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# Learning Area LA VERA "Action Plan"

for brokerage activities on High Nature Value Innovation Projects

From October 2017 to December 2018

Version V 1.0



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



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## 1. Starting point

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

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

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

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

### 1.1 HNV Vision of [Name of the LA]

Date	Your text – notes – pictures/tables, etc.
(dd/mm/year)	<p><b>Slogan</b> <i>(short sentence that captures best up the HNV innovation project for the LA)</i> Starting a process of dialogue and shared problem solving, to create the conditions for extensive pastoralism to flourish.</p> <p><b>Short Description of the Vision</b> <i>(short summary of the Vision explaining why it is challenging the Business as Usual scenario provided in you Baseline Assessment – what are the expected impacts or changes both from an HNV conservation perspective (evolution of semi-natural vegetation) on the LA and on the agricultural situation? keeping in mind WP1’s moto: “development in HNV areas in not the same as development for HNV in rural area” – you may want also to refer to the Atlas’s trajectories...)</i> The decline of extensive grazing, especially by goats, has been reversed – the number of goats grazing in the district has doubled, returning to the level of 15 years ago. The process of scrub-encroachment has been reversed and the condition of pastures is improving. All municipal grazing land has a management plan developed with input from graziers and other users, combining good pasture management with biodiversity conservation, supported by the use of RDP funding instruments. Legislation is adapted to the conditions of HNV farming and artisanal processing, allowing the flourishing of on-farm cheese-making and direct sales.</p>



## Visual

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

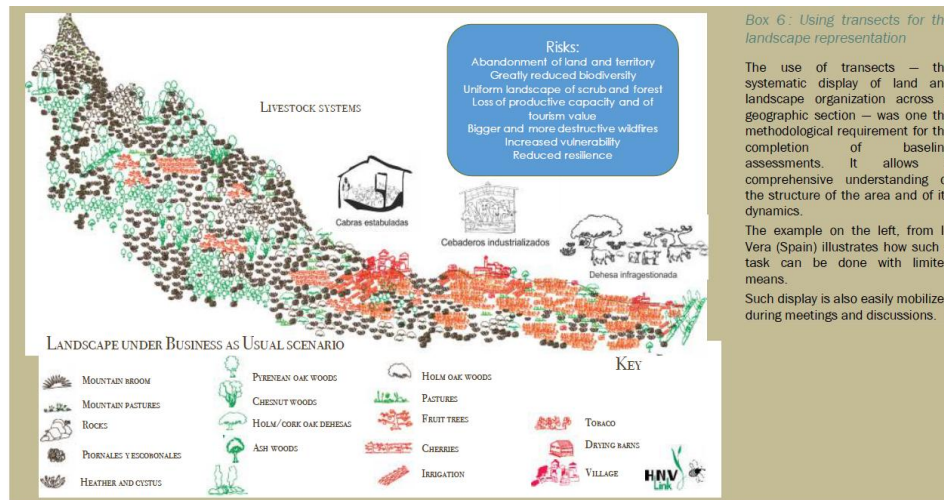


Figure 1 : transect of La Vera, illustrating the threats resulting from the BAU scenario

## Actors' typology

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

The main actors are:



	<ul style="list-style-type: none"> <li>- Pastoral farmers, including those wanting to start processing and/or direct sales: The challenge is for them to organize a united voice that includes cow and goat graziers, and to get themselves heard by the authorities, and more appreciated by society in general.</li> <li>- Local administration: Municipalities have shared (with forest authority) responsibility for municipal pastures and Mancomunidad (district authority) has urban planning competence which is a significant issue blocking the development of on-farm processing. Both these local levels need to be brought on-board to support extensive pastoralism and to lobby the regional government for a concerted strategy to provide more support and to adapt legislation.</li> <li>- Regional administration: lobby different parts of the government to get specific support measures (e.g. Agri-environment, Natura payments) and adaptation of several areas of legislation (animal health, food hygiene, urban planning)</li> </ul>
(dd/mm/year)	<i>Updates</i>
(dd/mm/year)	<i>Updates</i>



