery.

Left – the workshop generated many ideas and potential solutions.



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3. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

On Dartmoor the various innovations will continue to provide benefits to farmers and land management. Specific innovations, particularly the Moorland Vision and Dartmoor Farming futures are now recognised as issues of interest during the UK Government's intention to develop a new land management system (ELM). A Test & Trials programme will operate till 2021 and Dartmoor will be one of the areas contributing to the system's development.

Dissemination of the benefits from certain innovations will continue. Future events and visits from other groups of farmers from throughout the UK and Ireland are likely to continue.

A proposed visit from the Swedish LA is in development. It is intended to use their experience of providing advice to guide HNV farming and secure important land use changes as the focus of a wider debate around the provision of advice to farmers. At present there is no public advisory service and there is little support for such provision in the future. This will be a significant issue and one that has the potential to support HNV farming.



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4. Conclusion: Strategic Innovation Brokerage to support HNVf

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

In 2019 farming in the UK faces a very uncertain future, this is particularly true for HNV farming. The UK Government's stated aim is to have in place a system of land management that rewards environmental gain and the correct management of a wide suite of public goods and benefits, including we hope HNV farmland. The scope of these public goods was set out in the Government's 25 year environment plan (January 2018) and will be delivered by ELM, a new land management system. The design of the ELM system has started and already innovations featured within the HNV-LINK initiative have influenced this design. It is intended to continue to influence the design of ELM by participating in the Test & Trial program (confirmed in February 2019) and by promoting to Government the importance of innovation during this design stage and during the anticipated piloting stage from 2021.

The learning and collaboration demonstrated by the HNV –LINK will continue to provide the network for accessing experience from other LAs and other farming areas. For example a Payment by Results based approach is likely to be a core element of ELMs. The learning particularly from the Irish LA and elsewhere in Ireland has already been presented to Defra, the UK Government department with responsibility for developing the ELM system. Influencing by example and innovation will be essential and is intended to continue during the design and piloting phase (2019 to 2025). However funding the exchange visits may be a challenge although an application to the funding available for the Test & Trial program.



ELM's guiding themes

- Voluntary – a meaningful income stream, alongside commercial sources, for land managers who choose to deliver environmental benefits
- Flexible approach – to delivering local and national priorities, multi annual contracts
- Putting land managers in control – the ability to choose which outcomes they deliver and how they do so
- Accessible to land managers who can and want to deliver environmental benefits
- The inclusion of innovative mechanisms to measure and value outcomes

Left: an example of the need for innovation being recognised within the new land management system (ELM).

The role of facilitation and advice to guide and encourage innovation has been an important finding from both the cross visits, especially to Dalsland, Sweden. Promoting the need for a free (or easily accessible) advisory service remains a key ambition within the Dartmoor LA as it does on all farmland in the UK. The work started within the HNV – LINK project will continue and processes to enable further exchange visits are being explored to continue the connections established by the HNV – LINK network.

Within the LA innovation will continue to be encouraged and facilitated by the DNPA, the Dartmoor Commoners' Council and the Dartmoor Hill Farm Project (DHFP). This later organisation is itself a successful farmer led initiative (and innovation) that has secured external funding to continue for the next three years and is attempting to become sustainable in the longer term. It is proposed that the DHFP will continue work started within HNV-LINK.



Action Plan Coordinator: Ferraz de Oliveira, Maria Isabel, Universidade de Évora

Contributors:

- 1. Guimarães, Maria Helena
- 2. Pinto Correia, Teresa



Learning Area Sítio de Monfurado “Action Plan”

for brokerage activities on
High Nature Value Innovation Projects



From October 2017 to December 2018

Version V 1.0



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Contribute to the establishment, in the LA Sítio de Monfurado and beyond (Montado territories in the Alentejo region) a regular dialogue with actors interested in the sustainability of the Agro-sylvo-pastoral system HNV Montado. This will be achieved through the support, participation and dissemination of the existent initiative – “Tertulias do Montado”. This initiative is included in the HNV-Link “Social and Institutional” innovation theme and may work as an enabler for promoting innovation in different themes such as “Farming techniques and management”, “Products and marketing” and “Regulatory and policy” innovation.	11
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From the 7th June until the 3th Novembre, 14 meeting took place among different actor in order to take the first step on the construction of a results based pilot program for the Montado. Themes and links to the meeting minutes are provided in a table within section 2.3 Next steps and follow-up activities? .	17
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1. Starting point

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

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

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

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

1.1 HNV Vision of [Name of the LA]

Date	Your text – notes – pictures/tables, etc.
(dd/10/2017)	<p data-bbox="405 791 1397 863">Slogan <i>(short sentence that captures best up the HNV innovation project for the LA)</i></p> <p data-bbox="405 906 938 938">MONTADO INTEGRATED MANAGEMENT</p> <p data-bbox="405 981 2049 1177">Short Description of the Vision <i>(short summary of the Vision explaining why it is challenging the Business as Usual scenario provided in you Baseline Assessment – what are the expected impacts or changes both from an HNV conservation perspective (evolution of semi-natural vegetation) on the LA and on the agricultural situation? keeping in mind WP1’s moto: “development in HNV areas in not the same as development for HNV in rural area” – you may want also to refer to the Atlas’s trajectories...)</i></p> <p data-bbox="405 1220 2049 1393">A common vision for the future of Montado in the LA Sítio de Monfurado acknowledges, promotes and valorises the inherent features of this complex agro-silvo-pastoral system while also maintaining its intrinsic rurality. The Montado in this vision is considered as an identity element of the land use and is valorised as an agro-silvopastoral system and recognised as a biodiversity hot spot with multiple public services. The different “layers” of the ecosystem (soil, herbage and shrubs, trees and animals) are interdependent and directly affected by management activities. The various products of this unique ecosystem are also intimately connected to the identity of the Montado in</p>



this vision.

The present decline of the Montado which has been related, mostly, to intensification and in some cases abandonment may lead to more discontinuities and less dense covers and even disappearance in certain areas. This represents the “business as usual scenario” and will impact the valued landscape and rural identity of the Montado.

In order to preclude these declining trends with implications on the differentiating character of the landscape and its HNV character, this vision put forward the creation of a prestige brand of Montado. The creation of a Montado brand requires cooperation between actors, strategic plan, training and leadership. The Montado brand would act as a recognized identification umbrella for all products and services coming from the Montado, enabling a more coherent commercialization and supporting the creation of added value which in turn support sustainable management.

Visual

(Different visuals have been displayed by the LA in order to show the possible dynamics in term of landscape and biodiversity conservation, please insert here the ones you are using with a brief comment).



Figure 1 - Vision for the Montado of Sítio de Monfurado – 2030
(drawing by Carolina Velloso)



A visual representation of the desired vision for 2030 (fig 1) for the LA Sítio de Monfurado integrates the previously referred different layers of the ecosystem Montado, calling the attention to the importance of a living system at different scales (see box of the living soil) with the presence of actors working collectively towards a common vision. The vision also highlights the importance of the unique products of the Montado and raises their importance for the identity and sustainability of the system.

Actors' typology

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

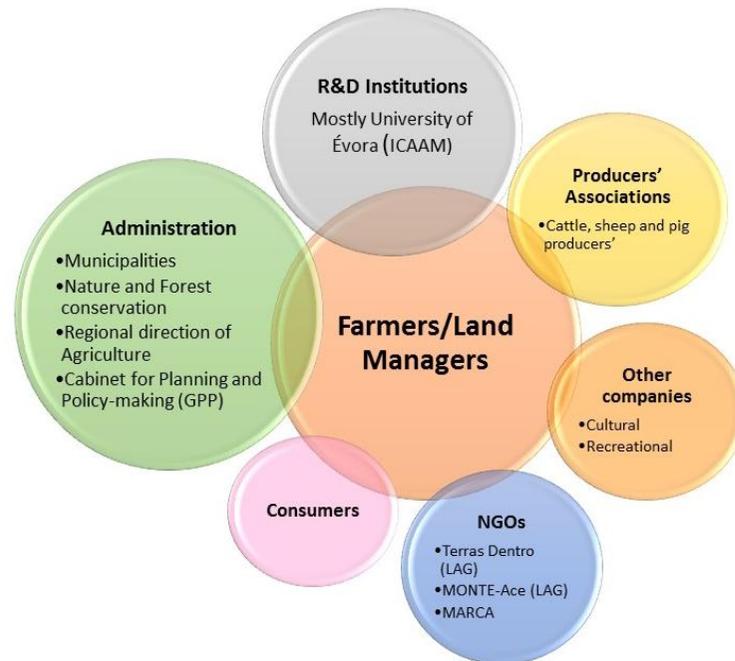


Figure 2. Main groups of actors involved in the HNV vision for the Montado of the LA – Sítio de Monfurado

The main key targets to engage in the Montado LA HNV vision are represented in fig 2. Farmers and/or land managers have central role due to their direct connection with the territory through day by day management decisions.

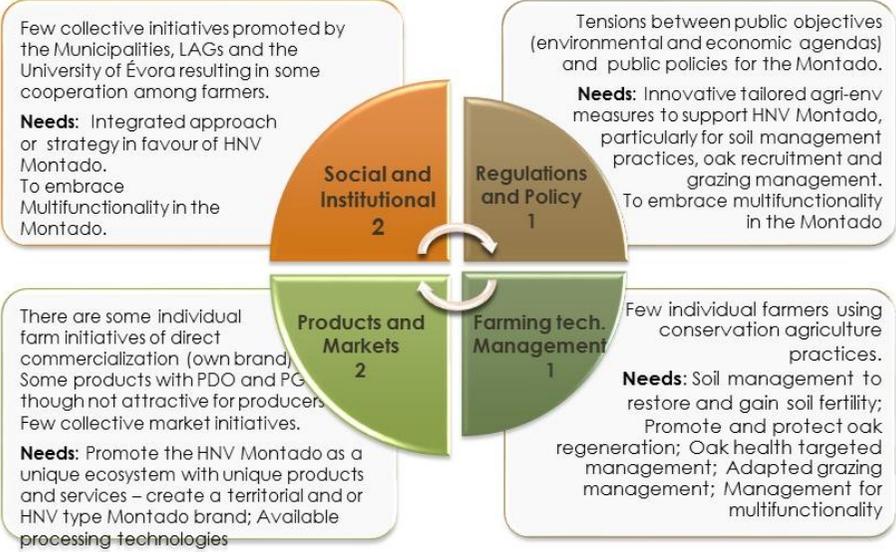
At present the most privileged platform for relations among the different actors is the initiative "Tertulia do Montado". This initiative (ICAAM/UÉvora) establishes a regular dialogue among the different actors of the Agro-sylvopastoral system Montado. The "Tertulia do Montado" have been happening every two months since April 2016 and follow a common agenda of issues related to the Montado, established by the participants in the first meeting.

The groups of actors more actively represented in discussion related to the HNV Vision of the Montado have been R&D institutions, administration and farmers and land managers. Other groups of actors are less involve at the present stage but may become engaged as the using phase of HNV-Link progresses.

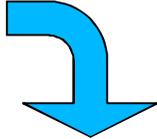
(dd/mm/year)	<i>Updates</i>
(dd/mm/year)	<i>Updates</i>



1.2 The Innovation Situation in Sítio de Monfurado

Date	Your text – notes – pictures/table
(Novembre/2017)	<p data-bbox="450 416 1099 488">Innovation scoring According the four themes – cf. Session 2 of NM#2</p> <div data-bbox="472 635 1368 1294" style="text-align: center;"> <p data-bbox="607 639 1144 675">LA innovation scoring and needs</p>  <p data-bbox="472 742 875 991"> Few collective initiatives promoted by the Municipalities, LAGs and the University of Évora resulting in some cooperation among farmers. Needs: Integrated approach or strategy in favour of HNV Montado. To embrace multifunctionality in the Montado. </p> <p data-bbox="976 742 1368 991"> Tensions between public objectives (environmental and economic agendas) and public policies for the Montado. Needs: Innovative tailored agri-env measures to support HNV Montado, particularly for soil management practices, oak recruitment and grazing management. To embrace multifunctionality in the Montado </p> <p data-bbox="472 1034 875 1294"> There are some individual farm initiatives of direct commercialization (own brand). Some products with PDO and PG though not attractive for producers. Few collective market initiatives. Needs: Promote the HNV Montado as a unique ecosystem with unique products and services – create a territorial and or HNV type Montado brand; Available processing technologies </p> <p data-bbox="976 1034 1368 1294"> Few individual farmers using conservation agriculture practices. Needs: Soil management to restore and gain soil fertility; Promote and protect oak regeneration; Oak health targeted management; Adapted grazing management; Management for multifunctionality </p> </div>



	<p>Innovation priorities <i>According the four themes – cf. Session 2 of NM#2</i></p> <p><u>Priority questions – innovation gaps:</u></p> <ol style="list-style-type: none"> 1. Low soil fertility 2. Very deficient oak recruitment 3. Undifferentiated products of the Montado <div style="text-align: center;">  <p><u>Innovation themes:</u></p> <p>Regulations and policy Farming techniques and management Products and markets</p> </div> <p>Innovation gaps for the Montado were identified and innovation needs prioritised in the Baseline Assessment and Innovation Report of the LA –Sitio de Monfurado. To work on soil fertility as the core of the Montado system was the most voted innovation followed by the development of protection devices for oak recruitment and the development of a territorial Montado prestigious brand. Details related to the implementation of these innovations were discussed during the Innovation Seminar, and there was a general agreement that the most effective way for implementing those, would be through the use of specifically developed agri-environmental measures for a “well preserved Montado”</p>
(dd/mm/year)	<i>Updates</i>
(dd/mm/year)	<i>Updates</i>



1.3 The Sítio de Monfurado strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(November/2017)	<p>Overall Objectives <i>Describe the goals to be achieved by the end of the project, in terms of promoting innovation in the LA and beyond.</i></p> <p>Contribute to the establishment, in the LA Sítio de Monfurado and beyond (Montado territories in the Alentejo region) a regular dialogue with actors interested in the sustainability of the Agro-sylvo-pastoral system HNV Montado. This will be achieved through the support, participation and dissemination of the existent initiative – “Tertulias do Montado”. This initiative is included in the HNV-Link “Social and Institutional” innovation theme and may work as an enabler for promoting innovation in different themes such as “Farming techniques and management”, “Products and marketing” and “Regulatory and policy” innovation.</p> <p>Priorities <i>Describe the priorities you picked up among the “innovation scoring and priorities” and explain why they are important and should be addressed within HNV-Link project</i></p> <p>Priority 1: The main priority defined by the LA team as a result of the discussions in meeting and workshops and information gathered throughout the Baseline Assessment and the Innovation Report relates to the development of agro-environmental measures to specifically target objectives related to the resilience of the Montado system. This first priority is included in the “Regulation and Policy” innovation theme of the HNV-Link project and may be a mean to deal with the innovation gaps/questions identified for the Montado of Sítio de Monfurado: Low soil fertility and the Very deficient oak recruitment. Furthermore, working towards the construction of specific policies for the sustainability of Montado will contribute to harmonize the public policies and current stated public objectives (Fig. 3) which at present are dissonant for the agro-sylvo pastoral Montado management.</p>





Figure 3. Diagram representing the contrasting stated public objectives regarding the Montado and the public policies that affect the Montado.

Specific Objectives

Describe the specific objectives under each chosen priority

Priority 1: Work towards the development of agro-environmental measures to specifically target objectives related to the resilience of the Montado system

Specific objectives: To gather the relevant actors and create the necessary conditions for the co-construction of agro environmental measures that set objectives related to resilience of HNV Montado with the users, and design a “payment for results” and “payment for actions” or “mixed approach” to promote these objectives.

Main Actions

Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)

1. Meetings with administration: The realization of meetings with specific members of the Cabinet for planning and policy making (GPP) from the National Ministry of Agriculture.
2. Public workshops, partly integrated in the initiative "Tertúlia do Montado"
3. Technical meetings with specialists.
4. Cross visits (Visit to the LA The Burren) to learn from previous experience in the design and implementation of RBPS.
5. Regional and National communication through the National Rural Network and through regional events and publications.
6. Participation in project applications to build a pilot agri-environmental scheme in the Montado of Sitio de Monfurado.

Actors

Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)

Priority 1: Work towards the development of agro-environmental measures to specifically target objectives related to the resilience of the Montado system

Direct beneficiaries:

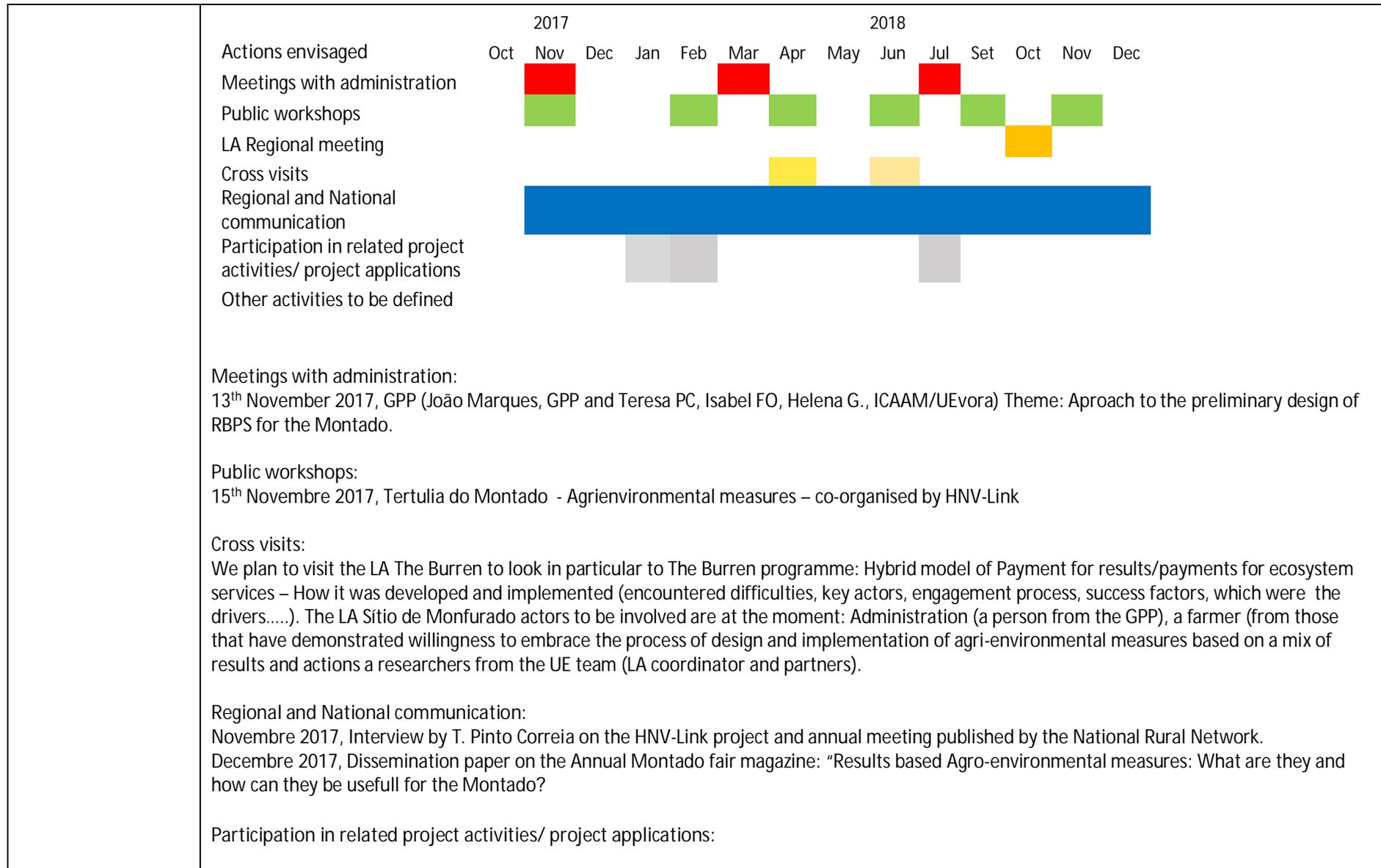
Land managers/land owners – Directly implied and engaged in the construction of Agri-environmental measures will benefit from the better environmental performance of their farms without loss of economic revenue. The farmers involved in the co-construction process will also benefit from a better public recognition regarding their contribution to environmental sustainability and their active involvement on the preservation of local biodiversity. Land manager will also benefit from the scientific and technical advise regarding management practices put forward to reach objectives defined in the RBPS.

National administration – The GPP will be a key actor since it has the knowledge and experience of development of political measures at national level. After the design work and after any pilot implementation experience, GPP is the responsible entity for the eventual implementation at a larger scale, of any type of agri-environmental scheme.



<p>R&D institutions – Particularly Universidade de Évora researchers are deeply engaged and will have an important role on the discussion of technical aspects related to the definition of indicators and also to the knowledge transfer related to alternative management practices needed to accomplish the established results.</p> <p>Producers associations – vide land managers</p> <p>Other actors: Regional administration – Particularly the Institute for forest and nature conservation (ICNF) and also the regional direction of agriculture (DRAPAL) will be engaged and will actively contribute to the evaluation of the indicators developed to assess the extent of the pre- established result accomplished. NGOs – Nature protection league (LPN) is a National NGO that led the process of development of the Agri-environmental measure - Zonal Programme of Castro Verde. This NGO ha a long term experience which may greatly contribute to the specific objective of our priority 1 - Work towards the development of agro-environmental measures to specifically target objectives related to the resilience of the Montado system. Other LAGs which have an important history of close collaboration with local producers and also consumers, are also engaged. Consumers</p> <p>Risks <i>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</i></p> <p>Best Practices <i>Describe what already works in your LA strategy that may be transferred to other LA strategies</i></p> <p>Timeline <i>Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities (Cross-Visits, Regional Meetings, etc.)</i></p>
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	<p>16th January 2018, Participation on the kick off meeting of the INOVMontado project (Part of the National Rural Network work programme - Observation of Agriculture and the rural territories – thematic: Innovation), which aims at contributing to fight the decline of Montado through the collection, organization and dissemination of existing knowledge among local actors related to the Montado (two members of the HNV-Link (Teresa Pinto Correia and Isabel Ferraz de Oliveira are members of the INOVMontado team.</p>
(23/03/2018)	<p>Public workshops: 15th November 2017 - Tertulia do Montado: Montados' health: problems and management practices (part I) 2nd February 2018 – Tertulia do Montado: Montados' health: problems and management practices (part II) 21st March 2018 – Tertulia do Montado: Climate change scenarios and management practices adaptation in Montados 17th-18th May 2018 – Participation on the organization of a Training workshop on “Montado health: present knowledge, prevention and mitigation measures” (directed mainly to farmers).</p> <p>Cross visits: Cross visit to the Burren scheduled to the 4th to 7th of June 2018. We will use the opportunity to gather key actors from our LA to learn from the experience of development and co-construction of RBPS in The Burren.</p> <p>Documents prepared:</p> <ul style="list-style-type: none"> · Cross visit proposal (sent to James Moran) · List of actors to invite · Invitation letter for participants · Information note 1 <p>By the 31st of March we should have a closed list of participants (about 16 people): Farmers, administration, NGOs, Researchers</p> <p>Cross visit to La Vera scheduled to the 18th-19th of April 2018 - Participation in the Workshop “Grazed territories 3: Innovation and participation” organized in collaboration with the “La Vera” LA from HNV-Link.</p> <p>April, 20th: Participation in an informal meeting to be held in Spain, La Vera, with other European and nation-wide projects working on pastoralism, co-organized by the Spanish partner of HNV-Link.</p> <p>Regional and National communication:</p>



	<p>March 2018: Interview by MI Ferraz de Oliveira in the National Rural Network magazine: HNV Systems: European project boosts innovation in Alentejo (https://issuu.com/823289/docs/revistaemrede_6-final)</p> <p>Participation in related project activities/ project applications:</p> <p>April, 9th-13th: Detail of the Sítio de Monfurado Vision developed in previous project and enriched in HNV-Link, WP1, using the Territory Game approach (Collaboration activity with the ARMINET project – DIVERCROP).</p> <p>Regular participation on the initiative “Tertúlia do Montado” that occur every two months http://tertuliasdomontado.blogspot.com/</p> <p>Co-organization of the cross-visit to the Burren with the project ProAgriFor (Alentejo2020).</p>
(28/12/2018)	<p>Meetings with administration and follow up meetings of the cross visit to the Burren: 13th November 2017, GPP (João Marques, GPP and Teresa PC, Isabel FO, Helena G., ICAAM/UEvora) Theme: Approach to the preliminary design of RBPS for the Montado.</p> <p>From the 7th June until the 3th Novembre, 14 meeting took place among different actor in order to take the first step on the construction of a results based pilot program for the Montado. Themes and links to the meeting minutes are provided in a table within section 2.3 Next steps and follow-up activities?</p> <p>Public workshops: 15th November 2017 - Tertulia do Montado: Montados’ health: problems and management practices (part I) 2nd February 2018 – Tertulia do Montado: Montados’ health: problems and management practices (part II) 21st March 2018 – Tertulia do Montado: Climate change scenarios and management practices adaptation in Montados 17th-18th May 2018 – Participation on the organization of a Training workshop on “Montado health: present knowledge, prevention and mitigation measures” (directed mainly to farmers). 20th September 2018 – Tertulia do Montado: Montado adaptation strategies to climate change 30th November 2018 - XV JORNADAS IBÉRICAS DO MONTADO - Results based payments for Montado adaptive management: The post 2020 agro -environmental paradigm. HNV-Link Regional Meeting.</p> <p>Cross visits:</p>



Cross visit to the Burren scheduled to the 4th to 7th of June 2018.

We will use the opportunity to gather key actors from our LA to learn from the experience of development and co-construction of RBPS in The Burren.

Documents prepared:

- Cross visit proposal (sent to James Moran)
- List of actors to invite
- Invitation letter for participants
- Information note 1

By the 31st of March we should have a closed list of participants (about 16 people): Farmers, administration, NGOs, Researchers

4th to 7th June 2018 -Accomplishment of the cross-visit to the Burren (see details and report in dedicated section).

Cross visit to La Vera scheduled to the 18th-19th of April 2018 - Participation in the Workshop "Grazed territories 3: Innovation and participation" organized in collaboration with the "La Vera" LA from HNV-Link.

April, 20th: Participation in an informal meeting to be held in Spain, La Vera, with other European and nation-wide projects working on pastoralism, co-organized by the Spanish partner of HNV-Link.

18th -19th of April 2018 - Accomplishment of the cross-visit to La Vera (see details and report in dedicated section).

Regional and National communication:

March 2018: Interview by MI Ferraz de Oliveira in the National Rural Network magazine: HNV Systems: European project boosts innovation in Alentejo (https://issuu.com/823289/docs/revistaemrede_6-final) (Portuguese)

June 2018: National Rural Network News article - Portuguese farmers observe in loco innovative agro-environmental program in Ireland. (http://www.rederural.gov.pt/images/Noticias/Produtos_RRN/Noticia_visita_Burren.pdf) (Portuguese)

September 2018: Article in the ICAAM bulletin - Results-based agro-environmental measures - a new



paradigm inspired in the burren program in Ireland
(http://www.icaam.uevora.pt/content/download/1393/7813/version/2/file/boletim_setembro2018.pdf) (Portuguese)

October 2018: Article in technical portuguese Magazin – Vida Rural about HNV-Link and the Cross visit to the Burren – Montado as a study case for European innovation project. (<https://www.vidarural.pt/insights/montado-e-balao-de-ensaio-para-projeto-europeu-de-inovacao/>) (Portuguese)

Novembre 2018: Oral presentation at the “2º Colóquio sobre a Flora e a Fauna dos Montados »
(https://www.terrasdentro.pt/assets/programa_flora_fauna_montados.pdf) - Are innovative approaches important for the sustainability of High Natural Value farming systems? The case of the Montado of Sítio de Monfurado.

(https://www.terrasdentro.pt/assets/apresentacaograndola_isabel_ferraz.pdf)

Ferraz-de-Oliveira MI, Guimarães H, Sales-Baptista E, Pinto-Correia T (2018). As abordagens inovadoras são importantes para a sustentabilidade dos sistemas agrícolas de Elevado Valor Natural? O caso do Montado do Sítio de Monfurado. 2º Coloquio Sobre a Fauna e a Flora dos Montados: uma abordagem multifuncional, Grandola, 8 e 9 de Novembro.

December 2018: National Rural Network News article – Result-based agro-environmental Measures for the Montado.
(http://www.rederural.gov.pt/images/Medidas_Agroambientais_com_base_em_resultados_para_o_Montado.pdf)
(Portuguese)

Participation in related project activities/ project applications:

April, 9th-13th: Detail of the Sítio de Monfurado Vision developed in previous project and enriched in HNV-Link, WP1, using the Territory Game approach (Collaboration activity with the ARMINET project – DIVERCROP).

Regular participation on the initiative “Tertúlia do Montado” that occur every two months
<http://tertuliasdomontado.blogspot.com/>

Co-organization of the cross-visit to the Burren with the project ProAgriFor (Alentejo2020).

Co-organization of the Jornadas Ibéricas do Montado



	<p>Co-organization of the . 2º Coloquio Sobre a Fauna e a Flora dos Montados: uma abordagem multifuncional (Novembre, 2018)</p>
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	<p>Participation on the II Iberian Conference on acorns (https://vipa1051.com/eventos/segunda-conferencia-bolota/) Novembre 2018</p>
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2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Date, Place, Innovation Cases visited and participant list
- Reasons of the choice of the cross-visit
- Expectations of the participants
- Expectations for the Learning Area
- Narrative: who, when, where, what?
- Lessons learnt: for the participants – and at the scale of the Learning Area
- To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?

The above information on the two cross-visits of the Portuguese LA (La Vera in Spain and The Burren in Ireland), is presented in the documents provided on the table underneath:



Documents	Link
Cross-visit to La Vera	-
-Cross-visit planning	https://drive.google.com/open?id=1MaONoYp972ehVhrhLsiAhVE3xF9J-064
-Report of the Cross-visit to La Vera	https://drive.google.com/open?id=19_BJNuuognGkj_n22s4ZiAZWm_SwIN8G
-Presentation of the LA Sítio de Monfurado innovation at "Territoreos Pastoreados"	https://drive.google.com/open?id=1z3wgMZA5DSM2Q3CB1cux80T0eMAgF8HP
Short video – testimony of the Portuguese participation on "Territoreos Pastoreados" – Farmers1 (in Portuguese)	https://drive.google.com/open?id=1o0WimJuwyz5RWsam1F2hLZToYd2YUX6O
Short video – testimony of the Portuguese participation on "Territoreos Pastoreados" – Farmers2 (in Portuguese)	https://drive.google.com/open?id=17F7IdimEtS7ph8dUnVRKj_Dncm8TXMpi
Short video – testimony of the Portuguese participation on "Territoreos Pastoreados" – Researchers (in Portuguese)	https://drive.google.com/open?id=1o0WimJuwyz5RWsam1F2hLZToYd2YUX6O
-Technical activity report – CV Monfurado to La Vera	https://drive.google.com/open?id=1tW0aIF_AlloV2adZGfJhbGNt0AJ15QY-
Cross-visit to The Burren	
-Cross-visit planning	https://drive.google.com/open?id=1MaONoYp972ehVhrhLsiAhVE3xF9J-064
-Concept note of the cross-visit	https://drive.google.com/open?id=1SH3f01usU2tbJNyref7AOLqJM7X0OsYK
-Information note for participants -1	https://drive.google.com/open?id=1JO_DpJSxwAJqw2Qr7iznCi_U0XqwFC67
-Information note for participants -2	https://drive.google.com/open?id=1ErPlwX5gdmBHrV-oMIV3bCpbOH6kvAfr
-Information note for participants -3	https://drive.google.com/open?id=1nzTr8KRJ2cwOkx0EhPEvuQWG8HruYOzd
-Report of the cross-visit to The Burren	https://drive.google.com/open?id=1FjhtTQKJZwKd2DfdRNtf3TORE9k-sOaf
-Presentation of the LA Sítio de Monfurado innovation at the workshop organized within the cross-visit	https://drive.google.com/open?id=1qOmgNkHsrOHD-vp8Fe1VG55G-6KyhuOt
-List of participant of the workshop at the cross-visit	https://drive.google.com/open?id=1YGU2jxmiv9IATE6g70en66YX-q3yOwKA
-Short video – testimony of the Portuguese participation on the cross-visit – Researchers 1 (in Portuguese)	https://drive.google.com/open?id=1cCqmC2wYfW8gszBTUm-KK1zP1hzebPjG
-Short video – testimony of the Portuguese participation on the cross-visit – Public administration 1 (in Portuguese)	https://drive.google.com/open?id=1VkjAXPtelMQyISWpkuWmiGM_ZQ1cPb10
-Short video – testimony of the Portuguese participation on the cross-visit – Farmers 1 (in Portuguese)	https://drive.google.com/open?id=18J_dr--ha9Jc1MJpJX6Zt90hk51rQVgO
-Short video – testimony of Irish host on the cross-visit –	https://drive.google.com/open?id=1aktWKzW59Z4WwbEEEr4KYMNNFzePIL-e



Researcher/advisor 1 (English)	
-Short video – testimony of the Portuguese participation on the ---cross-visit – Researchers 2 (in English)	https://drive.google.com/open?id=1zBjqUW3jrVTtLFZVJPTmWf13ZaDdKs8q
-Short video – testimony of the Portuguese participation on the cross-visit – Researchers 3 (in Portuguese)	https://drive.google.com/open?id=1c-Pg-N6xxo0gYY74h8cOsN3_FHZ0Q8__
-Report-Poster (visual) of the cross-visit to The Burren	https://drive.google.com/open?id=1uDULIGVMGgd9iuF2wQ0C8NANFChMN2tD
-Report-Postcard (visual) of the cross-visit to The Burren	https://drive.google.com/open?id=1DXOPQoYbnOIImpANQQZXDQLeUbfvQXwT
-Technical activity report – CV Monfurado to The Burren	https://drive.google.com/open?id=106RItIXkGmKgwwgMfK4N4YIgwN2xD4rx

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

There were no cross-visits to the Portuguese LA, which was visited by all project partners, during the 2nd network meeting (October 2017).

- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?



The main target for innovation transfer within the LA Sítio de Monfurado relates to the construction of a mixed (result-based and action-based) scheme of agro-environmental measures to support the sustainability of the Montado, inspired in th Burren program. In order to progress in this construction process, a multiactor approach was pursued and a large number of meetings took place between June and Decembre 2018 (see table underneath with meeting themes and links to meeting minutes. The RM that took place in 3th Novembre 2018 was a moment for opening up the discussion at a regional and National level and also an opportunity to raise interest on the political sector (see report on the regional meeting)

Nº	Theme	Nº de particip	Date 2018	Link to minutes
1	Reflexiono n the Cross visit to the Burren	19	7 Jun	https://drive.google.com/open?id=18kSBbUbOeC_zZyFz5zGXvtK2DJ5YzNP
2	Organization of the Montado Program (groups 1 and 2), definition of objectives: -Preliminary identification of objectives to consider within the Montado program - Identificatio, planning and schedule of the next steps of the process	11	15 Jun	https://drive.google.com/open?id=1mTNnjTHxM2yXdQ9QvXkgARibSZXR_icO
3	Working methodology definition within group2.	7	27 Jun	https://drive.google.com/open?id=1Gu4HMrbl_JXZetWpq6ipA_Wig7o3ncYf
4	Water and biodiversity categories (group 2) -Identification of specific environmental results	4	5 Jul	https://drive.google.com/open?id=11E3rj_SgIIAyeOuyz19OfCdZdtBOt72
5	Soil, pastures and trees categories (group 2) - Preliminary definition of results to be achieved in each category, discussion of the relationship between environmental results and management actions.	4	26 Jul	https://drive.google.com/open?id=1JbOVgopzjxpHs_Yj-aHmEtYVK2FpWS3o
6	Water and biodiversity categories (group 2): -Identification target objectives for each environmental result previously defined.	6	13 Set	https://drive.google.com/open?id=1b1Z4C6nPrjnT4hxfZrtibZ4nSVDNMu1
7	Soil, pastures and trees categories (group 2) - Review of the strategy to progress towards the proposed environmental results and indicators.	4	20 Set	https://drive.google.com/open?id=1RPXQJ9vID19CnBStJ7eehOxH1Cvr5or8
8	Water and biodiversity categories (group 2):	3	3 Out	https://drive.google.com/open?id=139ZxR1uj0qC2whcmYueM2QC



	Discussion of environmental results, management practices that affect those results and possible visual indicators to assess the results.			Bmst7LvG-
9	Pastures category (group 2) Discussion with a pastures specialist (researcher) on the definition of environmental results to be achieved, agricultural practices affecting them and visual indicators to measure the environmental results defined for pastures.	4	10 Out	https://drive.google.com/open?id=1D7_6pe9ZdDnvu65nHdfhwnFh5ttnBGcj
10	Soil category (group 2) Discussion with a soil specialist (researcher) on the definition of environmental results to be achieved, agricultural practices affecting them and visual indicators to measure the environmental results defined for soils.	5	12 Out	https://drive.google.com/open?id=1bxW0_z4nBkuAT-ys17JM99G1QuiQaC0I
11	Trees category (group 2) Discussion with a oak trees specialist (researcher) on the definition of environmental results to be achieved, agricultural practices affecting them and visual indicators to measure the environmental results defined for oak trees.	4	9 e 10 Out	
12	Discussion on the requirements to set up a results based pilot program for the Montado (group 1): Discussion of the preliminary program of the Regional Meeting – Jornadas Ibéricas do Montado (HNV-Link)	5	12 Out	https://drive.google.com/open?id=1saJcLFHJv4cvOZfh3W4rOUj_7tDGZDNJ
13	Review, discussion and harmonization of environmental results and respective indicators to be presented on 30th November; Discussion of the draft program for the Jornadas Ibéricas do Montado to be held on 30 November in Portel (HNV-Link Regional Meeting); Preparation of the meeting to be held with GPP technicians on November 16.	10	12 Nov	https://drive.google.com/open?id=1Vjzs1_d2xqGKOHBO-6SleEs6ar_yL-WD
14	Meeting with the director of GPP and technicians to	12	16 Nov	https://drive.google.com/open?id=1FYqnADj015p2iw2Bx7I_cHCVLi



discuss the opportunity to develop a pilot results based program for the Montado and details of the draft proposal.

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3. LA regional meeting(s)

Objectives of the LA regional meetings:

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

The Regional Meeting was incorporated in the XVth Montado Iberian workshop, which was integrated in the XIX Montado Fair. The Montado Fair is an annual mostly national and also international event of economic, environmental, cultural and scientific importance. Exhibitors from various companies in the forestry sector, specifically in the cork sector, agri-food, catering and trade in general, have the opportunity to promote and market their products and develop business opportunities. In addition a number of workshops devoted to various thematics related to the different components of the Montado take place in the different days of the fair. The XVth Montado Iberian workshop was organized in two sessions (morning and afternoon session) which included plenary sessions and discussion moments using a participatory approach (link to the agenda provided in the table underneath). The workshop focus on rewarding for environmental results in the Montado. The thematic was addressed by speakers that presented the European, National and more local views, challenges and opportunities for the Montado. Experiences from other countries, particularly the Burren Programm from Ireland were presented and provided a great chance for discussion on opportunities to innovation transfer to the Montado. A proposal for the construction of a pilot case for results-



based payments for the Montado was presented as an outcome of the work developed under HNV-Link. The discussion moments enabled an exchange of knowledge among participants coming from the production sector including producers associations, public administration (regional and national), NGOs and research. For further details, please consult the RM documents provided in the table underneath.

Documents	Link
Regional Meeting - XVth Montado Iberian whorkshop	-
RM concept note	https://drive.google.com/open?id=12SO68u7i90bs-q8JkEiB0iCcoiAqaURe
RM invitation letter	https://drive.google.com/open?id=1_hO1uK9Z9XuiGpaaF0IkSScIJKOkB7Pa
RM press release	https://drive.google.com/open?id=1nL6TQE14p2f83uMbOWP45TJXVDUVSapJ
RM registration list	https://drive.google.com/open?id=1exuT-d5M-nOfNd3c1nWzJCd7wFUz79bR
RM program	https://drive.google.com/open?id=1h5KYHTJ8pxywOA2GqFdXPVbt5IQk3iM1
RM report	https://drive.google.com/open?id=1mB7HNqIps9mmKguF5L5y3Jlk19tBm-KD
Presentation from speaker – Hugo Costa (GPP)	https://drive.google.com/open?id=1gr59m7cYXbl1iR6O1YLTEI-M-2anSI-A
Presentation from speaker – Isabel Ferraz de Oliveira (UE/ICAAM))	https://drive.google.com/open?id=1mwexN2A2RG46-JHeR1-w8jR7HzKhuB9B
RM planning	https://drive.google.com/open?id=1uXEuRB3xLEIXSkccDq9WujzIC9PtVhb1
Short video – testimony of an Irish farmer – Michael Davoren	https://drive.google.com/open?id=1HnQZmOrjA0A618y7tFKn9Xc-NRgvXghu
Technical activity report – RM	https://drive.google.com/open?id=1PahUPDwl54hgXcFwj7HD689x8I4ioIn1



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

As planned during the 2nd Network meeting in Évora, the target for the dissemination plan of the Sítio de Monfurado was focused on how to valorize the importance of Montado and at the same time reward the owners according to the ecological values of Montados. The LA felt that the results-based approach to delivering environmental benefits will address both aims. Having in mind the above aim, we have developed actions to communicate the Baseline assessment, the Innovation report and particularly the main objective for the using phase – The process of innovation transfer to the LA. As stated before, the main target for innovation transfer within the LA Sítio de Monfurado relates to the construction of a mixed (result-based and action-based) scheme of agro-environmental measures to support the sustainability of the Montado, inspired in the Burren program. The dissemination actions were developed at three levels, as follows:

Local/regional actors:

- Dissemination of the project brochure in different events related to the Montado (mostly at the University of Évora/ICAAM)- scientific events, meetings with farmers and with administration, meetings promoted by different research projects.*
- Dissemination of the project outcomes through the initiative "Tertúlia do Montado" that gathers producers researchers and public administration at the regional level.*
- Establish a regular dialogue (parallel to that of the initiative Tertúlia do Montado) with a group of regional and national stakeholders from the Montado engaged on the process of construction of a pilot results based program for the Montado.*



- *Provide press-releases on the different events organized to feed the regional and national press.*
- *Promote working meetings with local actors/takeholders of the Montado*

National actors:

- *Dissemination of the project outcomes and events through the National Rural Network (news and interviews)*
- *Writing up of articles for publishing in National magazines (eg. Vida Rural, Montado fair magazine)*
- *Participation in National workshops and meetings both scientific and technical.*

Broader audience:

- *Participation on international conferences to disseminate and communicate the project results*
- *Feed the communication media of the HNV-Link project*



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews ?

The work developed across the HNV-Link project and particularly during the using phase enabled the construction of a multiactor group of stakeholder engaged in the sustainable management of Montado and particularly engaged in the process of construction of a pilot programme of results-based agro-environmental measures for the Montado. The University of Évora through ICAAM has worked as a broker in this process. Interactive innovation has good conditions to emerge when different and complementary knowledge, perspectives and skills are combined in a process where all involved feel empowered. The multi-actor process we experienced reflects one of these situations – researchers took the lead as initiators of the process, and continue coordinating, but the result-based program for the Montado has, step-by-step, been appropriated also by farmers and the staff from the central and regional administration. The platform facilitated by the HNV-Link project established the frame for this to happen. In this case, there was a fortunate combination of HNV-Link with the on-going initiative of a bi-monthly regular discussion meeting of Montado stakeholders, facilitated by a researcher in ICAAM, and an already long history of science-practice interface within the Montado in Alentejo. Competitive research funding is a supporting mechanism, but long term investment outside of these projects is a pre-condition for the co-construction to take place, especially concerning the management of such a complex system as the Montado.





