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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="304 786 405 818">Slogan</p> <p data-bbox="304 826 1160 858">Making HNV farming a compelling proposition for Burren farmers</p> <p data-bbox="304 946 712 978">Short Description of the Vision</p> <p data-bbox="304 986 1630 1018"><i>At an LA Innovation seminar in July 2017 a broad range of LA stakeholders agreed the following vision.</i></p> <p data-bbox="304 1026 2056 1129"><i>“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 1361"><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> |

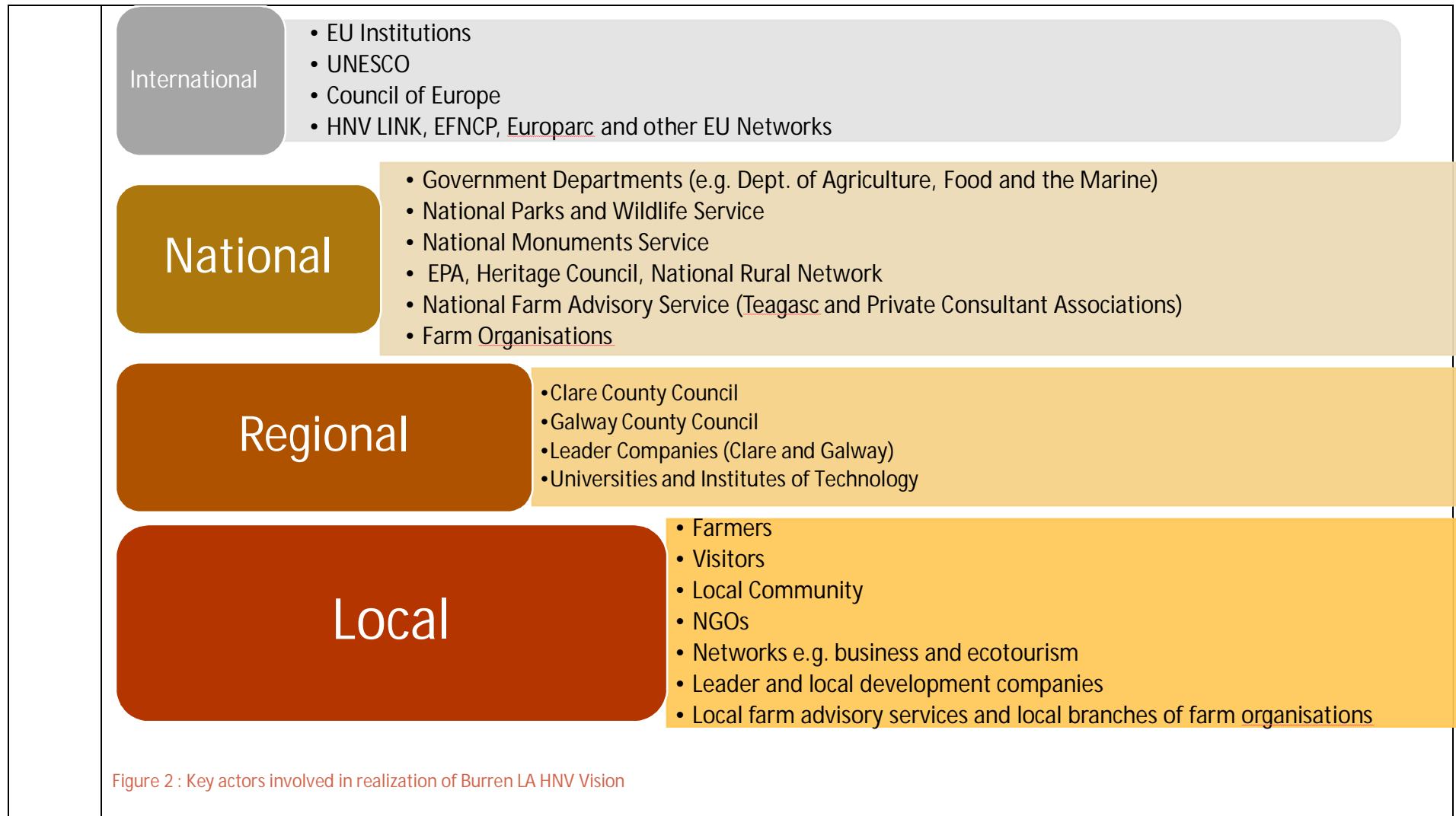


individual businesses/farms have seized the opportunity to create new products and markets but more could be done to build capacity in this area. The baseline and innovation assessments for the Burren highlights that the area faces a number of social, economic and environmental challenges.

- 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.