## 1.2 The Innovation Situation in [Name of the LA]

Date	Your text – notes – pictures/table
(dd/mm/year)	<p><b>Innovation scoring</b></p> <p><b>SOCIAL/INSTITUTIONAL – SCORE = 1</b> Some moves to establish representation of extensive livestock farmers – a new association, just starting to get more organised and active in face of TB problems. But absolutely no institutional process (local or regional) to support pastoral systems, no integration between administrative bodies or policies, no dialogue between administration and farmers, and no local project apart from HNV-LINK.</p> <p><b>REGULATORY FRAMEWORK – SCORE = 1</b> No innovation at all from government, in fact there is a lot of “anti-innovation” with rules and regulations that are blocking innovation from producers (this situation applies to most areas of policy relevant to HNV farming). There are beginnings of movements from civil society to ask for changes, e.g. in food hygiene and animal health. HNV-LINK is the first initiative in the area to try addressing these issues, and is making a very small start to inform and develop a group of interested producers.</p> <p><b>PRODUCTS/MARKETS – SCORE = 1</b> Some very minor initiatives, e.g. Caprites internet sales and a small handful of producers wanting to do things such as farmhouse cheese and direct sales of cheese and meat. But these are hampered by a myriad of administrative and regulatory barriers. Currently there is no farm doing direct sales of cheese or meat (except for those with no licence) The cooperative (Coolosar) is centralising milk collection, transformation and sales, but its innovation system is extremely weak and its relationship with HNV values is almost non-existent. The main cheese dairy in La Vera buys most of its milk from intensive goat systems in other parts of Spain.</p> <p><b>TECHNICAL/MANAGEMENT – SCORE = 1</b> There is a small pilot project for preventative burning of scrub. But otherwise there are massive gaps under this theme: the vast communal pastures have no management planning; there has been no project to try grazing as a fire prevention tool; there is no monitoring of Natura 2000 habitat condition; half of goat farms are still milking by hand; nobody has tried to design or operate mobile cheese dairies;</p>



	<p><b>Innovation priorities</b> <i>According the four themes – cf. Session 2 of NM#2</i></p> <p>La Vera - Priority issues and weighting by Themes</p> <table border="1"> <thead> <tr> <th></th> <th>S/ I</th> <th>R/ F</th> <th>P/ M</th> <th>T/ M</th> </tr> </thead> <tbody> <tr> <td>HNV-support Project proposal – present to LAG and lobby local authorities for support (with joint letter to Regional govt)</td> <td>5</td> <td>5</td> <td>-</td> <td>-</td> </tr> <tr> <td>TB eradication programme changes – communication and lobby, facilitate dialogue between farmers and regional govt</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>Pilot Project for fire-prevention grazing – propose to govt for RDP</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>Pilot Project for integrated pasture management plan – HNV-LINK action already started, communicate to regional govt</td> <td>5</td> <td>5</td> <td>3</td> <td>3</td> </tr> <tr> <td>Food hygiene regs (and others that block on-farm processing, direct sales) adaptation and clarification – inform and lobby</td> <td>5</td> <td>5</td> <td>5</td> <td>3</td> </tr> <tr> <td>CAP pasture eligibility – lobby govt for change</td> <td>3</td> <td>5</td> <td>-</td> <td>3</td> </tr> <tr> <td>AEM and investment aid proposal for upland Natura 2000 sites – sketch out a scheme and lobby govt to include in RDP</td> <td>5</td> <td>5</td> <td>-</td> <td>3</td> </tr> </tbody> </table>		S/ I	R/ F	P/ M	T/ M	HNV-support Project proposal – present to LAG and lobby local authorities for support (with joint letter to Regional govt)	5	5	-	-	TB eradication programme changes – communication and lobby, facilitate dialogue between farmers and regional govt	5	5	-	3	Pilot Project for fire-prevention grazing – propose to govt for RDP	5	5	-	3	Pilot Project for integrated pasture management plan – HNV-LINK action already started, communicate to regional govt	5	5	3	3	Food hygiene regs (and others that block on-farm processing, direct sales) adaptation and clarification – inform and lobby	5	5	5	3	CAP pasture eligibility – lobby govt for change	3	5	-	3	AEM and investment aid proposal for upland Natura 2000 sites – sketch out a scheme and lobby govt to include in RDP	5	5	-	3
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### 1.3 The LA VERA strategy as HNV Learning Area: making choices