Common Template

Learning Area “Action Plan”

for brokerage activities on High Nature Value Innovation Projects

WP4 – Deliverable 4.7

Claire Bernard, WP4 Leader
François Lerin, Coordinator

Version V 2
18/12/2017



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



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

Why an Action Plan?

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

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

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

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

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

How to build and use it?

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

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



- To ensure coherence and complementarity of the different activities with a strategic innovation project of the area (the Vision) and its environmental and socio-economic dimensions

This Action Plan is thus conceived as an iterative and cumulative document. It is complementary to the generic “Guidelines” or “Methodologies” provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings. It will gradually include the different notes and reports that each LA will have provide after each activity.

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

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



Action Plan Coordinator: Roglić, MARIJA, LAG 5

Contributors:

- 1. Roglić, MARIJA, LAG 5
- 2. Sardelić, SANI, Town Musem Korčula
- 3. Andlar, GORAN, Faculty of Agronomy



Learning Area Dalmatian islands

“Action Plan”

for brokerage activities on High Nature Value Innovation Projects



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



From October 2017 to December 2018

Version V 1.2



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1. Starting point

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

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

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

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

1.1 HNV Vision of Dalmatian islands

Date	Your text – notes – pictures/tables, etc.
(10/7/2017)	<p>Slogan</p> <p>Preserved mosaic landscape as a result of interrelationship between low intensity agriculture and rural tourism based local resources and top quality products.</p> <p>Short Description of the Vision</p> <p>The current trends as described in the BaU scenario suggest that the development of current trends such as touristic development with land abandonment in the inland together with scarce agricultural activities on the island is the likely outcome. This is to result with the detriment of the HNV areas. e.g. on the shore the intensified urbanization due to pressures from farm tourism will result in the spread of construction land to the detriment of traditional olive groves. In the inland areas of the islands expansion of scrub and forest will result in further closure of the landscape. The above mentioned scenario renders unattractive LA both as a place of HNV agricultural activity and the place with agrobiodiversity as its major asset in terms of tourist attractions. A policy focused on the support of the HNVf in the islands is required in order to foster sustainable development of the overall island economy.</p>



The vision of preserved mosaic landscapes is feasible as all the necessary conditions already exist in the area (farming is more and more linked to tourism and there is a high tourist demand for local services and products that combine environment and quality). What makes this Vision sustainable is its embeddedness in the local context and its grassroots component. It is based on a multi-stakeholder partnership of LA's actors that are engaged in both planning and execution of interventions that are to tackle pressures and impacts on the HNV landscapes in the LA and prevent actions that are to its detriment. Multifunctional role of these actors in the HNVf system that is set on the scale of every community and their respective biodiversity landscape is to ensure the longevity of a policy that is to support HNVf in the islands.

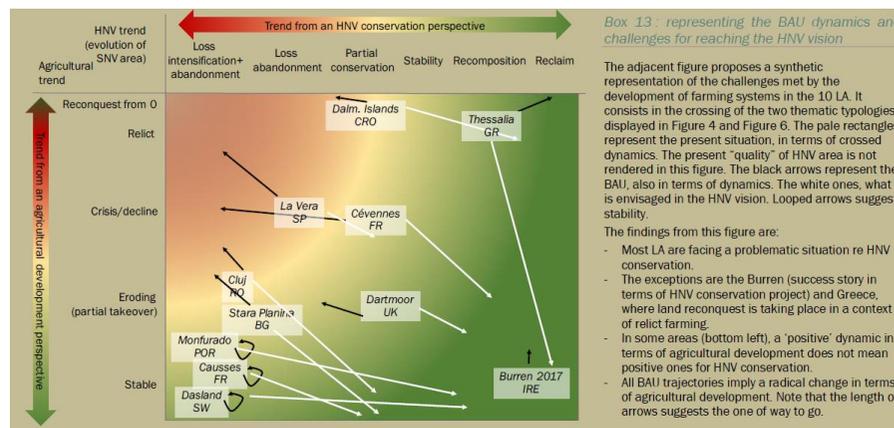


Figure 1 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

Visual

During one year of field work and continuous meeting that were done with different stakeholders across all the islands that encompass the LA in the process of drafting the Baseline assessment a Strategic Environmental Analysis of part of the learning area was done. During these process major threats and territorial dynamics has been mapped and are outlined in the visual.

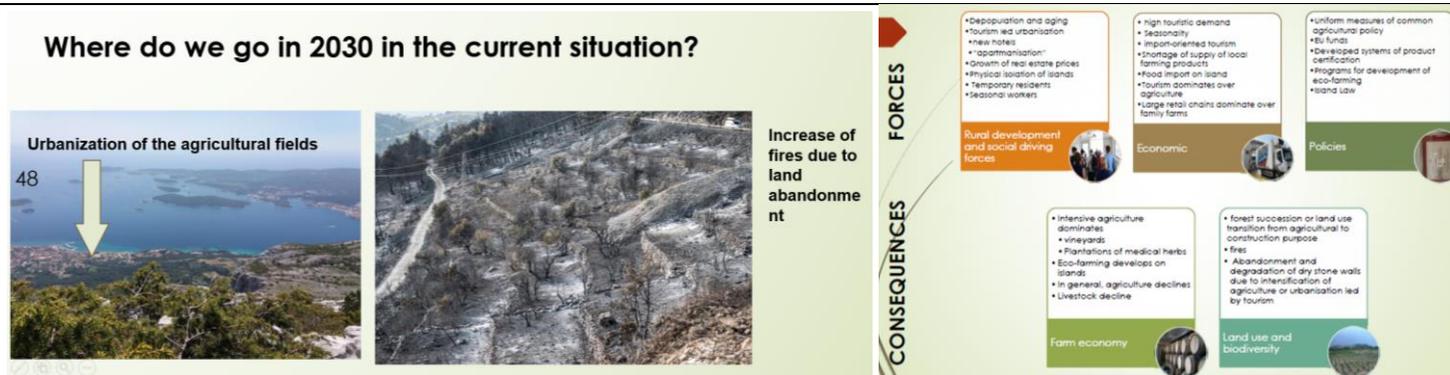


Figure 2 : BAU in LA Dalmatian islands

Actors' typology

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

For the establishment of the HNV vision key is to establish an ecosystem of actors who will have a concrete interest in delivering the HNV vision to the LA Dalmatian islands. This ecosystem of actors involves local farmers and entrepreneurs as well as the overall civil an public community of the islands that are to be supported by the national AKIS in this process. The AKIS actors consisting of Agricultural advisory services, Local Action Groups, schools, universities and other "local experts", local and regional development agencies and lastly but most importantly management authorities of the protected areas in the LA.

	Internal	External
Private	- Traditional farmers and producers to whom this is a primary source of income	- Absentee land owners - Church - State

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		<ul style="list-style-type: none"> - Farmers and producers to whom it is an additional source of income - Local entrepreneurs - New comers (diaspora coming back an investing in tourism and agriculture) - Young people: new generation of farmers that is highly educqted and interested in pursuing more environmentally friendly agricultural practices using modern technologies 	<ul style="list-style-type: none"> - Investors in large farming, energy, tourist projects,
	<p>Collective</p>	<ul style="list-style-type: none"> - Cultural associations (such as Kumpanija) that foster the protection of the overall patrimony - Slow Food Peljesac - Slow Food Presidium Peljeski varenik - Municipal authorities, specifically local boards that organize community activities in villages - Cooperatives for olive oil production and wine 	<ul style="list-style-type: none"> - Universities /Research institutions <ul style="list-style-type: none"> o International Institute for Island Development “MIRO” o University of Dubrovnik, University of Split o Faculty of Agriculture Zagreb - Regional authorities <ul style="list-style-type: none"> o Agricultural authorities o Rural Development authorities o Forestry authorities o Environmental authorities o Regional development agencies o Local Action Groups - Local Development agencies (Agencies of specific municipalities, such as KORA, ORA, BLARA for the town of Korcula and municipalities of Orebic and Blato) - Management authority of National Park Mjet, Nature park Lastovo Islands and other public institutions that are managining protected areas in the LA - Environmental NGOs (NGO Sunce, NGO 4 Grada Dragodid, NGO Mala Sirena, NGO Dobra Dobricevic and other..) - Island social enterprises (such as Aktiva Brac)



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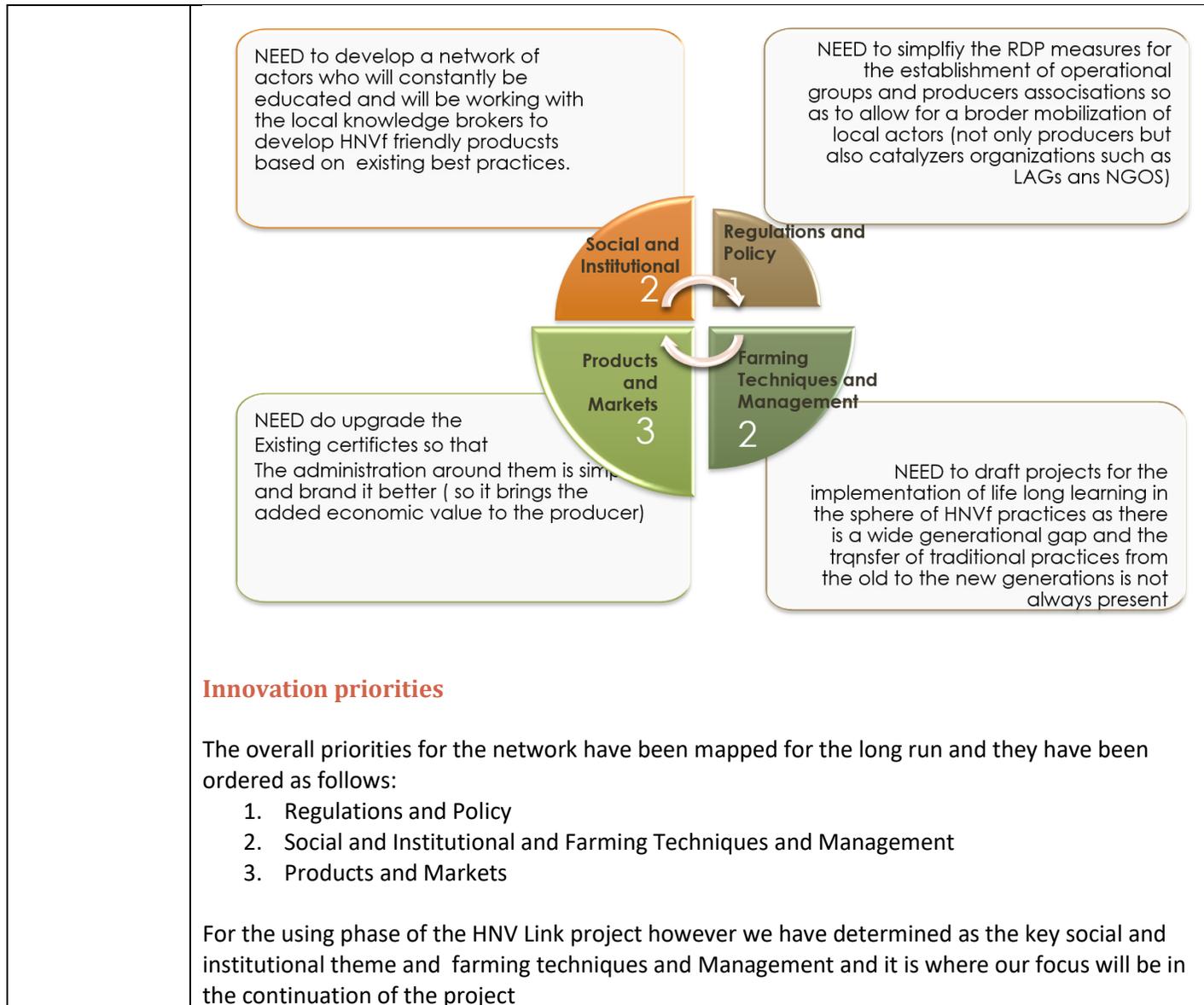
Figure 3 : Actor typology of LA Dalmatian islands (*adapted from the HNV-Link Atlas, p. 57*)



1.2 The Innovation Situation in Dalmatian islands

Date	Your text – notes – pictures/table
02/10/2017	<p>Innovation scoring</p> <p><i>Each innovation theme (e.g. social & institutional) is scored on a 0-5 scale. 0 = insignificant, nothing is happening to address the needs of HNV under this theme; 1 = Few innovations and overall impact very small, many HNV issues not addressed at all; 2 = Several innovations, some with significant effects for HNV, but not at the necessary scale; many HNV issues not addressed effectively; 3 = Several significant innovations, with at least some of them addressing HNV issues at the necessary scale; but some important issues need to be addressed more effectively; 4 = Many significant innovations, the main HNV issues are addressed at the necessary scale; but there are still some smaller issues that need to be addressed more effectively; 5 = Innovation is addressing effectively all the main HNV issues under this theme, needs are being met right across the LA.</i></p>





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05/2018	Meeting with the polish Local Action Groups to frame the Beefriends project to foster exchange in management practices between the beekeepers. The project is to start in December 2018 and will be a transnational LEADER project between 2 polish and 2 Croatian LAGs



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1.3 The LA Dalmatian islands strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
20/10/2017	<p>Overall Objectives To achieve the vision of <i>preserved mosaic landscape as a result of the interrelationship between low intensity agriculture and rural tourism based on local resources and top quality products</i> plan is to promote in the LA ecosystem of islander actors, ranging from producers, public actors to consumers (including tourists) in order to increase the knowledge on HNV and its potential value in the LA.</p> <p>Priorities <i>First priority is to define territorial projects that will foster implementation of the established HNV vision and link it to possible funding. This is to be achieved by creating an island based ecosystem of actors devoted to achieving the HNV vision and by building island specific, territorially embedded, projects.</i> <i>Second priority is to define project holders and opportunity for funding. This is to be achieved through islander HNV ecosystems.</i></p> <p>Specific Objectives</p> <ol style="list-style-type: none"> 1. Create an ecosystem of actors on Lastovo, Korcula, Peljesac and Mljet 2. Create an LA based platform of actors that will be coordinated by the newly established MIRO Institute and managed territorially by local action groups: LAG 5, LAG Brac and LAG Skoji after the end of the existing project 3. Implement territorial projects that will foster establishment of the vision by shrinking the gap between BAU and Vision. Projects aimed at capacity building and networking on the local and regional scale <p>Main Actions In order to implement objective 1:</p>



- we will have formal and informal meeting with islander actors through 2018 and will organize activities that will support knowledge exchange and networking between actors of different profiles on the island that have not before been working that closely together. We will organize a conference on health tourism on the island so as to bring the representatives from the health industry, AKIS and the farmers together at the same table to discuss to possibilities of working together. Aim is to create an multistakeholder environment for innovation and trans scalar cooperation.
- During our monthly office days in Peljesac and Mljet we will organize informal gatherings where we will discuss with farmers how the their investing in agriculture can be inlined and supported via existing and future HNV measures

In order to implement objective 2:

- We will have regular meeting between islanders LAGs within the LA so as to coordinate our activities in the field regarding HNV dissemination. Colleagues from LAG Brac and LAG Skoji will present the project to their local farmers and see what possible investments farmers in their islands plan that could foster implementation of the vision and further revitalization of its mosaic HNV landscape

In order to implement objective 3

- We will Implement LEADER transnational cooperation project BeeFriends that will foster cooperation between HNV beekeepers in the LA and foster knowledge exchange with the colleagues from LAG Moslavina and two polish LAGs
- Apply "Rural 3.0" Erasmus + Knowledge Alliances project to kick start a another project that will bring the notion of service learning in our LA as a new way of connecting academia and us, the rural actors

Actors

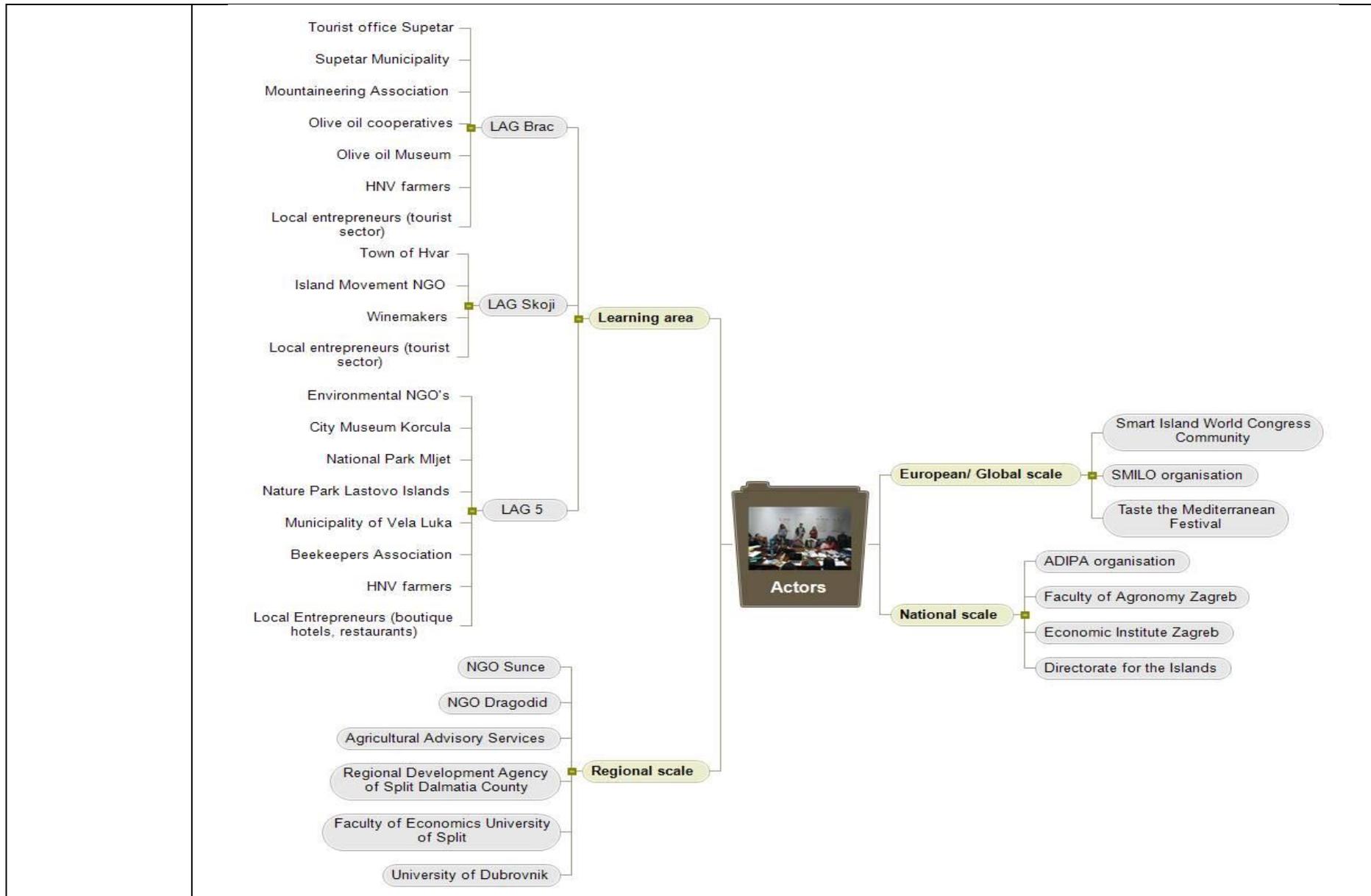
We have mapped our ecosystem of actors per scalar basis, delineating them between four major scales. This scalar delineation also depicts their engagement in the networking process as the idea is that all who participate benefit.

Actors that are depicted on the European and global scale have helped us better position the importance of HNV island landscape but they have also benefitted as they have enriched their own programme by giving space to the HNV story of our LA.

Actors on the national scale are research institutions and policy makers who have informed our network on the legislative boundaries on its perspectives while on the same time informing on the perspective of national legislation and how our network can fit and benefit from them. In our collaboration with research institutions we have done a knowledge exchange. We have informed their research and also have given them information on how their research is relevant for what we are doing in the field, also defining the funding possibilities for new projects where we can use their research to start HNV projects in the islands that will not only have an experimental element but more of a hybrid approach to research where science is strongly entrenched to the concrete needs of the territory.



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Risks

Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)

Risk	Probability	Assessment	Mitigation measures
Lack of long term commitment of the actors involved	Long history of cooperatives and community organization	If the vision is to be implemented it is a long term project and crucial is to have long term engagement of actors (institutions). Due to the mobility of human capacity it might be either a risk or an opportunity	Establish regular communication between partners and the overall ecosystem of partners keeping them informed and engaged in overall activities
Interpersonal conflicts	Medium	It could be a problem in some cases for the cooperation and networking	Using a clearly predefined set of participative methods and focus on working in small groups instead wider workshops if there are strong conflicts.

Best Practices

There are not a lot of innovation in terms of HNVf as a concept that is being deliberately promoted, but there is broad range of practices and products that have the potential to revitalize HNV farming systems and its natural area.

The innovations being presented are the innovation that foster HNV type 2 that is mosaic landscape and the practices of sustainable tourism development in the learning area.

LEADER have the funds and the measures to promote and educate local stakeholders on both HNVf and its potential in terms of environmental services and its economic potential in the field of rural tourism. Rural tourism is seen through the paradigm of sustainable development where rural development is seen as a deliberate process of sustained and sustainable economic, social, political, cultural and environmental change, designed to improve the quality of life of the local population of a rural region (Norrby et al., 2003: 4)

The area has an example of social and institutional innovations on a local scale through the actions and projects of LEADER organisations and Slow Food movement but they are not supported or transferred on a broader scale.



Examples of best practices are actions that are based on private initiative with the help of LAGs or organisations such as *4 grada Dragodid*. They are an NGO that is promoting and re-actualising the dry stone skills and heritage through workshops, field research and media. In 2011 they were awarded Europa Nostra (EU prize for cultural heritage) in training/raising awareness category. Innovation in the area is slowly increasing as more and more young people come to the islands in a quest for an alternative to the urban turmoil.

HNV innovation is closely linked to practices of sustainable tourism development where many local actors see HNVf as a way for conserving the landscape features and natural value while securing a necessary income.

Timeline

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

Action	2018												2019			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1.Enable the cooperation for HNV innovative actions																
1.1. Meetings with the LA stakeholders	■	■	■	■	■	■										
1.2. Meetings with policy makers						■	■	■	■	■						
1.3. Building projects				■	■	■	■	■	■	■	■	■				
1.4. HNV Link follow up projects												■	■	■	■	■
2. Organization of regional meetings and cross-visits																
2.1. Regional meetings	■	■	■	■	■	■	■									
2.2. Cross visit to Romania										■						
3. Communication an promotion of the project																
3.1. Participation at the SMART Islands World Congress						■										
3.2. Participation in the working group for drafting the new Island Act	■	■	■	■	■	■	■	■	■							
3.3. Present the project at regional and local radios and TV stations					■	■	■	■	■	■	■					



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19/01/2018	<i>After the kick of meeting in Lastovo Nature Park Lastovo islands enters the HNV Link Network as one of the key actors on Lastovo. HNV vision needs to be operationalized via specific, territorially embedded projects</i>
01/06/2018	<i>After the Regional meeting on Hvar a new external actor merges with the network, international Taste the Mediterranean festival. Plan is set that next year within the framework of the festival LA Dalmatian islands HNVf farmers present their products and way of doing agriculture</i>
26/06/2018	<i>After the Conference on health tourism in the islands organized by municipality of Vela Luka, EU MEP Ruza Tomasic and LAG 5, Directorate for the islands (Ministry of regional development and EU funds) express strong support to the HNV vision of the LA Dalmatian island and expresses interest in incorporating it as an element of added value in their programming documents</i>
30/08/2018	<i>Within the kick of meeting of LA Dalmatian islands local action groups Tourist Board Supetar from the island of Brac joins the network as a key actor on the island of Brac helping us fram “DalmaTIMski otoci” LEADER Cooperation project that is to serve as a national follow up of the HNV Link Network</i>
20/09/2018	<i>After the establishment of the Island Committee for Lastovo within the SMILO Island of Lastovo project, that was to deliver tailor made projects to foster HNV vision on the island of Lastovo, Directorate for the islands declares its full logistical and technical support to the project</i>



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2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

See Annex 0.

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

La Dalmatian islands didn't host any visits

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
------	------------------------------------



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10/2018	As a follow up of the cross visit media publications have been made and disseminated
11-12/2018	Meetings with the LA Dalmatian islands LAGs to frame the LEADER cooperation project
12/2018	Beekeepers LEADER cooperation project, visit to Poland

As stated before, our innovation transfer was focused on linking actors and existing initiatives in the LA closer together so as to have a multiplicative effect on actions related to the implementation of the HNV vision



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4. LA regional meeting(s)

Objectives of the LA regional meetings::

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play and influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

Reports on the regional meetings are in the annexes, 1-3. During the period of January to July 2018 overall three meetings were held on the islands of Brac, Hvar, Lastovo and Korcula with the aim of creating and islander ecosystem of devoted HNV actors and create projects that will carry through the implementation of the vision after the end of the project. The meetings overall had four main objectives:

1. To share and exchange at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected in all LA.



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2. To trigger a reflection on innovation process adaptation: pathways, by which to improve the economic viability of HNV farming, failure factors/constraints, and contexts that allow innovation process to take off.
3. To start a larger regional network on HNV farming and innovation brokering.
4. To reach the regional and national AKIS (Agricultural Knowledge and Information Systems) actors.

Conditions allowing innovation process to take off were examined during the workshop and a number of legislative, financial and other prerequisites were detected. One of the meeting conclusions was that larger regional, preferably national network on HNV farming should be initiated. Relevant network institutions and partners were discussed, further steps were planned and possible funding sources for such a network were detected. Meeting in Brac involved Croatian AKIS actors, including the regional and national ones. An effort was made to analyse HNVF relevant actors and strategies for further involving them and building the partnerships with them were discussed.



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5. Dissemination & communication activities:

In line with its HNV Vision and its “identified innovation needs” each LA will draft a “Dissemination and communication action Plan”. Those innovation brokerage activities will be envisioned in complementarity with the “Cross Visits” and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

The target for the dissemination plan of LA Dalmatian islands was focused on how to valorize the HNV mosaic landscape of the islands and at the same time build projects that will kick start implementation of the vision in the LA.

In order to answer to these demands of the LA as well as to find ways in closing the research gap on HNVf that is still present for some islands we have focused on communicating the Baseline assessment, the Innovation report and the main objective for the using phase – The process of innovation transfer to the LA.

The dissemination actions were developed at three levels, as follows:

Local/regional actors:

- *Dissemination of the project brochure in different events related to the LA (mostly within the LAG 5 area)*
- *Dissemination of the project outcomes on the conference of Rural Tourism in Brac; Taste the Mediterranean festival in Hvar, SMILO activities on Lastovo...*
- *Produce press-releases on the different events organized to feed the regional and national press.*
- *Promote working meetings with local actors/stakeholders of the LA Dalmatian islands, specifically LAGs*

National actors:

- *Dissemination of the project outcomes and events through the Ministry of Agriculture (report on the cross visit on the web page of the Ministry)*
- *Participation in national forums regarding the related legislation, working groups, networks*



Broader audience:

- *Participation on international conferences to disseminate and communicate the project results (Smart Island World Congress)*
- *Establishing cooperation with the SMILO Network*
- *Establishing cooperation with the Polish beekeepers*

Jan – Dec 2018	Creating an ecosystem of actors with whom to build new projects and disseminate on the national and international level the need to valorize HNV mosaic landscape of the islands. Publication of these events on social media, local radio and newspapers as well as on the national and EU HNV Link webpage and related social media pages.
Jan – June 2018	Organizing regional meetings and publicizing these visits in local and on-line media.
October 2018	Cross visit to Romania, publicizing the visits and the results of this visit in the local and national media



6. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews ?

Work done under this project allowed for an establishment of an islander ecosystem of actors that will foster sustainable development and the revitalization of HNVf in the islands. LAG 5 worked as a broker in this process. Innovation itself cannot be pushed but it is however possible to create the environment that will foster the innovation process and knowledge exchange. Through the creation of an ecosystem of actors we have established a “cloud” of information and the “environment” that fosters different approach to territorial development, an HNV approach. Projects build and projects that are being implemented on the margins of this projects as a side effect of HNV Link (funded through other programmes such as LEADER) shows that success of the the territorial approach to HNV and also underlines the importance of the role of a knowledge broker. Actor that has a role of creating shared, hybrid spaces that foster innovation and knowledge exchange environment





Common Template

Dealurile Clujului Est "Action Plan"

for brokerage activities on High Nature Value Innovation Projects

WP4 – Deliverable 4.7

Claire Bernard, WP4 Leader
François Lerin, Coordinator

Version V 0
18/12/2017



Why an Action Plan?

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

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

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

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

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

How to build and use it?

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

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



- To ensure coherence and complementarity of the different activities with a strategic innovation project of the area (the Vision) and its environmental and socio-economic dimensions

This Action Plan is thus conceived as an iterative and cumulative document. It is complementary to the generic “Guidelines” or “Methodologies” provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings. It will gradually include the different notes and reports that each LA will have provide after each activity.

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

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



Action Plan Coordinator: Ionel Mugurel, JITEA, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania

Contributors:

1. Diana Elena DUMITRAȘ, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania
2. Valentin Constantin MIHAI, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania
3. Iulia Cristina MUREȘAN, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Romania



Learning Area [DEALURILE CLUJULUI EST] “Action Plan”

for brokerage activities on High Nature Value Innovation Projects



From October 2017 to December 2018

Version V 2.0



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1. Starting point

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

- The HNV Vision: challenges & actors analysis (cf. for instance the discussions and results highlighted during session 1 of NM#2)

- The Innovation situation @ LA level: scoring (cf. for instance the discussions and results highlighted during session 2 of NM#2)

- The LA strategy: Innovation needs to be addressed as priorities (cf. for instance the discussions and results highlighted at the beginning of session 3)

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

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



1.1 HNV Vision of [Dealurile Clujului Est LA, Romania]

Date	Your text – notes – pictures/tables, etc.
(First draft 24/01/2018)	<p>Slogan <i>Working together key stakeholders in order to transform the HNV resources in comparative advantages!!!</i></p>
(Updated in November 2018)	<p>Short Description of the Vision</p> <p>After 1989, Romania has encountered an important political shift from a centralized state economy to one dominated by market forces. This process allowed starting the negotiations with the EU for the Romanian accession. The formal accession was achieved at the beginning of 2007. It was a challenging period in which almost all state companies activating in the industry collapsed and finally got bankrupted being replaced by small family households (1989 to 2000) and then by a mix between specialised farms and family households (2000 – to present). The livestock structure changed until 2003. The private household sector started to dominate the number of livestock flock. The absolute number of all livestock breeds sharply decreased in comparison with 1990. This phenomenon was extremely intense for cows and pigs breeding and less important for sheep that started to dominate the area.</p> <p>Due to above mentioned structural changes the key HNV habitats increased in the early years (1989 -2000) by applying low intensive techniques as a consequence of low input capital (Figure 1.a). These changes produced important agri-environmental consequences: 1. arable land mainly used in subsistence and semi-subsistence family households applied low intensive practices; some arable land areas were not farmed anymore and became pastures; 2. forestry areas slowly started to increase in size; 3. permanent pastures were farmed by applying traditional techniques; permanent meadows remained under grazed at the beginning of the period; Shrubs density increased on the permanent meadows and pastures.</p> <p>After 2007, the Romania adopted a simplified direct payment system – SAPS in the first CAP's pillar. The minimum eligible size criteria penalised from the start the small households (smaller than 1 ha) that started to disappear. The trend was further amplified by migration to the urban areas or abroad in order to find better income sources. High areas of arable land but also common pastures were used by the newcomers that applied new farming techniques. In the same time, 18,889 ha of the territory formed a Natura 2000 site with the name Dealurile Clujului Est (ROSCI0295) (Ministerial Ordonance 1864/2007). The Natura 2000 site covers around one third of the territory and population. Four agri-environment measures were introduced in the second CAP pillar for specific eligible areas. The agri-environment payments distribution shows high inconsistencies at the local level. Some of the communes are eligible for an agri-environment package designed to support</p>



the conservation of *Maculinea* butterflies (P6 in Borşa, Bonţida, Dăbâca and Panticeu). One commune is eligible only for HNV meadows packages (Vultureni) and the others only for green crops and ecological agriculture payments (Chinteni, Jucu, Apahida). The differences that exist in the agri-environment obligations (mowing allowed in package 6 only after mid-august; maximum breeding index per hectare) and the payment level can distort farming practices. Due to existing inconsistency for the designation of the eligible area and also due to the lack of information for farmers (proved in the field study) some of them became reluctant to apply for such payments. They are more attentive to the direct payments allocated per animal heads. The later type of payment (around 10 euro/ year/mother sheep) sustained the flock number increase that was observed in the last years for the commercial farms. For the households, the agri-environment packages, are hard to be accessed due to the existing mandatory thresholds (one hectare minimum farm size; 0.3 ha minimum plot size) and bureaucratic burdens. A Natura 2000 payment is not yet established for Romania though such subsidies can sustain the application of the local management plan that was developed for the above mentioned site.

Due to these main trends, the key HNV habitats started to decrease after 2007 (Figure 1.b). The common EU market and common labour force almost destroyed the household traditional farming practices. These changes produced several agri-environmental consequences: 1. arable land is mainly exploited in private farms organized as enterprises and not based on family labour; some arable lands still remain farmed in small family plots near the villages; 2. forestry areas increased in terms of size; 3. the area corresponding to the permanent pastures manually mowed sharply decreased; permanent meadows and some parts of the pasture started to be used by specialized sheep farms.

A HNV household is now in between two extreme decisions: one is to abandon land and to obtain incomes from other activities; or to intensify production such as to survive on the EU common market. The relatively highly intensive farms (specialized in sheep and cow breeding and in crop production) are now undergoing an intensification process. Without offering alternative markets for high value added products the intensification process will continue. The HNV habitats will remain only islands in the Natura 2000 site (Figure 1.c).

The Vision:

The HNV Vision means to introduce innovations that allow the development of high value added products linked with their HNV attributes. That means to sustain average size commercial farms in cooperative/associative structures in order to develop better income sources and to transform the HNV resources in comparative advantages (Figure 1.d). To produce the HNV vision means to work with the key local stakeholders such as to overcome the conflicting states that seem to exist between environmentalists (Natura 2000 site administrator; NGOs), administrative bodies (Payment Agency; Governmental



Regulations in the agri-environmental payment definitions and in the area of sanitary-veterinary regulations) and farmers.

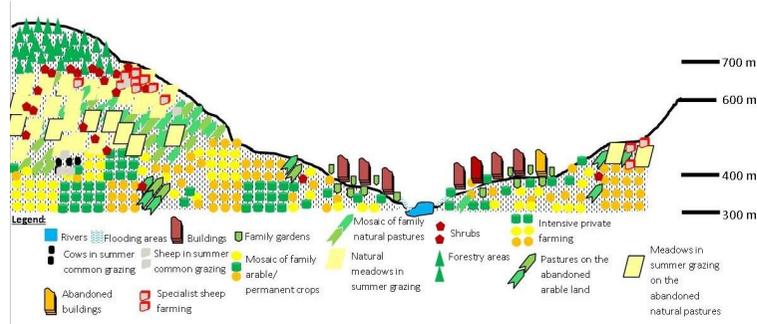


Fig. 1.a. Transect for the pre-accession EU period (1989 – 2007)

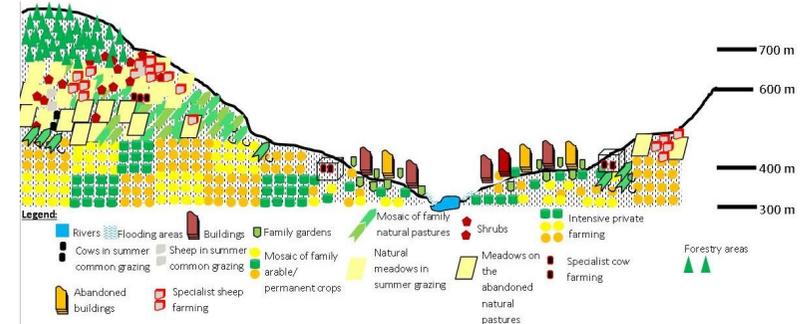


Fig. 1.b. Transect for the post accession EU period (2007 – present)

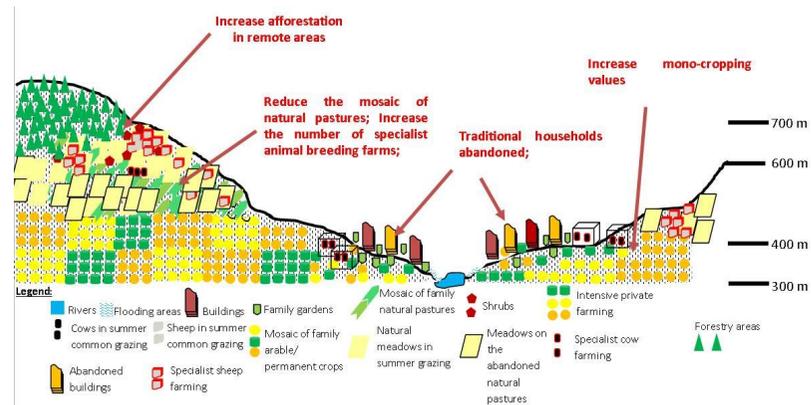
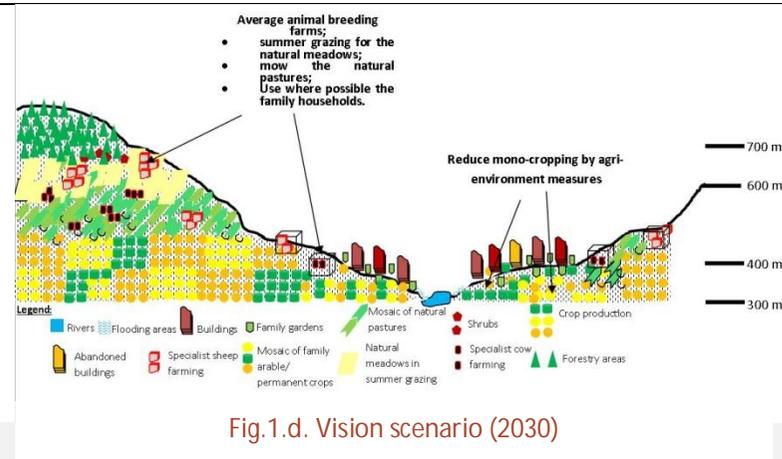


Fig. 1.c. Business as usual scenario (2030)





The BAU dynamics (Figure 2) suggest that Dealurile Clujului Est arrived in a key moment for the future of its HNV resources. There are driving forces (market; social; policy; conflicts between stakeholders etc) that have putted the traditional HNV household farming under pressure. On the other hand, the new farming structures are orientated towards profit. This reality started to alter the HNV resources. That is why the different stakeholders have to cooperate one with the other such as to assure a safe future for the HNV areas. The key challenge is to identify common interest points for the different actors such as to make them to work together.



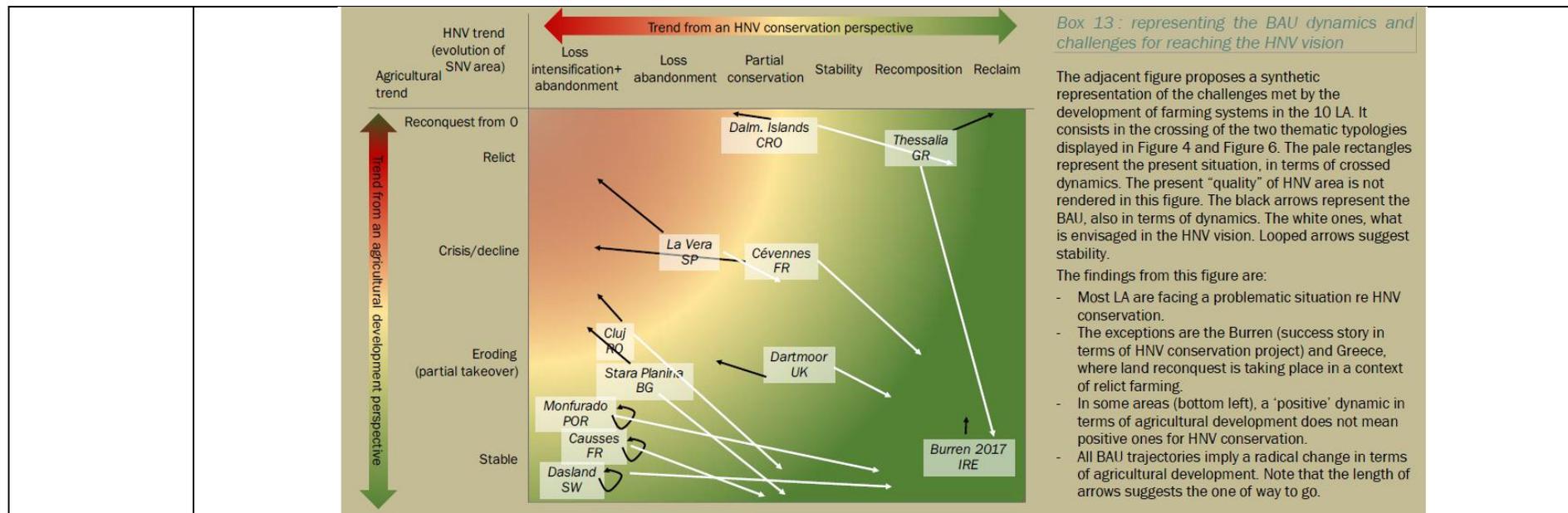


Figure 2 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

Actors' typology

The area is influenced by different actors that have different interests and expectations.

The farmers that used the land, but also the local inhabitants and land owners want to obtain decent incomes. In an open European market, it is hard for the young generation, to wait at the local level until they will obtain comparable revenues to those from the other EU member states. This is the reason why, in the last years, they emigrated in large numbers to urban areas or other EU countries.

Environmental NGOs and the Natura 2000 site administrator (Lepidoptera Association) mainly want to protect the vulnerable habitats. They created a management plan for the Natura 2000 site that has to be accomplished by the local inhabitants. The outcomes are conditioned by the acceptance and understanding degree obtained in different population and farmer types.

The local administrative units (city halls; city's councils; county's councils) created different development strategies. Some of



them recognized the HNV area as an asset that deserves to be better valorised. There are opposite views across these actors about how to use the HNV resources – promoting only tourism or a mix between the development of local products and agri-tourism.

