# GENERAL SYNTHESIS OF INNOVATION TRANSFER ACTIONS RESULTS DELIVERABLE 4.8 – WP4

**Lead Beneficiary CIHEAM-IAMM**

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**Project** HNV-Link – High Nature Value Farming: Learning, Innovation and Knowledge (H2020 Project, 2016-2019)

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**YouTube** HNV-Link channel

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**Photo credit** HNV-Link Consortium

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## PREFACE

This Deliverable D4.8 aims at synthesizing and highlighting the main results obtained by the Learning Areas (LA) through the implementation of their "Innovation Transfer Action Plans".

## COMPLEMENTARITY WITH OTHER DELIVERABLES

Deliverable D.4.8 complements D4.10, Findings on the Regional Meetings, and D3.15, Summary of the Innovation Transfer Plans. In addition, several documents and project deliverables help to better understand the strategy followed by the LA on their Innovation Transfer Plans. All these documents are available on the project's website (www.hnvlink.eu/outputs) and completed by each of the 10 LA webpages, which contains descriptions of the participatory processes, the 10 Baseline Assessments, etc.

Other related Deliverables are the following:

**Deliverables related to the Baseline Assessment (WP1) and the Innovation Compilation (WP2)**

- Deliverable 1.3 Collection of Baseline Assessments
- Deliverable 1.4.3 The HNV-Link Atlas: perspectives on 10 Learning Areas
- Deliverable 2.5 Grassroots innovation to promote an "HNV vision" in 10 Learning Areas across Europe
- Deliverable 2.6.1 Compendium of Innovation Experiences, Needs and Lessons

**Deliverables related to the methodology followed:**

- Deliverable 4.7 Guidelines for Innovation transfer plans, including the guidelines for Cross-Visits
- Deliverable 4.9 Guidelines for Regional Meetings

Additionally, reports on Cross-Visits (peer-learning exchanges) and on Regional Meetings are also available on the project's website (http://hnvlink.eu/activities)

## CONTEXT

During the first phase of the project (the Shaping phase, from April 2016 to September 2017) the HNV-Link network developed the Baseline Assessment WP1 and carried out the innovation compilation and scoring processes (WP2).This framework served to establish the HNV Vision of the 10 Learning Areas (LA), described as the future scenario which could ensure the maintaining and development of the HNV farming and HNV territory, and to identify innovation needs/gaps and those innovations required to ensure HNV farming sustainability.

Thus, during the Innovation Fair in Évora, Portugal (Network Meeting 2, NM2, October 2017) and during the following months (until February 2019, the period corresponding to the Using phase of the project), the 10 LA drafted and implemented their innovation brokering processes to exchange and learn about the most interesting and suitable innovations and to trigger a reflection on the

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innovation adaptation/transfer process. Each Learning Area described its specific innovation brokering processes on the "Learning Area's Action Plan", an iterative tool in which keeping track of the innovation transfer activities and results. Furthermore, the Action Plan is designed to bring coherence to LA activities in line with the overall HNV Vision of the area and its environmental and socio-economic dimensions, and to strengthen the LA network according to HNV-Link principles and goals.

As for the tool itself, a general LA Action Plan template was presented, discussed and improved during the HNV-Link Network Meeting in Évora. Since then, each LA has been working on it, enriching and updating it with the contributions of the main stakeholders involved in their social and participatory process. Some of the main conclusions were presented during the HNV-Link Final Conference in Montpellier, France (Network Meeting 3, 31 January 2019).

The Learning Area Action Plan is structured in 5 main sections:

**1 - Starting Point.** This first section briefly summarizes the HNV Vision provided under WP1 (focusing on challenges, stakeholders, and analysis), the Innovation situation and scoring (from WP2), and the LA strategy, with a focus on the innovation needs to be addressed as priorities, the risks identified, etc. Continuously throughout the project, the LA re-assessed some priorities, improved their HNV-vision, and added new elements not initially foreseen, following an iterative and "learning by doing" process. The LA coordinators were requested to keep record all the events and information that contributed to the consolidation of their HNV Vision.