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

Date	Your text – notes – comments - pictures/table
(dd/mm/year)	<p><b>Overall Objectives</b> <i>Describe the goals to be achieved by the end of the project, in terms of promoting innovation in the LA and beyond.</i> The overall objective is to begin a process of awareness and dialogue between farmers, authorities and other actors, with the focus on constructive, shared problem-solving. The goal is to achieve clear understanding among the relevant authorities of the specific challenges faced by pastoralism in La Vera, and of the set of concrete solutions proposed by the project, and to get commitment to put at least some of them into practice. We also aim to achieve continuity of the project in La Vera through new funding lines.</p> <p><b>Priorities</b> <i>Describe the priorities you picked up among the “innovation scoring and priorities” and explain why they are important and should be addressed within HNV-Link project</i> We have 6 priorities for the using phase of HNV-Link:</p> <ol style="list-style-type: none"> <li>1. TB eradication programme – objective is to facilitate a dialogue (meetings) between farmers, experts and regional authorities, in order to find ways to adapt the TB programme and make it less punishing for extensive graziers.</li> <li>2. Artisan goat dairies and direct sales of cheese and meat – objectives are to inform (potential) producers of the existing food hygiene regulations and their adaptability to artisan, on-farm dairies; ditto for regulations affecting direct meat sales. To hold meetings with authorities to make sure they are fully aware of the adaptability of EU food hygiene regs, and that they inform their local inspectors. To explore with local and regional authorities ways to adapt the urban planning and environmental regulations that limit the development of on-farm processing.</li> <li>3. Incentives for extensive grazing in upland Natura 2000 sites – propose and discuss with regional authorities specific measures (CAP and RDP) for providing payments to graziers on Natura 2000 land in La Vera (and other uplands in Extremadura)</li> </ol>



4. Develop local case-study in Garganta-la-Olla – a detailed study of the needs for innovation in a municipality, to reinforce lobby and communication actions with concrete examples.
5. Farmers' groups – support development of farmer' groups and help give them a voice
6. Continuity of the project – seek funding especially from LAG

### Specific Objectives

*Describe the specific objectives under each chosen priority*

SEE PREVIOUS POINT

### Main Actions

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

Lobby

We have planned (see calendar

[https://docs.google.com/spreadsheets/d/1ueW80LHg\\_ftqDR3nuY5Z675WDmVttyo8n55\\_A45UPYI/edit#gid=1661928278](https://docs.google.com/spreadsheets/d/1ueW80LHg_ftqDR3nuY5Z675WDmVttyo8n55_A45UPYI/edit#gid=1661928278) ) a series of meetings through 2018, starting with local authorities and specific departments of regional govt, and culminating with the regional govt meeting in March 2019 to bring together heads of several departments.

We are holding an open seminar (April 2018) on innovation with examples from around Spain and presenting our work in La Vera.

Possible participation of other HNV-Link partners.

We are producing lobby material in the form of a simple document with our priority proposals for the administration to implement.

These are now live on the Entretantos website:

<http://hnvlink.entretantos.org/las-propuestas-de-pastando-la-vera-una-bateria-de-acciones-para-mejorar-la-ganaderia-extensiva-en-la-comarca/>

Communication

SEE SECTION 4. BELOW

### Actors

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

SEE ABOVE 1.1



	<p><b>Risks</b>  <i>Identify and describe the potential risks of the LA Action Plan strategy's implementation, the analysis of their possible consequences on the expected achievements, and make a list of proposed risk mitigations measures (actors interest, means, etc.)</i>                  The main risk is that the authorities do not accept our recommendations. Also that we do not find funding to continue our work beyond HNV-Link and that our recommendations are forgotten.</p> <p><b>Best Practices</b>  <i>Describe what already works in your LA strategy that may be transferred to other LA strategies</i></p> <p><b>Timeline</b>  <i>Establish a LA action plan calendar (or Gantt Chart) for the Using Phase of the project to show the proposed schedule of activities (Cross-Visits, Regional Meetings, etc.) SEE HERE FOR OUR PLANNING EXCEL, ESPECIALLY SHEET NAMED "CALENDARIO"</i>  <a href="https://docs.google.com/spreadsheets/d/1ueW80LHg_ftqDR3nuY5Z675WDmVttyo8n55_A45UPYI/edit#gid=0">https://docs.google.com/spreadsheets/d/1ueW80LHg_ftqDR3nuY5Z675WDmVttyo8n55_A45UPYI/edit#gid=0</a></p>
(dd/mm/year)	Update
(dd/mm/year)	Update



## 2. Innovation exchanges – Cross Visits

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

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

### 2.1 Visit Report(s)

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

#### THE FOLLOWING IS A SUMMARY OF THE FULL REPORT

A group of seven people from Extremadura (Spain) had a fascinating cross-visit to the Causses et Cévennes UNESCO site and HNV-Link Learning Area in France. We spent three days meeting pastoralists and people from the many different organisations involved in supporting pastoral activity in the area. The programme of visits was excellently prepared and guided by Thibaut Rodriguez of Conservatoire d'Espaces Naturels du Languedoc-Roussillon, and we were greatly helped in our discussions by our colleagues from CIHEAM-IAMM in Montpellier. Also to mention we had the good company during the visit of three colleagues involved in the HNV-Link project in Greece, which enriched the whole experience for us.