The main outside actors that influence the HNV areas are:

- Food/ tourism consumers. In the last years, the share of domestic consumers of high qualitative local food increased. Also more and more Romanians are visiting the agro-touristic facilities. The trend is an opportunity that can be valorised by the small households that still apply traditional techniques;
- Agricultural policies/ other policies. Romania applies the Common Agriculture Policy measures. In the second pillar there are different measures that can help to invest in rural areas. The HNV farming has different agri-environment packages. The farmers lack real information about these measures and the administrative burden is considered to be too big for them;
- Researchers could bring ideas about how to valorise the HNV characteristics in a sustainable way;

Type of actor	Internal	External
Arbitrator	<p><u>Collective</u></p> <ol style="list-style-type: none"> 1. LAG Someș Arieș; Mayors and local councils; 2. Someș Arieș Cooperative (https://ro-ro.facebook.com/somes.aries); 3. The Association of Sheep Breeders "Someșeana" 4. Churches communities 	<p><u>Arbitrator</u></p> <ol style="list-style-type: none"> 1. Public bodies: Agency for Payment; National Government. 2. Research bodies: USAMV Cluj-Napoca (rural development; environment; food industry); University Babeș Bolyai (environment); Sapienta University (environment);.
Private	<p><u>Private</u></p> <ol style="list-style-type: none"> 1. Farmers, local entrepreneurs; 2. Local households. 3. Environmental NGO - Romanian Lepidopterological Society (custodian of the Natura 2000 site and the creator of the Management Plan for the Natura 2000 site) 	<p><u>External</u></p> <ol style="list-style-type: none"> 1. Environmental NGOs Mozaic Association (www.mozaic-romania.org); Association for Nature Conservation and Landscape Ecology (NaLa) ; ADEPT. 2. Agri Food clusters: Agrotransilvania Cluster. 3. National farmer association 4. Consultants: Civitas Foundation; 5. Other related research projects: Salsa Project; AgriSpin project; AgriLink project; Staccato Project http://www.staccato-project.net/ 6. Food/ tourism consumers.

Figure 3 : Actors involved to implement the HNV vision



1.2 The Innovation Situation in [Dealurile Clujului LA]

Date	Your text – notes – pictures/table
<p>(24/01/2018)</p> <p>(Updated in November 2018)</p>	<p>Innovation scoring</p> <p>HNV-LINK is the first comprehensive attempt to evaluate the HNV farming situation in Dealurile Clujului Est, by analysing the all four dimensions. Innovations were found in the area of regulations and policy area, related to the introduction of agro-environment CAP measures based on researches in the field and to the development of a management plan for the Natura 2000 site Dealurile Clujului Est. The management plan intends to support HNV farming, however there are some inconsistencies with the eligibility criteria of the agro-environment measures (Figure 4). In the area of farming techniques and management, innovation was found by using light machinery for mowing the HNV grasslands that maintains the biodiversity and their habitats. The on-line basket with organic vegetables was found in the area of products and markets.</p> <div data-bbox="757 767 1731 1329" data-label="Figure"> <p>Social and Institutional Score: 1</p> <p>Regulations and Policy Score 3</p> <p>Products and Markets Score 1</p> <p>Farming Techniques and Management Score 1</p> <p>What happen? 1. Initiative of local NGOs; 2. Institutional associations: eg. <u>LAG Somes Transilvan</u>; 3. Farmer's association (Somes-Aries Cooperative and Someseana Sheep Breeders Association). Needs: 1. Convince farmers and other actors to work with the HNVf concept; 2. Inform actors about the HNV opportunities to initialise the innovation process in a collaborative approach.</p> <p>What happen? 1. RD agro-environment measure: "Grasslands important for butterflies (<i>Maculinea</i> sp.)" targeted for some specific areas in the region; 2. Integrated management plan for the Easter Hills of Cluj (Natura 2000 site). Needs: 1. Adapt sanitary – veterinary rules;/CAP rules to HNV needs; 2. Land cadaster ;</p> <p>What happen? 1. On-line baskets with organic vegetables Needs: 1. Small processing capacities under cooperative system; 2. Local HNV brand product; 3. Develop alternative income sources (ecotourism, cyclotourism etc). 4. Alternative distribution channels;</p> <p>What happen? 1. Research the effects of different mowing techniques on the biodiversity of permanent meadows (manual versus light machineries); Needs: 1. Improve the management of the permanent meadows (low yields; extensive labour for manual mowing; high time consumption; high agro-environmental demands). 2. Introduce HNV innovations that fulfil the sanitary-veterinary norms needed for processing and direct selling</p> </div> <p>Figure 4 : Innovation scores in Dealurile Clujului Est LA</p>



	<p>Innovation priorities</p> <p>The priorities for the network using phase of the HNVLink project will respond to the needs that can be solved during one year time period. To start a long-term HNV innovation process in the region first and foremost it is necessary to convince key stakeholders to work together. This issue was clearly highlighted during the second HNVLink network meeting in Portugal when different LA presented their story. Thus in all examples with good HNV conservative status (the Burren; Dartmoor; Cevennes; Thessalia) this was the initial starting point. To do that, we as principal brokers, will have in the next period presentations to all interested stakeholders such as to identify possible commune projects that can sustain the HNVf practices based on good case examples.</p> <p>After that, the representative of the key stakeholders that will want to cooperate in the implementation of common projects such as to address the needs identified in figure 4 will be invited to visit good practices examples in Romania or in other LAs.</p>
(dd/mm/year)	<i>Updates</i>
(dd/mm/year)	<i>Updates</i>



1.3 The [Dealurile Cluj Est LA] strategy as HNV Learning Area: making choices

Date	Your text – notes – comments - pictures/table
(24/01/2018)	<p>Overall Objectives</p> <p>Goals:</p> <ul style="list-style-type: none"> - initialised cooperation projects to support long term HNV innovation process; - lobby to national authorities about the need to reform CAP acquis and to relax the sanitary-veterinary regulations; - inform the regional/national public about the importance of the HNVf techniques and landscapes. <p>Priorities</p> <p><u>Priority 1. Social and institutional:</u> identify common HNV projects promoted by different stakeholders. This is the key issue for a sustainable HNV innovation process in the region. The good practice examples can convince other actors to get involve and to work together in the future.</p> <p><u>Priority 2. Product and market:</u> educate/inform farmers about how to sell high-value added HNV products. The future of the HNV farming practices is conditioned by the capacity of obtaining correct incomes. Unfortunately at this moment the farmers have no recognised local HNV product to sell on the market.</p> <p><u>Priority 3. Regulations and policy:</u> inform/educate farmers about the management requirements in different agri-environment measures and about how to certify small processing capacities units accordingly to sanitary-veterinary regulations.</p> <p>Specific Objectives</p> <p><u>Priority 1. Social and institutional</u></p> <ul style="list-style-type: none"> - promote at least one HNV commune project sustained by different stakeholders in the Region (NGOs; farmers; research institutions); - create good case examples in the region that can solve the HNV innovation needs; - identify HNV innovation opportunities for the farmer's associations/cooperatives. <p><u>Priority 2. Product and market:</u></p> <ul style="list-style-type: none"> - offer information about how to develop value added-products; - identify farmers willing to develop a common HNV product brand in a associative approach;



Priority 3. Regulations and policy:

-identify burdens/opportunities in the current acquis related to agri-environment and sanitary-veterinary regulations.

Main Actions

Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)

Actions for priority 1. Social and institutional: identify common HNV projects promoted by different stakeholders.

- meet all representative stakeholders such as to identify possible future commune projects.
- develop and then apply for funding with common HNV collaborative projects in the region. The minimum target threshold is to have at the end of the using phase at least one HNV innovation project in the region that will address the needs in a collaborative approach;
- visit good-case examples in Romania or in other LAs that will address the issues from priority 1 and 2;
- inform the regional/national public about the importance of the HNVf techniques and landscapes.

Action for priority 2. Product and market: educate/inform farmers about how to sell high-value added HNV products

- create guides for good-case examples of farmers that sell high-value added HNV products. Present alternative distribution channels and niche markets;
- inform/educate farmers about how they can use the good-case scenario in their farms;

Action for priority 3. Regulation and policy:

- create guides presenting the management practices needed to fulfil the agri-environment requirements from the national RDP (HNV meadows; HNV meadows important for butterfly protection); Present the minimum management practices needed to achieve the requirements presented in the Management plan of the Natura 2000 site Dealurile Clujului Est.
- inform/educate farmers about the minimum management requirements.

Actors

Priority	Direct beneficiaries/direct benefits	Attendees
<u>Priority 1. Social and institutional</u>	<p style="text-align: center;"><u>Private</u></p> <ol style="list-style-type: none"> 1. Farmers – develop long term HNV projects with different stake-holders; 2. Local households – stop the decline process; 3. Environmental NGOs – reduce conflicts with the 	<p style="text-align: center;"><u>Arbitrator</u></p> <ol style="list-style-type: none"> 1. Research bodies: USAMV Cluj-Napoca (rural development; environment; food industry) ; University Babeş Bolyai (environment); Sapienta University (environment);- work in projects



		<p>other stake-holders (especially farmers)</p> <p><u>Collective</u></p> <ol style="list-style-type: none"> 1. LAG Someș Arieș – use the resources from the local development strategy to valorise important local resources (HNV resources); 2. Local breeders associations (Someș Arieș Cooperative and The Association of Sheep Breeders “Someșeana”) – work with other stake-holders to solve marketing/farming techniques needs; 	<p>orientated to solve specific problems; use education materials.</p> <p><u>External</u></p> <ol style="list-style-type: none"> 1. National environmental NGOs – identify alternative approaches for the HNV innovation process 2. Other related research projects: Salsa Project; AgriSpin project; AgriLink project; Staccato Project http://www.staccato-project.net/ - find information exchange platform. 3. Food/ tourism consumers – learn about the importance of local HNV landscapes and farming practise;
	<u>Priority 2. Product and market</u>	<p><u>Private</u></p> <ol style="list-style-type: none"> 1. Farmers – identify products and market niches; 2. Local households – stop the decline process; <p><u>Collective</u></p> <ol style="list-style-type: none"> 1. Mayors/local councils – promote practices that can increase the incomes obtained by the local population; 2. Local breeders associations (Someș Arieș Cooperative and “Someșeana” Sheep Breeders Association) – increase the incomes obtained by their members. 	<p><u>External</u></p> <ol style="list-style-type: none"> 1. National environmental NGOs – identify alternative approaches for the HNV innovation process. 2. Food/ tourism consumers – consume local HNV products; 3. Agri Food clusters: Agrotransilvania Cluster – have local products to sell on the market.
	<u>Priority 3. Regulations and policy</u>	<p><u>Private</u></p> <ol style="list-style-type: none"> 1. Farmers – understand the agri- environment requirements (national AES; local management plan); understand the sanitary-veterinary burdens; 2. Local households – stop the decline process; 3. Environmental NGOs – reduce conflicts with the 	<p><u>External</u></p> <ol style="list-style-type: none"> 1. National environmental NGOs – identify alternative approaches for the HNV innovation process. 2. Food/ tourism consumers – use local public goods;



		<p>other stake-holders (specially farmers) <u>Collective</u></p> <ol style="list-style-type: none"> 1. LAG Someș Arieș – use the resources from the local development strategy to valorise important local resources (HNV resources); 2. Local breeders associations (Someș Arieș Cooperative and “Someșeana” Sheep Breeders Association) – apply for agri-environment programmes. 	<ol style="list-style-type: none"> 3. Public sanitary-veterinary institutions – adapt acquis to the farmer’s needs; 																																																																																				
<p>Risks</p> <p>The capacity to mobilise different actors in the implementation of the strategy is the main risk. It will be minimize by stressing the possible advantages obtained by different stake-holders at the end of their enrolment. Also there is the risk that the common projects will not be finance by the public authorities.</p> <p>Best Practices</p> <p>The other LA can use the consultative approach already validated in Dealurile Clujului Est in the base-line assessment (presentations; seminars; meetings etc).</p> <p>Timeline</p> <table border="1" data-bbox="566 1007 1919 1399"> <thead> <tr> <th>Priority/Activity</th> <th>L1</th> <th>L2</th> <th>L3</th> <th>L4</th> <th>L5</th> <th>L6</th> <th>L7</th> <th>L8</th> <th>L9</th> <th>L10</th> <th>L11</th> </tr> </thead> <tbody> <tr> <td><u>Priority 1</u></td> <td></td> </tr> <tr> <td>A1. Meet representative stakeholders</td> <td>X</td> <td>X</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>A2. Develop common HNV collaborative projects</td> <td></td> <td>X</td> </tr> <tr> <td>A3. Visit good-case examples in Romania or in other LAs</td> <td></td> <td></td> <td>X</td> <td>X</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>X</td> <td></td> </tr> <tr> <td>A4. Inform regional/national public about the importance of the HNVf</td> <td></td> <td>X</td> </tr> <tr> <td><u>Priority 2</u></td> <td></td> </tr> </tbody> </table>				Priority/Activity	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	L11	<u>Priority 1</u>												A1. Meet representative stakeholders	X	X										A2. Develop common HNV collaborative projects		X	X	X	X	X	X	X	X	X	X	A3. Visit good-case examples in Romania or in other LAs			X	X						X		A4. Inform regional/national public about the importance of the HNVf		X	X	X	X	X	X	X	X	X	X	<u>Priority 2</u>											
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<u>Priority 2</u>																																																																																							



		B1. Create guides for good-case examples of high-value added HNV products.	X	X	X								
		B2. Inform/educate farmers				X	X	X	X	X	X	X	X
		<u>Priority 3</u>											
		C1. Create guides for agri-environment requirements/sanitary-veterinary rules;	X	X	X								
		C2. Inform/educate farmers				X	X	X	X	X	X	X	X
		L1: February 2018;											
(20/11/2018)	Update	<p>Specific Objectives</p> <p><u>Priority 1. Social and institutional</u></p> <ul style="list-style-type: none"> - promote at least one HNV commune project sustained by different stakeholders in the Region (NGOs; farmers; research institutions); - create good case examples in the region that can solve the HNV innovation needs; - identify HNV innovation opportunities for the farmer's associations/cooperatives. <p><u>Priority 2. Product and market:</u></p> <ul style="list-style-type: none"> - offer information about how to develop value added-products; - identify farmers willing to develop a common HNV product brand in a associative approach; <p><u>Priority 3. Regulations and policy:</u></p> <ul style="list-style-type: none"> - identify burdens/opportunities in the current acquis related to agri-environment and sanitary-veterinary regulations. <p>Main Actions</p> <p>Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)</p> <p><u>Actions for priority 1. Social and institutional:</u> identify common HNV projects promoted by different stakeholders. For this specific priority there were identified local actors (researchers, farmers, NGOs) that started the process of creating an Operational Group in the Romanian RDP. The group wanted to find research solution that can link the final product (milk; cheese) to the meadows characteristics. Unfortunately, the financing process that demanded spending supported by the applicants at the beginning of the project that are only later reimbursed by the RD have acted as a barrier. At the</p>											



end the project proposal could not be submitted for financing in the first call of tenders (April 2018).
- visit good-case examples in Romania or in other LAs that will address the issues from priority 1 and 2.
Organise cross-visits with representative stakeholders (farmers; NGOs; researchers; LAGs; consultants etc) in Romania and abroad to learn from practical innovative solutions.
- inform the regional/national public about the importance of the HNVf techniques and landscapes.
Action for priority 2. Product and market: educate/inform farmers about how to sell high-value added HNV products
- create guides for good-case examples of farmers that sell high-value added HNV products. Present alternative distribution channels and niche markets;
- inform/educate farmers about how they can use the good-case scenario in their farms;
Organise cross-visits with representative stakeholders (farmers; NGOs; researchers; LAGs; consultants etc) in Romania and abroad to learn from practical innovative solutions. Prepare a guide where to present the market/niche solutions.

Action for priority 3. Regulation and policy:
- create guides presenting the management practices needed to fulfil the agri-environment requirements from the national RDP (HNV meadows; HNV meadows important for butterfly protection); Present the minimum management practices needed to achieve the requirements presented in the Management plan of the Natura 2000 site Dealurile Clujului Est.
- inform/educate farmers about the minimum management requirements.
Organise cross-visits with representative stakeholders (farmers; NGOs; researchers; LAGs; consultants etc) in Romania and abroad to learn from practical innovative solutions. Prepare a guide where to present the regulation and policy demands.



2. Innovation exchanges – Cross Visits

2.1 Visit Report(s)

(24/01/2018)

Date, Place, Innovation Cases visited and participant list

Date and place will be established after the first month of the action plan. In the first month both the local stake-holders but also the possible hosts LAs will be consulted to identify the best possible moment for the cross-visits.

Cases to be visit: HNV association examples; High-value added HNV products; Alternative income sources (cicloturism; ecoturism);

Place: National: Tarnava Valey, ADEPT Foundation or Dornelor Area; Abroad: LAs: Stara Planina (Bulgaria) or Thessalia (Greece).

- Reasons of the choice of the cross-visit

Reasons – to promote good –case scenarios in the area of social and marketing innovation; to give local stake-holders the possibility to learn from other experiences; to give incentives to the local stake holders for commune projects.

- Expectations of the participants

To be established after the consultative process (end of February).

- Expectations for the Learning Area

- Narrative: who, when, where, what?

To be established after the consultative process (end of February).

- Lessons learnt: for the participants – and at the scale of the Learning Area

To be established after the visits (end of May or end of November);

- To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to?
How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?



(Update 20/11/2018)

Visit 1 – National: Viscri/Saschiz, Târnava Mare, Romania (25th-27th fo June 2018).

Cases to be visit: HNV association examples; High-value added HNV products; Alternative income sources (cicloturism; ecoturism);

Place: National: Tarnava Valey, ADEPT Foundation;

Reasons – to promote good –case examples in the area of social and marketing innovation; to give local stake-holders the possibility to learn from other experiences; to give incentives to the local stakeholders for commune projects.

Expectations of the participants

- to see and understand inspiring HNV innovations shared by a motivated group of farmers, LAG members, NGOs, veterinary and advisory experts in the visited region. Expectations for the Learning Area

Narrative: who, when, where, what?

Between 25-27 of June 2018, a group of 12 stakeholders from the Western Stara Planina Region, Bulgaria visited the Târnava Mare region, Romania. The group consisted of researchers, advisors, farmers, producers, LAG representatives, (see the list of participants from Bulgaria, in the detailed report). The visit was also attended by a group of 11 key actors from Dealurile Clujului Est, Romania (see the list of participants in the detailed report – Visit report to Viscri). The Romanian team consisted of researchers, farmers, LAG representatives. The Romanian team was accompanied by Maite Puig de Morales, the HNV-Link representative.

Lessons learnt: for the participants – and at the scale of the Learning Area

The cross-visit to Tarnava Mare, Romania accomplished its objectives. There were exchanges of ideas, debates, contact exchanges for future connections between farmers from the two learning area, a lot of HNV innovations like: SES Fruleco / Food Processing Unit; grazing management practices; Viscri Association and milk collection point;

Some nice statements: .-“As a custodian of Nature 2000 site Eastern Hills of Cluj, I was very interested to find out new methods, through which farmers can increase the value of their products (with positive implications on both the quality of life and on the of grassland with high natural value). During the visit we had the opportunity to see up close such "innovations" as: the milk collection centre, centre for fruit and vegetable processing, tourist information centre, farms equipped with solar panels, traditional ceramic workshop etc. Even though some aspects can still be improved (e.g. lowering of the load of animals/ha), ADEPT team efforts invested in Natura 2000 site, Sighișoara-Târnava Mare are to be admired. I am grateful to the team from USAMV Cluj-Napoca, which through the HNV-Link project made the visit possible in the area Saschiz and Viscri” (Andrei Crișan, researcher, www.lepidoptera.ro).



To what extent those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?

Educate/inform stakeholders about how to sell high-value added HNV products. The future of the HNV farming practices is conditioned by the capacity of obtaining correct incomes. Inform/educate stakeholders about the management requirements in different agri-environment measures and about how to certify small processing capacities units accordingly to sanitary-veterinary regulations.

If it was possible to do it again.... What would be the same? What would be different?

The moment of the visit was criticised by some participants. They rather prefer the wintertime. This could not be assured by the project due to our timeline constraints.

Visit 2 – Abroad: Dealurile Clujului LA – Romania, cross-visit to LA Western Stara Planina, Bulgaria (04th-07th of July 2018).

Cases to be visit: . Linbul farm represents new innovative farming system for the region (beef grass-fed cows). It uses smart management techniques of the HNV grasslands (rotational grazing), on-line marketing of the meat products and participation in HNV agri- environment schemes and Natura 2000 measures. See and test new HNV innovative dairy products (yogurts and honey; cheese with fruits inside etc). Food from the Mountain innovative associative structure.

Place: Western Stara Planina, Bulgaria

Reasons – to promote good –case scenarios in the area of social and marketing innovation; to give Romanian stake-holders the possibility to learn from other experiences; to give incentives to the local stake holders for associative projects.

Expectations of the participants

- to see and understand inspiring HNV innovations shared by a motivated group of farmers, LAG members, NGOs, veterinary and advisory experts in the visited region.

Expectations for the Learning Area

- to implement HNV innovations to achieve the LA Vision;

Narrative: who, when, where, what?

Between 04th-07th of July, a group of 10 stakeholders from Dealurile Clujului LA, Romania visited the Stara Planina Region, Bulgaria. The group consisted of researchers, advisors, farmers, producers, LAG representatives



Lessons learnt: for the participants – and at the scale of the Learning Area

The cross-visit accomplished its objectives. There were exchanges of ideas, debates, contact exchanges for future connections between farmers from the two learning area, a lot of innovations and nice memories to take home for both teams.

To what extent those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?

Educate/inform stakeholders about how to sell high-value added HNV products. The future of the HNV farming practices is conditioned by the capacity of obtaining correct incomes. Inform/educate stakeholders about the management requirements in different agri-environment measures and about how to certify small processing capacities units accordingly to sanitary-veterinary regulations. Use the positive experiences from "Food from the mountain" farmers' association to achieve the Dealurile Clujului Est Vision.

If it was possible to do it again.... What would be the same? What would be different?

The moment of the visit was criticised by some possible participants. They rather prefer the wintertime. This could not be achieved due to our timeline constraints.

Visit 3 – Abroad: Irlanda: Dealurile Clujului LA – Romania, cross-visit to The Burren, Ireland (24th -28th of October 2018).

Cases to be visit: associative structures with different stakeholders around the HNV farming concept; regional/local HNV Life projects; management of the environment-result based payment schemes

Place: : Gort & Kinvara, Co. Galway, The Burren, Ireland

Reasons; to give Romanian stake-holders the possibility to learn from other experiences; to give incentives to the local stake holders for associative projects; to see and to understand how to develop regional/local HNV Life projects; to learn from the Irish experience about the management of the environment-result based payment schemes

Expectations of the participants

- to see and understand inspiring HNV innovations shared by a motivated group of stakeholders; to learn how to create/manage integrate Life projects.

Expectations for the Learning Area

- to implement HNV innovations to achieve the LA Vision;



Narrative: who, when, where, what?

Between 24th-28th of October 2018, a group of 5 stakeholders from Dealurile Clujului LA, Romania visited the The Burren Area in Ireland. The group consisted of researchers and LAG representatives.

Lessons learnt: for the participants – and at the scale of the Learning Area

The cross-visit accomplished its objectives. There were exchanges of ideas, debates, contact exchanges for future connections between farmers from the two learning area, a lot of social/policy innovations.

To what extent those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?

Inform/educate stakeholders about the management requirements in different agri-environment Use the positive experiences from The Burren and Hen Harrier Life Projects.

See for instance the statement made by Irina Muresan:

“it was an excellent opportunity to participate to this event to see examples of good practice in sustainable agriculture and rural development. We will communicate to the local actors and farmers that their actions have a great impact on biodiversity and environment. Moreover, we will also communicate the importance of cooperation between all stakeholders in the area.”

If it was possible to do it again.... What would be the same? What would be different?

Some NGOs representatives were not available for the visit.

2.2 A Host Report(s)

Visit 1 –Dealurile Clujului Est and Viscri/Saschiz, Târnava Mare, Romania (25th-27th fo June 2018).

Visiting LA: Western Stara Planina Region HNV-Link partner: STEP Foundation Bulgaria

Cases to be visit: HNV association examples; High-value added HNV products; Alternative income sources (cicloturism; ecoturism);

Place: Romania: Dealurile Clujului Est (LAG) and Tarnava Valey (ADEPT Foundation);



Reasons – to promote good –case scenarios in the area of social and marketing innovation; to give local stake-holders the possibility to learn from other experiences; to give incentives to the local stake holders for commune projects.

Expectations of the participants

- to see and understand inspiring HNV innovations shared by a motivated group of farmers, LAG members, NGOs, veterinary and advisory experts in the visited region. Expectations for the Learning Area

Narrative: who, when, where, what?

Between 25-27 of June 2018, a group of 12 stakeholders from the Western Stara Planina Region, Bulgaria visited the Târnava Mare region, Romania. The group consisted of researchers, advisors, farmers, producers, LAG representatives, (see the list of participants from Bulgaria, in the detailed report).

Lessons learnt: for the participants – and at the scale of the Learning Area

The cross-visit to Tarnava Mare, Romania accomplished its objectives. There were exchanges of ideas, debates, contact exchanges for future connections between farmers from the two learning area, a lot of innovations and nice memories to take home for both teams.

To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?

The Bulgarian team was impressed especially by two aspects: - "the association of farmers (...) we asked a lot of questions about this aspect and we are going to speak with our authorities to make changes in legislation in order to encourage the association"; - "we were impressed by SES Fruleco, which was created 11 year ago, at first to show the best practices for farmers (...) but then it turned out to be a place where farmers can produce and sell their products in a better way, while respecting the food safety conditions. This initiative can be easily replicated in Bulgaria and these are the messages we are going to *take home*." (Vyara Stefanova, researcher, HNV-link, STEP)..

If it was possible to do it again.... What would be the same? What would be different?

The moment of the visit was criticised by some participants. They rather prefer the wintertime. This could not be assured by the project due to our timeline constraints.



Visit 2 –Dealurile Clujului Est and Viscri/Saschiz, Târnava Mare, Romania (1st - 4th of October 2018).

Visiting LA: LAG5 Croatia

Cases to be visit: HNV association examples; High-value added HNV products; Alternative income sources (cicloturism; ecoturism);

Place: Romania: Dealurile Clujului Est (LAG) and Tarnava Valey (ADEPT Foundation);

Reasons – to promote good –case scenarios in the area of social and marketing innovation; to give local stake-holders the possibility to learn from other experiences; to give incentives to the local stake holders for commune projects.

Expectations of the participants

- to see and understand inspiring HNV innovations shared by a motivated group of farmers, LAG members, NGOs, veterinary and advisory experts in the visited region. Expectations for the Learning Area

Narrative: who, when, where, what?

Between 1st and 4th of October 2018, a group of 6 stakeholders from Dalmatian Islands visited the Dealurile Clujului Est LA and Târnava Mare region, Romania. The group consisted of advisors, farmers and LAG representatives, (see the list of participants from Croatia in the detailed report)

Lessons learnt: for the participants – and at the scale of the Learning Area

The cross-visit to Tarnava Mare, Romania accomplished its objectives. There were exchanges of ideas, debates, contact exchanges for future connections between farmers from the two learning area, a lot of innovations and nice memories to take home for both teams.

To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?

The Croatian team was impressed especially by: the association of farmers; alternative income sources; and the integrated approach of valorising the HNVf resoruces.

If it was possible to do it again.... What would be the same? What would be different?

- No suggestions.



2.3 Next steps and follow-up activities?

Date	Your text – notes – pictures/table
(20/11/2018)	<p>1. Several key local actors (researchers, farmers, NGOs) started the process of creating an Operational Group in the Romanian Rural Development Programme (RDP). The group wanted to find research solution that can link the quality of the final product (milk; cheese) to the meadows characteristics. Unfortunately, the financing process that demanded spending supported by the applicants at the beginning of the project that are only later reimbursed by the RD, have acted as a barrier. At the end the project proposal could not be submitted for funding in the first RDP call of tenders (April 2018). There are participation lists signed by the participants wanted to create the Operational Group.</p> <p>2. Someseana Breeders Association started the process of implementing a mobile slaughterhouse in the communes covered by the project (https://ro-ro.facebook.com/AsociatiaCrescatorilorDeAnimaleSomesana/).</p> <p>3. The LAG Somes Transilvan financed one farmers association to develop HNV food products from HNV orchards in Vultureni Commune.</p> <p>4. The LAG Somes Transilvan financed one project to develop a local marketing brand for the food products linked with the HNV resources. The HNVLink Romanian team was consulted during the process.</p> <p>5. The Moldovan Meat Processing Factory offers to buy HNV meat coming from Dealurile Clujului Est. The proposition was engaged during the Regional LA meeting. The farmers have to work together to a common specification guide (this is to be developed in the near future) (https://www.carmangeriamoldovan.ro/ro/).</p> <p>The Romanian North-West Development Region acknowledges the HNV farming as being an intelligent specialisation strategy for the regional development in the period 2020 – 2027. This was done after presenting the HNVLink results to several regional stakeholders meetings. HNVf will have special research funding to answer the HNV research needs.</p>



3. LA regional meeting(s)

The following paragraphs represent the first attempts in organising the Regional LA Meeting. The final guideline will be provided in the coming weeks after having the results of contacting different local/regional actors that should be involved in the process. That process will establish costs amounts and also actors availability.

Main objective of the LA Regional meeting: it should be organised in a representative regional event to assure maximum impacts to the target audience. In the meeting should be involved different regional/national stakeholders that can assure the maximum visibility for the event. The goal is to promote the HNVf concept in Romania and also its needs and possible solutions as identified in the project.

Possible approaches:

In order to achieve the goal of the event it should be organised as a workshop/round table in a representative regional/national event.

Regional/national representative events where to organise the regional LA meeting:

There are several events at the regional level that will be further investigated as possible regional meetings places in the next period:

1. AGRARIA Agricultural Fair (19 - 22 of April 2018, in Tetarom III, Jucu, Cluj) (<http://www.agraria.info.ro/>). It is the main regional agricultural event of the year that it is placed exactly in the learning area.
2. 17th International Symposium "Prospects for the 3rd Millennium Agriculture" organised at the end of September by the University of Agricultural Sciences and Veterinary Medicine from Cluj-Napoca (<http://symposium.usamvcluj.ro/>).

Preliminary concept note for the regional meeting:

Objectives:

- ü Discuss and validate the problems/opportunities of the HNVf practices in Romania based on suggestive local/national examples;
- ü Discuss the most significant needs for innovation (gaps) in the LA/Romania, in order to overcome the barriers, including existing innovations in LA and beyond. Emphasise the regulatory burdens and solutions.



Date and Location: AGRARIA Agricultural Fair or the 17th International Symposium “Prospects for the 3rd Millennium Agriculture” (date to be confirmed)

Duration: 3 hours

Participants: 50 to 100 persons accordingly to their availability (politicians that can promote/are willing to promote the HNV concept in Romania; project partners; experts and partners from other relevant projects in the region; farmers and cooperatives from the region/outside the region; key environmental NGO from the region/outside the region; researchers; the HNV-LINK team etc.)

Preliminary agenda

Table 1. Provisional Agenda

20 minutes	Welcome. Short presentation of the HNV concept; Project results underlining the needs and the opportunities (innovations);	
	Presentation of participants and the agenda of the day	
20 minutes	Key speaker 1 – Presentation about the HNV concept and problems at the EU level (to be identified)	
20 minutes	Key speaker 2 – Local/national politician underling key challenges	
20 minutes	Key speaker 3 – Local/national NGOs representative underling key challenges	
20 minutes	Key speaker 4 – Local/national research representative from other similar projects	
20 minutes	Key speaker 5 – Local/national farmer representative	
30 minutes	Questions and answers session	

Update (November/2018).

MAIN STEPS IN ORGANISING THE LA REGIONAL MEETING

Step 1. Elaboration of the Regional Meeting Action Plan – by mid of March 2018 (document send to the project Coordinator see above);

Step 2. Contact Audience, Participants, Stakeholders etc

Mid of March 2018 – 20 of April 2018



The target audience was contacted by email or by phone (SMS or direct call). Several materials were created in order to promote/organise the LA regional meeting:

- Invitations send to the key speakers by email (Annexe 1). Confirmations were obtained by 10 of April 2018. Transport and accommodation was organised for several key speakers that asked for such facilities.

Date and Location: Agraria FAIR. <http://www.agraria.info.ro/>

Duration: 3 hours

Participants: 90 persons.

The final agenda:

Table 2. Final Agenda of the Regional LA Conference Dealurile Clujului Est

Time period	Activity	Speaker
10.00 – 10.20	Registration	-
10.20 – 10.25	Welcome message	Dr. Ioan Aurel CHERECHEȘ, Cluj County Prefect
10.25 – 10.40	Welcome message. Brief presentation of the concept of HNV agriculture. Trends identified in Dealurile Clujului Est area. Innovations adapted to the needs of HNV agriculture. Presentation of participants and agenda.	Prof. dr. Ionel-Mugurel JITEA USAMV Cluj-Napoca
10.40- 11.00	Measures available for HNV farming in the new Common Agricultural Policy (2020 -2027)	Dr. Koorberg PILLE, EIPAgri, European Commission
11.00- 11.10	The uniqueness and the meaning of Transylvanian High Nature Value grasslands.	Prof. dr. Laszlo RAKOSY, University Babes-Bolyai Cluj-Napoca and Manager of the Custodian for the Natura 2000 Site Dealurile Clujului Est
11.10- 11.20	Evolution of the knowledge and innovation system adapted to HNV agriculture in Romania and the EU.	Dr. Mark REDMAN, Rural Development Specialist European Commission, Project Manager H2020 SALSA.
11.20- 11.30	Innovative solutions for manure storing in small-scale HNV farming	Mihai CONSTANTINESCU, Agriculture specialist Ministry of Waters and



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		Forests, Romanian Government
11.30- 11.40	HNV innovations developed in the Tarnava Mare area, Romania	Răzvan POPA , Vice-president ADEPT Foundation
11.40- 11.50	Financing solutions for small HNV farmers in the Local Development Strategy of LAG Someș Transilvan	Irina MUREȘAN, Manager LAG Someș Transilvan
11.50- 12.00	Opportunities and barriers in the development of local products from the HNV meadows in Dealurile Clujului Est Area	Mihai HORVAT, Bălțată Românească cattle breeder in Dăbâca commune; Someș Arieș Cooperative
12.00 – 12.10	HNV agriculture within the AgroTransilvania Cluster	Prof. dr. Felix ARION Manager AgroTransilvania Cluster
12.10 – 13.00	Questions and discussions	

- Promote the LA regional meeting by email to targeted audience; A list of the targeted audience is presented below. The same email was send to the academic staff of the University of Agricultural Sciences and Veterinary Medicine from Cluj-Napoca, Romania (approximately 300 staff and 500 students targeted by the email).



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4. Dissemination & communication activities:

<i>Communication actors</i>	<i>Communication channels</i>
<i>Local/regional actors</i>	<p><i>Local meetings/Workshops</i> <i>On-line/print materials</i> (guides for valorising HNV value-added products; guides to assess agri-environment measures; to fulfil the agri- environment requirements from the local Natura 2000 management plan; guides for sanitary-veterinary rules for certifying small-processing facilities); <i>On-line information platform</i> – create and then sustain an on-line platform where farmers can ask questions about the HNV problems in order to obtained answers from researchers/other farmers; Other communication activities: Social media communication; Press releases; etc.</p>
AKIS	<p><i>Regional meeting</i> <i>On-line information campaign</i> (HNV innovation needs; HNV regulatory gaps); <i>Television/Press release</i>; <i>Collaborate with other national project</i> AgriLink project</p>
<i>Broader audience</i>	<p><i>Regional meeting</i> <i>On-line information campaign</i> (HNV concept; HNV public goods); <i>Television/Press release</i>;</p>



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

The HNVLink project was implemented in several rural Romanian communities where a lot of changes were observed in the last years: strong shifts in the agricultural practices due to the new Common Agricultural Policy Rules and the Common Market pressures that caused intensification or abandonment accordingly to the land agricultural potential; highly environment demands due to the Natura 2000 site recognition that produced tensions between farmers/rural community and the environment dwellers; a rural population that started to lose some of the local traditions being replace by new comers that moved in some of the peri urban areas. The initial phase of the project was devoted to collect information about the needs of the key local stakeholders (farmers; NGOs; policy makers; researcher etc) and to build trust by presenting alternative innovative solutions identified in/or by the HNVLink network. Based on the trust created in the first part of the project most of the tensions accumulated between environmentalists and farmers were transformed in potential comparative advantages of the region. The cross-visits and the deliverables of the HNVLink project (HNV Innovation Atlas; Innovations research tool etc) allowed to some of the key stakeholders to move forward in implementing the local HNV vision by: developing a local brand; creating local cooperatives such as to improve the value added of the local products; implementing HNV technological innovations like a mobile slaughterhouse etc. In the process of implementing the HNVLink vision the network of "innovation brokers" increased with at least 20 local stakeholders that participated in the cross-visits and 4 former students that after internships in the Local Action Group and in one local farmers association are working now at the local level. The success of the "innovation broker" process is explained by the HNVLink methodology that left enough freedom to the local project team to adapt to the local realities but also by the capacity of the local project team to communicate accordingly to the local stakeholders' level of understanding. The future is for those stakeholders that are willing to change and not for those that are only complying by perturbation factors. The number of the stakeholders belonging to the first group is unfortunately small but they are the key milestones for a bright HNV future!



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



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Action Plan Coordinator: Stefanova, VYARA, STEP

Contributors:

- 1. Kazakova, YANKA, STEP



Learning Area Western Stara Planina (Bulgaria) “Action Plan”

for brokerage activities on High Nature Value Innovation Projects



From October 2017 to December 2018

Version V 2.0



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1. Starting point

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

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

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

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

1.1 HNV Vision of [Name of the LA]

Date	Your text – notes – pictures/tables, etc.
(29/01/2018)	<p data-bbox="371 788 465 828">Slogan</p> <p data-bbox="371 828 1352 900">Unhide the HNV farming values of WSP Working together for the future of HNV (farmers, communities, consumers)</p> <p data-bbox="371 943 779 983">Short Description of the Vision</p> <p data-bbox="371 983 2013 1134"><i>(short summary of the Vision explaining why it is challenging the Business as Usual scenario provided in you Baseline Assessment – what are the expected impacts or changes both from an HNV conservation perspective (evolution of semi-natural vegetation) on the LA and on the agricultural situation? keeping in mind WP1’s moto: “development in HNV areas in not the same as development for HNV in rural area” – you may want also to refer to the Atlas’s trajectories...)</i></p> <p data-bbox="371 1177 2013 1367">The HNV Vision for WSP is “Agricultural modernization taking into account natural and cultural heritage in the region” Farming activities and production methods reflect the specificities of the LA: pastoralism, maintenance of the landscape and nature values, protection of natural sites and protected areas, but also HNV farmland outside the protected areas; all farmers have access to grasslands near their farms. Long-term contracts for municipal pastures. Forests and grasslands routes and watering places are restored.</p>



Farmers (medium-size, family farms) are well informed, open to novelties providing better biodiversity conservation, using appropriate equipment, applying new technologies.

Cooperation and interaction between all stakeholders to increase social cohesion, rediscovery of local traditions and events that lead to joint initiatives for promoting and marketing local products: local brand, direct marketing and direct contact with consumers, better promotion and services linked to tourism development.

Stable and understandable legal framework and flexible administration both at local and regional, and national level.

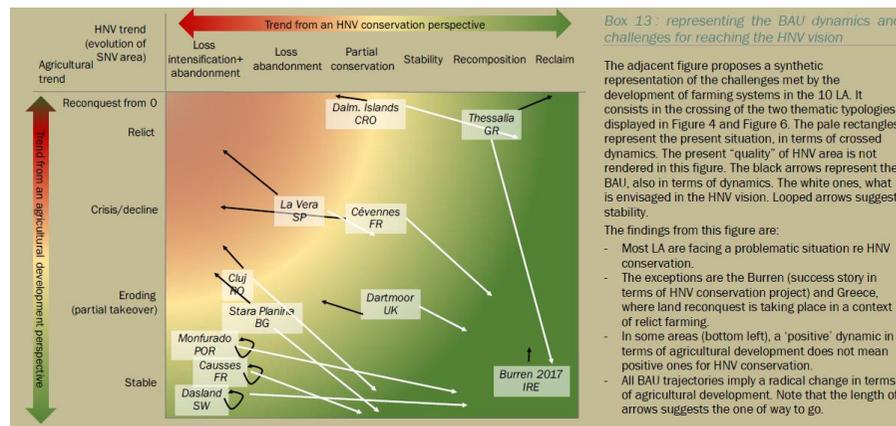
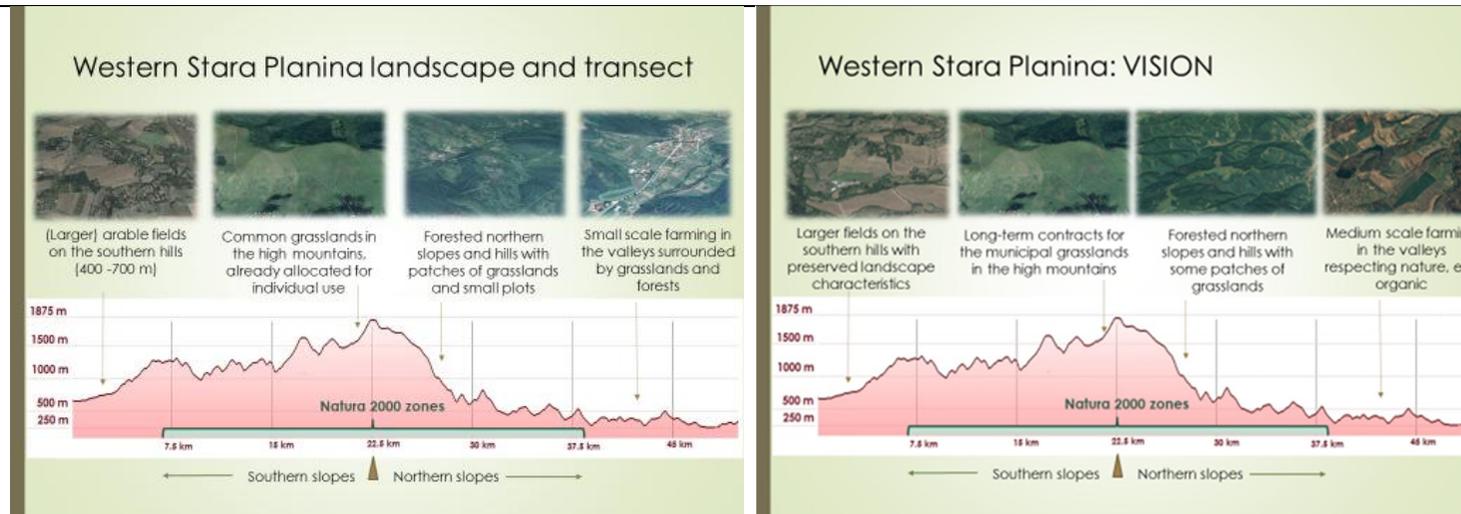


Figure 1 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

Visual

(Different visuals have been displayed by the LA in order to show the possible dynamics in term of landscape and biodiversity conservation, please insert here the ones you are using with a brief comment).



Actors' typology

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

The main actors that need to be involved to reach the HNV vision of WSP are:

- ü HNV farmers, including young farmers and innovators,
- ü public bodies and NGOs,
- ü agriculture advisory services, local administration (municipal authorities),
- ü state administration (starting from their representatives at local level),
- ü consumers, society.