**2- Innovation Exchanges (Cross-Visits).** This chapter reports on the Peer-Learning exchanges (Cross-Visits) implemented during the project. Each LA explained its exchanges; the innovations/practices experienced and visited in the field; stakeholders involved; next steps scheduled, and follow-up activities; etc. This activity allowed to discuss the innovations in their real agro-ecological and socio-economic contexts and to better understand the possibilities of transfer. Cross-Visits were organized according to a common methodology and each study visit concluded with a visiting report and hosting report. All reports are available on the project's website.

**3- Regional Meetings.** This part contains information about the implementation of innovation strategies and processes, and the strategies followed to ensure dissemination to key stakeholders at the local/regional/national level, following the guidelines provided and the objectives set.

**4- Dissemination and Communication Activities.** In this part of the Action Plan each LA included an identification of the key target groups that were to be outreached, objectives to be fulfilled, messages to be delivered, and tools/channels to be used. The objective was to ensure a broad dissemination at different levels, i.e. targeting local/regional stakeholders (those directly involved in the innovation emergence and transfer – grassroots level), AKIS actors, and the society.

**5- Conclusions.** The last part of the document provides a description of the LA Strategic Innovation Brokerage process to support HNV farming.

The 10 Learning Areas' Innovation Transfer Action Plans are available on project's on-line internal tool (Basecamp account, WP4 Network Coordination) and on project's website.

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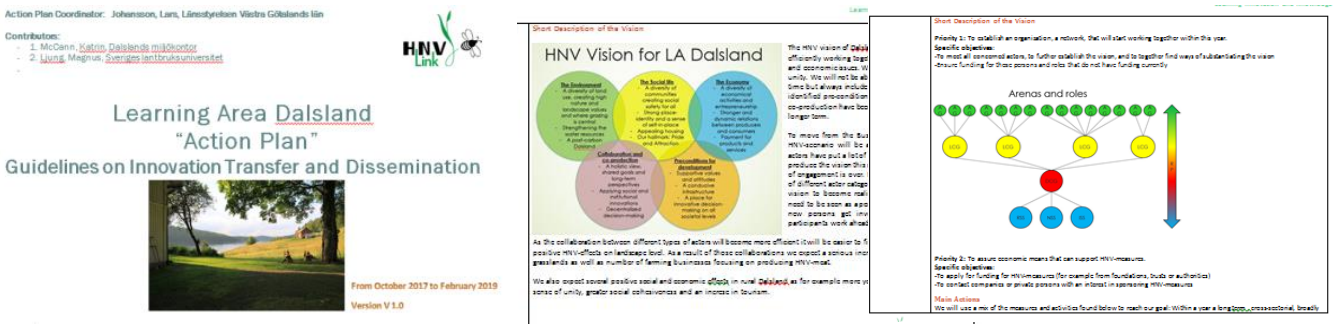
**Figure 1: Extracts from Dalsland, LA Action Plan**




Source: Dalsland LA Action Plan

Therefore, two main activities have been at the core of the innovation transfer process: the peer-learning exchanges (Cross-Visits) and the Regional Meetings. On the following pages, the main results and conclusions from the LA Plan with a focus on the peer-learning exchanges are presented. The main results and findings of the Regional Meetings are presented in Deliverable D4.10.

# PEER-LEARNING EXCHANGES (CROSS-VISITS) AT THE CORE OF THE INNOVATION TRANSFER ACTION PLAN

## First step: identifying innovations and finding opportunities

The starting point of the peer-learning exchanges was the identification of a set of innovations and innovation needs in each Learning Area. Those innovations were compiled in an on-line document available through the following link:

https://docs.google.com/spreadsheets/d/134aLrQuYaJJjqHsa69vaELGR3zwcXUsZQZR8w1dm_48/edit#gid=0

Therefore, each LA completed the file with detailed information on the innovations listed, to allow people to better understand the characteristics and scope of the innovations, the key stakeholders involved, the drivers and obstacles to their implementation, the possibilities of replication, etc. This information is the following:

- "The story in a nutshell": a short description of the main characteristics and activities of the innovation;
- "Timespan and continuity": describing when it started and if it is still running; what are the prospects for the future, etc.;
- "Scale of operation": e.g. operating at level of farm, villages, local markets, national park, etc., including basic data on the scale of impact and of the problem;
- "Which problems are (or could be) addressed by this action?"