The reasons for visiting the Causses et Cévennes region were to know, directly and first hand, the reality of pastoralism, transhumance and HNV farming in this region, designated as World Heritage of UNESCO precisely because of its landscapes and livestock practices. We were particularly interested in the overlapping of pastoralism agricultural and environmental policies at different political levels, along with the role of extensive farming in fire prevention, nature conservation, forestry and territorial planning. Moreover, the trip also pointed to the social relationships that sustains the activity. Beyond this declaration of intentions, we wanted to know the people, men and women, behind this ancestral work: farmers, pastoralists, technicians, officials, facilitators, biologists, cheese makers, goatherds, politicians, officials, visitors and inhabitants of a pastoral territory, by vocation and by political strategy.



Expectations of the participants from Extremadura

Entretantos team has developed a simple feedback form "What's left in your mind after our trip to France?" asking the participant for:

- ü the degree of accomplishment of their expectations;
- ü the most innovative and most impressive initiatives seen;
- ü which innovations can be applied in Extremadura?
- ü which of them can specifically contribute to the conservation of the HNV;
- ü their possible contribution to replicate these initiatives from their work or activity? How would that be done?

The results of this feedback are summarised in the following list:

- ü All participants have scored the degree of accomplishment of their expectations at least with an 80%, and two of them scored up to 100%
- ü The most impressive thing, as almost all participants pointed is related to the degree of collaboration and consensus between stakeholders: farmers / government / consumers all working in the same direction. Also, participants remarked different aspects as: 1) public value and pride of farmers; 2) the role of women; 3) the institutional support; 4) the organisation among so different levels of competences and decision-making; 5) the complex network supporting pastoralism and territorial policies; 6) the consensus and commitment of both public and private bodies on mosaics and open landscapes and 7) the smart use of both pillars of CAP to do so.
- ü The innovations that could be applied in our region should be pointing to improve the understanding between farmers and the different levels of government, building public/private partnerships and collaborations such as shared facilities, joint task forces, agreements between farmers and municipalities or protected areas.... Other people remarked innovations on value chains to improve the added value of pastoralism, the improvement of facilitation among farmers, the development of good advisory services, the reduction of bureaucracy, and knowledge-sharing between stakeholders.
- ü The innovations focused on maintaining natural values also address the common strategy of protect pastoralism as a tool for open landscape conservation, any innovation that maintains extensive farming is actually contributing to maintain natural values in our LA. Finally, our team points to a better use of CAP payments from both pillars.
- ü The initiatives that could be taken from our LA in order to transfer the cross visit outcomes include several ideas: 1) promoting agreements between farmers and local authorities; 2) carrying out projects to help diversification and multifunctionality of farms; 3) developing knowledge sharing tools for entrepreneurship and farming; 4) improving assessment and technical support for social economy, sustainable farming and food initiatives; 5) promoting short supply chains for commercialising local products; 6) developing active, sustainable tourism programs; 7) design and implement an



- advisory service to facilitate bureaucracy to farmers and entrepreneurs; 8) Develop a HNV business nursery; and finally, 9) continuing HNV-Link project and promoting detailed and practical proposals for improvement of the regulatory framework, with their application in pilot projects.
- ü Finally, some of the comments of participants add to the idea of a multiagent alliance between farmers, support organizations, local and regional government agencies and other stakeholders to promote pastoralism, extensive farming, territorial alliances and shared development strategies. Moreover, some of the social innovation should be focusing on improving the voice and image of HNV farmers.

Narrative: who, where, when, what?

The cross visit was 3 days and took place between 3<sup>rd</sup> and 5<sup>th</sup> October 2018. The detailed programme is included in the full report. A Google Album share some of the photos taken during the visit. It is accessible via this link: <https://photos.app.goo.gl/Y8Mk7BBis4sixtio9>

Lessons learnt and possible replications in La Vera

We visited 5 farms (each definitely HNV but with different circumstances and experiences to tell us about, mostly positive), an abattoir run by farmers, small-scale on-farm cheese producers, agritourism, and a food processing and training centre for farmers. We learnt about a huge range of initiatives, projects and funding, seemingly all very joined-up and sharing a common goal to maintain semi-natural mosaic landscapes through pastoral farming. The approach is typified by the Pastoral Pact, an ambitious charter for supporting pastoralism that has been put together over several years and which the local governments have signed up to.