Internal

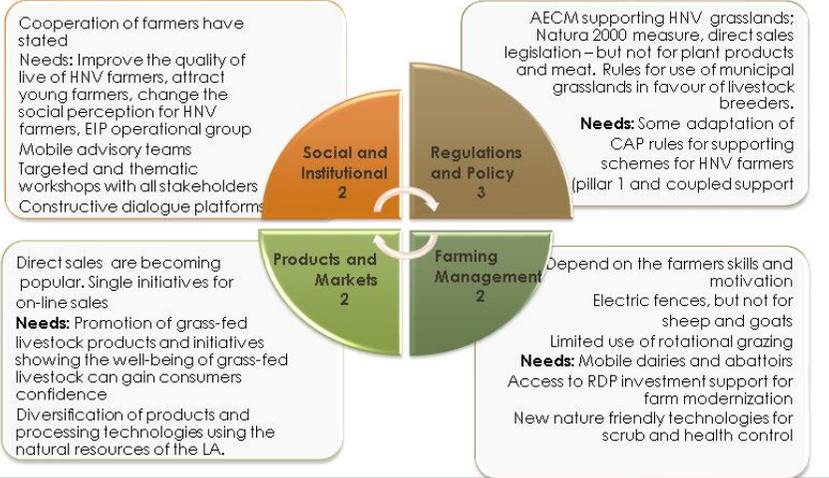
External



	Private	Farmers, local SME and business	
	Facilitator/Arbitrator	Municipal and local authorities	Ministry of agriculture, food and forestry and its regional offices, NAAS
	Private/ Facilitator	Local NGOs	National NGOs,
	Facilitators/arbitrator	Local communities/ Local touristic centres	Tourism centres and the Ministry
(dd/mm/year)	<i>Updates</i>		
(dd/mm/year)	<i>Updates</i>		



1.2 The Innovation Situation in [Name of the LA]

Date	Your text – notes – pictures/table		
(29/01/2018)	<p>Innovation scoring <i>According the four themes – cf. Session 2 of NM#2</i></p> <div style="text-align: center;"> <p>LA innovations scoring and needs in WSP</p>  <p>The diagram illustrates four themes of innovation scoring and needs in WSP:</p> <ul style="list-style-type: none"> Social and Institutional (2): Cooperation of farmers have stated. Needs: Improve the quality of live of HNV farmers, attract young farmers, change the social perception for HNV farmers, EIP operational group, Mobile advisory teams, Targeted and thematic workshops with all stakeholders, Constructive dialogue platforms. Regulations and Policy (3): AECM supporting HNV grasslands: Natura 2000 measure, direct sales legislation – but not for plant products and meat. Rules for use of municipal grasslands in favour of livestock breeders. Needs: Some adaptation of CAP rules for supporting schemes for HNV farmers (pillar 1 and coupled support). Products and Markets (2): Direct sales are becoming popular. Single initiatives for on-line sales. Needs: Promotion of grass-fed livestock products and initiatives showing the well-being of grass-fed livestock can gain consumers confidence. Diversification of products and processing technologies using the natural resources of the LA. Farming Management (2): Depend on the farmers skills and motivation. Electric fences, but not for sheep and goats. Limited use of rotational grazing. Needs: Mobile dairies and abattoirs, Access to RDP investment support for farm modernization, New nature friendly technologies for scrub and health control. </div> <p>Innovation priorities <i>According the four themes – cf. Session 2 of NM#2</i></p> <table border="1" data-bbox="412 1305 1982 1385"> <tr> <td data-bbox="412 1305 1003 1385">Social and institutional - innovation priorities</td> <td data-bbox="1003 1305 1982 1385"> <ul style="list-style-type: none"> Targeted and thematic workshops with participation of all stakeholders are needed for knowledge transfer and constructive </td> </tr> </table>	Social and institutional - innovation priorities	<ul style="list-style-type: none"> Targeted and thematic workshops with participation of all stakeholders are needed for knowledge transfer and constructive
Social and institutional - innovation priorities	<ul style="list-style-type: none"> Targeted and thematic workshops with participation of all stakeholders are needed for knowledge transfer and constructive 		



		<p>dialogue between different actors for adaptation of the existing legislation to the regional needs of the HNV farmers and promotion of innovative solutions.</p> <ul style="list-style-type: none"> ü Promote cooperation between farmers and processors – EIP operational group ü Raise public awareness and changing the current perception for the HNV farmers and their life ü Mobile advisory teams for HNV farmers (maybe a common initiative with NAAS)
	Regulatory framework - innovation priorities	<ul style="list-style-type: none"> ü Adaptation of the rules of Pillar 1 support schemes to the regional needs of the HNV farmers eligibility rules for HNV farmers, support targeted to the real farmers, criteria tailored to the needs of HNV farmers: duration of the contracts for the use of municipal grasslands, criteria for the coupled support schemes, etc. ü Direct sales legislation for meat and plant products
	Products and markets - innovation priorities	<ul style="list-style-type: none"> ü Promotion of the grass-fed livestock breeding products ü Training on diversification of products by using the natural resources of the area (herbs, bacteria, etc.)
	Farm techniques and management - innovation priorities	<ul style="list-style-type: none"> ü Demonstration of HNV farming practices, including promotion of rotational grazing and electric fences for sheep and goats ü Training of HNV farmers in food processing technologies.
(dd/mm/year)	<i>Updates</i>	
(dd/mm/year)	<i>Updates</i>	



1.3 The Bulgarian strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(29/01/2018)	<p>Overall Objectives Describe the goals to be achieved by the end of the project, in terms of promoting innovation in the LA and beyond</p> <p>The overall objective is to enable the future development of HNV farming in WSP by sharing the social, marketing, technological and regulatory innovations.</p> <p>Priorities <i>Describe the priorities you picked up among the “innovation scoring and priorities” and explain why they are important and should be addressed within HNV-Link project</i></p> <p>We will focus on the following priorities:</p> <ul style="list-style-type: none"> - Cooperation and collaboration at local and national level - Training and exchange of experience at national, local and EU level - Promotion of products from HNV grazing systems <p>Specific Objectives Describe the specific objectives under each chosen priority</p> <ul style="list-style-type: none"> - 1. To enable the cooperation on national and local level for innovative actions in favor of HNV farming practices - 2. Organization of workshops and cross-visits of the relevant HNVF stakeholders - 3. Attract farmers and consumers in favor of HNV farming <p>Main Actions Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)</p>



Specific objective	Action	Level
To enable the cooperation on national and local level for innovative actions in favor of HNV farming practices	Participation in the WG for RD measure 16. Cooperation and enable participation of HNV operational groups	National
	Meeting with LAG Berkovitz –Godech and discuss the possibilities for creation of HNVF Operational group	Local
	Explore the possibilities for transnational projects and exchange visits for HNVF stakeholders	National/Local
	Participate in local and traditional festivals and open days	Local
Organization of workshops and cross-visits of the relevant HNVF stakeholder	Study visit / training in food-processing technologies (?)	
	Cross visit to Sweden	International
	Cross visit to Romania	International
	Cross visit to Greece	International
Attract farmers and consumers in favor of HNV farming	Regional workshop	Local
	Produce factsheets of the most relevant HNVF innovations from other partners and publish them on STEP website	National
	Create a working group with UNWE and NAAS experts to discuss the needs of advisors and farmers about HNV innovations and hold 2-3 meetings	National
	Develop the necessary tool-kits for advisors and farmers	
	Interact with NAAS PLAID Horizon 2020 project for promotion of the benefits of the HNV farming both for farmers and consumers	National



Actors

Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)

Main actors are:

- Farmers;
- Local communities;
- Local administration;
- Local experts / advisors/ NGO;
- National administrations;
- National experts/ advisors/NGOs.

Risks

Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)

Best Practices

Describe what already works in your LA strategy that may be transferred to other LA strategies:

- Single farm-initiatives for HNV farming practices e.g. Linbul farm - extensive livestock breeding and on-line marketing of HNVF products;
- Cooperation between farmers for marketing and direct-sales of their products, plans for creation of an EIP operational group and common touristic product;
- LAG "Berkovitzha- Godech";
- Mobile HNVF advisory services form past BSPB (Bulgarian Society for the Protection of Birds) project;

Timeline

Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities



(Cross-Visits, Regional Meetings, etc.)																
Action	2018												2019			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1.Enable the cooperation for HNV innovative actions																
1.1. Participation in the WG for RD measure 16. Cooperation																
1.2. Meeting with LAG Berkovitz – Godech																
1.3. Explore the possibilities for transnational projects																
1.4. Participate in local traditional festivals and open days																
2. Organization of workshops and cross-visits																
2.1. Organise the hosting programme and visit to WSP																
2.2. Crossvisit to Sweden																
2.3. Cross visits to Romania																
2.4. Cross visit to Greece																
2.5. Regional workshop																
3. Attract farmers and consumers in favor of HNV farming																
3.1. Produce factsheets of the most relevant HNVF innovations																
3.2. Create a working group with UNWE and NAAS experts																
3.3. Produce videos of most relevant HNVf innovations for advisors, farmers and students																
3.4. Interact with NAAS PLAID																



	Horizon 2020 project
(dd/mm/year)	Update
(dd/mm/year)	Update



2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Date, Place, Innovation Cases visited and participant list
- Reasons of the choice of the cross-visit
- Expectations of the participants
- Expectations for the Learning Area
- Narrative: who, when, where, what?
- Lessons learnt: for the participants – and at the scale of the Learning Area
- To what extent those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?

2.1. 1. Cross visit to Sweden

The cross visit of a Bulgarian farmer to Dalsland, the Swedish Learning Area (LA) took place between 6th to 10th June 2018. The Bulgarian farmer joined the Dartmoor LA (UK) team cross-visit to Dalsland.



The main reason for visiting the region was to visit the Mobile abattoir described in the Dalsland Innovations Report and innovations linked to livestock farming.

The agenda was the following:

Day 1

- Gyltungebyn –Kingebol - Larsson family - Extensive beef farming, direct sales, diversification;
- Svanängen, Köpmannebro - Naraine Family - Community Supported Agriculture, marketing;

Day 2

- Gyltungebyn - Knut Per Hasund - Results based and value based approach within AE;
- Hillingsäter - Hillingsäter community – FOCLUM;
- Stockelanda - Andersson family mobile abattoir - Extensive beef production.

Day 3

- Bräcke ängar, Åmål - Bosse Sanderberg & Börje Pettersson- FOCLUM –Land use plan & grazing nature reserve;
- Närsidan, Bengtsfors - Jesper Johansson & Hanna Strutz - Semen sex selection, HNV-grazing & organic robotic dairy production;

Day 4

- Stenkas, Bullaren - Gustafsson Family- Extensive cattle grazing, restoration of pastures.

Lessons learnt and possible replication in Western Stara Planina.

The most interesting innovations that can be useful for Bulgarian Learning area are the following:

- ü The role and the activities of the HNVF advisors - the momentum they create to push all other participants to action;
- ü The level of automation and mechanization in the branch – inevitable for the most of our farms; (especially the automated farm for 120 dairy cows)
- ü The negative example of where we can get with our abundant HNV areas if we don't pay attention;
- ü The negative example of overgrazing – the local farms were totally not prepared for a little draught period;
- ü The organic certification will become a must for Bulgaria too;
- ü The “togetherness” of the neighboring farms;
- ü The payment for the solid electric fences by the state;
- ü The “automated pasture door”;
- ü The sexed semen could be used for both sexes – breed the best dairy cows with female dairy semen (for reproducing) and the worst – with beef male semen for slaughtering;



- ü From our British colleagues – bracken bruising;
- ü The diversification – mixing of farming and tourism, especially our hosts were remarkably good at it;
- ü The overall attitude of the farmers – they do not complain and they do not have problems with the CAP support payments;
- ü The use of all side-products, especially sheep furs.

2.1.2. Cross visit to Greece

The cross visit of the Bulgarian team to Thessaly Learning area (LA), Greece, took place between 13 to 15 June 2018. The hosting team of Thessaly Learning area organized a visit in the region where HNV innovation and farmers were visited.

The reasons for visiting the region were to see the following innovations, which are of interest for the stakeholders in Western Stara planina (WSP) Learning area (LA): Terra Thessalia Territorial cluster; Terra Thessalia Participatory Guarantee System (PGS); GPS-Tracking for monitoring and certification of extensive livestock-farming; Tzoumerka National Park; visit to livestock holdings in order to exchange ideas.

The Bulgarian group consisted of 15 stakeholders from WSP LA: five farmers, three representatives of Municipal agricultural offices in Varshets, Godech, Chiprovtsi municipalities; two representatives of Godech municipality; a representative of the NGO “Local initiative for Varshets”, four STEP experts.

The main expectations of the participants were:

- ü To meet with Greek livestock farmers from HNV region and learn about their managing practices;
- ü To understand more about the GPS tracking and territorial cluster;
- ü To see the practices and innovations related to the development of HNV farming and development of rural areas;
- ü To see new technologies and how the HNV livestock farmers are meeting EU hygiene requirements;
- ü To see how direct sales are working for HNV farmers.

The agenda was the following:

Day 1

- Presentation of LA Thessaly, LA WSP, Terra Thessalia, Participatory Guarantee System - Conference room of Environmental Centre

Day 2

- Visit to Galista goat Farm, Ellinopirgos Village (LA Thessaly) and demonstration of GPS- tracking in practice, homemade cheese in practice;
- Visit to beekeeping Farm, Ellinopirgos Village;



- Visit to Ellinopirgos Village Cultural centre - Brief information about a goat farmer activities and Introduction to 3D-Mapping GIS, 3-D visualisation GIS, technical aspects;
- Visit to HNV site: Lake Plastira and Plastira's lake Environmental Centre;
- Presentation of National Park of Tzoumerka and Touristic label case Discussion about the Greek – Bulgarian Rural Development Program.

Day 3

- Visit to bovine farm;
- Meeting with the Mayor of Mousaki;
- Visit to organic sheep farm;
- Debriefing – Mouzaki Environmental Centre.

Lessons learnt and possible replications in WSP LA

- ü All participants in the crossvisit appreciated very much the practical value of the visits and the possibility to meet Greek farmers with similar activities.
- ü The majority of the participants (63%) think that the most interesting and useful visit for them was the calves fattening farm. They were very impressed by the cleanness and the hygiene of the farm. The young farmer shared his knowledge and experience with enthusiasm and answered to all the questions regarding the food and the nutrition of the calves. One of the interesting things in the farm is also the optimization and the combination of livestock breeding and plant growing.
- ü A very interesting approach/innovation that was discussed between the BG participants is the way the diaspora is used for marketing and adding values to the products from the region. Since Western Stara Planina Learning area is also suffering from migration and depopulation of the area it was discussed that the approach of creating a certifying a local brand from the region could be interesting for the WSP diaspora in the big cities in Bulgaria.
- ü The participants think that the HNV innovation that can be replicated in Bulgaria is the GPS tracking and monitoring system for sheep and goats. However, some of the farmers expressed concerns that if everyone can see where the flock are grazing – this may increase the thefts of the animals.
- ü The cooperation between farmers, processors, municipality and other relevant stakeholders and the local community in Terra Tessalia Cluster is also a very important HNVF innovation example. However, a lot of efforts are needed to achieve this and our experience shows that without a long-term project this cannot happen on the territory of WSP.

2.1.3. Cross visit to Romania



The cross visit of the Bulgarian team to Romania (Tarnava mare region) took place between 25th to 27th June 2018. The hosting team of Eastern Hills of Dealurile Cluj organised a visit to the Tarnava Mare region, where the HNV innovation in the region were visited. The main initiator of the HNV innovations was Adept foundation, which organised the cross- visit.

The reasons for visiting the region were to see the following innovations, which are of interest for the stakeholders in Western Stara planina (WSP) Learning area (LA): The overall efforts of Adept foundation in Tarnava Mare to sustain the future of the HNV farming in the region; SES Fruleco community food processing enterprise and marketing scheme; Green Infrastructure Sheepfold Model; Farmers association and milk collection unit; Angofa farm and nature school.

Bulgarian group consisted of 12 stakeholders from WSP LA participated: three farmers, owner of a small food processing unit, a representative of the regional advisory office; a representative of the local Initiative group, a researcher, a representative of the local municipality, a representative of a local association of mountain farmers and small food processing units, three STEP experts.

The main expectations of the participants conclude in the following:

- ü To understand how the visited innovations, contribute to the biodiversity conservation in HNV farmland in Romania;
- ü To meet Romanian farmers and see how they rear their animals, how they meet the requirements of livestock breeding, how they market their products; to see how the common /municipal grasslands are used by the livestock breeders;
- ü To see the similarities and the differences of the EU RDP measures and how they are applied;
- ü To exchange information and experience for the HNV farming practices and to meet new people from the HNVF area.
- ü To see how farmers are working: setup of the production process, legislation, what advisory services are offered to the farmers – private or state ones, to learn about the legislation regulating the relations between the state and the farmers.

The agenda was the following:

Day 1

- Presentation of the goals of the cross visit, activities of Adept foundation and Tarnava mare area;
- Visit to the LAG and Tourist Information Centre, Saschiz Pottery Workshop and SES Fruleco, Food Processing Unit: Community processing / marketing scheme

Day 2

- Visit to the green infrastructure model sheepfold



- Horseshoe making and blacksmith;
- Meeting with Viscri livestock association, milk collection point and the common grazing system;
- Visit to the Viscri Medieval fortified church.

Day 3

- Presentation of Angofa farm and school;
- Debriefing and visit of the old town of Sighisoara.

Lessons learnt and possible replications in WSP LA

- ü The majority of the Bulgarian participants in the cross-visit (78%) think that the most interesting innovation was the community enterprise for fruits and vegetable processing as well as the trading of the products under a common label and certificate. We need to discuss with our regional and national authorities (Food safety agency) and to change the existing legislation if we want to replicate the community enterprise for processing of fruits and vegetables in Western Stara Planina Learning area. The other issue is securing funding for the enterprise, which can be done under different donor's programmes in the area;
- ü The existing partnership and cooperation between farmers and between Adept and the farmers is a good practice that takes time to happen but is worth the efforts;
- ü Another interesting HNV innovation is the Green infrastructure sheepfold. The solar panels improve the living conditions of the shepherds and help them to meet the food safety requirements. 22% of the participants find this as the most interesting innovation that may be replicated in Bulgaria;
- ü The livestock association in Viscri is also an interesting innovation example. However, this was tried in Bulgaria, but was not very successful, because Bulgarian legal acts do not allow for a NGO/non-profit organization to be a registered agricultural producer eligible to EU funds.

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?



Between 4th -7th July 2018, a group of 12 stakeholders from the Dealurile Clujului Est Learning area, Romania visited Western Stara Planina (WSP) Learning area. The group consisted of 3 researchers, 2 advisors and 7 farmers. The visit was hosted by the STEP team, farmers and NGOs from Western Stara Planina, some of which also attended the cross visit to Tarnava Mare region, Romania.

The objectives of the cross-visit were:

- Exchange experience, knowledge and best practices, between HNVF farmers and processors from Bulgarian and Romania Learning areas;
- Promote the HNVF innovations from WSP LA and share ideas for their possible replication in Romania;
- Create partnership between Bulgarian and Romanian HNVF farmers and stakeholders.

The agenda of the cross-visit was:

Day 1

- Arrival
- Presentation of the goals of the cross visit and WSP Learning area and innovations

Day 2

- 1st group : Visit to Linbul farm (7participants+ STEP representative)
- 2nd group (6 participants + STEP participants): Presentation of the activities of the NGO „Local initiative for Varshets”
- Visit to Varshetsz dairy – Degustation of local products and wine from a local producer
- Visit to a goat farm in Yagodovo village (very close to Slatina). The farmer has 60 goats grazing on HNV grasslands and produces Italian type of cheese cacciota and ricotta.

Day 3

- Visit to 4 members of the "Food from the mountain" farmers' association (<https://bg-bg.facebook.com/hranaotbalkana/>);
- Visit to the wood carving and old crafts museum in Meliane;
- Visit to „Replianka“ demonstration farm in Chuprene (500 sheep from Repliana autochthonous breed, grazing on HNV and Natura 2000 grasslands; traditional production of yogurt and cheese; direct sales);
- Visit to jam and lutenitza producer (“Sinevka”) in Prevala (gathering and processing of wild berries and fruits from HNV grasslands; guidelines for nature friendly fruit collection and personal conduct in the mountain; direct sales);
- Meeting with producers from the “Food from the mountain” association;
- Presentation of the establishment and management of the Mobile advisory teams (MAT);



- Reflections and networking.

Conclusions and lessons learnt

The cross-visit objectives were met. Connections between farmers and stakeholders were created and the debates and exchange of the ideas were very fruitful. The stakeholders that participated in both of the visits did benefit from peer learning and exchange of opinions for the situation in the two Learning areas and discussed the possible future actions and partnership for conservation and maintenance of the HNV farming systems in the LAs.

- ü Andrei Crisan, a custodian of Natura 2000 site Dealurile Clujului Est shared his opinion about what he learnt from the cross-visit: "I have learnt a lot of stuff and I took notes for a lot of things, especially positive things. I met farmers that were positive when it comes to nature, but also for their profession. The innovation that we found here were very interesting and we will try to implement them as soon as possible in our region, but the most interesting one was the one about the Mobile advisory teams, which were really great. ... What we found here is that there is a clear link between the proper management of the permanent meadows and pastures and the biodiversity conservation and also from the policy perspective, in Bulgaria exists the measure Natura 2000 payments, that in Romania is not still applied."
- ü Mugurel Jitea, the HNV Link coordinator for Romania, also shared his impressions: "During the visit we found several interesting innovations. The first one was about how a person can properly manage HNV meadows and pastures in the mountain area. Based on a very vigorous programme of grazing the person can graze 35 Angus cows and also is very inventive how he is selling his products - using 12 cows/year he can obtain enough money to sustain his family. Then we visited several innovations for milk processing and this is very interesting for our farmers, because by using not so big investment, they can process in a sustainable way their products. And finally, we saw a cooperative that developed a brand, a local brand and they are selling jams using a symbol for HNV pastures – the blue butterfly. So what I am suggesting is to visit our website where you can see all those innovations presented in more detail and also if you want more information about it, you can contact us using e-mails, Facebook and other social media."

One of the lessons learnt for the BG host team is that the fruitful visits to the farms depend to a great extent on weather condition, and it is important always to have a backup (second) plan.

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.



Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
(dd/mm/year)	Our main aim is to continue the activities of the so called “Partnership group” consisting of the different stakeholders working together for the HNV vision of WSP.
	We will look for funding opportunities to organize demonstration of the HNV farming practices plus tasting of the local food HNV products thus promoting HNV products and practices.
	We will continue to facilitate /support the communication between HNV farmers and advisors;
	We will consider the opportunities to organize cross-visit between the different HNV regions in Bulgaria and to support the networking between HNV farmers; several farms can be visited in 1 day (2 hours per farm are more than enough).
	We will try to develop a long-term project and look for funding for strengthening the cooperation between the different HNV stakeholders: local community, farmers, municipalities, regional authorities, etc., for supporting the development of HNV farming in WSP.
	We will continue with organization of targeted and thematic workshops with participation of all stakeholders for knowledge transfer and constructive dialogue between different actors for adaptation of the existing legislation to the regional needs of the HNV farmers and promotion of innovative solutions,
	We will discuss with the regional and national Food safety agency representatives the possibilities for establishment of community processing marketing scheme and propose the necessary adaptation of the existing legal framework (Romanian SES Fruleco example)
	We will look for opportunities to organise farm to farm visits and demonstration of HNV farming practices, including promotion of rotational grazing and electric fences for sheep and goats and tasting of the local food HNV products thus promoting HNV products and practices.



3. LA regional meeting(s)

Objectives of the LA regional meetings::

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

The HNV Link regional meeting in Western Stara Planina Learning area was held on 9 November 2018 at Todorini Kukli complex, Spanchevtzi village, municipality of Varshetz.

The meeting was focused on sharing the lessons learnt and the accumulated ideas from the cross-visits to Romania, Greece and Sweden and defining the possible approaches for implementing the HNV innovations in Western Stara Planina.

The meeting was also used for sharing the experience about the HNV Link innovations in Western Stara Planina with representatives of NGOs, farmers' associations, research bodies and projects outside WSP Learning area, supporting the conservation and maintenance of HNV farming systems.



Before the meeting the project team, the National Agricultural Advisory Service experts, and the University of National and World Economy published 20 brochures and short movies presenting HNVF innovations from the 10 Learning areas of the project. The brochures are published on STEP website at <http://www.step-bg.bg/bg/brochuresHNVLink> and on the National Agricultural Advisory Service website at: <https://www.naas.government.bg/bg/57/4040>.

The meeting was attended by 31 participants (including STEP team) – farmers, representatives of regional and national agricultural and environmental services and authorities, National agricultural and advisory service experts, NGOs, participants in the study tours, Local action group representatives, project team.

The agenda of the meeting was:

- ü Welcome and setting up objectives of the meeting
- ü Introducing the participants, the moderators and the agenda of the day
- ü Presentation of the HNV innovations visited during the cross visit in Greece and Romania LAs. Lessons learnt in the cross visits.
- ü Lessons learnt and HNV innovations from the cross- visit in Sweden LA
- ü Discussion on the possible approaches for implementation of the HNV innovations in Western Stara Planina.
- ü Sharing the views and the opinions of the participants in the cross-visits
- ü Short videos for HNV innovations
- ü Discussion : Lack of working force – approaches for solving the problem
- ü Wrap up and next steps

The presentations were very short and aimed to provoke a discussion and generation of ideas for joint actions in a follow-up period. The following ideas were gathered in the discussion for a follow up actions that can help achieving the HNV vision in WSP.

- ü To focus on the HNVF innovations for developing viable farms up to 60 ha;
- ü To organise demonstration of the HNV farming practices plus tasting of the local food HNV products thus promoting HNV products and practices;
- ü To facilitate /support the communication between HNV farmers and advisors;
- ü To organise cross-visit between the different HNV regions in Bulgaria and to support the networking between HNV farmers; several farms can be visited in 1 day (2 hours per farm are more than enough);
- ü To explore the possibilities for the use of the lamb leather;
- ü To explore the possibility of organizing school groups visits to HNV farms – one-day visits to HNV farms.

The regional meeting was also used as a platform for exchanging ideas and networking with stakeholders directly or indirectly working for the conservation of HNV areas in Bulgaria. Two EU funded projects that can be useful for HNV farmers and stakeholders were presented:

- ü LIFE16 NAT/BG/000856 Invasive alien free habitats – a project supporting the maintenance and conservation of three of the most valuable and threatened habitat types in Bulgaria and Europe as a whole: Habitat 9560* Endemic forests with Juniperus spp.; Habitat 9180* Tilio-Acerion forests of slopes, screes and ravines; Habitat 6510 Lowland hay meadows.



- Ü NEWBIE Horizon 2020 network: New Entrant netWork: Business models for Innovation, entrepreneurship and resilience in European agriculture aiming to will facilitate the development and dissemination of new business models, including new entry models, to the full range of new entrants – from successors to complete newcomers to the agricultural sector.

Conclusions and next steps:

The participants in the regional meeting agreed on the following actions for reaching the HNV vision for the region:

Ü Social and institutional:

- Develop a long-term project and look for funding for strengthening the cooperation between the different HNV stakeholders: local community, farmers, municipalities, regional authorities, etc., for supporting the development of HNV farming in WSP. It is also very important to try to attract the diaspora from the big cities in the process
- Continue with organization of targeted and thematic workshops with participation of all stakeholders for knowledge transfer and constructive dialogue between different actors for adaptation of the existing legislation to the regional needs of the HNV farmers and promotion of innovative solutions;
- Support the process of establishing of EIP HNV operational group, if the rural development programme opens the respective RDP measure;
- Use all the existing networks to raise public awareness and changing the current perception for the HNV farmers and their live.

Ü Farm techniques and management:

- Organise farm to farm visits and demonstration of HNV farming practices, including promotion of rotational grazing and electric fences for sheep and goats and tasting of the local food HNV products thus promoting HNV products and practices;
- Organise cross-visit between the different HNV regions in Bulgaria and to support the networking between HNV farmers; several farms can be visited in 1 day (2 hours per farm are more than enough);
- To facilitate /support the communication between HNV farmers and HNV advisors;

Ü Policy and regulation:

- Continue working for adaptation of the rules of Pillar 1 support schemes to the regional needs of the HNV farmer's eligibility rules for HNV farmers, support targeted to the real HNV farmers, criteria tailored to the needs of HNV farmers: duration of the contracts for the use of municipal grasslands, criteria for the coupled support schemes, etc.
- Discuss with the regional and national Food safety agency representatives the possibilities for establishment of community processing marketing scheme and propose the necessary adaptation of the existing legal framework (Romanian SES Fruleco example)
- Discuss with RDP Managing authority the possibility to include solar panels for summer sheepfolds in RDP measure 4.4. Non-productive investments or explore the possibilities the electric fences to be paid by state for the HNV grasslands (Swedish experience).



Local media press releases:

In addition to STEP website and Facebook page the press release for the local media was published in Varshetz social media and newspaper on the following links:

ü <https://www.facebook.com/groups/150963898600561/permalink/756955651334713/>

ü <http://www.varshets.bg/index.php?option=news&range=news&id=1047>

ü <http://www.varshets.bg/>

Ü <https://www.facebook.com/discovervarshets/?eid=ARDWMzKQSXuBYBwmr84xqQD5TCkXTzT3ZG-AVnEye3KRWdmtkfSD8AMLp8dUaVNYASRyKe5Mr-dGuSot>

Information for the regional meeting and the brochures are also available at the National Agricultural advisory service website at:

ü <https://www.naas.government.bg/bg/%D0%9D%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/4039>

Ü <https://www.naas.government.bg/bg/57/4040>



4. Dissemination & communication activities:

In line with its HNV Vision and its “identified innovation needs” each LA will draft a “Dissemination and communication action Plan”. Those innovation brokerage activities will be envisioned in complementarity with the “Cross Visits” and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

Together with the National Agricultural Advisory Service experts, and the University of National and World Economy 20 brochures and 20 short movies presenting HNVF innovations from the 10 Learning areas of the project were prepared and published. The brochures and videos are published on STEP website at <http://www.step-bg.bg/bg/brochuresHNVLink> and on the National Agricultural Advisory Service website at: <https://www.naas.government.bg/bg/57/4040>

Communication & dissemination actions	2018												2019			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1. Disseminate HNV Link innovations and recommendations at different national/international workshops and meetings																
1.1. Workshop: Regulations on the table-: support the traditional production, Skopje, 31 May 2018																



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews?

Innovation Brokerage for Western Stara Planina has taken the following main forms:

- ü Facilitating dialogue and problem solving between HNV farmers and municipal and regional offices of Ministry of Agriculture, Food and Forestry, regional agricultural advisory services, local action group and regional authorities;
- ü Raising awareness amongst LA farmers, producers and potential producers of the different HNVf innovations;
- ü Promoting HNV Link innovations to the National authorities (Ministry of Agriculture, Food and forestry, Ministry of environment and waters);
- ü Promoting HNV Link innovations to the National agricultural advisory service, NGOs working for biodiversity and farming conservation inside and outside the Learning area;
- ü Developing cross border cooperation project (Bulgaria – Serbia) for enlarging the HNV Link network and gathering HNV f innovations and good practices in the cross-border area. Unfortunately, the project did not receive funding (it is in the reserves list).





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

WP4 – Deliverable 4.7

Maite Puig de Morales, WP4 Leader
Fabrice Gouriveau, Project coordinator



Why a Guideline on Innovation transfer and dissemination?

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

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

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

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

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

How to build and use it?

These Guidelines are developed under a common and practical format of an LA ACTION PLAN in order to be a central document to organize the *Using Phase* (October 2017 to December 2018). It will serve as:

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



These Guidelines are conceived as an iterative and cumulative Learning Area Action Plan Template. It is complementary to the generic “Guidelines” or “Methodologies” provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings. It will gradually include the different notes and reports that each LA will have provide after each activity.

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

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



Action Plan Coordinator: Johansson, Lars, Länsstyrelsen Västra Götalands län

Contributors:

- 1. McCann, Katrin, Dalslands miljökontor
- 2. Ljung, Magnus, Sveriges lantbruksuniversitet
-



Learning Area Dalsland "Action Plan"

Guidelines on Innovation Transfer and Dissemination



From October 2017 to February 2019

Version V 1.0



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1. Starting point

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

- The HNV Vision: challenges & actors analysis (cf. for instance the discussions and results highlighted during session 1 of NM#2)*
 - The Innovation situation @ LA level: scoring (cf. for instance the discussions and results highlighted during session 2 of NM#2)*
 - The LA strategy: Innovation needs to be addressed as priorities (cf. for instance the discussions and results highlighted at the beginning of session 3)*
- This will be done using materials and conclusions from the Shaping Phase (Atlas, Compendium, Innovation Fair Workshops, etc.).
However, throughout the course of the Using Phase, some priorities can be re-assessed; the Vision can be improved and included new elements. Do not hesitate to keep a written record of all the events and information that contributed to the consolidation of the HNV Vision.*

1.1 HNV Vision of Dalsland

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



20170504

Short Description of the Vision



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

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

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

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



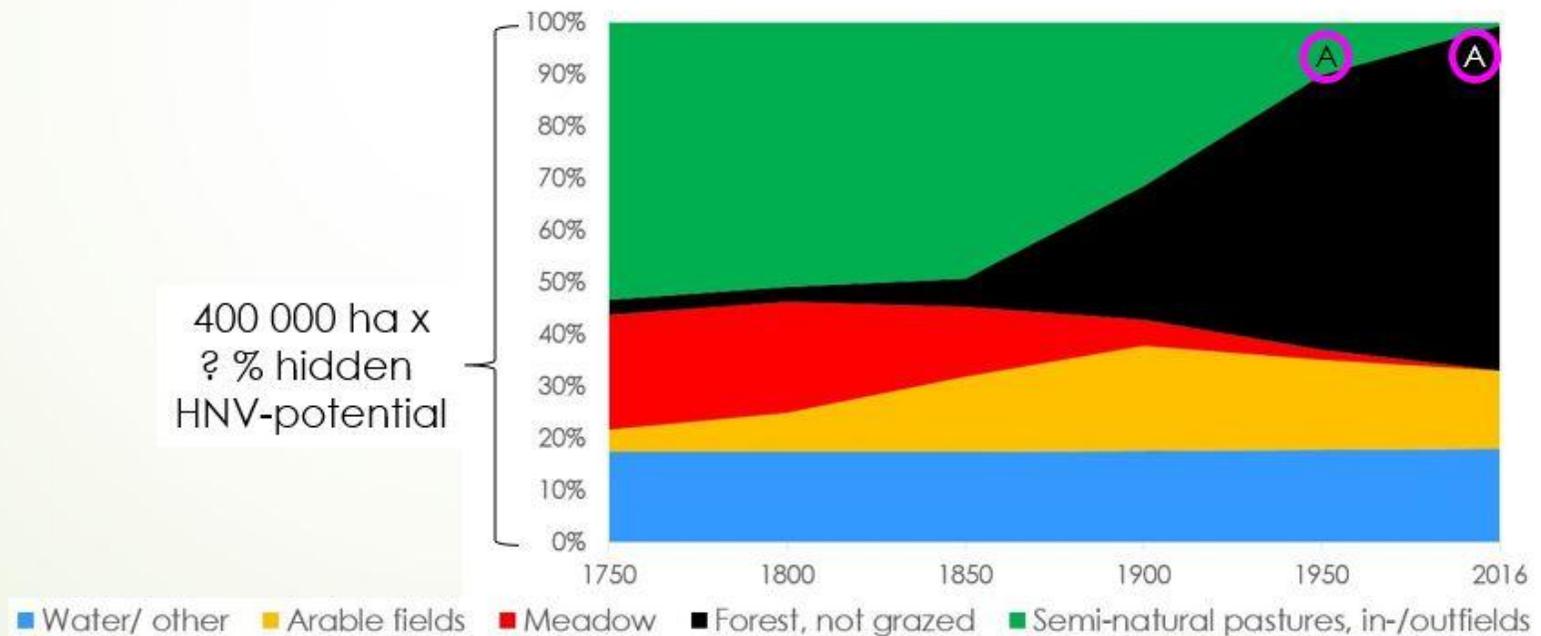
Visual

Turning threats to opportunities

Existing potentials; Landscape level

Land use Dalsland

400 000 ha x
? % hidden
HNV-potential

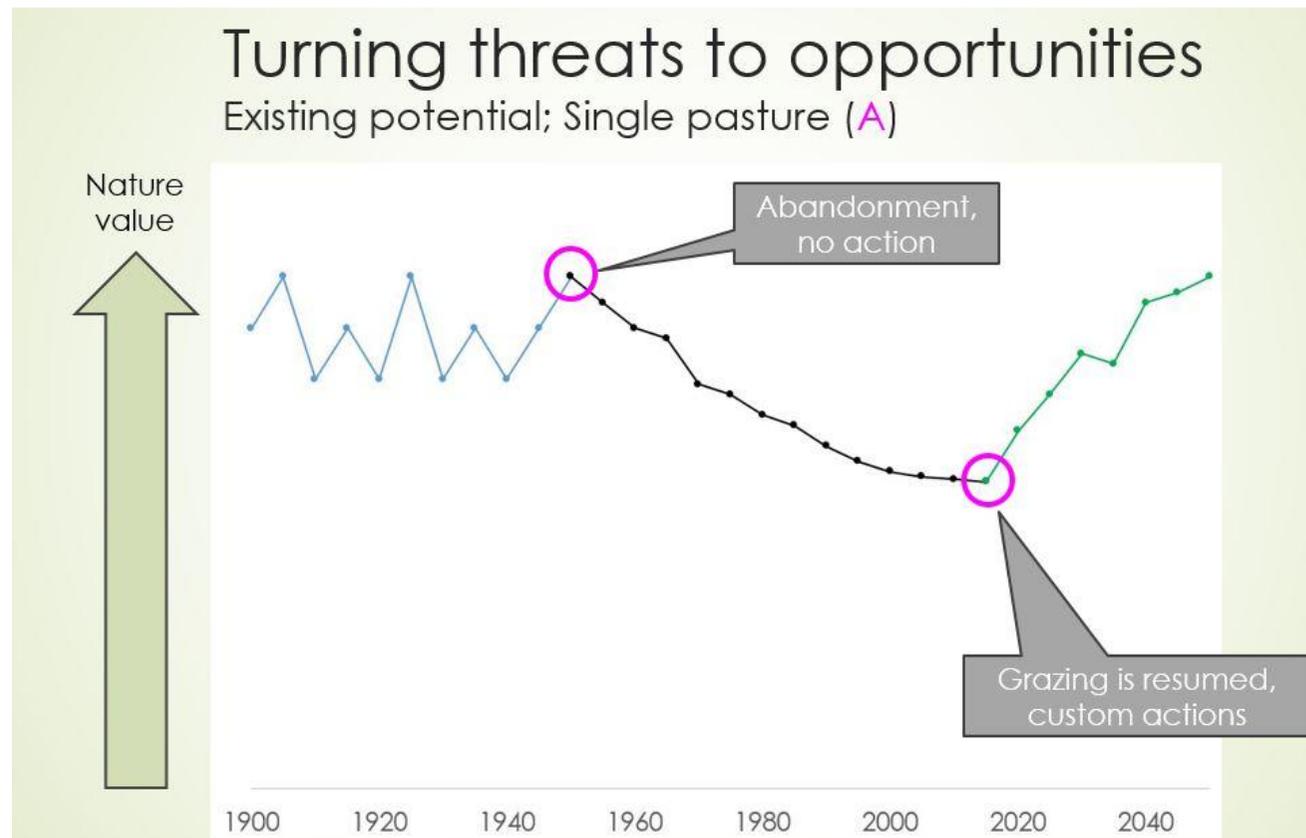


There has been a drastic decrease in amount of semi-natural grassland the last 150 years, with a serious decline in biodiversity as a result. What is gratifying being that we know from previous experiences that there are still good opportunities to find abandoned areas with HNV-potential. But previously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



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

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



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

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

Actors' typology

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



Stakeholder category	Explanation	Number of persons within each stakeholder category
Managers and decision makers	Those who is in control of the land management; Farmers, landowners (both private and public), tenants, animal keepers	35
Consumers at the local markets	Persons that buy landscape experiences, products or services, for example hunting, hiking, locally produced products, accommodation	11
Customers	Stakeholders who buy products or services produced by the land management; Meat and milk industry, forest companies, pulp industry, crop association	7
Suppliers	Stakeholders who sell products or services to local actors, such as decision makers and customers; Fertilizer companies, machine firms, banks	7
Beneficiaries	Stakeholders who (could) benefit from different land management regimes; Tourism industry, environmental NGOs, neighbors, local, regional and national authorities	26
Knowledge brokers, facilitators, advisors	Public and private	22
Ambassador/ Information channel/ Mandate builder/ Bridge builder	Public and private	28

Above:
During 2017 7 different group activities were carried out. 53 persons participated. The table shows which categories of stakeholders those persons were representing. Every unique person represented 1-6 different roles.

To the right:
Overview of the various categories of stakeholders that we consider to be important in the process of achieving the HNV vision for Dalsland. Green marking means that they are already involved, red that it is important that they are engaged (more) in the near future

	Internal	External
Arbitrator	Collective Environment and Energy office of Dalsland Municipalities of Dalsland Swedish Society for Nature Conservation, Dalsland Bird-Life Sweden, Dalsland Swedish Botanical Society, Dalsland The Swedish church, parishes in Dalsland Local politicians Local officials Tourist office of Dalsland Västkuistiftelsen Veterinary services Adult Learning centres LAGs Nurseries/ Playschools Primary schools	Arbitrator Region Västra Götaland Swedish University of Agricultural Sciences Administrative Board, officials Administrative Board, directors Swedish Forest Agency, local office Swedish Forest Agency, national office Swedish board of Agriculture Swedish Environmental Protection Agency Swedish National Heritage Board Västarnvet Swedish society for Nature Conservation Bird-Life Sweden The Swedish church Regional politics National politics Officials, regional level Officials, national level The Rural Economy and Agricultural Societys Municipal Association of Fyrbodal Adult Learning, Regional level Swedish Rural Network WWF Secondary schools Colleges and Universitys Naturbetesföreningen i Sverige Swedish Biodiversity Centre, CBM Stadlandet
Private	Private Landowners Farmers Contractors Federation of Swedish Farmers, local branches Federation of Swedish Farmers, municipality branches The Swedish church Tourist office of Dalsland Butcheries Dairies Banks Enterprises Food of Dalsland Estate agencies/ Brokers Kaprifolkött Gröna Gårdar Nature Conservation contractors Hunters and hunting organisations Forestry corporations LAG	External Contractors Federation of Swedish Farmers The Swedish Church Tourists Butcheries Dairies Banks Enterprises Nature Conservation contractors Hunters and hunting organisations Forestry corporations



1.2 The Innovation Situation in Dalsland

Date	Your text – notes – pictures/table
(dd/mm/year)	<p data-bbox="461 432 712 464">Innovation scoring</p> <p data-bbox="461 469 1111 501">According to the four themes – cf. Session 2 of NM#2</p> <div data-bbox="495 555 909 603" style="text-align: center;"> <p>LA innovation scoring</p>  </div> <div data-bbox="965 544 2029 823"> <p>Social and Institutional Innovation Needs Local actors and other stakeholders are involved in different HNV-projects, but often during shorter periods of time. There are no organised group working with the issues with longer continuity, commitment and on higher landscape level. Even less with a well defined and publically expressed strategy or working approach. Thus, there is a need that engaged stakeholders start working collaboratively with HNV-issues, that they jointly develop and implement efficient and goal-oriented working methods, and that they have pre-conditions for a long-term work.</p> </div> <div data-bbox="965 863 2029 1078"> <p>Regulatory Framework Innovation Needs If Dalsland's HNV-vision is to be realised it must be easier, more efficient and motivating for stakeholders and local actors to collaborate – in learning process as well as and concrete actions. One important supporting mechanism lies within the field of policy and regulatory frameworks. We see two main areas for improvements. Both are important and need to be approached simultaneously.</p> </div> <ol data-bbox="506 1118 2007 1366" style="list-style-type: none"> 1. Changing the pre-conditions. All stakeholders' views on how policies and the regulatory frameworks might be improved to achieve the desired HNV-effect, need to be taken into account. Social and institutional innovations, for instance by developing collaboration and joint working methods, is part of the process of innovating and improving the regulatory framework. One example would be the national development project aiming to find new models for agri-environmental schemes (Agr Env Schemes), models which are oriented towards the outcomes and values created by measures taken by farmers and land owners. But this project is in its beginning and will not be specifically related to meadows and pastures yet.