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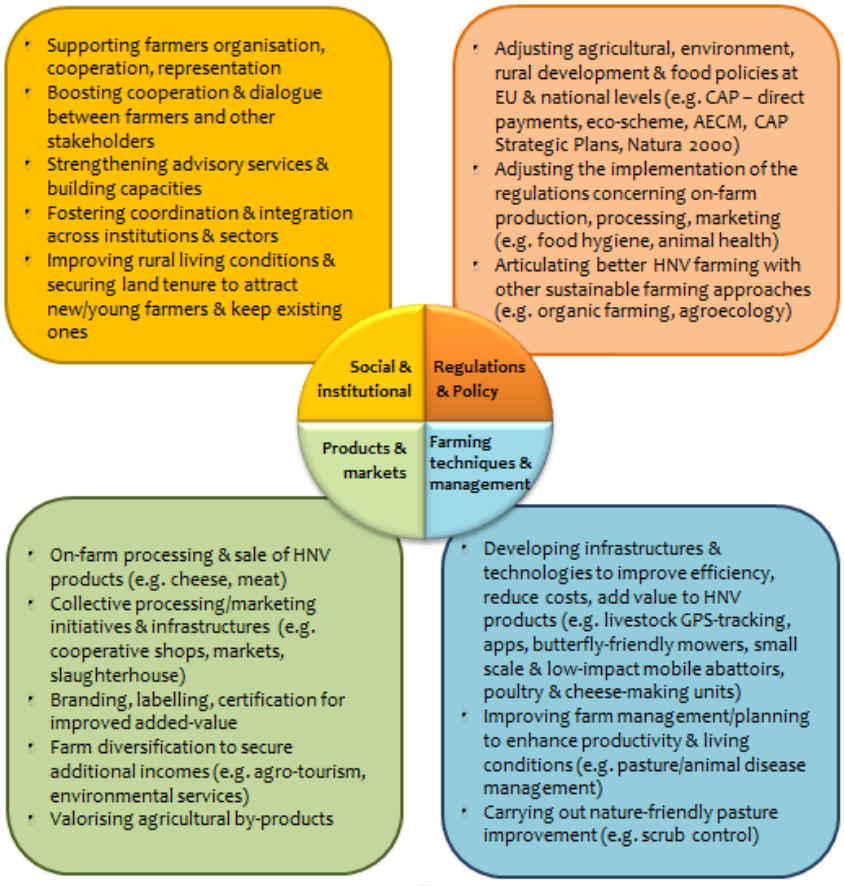
- "How successful has it been? Outcomes for HNV Farming": a short description of success in addressing the problem, and of any notable outcomes for HNV farming;
- "Key to success": main key elements that helped with the implementation;
- "Lessons learnt, any problems and how they could be solved";
- "Potential for replication to other areas and/or adaptation to other issues"; and,
- other relevant information (e.g. degree of HNV conservation, or equivalent nature values).

Besides, each LA was asked to classify the innovations by theme (Social & Institutional, Regulations & Policy, Farming Techniques & Management, and Products & Market) and to score them. This tool provided a global vision of the innovation compilation, facilitated innovation matching, and served as a basis for the organization of peer-learning exchanges.

The following figures illustrate the innovation themes and categories and the scoring system developed by HNV-Link. Figure 2 shows an overview of some of the innovations identified, classified by categories. Figure 3 shows an example (from The Burren LA) illustrating how the LA adapted the scoring system to their context as is shown in their Innovation Transfer Action Plans.