The whole picture and its integral parts were highly relevant to our Learning Area (La Vera, Extremadura) and indeed more widely in Spain. Not least, because the farms and farmers themselves that we visited seemed to be doing well and gave the clear impression that with a favourable regulatory and policy framework, and with well-organised farmers and institutions working together, extensive pastoral systems (including practices such as transhumance and common grazing), can indeed have a viable future, and as such society can continue to enjoy the benefits in terms of fire-resistant and biodiversity-rich landscapes, quality food and cultural heritage.

## 2.2 A Host Report(s)

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



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

### 2.3 Next steps and follow-up activities?

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

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

Date	Your text – notes – pictures/table
(dd/mm/year)	The primary target of our innovation transfer is the regional government. Our aim is to use the experiences we learnt from in France to help us explain how the regulatory framework and institutional processes in Extremadura could be more innovative and better adapted to supporting HNV pastoral systems.
	In our materials setting out our proposals to the regional government we use examples from the cross-visit, such as the Pacte Pastoral, the advisory support and facilitation given to pastoralists in protected areas, the use of agri-environment schemes specifically to support pastoralism and transhumance, etc., to explain what potentially could be done to innovate in La Vera and Extremadura more widely.
	The fact that two civil servants from the Directorate General for the Environment (Extremadura regional government) participated in the cross-visit is a considerable bonus, as they both work in key services (planning of municipal pastures and fire prevention) and they saw many relevant approaches in France that seemed more innovative than the current system in Extremadura. For example, measures for improving the condition of pastures using RDP funds, and flexibility in relation to allowing farmers the freedom to clear scrub using fire or mechanical means, including within protected areas.
	In terms of concrete actions, we are continuing with our round of meetings with specific services of the regional government. Since the cross-visit the HNV-Link team has met with Mr Santos Jorna, responsible for the circular and green economy. More meetings are planned before the end of the project (see Section 3).



### 3. LA regional meeting(s)

*Objectives of the LA regional meetings:*

*Reaching the regional / national AKIS;*

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

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

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

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

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

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

There are three activities under this heading (see separate Regional Meeting Reports RM1, RM2 and RM3):

RM3 - Meetings with Regional Government - A series of meetings through 2018, starting with local authorities and specific departments of regional government, and culminating with the regional government meeting to bring together heads of several departments with the HNV-Link team to discuss how to implement our proposals.

During 2018 meetings have been held with DG Animal Health (with participation of pastoralists from La Vera, to begin a dialogue looking for innovative solutions to the TB issue), DG Environment (to discuss the Garganta la Olla pilot project and needed innovations in habitat management and use of CAP/RDP measures) and DG Public Health (joint meeting with MOSAICO project and pastoralists to discuss the regulatory framework for food hygiene affecting artisan cheese dairies). The project started in February 2017 with a meeting with the Regional Minister of Environment and Agriculture, so a final meeting is





also intended with her and relevant DGs. This was planned for Autumn 2018 but the government has asked us to delay it until the new year. The meeting took place on 18<sup>th</sup> March 2019 (several DGs were represented but the Minister was not able to attend).

RM1 - Territorios Pastoreados - An open seminar (April 2018) on innovation with examples from around Spain and presenting our work in La Vera, with participation of other HNV-Link partners.

[Territorios Pastoreados](#) is (since its first edition held on 26<sup>th</sup> and 27<sup>th</sup> November, 2015 at the headquarters of the Ministry of Agriculture), a shared space for meeting, reflection and debate on the situation of the extensive livestock farming and pastoralism in Spain. This first edition gathered up to 100 people from different sectors and was a great success. The second edition, [Territorios Pastoreados 2](#), took place in Saragossa, with the collaboration of [Interovic](#) reaching even higher figures of participation.

Territorios Pastoreados 3 was designed to incorporate the main HNV-Link Regional Meeting, and benefitted from the participation of the project coordinators (CIHEAM-IAMM) representatives (managers and farmers) from the Portuguese Learning Area. In total there were 104 participants from 42 organisations, with 22 speakers.

The event took place on 18 and 19 April 2018 in Plasencia (Cáceres), on the Campus of the University of Extremadura and depicted a global view of the hottest topics and the most interesting experiences of grazing and extensive livestock in Spain. As the event incorporated the HNV-Link Regional Meeting, there was a special focus on examples of innovative approaches to solving some of the key challenge facing pastoralism in the country. The conference shared the testimonies of its protagonists, focused on the participation of farmers and pastoralists. The event also involved the professional sheep and goat association INTEROVIC.