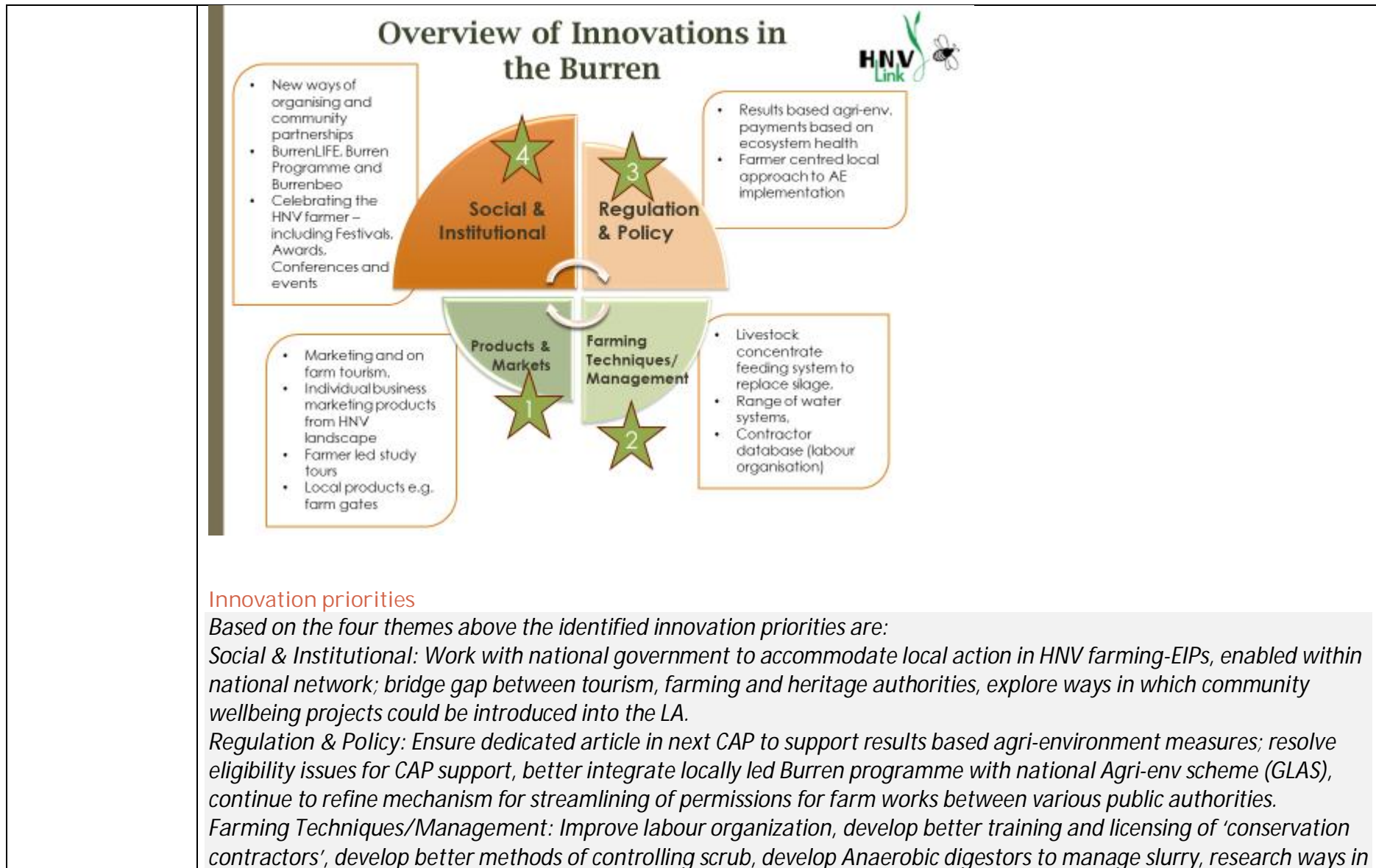




1.2 The Innovation Situation in The Burren

| 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.)

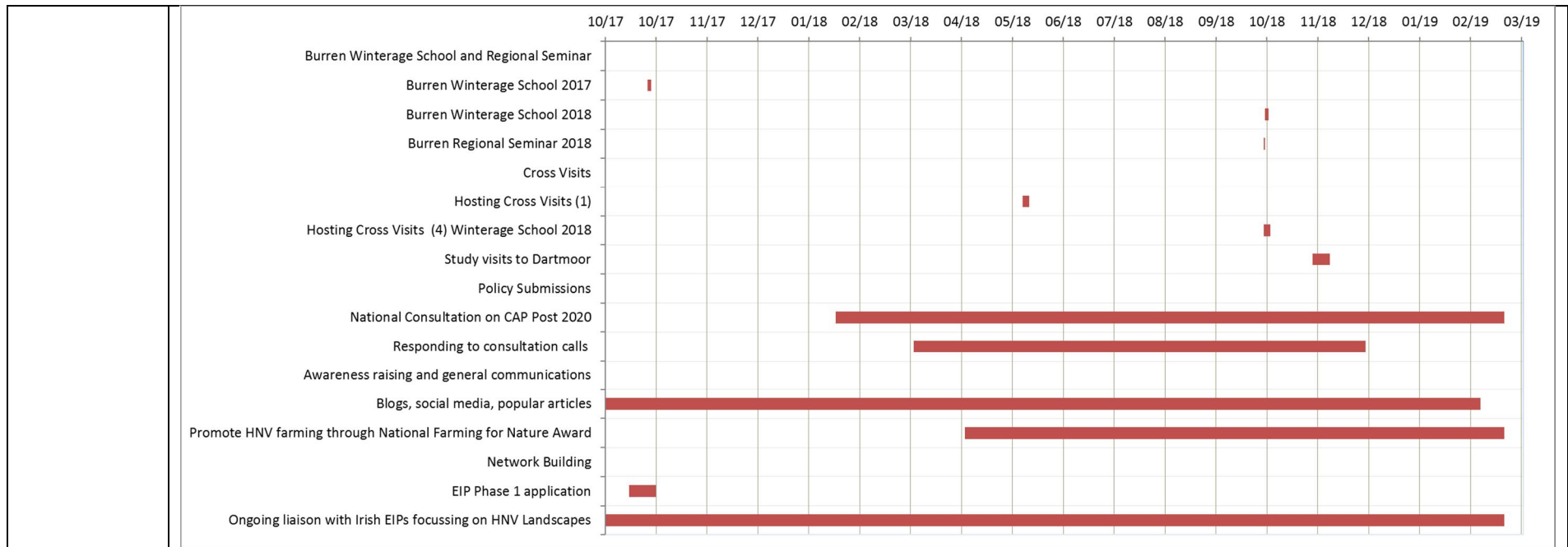


| Task | Start Date | End Date | Target Group |
|---|-------------------|-----------------|----------------------------------|
| Burren Winterage School and Regional Seminar | | | |
| Burren Winterage School 2017 | 26/10/2017 | 28/10/2017 | Farmers, Scientists, Authorities |
| Burren Winterage School 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



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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):

- 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-Envt 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 |



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

| 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 |



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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 ?

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.