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

Products and Markets Innovation Need

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

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

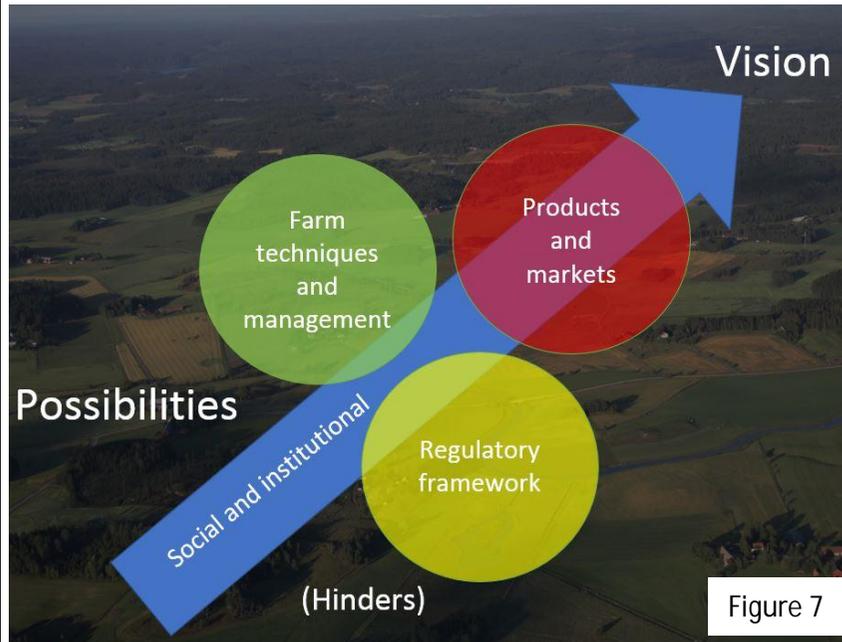
Altogether this would lead to a more market driven development which is important for long-term success of HNV-oriented land management in Dalsland.

Farm Techniques and Management Innovation Needs

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



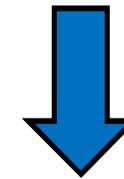
Innovation priorities



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

Priority issues – innovation gaps:

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



Innovation areas (in priority order)

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

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



1.3 The Dalsland strategy as HNV Learning Area: making choices

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

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

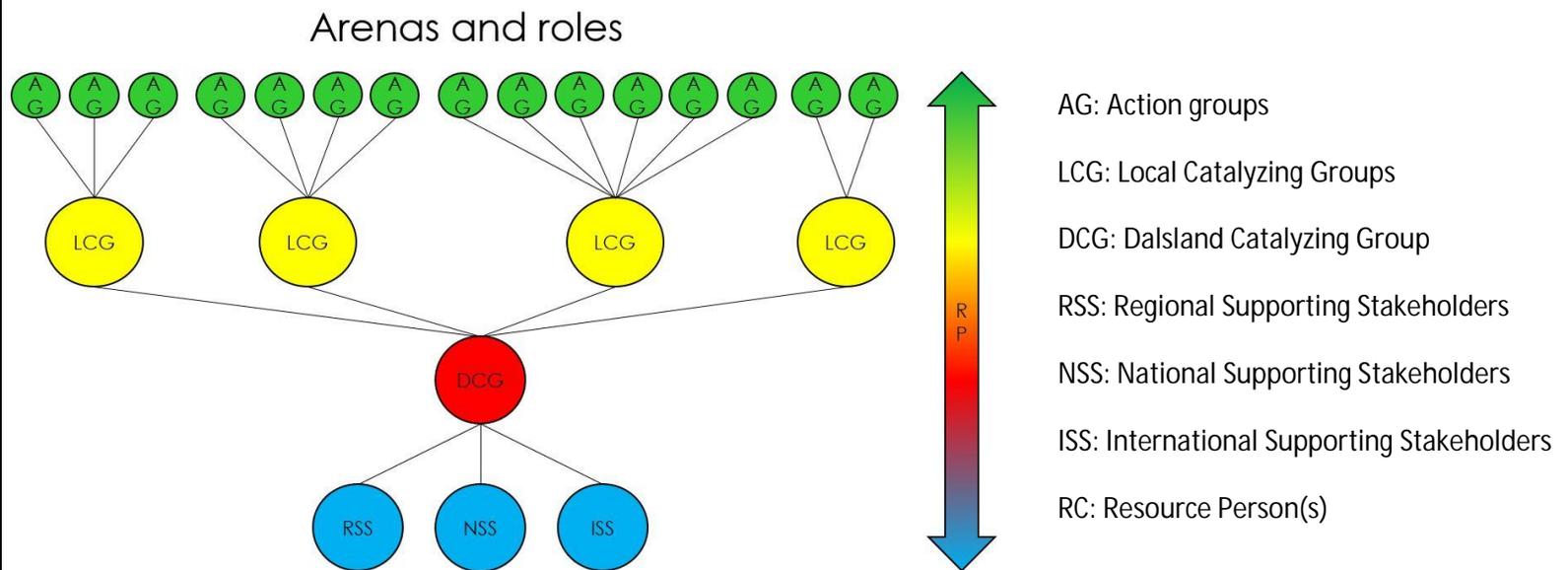


Short Description of the Vision

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

Specific objectives:

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



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

Specific objectives:

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



Main Actions

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

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



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

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



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

The actors we consider particularly important to enhance cooperation with, or start new collaborations, to achieve the priorities.

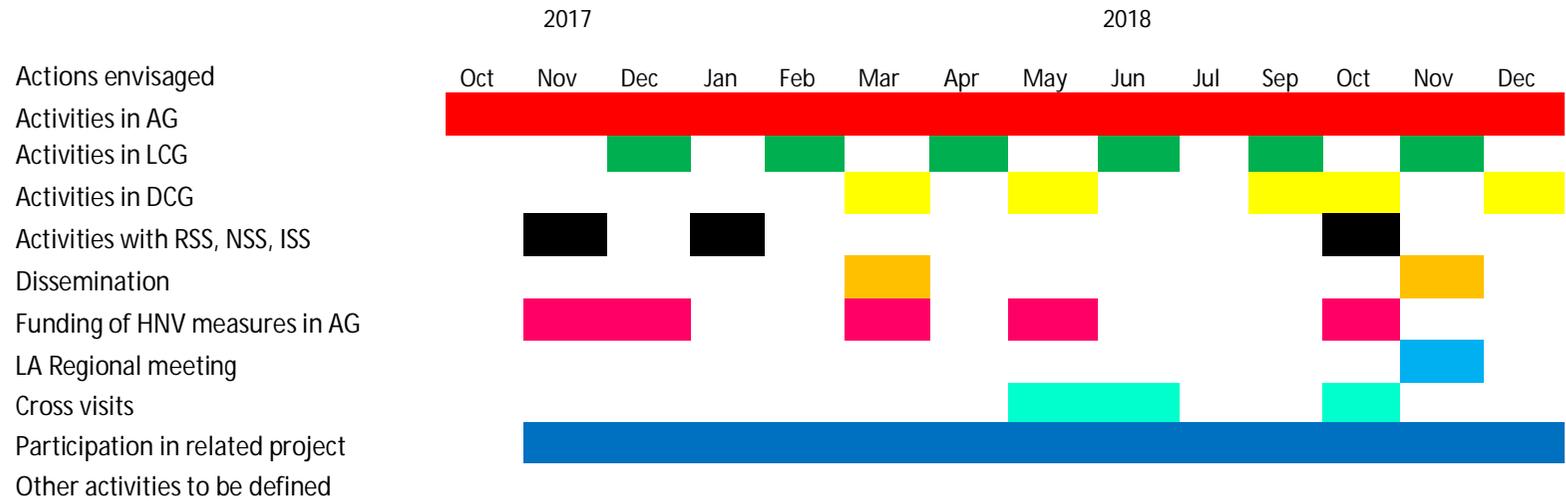


20190219	<p>Risks</p> <p>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</p> <p>Risks:</p> <ol style="list-style-type: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

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



2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report

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

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

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



The participants, from left to right:



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

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

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



2.2 Host Reports

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

Host reflections on cross-visit:

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

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

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



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

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

Host reflections on cross-visit:

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

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

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

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



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2.3 Next steps and follow-up activities?

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



3. LA regional meeting

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

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

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

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

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

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

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

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

We also perceive that the work should be based on:

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



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

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

Reflections and comments from the regional meeting:

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



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

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

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



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

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

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

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



Action Plan Coordinator: Moran, James, Galway-Mayo Institute of Technology

Contributors:

- 1. Dunford, Brendan, BurrenBeo Trust

The Burren Learning Area “Action Plan”

for brokerage activities on High Nature Value Innovation Projects



From October 2017 to December 2018 Version V 1.0



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Why an Action Plan?

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

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

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

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

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

How to build and use it?

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

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



- To ensure coherence and complementarity of the different activities with a strategic innovation project of the area (the Vision) and its environmental and socio-economic dimensions

This Action Plan is thus conceived as an iterative and cumulative document. It is complementary to the generic “Guidelines” or “Methodologies” provided by the WP Leaders on the different activities, namely: the cross-visits, the dissemination activities and the LA regional meetings. It will gradually include the different notes and reports that each LA will have provide after each activity.

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

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



Starting point

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

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

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

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

1.1 HNV Vision of The Burren

Date	Your text – notes – pictures/tables, etc.
(31/01 / 2018)	<p data-bbox="304 786 2056 858">Slogan Making HNV farming a compelling proposition for Burren farmers</p> <p data-bbox="304 938 2056 1133">Short Description of the Vision <i>At an LA Innovation seminar in July 2017 a broad range of LA stakeholders agreed the following vision. “A Vision for Sustainable High Nature Value Farming in the Burren: The Burren will be an increasingly attractive place to live and farm, a place where farm families enjoy the support and respect of society as they produce quality food and deliver valued services, thereby sustaining the Burren’s rich heritage for the benefit of all.”</i></p> <p data-bbox="304 1177 2056 1364"><i>Much has been achieved in the Burren in the area of HNV innovation and the area is on a trajectory towards realizing a sustainable future for HNV farming. The partnership and participatory approach of BurrenLIFE and the follow-on Burren Programme have laid the foundations. Together with organisations such as the Burrenbeo Trust the approach has led to the creation of a local and institutional environment which inspires creation of innovative solutions. Many innovations have been piloted in the area, but issues around rural isolation and infrastructure and an ageing farming population mitigate against a healthy future for the Burren community. Some</i></p>

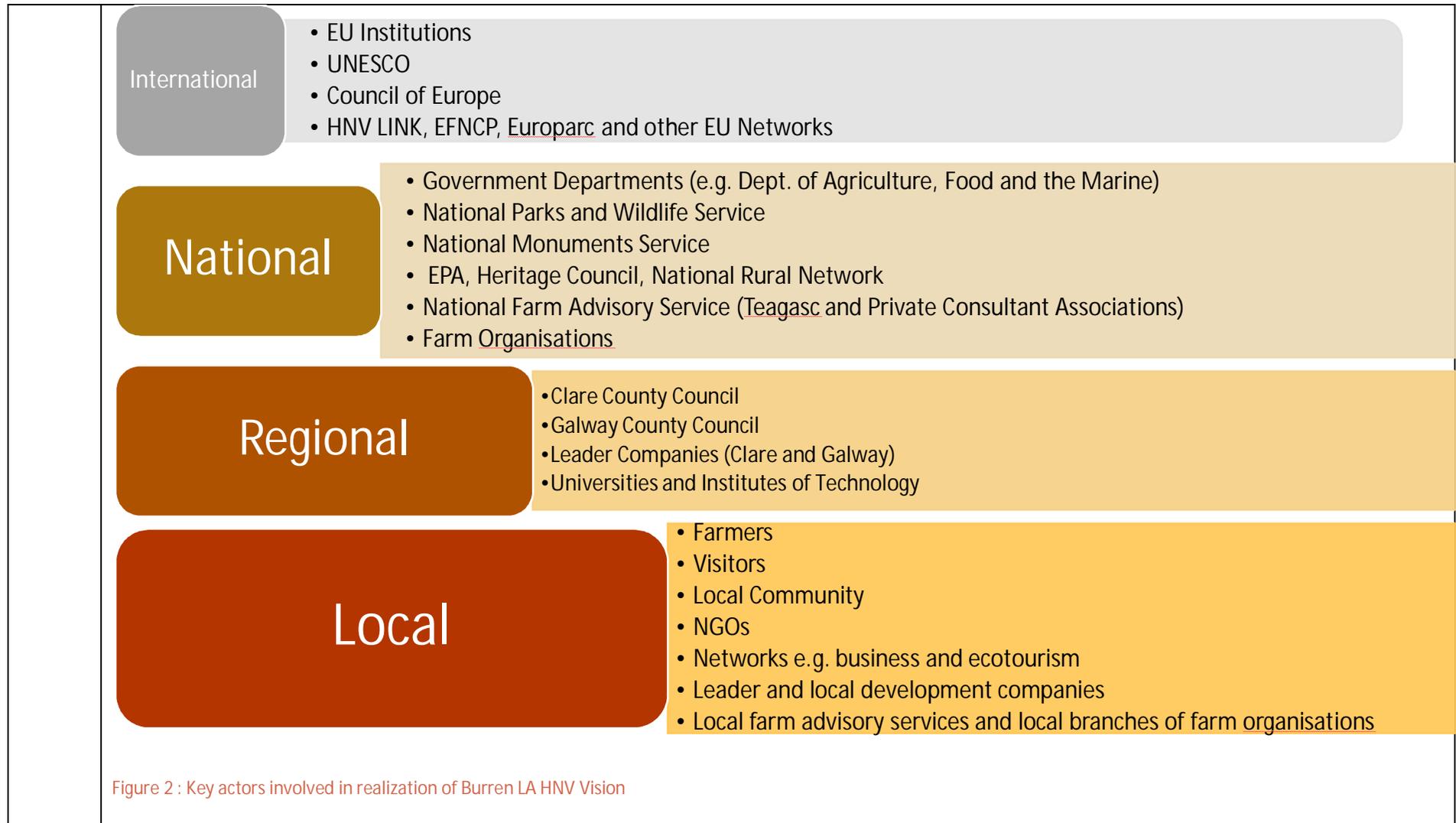


individual businesses/farms have seized the opportunity to create new products and markets but more could be done to build capacity in this area. The baseline and innovation assessments for the Burren highlights that the area faces a number of social, economic and environmental challenges.

- Social: an ageing farming population with very few young farmers resulting in a loss of management knowledge and skill and insufficient labour to carry out required HNV conservation actions.*
- Economic: Farming remains an unviable occupation for most farmers, even with additional funding provided by the Burren Programme. Farmers currently gain very little from tourism or added value gained from livestock sales.*
- Environmental: Notwithstanding the impact of the Burren programme, scrub continues to encroach onto the Burren's grasslands while on lowland areas there is continued, often damaging intensification (reclamation, nutrient input).*

It appears that answers lie in a lot of small solutions from a range of quarters, if we want farming to be an attractive option for a new generation of Burren farmers. In particular, it is clear that further work is required in the area of the regulatory framework to enable and support local communities to create local solutions. Social infrastructure and community wellbeing initiatives are required to combat rural isolation and improve attractiveness of farming as a career choice for the next generation. Improved marketing, product development and diversification opportunities are needed to realise a vision of sustainable HNV farming in the Burren.

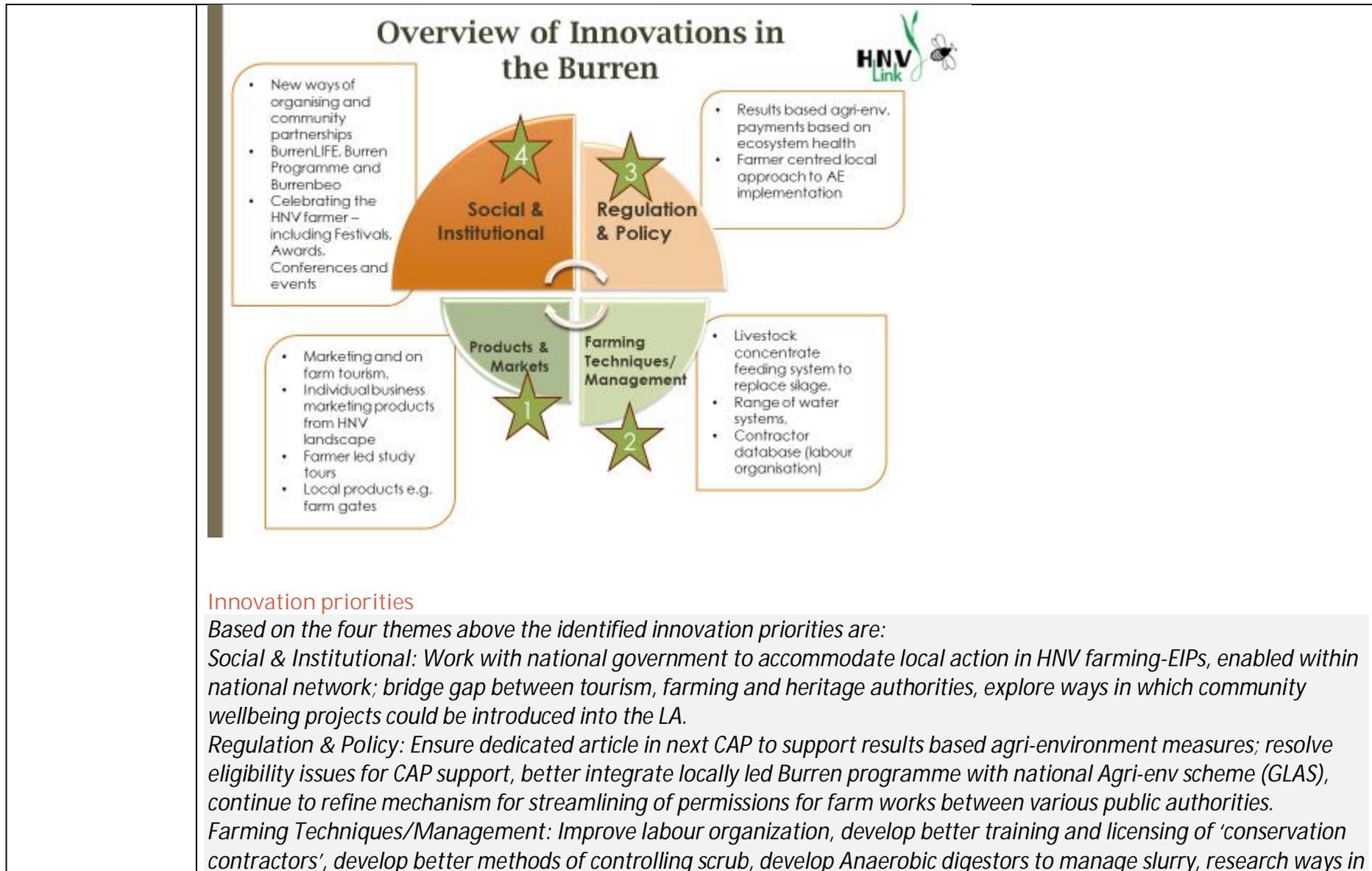




1.2 The Innovation Situation in The Burren

Date	
(30/09/2017)	<p>Innovation scoring</p> <p><i>An overview of the HNV innovation situation in the Burren is outlined in diagram below. Each innovation theme (e.g. social & institutional) is scored on a 0-5 scale. 0 = insignificant, nothing is happening to address the needs of HNV under this theme; 1 = Few innovations and overall impact very small, many HNV issues not addressed at all; 2 = Several innovations, some with significant effects for HNV, but not at the necessary scale; many HNV issues not addressed effectively; 3 = Several significant innovations, with at least some of them addressing HNV issues at the necessary scale; but some important issues need to be addressed more effectively; 4 = Many significant innovations, the main HNV issues are addressed at the necessary scale; but there are still some smaller issues that need to be addressed more effectively; 5 = Innovation is addressing effectively all the main HNV issues under this theme, needs are being met right across the LA. There are no apparent gaps.</i></p>





*which the management of lowland (production) and upland (conservation) areas might be better integrated.
Products & Markets: Revisit ways in which to market Burren Beef, Lamb and goat as niche products, develop new education/training provision services around Burren heritage and its sustainable management, explore biochar production from scrub brush, engage with agri-eco-tourism opportunities (accommodation etc).*



1.3 The Burren strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(1/03/2019)	<p>Overall Objectives The overall objective of LA is to catalyse the creation of a future network for sustainable development in HNV areas across Ireland with the Burren as a central innovation hub</p> <p>Priorities</p> <ol style="list-style-type: none"> 1. Awareness raising 2. Knowledge exchange 3. Co - creating policy framework (respond to policy consultation calls e.g. DAFM March 2018) 4. Implementation of solutions <p>Specific Objectives</p> <ol style="list-style-type: none"> 1. Increase awareness of HNV concept and value of HNV farmlands among. 2. Disseminate the findings of the project in particular the range of HNV innovations from across the project LAs. 3. Stimulate the development of a HNV network/community of practice in Ireland. 4. Engage with policy makers to ensure that HNV areas are supported and HNV innovations enabled via national and EU policy. <p>Main Actions</p> <ol style="list-style-type: none"> 1. Burren winterage school in October 2017 and October 2018 to focus on HNV innovation and catalyzing an Irish HNV network 2. Regional meeting to target national AKIS 3. Disseminate project findings and raise awareness of HNV innovations through popular articles, blog and social media posts. 4. Knowledge exchange through cross visits with other LAs 5. Submit application for EIP operational group under Ireland’s RDP focused on creating a support environment for HNV farming. 6. Engage with policy makers through CAP 2020 consultation process at national and EU level 7. Develop a national network of ‘farmers for nature’ through the new national ‘Farming for Nature’ initiative.



Actors

Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)



Risks

Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)



1. Lack of a dependable, long term source of funding to sustain a network. This could result in a network losing momentum, and membership. Ongoing discussions are being had with relevant authorities to mitigate against this.
2. Too much expectation placed on a few key individuals, all of whom have other work commitments. Widening network of support is the best way to mitigate against this.

Best Practices

Describe what already works in your LA strategy that may be transferred to other LA strategies

1. HNV LINK is part of ongoing process of dissemination and communication- must be long term commitment beyond the lifetime of individual projects.
2. Burren Winterage School
3. BurrenBeo Trust dedicated to connecting people and place and highlighting the Burren as a learning landscape. Provides place based learning opportunities for young and old. Activities focused on learning, events, active conservation, research and advocacy.

Timeline

Below is the HNV-Link LA action plan calendar (i.e. Gantt Chart) for the Using Phase of the project to show the schedule of activities (Cross-Visits, Regional Meetings, etc.)

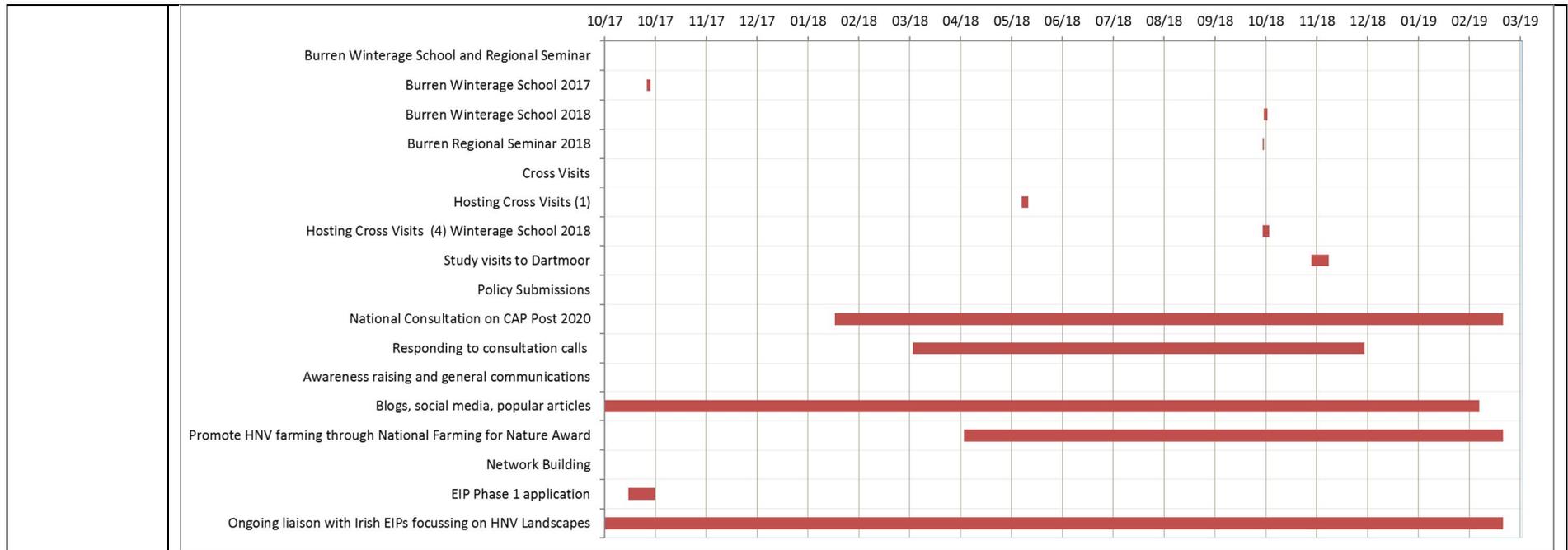


Task	Start Date	End Date	Target Group
Burren Winterage School and Regional Seminar			
Burren Winterage School 2017	26/10/2017	28/10/2017	Farmers, Scientists, Authorities
Burren Winterage School 2018	25/10/2018	27/10/2018	Farmers, Scientists, Authorities
Burren Regional Seminar 2018	24/10/2018	25/10/2018	National KT Community
Cross Visits			
Hosting Cross Visits (1)	04/06/2018	08/06/2018	HNV LINK Groups
Hosting Cross Visits (4) Winterage School 2018	24/10/2018	28/10/2018	HNV LINK Groups
Study visits to Dartmoor	22/11/2018	02/12/2018	HNV LINK Groups
Policy Submissions			
National Consultation on CAP Post 2020	14/02/2018	15/03/2019	National and EU authorities
Responding to consultation calls	01/04/2018	23/12/2018	National and EU authorities
Awareness raising and general communications			
Blogs, social media, popular articles	01/10/2017	01/03/2019	Broader Public
Promote HNV farming through National Farming for Nature Award	01/05/2018	15/03/2019	Farmers and general public
Network Building			
EIP Phase 1 application	15/10/2017	31/10/2017	National Authority
Ongoing liaison with Irish EIPs focussing on HNV Landscapes	01/10/2017	15/03/2019	EIP Operational Groups



HNV-Link: A network on High Nature Value farming

Learning Innovation and Knowledge



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 696391



2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Detailed cross visit report for Dartmoor CV is available at <http://www.hnvlink.eu/activities/cross-visits/>

Brief extract from report included here:

“The HNV-Link Burren cross visit to Dartmoor took place between the 22nd and 25th of November. Two days were devoted to travelling to and from Dartmoor, with 2 full days of meetings and farm visits planned. Friday 23rd of November. The innovation topics identified by the Burren LA before the visit were:

- Producers groups involved in direct sales and online marketing of products.
- Marketing and novel products for adding value to meat and other products from relatively remote HNV areas.
- Innovations linking tourism and HNV farming directly e.g. revenue raised to fund community projects through bed taxes.
- Labour saving technologies – e.g. for control of invasive species, for herding of livestock.
- Integrated approaches to land use management.
- Community well-being initiatives.



The innovation needs broadly relate to adding value to HNV and wider community support. The TB control plans in Dartmoor are of particular interest due to the ongoing discussions and developments in this area in Ireland. These topics led to the joint development of the cross visit programme by the Dartmoor and Burren teams. The programme was designed as a knowledge sharing exercise. The main concentration was on improving the Burren participants' knowledge of the Dartmoor innovations with some time devoted to learning from the Burren innovation experiences and their application in Dartmoor. The main topics covered included:

- Overview of Dartmoor innovation including introduction to geographical, cultural and farming systems context.
- Celebrating farming traditions.
- Tourism and Marketing initiatives.
- Agri-environment scheme design, results/outcome based schemes.
- Collaborative farming initiatives: TB control, fire management etc.
- Cooperation, engagement and wider community support .

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

Detailed cross visit host reports are available at <http://www.hnmlink.eu/activities/cross-visits/>

Extracts from Host visits reports below:

“Overall the visit and the agenda worked well. All events took place as planned and within the proposed timeframes. Combining the cross visits with the Burren Winterage Festival gave the opportunity for a more in depth experience of the range of activities in the Burren region. However this is not without its logistical challenges and would not have been possible with the efforts of the learning area partner staff, volunteers and local community. This gave the added bonus to attend a range of other festival events and cultural interaction with stakeholders from around Ireland and Europe. Also gave the delegates to experience the Burren culture– mainly through the sharing of traditional music – between the host community and the visiting group. Feedback from the host team – farmers and others – was very positive. The participating enjoyed hosting the groups and sharing ideas with them. The evident interest by the visiting groups in the work in the Burren instils confidence in host organization and participating farmers that they are undertaking worthwhile work in the area and reinvigorates them to continue along this pathway. It is also a good opportunity for us as hosts to reflect on what we do, how we do it and how we



can do it better. Every visiting group brings new perspectives and new knowledge. Hosting three groups at the one time despite the logistical challenges lead for lively discussions and conversations.”

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
29/11/18- 2/12/18	B Dunford from Burren LA visited Portugal, Montados LA, to participate in their Regional Seminar, sharing some of the innovations from the Burren region, in particular Results-based payments. This relationship between the Burren LA and the Montados LA will continue beyond the lifetime of the HNV LINK project.
15/2/19	J Moran visited Dartmoor to present at their Farming Futures event. This followed a visit by T May (Dartmoor) to the Burren in January 2019. This relationship between the Burren LA and the Dartmoor LA will continue beyond the lifetime of the HNV LINK project.
Oct 2019	The Burren Winterage School will take place in October 2019, with support from the EU LIFE-funded ELCN (European Land Conservation Network). The ELCN are keen to share innovations and learnings from the HNV LINK project and this event will be an opportunity for HNV LINK members to reconnect with other and with the ELCN. It is also the main networking event for HNV farmers in Ireland, particularly those working in other EIP projects.
Oct 2019	As part of the Burren Winterage Weekend, an innovation fair on HNV farming will take place where farmers from across Ireland will be able to learn about innovations for HNV farming which are relevant to them.
April – November 2019	The National Farming for Nature initiative will continue (in expanded form) in 2019 with the intention of announcing 10 new farmer-ambassadors for nature, generating practical resources around farming for nature, and building a network of ‘farmers for nature’ across Ireland. Follow developments on https://www.farmingfornature.ie/



3. LA regional meeting(s)

Objectives of the LA regional meetings::

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

In the Burren Learning Area, we propose to organize two National-level meetings, both in late 2018.

The first meeting will specifically target AKIS – public (Teagasc, Local Authorities etc) and private agri-environmental planners.

The second meeting will target HNV farmers, researchers and public authorities from across Ireland.

At these meetings we aim to:



- Describe HNV farming systems and highlight their importance in an Irish Context
- Describe the HNV-LINK project and what has been achieved thus far
- Share HNVf innovations with a range of stakeholders
- Discuss/workshop HNV farming vision and needs, including research and innovation gaps
- Initiate the formation of a formal HNV farming network for Ireland

Date	Description
October 25 th 2018	National Agri-Environment Symposium for Farm Advisors. <i>Expected Attendance: 150 people</i> To be organized in conjunction with Teagasc and the Agricultural Consultants Association (ACA) The Thematic focus of this event will be supporting (technical and advisory) innovation in HNV Farming
October 26 th – 27 th 2018	The Burren Winterage School on sustainable farming. <i>Expected Attendance: 120 people</i> To be organized in conjunction with the Department of Agriculture, Food and the Marine (DAFM) This annual conference will include dedicated sessions on HNV LINK and the formation of an Irish HNV Farming Network

Full report on regional meeting in the Burren is available at http://www.hnmlink.eu/download/meetings/Ireland_RM-Report_BurrenWinterageSchool.pdf.



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

In the Burren Learning Area, we propose the following key elements of Dissemination and Communication Plan for 2018.

Any other opportunity that arises will also be availed of.

Date	Description
Jan – Dec 2018	Incorporating HNV LINK information into a range of presentations (national and international), walks and meetings undertaken by LA team members and the National Co-ordinator, and publicizing these events on social media and in local newspapers, as well as feeding into the HNV LINK webpage and facebook/twitter pages.
May – June 2018	Hosting HNV LINK cross-visits and engaging in visits to other LAs, and publicizing these visits in local and on-line media.
October 2018	Publicizing the HNV LINK National events (2 – see above) through a full range of media outlets.

Methods will include:

Social Media: through Burrenbeo Trust, Burren Programme, ITS and GMIT Websites, Facebook and Twitter accounts.



Print Media: through local newspapers (Clare Champion, Clare People) and national publications (Irish Farmers Journal, Farming Independent)

TV-Radio: through local and National radio (farming programmes) and if possible TV (RTE, TG4, TnaG)

Events: the Burren Winterage school, the Irish 'Farming for Nature' awards

No dedicated budget will be used other than staff time and payment of expenses of participants on cross visits, though a small amount (€700) is available for communication materials.

Target Audiences:

1. HNV farmers in the Burren and across Ireland; 2. HNV farm advisors and researchers; 3. Public authorities involved in HNV farming , agriculture, rural development and environmental policy (e.g. DAFM, NPWS)

Details of Burren LA communications activities are included in table below.



When ?	Year	What ? (title of the communication, name of the event) In ENGLISH	Where ?	Circulation (if known)
20/06/2016	2016	EUFRAS, IALB International Conference excursion	Burren, Ireland	40
	2016	BurrenLIFE farmers training meeting	Burren, Ireland	200
28/10/2016	2016	Burren Winterage School presentations and workshops	Burren, Ireland	85
01/06/2016	2016	Field trip and presentation to all Clare Branches of the Irish farmers Association	Burren, Ireland	30
13-14/7/16	2016	Visit by the National Trust, UK	Burren, Ireland	5
21/10/2016	2016	Briefing to Agriculture Minister Michael Creed, as well as local members of Parliament and farmers	Burren, Ireland	25
30/06/2016	2016	Conference excursion: Landscape Values: Place and Praxis	Burren, Ireland	25
27-29/10/16	2016	Burren Winterage School 2016: Workshop "HNV farmland - time for an Irish Network?"	Burren, Ireland	110
29/08/2016	2016	EU Commissioner Phil Hogan visits Burren	Burren, Ireland	50
5-6/9/16	2016	Cork 2.0 Rural Development Conference	Cork, Ireland	330
22/09/2016	2016	Environment Ireland Conference	Dublin, Ireland	60
26-27/5/16	2016	Resourcing Uplands community workshop as part of Irish Uplands Forum Conference	Dunloe, Co. Kerry Ireland	100
25/10/2016	2016	Atlantic Biogeographic Seminar	Ennistymon, Co. Clare	80
25-27/10/16	2016	Second atlantic biogeographic seminar	Ennistymon, Co. Clare	150
19/05/2016	2016	Workshop on off shore Island opportunities-Comhar na nOileain	Inis More, Aran Islands	20
27/05/2016	2016	Press release	Ireland	
01/11/2016	2016	High Nature Value-Link Project. First Newsletter Published	Ireland	
18/05/2016	2016	IT Sligo Plays Key Role In European Boost for High Nature Value Farmland_press	Ireland	
20/05/2016	2016	Joint Farmland venture for Burrenbeo Trust and IT Sligo_press	Ireland	
25/05/2016	2016	EU project to boost innovative farming in the Burren_press	Ireland	
04/05/2016	2016	Major Irish role in €2.2m farm biodiversity drive_press	Ireland	
27/05/2016	2016	Press release	Ireland	
28/05/2016	2016	Official Public Launch of Burren Slow Food Convivium 10th Anniversary	Lisdoonvarna, Co. Clare	40
30/03/2017	2017	Results Based Agri-Env't Conference	Brussels	135
28/09/2017	2017	ENRD workshop - Natura 2000 effective use of RDP	Brussels	80
18/10/2017	2017	Press release Burren Winterage School	Burren Ireland	
12/10/2017	2017	Food on the Edge' Conference tour	Burren, Ireland	50
25/03/2017	2017	European Geoparks Association Field Trip	Burren, Ireland	120
28/07/2017	2017	FAO funded delegation from Turkey	Burren, Ireland	20
21/09/2017	2017	Estonian Ministry of Environment	Burren, Ireland	8
12/03/2017	2017	Delegates at Learning Landscape Symposium	Burren, Ireland	45
25/05/2017	2017	BUSK - A NPP Project - Field Trip	Burren, Ireland	22



When ?	Year	What ? (title of the communication, name of the event) In ENGLISH	Where ?	Circulation (if known)
26-28/10/17	2017	Burren Winterage School 2017: Community Inspired Innovation for Sustainable farming Systems	Burren, Ireland	200
14/09/2017	2017	Grassland Symposium: Role of Sustainable Grassland in Foodwise 2025	Dublin, Ireland	100
13/07/2017	2017	LA Innovation Seminar Burren	Kilfenora, Burren, Ireland	60
1-3/6/17	2017	AgroLIFE workshop	Limassol, Cyprus	
01/02/2017	2017	The HNV Link project aims to develop a network dedicated to supporting HNV farmland, focusing on innovations that simultaneously improve "socio-economic viability" and "environmental efficiency" (see www.hnmlink.eu).	online	
26/01/2017	2017	Presentation to local farm organisation branch (Roscommon)	Roscommon, Ireland	70
05/12/2017	2017	Botany and Plant Science seminar national University of Ireland Galway	Galway, Ireland	50
01/11/2018	2017	Article in Irish farmers guide; annual publication of Irish Natura and Hill farmers association (circulation 20,000)	Ireland	20000
27/11/18	2018	European region of Gastronomy Group Meeting	Athenry, Galway	40
11/07/2018	2018	Seminar of EU Group on Compliance and Monitoring	Brussels	20
24/09/18	2018	HNV presentation and field trip for HNV farmers	Burren	20
25-28/10/18	2018	Range of Events as part of cross visit by 4 HNV LINK cross-visit groups	Burren LA	Up to 400
5-6/06/18	2018	HNV LINK Cross-visit with Montados, Portugal Group	Burren Learning Area	20
21/06/18	2018	European Grassland Conference - HNV Field Trip	Burren Region	40
05/03/2018	2018	HNV Presentation and Field Trip	Carron, Co. Clare	20
27/03/18	2018	HNV Field Trip	Carron, Co. Clare	45
12-13/2/18	2018	Paying for 'results' in AES: HNV LINK Workshop	Devon, UK	40
12-13/3/18	2018	Rural Futures	Edinburgh, UK	90
31/08/18	2018	Presentation to European Association of Agricultural Economists	Galway, Ireland	100
13/2/18	2018	Seminar for 4th Year Environmental Science Students, NUI Galway	Galway, Ireland	30
18/06/18	2018	The Annual Global Forum Conference of the agri benchmark Beef and Sheep	Galway, Ireland	70
25/10/18	2018	HNV Presentations at national Agri Environment Conference	Gort, Galway	200
25-28/10/18	2018	media coverage of event covered in regional meeting report including press clipping	Ireland	235000
27/10/18	2018	Burren Winterage School 2018	Kinvara, Galway	120
30/11/18	2018	HNV LINK Seminar in Portel, Montados Region, Portugal	Portel, Portugal	60
10/12/2018	2018	Participation in Round Tables on the green Architecture of the CAP	Brussels	60
26/5/18	2018	Presentation at cultivate.ie Feeding ourselves conference 2018	Cloughjordan, Ireland	100
28/11/18	2018	Presentation to Mayo County Council Planning and Environment subcommittee mayo Co.Co work on Draft Sustainable agriculture strategy	Castlebar, Ireland	15
4-5/10/18	2018	Presentation at Irish Uplands Forum Conference	Mulranny, Ireland	120
25/10/18	2018	Presentations at National Agri-environment conference: From Burren Beginnings to Locally Led EIP's	Gort, Ireland	260
March17-Jan12017;2018	2018	HNV Twitter Activity JMoran @MoranENV		1100



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Some reflections from the Burren regarding the methodology employed by HNV LINK and the idea of a ‘strategic innovation brokerage include’:

- The methodology employed through HNV LINK was useful and logical.
- At times the reporting requirements were too prescriptive/formulaic in parts and entails far too much superfluous information. While we appreciate that much of this is due to reporting requirements, we need to be careful that the essence of the HNV LINK concept – identifying and promoting HNV innovation across the EU – isn’t lost in the detailed information that has been generated by the project.
- In hindsight to make a ‘bank’ of HNV LINK innovations more readily available to end users, it would be useful to separate the innovations from much of the other information generated from the project (e.g. meeting reports, baseline assessment and innovation assessment details), almost as a standalone resource. If such an approach is taken in future, the resource would need to be very searchable and organized thematically. New innovations could be added as part of a live resource but a simpler template will be needed to achieve this. We do realise that of course this need ongoing resourcing of a network beyond the lifetime of the project.
- The innovations only really come to life when people experience them directly within the Learning areas. Thus, it is critical to ensure that the existing LAs continue their role in hosting study groups and that here is a brokerage to connect HNV stakeholders with people in these LAs either at a National or an EU level.
- In terms of the continuation of networking activities and HNV initiatives within Ireland, the farming for nature initiative has the potential to build into a larger network of farmers and supporters focused on farming for nature. Funding has been secured for 2019 to continue the farming for nature initiative as a national award programme; and to promote and support FFN through development of resources/knowledge platform for farmers and others who want apply nature friendly farming and high nature value farming practices in their area.
- The Burren Winterage School will continue as an annual event sharing knowledge and as a meeting place for farmers and other actors involved in HNV farming in Ireland and internationally. The formation and funding of a range of European Innovation Partnership (EIPs) operational groups concentrating on HNVf areas through Ireland’s RDP gives an added impetus to this network. Many of the groups attending the winterage and associate events highlight that there is a need to build on existing successful initiatives and share knowledge across areas.





