



Common Template

Dealurile Clujului Est "Action Plan"

for brokerage activities on High Nature Value Innovation Projects

WP4 – Deliverable 4.7

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Version V 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 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.



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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 Ordonnance 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 decreased 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 developed 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 seems 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.

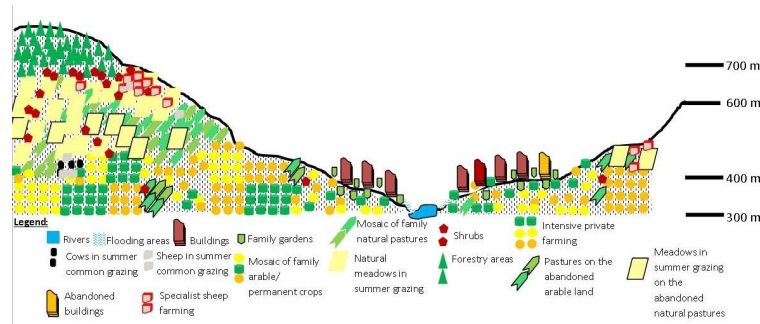


Fig.1.a. Transect for the pre-accession EU period (1989 – 2007)

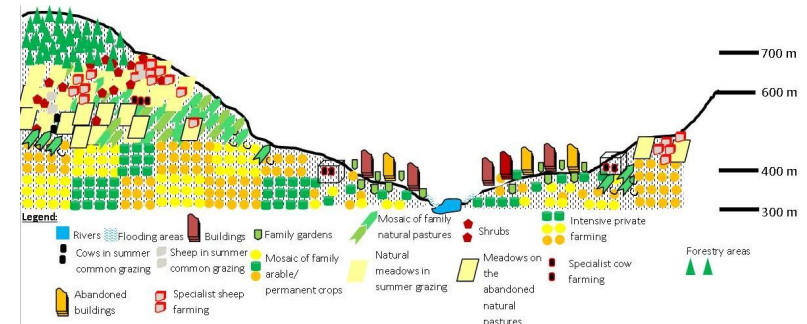


Fig.1.b. Transect for the post accession EU period (2007 – present)

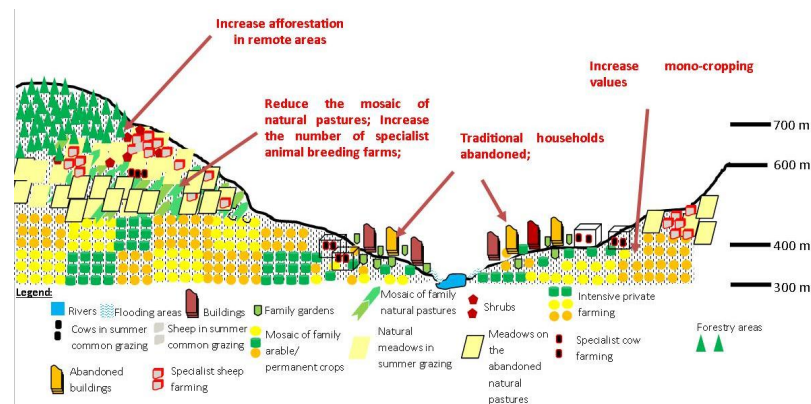


Fig.1.c. Business as usual scenario (2030)



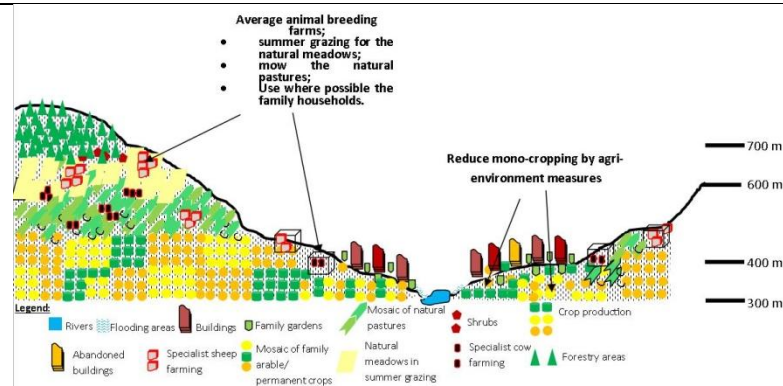


Fig.1.d. Vision scenario (2030)

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.