The workshops were organized focusing, fundamentally, on the exchange of knowledge and experiences between the extensive livestock sector itself and representatives of both the government and the research community. Among participants, there were representatives from Central and Regional Government, Universities and research centres, all of them linked by the interest on HNV systems, extensive livestock farming or silvopastoral systems. The seminar focused this year on innovation and the participation of farmers and pastoralists. Among the issues and innovations covered were:

- HNV-Link project, presented at European, LA and local case-study levels
- Co-existence between pastoralists and large carnivores
- Animal health and TB elimination campaign in La Vera: adapting to realities of the pastoral system
- Women pastoralists network and experiences
- Artisan processing and marketing, including innovation to address regulatory issues



- Pastoralism as a fire-prevention tool, linked to marketing of pastoral products

Several presentations from the workshop are accessible through this link: <http://www.ganaderiaextensiva.org/las-presentaciones-de-territorios-pastoreados-3-ahora-accesibles/>

Photo Album: <https://photos.app.goo.gl/IEPTcYyW5tInFJZe2>

JUEVES 19 DE ABRIL \_ INNOVACIÓN EN LOS TERRITORIOS  
PASTOREADOS

09:00 INTRODUCCIÓN A LA MESA

- INDEHESA | UNEX
- HNV-Link

09:30 MESA 3\_ INNOVACIÓN PARA LA SOSTENIBILIDAD DE LA GANADERÍA  
EXTENSIVA

- Presenta: **Guy Beaufoy** | HNV-Link
- Retrato de la innovación en el Sitio de Monfurado (Portugal) | HNV-Link | **Maria Isabel Ferraz de Oliveira** | Universidad de Évora | IAAM
- Ganadería extensiva y conservación: pastoreo en masas forestales con riesgo de incendio | **Gonzalo Palomo** | MOSAICO
- Prácticas pastorales para reforzar la biodiversidad | Proyecto Dehesa/Montado en la Península Ibérica | ATN, WWF, INDEHESA, MAV
- Monitoreo de movimientos y disponibilidad de pasto en Portugal | **Elvira Sales** | Universidad de Évora
- Pastoreo y conservación en el monte de Garganta la Olla (Cáceres) | **Pablo Urivelarrea** | HNV-Link

11:30 PAUSA-CAFÉ

12:00 MESA 4\_ INNOVACIÓN APLICADA A PRODUCTOS Y MERCADOS

- Presenta INTEROVIC
- Flexibilización de la normativa para pequeñas producciones lácteas artesanales | **Maria Jesús Jiménez Horwitz** | Presidenta de QueRed
- Venta de productos asociada a la conservación de la biodiversidad | Fundación Quebrantahuesos + Fundación Global Nature
- Productos ligados a la prevención de incendios forestales | **Emma Soy Massoni** | Fundació Pau Costa y **Silvia Aliu** | Gremi de Carnissers i Xarcuters Artesans de les Comarques Gironines
- Experiencias de comercialización directa: De Yerba | Ganaderas en Red | Ganaderos Ibéricos Unidos | Finca Casablanca

14:00 PICNIC CON DEGUSTACIÓN DE PRODUCTOS DE LA DEHESA A CARGO DEL  
PROYECTO 'DEHESA/MONTADO EN LA PENÍNSULA IBÉRICA' (TYN/WWF  
ESPAÑA Y PORTUGAL)

15:30 MESA 5\_ INNOVACIÓN SOCIAL Y TRABAJO EN RED EN LOS TERRITORIOS  
PASTOREADOS

- Presenta: **Monte Ordega Rivera** | Ganaderas en Red
- Testimonios personales de ganaderos y ganaderas
- Propuestas de mejora en el acceso a la tierra para pastores y ganaderos extensivos | **Natividad Atviz** | MOSAICO
- Ganaderas en Red: de la unión a la acción | **Lola Ros Piqueras** | Ganaderas en Red
- Plataforma por la Ganadería Extensiva y el Pastoralismo

17:00 PAUSA CAFÉ

17:30 CONCLUSIONES Y CIERRE DE LA JORNADA

VIERNES 20 DE ABRIL MAÑANA \_ REFORZAR LA INNOVACIÓN  
MEDIANTE EL APRENDIZAJE EN EL MARCO DE HNV-LINK

10:00 A 14:00 H \_ VISITA A LA FINCA CASABLANCA Y TRABAJO INTERNO DEL  
PROYECTO HNV-LINK (SÓLO PARA PERSONAS VINCULADAS AL PROYECTO)



## RM2 – Networking meeting at Finca Casablanca

This regional meeting was celebrated in the Finca Casablanca, just after Territorios Pastoreados 3. Formerly designed as an experience exchange event, it was ultimately focused on preventing wildfires through grazing.