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

WP4 – Deliverable 4.7

Maite Puig de Morales, WP4 Leader
Fabrice Gouriveau, HNV-Link Coordinator



Action Plan Coordinator: Dimitris GOUSSIOS, University of Thessaly

Contributors:

- 1. Dimitra, GAKI, University of Thessaly
- 2. Ioannis FARASLIS, University of Thessaly
- 3. Georgios, VLAHOS, Agricultural University of Athens



Learning Area THESSALY “Action Plan”

for brokerage activities on High Nature Value Innovation Projects



From October 2017 to December 2018



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



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1. Starting point

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

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

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

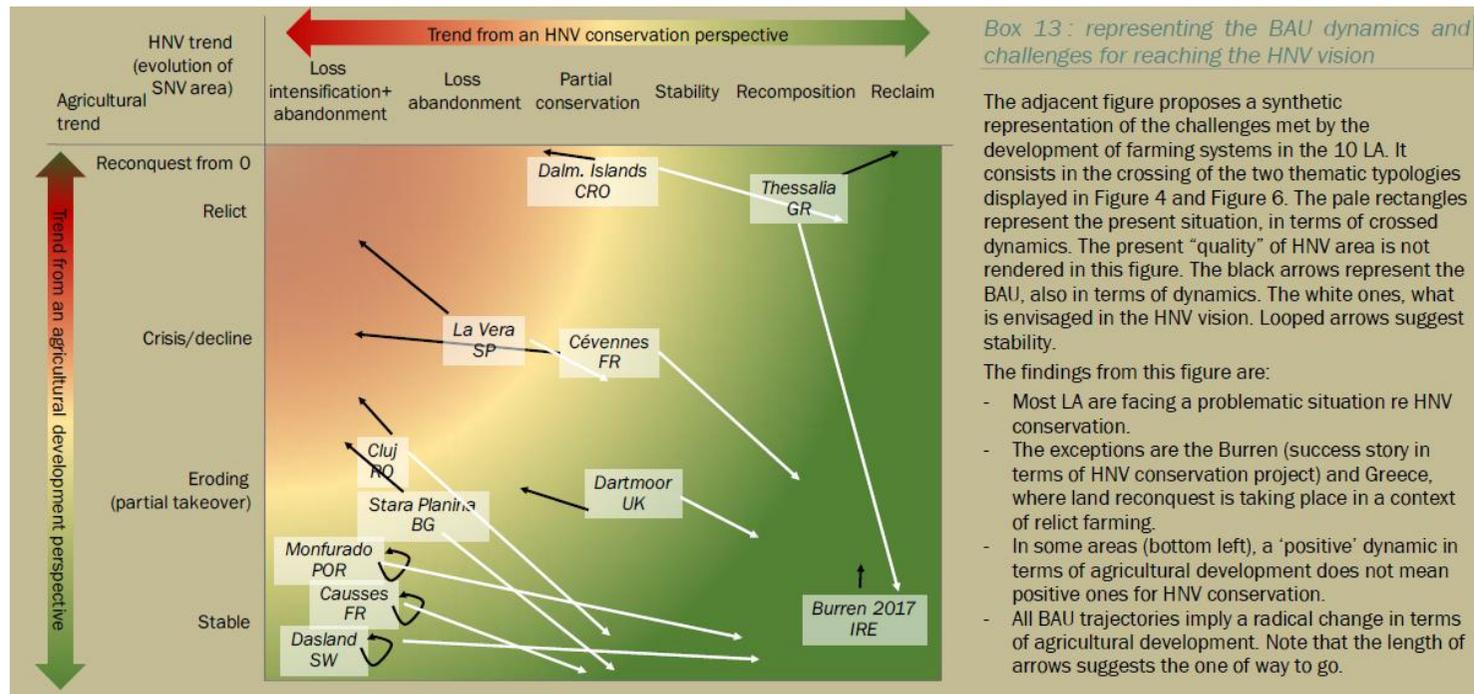
However, throughout the course of the Using Phase, some priorities can be re-assessed; the Vision can be improved and included new elements. Do not hesitate to keep a written record of all the events and information that contributed to the consolidation of the HNV Vision.

1.1 HNV Vision of LA-THESSALY

Date	Your text – notes – pictures/tables, etc.
(31/01/2018)	<p data-bbox="405 719 501 751">Slogan</p> <p data-bbox="405 759 1944 831"><i>The sustainable reconquest of the region: building our horizontal governance to better manage and promote the HNVf heritage</i></p> <p data-bbox="405 874 815 906">Short Description of the Vision</p> <p data-bbox="405 919 2027 1110"><i>The current trends, as described in the BaU scenario, suggest that the same polarised pattern is the most probable outcome. Intensification in the accessible and productive areas and abandonment in the less accessible, marginal areas. Both possible outcomes on the detriment of the HNV areas e.g. for the rough grazing areas near the towns overgrazing by larger herds in fewer hands while for the mountainous areas expansion of scrub and the forest resulting thus to a homogenisation of the landscape. <i>All the above render unattractive both the HNV agricultural activity and the area as an activity basin. A policy focused on the support of the HNVf is required.</i></i></p> <p data-bbox="405 1145 2027 1377"><i>The vision of re-conquering the area is feasible because all the necessary conditions are there (the installation of new farmers lately creates the requirements for the productive exploitation of the region's important resources, consumers are looking for products and services that incorporate environment and quality). What is more this vision can rely on the exploitation of a multi-partnership among the LA's local actors by planning an integrated intervention that will effectively handle in time and in space the pressures and impacts on the biodiversity landscapes of the LA and the prevention of pausing or intensifying the holdings and it will support the multifunctional role of the LA's HNVf systems, the scale of every community and biodiversity landscape.</i></p>



Visual



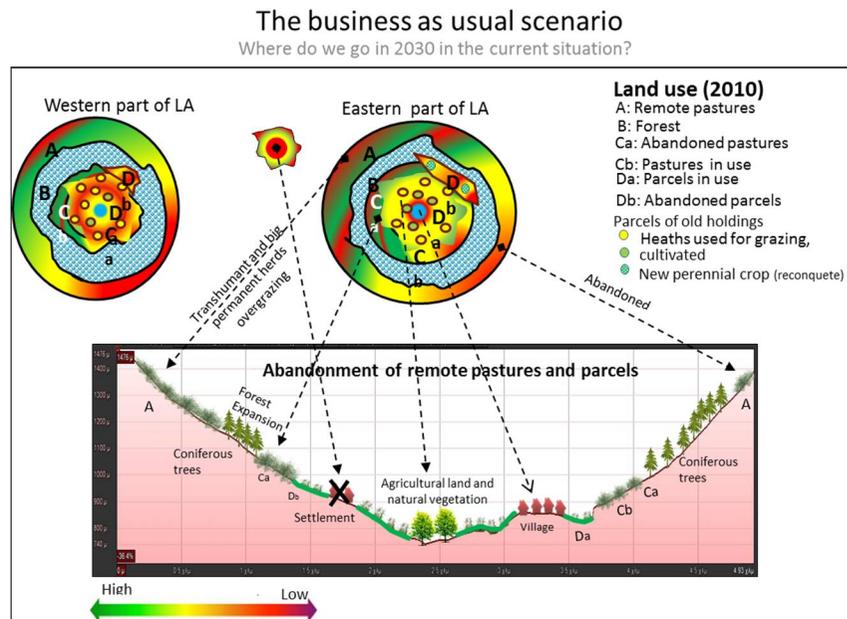


Figure 2 : example taken from *The TEN BASELINE ASSESSMENTS*, p. 240

The expected abandonment of livestock breeding and agricultural land by the large number of mainly small holdings with aged leaders (45%) irrespectively of the renewal degree, resulting in the elimination of small herds, will cause changes in the organization of the grazing system in the zone around the settlement. Parallel, the growth tendency of the permanent and transhumant herds will be strengthened. The choice of less remote pastures based on clearly spatial criteria (distance, infrastructures etc.) would continue. Small trend of land concentration and intensification of practices, resulting in the loss of fertile soil. New perennial crops extension in the old remote farmland zone

Biodiversity-rich landscapes: how will they function in 2030?

LA's integrated reconquest management plan:

Pastures: *herds' optimal distribution to all pastures*

Agricultural land : *integration of new perennial and arable crops into HNVf*

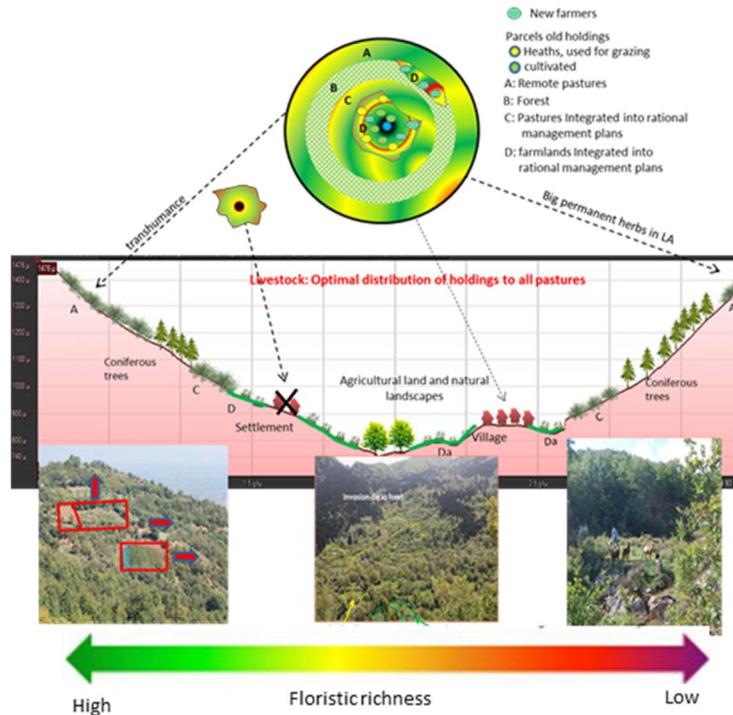


Figure 3 : example taken from THE TEN BASELINE ASSESSMENTS, p. 242

Actors' typology

The area is influenced by different actors that have different interests and expectations.

Old producers: Knowledgeable of inherited collective management systems of territory

New producers: preservation of HNVf systems contributes to productivity, increase of the products' value, recognition of their holding's multifunctionality and their quality of life.

Local entrepreneurs/New comers (not in agriculture): development of activities that support the territory's multifunctionality



Diaspora's communities/cultural associations: management of the HNV farmland concerns community's future and the protection of their own interests (fire prevention, settlement management, quality of life in the village etc.).

Municipalities: preservation of HNVf systems responds to the management and utilisation of its natural resources and territorial cohesion.

Regional authorities: management of natural resources

University /Research institutions: transfer of innovation and knowledge on management issues on of the relationship between the agricultural system and the HNV agricultural surface

Local Development agencies: operational planning and utilization of European programmes for the development of the territory's multifunctionality and the support of local governance

Management authority of National Park of Tzoumerka : protected area management body protect the vulnerable habitats

Environmental NGOs (GreenArc, CEE of Mouzaki): education and awareness of the producer on the one hand and of the consumer on the other hand on the role of the HNVf and their association with the promotion of local specific resources

Territorial cluster "Terra Thessalia": support of the promotion of specific livestock products

LA's integration in a management plan for the relationship between the HNVf system and farmland is an innovative endeavor that will allow their active participation in the adjustment of the rural policies and the elaboration of suitable support plans on HNV holdings and rural development.

Using the proposed framework one can suggest the following classification of actors

	<u>Internal</u>	<u>External</u>
Private	<ul style="list-style-type: none"> - Farmers/Producers : Knowledgeable of inherited collective management systems of territory, - New entrants in agriculture: Innovative - Local entrepreneurs - New comers (not in agriculture): Innovative - Young people: Specific issues, access to land, resources etc. 	<ul style="list-style-type: none"> - Absentee land owners - Investors in large farming, energy, recreation projects,

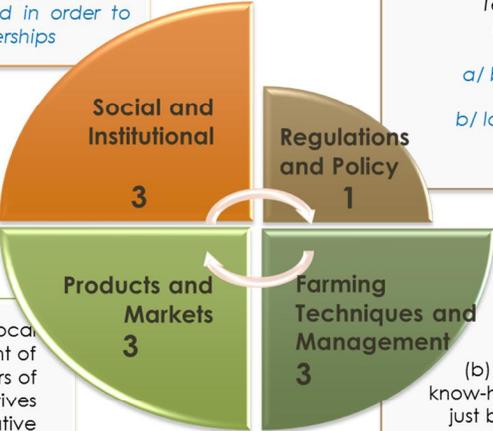


	<p>Collective</p>	<ul style="list-style-type: none"> - Diaspora's communities/cultural associations: not only because they care about their home village but also because they have vested interests - Municipal authorities Mayors of PINDOS Network - Territorial cluster "Terra Thessalia" 	<ul style="list-style-type: none"> - Universities /Research institutions <ul style="list-style-type: none"> o Laboratory of Rural Space, University of Thessaly, o Agricultural University of Athenes o Panteio University - Regional authorities <ul style="list-style-type: none"> o Agricultural authorities o Rural Development authorities o Management authority of the regional Community Support framework o Forestry authorities o Environmental authorities - Local Development agencies (Local Action Groups of Karditsa and Trikala) - Management authority of National Park of Tzoumerka - Environmental NGOs (GreenArc, CEE of Mouzaki)
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Figure 4 : Actors involved to implement the HNV vision



1.2 The Innovation Situation in LA-THESSALY

Date	Your text – notes – pictures/table
(31/12/18)	<p>Innovation scoring <i>According the four themes – cf. Session 2 of NM#2</i></p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid orange; padding: 5px; width: 30%;"> <p>1. Creating new forms of organization 2. Launching initiatives for the territorial management</p> <p>NEEDS: Creation of only few and scattered new forms of organization because : <i>(a) the legislative framework is recent, (b) time and a support structure (education-awareness, monitoring) is needed in order to incorporate strong informal partnerships</i></p> </div> <div style="border: 1px solid lightblue; padding: 5px; width: 30%;"> <p>framework of Natura 2000, New institutional framework of new forms of organization, non-activation of the RDP measures on preserving and improving biodiversity, areas of the Natura 2000 network, landscapes etc. <i>Proposals for the amendment of regulations (eg. raw milk) are made by local bodies (eg Terra Thessalia) as part of pilot projects-applications, GI regulatory framework</i></p> <p>NEEDS: <i>a/ bottom-up mobilization of local actors (public, social & private) b/ local pilot surveys in order to define the specifications needed for their implementation</i></p> </div> </div> <div style="text-align: center; margin: 10px 0;">  </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid lightgreen; padding: 5px; width: 30%;"> <p><i>(a) GI products (PDO, PGI, FAT, local quality standards), (b) development of short chains aiming at the members of diaspora and consumer co-operatives as loyal product markets (alternative markets), (c) search for quality markets similar to that made by Terra Thessalia, utilizing new forms of cooperation, new tools, local Leaders etc.</i></p> <p>NEEDS: <i>Enabling relevant RDP funding measures will reinforce these initiatives. Support structures need to specialize more on issues around the promotion of HNVf values to consumers</i></p> </div> <div style="border: 1px solid lightblue; padding: 5px; width: 30%;"> <p><i>(a) the progress/diffusion of innovation is limited due to a deficit of research on the relationship between biodiversity and HNVf, (b) Traditional knowledge, practices and know-how dominate in HNVF and they have just begun their osmosis with new methods and technological tools in the fields of (b1) land use management; and (b2) practices and techniques that will support grazing management of pastoral herds</i></p> <p>NEEDS: <i>The majority of holdings that have new leaders or successors have largely adopted new production techniques and, to a lesser extent, farm management techniques (financing through improvement plans (PDR) and cheese-making units)</i></p> </div> </div>



<p>Innovation priorities According to the four themes – cf. Session 2 of NM#2</p> <p>The priorities for the network using phase of the HNVLink project will respond to the needs that can be solved during one year time period. The priority in the Innovation categories is: 1st priority is the category "Social and Institutional", 2nd priority is the category "Product and Market", 3rd priority is the category "Farming Techniques and Management" and 4th is the category "Regulations and Policy".</p> <p>Priority was given in order to resolve innovation deficits. It is estimated that these will be achieved through the actions-priorities mentioned below.</p> <p>highest priority: Social and Institutional , (importance's order : 1, 3, 4, 2)</p>	
<p>specific innovation gaps</p> <ul style="list-style-type: none"> ❖ Lack of experience in the operation of multi-holding cooperation and coordination forms (governance) that integrate HNVf 	<p>top priorities for the next phase</p> <ul style="list-style-type: none"> Utilization of LA's multi-holding & institutional framework of decentralization and RDP, transfer of experience from other countries
<ul style="list-style-type: none"> ❖ Lack of a support structure for a long-term HNV "animation" project for the LA 	<ul style="list-style-type: none"> Organization of a Coordination Center (Development Agencies, University and Technical Institution Laboratories etc)
<ul style="list-style-type: none"> ❖ Organization of local groups for the management of land use and natural resources (HNVf, Natura 2000, rural tourism) in the scale of the community and the Municipality 	<ul style="list-style-type: none"> Local assembly of producers, entrepreneurs, the Diaspora (internal), representatives of the community Networking new farmers is a driving force for the support of LA's HNVf
<ul style="list-style-type: none"> ❖ Reinforcement of producers and actors participation in planning and management procedures concerning land use, pastures and biodiversity 	<ul style="list-style-type: none"> Development of interactive spatial tools to support procedures of consultation, decision making, preparation and implementation of management plans

The innovations (organizational, technological and technical) presented by the Greek team were shaped during the implementation of the European strategic programme LACTIMED within the context of *the ENPI CBC Mediterranean Sea Basin Programme*. *The organization of Terra Thessalia as an official body took place after the end of the programme and its pilot actions continued.*



1.3 The LA-THESSALY strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(31/12/2018)	<p>Overall Objectives In order to achieve the vision concerning the <i>sustainable reconquest of the region: building our horizontal governance to better manage and promote the HNVf heritage</i>, the aim is to promote in the society of consumers, producers and public actors the multifunctional role of the LA's HNVf systems (through interventions in the whole range of the local value chains) in order to increase the value of the LA's products and services</p> <p>Priorities The priorities that were set will be achieved by a) building a multi-partnership form of governance and b) organizing the new farmers and their collaboration with the small already organized entrepreneurs of agrotourism. We also have to make local farmers aware of the value of their system and make them knowledgeable of the significance of their practices and why they are valuable. In many cases they were implementing specific practices because of the conditions. When the conditions change it does not seem rational to keep the same practice. E.g. Terraces in grazing area.</p> <p>Specific Objectives</p> <ul style="list-style-type: none"> a) building a new and flexible form of governance that will contribute to the management of rural areas and living resources by gathering a set of actors with different objectives (Pindos, Support Center, Farmers' Network) b) implementation of a participatory guarantee system of the HNV character of the production systems and the holdings aiming at respecting the obligations and the promotion of their products in the market c) integration of the holdings in a cooperation and coordination territorial structure of the actions for promotion and placement of their products in markets that recognize and reward the agro-ecological services of those holdings.



Main Actions

- ◆ Meetings with PINDOS Network and the various Greek and foreign research laboratories and Centers in order to organize the cooperation and creation of an informal Support Coordination Center of the farming systems
 - PINDOS Network will cooperate with Greek Universities (University of Thessaly, the Agricultural University of Athens Panteion University etc.) and with universities from abroad as well (AgroParisTech, Université Blaise Pascal, CIHEAM, the Open University of Cyprus) for the creation of an informal Support Coordination Center of the farming systems
- ◆ Meetings with producers in order to inform them for
 - the possibilities and opportunities of setting up a producers network
 - § The aim is to inform, monitor and support existing (producers groups, cooperatives, etc.) or new forms of cooperation among farmers focusing on HNV holding
 - the possibilities of utilizing-using 3D and virtual reality tools as well as GPS
 - § for the support of local actors' active participation in planning and documenting their choices and decisions and their contribution in the preparation of specifications for the organization and operation of every holding within the limits of the village and the agro-ecological unity in which it belongs
 - the possibilities to develop a mixed innovative initiative (social-institutional, regulatory, technical and product-market) through the adaptation of the Territorial Participatory Guarantee System
- ◆ with a double aim: a) internally to control the implementation of the obligations that every holding has and b) externally to inform the consumers on the sustainable links between the HNV systems and the production area of local products

Actors

- ◆ the Mayors of PINDOS Network
- ◆ National Park of Tzoumerka
- ◆ Development Agencies of Karditsa and Trikala,
- ◆ Environmental bodies (GreenArc, CEE of Mouzaki),
- ◆ Public Services (Department of Rural Economy and Veterinary -DAOK Karditsas and Forestry Office of Trikala),
- ◆ Thessaly Agrotourism Association,
- ◆ Territorial cluster TERRA THESSALIA
- ◆ Livestock breeders and farmers from the area of Mouzaki and Pyli,
- ◆ Laboratory of Rural Space, University of Thessaly



Risks			
Risk	Probability	Assessment	Mitigation measures
Reluctance of certain stakeholders/ actors to be engaged.	Small (UTH has a long history of involvement and co-operation locally)	If the reluctant actors constitute part of the civic involvement , the obstacle could be serious	Keep the continuous involvement of HNV partners and have a frequent communication on the project.
Conflict between actors/ Personal conflicts	Medium	It could lead to reduced participation and engagement of some of the actors	Careful selection of the participative methods to be used. In case of strong conflicts focus groups of interests instead of workshops.

Best Practices
 innovation (1)_ Terra Thessalia, a territorial cluster for dairy products of pastoral livestock
 innovation (2) _ Participatory Guarantee System
 innovation (3) _ Public participation and consultation 3D-Mapping tools
 innovation (4) _ GPS-Tracking to monitoring and certification of extensive livestock-farming

Timeline
 Cross-Visits: Greek mission to Suede in May and to France in October. The Greek team received Bulgarian mission at June
 Regional Meetings: 09 December 2018

The short term through the implementation of this Action Plan does not allow the objectives set to be attained. However the actions that were developed the previous year contributed to the acceptance of two basic needs:
 (a) the creation of a network of new farmers who have recently settled in agriculture, aiming at informing them and promoting their activities
 (b) focused and coordinated action by the local actors in support of extensive farming and the promotion of its products.
 The actions that have been decided for the promotion of those two needs are presented in section 2.3.
 All stakeholders believe that time is required for the cooperation conditions to mature and to build trust between both the members of the team and the different teams.



2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Date, Place, Innovation Cases visited and participant list
- Reasons of the choice of the cross-visit
- Expectations of the participants
- Expectations for the Learning Area
- Narrative: who, when, where, what?
- Lessons learnt: for the participants – and at the scale of the Learning Area
- To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to?
How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?



The Annex I.a contains the reports about the visits made by the Greek missions to Sweden in May and to France in October 2018

Sum-up of the cross-visit:

A Greek delegation travelled to Sweden in May for 3 days to learn about the Facilitation of Collaborative Land Use Management (FOLCUM) and the mobile abattoir. The participation of a farmer in the delegation gave to the team the opportunity to learn about other small technical innovations that can be easily transferred in the production process and the development of parallel actions.

A Greek delegation travelled to France in October for 3 days to learn about *Intercommunal Pastoral Agreement (Pacte Pastoral Intercommunal - PPI)*, *Land control and collective land management and Collective approaches by breeders*. The participants of the Greek delegation (representative of the National Park, the Local Government and a farmer) discovered that the development of cooperation is a result of: (a) active participation and (b) mutual trust achieved through long term cooperation. Moreover, it was found that showing to the public the work that takes place in extensive holdings and the difficulties that farmers and livestock breeders face are basic tools for the promotion of their work and the quality products they produce.

Cross-visits contributed to (a) learn about new innovative actions that can be easily transferred, (b) realize the need to mobilize and organize so that producers themselves can claim the recognition of their activity.



2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?

The Annex I.b contains the report about the visit made by the Bulgarian mission to Greece in June 2018

Bulgarian partners involved in the HNV-Link project came to visit the Ovest Thessaly (Pinde) territory between June, 13rd and 15th of 2018. We have organized visits and discussion with different actors as Municipaly, representative of Rural Development Ministry (discuss about CAP and its implementation), farmers participated to pilot actions (improvement of pastures, seminars, ...) Environmental Center,



2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
2017-2018	<p>The team used the facebook page they created (HNV-Link_LA Thessaly) to promote its innovations and the actions that were developed through HNV-Link.</p> 
April 2018	<p>The team of the Laboratory of Rural Space of the University of Thessaly created for the needs of the project a video shown through the facebook page (https://www.youtube.com/watch?v=7TMZR2dsysQ&feature=youtu.be)</p>



<p>20 January 2018</p>	<p>The team of the Laboratory of Rural Space of the University of Thessaly presented innovations for the development of extensive livestock breeding at a meeting of the Regional Association of Thessaly municipalities in Elassona. The title of the meeting was "Livestock breeding and possibilities for the development of its products". In detail, the innovations: (a) TERRA Thessalia and (b) re-grassing of pastures: Results-cooperation between Research Institutes and the Local Government were presented by Mr D. Gousios and Mrs D. Gaki to sheep breeders and representatives of the Local Government.</p> <p>The meeting was attended by all the members of the Board of Directors of the Regional Association of Thessaly municipalities, breeders from the area of Elassona and representatives of breeders' associations from various areas of Thessaly.</p>	
<p>February – April 2018</p>	<p>The Laboratory of Rural Space of the University of Thessaly coordinated the organization of a series of educational seminars that were carried out under the scientific responsibility of the Agricultural University of Athens, in Thessaly. The seminars were addressed to producers with mainly extensive holdings and focused on the following topics: Livestock breeding- Aromatic plants-Beekeeping. The main purpose was for the producers to develop technical and organizational skills</p>	
<p>1 March 2018</p>	<p>Visit, of the team from the University of Thessaly with French experts in pastoral livestock holdings in Ellinopirgos, Karditsa and in Ellinokastro, Trikala. There was also a discussion on the problems that farmers with extensive holdings are dealing with as well as on the opportunities that arise.</p>	



Date	Your text – notes – pictures/table
28 March 2018	Mrs Gaki participated, via Skype, in a working meeting within the context of the research programme "Sustainable Finance for Sustainable Agriculture and fisheries-SUFISA" that is funded through the Horizon 2020 research and innovation programme of the EU and is implemented by the Agricultural University of Athens..
April 2018	<p>Working meeting with farmers from LA Thessaly. The main objectives of the meeting were: (a) to present to the producers the innovations suggested by the partners of the project, (b) the organization of expeditions, for those who are interested, in the areas of other partners in order to study the respective innovations that have been developed (cross-visits). After a discussion the cases of the French and Swedish innovations were chosen as interesting, without at the same time excluding the other areas that have also showcased equally interesting innovations such as the management of grazing lands, the organization of producers in various levels (production, processing) etc</p> <div style="display: flex; justify-content: space-around;">   </div>
5 May 2018	Presentation by Mr Gousios of the innovative initiatives for the promotion of local dairy products originating from extensive production systems in the conference " Innovation days in the agri-food sector in Central Greece " in Lamia. The conference was organized by the Central Greece Region in cooperation with the University of Thessaly.
5 May 2018	<p>Presentation of the innovative initiatives that can be developed especially from small households and extensive holdings aiming at: (a) promoting local products, (b) better organization of the holdings. The presentation was made by Mrs Gaki, during the Conference organised by the Development Agency of Karditsa (AN.KA) with the title "The role and the contribution of social economy in the development of the Regional Unit of Karditsa"</p> 



Date	Your text – notes – pictures/table
10 May 2018	<p>The learning area (LA) HNV Thessaly, was presented in a technical visit of Portuguese local government representatives in Arta city. The particular visit, organized by the Portuguese development agency Adrimag and hosted by the Management authority of the Tzoumerka, Meteora and Agrafa National park, was a good opportunity to introduce the aspects of HNV farming done in the Greek learning area and exchange ideas from the representatives of the protected area of Magical Mountains in Portugal. Mrs Gaki, from the Laboratory of Rural Space, gave a throughout presentation of the research done in participatory guarantee system, which was received very well.</p> 



Date	Your text – notes – pictures/table
15-17 May 2018	<p>Greek HNV team visiting Sweden. The Greek team decided to visit the LA Dalsland in Sweden, due to the innovations that have been applied in the area : The tool developed by the Swedish team, the FOCLUM & FOCLUM-LUP (Facilitation of collaboration land use management & Land use plans) and the mobile slaughterhouse. They also visited farms that had developed others activities (agrotourism, sell of their products, etc)</p> 
13-15 May 2018	<p>The Greek HNV-Link team welcomed to the study area the corresponding Bulgarian HNV team. Visits took place in livestock and agricultural farms and meetings with: (a) the Local Government, as the support body for actions on pasture management issues, (b) the local Directorate General for Agriculture on issues concerning the practical application of the political agricultural development and its results in local level (c) the National Park of Tzoumerka for the management of protected areas and the certification of a sustainable tourist destination by Europark, as a tool for environmental management and promotion (d) the Environmental Education Centre for educational and awareness raising actions on biodiversity topics in protected areas..</p> 



Date	Your text – notes – pictures/table
30 May 2018	<p>In cooperation with a specialist on pasture management the teams visited farmers and discussed the methods applied by them on pasture management especially in areas where actions to re-grass pastures have been implemented (pasture improvement with cultivation of pastoral plants).</p> 
19-20 June 2018	<p>Presentation of the issue concerning the support of extensive farming (HNV) in mountainous Mediterranean areas in consultation with the technical committees of the Ministry of Agriculture, Rural Development and Environment (sectors of Agriculture, Environment and Forests) of Cyprus. There was a discussion on the sustainable development of the protected areas (forests, Natura areas, agricultural land) in Cyprus and it was suggested that those areas should be part of shared management through a Body that will design and implement an Agri-environmental Management Plan. This Plan will take into consideration both the protection of biodiversity and the development of human activity. A future cooperation was proposed between the mountainous areas of Troodos with partners from HNV-Link on matters of agri-environmental management</p>
9 September 2018	<p>A meeting was organized at Neraida in Trikala with livestock breeders from the area and the National Park of Tzoumerka. The main purpose of the meeting was to inform the breeders (extensive sheep and goat breeding and cattle breeding): (a) for the support opportunities of their activity, (b) for the innovative tools that could facilitate their work and (c) for the possibilities to give added value that their products.</p> 



Date	Your text – notes – pictures/table
27-30 September 2018	<p>Presentation on Conference: D. Gousios, D. Gaki, I. Faraslis, Pr. Mardakis, D. Michalakis "The interdependence of High Nature Value production systems and territorial development within the HNV areas. The example of Pindos." announcement at the 5th Panhellenic Planning and Regional Development Conference, 27-30/9/2018 in Volos.</p> 
3-5 Octobre 2018	<p>Greek HNV team visiting France. The Greek delegation HNV Link team decided the cross visit in LA Causses and Cevennes, in France, due to the innovative schemes that have been adopted regarding pastoralism within a protected area such as the NP of Causses and Cevennes. More specifically the choice was done for the following two reasons:</p> <ul style="list-style-type: none"> a) The approach adopted in the Intercommunal Pastoral Pact among the many local stakeholders, decision makers and local breeders b) The actions taken regarding biodiversity preservation and pastoralism within a protected area.    



Date	Your text – notes – pictures/table
5 Octobre 2018	Mrs Gaki participated, via Skype, in a working meeting within the context of the research programme "Sustainable Finance for Sustainable Agriculture and fisheries-SUFISA" that is funded through the Horizon 2020 research and innovation programme of the EU and is implemented by the Agricultural University of Athens. The subject of the third working meeting of the SUFISA programme advisory team was: Biodiversity of the European agriculture in 2015: the changing context and strategies to fight it"
23 November 2018	<p>Meeting with the technical consultant of the Thessaly livestock breeders' association. A lot of the members of the association are farmers practicing transhumance and are interested in promoting their products' specificities and dealing with degraded pastures. Mr. Faraslis presented the technological (gps-tracking) and organizational innovations developed by the members of the research team of the University of Thessaly and the partners of the HNV-Link Network. The technical consultant has asked to explore the possibility of a future cooperation with the Thessaly livestock breeders' association to inform them and raise awareness on the above innovations.</p> 
20 & 28 November 2018	<p>"Farmer's Interview in a national broadcast TV channel, concerning the extensive livestock management and the Gps-tracking application, in the LA-THESSALY region"</p> <p>(@greekcountryliving #gralistafarm #organicfarm #gralistafarmpic).</p> <p>The farmer Thanasis Papoutsis is especially innovative and active. He breeds animals from a local breed and he also produces dairy products. He is a founding member of the Thessaly Agri-touristic Company and he welcomes visitors to his farm to participate in the various works of the herd.</p> <p>In cooperation with the Laboratory of Rural Space he uses the technological innovation GPS-tracking to track the movement of his stock. The next step is the production of cheese with guaranteed quality and authenticity of his products. To achieve this he will create a workshop for the production of dairy products (cottage industry) and he will make good use of the innovations of the HNV-Link programme.</p>   



Date	Your text – notes – pictures/table
9 December 2018	Regional meeting. The subject of the meeting was mainly the future of the informal cooperation and network among the farmers of the LA-Thessaly. Two main issues arose from the discussion-consultation between the stakeholders: (a) the need to support the new farmers on operational issues of their farms and (b) the support of actions for the promotion of the agri-friendly practices that they implement and consequently the products that they produce. The Laboratory of Rural Space and the Development Agencies of Karditsa and Trikala committed to support the effort to organize the producers (Farmers' Network) and promote their products. The sustainability, expansion and operation of the Farmers' Network (decided to be the second priority for the support of the vision of the LA Thessaly, during the Innovation Seminar that took place in 2017), will also be supported by the inter-municipality body that is active in LA-Thessaly under the name "PINDOS Network".
January – February 2019	Scheduled information and working meetings with new farmers from the LA who are interested in participating in the Farmers' Network to bring out extensive farming and promote their products. The producers will receive information from an associate of the University about the ERASMUS+ programmes and how they can use them as welcoming bodies or as training areas.

For the future, we will try to keep in touch with the partners who have developed interesting innovations, so that additional information can be obtained in order to adapt the innovations at the Greek conditions. The farmer that participated in the cross-visit to Sweden is in close touch with the representative of the LA in order to know and understand as better as he can their innovations and contribute actively to their replication in our area for both self-use and dissemination to other producers. Producers from the LA Thessaly are planning to open their farms to visitors (cultivation of aromatic plants and their processing, beekeeping) while at the same time they are aiming, in cooperation with other farms and the horse riding centre in the area, to develop educational activities for children.

The acceptance by young producers that knowledge, information and the implementation of collective activities, will help them develop their activity, leads support bodies (development agencies and the Laboratory of Rural Space) to search for funding (possible funding was presented during the Regional Meeting) in national or European level. At the same time those bodies are trying to achieve partnerships with the partners from the HNV-Link Network in order to support actions for the maturation and diffusion of the innovations. The existence of specialists (range



scientists-forestry scientists) is very important for the implementation of Grazing Management Plans, in municipality level, aiming at the development of new tools in favor of the pastoral systems in Pindos..

A range scientist-forestry scientist has participated to the Regional Meeting. As he is specialized at the Grazing Management Plans and their implementation tools, he gave many explanations and transferred knowledge about the claim of their implementation by the Ministry and the Region of Thessaly, as well as the development of new tools for the benefit of pastoral systems in Pindos



3. LA regional meeting(s)

Objectives of the LA regional meetings:

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

To the Annex II will find the report about the Regional Meeting realized to Mouzaki at 9 December 2018

The most important results of the Regional Meeting were:

Ø search for funding in order to further support:

- o information and awareness-raising actions aiming at the producers professional organization that will allow them to claim the promotion of their activity and the benefits from the operation of extensive holdings for the environment, biodiversity, the consumer's health.*
- o actions to inform consumers and society about the role of pastoral farming and extensive agriculture in agricultural areas and especially environmentally sensitive areas.*
- o solutions on pasture issues*
- o acquisition and use of tools for the promotion of quality and identity products.*

Ø commitment of the bodies to support the informal farmers' group, up until the point where they will receive funding and will be able to function autonomously



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

The objective is to communicate on the HNV farming, on the specific forms encountered in the areas of Pindos at the west of Thessaly and the related issues as well as to publicize innovations from the partners of the HNV-Link Network to local actors and bodies. The dissemination and communication activities are presented to the session "2.3 Next steps and follow-up activities?" The different categories of actions developed within the HNV-Link project are:

- *Disseminate the HNV-Link Greek project brochure*
- *Inform stakeholders of existing innovations in other countries by presenting innovations in conferences, meetings and special information meetings on livestock breeders.*
- *Organize and/or participate to forums and meetings in local and regional scale on topics for the promotion of local resources and extensive livestock with the participation of local bodies, technicians and breeders.*
- *Support the organization of special training for the acquisition of skills from farmers.*
- *Communicate with vocational educational institutes and environmental centers to disseminate the educational tools concerning the forms of HNV farming and their relationship with biodiversity.*
- *Use of the website of the Laboratory of Rural Space and the facebook page of LA Thessaly to disseminate the Baseline Assessment and the Innovations Report to stakeholders.*
- *Provide press releases and / or organize press conferences on local meetings, cross-visits and other actions.*



5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews ?

The knowledge gained from the implementation of the project is multiple and involves various levels. Initially, the methodological approach of making diagnosis on the intervention area and its production systems is considered very innovative. The methodology steps that were applied to understand the current situation and the dynamics of the LA- Thessaly proved very useful for the scientific team and the local actors who will be invited to implement them in local scale and other areas. The way that those innovations were approached and their distinction in four groups offered the acquisition of knowledge and deepening. The collected innovations proved to be very rich in experiences. The way they were presented proved to be educational and helped disseminate them. The discussions between the actors contributed to highlighting the problems and led to the identification of solutions. The process of discussing and consulting among the different groups is by itself an innovation reinforcing the consensus and the possibility of finding solutions for common problems.

The cross visits helped the members of the delegations to acquire knowledge and experience, during the exchanges, about the management of HNV holdings and also see innovative actions being implemented. The replication of those actions requires some adjustments at local level. We estimate that the exchanges during the project contributed to create the mood for further cooperation among the partners in the future.

Through the diagnosis and the implementation of the project it became once again clear that in Greece, in an intervention area, there are various bodies that act and function without sufficiently cooperating with each other to bring positive results for the area. Finally, the creation of international networks for the exchange of experiences contributes to the adoption of knowledge and the implementation of actions that have been tested and help the sustainability and the function of extensive holdings.



Action Plan Coordinator: Thibaut, RODRIGUEZ, CEN LR

Contributors:

- 1. Amandine, PRIAC, Entente Causses & Cévennes
- 2. Dominique, LYSZCZARZ, Entente Causses & Cévennes
- 3. Emmanuelle, GENEVET, CRA Occitanie
- 4. Georges, ZINSSTAG, CRA Occitanie



Learning Area Causses & Cévennes "Action Plan"

for brokerage activities on High Nature Value Innovation Projects



From October 2017 to December 2018

Version V 1.0



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Prio	Obj	Actions	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area														
	1) a-	Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory												
		Co-build a mapping of actors (functional diagram according to AKIS approach) on the scale of the Causses & Cévennes territory												
		<i>As an option : Share and refine during a local meeting this mapping of actors, gaps and levers</i>												
		<i>As an option : Characterize a network of interactions between issues and levers identified at the territorial level</i>												
	1) b-	Co-build with the players an action strategy on certain structuring issues												
		Organize up to 3 regional meetings to promote local innovations and implement new ones												
		Initiate a territorial program for the exchange of experiences on agricultural issues and the identification of innovative approaches												
		Gather stakeholders around the organization and promotion of short circuits of commercialisation and focus public supports on local transformation facilities												
		Work on new farmers' installation issues and facilitate access to already existing devices and tools, particularly on the social aspect												
	1) c-	Mobilize stakeholders, references and existing means to anticipate new issues												
		Promote, on the areas newly affected by predation, the exchange of experiences with Alpine breeders and stakeholders, to start anticipating the problem												
		Identify the needs to calibrate a local monitoring of climate change effects on semi-natural vegetation (rangeland, wood...)												
	1) d-	Initiate on a European scale the exchange of experiences to anticipate and structure a potential network												
		Mutualize visits of different European partners into Causses and Cévennes territory												
		Organize a study trip into one of our European partners (June-July or September)												

..... 20

Actors 21



Priorities	Actors : direct beneficiaries	Actors : attendees	
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area			
	CEN L-R	Working groups organised by Entente interdépartementale Causses & Cévennes and gathering stakeholders	
	Entente Causses & Cévennes	Managers of natural areas: PN Cévennes, PNR Grands Causses, CPIE Causses méridionaux, Grand site Navacelles, CEN Lozère	
	CRA Occitanie	Public bodies : DREAL, DDTs, DRAAF, Préfectures, CGAAER, Commissariat de massif, regional and departemental territorial communities	
		Technical and professional partners: regional Chamber of Agriculture, other agriculture advisory services and representatives	
		Scientific institutes and education bodies: CFPPA, Montpellier Supagro - Florac office, Institut de l'élevage, INRA, CIHEAM-IAAM, IRD	
		European partners and other learning areas of HNV-Link project	
		Local development companies, Cévennes-LEADER Local Action Group	
2) Communicate on the HNV agriculture, the forms specific to the Causses and Cévennes territory and the related issues			
	CEN L-R	General public	
	Entente Causses & Cévennes	Partners mentioned above	
	CRA Occitanie	Agricultural secondary school and other educational bodies at a local scale	
		Journalists	
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory			
	CEN L-R	Specific bodies of the Entente Causses & Cévennes (Conférence territoriale, Pôle de compétences)	
	Entente Causses & Cévennes	French Ministries	
	CRA Occitanie	European Commission, DG Agri, DG Env	
		European partners and other learning areas of HNV-Link project	
		AsCA	
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HNV-Link: A network on High Nature Value farming Learning Innovation and Knowledge

Prio	Obj	Actions	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area														
1) a- Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory														
		Improve the knowledge of the actors involved at the scale of the Causses & Cévennes territory												
		Characterize a network of interactions between issues and levers identified at the territorial level												
1) b- Co-build with the players an action strategy on certain structuring issues														
		Initiate a territorial program for the exchange of experiences on agricultural issues and the identification of innovative approaches												
		Organize up a regional meeting to promote and understand local innovations' implementation												
		Gather stakeholders around the organization and promotion of short circuits of commercialisation and focus public supports on local transformation facilities												
		Work on new farmers' installation issues and facilitate access to already existing devices and tools, particularly on the social aspect												
1) c- Mobilize stakeholders, references and existing means to anticipate new issues														
		Promote the experience on predation prevention and management, of spanish and greek partners												
1) d- Initiate on a European scale the exchange of experiences to anticipate and structure a potential network														
		Mutualize visits of different European partners into Causses and Cévennes territory												
		Organize a study trip into one of our European partners (June-July or September)												

..... 24

Actors 25



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Priorities	Actors : direct beneficiaries	Actors : attendees
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area		
	CEN L-R	Working groups organised by Entente interdépartementale Causses & Cévennes and gathering stakeholders
	Entente Causses & Cévennes	Managers of natural areas: PN Cévennes, PNR Grands Causses, CPIE Causses méridionaux, Grand site Navacelles, CEN Lozère
	CRA Occitanie	Public bodies : DREAL, DDTs, DRAAF, Préfectures, CGAAER, Commissariat de massif, regional and departemental territorial communities
		Technical and professional partners: regional Chamber of Agriculture, other agriculture advisory services and representatives
		Scientific institutes and education bodies: CFPPA, Montpellier Supagro - Florac office, Institut de l'élevage, INRA, CIHEAM-IAAM, IRD
		European partners and other learning areas of HNV-Link project
		Local development companies, Cévennes-LEADER Local Action Group
2) Communicate on the HVN agriculture, the forms specific to the Causses and Cévennes territory and the related issues		
	CEN L-R	General public
	Entente Causses & Cévennes	Partners mentioned above
	CRA Occitanie	Agricultural secondary school and other educational bodies at a local scale
		Journalists
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory		
	CEN L-R	Specific bodies of the Entente Causses & Cévennes (Conférence territoriale, Pôle de compétences)
	Entente Causses & Cévennes	French Ministries
	CRA Occitanie	European Commission, DG Agri, DG Env
		European partners and other learning areas of HNV-Link project
		AsCA
		LEADER Local Action Groups (LAGs)

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



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1. Starting point

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

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

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

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

1.1 HNV Vision of Causses & Cévennes

Date	Your text – notes – pictures/tables, etc.
(31/01/2018)	<p>Slogan <i>Mobilize the strengths and the multifunctionality of pastoralism to promote it and make it attractive.</i></p> <p>Short Description of the Vision <i>The aim of this action plan is to make the Causses & Cévennes territory progress towards maintaining or even developing agro-pastoral activities, by improving economic viability while strongly integrating environmental and social issues related to this form of High Nature Value farming.</i> <i>The first part of the HNV-Link project enabled to establish an inventory of High Nature Value agriculture in the Causses and Cévennes territory, divided into three sub-territorial units: Causses and Gorges; High Cévennes; Cévennes crests and valleys. Table 1 summarizes this diagnosis by presenting the strengths and weaknesses, the opportunities and the threats concerning this multiple territory.</i> <i>Several challenges are therefore to be noted in the light of current trends and according to the 3 sub-territorial units considered. In particular, we note the fight against the intensification of agricultural practices; the limitation of the abandonment of particular plots which are harder to work or less productive spaces... leading in a not too far future to the closing of open habitats (Figure 1, 2, 3 and 4); the recognition of the multifunctionality of pastoralism, the amenities</i></p>



provided and the close link with the conservation of natural habitats; or the improvement of the attractiveness of this activity.