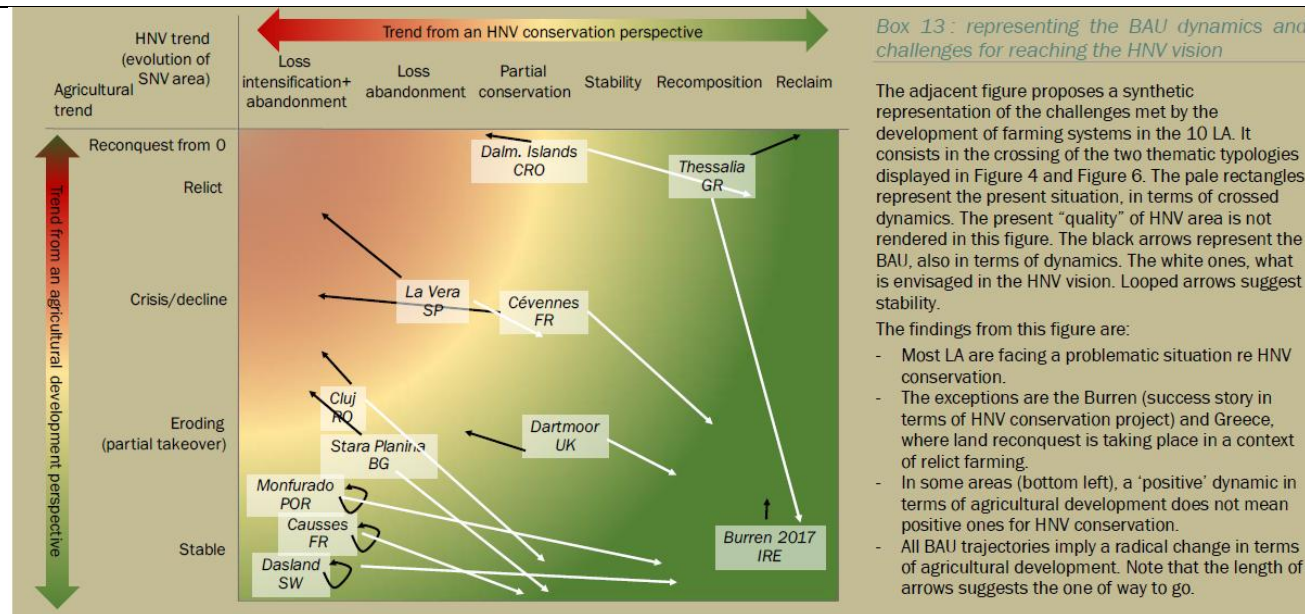


Figure 2 : BAU dynamics and challenges for reaching HNV Vision, HNV-Link Atlas , p. 70

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:

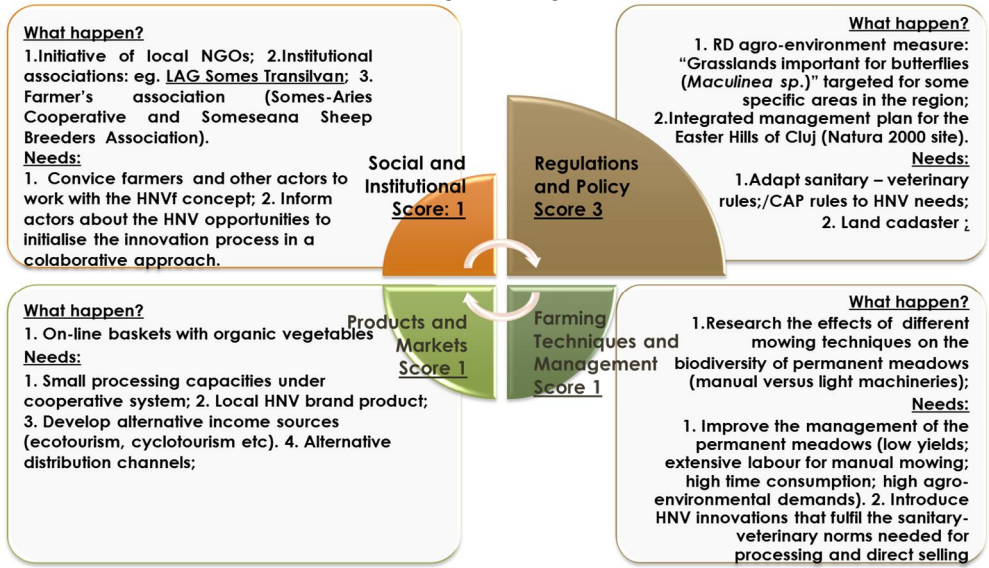
- Food/ tourism consumers. In the last years, the share of domestic consumers of high qualitative local food increased. Also more and more Romanians are visiting the agro-touristic facilities. The trend is an opportunity that can be valorised by the small households that still apply traditional techniques;
- 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	<u>Internal</u>	<u>External</u>
Arbitrator	<u>Collective</u> 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	<u>Arbitrator</u> 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	<u>Private</u> 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)	<u>External</u> 1. Environmental NGOs Mozaic Association (www.mosaic-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
(24/01/2018) (Updated in November 2018)	<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>  <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>Private</u>	<u>Arbitrator</u>
<u>Priority 1. Social and institutional</u>	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	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;



	<div>other stake-holders (specially farmers) <u>Collective</u> 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.</div> <div>3. Public sanitary-veterinary institutions – adapt acquis to the farmer’s needs;</div>
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Risks

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.

Best Practices

The other LA can use the consultative approach already validated in Dealurile Clujului Est in the base-line assessment (presentations; seminars; meetings etc).

Timeline

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>											



		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	
		Priority 3												
		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)	<p>Update</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; <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.</p> <p>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>													



	<p>end the project proposal could not be submitted for financing in the first call of tenders (April 2018).</p> <ul style="list-style-type: none">- visit good-case examples in Romania or in other LAs that will address the issues from priority 1 and 2. <p>Organise cross-visits with representative stakeholders (farmers; NGOs; researchers; LAGs; consultants etc) in Romania and abroad to learn from practical innovative solutions.</p> <ul style="list-style-type: none">- inform the regional/national public about the importance of the HNVf techniques and landscapes. <p><u>Action for priority 2. Product and market:</u> educate/inform farmers about how to sell high-value added HNV products</p> <ul style="list-style-type: none">- 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; <p>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.</p> <p><u>Action for priority 3. Regulation and policy:</u></p> <ul style="list-style-type: none">- 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. <p>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.</p>
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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 of June 2018).

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

Place: National: Tarnava Valley, ADEPT Foundation;

Reasons – to promote good –case examples in the area of social and marketing innovation; to give local stakeholders 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, Sighişoara-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 Crişan, 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. Someșana Breeders Association started the process of implementing a mobile slaughterhouse in the communes covered by the project (https://ro-ro.facebook.com/AsociatiaCrescatorilorDeAnimaleSomeșana/) .</p> <p>3. The LAG Someș Transilvan financed one farmers association to develop HNV food products from HNV orchards in Vultureni Commune.</p> <p>4. The LAG Someș 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



		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 (approximatively 300 staff and 500 students targeted by the email).



4. Dissemination & communication activities:

<i>Communication actors</i>	<i>Communication channels</i>
<i>Local/regional actors</i>	<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.
<i>AKIS</i>	<i>Regional meeting</i> <i>On-line information campaign (HNV innovation needs; HNV regulatory gaps);</i> <i>Television/Press release;</i> <i>Collaborate with other national project</i> AgriLink project
<i>Broader audience</i>	<i>Regional meeting</i> <i>On-line information campaign (HNV concept; HNV public goods);</i> <i>Television/Press release;</i>



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 replaced 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!