### Participants

Fabrice Gouriveau and Maite Puig de Morales CIHEAM (Francia), Isabel Ferraz de Oliveira y Elvira Sales (Universidad de Évora) with 2 pastoralists from Portugal, Elsa Varela (Universidad de Vic), Sergi Nuss (Fundació Pau Costa), Gerardo Moreno and Fernando Pulido (Universidad de Extremadura), Enrique Vega (Ganadero ecológico), Pablo Urivelarrea (Proyecto HNV-Link), Pedro M<sup>a</sup> Herrera and Julio Majadas (Fundación Entretantos).

### Aims of the action

The ultimate objective of this action was to assess the development of a European network of wildfire prevention through pastoralism. This objective was developed through three main aims:

- Assess the current situation of fire prevention projects through grazing.
- Draw some strategic lines to promote livestock as an instrument for fire prevention
- Establish a timeline for creating a network of work in Southern Europe and the Mediterranean

### Agreements of the workshop

1. Create an expert group including all participants in the meeting and expand it with other contributions around the social prevention of fire.
2. Set the focus on southern Europe and the Mediterranean, with an eye on North Africa and the evolution of the problems in northern and central Europe.
3. Design a stable model of work that allows collaboration, experience exchange, technical assistance and contact between the different networks and projects.
4. Work in some proposals for national or transnational projects regarding forest fires prevention. Look for broad consortia, with different countries represented, at both European and Mediterranean level.



5. Set up tools to exchange ideas and materials.
6. Assess the call for events, training activities, conferences and meetings on the subject.
7. Develop collaboration strategies and knowledge sharing between projects and territories
8. Find a way to involve extensive livestock farmers in the generation of this knowledge.
9. Work with the set of extensive livestock and silvopastoral and agrosilvopastoral systems, looking for more sustainable production models, enhancing adaptation and resilience, improving supply chains, etc.
10. Contribute to implement a wide perspective of payment for services and payment for results.

#### 4. Dissemination & communication activities:

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

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

*Three levels of dissemination:*

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

*AKIS – go back to the AKIS*

*Broader Audience –*

#### Previous analysis

HNV Link is working in La Vera Learning Area. However, do people really know what are we doing? Who we are? Is there anyone who should know our work and do not? Do our targets understand our actions? What do locals think about us?



HNV-Link have been running for more than a year now. We have celebrated meetings, distributed leaflets, updated our website, published articles and dossiers and tried to communicate our aims and vision. This Communication and Dissemination Plan starts from the assessment and monitoring of communication actions along the running project and should provide better communication instruments and improve our communication action.

The key issues emerging from this assessment were also discussed in Évora, and point to the following questions

- The team has enough capacity to determine and contact the main target agents
- The team work and its collaborators is widely known to the project targets, they trust us and know that we are working to support extensive livestock farming in the area.
- The team has people with experience in communication and participation projects, local experience and roots in the area.
- The team has resources to develop the dissemination plan. However, we will use some external resources, specifically professional design for some of our communication tools.

## Objectives

The C&D Plan, following the HNV-Link vision, is focused on the following objectives:

- 1) Provide the target groups with enough and properly addressed information to fulfil their needs in order to participating in the HNV-Link Project.
- 2) Disseminate, in an appropriate way for each target, the main goals and accomplishments of the project
- 3) Communicate our public position on HNV farming
- 4) Facilitate participation in the project activities, communicating both practical data and information requirements for meetings, workshops and other activities
- 5) Accomplish the project requirements of widespread communication

## Target groups

An important target group continues to be farmers linked to HNV production (and other farmers living in the area too). Given the very specific characteristics of this group the communication resources should be customized for this group if we want to be efficient. We also should define proper and nearby channels for direct communication. As HNV-Link is a project supported both in participation processes and social revitalization, we have tried to make a social map, plan a personal approaches targets, include local leaders as collaborator and providing a collaborative scenario with other local organisations involved.



Some of the main difficulties in developing the communicative process for this target group can be addressed to external factors. Farmers organise their time around livestock needs, so aspects as relevant as scheduled activities or periods of maximum or minimum livestock activity should be taking into account. Their outdoor lifestyle also can generate barriers for communication, so the communication tools must be carefully adapted to their situation. IT, for instance, works better when they are based on mobile phones than on computers and meetings are better suited after dawn when the daily labours are over. There are other difficulties too, related to their social links, their isolation and their reluctance to teamworking; all these barriers should be carefully taken into account.