As summarized in the diagram below (Figure 5), the Causses and Cévennes territory shows a tendency towards the intensification of practices and the abandonment of plots. This Action Plan aims to improve the conservation of habitats and vegetation closely linked to pastoralism (open spaces, undergrowth vegetations, etc.), and to move in parallel towards a maintenance or even development of pastoral activity to a consistent level. This Action Plan focus more on fostering reflection and calibrating actions involving stakeholders on these topics, than directly implementing them.

Visual

Table 1: Analysis of assets and weaknesses, opportunities and threats regarding the maintenance or development of pastoral activities in the 3 sub-territorial units considered.

SWOT analysis of the 3 territorial sub-units		
Sub-units	Strengths and opportunities	Weaknesses and threats
Causses and Gorges	<ul style="list-style-type: none"> - Development of cattle farm and horse farm - Extensive production - Many sheep breeders (therefore leverage in negotiations) 	<ul style="list-style-type: none"> - Intensification and extension of farmland - Conversion of rangelands into sowed grassland - Reduced use of rangeland - Threat represented by wolves - Threat of enclose of the environment and the progression of woodlands - Is there a future for dairy industry? - Issue of maintaining subsidies (agri-environmental measures)
High Cévennes	<ul style="list-style-type: none"> - Maintenance of transhumant herds thanks to pastoral group (collective association for summer pastures) and the Cévennes National Park (French acronym PNC) - Arrangements for sheperds and herds (PNC) 	<ul style="list-style-type: none"> - Increase in cattle farms without transhumance - Agricultural intensification - Issue of maintaining subsidies (agri-environmental measures) - Threat represented by wolves - Threat of enclose of the environment and the progression of woodlands - Issue of maintenance of transhumance trails - Issue of pastoral practices (fire, fences, skidding) - Issue damp environments - Issue of biodiversity and pastoral activities (wolves, Tetrao urogallus)
Cévenol crests	<ul style="list-style-type: none"> - Many goat farms and sheep farms 	<ul style="list-style-type: none"> - Grassland at the bottom of valleys is reduced and endangered by



and valleys

- Maintenance of extensive agropastoralism
- Varied farming activities (mild onion, tourism, fruits)
- Maintenance of heritage landscape thanks to growing onion
- Possibility for the onion industry to become organic production
- Future of the wood industry
- Good opportunities for the dairy goat industry

urbanism

- Damage caused by big game
- Intensification with onion growing
- Issue with lands availability and access
- Threat represented by wolves
- How profitable is the mutton sheep sector?
- Issue of maintaining subsidies (agri-environmental measures)

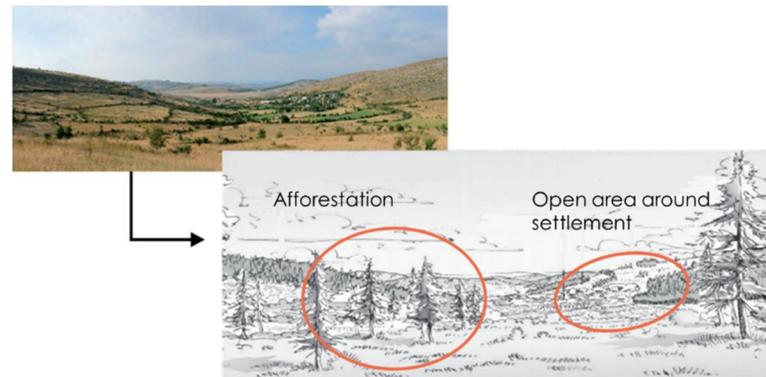
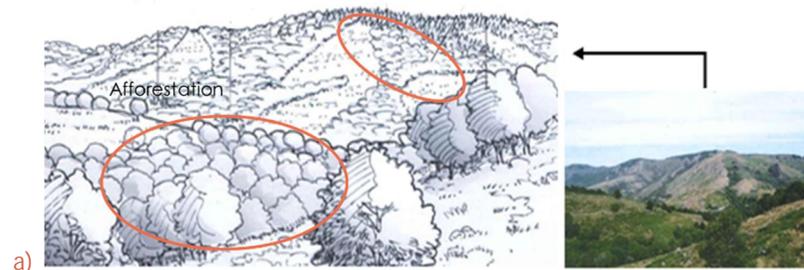


Figure 1 : Landscape development concerning Causses ans Gorges : the photography represents the landscape today, in 2017 ; the drawing represents a possibility of landscape under a 'business-as-usual' scenario (Atlas du paysage, PnC 2007)



a)



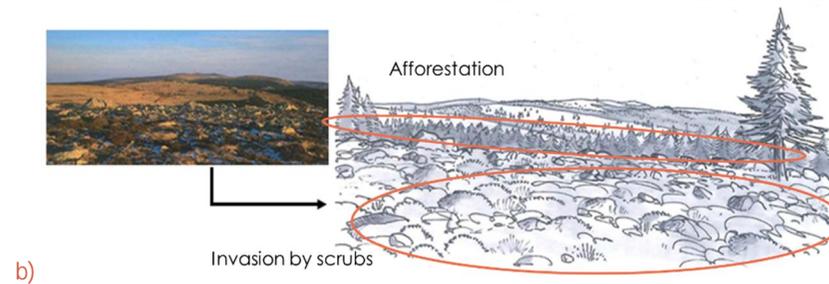


Figure 22 : Landscape development concerning High Cevennes : a) Mount Aigoual ; b) Mount Lozere. The photographs represent the landscape today, in 2017 ; the drawings represent possible landscapes under 'business-as-usual' scenarios (Atlas du paysage, PnC 2007)

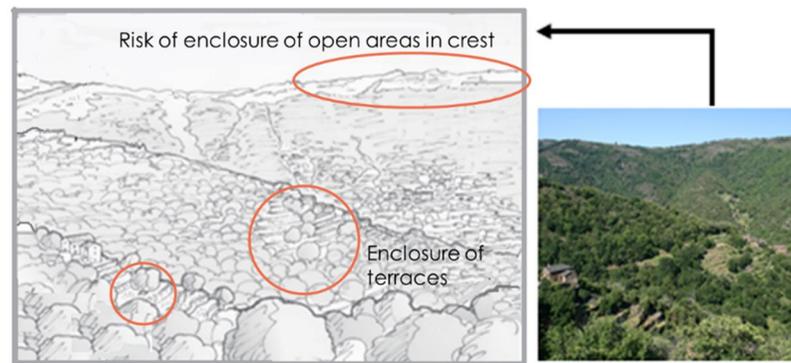


Figure 3 : Landscape development concerning Cevennes crests and valleys : the photography represents the landscape today, in 2017 ; the drawing represents a possibility of landscape under a 'business-as-usual' scenario (Atlas du paysage, PnC 2007)

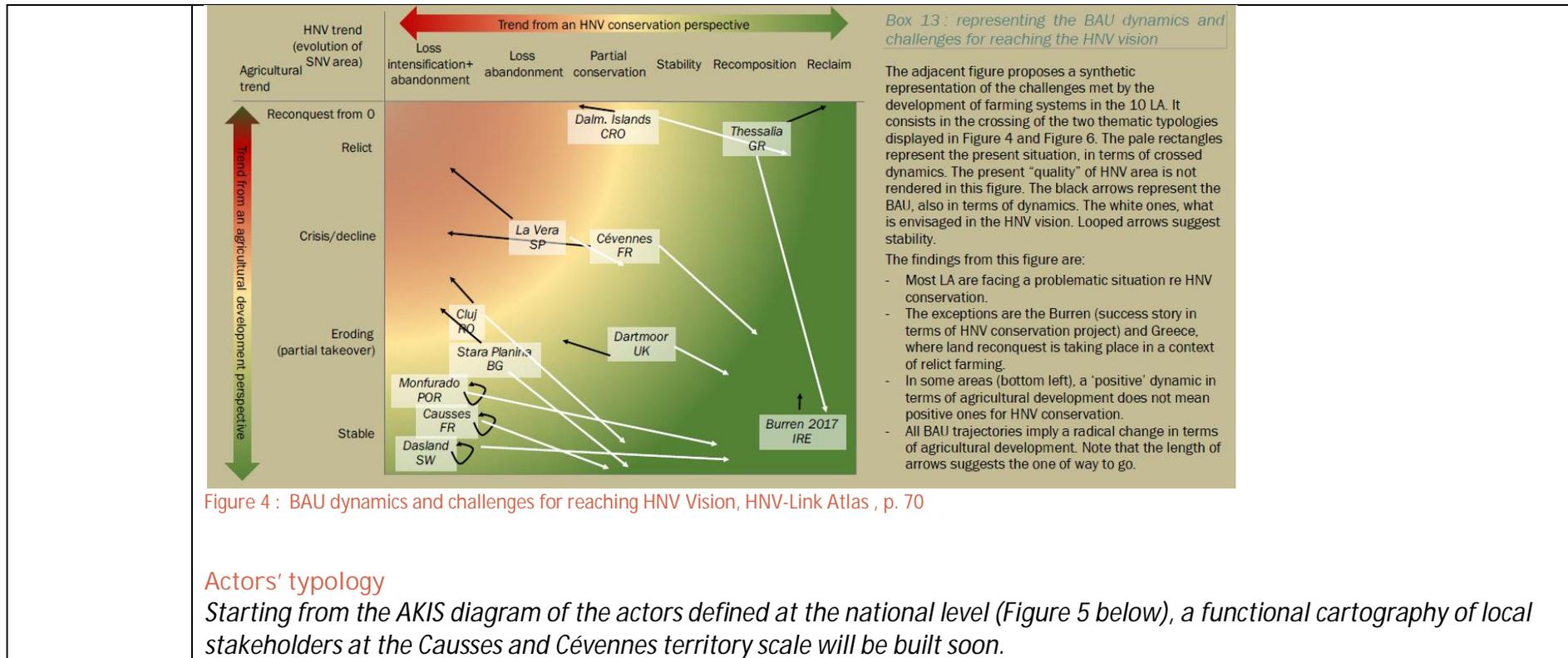


Figure 4 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

Actors' typology

Starting from the AKIS diagram of the actors defined at the national level (Figure 5 below), a functional cartography of local stakeholders at the Causses and Cévennes territory scale will be built soon.



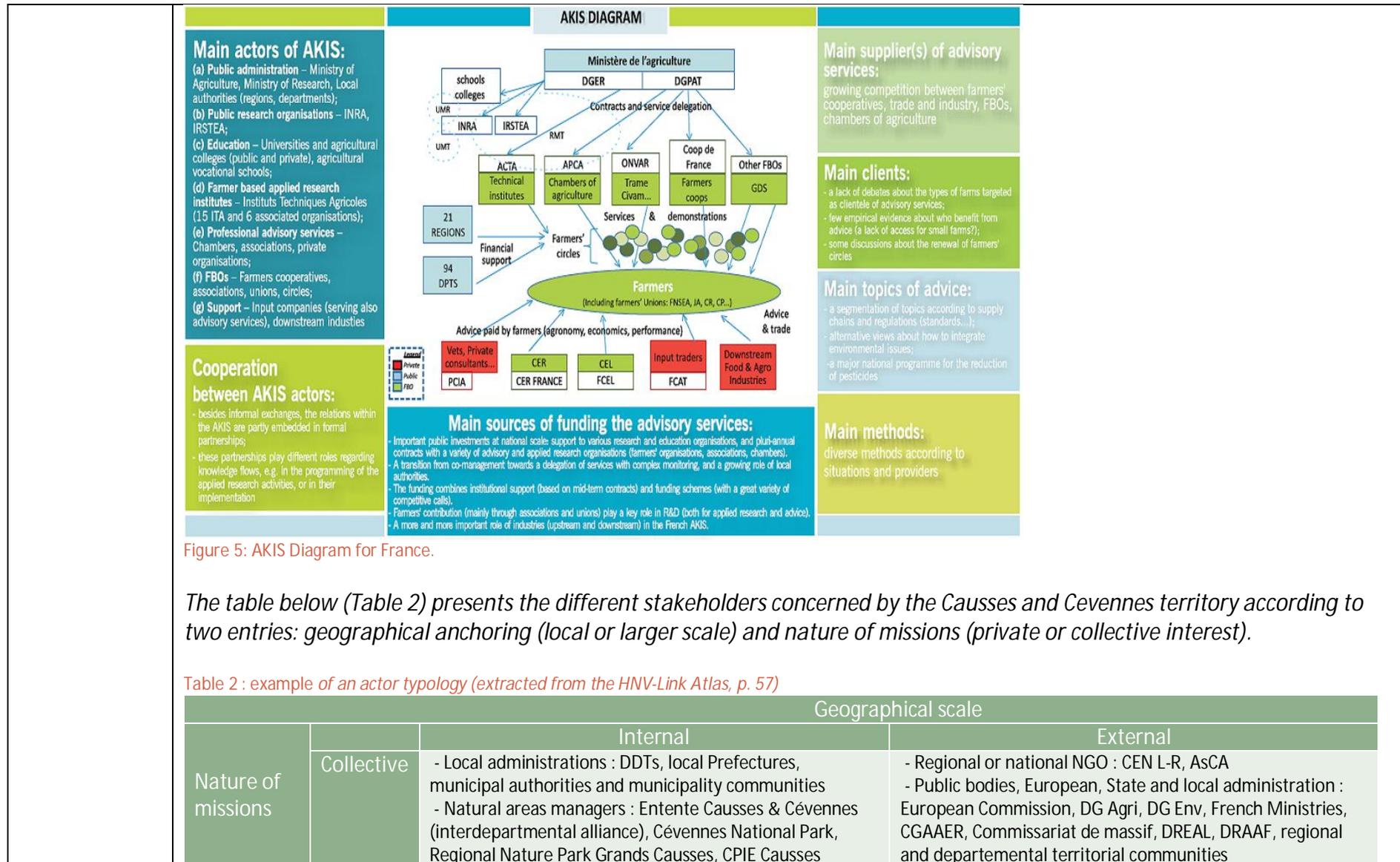


Figure 5: AKIS Diagram for France.

The table below (Table 2) presents the different stakeholders concerned by the Causses and Cevennes territory according to two entries: geographical anchoring (local or larger scale) and nature of missions (private or collective interest).

Table 2 : example of an actor typology (extracted from the HNV-Link Atlas, p. 57)

		Geographical scale	
		Internal	External
Nature of missions	Collective	<ul style="list-style-type: none"> - Local administrations : DDTs, local Prefectures, municipal authorities and municipality communities - Natural areas managers : Entente Causses & Cévennes (interdepartmental alliance), Cévennes National Park, Regional Nature Park Grands Causses, CPIE Causses 	<ul style="list-style-type: none"> - Regional or national NGO : CEN L-R, AsCA - Public bodies, European, State and local administration : European Commission, DG Agri, DG Env, French Ministries, CGAAER, Commissariat de massif, DREAL, DRAAF, regional and departemental territorial communities
	Private		



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			<p>méridionnaux, Grand site Navacelles</p> <ul style="list-style-type: none"> - Local development companies, LEADER Local Action Groups (LAGs) - Environmental NGO : CEN Lozère - Agricultural secondary school and other educational bodies at a local scale 	<ul style="list-style-type: none"> - Scientific institutes and education bodies : CFPPA, Montpellier Supagro - Florac office, Institut de l'élevage (French institute about breeding), INRA, CIHEAM-IAAM, IRD, AsCA - European partners and other learning areas of HNV-Link project
		Private	<ul style="list-style-type: none"> - Local population and local associations - HNV and non HNV farmers, Farming representative bodies, landowners - Furniture and food businesses and other economic players - Technical and professional partners : COPAGE, departmental Chamber of Agriculture, farmers associations, other local professional representatives 	<ul style="list-style-type: none"> - Tourists, general public, consumers, - Technical and professional partners : regional Chamber of Agriculture, other agriculture advisory services - Other representative of civil society and of economic players : environmental NGO, professional representatives, agri-food sector
(dd/mm/year)	<i>Updates</i>			
(dd/mm/year)	<i>Updates</i>			



1.2 The Innovation Situation in Causses & Cévennes

Date	Your text – notes – pictures/table				
(31/01/2018)	<p>Innovation scoring <i>As part of the European HNV-Link project, and based on several bilateral meetings with stakeholders within the learning area, a regional seminar on innovations was organized in July 2017 at Le Caylar (34) and brought together some 20 stakeholders concerned by agropastoralism to talk about issues and innovations to the Causses and Cévennes territory. This meeting brought to light some innovations for the maintenance and development of agro-pastoralism and issues related to pastoral practices. Participants cited the innovative approach of the pastoral pact on land management or the European Life+ Mil'Ouv program for the construction of eco-pastoral referentials, but also the many collective approaches of farmers to enhance the promotion of their work. Strengths and weaknesses have also been identified (Table 3).</i></p> <p>Table 3: Strengths and weaknesses for HNV farming in the learning area.</p> <table border="1" data-bbox="443 794 1975 1050"> <thead> <tr> <th data-bbox="443 794 1205 831">Strengths</th> <th data-bbox="1205 794 1975 831">Weaknesses</th> </tr> </thead> <tbody> <tr> <td data-bbox="443 831 1205 1050"> <ul style="list-style-type: none"> - A number of bodies are involved in pastoralism, with the farming profession well represented to relay the wishes of the profession. - Many innovations in the region at farm level as well as the structures and the breeders' groups. - There are innovations in the challenges that are encountered in the region, such as installation of young farmers, access to land and the structuring of collective instruments. </td> <td data-bbox="1205 831 1975 1050"> <ul style="list-style-type: none"> - The structure of the agricultural world is complex (multi-layered administration). - Some innovations have not been stabilised in time (e.g. the CAP dispensation for oak and chestnut wood pastures). - The structuring of new sectors and new instruments implies the active commitment of the breeders who often lack time and communication skills in particular. </td> </tr> </tbody> </table> <p><i>Here is the exhaustive list of innovations observed in the local context of Causses & Cévennes, and around. At the Causses & Cévennes territory scale:</i></p> <ul style="list-style-type: none"> • <i>The collective management of summer pastures and the legal instruments resulting from the Pastoral Law of 3 January 1972</i> • <i>Intercommunal Pastoral Agreement</i> • <i>Career leasing</i> • <i>An innovative institutional framework for management of the UNESCO Site</i> 	Strengths	Weaknesses	<ul style="list-style-type: none"> - A number of bodies are involved in pastoralism, with the farming profession well represented to relay the wishes of the profession. - Many innovations in the region at farm level as well as the structures and the breeders' groups. - There are innovations in the challenges that are encountered in the region, such as installation of young farmers, access to land and the structuring of collective instruments. 	<ul style="list-style-type: none"> - The structure of the agricultural world is complex (multi-layered administration). - Some innovations have not been stabilised in time (e.g. the CAP dispensation for oak and chestnut wood pastures). - The structuring of new sectors and new instruments implies the active commitment of the breeders who often lack time and communication skills in particular.
Strengths	Weaknesses				
<ul style="list-style-type: none"> - A number of bodies are involved in pastoralism, with the farming profession well represented to relay the wishes of the profession. - Many innovations in the region at farm level as well as the structures and the breeders' groups. - There are innovations in the challenges that are encountered in the region, such as installation of young farmers, access to land and the structuring of collective instruments. 	<ul style="list-style-type: none"> - The structure of the agricultural world is complex (multi-layered administration). - Some innovations have not been stabilised in time (e.g. the CAP dispensation for oak and chestnut wood pastures). - The structuring of new sectors and new instruments implies the active commitment of the breeders who often lack time and communication skills in particular. 				

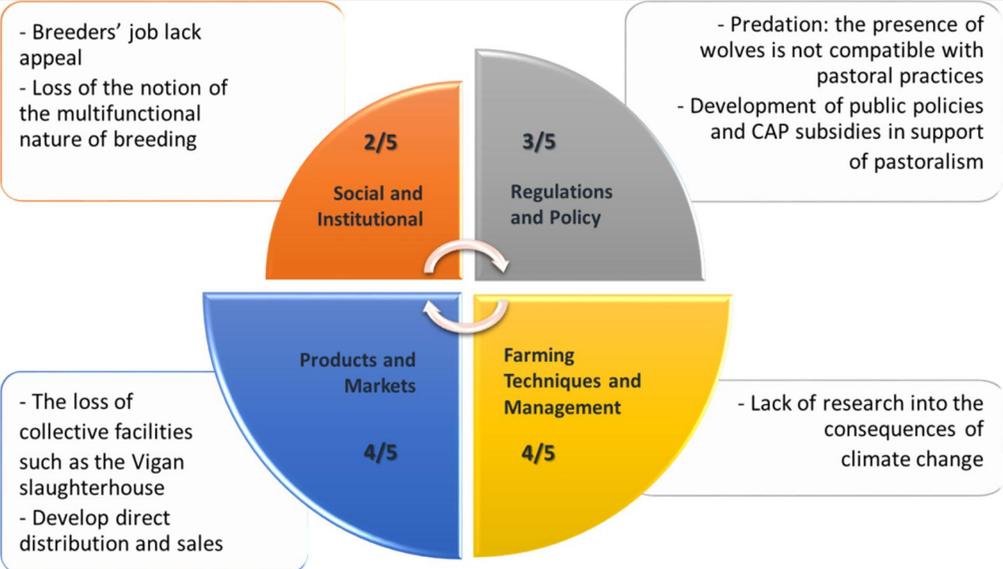


- *Agri-environmental measures*
 - *Dispensation for oak and chestnut woods to be considered as pastures for CAP direct payments*
 - *Assistance and technical advice for breeders (Life+ Mil'Ouv)*
 - *SALSA project: Method for reflecting on the agricultural system as a whole*
 - *Procedure for recognition of the quality of pastoral breeding products*
 - *Flower meadow competition to encourage good practices on grasslands*
 - *Development of new sectors and added value for co-products*
 - *AGRILOCAL distribution platform in the Department of Lozère concerning short marketing circuit of local products*
- Outside the LA :*
- *Maintenance and transfer of the expertise of shepherds and breeders*
 - *Domaine de Mirabeau - Agro-ecological and social pole of excellence*
 - *Slaughterhouse managed by breeders*

Innovation priorities

At the same time, major obstacles to the development of pastoral activities appear on different topics: predation, access to land, attractiveness of the job of shepherd or breeder, multifunctional nature of breeding, research into climate change, collective facilities (slaughterhouses). The figure below (Figure 6) summarizes the needs for innovations. A lack of innovation and greater needs appear on social and institutional, legal and legislative issues.



	 <p>- Breeders' job lack appeal - Loss of the notion of the multifunctional nature of breeding</p> <p>- Predation: the presence of wolves is not compatible with pastoral practices - Development of public policies and CAP subsidies in support of pastoralism</p> <p>- The loss of collective facilities such as the Vigan slaughterhouse - Develop direct distribution and sales</p> <p>- Lack of research into the consequences of climate change</p> <p>Figure 6: LA innovations scoring and needs in the Causses and Cévennes territory</p>
(dd/mm/year)	Updates
(dd/mm/year)	Updates



1.3 The Causses & Cévennes strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(31/01/2018)	<p>Overall Objectives</p> <p><i>The general ambitions targeted by this Action Plan are as follows:</i></p> <ul style="list-style-type: none"> • <i>Fight against the intensification of agricultural practices,</i> • <i>Limit the abandonment of certain more difficult or less productive spaces leading in the more or less long term to the enclosure of open areas,</i> • <i>Promote the recognition of the multifunctionality of pastoralism, the amenities provided and the close link with the conservation of natural habitats,</i> • <i>Act to improve the attractiveness of pastoralism,</i> • <i>Being a player in public policies evolution and CAP aid, for the benefit of pastoralism,</i> • <i>Anticipate the consequences of predation and climate change.</i> <p><i>Obviously, it will not be possible to achieve such global goals in the short term through the implementation of this Action Plan, but our intention is more to define, calibrate and set the framework for actions to be undertaken towards these ambitions. Actions planned by the end of the HNV-Link project are as follows (see table 4 below).</i></p> <p>Priorities & specific objectives</p> <p>1) <i>Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area</i></p> <ul style="list-style-type: none"> . 1) a- <i>Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory</i> . 1) b- <i>Co-build with the players an action strategy on certain structuring issues</i> . 1) c- <i>Mobilize stakeholders, references and existing means to anticipate new issues</i> . 1) d- <i>Initiate on a European scale the exchange of experiences to anticipate and structure a potential network</i>



- 2) *Communicate on the HVN agriculture, the forms specific to the Causses and Cevennes territory and the related issues*
 - . 2) a- *Inform, popularize and sensitize local stakeholders to the forms of HVN agriculture, practices and related innovations*
 - . 2) b- *Promote on a larger scale the actions undertaken and the wealth and specificities of the Causses & Cévennes territory concerning HVN farming*
- 3) *Advocate up to the European scale the needs and proposals coming from the Causses & Cevennes territory*
 - . 3) a- *Relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism (anticipate in particular the construction of the future CAP)*

Main Actions & Timeline



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Prio Obj	Actions	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cevennes learning area													
1) a- Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory													
	Co-build a mapping of actors (functional diagram according to AKIS approach) on the scale of the Causses & Cévennes territory												
	<i>As an option : Share and refine during a local meeting this mapping of actors, gaps and levers</i>												
	<i>As an option : Characterize a network of interactions between issues and levers identified at the territorial level</i>												
1) b- Co-build with the players an action strategy on certain structuring issues													
	Organize up to 3 regional meetings to promote local innovations and implement new ones												
	Initiate a territorial program for the exchange of experiences on agricultural issues and the identification of innovative approaches												
	Gather stakeholders around the organization and promotion of short circuits of commercialisation and focus public supports on local transformation facilities												
	Work on new farmers' installation issues and facilitate access to already existing devices and tools, particularly on the social aspect												
1) c- Mobilize stakeholders, references and existing means to anticipate new issues													
	Promote, on the areas newly affected by predation, the exchange of experiences with Alpine breeders and stakeholders, to start anticipating the problem												
	Identify the needs to calibrate a local monitoring of climate change effects on semi-natural vegetation (rangeland, wood...)												
1) d- Initiate on a European scale the exchange of experiences to anticipate and structure a potential network													
	Mutualize visits of different European partners into Causses and Cevennes territory												
	Organize a study trip into one of our European partners (June-July or September)												



2) Communicate on the HVN agriculture, the forms specific to the Causses and Cevennes territory and the related issues												
2) a- Inform, popularize and sensitize local stakeholders to the forms of HVN agriculture, practices and related innovations												
	Disseminate the HNV-Link French project brochure											
	Inform stakeholders of existing innovations in other countries											
	Organize and / or participate to technical networks on HVN practices gathering technicians and breeders (Pnc network, PNR GC ...)											
	Communicate with high schools and agricultural training centers and produce supports for teachers to highlight the forms of HVN farming											
	<i>As an option : Build a communication medium to clarify and compare the definitions: HVN farming, agroecology, organic farming, etc.</i>											
2) b- Promote on a larger scale the actions undertaken and the wealth and specificities of the Causses & Cévennes territory on the HVN plan												
	Disseminate the Baseline Assessment to stakeholders and partners' websites (Entente Causses & Cévennes, CRA, CEN)											
	Disseminate the Innovations Report to the participants of the Seminar Innovation Seminar of July 2017 to share the needs for new effective actions											
	Provide press releases and / or organize press conferences on local meetings, cross-visits and other actions											
	Feed the communication media of the HNV-Link project											
	<i>As an option : Build a communication medium to present the actors diagram, the innovations and the needs</i>											
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory												
3) a- Relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism (in particular concerning the future CAP)												
	Participate in the European Working Group on Public Policies aiming at producing a short proposal note											
	Mobilize the specific bodies of the Entente Causses & Cévennes to prepare proposals and relay local expectations in terms of the evolution of public policies on a European scale											
	<i>As an option : Study the possibility of obtaining additional support with European Innovation Partnerships EIP : Consider a pastoral Operational Group for the Causses & Cevennes territory?</i>											
Actors												
<i>Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)</i>												



Priorities	Actors : direct beneficiaries	Actors : attendees
1) Gather local stakeholders concerned with pastoralism and promote ex-change ans co-construction in the Causses & Cévennes learning area		
	CEN L-R	Working groups organised by Entente interdépartementale Causses & Cévennes and gathering stakeholders
	Entente Causses & Cévennes	Managers of natural areas: PN Cévennes, PNR Grands Causses, CPIE Causses méridionaux, Grand site Navacelles, CEN Lozère
	CRA Occitanie	Public bodies : DREAL, DDTs, DRAAF, Préfectures, CGAAER, Commissariat de massif, regional and departemental territorial communities
		Technical and professional partners: regional Chamber of Agriculture, other agriculture advisory services and representatives
		Scientific institutes and education bodies: CFPPA, Montpellier Supagro - Florac office, Institut de l'élevage, INRA, CIHEAM-IAAM, IRD
		European partners and other learning areas of HNV-Link project
		Local development companies, Cévennes-LEADER Local Action Group
2) Communicate on the HVN agriculture, the forms specific to the Causses and Cévennes territory and the related issues		
	CEN L-R	General public
	Entente Causses & Cévennes	Partners mentioned above
	CRA Occitanie	Agricultural secondary school and other educational bodies at a local scale
		Jornalists
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory		
	CEN L-R	Specific bodies of the Entente Causses & Cévennes (Conférence territoriale, Pôle de compétences)
	Entente Causses & Cévennes	French Ministries
	CRA Occitanie	European Commission, DG Agri, DG Env
		European partners and other learning areas of HNV-Link project
		AsCA
		LEADER Local Action Groups (LAGs)
<p>Risks <i>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</i></p> <p>Best Practices <i>Describe what already works in your LA strategy that may be transferred to other LA strategies</i></p>		
(20/12/2018)	<p>Overall Objectives <i>The general ambitions targeted by this Action Plan are as follows:</i></p> <ul style="list-style-type: none"> • <i>Fight against the intensification of agricultural practices,</i> • <i>Limit the abandonment of certain more difficult or less productive spaces leading in the more or less long term to the enclosure of open areas,</i> 	



- *Promote the recognition of the multifunctionality of pastoralism, the amenities provided and the close link with the conservation of natural habitats,*
- *Act to improve the attractiveness of pastoralism,*
- *Being a player in public policies evolution and CAP aid, for the benefit of pastoralism,*
- *Anticipate the consequences of predation and climate change.*

Obviously, it will not be possible to achieve such global goals in the short term through the implementation of this Action Plan, but our intention is more to define, calibrate and set the framework for actions to be undertaken towards these ambitions. Actions planned by the end of the HVN-Link project are as follows (see table 4 below).

Priorities & specific objectives

- 1) *Gather local stakeholders concerned with pastoralism and promote exchange and co-construction in the Causses & Cévennes learning area*
 - . 1) a- *Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory*
 - . 1) b- *Co-build with the players an action strategy on certain structuring issues*
 - . 1) c- *Mobilize stakeholders, references and existing means to anticipate new issues*
 - . 1) d- *Initiate on a European scale the exchange of experiences to anticipate and structure a potential network*
- 2) *Communicate on the HVN agriculture, the forms specific to the Causses and Cévennes territory and the related issues*
 - . 2) a- *Inform, popularize and sensitize local stakeholders to the forms of HVN agriculture, practices and related innovations*
 - . 2) b- *Promote on a larger scale the actions undertaken and the wealth and specificities of the Causses & Cévennes territory concerning HVN farming*
- 3) *Advocate up to the European scale the needs and proposals coming from the Causses & Cévennes territory*
 - . 3) a- *Relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism (anticipate in particular the construction of the future CAP)*

Main Actions & Timeline



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

Prio Obj	Actions	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	
1) Gather local stakeholders concerned with pastoralism and promote ex-change and co-construction in the Causses & Cévennes learning area														
1) a- Characterize the panorama of stakeholders concerned with the Causses & Cévennes territory														
	Improve the knowledge of the actors involved at the scale of the Causses & Cévennes territory													
	Characterize a network of interactions between issues and levers identified at the territorial level													
1) b- Co-build with the players an action strategy on certain structuring issues														
	Initiate a territorial program for the exchange of experiences on agricultural issues and the identification of innovative approaches													
	Organize up a regional meeting to promote and understand local innovations' implementation													
	Gather stakeholders around the organization and promotion of short circuits of commercialisation and focus public supports on local transformation facilities													
	Work on new farmers' installation issues and facilitate access to already existing devices and tools, particularly on the social aspect													
1) c- Mobilize stakeholders, references and existing means to anticipate new issues														
	Promote the experience on predation prevention and management, of spanish and greek partners													
1) d- Initiate on a European scale the exchange of experiences to anticipate and structure a potential network														
	Mutualize visits of different European partners into Causses and Cévennes territory													
	Organize a study trip into one of our European partners (June-July or September)													



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2) Communicate on the HVN agriculture, the forms specific to the Causses and Cevennes territory and the related issues												
2) a- Inform, popularize and sensitize local stakeholders to the forms of HVN agriculture, practices and related innovations												
	Disseminate the HNV-Link French project brochure											
	Inform stakeholders of existing innovations in other countries											
	Participate to technical networks on HVN practices gathering technicians and breeders											
	Transfer of information to high schools and agricultural training centers on HVN farming											
2) b- Promote on a larger scale the actions undertaken and the wealth and specificities of the Causses & Cévennes territory on the HVN plan												
	Disseminate the Baseline Assessment to stakeholders and partners' websites (Entente Causses & Cévennes, CRA, CEN)											
	Disseminate the Innovations Report to the participants of the Seminar Innovation Seminar of July 2017 to share the needs for new effective actions											
	Provide press releases and / or organize press conferences on local meetings, cross-visits and other actions											
	Feed the communication media of the HNV-Link project											
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory												
3) a- Relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism (in particular concerning the future CAP)												
	Participate in the European Working Group on Public Policies aiming at producing a short proposal note											
	Mobilize the specific bodies of the Entente Causses & Cévennes to prepare proposals and relay local expectations in terms of the evolution of public policies on a European scale											
	Study the possibility of obtaining additional support with European Innovation Partnerships EIP											
Actors												
<i>Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)</i>												



Priorities	Actors : direct beneficiaries	Actors : attendees
1) Gather local stakeholders concerned with pastoralism and promote ex-change ans co-construction in the Causses & Cévennes learning area		
	CEN L-R	Working groups organised by Entente interdépartementale Causses & Cévennes and gathering stakeholders
	Entente Causses & Cévennes	Managers of natural areas: PN Cévennes, PNR Grands Causses, CPIE Causses méridionaux, Grand site Navacelles, CEN Lozère
	CRA Occitanie	Public bodies : DREAL, DDTs, DRAAF, Préfectures, CGAAER, Commissariat de massif, regional and departemental territorial communities
		Technical and professional partners: regional Chamber of Agriculture, other agriculture advisory services and representatives
		Scientific institutes and education bodies: CFPPA, Montpellier Supagro - Florac office, Institut de l'élevage, INRA, CIHEAM-IAAM, IRD
		European partners and other learning areas of HNV-Link project
		Local development companies, Cévennes-LEADER Local Action Group
2) Communicate on the HVN agriculture, the forms specific to the Causses and Cévennes territory and the related issues		
	CEN L-R	General public
	Entente Causses & Cévennes	Partners mentioned above
	CRA Occitanie	Agricultural secondary school and other educational bodies at a local scale
		Jornalists
3) Advocate up to the european scale the needs and proposals coming from the Causses & Cévennes territory		
	CEN L-R	Specific bodies of the Entente Causses & Cévennes (Conférence territoriale, Pôle de compétences)
	Entente Causses & Cévennes	French Ministries
	CRA Occitanie	European Commission, DG Agri, DG Env
		European partners and other learning areas of HNV-Link project
		AsCA
		LEADER Local Action Groups (LAGs)
<p>Risks Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.) For the implementation of the action plan, we realized that in a territory like the Causses and Cévennes, it was difficult to consider this independently. Indeed, it is a large territory, with a significant history of action and many management structures acting on agricultural issues or development of rural territories. It was necessary to articulate the actions developed in the framework of the HNV-Link project with the actions of existing structures and projects.</p>		
<p>Best Practices Describe what already works in your LA strategy that may be transferred to other LA strategies. This good articulation with other projects and frameworks actions was very useful and suitable.</p>		
(dd/mm/year)	Update	



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2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Date, Place, Innovation Cases visited and participant list
- Reasons of the choice of the cross-visit
- Expectations of the participants
- Expectations for the Learning Area
- Narrative: who, when, where, what?
- Lessons learnt: for the participants – and at the scale of the Learning Area
- To what extend those innovations / good practices contribute to the HNV Vision? What type of innovation needs or gaps are they answering to? How do they contribute to solve the bottlenecks and challenges for HNV farming in your area (in line with the Business as Usual Scenario) (1) from the HNV conservation perspective (2) from a socio-economic perspective?
- If it was possible to do it again.... What would be the same? What would be different?

Sum-up of the cross-visit:

As part of the European HNV-Link project, a French delegation traveled to Ireland at the end of October for 4 days to learn about a programme to support pastoralism in the Burren (County of Galway, south of Connemara). In this territory, farms have been supported for almost 20 years to maintain or develop pastoral practices which are positive for the entire territory. The Causses and Cévennes delegation was made up of an Aubrac cow farmer from Mont-Lozère, agri-environment project managers from the Cevennes National Park, the Regional Conservancy of Natural Areas and the Interdepartmental Alliance of Causses and Cevennes. The delegation participated in many activities planned during a national conference on the agri-environment (organized



by Teagasc, a national authority dealing with rural development) or as part of the "Burren Winterage School" (annual event that aims to celebrate the pastoral activities, the richness of the landscape and the biodiversity that depends on it). Varied testimonies, public animations like the national prize "Farming for nature" or the winter cattle drive transhumance, and discussions with breeders and technicians encountered during field visits allowed to understand the large dynamics within the Burren territory.

Reasons of a visit of burren:

The french delegation visiting the Burren aimed to deal with different questions :

- how do the agri-environment schemes work with a results-based payment approach?
- how pastoral farms achieve nowadays an economic equilibrium? what is the place of subsidies, in comparison with the sale of products?
- is the administrative set-up of the agri-environment measures simplified to favor the involvement of the breeders?
- is the support of breeders with the agri-environment measures planned on long time steps in order to maintain their membership?
- how is the CAP apprehended by breeders? is the consideration of pastoral areas satisfactory?
- what is the value of livestock by-products (eg wool)? are there structured economic sector for this?
- how to create positive dynamics on the scale of territories beyond administrative measures?
- how to maintain dynamics of exchange on a European scale? what to do after HNV-Link project?

Synthetic program:

- Thursday, October 25, 2018

National Conference on Agri-Environment (Themes: CAP, Climate Change, Burren Program, Innovation European Projects - PEI, Water Quality).

Presentation materials: <https://www.teagasc.ie/publications/2018/national-agri-environment-conference-.php>

- Friday, October 26, 2018

Field visit for the presentation of the Burren Program and the Hen Harrier project

- Saturday, October 27, 2018

Burren Winterage School Conference (Themes: CAP, brexit, climate change, HNV-link, sociology). Presentation materials:

<https://www.burrenwinterage.com/copy-of-burren-winterage-school-2>

Awarding of the national prize "Farming for nature" in the presence of the Vice-President of the European Parliament

- Sunday, October 28, 2018

Public event around the winter cattle drive transhumance

Lessons learnt:

Despite some differences with the Causses and Cévennes (grassland resources very important on the pastures and meadows), it was found great similarities in the problems experienced by these two different territories. The challenge is to convince and help the breeders to re-graze some pastures by restoring or developing some practices. Specific measures have been set up for volunteer Burren breeders financed by the second pillar of the CAP (equivalent of the



MAEC in France). The particularity is that these aids are not linked to the means implemented but are proportional to the environmental quality achieved on the courses (Result Based Payment Scheme: RBPS). Regular technical support is provided to the breeders, so they are able to observe the evolution of the flora of their pastures. Breeders are very motivated by the improvement of their practices, allowing an increase in the subsidy affected and a true recognition of the good work implemented.

In parallel with these financial measures, a local association contributes to the appropriation by the whole population of the stakes of this territory. Inhabitants are well aware of the services provided by breeders and their pastoral practices for the whole territory. Many volunteers help raise awareness among schoolchildren and general public but also to rebuild the many walls that line the meadows and pastures.

The project HNV-link also aims to federate the various sites to defend and assert proposals for pastoralism to the European political authorities for the next CAP. For instance, during this trip, the French delegation, together with the Irish representatives of the Burren, the Swedish and Romanian delegations, were able to develop tracks for new project or partnership, and to speak on this topic with the Vice-President of the European Parliament, Mairead McGuinness, present at one of the events of the Burren Festival.

Differences highlighted:

During the meetings with the Irish actors, it could be noticed that approaches based on the system scale of farms (as developed on the territory of the Causses and Cévennes and promoted in particular by the LIFE+ project Mil'Ouv) were not particularly used in Ireland where approaches are centered on the plots (meadow on the one hand, pastures on another). More generally, it seems difficult to obtain from breeders information on their operating system, under cover of a desire for confidentiality at this level.

The accompaniment of the breeders that we were able to observe was carried out by advisors coming from associative organisms and ecologists. Although more needs to be done to integrate production and conservation on farms, there seems to be a collaboration between public authorities (Teagasc for instance) and private agricultural advisors. In addition, no agricultural professional organization (OPA) could be met (functioning and structure of the profession look like very different than France).

Another important difference noted: local authorities (elected officials and technicians) were almost missing during these 4 days devoted to the conservation of pastoral areas and rural development. Territorial animation and carrying of such projects seem to be delegated to associations created for this purpose and supported by the competent State services and population.

In contrast to France, quality appellations seem not to play an essential role in the identity of territories and on agricultural practices. The signs of recognition of a certain origin or quality (AOP, label, AB, etc.) and the link between territory, breed and products was not addressed by our interlocutors in a context of a production mainly focused on export.

Finally, the issues related to the maintenance of herbaceous resources in Ireland seemed to us quite different from the Mediterranean context of the Causses and Cévennes, although the issues of drought, fire risk, climate change, encroachment by invasive woody species were mentioned.