Besides farmers, there are two main target groups for communication issues:

- Regional and local governments and the politicians running them
- Public workers, advisors and technicians related to livestock and the environment. Here, the main constraint is their dependence on already established management systems and a possible rejection of interference by others.
- Local population, visitors and people interested in the LA

## Tools and instruments

Once defined the target groups for the communication and dissemination actions, we have defined specific tools addressing each one of them. Those tools are classified in three non-exclusive groups:

- a. Generic tools, one-way tools intended for general purposes (leaflets, brochures, posters, webpages, etc). These tools are mainly used as a support for the specific instruments.
- b. Interpersonal tools: one-way interactive actions: visits, workshops, lectures, exhibitions...
- c. Participatory tools, two-way interactive tools that rely in the active commitment of the targets: facilitated group meetings, strategic planning, development of public actions, etc.

The teamwork has opted mainly for participatory tools to develop the communication plan, especially for the main targets: farmers, techs and politicians. Anyway, a good set of generic and interpersonal tools has been designed to support and complement the participation toolset.

Some of the main tools intended for the C&D Plan includes, in the farmers target group:

- Creation of a dynamic whatsapp group
- Workshops on the construction of proposals and the enhancement of innovation
- Elaboration of documents / simple guides for managing the pastoral landscape prepared in a participatory way (co-authors), manifestos, etc.



- Creation of a local livestock web space that incorporates their speeches

The tools designed for public workers, advisors and technicians are focused on

- Informative educational guides of a technical nature (health, environmental ...),
- Training materials and events
- Meetings and workshops

The team will use also, for politicians, local and regional governments, the tools foreseen are

- Publication (on-line or paper, short and punchy) of our recommendations for priority actions to be taken by regional and local administrations to save HNV livestock farming in La Vera
- Negotiations and publicized meetings
- Personally addressed communications including the main agreements from those meetings and events
- Open letters describing the project, our goals and our proposals for improving HNV farming

Finally, the tools for wider audiences and general population include:

- The HNV Link webpage for the La Vera LA
- The organisation of a nationwide event
- Articles and publications in different media (magazines, webpages, scientific papers...)
- Social networks presence
- Occasionally, participation in mass media, such as radio or local TV.

## Planning

	dic	ene	feb	mar	abr	may	jun	jul	ago	sep	oct	nov	dic
Operation		C&D Plan draft; Action Plan Draft	C&D Plan	Presentation of C&D Plan	Territorios Pastoreados 3 (Grazed lands 3), National meeting	Completed Action Plan	Monitoring Action and C&D Plan	Monitoring Action and C&D Plan	Monitoring Action and C&D Plan	Monitoring Action and C&D Plan	Monitoring Action and C&D Plan	Monitoring Action and C&D Plan	Final assessment Outcomes and future plan



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Learning Innovation and Knowledge

Participatory Actions	Proposal draft. Communication with majors and municipalities. Communication with regional government.	Meetings with Health department	Meetings with vets and Animal health department	Meetings with Conservation Department. Meetings with Urban Planning Department.	Meetings with conservation department. Meetings with local development group to	Meeting with regional government to discuss further actions	Publishing minutes of Territorios Pastoreados (Grazed Lands) Symposium				Big Meeting with regional government. Agreements and developing plan.			Closure meeting, Conclusions and further actions
General communication actions	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.	Web page, Wassap group, Leaflets, minutes from meetings, etc.



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





## 5. Conclusion: Strategic Innovation Brokerage to support HNVf

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

*Possibility of Cross Reviews ?*

Our Innovation Brokerage for La Vera LA has taken four main forms:

- 1) Promoting innovations in the regulatory framework and institutional functioning to the regional authorities.
- 2) Raising awareness amongst producers and potential producers of the possibilities of small-scale cheese-making and direct sales within the current EU regulatory framework.
- 3) Facilitating dialogue and problem solving between pastoralists and regional authorities, specifically on the issue of TB controls.
- 4) Local pilot project in Garganta la Olla to develop more detailed innovation proposals in dialogue with the community of landusers and authorities.

For our innovation brokerage work, we benefitted considerably from learning about innovation examples in other LA (e.g. systems of Natura 2000 and agri-environment payments, adaptation of TB controls to pastoral systems), including from the cross-visit to France.

All four lines of brokerage processes were found to be very time-consuming. HNV-Link allowed us to start very valuable innovation processes, but the lack of continuity is an important issue to consider.