Concerning the organization of this visit:

Participating in such a national and local event dealing with agri-environment topics was a chance. This made it possible to understand the specific context of Ireland, to meet many actors while avoiding over-soliciting our local partners. An interrogation remains on the fact that during such event are especially



valued the interesting actions and conclusive results. It may be interesting to know more difficult topics and unsuccessful actions. Finally, the proposed busy program may have also limited direct and small group discussions with some local actors.

A big thank you to various actors mobilized to welcome our delegation, in particular: Burren Programme, BurrenBeo and Galway-Mayo Institute of Technology teams.

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?

Spanish and greek partners involved in the HNV-Link project came to visit the Causses & Cevennes territory between October, 3rd and 5th of 2018.

Composition of delegations:

- Delegation of actors from the Extremadura region in Spain:

Technical Organization Entretantos - partner HNV-Link, Regional Government of Extremadura, Local Development Agency, Expert in Sociology and Agroecology.

- Delegation of actors from Thessaly in Greece:

Tzoumerka National Park, Municipal Association, Goat milk farmer.

DAY 1: A day of meetings on the theme of pastoralism and fire risk management was proposed to the Spanish delegation (7 participants). Presentations and discussions took place around three pastoral farms on the Aumelas massif. This made it possible to highlight the role of each one, the partnerships in place (between Grouping of local authorities and their technical bodies, Chambers of Agriculture, etc.) and the devices allowing to maintain the open habitats to prevent the fire risks and / or preserve biodiversity in a context of climate change. The stakes then appeared numerous (accessibility of the land, cohabitation between users, natural constraints, evolution of public policies, technical and financial feasibility ...).

DAY 2: In the Cévennes, a Greek delegation (3) joined the group. A rich day made it possible to present the territory of Causses and Cévennes listed on the list of World Heritage of Humanity elaborated by Unesco thanks to its pastoral character and history. The visits and meetings led the delegations and local actors to question the possibility of maintaining production chains and collective infrastructures at a local scale, and to reaffirm the need for a collective approach (production, processing, marketing) and the role of farmers to maintain pastoral practices and activities within the territory. In parallel, the



support of local authorities, public administration and general public seems to be very important. At the end of the day, many local and quality products have been presented.

DAY 3: The last day of visit around Mount Aigoual and Florac allowed to deepen themes previously treated: collective structuring of the actors for the management of summer pastures, maintenance of natural resources (biodiversity, pastures, water ...), partnership supporting projects, apprehension of predation risk, appropriation of regulations, valuation of products and activities, etc. The question of financial aid linked to agro-pastoral farms made it possible to see differences with the other Mediterranean countries, the need not to reduce the role of pastoral farms to the maintenance of landscapes and the necessity of a recognition of its specificities at a local scale as much wider, ie at the European level.

Lessons regarding the organization of this cross-visit:

- Difficulties overcome:

Harmonize the availability and expectations of multiple actors from different countries, and facilitate their arrival logistically.

Take into account particularities and particular expectations of different groups (daily break, free time, informal exchanges ...).

Provide a simultaneous translation system and identify bilingual actors to translate into several languages.

Respond to a wide range of expectations in a time constrained, avoiding a too busy program and too many trips.

- Successes observed:

Take advantage of the presence of external partners to mobilize local actors to promote actions, benefit from external points of view and draw inspiration from other contexts.

Explain clearly the national and local context for a better appropriation of the stakes by the European partners.

Let the actors present the actions and innovations on which they are invested for better customization.

- Highlights from European partners:

The visit program and the proposed meetings have largely satisfied the Spanish and Greek partners and have met their many expectations. They were particularly marked by the dynamics and the collective organization in place, within the territories and associating multiple actors; by the scales of the exploitations and the infrastructures in comparison of their respective countries; but also by the place of the women within the projects. Different perspectives of collaboration are emerging today to follow up these exchanges and work collectively to maintain and develop Mediterranean agro-pastoralism.



2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
(20/12/2018)	For the future, we will try to keep in touch with the partners who have found an interest in the innovations developed in Causses and Cévennes, and for our part try to obtain additional information on the innovations and dynamics identified in Ireland, Greece and Spain . Collaboration tracks and joint projects have already been discussed, particularly at the Mediterranean level.



3. LA regional meeting(s)

Objectives of the LA regional meetings:

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

More than 40 actors have been gathered within the territory Causses and Cévennes, in a Cévennes farm, to talk about pastoralism, form of agriculture with high nature value, on 26th of July of 2018.

On the basis of already committed work of territorial diagnosis and identification of the initiatives and needs of the territory, the objective was twofold:

- 1. share the issues related to pastoral activities;*
- 2. identify priority areas for collective action.*

This collective brainstorming workshop brought together a wide range of actors, whether professional, technical, scientific, institutional or managing natural areas. The morning allowed exchanges on the concept of high natural value farming, on the forms of pastoralism favorable



to the conservation of the natural inheritance, as well as on the diagnosis and the stakes of the territory. It was then presented innovative actions, led by local actors and necessary for the maintenance or even development of pastoral activities:

- the proposal by the Cévennes National Park for eco-pastoral support to breeders involved in the MAEc framework;*
- the development of new sectors around co-products (Raïole sheep's wool production, developed by Raïolaine), and the recovery of collective tools by breeders (slaughterhouses);*
- the animation of a territorial dynamic around pastoralism by a local authority (example of the Causes Aigoual Cévennes inter-communal pastoral pact);*
- the work necessary to take into account the specificities of Mediterranean grazing (derogation acquired for the eligibility to CAP aid for wooded areas of oak and chestnut groves).*

In the afternoon, in thematic working groups, participants were able to focus on three key topics:

- products and production chains;*
- technical practices and support;*
- attractiveness of the profession.*

Among the prospects for action that emerge, we can notably raise the idea of better communication on the role of pastoralism within the territories (notion of multi-functionality to enhance), or the desire to involve more all the actors, especially local authority and elected representatives alongside professional actors.



4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

We have developed actions to communicate on the HVN farming, on the specific forms encountered in the Causses and Cevennes territory and the related issues. Different actions have been developed within the HNV-Link project:

- *Disseminate the HNV-Link French project brochure*
- *Inform stakeholders of existing innovations in other countries*
- *Transfer informations to high schools and agricultural training centers*
- *Disseminate the Baseline Assessment to stakeholders and partners' websites*
- *Disseminate the Innovations Report to the participants of the Seminar Innovation Seminar of July 2017*
- *Provide press releases concerning local meeting, cross-visits and other actions*
- *Feed the communication media of the HNV-Link project*



Conclusion: Strategic Innovation Brokerage to support HNVf

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

The methodology developed thanks to the HNV-Link project has been highly useful. It allowed to make an initial diagnosis of the HNV territory and to share it with the actors, then to understand the territorial logics and what worked to innovate. Current innovations have been rich in teaching and explained how it can be possible to develop innovation.

Discussion during the regional meeting allowed to identify what is needed nowadays, for instance better communicate on the role of pastoralism within the territories (notion of multi-functionality to enhance to promote public support), and involve local authority and elected representatives alongside professional actors.

During cross-visits, interesting actions were identified. They are not reproducible as such but information has been transferred to stakeholders to see what would be good to adapt locally.

Contacts with partners from Ireland, Greece and Spain will be maintained to obtain additional information on the innovations and dynamics identified, and perhaps built common project in the future (particularly at the Mediterranean level).

Finally, it has been observed that Causses and Cévennes was a particular territory because many advisers and management structures are settled in it. In that context, actions developed within HNV-Link project needed to be well articulated with the local functioning.

Communication media (press, facebook, mailing list) have been set up by the Entente Causses and Cévennes to promote exchanges and centralize information throughout the Unesco territory.





Contributors:

- 1. BEAUFOY, Guy, EFNCP
- 2. HERRERA, Pedro Mari, FENT

Learning Area LA VERA "Action Plan"

for brokerage activities on High Nature Value Innovation Projects

From October 2017 to December 2018

Version V 1.0



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RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO. 696391



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1. Starting point

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

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

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

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

1.1 HNV Vision of [Name of the LA]

Date	Your text – notes – pictures/tables, etc.
(dd/mm/year)	<p>Slogan <i>(short sentence that captures best up the HNV innovation project for the LA)</i> Starting a process of dialogue and shared problem solving, to create the conditions for extensive pastoralism to flourish.</p> <p>Short Description of the Vision <i>(short summary of the Vision explaining why it is challenging the Business as Usual scenario provided in you Baseline Assessment – what are the expected impacts or changes both from an HNV conservation perspective (evolution of semi-natural vegetation) on the LA and on the agricultural situation? keeping in mind WP1’s moto: “development in HNV areas in not the same as development for HNV in rural area” – you may want also to refer to the Atlas’s trajectories...)</i> The decline of extensive grazing, especially by goats, has been reversed – the number of goats grazing in the district has doubled, returning to the level of 15 years ago. The process of scrub-encroachment has been reversed and the condition of pastures is improving. All municipal grazing land has a management plan developed with input from graziers and other users, combining good pasture management with biodiversity conservation, supported by the use of RDP funding instruments. Legislation is adapted to the conditions of HNV farming and artisanal processing, allowing the flourishing of on-farm cheese-making and direct sales.</p>



Visual

(Different visuals have been displayed by the LA in order to show the possible dynamics in term of landscape and biodiversity conservation, please insert here the ones you are using with a brief comment).

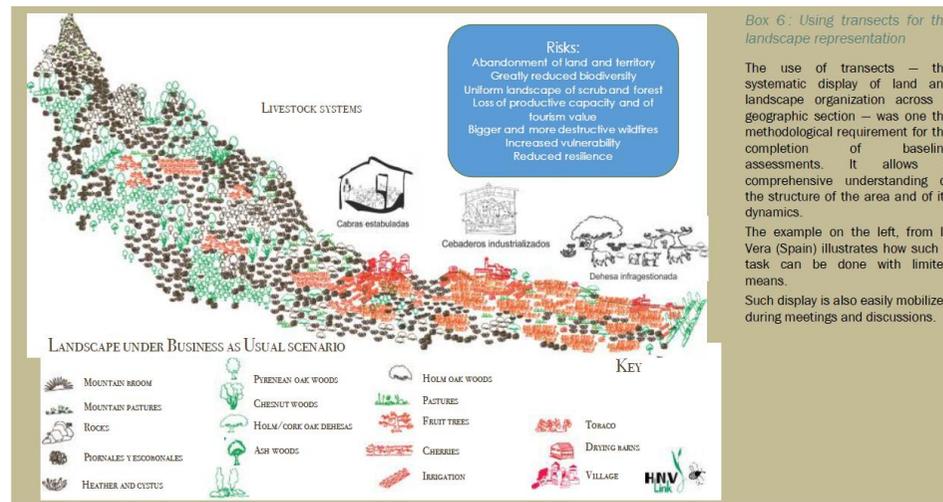


Figure 1 : transect of La Vera, illustrating the threats resulting from the BAU scenario

Actors' typology

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

The main actors are:

	<ul style="list-style-type: none"> - Pastoral farmers, including those wanting to start processing and/or direct sales: The challenge is for them to organize a united voice that includes cow and goat graziers, and to get themselves heard by the authorities, and more appreciated by society in general. - Local administration: Municipalities have shared (with forest authority) responsibility for municipal pastures and Mancomunidad (district authority) has urban planning competence which is a significant issue blocking the development of on-farm processing. Both these local levels need to be brought on-board to support extensive pastoralism and to lobby the regional government for a concerted strategy to provide more support and to adapt legislation. - Regional administration: lobby different parts of the government to get specific support measures (e.g. Agri-environment, Natura payments) and adaptation of several areas of legislation (animal health, food hygiene, urban planning)
(dd/mm/year)	<i>Updates</i>
(dd/mm/year)	<i>Updates</i>



1.2 The Innovation Situation in [Name of the LA]

Date	Your text – notes – pictures/table
(dd/mm/year)	<p>Innovation scoring</p> <p>SOCIAL/INSTITUTIONAL – SCORE = 1 Some moves to establish representation of extensive livestock farmers – a new association, just starting to get more organised and active in face of TB problems. But absolutely no institutional process (local or regional) to support pastoral systems, no integration between administrative bodies or policies, no dialogue between administration and farmers, and no local project apart from HNV-LINK.</p> <p>REGULATORY FRAMEWORK – SCORE = 1 No innovation at all from government, in fact there is a lot of “anti-innovation” with rules and regulations that are blocking innovation from producers (this situation applies to most areas of policy relevant to HNV farming). There are beginnings of movements from civil society to ask for changes, e.g. in food hygiene and animal health. HNV-LINK is the first initiative in the area to try addressing these issues, and is making a very small start to inform and develop a group of interested producers.</p> <p>PRODUCTS/MARKETS – SCORE = 1 Some very minor initiatives, e.g. Caprites internet sales and a small handful of producers wanting to do things such as farmhouse cheese and direct sales of cheese and meat. But these are hampered by a myriad of administrative and regulatory barriers. Currently there is no farm doing direct sales of cheese or meat (except for those with no licence) The cooperative (Coolosar) is centralising milk collection, transformation and sales, but its innovation system is extremely weak and its relationship with HNV values is almost non-existent. The main cheese dairy in La Vera buys most of its milk from intensive goat systems in other parts of Spain.</p> <p>TECHNICAL/MANAGEMENT – SCORE = 1 There is a small pilot project for preventative burning of scrub. But otherwise there are massive gaps under this theme: the vast communal pastures have no management planning; there has been no project to try grazing as a fire prevention tool; there is no monitoring of Natura 2000 habitat condition; half of goat farms are still milking by hand; nobody has tried to design or operate mobile cheese dairies;</p>



	<p>Innovation priorities <i>According the four themes – cf. Session 2 of NM#2</i></p> <p>La Vera - Priority issues and weighting by Themes</p> <table border="1"> <thead> <tr> <th></th> <th>S/ I</th> <th>R/ F</th> <th>P/ M</th> <th>T/ M</th> </tr> </thead> <tbody> <tr> <td>HNV-support Project proposal – present to LAG and lobby local authorities for support (with joint letter to Regional govt)</td> <td>5</td> <td>5</td> <td>-</td> <td>-</td> </tr> <tr> <td>TB eradication programme changes – communication and lobby, facilitate dialogue between farmers and regional govt</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>Pilot Project for fire-prevention grazing – propose to govt for RDP</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>Pilot Project for integrated pasture management plan – HNV-LINK action already started, communicate to regional govt</td> <td>5</td> <td>5</td> <td>3</td> <td>3</td> </tr> <tr> <td>Food hygiene regs (and others that block on-farm processing, direct sales) adaptation and clarification – inform and lobby</td> <td>5</td> <td>5</td> <td>5</td> <td>3</td> </tr> <tr> <td>CAP pasture eligibility – lobby govt for change</td> <td>3</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>AEM and investment aid proposal for upland Natura 2000 sites – sketch out a scheme and lobby govt to include in RDP</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> </tbody> </table>		S/ I	R/ F	P/ M	T/ M	HNV-support Project proposal – present to LAG and lobby local authorities for support (with joint letter to Regional govt)	5	5	-	-	TB eradication programme changes – communication and lobby, facilitate dialogue between farmers and regional govt	5	5	-	3	Pilot Project for fire-prevention grazing – propose to govt for RDP	5	5	-	3	Pilot Project for integrated pasture management plan – HNV-LINK action already started, communicate to regional govt	5	5	3	3	Food hygiene regs (and others that block on-farm processing, direct sales) adaptation and clarification – inform and lobby	5	5	5	3	CAP pasture eligibility – lobby govt for change	3	5	-	3	AEM and investment aid proposal for upland Natura 2000 sites – sketch out a scheme and lobby govt to include in RDP	5	5	-	3
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1.3 The LA VERA strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(dd/mm/year)	<p>Overall Objectives <i>Describe the goals to be achieved by the end of the project, in terms of promoting innovation in the LA and beyond.</i> The overall objective is to begin a process of awareness and dialogue between farmers, authorities and other actors, with the focus on constructive, shared problem-solving. The goal is to achieve clear understanding among the relevant authorities of the specific challenges faced by pastoralism in La Vera, and of the set of concrete solutions proposed by the project, and to get commitment to put at least some of them into practice. We also aim to achieve continuity of the project in La Vera through new funding lines.</p> <p>Priorities <i>Describe the priorities you picked up among the “innovation scoring and priorities” and explain why they are important and should be addressed within HNV-Link project</i> We have 6 priorities for the using phase of HNV-Link:</p> <ol style="list-style-type: none"> 1. TB eradication programme – objective is to facilitate a dialogue (meetings) between farmers, experts and regional authorities, in order to find ways to adapt the TB programme and make it less punishing for extensive graziers. 2. Artisan goat dairies and direct sales of cheese and meat – objectives are to inform (potential) producers of the existing food hygiene regulations and their adaptability to artisan, on-farm dairies; ditto for regulations affecting direct meat sales. To hold meetings with authorities to make sure they are fully aware of the adaptability of EU food hygiene regs, and that they inform their local inspectors. To explore with local and regional authorities ways to adapt the urban planning and environmental regulations that limit the development of on-farm processing. 3. Incentives for extensive grazing in upland Natura 2000 sites – propose and discuss with regional authorities specific measures (CAP and RDP) for providing payments to graziers on Natura 2000 land in La Vera (and other uplands in Extremadura)



4. Develop local case-study in Garganta-la-Olla – a detailed study of the needs for innovation in a municipality, to reinforce lobby and communication actions with concrete examples.
5. Farmers' groups – support development of farmer' groups and help give them a voice
6. Continuity of the project – seek funding especially from LAG

Specific Objectives

Describe the specific objectives under each chosen priority

SEE PREVIOUS POINT

Main Actions

Explain the main actions you plan to realize to achieve these objectives (meetings with authorities; public workshops, mass media communication, etc.)

Lobby

We have planned (see calendar

https://docs.google.com/spreadsheets/d/1ueW80LHg_ftqDR3nuY5Z675WDmVttyo8n55_A45UPYI/edit#gid=1661928278) a series of meetings through 2018, starting with local authorities and specific departments of regional govt, and culminating with the regional govt meeting in March 2019 to bring together heads of several departments.

We are holding an open seminar (April 2018) on innovation with examples from around Spain and presenting our work in La Vera.

Possible participation of other HNV-Link partners.

We are producing lobby material in the form of a simple document with our priority proposals for the administration to implement.

These are now live on the Entretantos website:

<http://hnvlink.entretantos.org/las-propuestas-de-pastando-la-vera-una-bateria-de-acciones-para-mejorar-la-ganaderia-extensiva-en-la-comarca/>

Communication

SEE SECTION 4. BELOW

Actors

Present the different actors that you are going to engage in the realization of each priority. Please make the difference between the direct beneficiaries (specifying what is their direct benefit) of the action and the attendees (people you have to engage, but who are not directly benefiting from the action)

SEE ABOVE 1.1



	<p>Risks <i>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</i> The main risk is that the authorities do not accept our recommendations. Also that we do not find funding to continue our work beyond HNV-Link and that our recommendations are forgotten.</p> <p>Best Practices <i>Describe what already works in your LA strategy that may be transferred to other LA strategies</i></p> <p>Timeline <i>Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities (Cross-Visits, Regional Meetings, etc.) SEE HERE FOR OUR PLANNING EXCEL, ESPECIALLY SHEET NAMED "CALENDARIO"</i> https://docs.google.com/spreadsheets/d/1ueW80LHg_ftqDR3nuY5Z675WDmVttyo8n55_A45UPYI/edit#gid=0</p>
(dd/mm/year)	Update
(dd/mm/year)	Update



2. Innovation exchanges – Cross Visits

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

This chapter of the “LA Action Plan” will take stock of the different innovation exchanges that have been organized during the Using Phase: objectives, implementation, results, through: A Visit Report (from the Visiting LA), A Host Report (if the LA is hosting some Cross Visit), Next step and follow-up activities: a follow up of the innovation transfer process.

2.1 Visit Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):

THE FOLLOWING IS A SUMMARY OF THE FULL REPORT

A group of seven people from Extremadura (Spain) had a fascinating cross-visit to the Causses et Cévennes UNESCO site and HNV-Link Learning Area in France. We spent three days meeting pastoralists and people from the many different organisations involved in supporting pastoral activity in the area. The programme of visits was excellently prepared and guided by Thibaut Rodriguez of Conservatoire d'Espaces Naturels du Languedoc-Roussillon, and we were greatly helped in our discussions by our colleagues from CIHEAM-IAMM in Montpellier. Also to mention we had the good company during the visit of three colleagues involved in the HNV-Link project in Greece, which enriched the whole experience for us.

The reasons for visiting the Causses et Cévennes region were to know, directly and first hand, the reality of pastoralism, transhumance and HNV farming in this region, designated as World Heritage of UNESCO precisely because of its landscapes and livestock practices. We were particularly interested in the overlapping of pastoralism agricultural and environmental policies at different political levels, along with the role of extensive farming in fire prevention, nature conservation, forestry and territorial planning. Moreover, the trip also pointed to the social relationships that sustains the activity. Beyond this declaration of intentions, we wanted to know the people, men and women, behind this ancestral work: farmers, pastoralists, technicians, officials, facilitators, biologists, cheese makers, goatherds, politicians, officials, visitors and inhabitants of a pastoral territory, by vocation and by political strategy.



Expectations of the participants from Extremadura

Entretantos team has developed a simple feedback form "What's left in your mind after our trip to France?" asking the participant for:

- ü the degree of accomplishment of their expectations;
- ü the most innovative and most impressive initiatives seen;
- ü which innovations can be applied in Extremadura?
- ü which of them can specifically contribute to the conservation of the HNV;
- ü their possible contribution to replicate these initiatives from their work or activity? How would that be done?

The results of this feedback are summarised in the following list:

- ü All participants have scored the degree of accomplishment of their expectations at least with an 80%, and two of them scored up to 100%
- ü The most impressive thing, as almost all participants pointed is related to the degree of collaboration and consensus between stakeholders: farmers / government / consumers all working in the same direction. Also, participants remarked different aspects as: 1) public value and pride of farmers; 2) the role of women; 3) the institutional support; 4) the organisation among so different levels of competences and decision-making; 5) the complex network supporting pastoralism and territorial policies; 6) the consensus and commitment of both public and private bodies on mosaics and open landscapes and 7) the smart use of both pillars of CAP to do so.
- ü The innovations that could be applied in our region should be pointing to improve the understanding between farmers and the different levels of government, building public/private partnerships and collaborations such as shared facilities, joint task forces, agreements between farmers and municipalities or protected areas.... Other people remarked innovations on value chains to improve the added value of pastoralism, the improvement of facilitation among farmers, the development of good advisory services, the reduction of bureaucracy, and knowledge-sharing between stakeholders.
- ü The innovations focused on maintaining natural values also address the common strategy of protect pastoralism as a tool for open landscape conservation, any innovation that maintains extensive farming is actually contributing to maintain natural values in our LA. Finally, our team points to a better use of CAP payments from both pillars.
- ü The initiatives that could be taken from our LA in order to transfer the cross visit outcomes include several ideas: 1) promoting agreements between farmers and local authorities; 2) carrying out projects to help diversification and multifunctionality of farms; 3) developing knowledge sharing tools for entrepreneurship and farming; 4) improving assessment and technical support for social economy, sustainable farming and food initiatives; 5) promoting short supply chains for commercialising local products; 6) developing active, sustainable tourism programs; 7) design and implement an



- advisory service to facilitate bureaucracy to farmers and entrepreneurs; 8) Develop a HNV business nursery; and finally, 9) continuing HNV-Link project and promoting detailed and practical proposals for improvement of the regulatory framework, with their application in pilot projects.
- ü Finally, some of the comments of participants add to the idea of a multiagent alliance between farmers, support organizations, local and regional government agencies and other stakeholders to promote pastoralism, extensive farming, territorial alliances and shared development strategies. Moreover, some of the social innovation should be focusing on improving the voice and image of HNV farmers.

Narrative: who, where, when, what?

The cross visit was 3 days and took place between 3rd and 5th October 2018. The detailed programme is included in the full report. A Google Album share some of the photos taken during the visit. It is accessible via this link: <https://photos.app.goo.gl/Y8Mk7BBis4sixtio9>

Lessons learnt and possible replications in La Vera

We visited 5 farms (each definitely HNV but with different circumstances and experiences to tell us about, mostly positive), an abattoir run by farmers, small-scale on-farm cheese producers, agritourism, and a food processing and training centre for farmers. We learnt about a huge range of initiatives, projects and funding, seemingly all very joined-up and sharing a common goal to maintain semi-natural mosaic landscapes through pastoral farming. The approach is typified by the Pastoral Pact, an ambitious charter for supporting pastoralism that has been put together over several years and which the local governments have signed up to.

The whole picture and its integral parts were highly relevant to our Learning Area (La Vera, Extremadura) and indeed more widely in Spain. Not least, because the farms and farmers themselves that we visited seemed to be doing well and gave the clear impression that with a favourable regulatory and policy framework, and with well-organised farmers and institutions working together, extensive pastoral systems (including practices such as transhumance and common grazing), can indeed have a viable future, and as such society can continue to enjoy the benefits in terms of fire-resistant and biodiversity-rich landscapes, quality food and cultural heritage.

2.2 A Host Report(s)

A more detailed Cross-Visit methodology will be issued in the first months of the Using Phase. It will specify and enrich those general guidelines. However, the following core questions should be addressed in the Visit Report(s):



- Narrative: who, when, where, what?
- Lessons learnt: what did we learnt from the visitors and their questions? Did they raise some blind spots?
- If it was possible to do it again.... What would be the same? What would be different?

2.3 Next steps and follow-up activities?

In this section, the aim is to provide a follow up of the cross-visit and keep track of the Innovation transfer process: its achievements and its limits. Indeed, transferring HNV innovation which are context-based (as highlighted in the HNV-Link Compendium) into another context is a challenge in itself.

Please describe how you will follow and support the innovation transfer? What can be transfer? How? Who will be part of the transfer? What is the time frame (short agenda)? And what are the expected results?

Date	Your text – notes – pictures/table
(dd/mm/year)	The primary target of our innovation transfer is the regional government. Our aim is to use the experiences we learnt from in France to help us explain how the regulatory framework and institutional processes in Extremadura could be more innovative and better adapted to supporting HNV pastoral systems.
	In our materials setting out our proposals to the regional government we use examples from the cross-visit, such as the Pacte Pastoral, the advisory support and facilitation given to pastoralists in protected areas, the use of agri-environment schemes specifically to support pastoralism and transhumance, etc., to explain what potentially could be done to innovate in La Vera and Extremadura more widely.
	The fact that two civil servants from the Directorate General for the Environment (Extremadura regional government) participated in the cross-visit is a considerable bonus, as they both work in key services (planning of municipal pastures and fire prevention) and they saw many relevant approaches in France that seemed more innovative than the current system in Extremadura. For example, measures for improving the condition of pastures using RDP funds, and flexibility in relation to allowing farmers the freedom to clear scrub using fire or mechanical means, including within protected areas.
	In terms of concrete actions, we are continuing with our round of meetings with specific services of the regional government. Since the cross-visit the HNV-Link team has met with Mr Santos Jorna, responsible for the circular and green economy. More meetings are planned before the end of the project (see Section 3).



3. LA regional meeting(s)

Objectives of the LA regional meetings:

Reaching the regional / national AKIS;

Sharing at the national/regional level the HNV Vision established through the Baseline Assessment and the set of HNV innovations collected using also the compendium of innovations collected in all LA;

Triggering a reflection on innovation process adaptation: the main pathways by which to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow innovation process to take off;

Starting a larger regional network on HNV farming and innovation brokering,

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

The LA Regional Meetings will play an influential role in the local dissemination process (hundreds of people are expected to be exposed to the HNV Link findings.

Therefore, depending on each LA specificities, the regional context, and means, LAs may also consider the possibility of organize a series of Regional meetings / seminars / events addressed to different audiences, goals, and purposes. Moreover, the LA could also consider the organization of the Regional Meeting within the framework of global major regional event / meeting / seminar, developed under the form of round table / session / workshop, when the goals and audiences could be reached in a better way, with the best expected impact. In these cases, the LA regional activity should be individually identified.

There are three activities under this heading (see separate Regional Meeting Reports RM1, RM2 and RM3):

RM3 - Meetings with Regional Government - A series of meetings through 2018, starting with local authorities and specific departments of regional government, and culminating with the regional government meeting to bring together heads of several departments with the HNV-Link team to discuss how to implement our proposals.

During 2018 meetings have been held with DG Animal Health (with participation of pastoralists from La Vera, to begin a dialogue looking for innovative solutions to the TB issue), DG Environment (to discuss the Garganta la Olla pilot project and needed innovations in habitat management and use of CAP/RDP measures) and DG Public Health (joint meeting with MOSAICO project and pastoralists to discuss the regulatory framework for food hygiene affecting artisan cheese dairies). The project started in February 2017 with a meeting with the Regional Minister of Environment and Agriculture, so a final meeting is



also intended with her and relevant DGs. This was planned for Autumn 2018 but the government has asked us to delay it until the new year. The meeting took place on 18th March 2019 (several DGs were represented but the Minister was not able to attend).

RM1 - Territorios Pastoreados - An open seminar (April 2018) on innovation with examples from around Spain and presenting our work in La Vera, with participation of other HNV-Link partners.

[Territorios Pastoreados](#) is (since its first edition held on 26th and 27th November, 2015 at the headquarters of the Ministry of Agriculture), a shared space for meeting, reflection and debate on the situation of the extensive livestock farming and pastoralism in Spain. This first edition gathered up to 100 people from different sectors and was a great success. The second edition, [Territorios Pastoreados 2](#), took place in Saragossa, with the collaboration of [Interovic](#) reaching even higher figures of participation.

Territorios Pastoreados 3 was designed to incorporate the main HNV-Link Regional Meeting, and benefitted from the participation of the project coordinators (CIHEAM-IAMM) representatives (managers and farmers) from the Portuguese Learning Area. In total there were 104 participants from 42 organisations, with 22 speakers.

The event took place on 18 and 19 April 2018 in Plasencia (Cáceres), on the Campus of the University of Extremadura and depicted a global view of the hottest topics and the most interesting experiences of grazing and extensive livestock in Spain. As the event incorporated the HNV-Link Regional Meeting, there was a special focus on examples of innovative approaches to solving some of the key challenge facing pastoralism in the country. The conference shared the testimonies of its protagonists, focused on the participation of farmers and pastoralists. The event also involved the professional sheep and goat association INTEROVIC.

The workshops were organized focusing, fundamentally, on the exchange of knowledge and experiences between the extensive livestock sector itself and representatives of both the government and the research community. Among participants, there were representatives from Central and Regional Government, Universities and research centres, all of them linked by the interest on HNV systems, extensive livestock farming or silvopastoral systems. The seminar focused this year on innovation and the participation of farmers and pastoralists. Among the issues and innovations covered were:

- HNV-Link project, presented at European, LA and local case-study levels
- Co-existence between pastoralists and large carnivores
- Animal health and TB elimination campaign in La Vera: adapting to realities of the pastoral system
- Women pastoralists network and experiences
- Artisan processing and marketing, including innovation to address regulatory issues



- Pastoralism as a fire-prevention tool, linked to marketing of pastoral products

Several presentations from the workshop are accessible through this link: <http://www.ganaderiaextensiva.org/las-presentaciones-de-territorios-pastoreados-3-ahora-accesibles/>

Photo Album: <https://photos.app.goo.gl/IEPTcYyW5tInFJZe2>

JUEVES 19 DE ABRIL _ INNOVACIÓN EN LOS TERRITORIOS
PASTOREADOS

09:00 INTRODUCCIÓN A LA MESA

- INDEHESA | UNEX
- HNV-Link

09:30 MESA 3_ INNOVACIÓN PARA LA SOSTENIBILIDAD DE LA GANADERÍA
EXTENSIVA

- Presenta: **Guy Beaufoy** | HNV-Link
- Retrato de la innovación en el Sitio de Monfurado (Portugal) | HNV-Link | **Maria Isabel Ferraz de Oliveira** | Universidad de Évora | IAAM
- Ganadería extensiva y conservación: pastoreo en masas forestales con riesgo de incendio | **Gonzalo Palomo** | MOSAICO
- Prácticas pastorales para reforzar la biodiversidad | Proyecto Dehesa/Montado en la Península Ibérica | ATN, WWF, INDEHESA, MAVA
- Monitoreo de movimientos y disponibilidad de pasto en Portugal | **Elvira Sales** | Universidad de Évora
- Pastoreo y conservación en el monte de Garganta la Olla (Cáceres) | **Pablo Urivelarrea** | HNV-Link

11:30 PAUSA-CAFÉ

12:00 MESA 4_ INNOVACIÓN APLICADA A PRODUCTOS Y MERCADOS

- Presenta INTEROVIC
- Flexibilización de la normativa para pequeñas producciones lácteas artesanales | **Maria Jesús Jiménez Horwitz** | Presidenta de QueRed
- Venta de productos asociada a la conservación de la biodiversidad | Fundación Quebrantahuesos + Fundación Global Nature
- Productos ligados a la prevención de incendios forestales | **Emma Soy Massoni** | Fundació Pau Costa y **Silvia Aliu** | Gremi de Carnissers i Xarcuters Artesans de les Comarques Gironines
- Experiencias de comercialización directa: De Yerba | Ganaderas en Red | Ganaderos Ibéricos Unidos | Finca Casablanca

14:00 PICNIC CON DEGUSTACIÓN DE PRODUCTOS DE LA DEHESA A CARGO DEL
PROYECTO 'DEHESA/MONTADO EN LA PENÍNSULA IBÉRICA' (TYN/WWF
ESPAÑA Y PORTUGAL)

15:30 MESA 5_ INNOVACIÓN SOCIAL Y TRABAJO EN RED EN LOS TERRITORIOS
PASTOREADOS

- Presenta: **Monte Ordega Rivera** | Ganaderas en Red
- Testimonios personales de ganaderos y ganaderas
- Propuestas de mejora en el acceso a la tierra para pastores y ganaderos extensivos | **Natividad Atviz** | MOSAICO
- Ganaderas en Red: de la unión a la acción | **Lola Ros Piqueras** | Ganaderas en Red
- Plataforma por la Ganadería Extensiva y el Pastoralismo

17:00 PAUSA CAFÉ

17:30 CONCLUSIONES Y CIERRE DE LA JORNADA

VIERNES 20 DE ABRIL MAÑANA _ REFORZAR LA INNOVACIÓN
MEDIANTE EL APRENDIZAJE EN EL MARCO DE HNV-LINK

10:00 A 14:00 H _ VISITA A LA FINCA CASABLANCA Y TRABAJO INTERNO DEL
PROYECTO HNV-LINK (SOLO PARA PERSONAS VINCULADAS AL PROYECTO)



RM2 – Networking meeting at Finca Casablanca

This regional meeting was celebrated in the Finca Casablanca, just after Territorios Pastoreados 3. Formerly designed as an experience exchange event, it was ultimately focused on preventing wildfires through grazing.

Participants

Fabrice Gouriveau and Maite Puig de Morales CIHEAM (Francia), Isabel Ferraz de Oliveira y Elvira Sales (Universidad de Évora) with 2 pastoralists from Portugal, Elsa Varela (Universidad de Vic), Sergi Nuss (Fundació Pau Costa), Gerardo Moreno and Fernando Pulido (Universidad de Extremadura), Enrique Vega (Ganadero ecológico), Pablo Urivelarrea (Proyecto HNV-Link), Pedro M^a Herrera and Julio Majadas (Fundación Entretantos).

Aims of the action

The ultimate objective of this action was to assess the development of a European network of wildfire prevention through pastoralism. This objective was developed through three main aims:

- Assess the current situation of fire prevention projects through grazing.
- Draw some strategic lines to promote livestock as an instrument for fire prevention
- Establish a timeline for creating a network of work in Southern Europe and the Mediterranean

Agreements of the workshop

1. Create an expert group including all participants in the meeting and expand it with other contributions around the social prevention of fire.
2. Set the focus on southern Europe and the Mediterranean, with an eye on North Africa and the evolution of the problems in northern and central Europe.
3. Design a stable model of work that allows collaboration, experience exchange, technical assistance and contact between the different networks and projects.
4. Work in some proposals for national or transnational projects regarding forest fires prevention. Look for broad consortia, with different countries represented, at both European and Mediterranean level.



5. Set up tools to exchange ideas and materials.
6. Assess the call for events, training activities, conferences and meetings on the subject.
7. Develop collaboration strategies and knowledge sharing between projects and territories
8. Find a way to involve extensive livestock farmers in the generation of this knowledge.
9. Work with the set of extensive livestock and silvopastoral and agrosilvopastoral systems, looking for more sustainable production models, enhancing adaptation and resilience, improving supply chains, etc.
10. Contribute to implement a wide perspective of payment for services and payment for results.

4. Dissemination & communication activities:

In line with its HNV Vision and its "identified innovation needs" each LA will draft a "Dissemination and communication action Plan". Those innovation brokerage activities will be envisioned in complementarity with the "Cross Visits" and the Regional Meetings.

This plan encompasses both the nature of the C&D itself (what kind of communication/dissemination methods can be used/what materials/what budget/what agenda) and the C&D strategic process (actors, successes and failures, etc.): What are ALL the key target groups that the LA should reach (in ideal world)? Which of these the LA reached at the innovation seminars? Which are still missing?

Three levels of dissemination:

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

AKIS – go back to the AKIS

Broader Audience –

Previous analysis

HNV Link is working in La Vera Learning Area. However, do people really know what are we doing? Who we are? Is there anyone who should know our work and do not? Do our targets understand our actions? What do locals think about us?



HNV-Link have been running for more than a year now. We have celebrated meetings, distributed leaflets, updated our website, published articles and dossiers and tried to communicate our aims and vision. This Communication and Dissemination Plan starts from the assessment and monitoring of communication actions along the running project and should provide better communication instruments and improve our communication action.

The key issues emerging from this assessment were also discussed in Évora, and point to the following questions

- The team has enough capacity to determine and contact the main target agents
- The team work and its collaborators is widely known to the project targets, they trust us and know that we are working to support extensive livestock farming in the area.
- The team has people with experience in communication and participation projects, local experience and roots in the area.
- The team has resources to develop the dissemination plan. However, we will use some external resources, specifically professional design for some of our communication tools.

Objectives

The C&D Plan, following the HNV-Link vision, is focused on the following objectives:

- 1) Provide the target groups with enough and properly addressed information to fulfil their needs in order to participating in the HNV-Link Project.
- 2) Disseminate, in an appropriate way for each target, the main goals and accomplishments of the project
- 3) Communicate our public position on HNV farming
- 4) Facilitate participation in the project activities, communicating both practical data and information requirements for meetings, workshops and other activities
- 5) Accomplish the project requirements of widespread communication

Target groups

An important target group continues to be farmers linked to HNV production (and other farmers living in the area too). Given the very specific characteristics of this group the communication resources should be customized for this group if we want to be efficient. We also should define proper and nearby channels for direct communication. As HNV-Link is a project supported both in participation processes and social revitalization, we have tried to make a social map, plan a personal approaches targets, include local leaders as collaborator and providing a collaborative scenario with other local organisations involved.



Some of the main difficulties in developing the communicative process for this target group can be addressed to external factors. Farmers organise their time around livestock needs, so aspects as relevant as scheduled activities or periods of maximum or minimum livestock activity should be taking into account. Their outdoor lifestyle also can generate barriers for communication, so the communication tools must be carefully adapted to their situation. IT, for instance, works better when they are based on mobile phones than on computers and meetings are better suited after dawn when the daily labours are over. There are other difficulties too, related to their social links, their isolation and their reluctance to teamworking; all these barriers should be carefully taken into account.

Besides farmers, there are two main target groups for communication issues:

- Regional and local governments and the politicians running them
- Public workers, advisors and technicians related to livestock and the environment. Here, the main constraint is their dependence on already established management systems and a possible rejection of interference by others.
- Local population, visitors and people interested in the LA

Tools and instruments

Once defined the target groups for the communication and dissemination actions, we have defined specific tools addressing each one of them. Those tools are classified in three non-exclusive groups:

- a. Generic tools, one-way tools intended for general purposes (leaflets, brochures, posters, webpages, etc). These tools are mainly used as a support for the specific instruments.
- b. Interpersonal tools: one-way interactive actions: visits, workshops, lectures, exhibitions...
- c. Participatory tools, two-way interactive tools that rely in the active commitment of the targets: facilitated group meetings, strategic planning, development of public actions, etc.

The teamwork has opted mainly for participatory tools to develop the communication plan, especially for the main targets: farmers, techs and politicians. Anyway, a good set of generic and interpersonal tools has been designed to support and complement the participation toolset.

Some of the main tools intended for the C&D Plan includes, in the farmers target group:

- Creation of a dynamic whatsapp group
- Workshops on the construction of proposals and the enhancement of innovation
- Elaboration of documents / simple guides for managing the pastoral landscape prepared in a participatory way (co-authors), manifestos, etc.



- Creation of a local livestock web space that incorporates their speeches

The tools designed for public workers, advisors and technicians are focused on

- Informative educational guides of a technical nature (health, environmental ...),
- Training materials and events
- Meetings and workshops

The team will use also, for politicians, local and regional governments, the tools foreseen are

- Publication (on-line or paper, short and punchy) of our recommendations for priority actions to be taken by regional and local administrations to save HNV livestock farming in La Vera
- Negotiations and publicized meetings
- Personally addressed communications including the main agreements from those meetings and events
- Open letters describing the project, our goals and our proposals for improving HNV farming

Finally, the tools for wider audiences and general population include:

- The HNV Link webpage for the La Vera LA
- The organisation of a nationwide event
- Articles and publications in different media (magazines, webpages, scientific papers...)
- Social networks presence
- Occasionally, participation in mass media, such as radio or local TV.

Planning

	dic	ene	feb	mar	abr	may	jun	jul	ago	sep	oct	nov	dic
Operation		C&D Plan draft; Action Plan Draft	C&D Plan	Presentation of C&D Plan	Territorios Pastoreados 3 (Grazed lands 3), National meeting	Completed Action Plan	Monitoring Action and C&D Plan	Final assessment Outcomes and future plan					



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

Participatory Actions	Proposal draft. Communication with majors and municipalities. Communication with regional government.	Meetings with Health department	Meetings with vets and Animal health department	Meetings with Conservation Department. Meetings with Urban Planning Department.	Meetings with conservation department. Meetings with local development group to	Meeting with regional government to discuss further actions	Publishing minutes of Territorios Pastoreados (Grazed Lands) Symposium				Big Meeting with regional government. Agreements and developing plan.			Closure meeting, Conclusions and further actions
General communication actions	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.



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5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

Possibility of Cross Reviews ?

Our Innovation Brokerage for La Vera LA has taken four main forms:

- 1) Promoting innovations in the regulatory framework and institutional functioning to the regional authorities.
- 2) Raising awareness amongst producers and potential producers of the possibilities of small-scale cheese-making and direct sales within the current EU regulatory framework.
- 3) Facilitating dialogue and problem solving between pastoralists and regional authorities, specifically on the issue of TB controls.
- 4) Local pilot project in Garganta la Olla to develop more detailed innovation proposals in dialogue with the community of landusers and authorities.

For our innovation brokerage work, we benefitted considerably from learning about innovation examples in other LA (e.g. systems of Natura 2000 and agri-environment payments, adaptation of TB controls to pastoral systems), including from the cross-visit to France.

All four lines of brokerage processes were found to be very time-consuming. HNV-Link allowed us to start very valuable innovation processes, but the lack of continuity is an important issue to consider.