**Figure 2: examples of innovations in the four themes used as conceptual framework in HNV-Link**




Source: Final Project's Booklet

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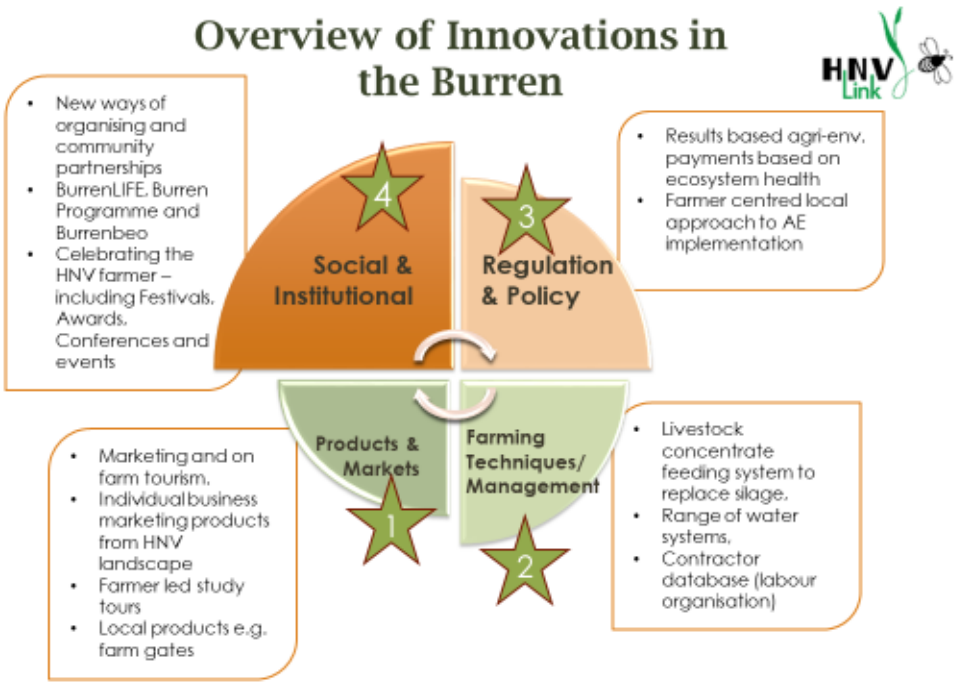
**Figure 3: The Burren LA example on innovation themes and scoring**




Source: Burren LA Action Plan

## Peer-Learning Exchanges: Cross-Visit methodology and data

As described in Deliverable D4.7, Guidelines on Innovation Transfer and Dissemination, the HNV-Link network chose an improved approach based on the Agrispin Project [1] Cross-Visit methodology and assuming that innovations really come to life when people experience them directly from peers and in their agro-economical context. The Cross-Visit methodology was presented and tested during the Innovation Fair in Évora where the Consortium had the opportunity to participate to the field trip to the innovative farm of Herdade do Freixo do Meio in Montemor-o-Novo. The feedback and discussions which followed helped to make adjustments and to adapt the methodology to HNV-Link specificities. As a result, the Consortium decided to work on a time-saving format and gave more emphasis on communication and dissemination by including a publishable reports and short videos recorded in-situ, also available on the project's website and social networks.

A total of 16 Cross-Visits took place during the Using phase of the project. Other exchanges between HNV-Link Learning Areas were also scheduled between 2016 and early 2019: those field trips studies involved Learning Areas from neighbours countries (Portugal - Spain and Ireland – the United Kingdom) and were mostly funded with side resources. These field trips were the following: Dartmoor (UK) visited 3 times the Burren (Ireland) in October 2016 and October 2017, for attending the Burren Winterage School, and in January 2019, to go forward on the Results Based Schemes and the implementation in Dartmoor's Pilot Project. Additionally, and following HNV-Link developed methodology, Dartmoor colleagues also scheduled field studies to other areas within the United

[1] AgriSpin project, H2020 project N°652642

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Kingdom (South Wales and Cholderton) and hosted as well a Welsh and an Irish delegation from outside the Learning Areas. At the same line, Portuguese and Spanish teams scheduled bilateral exchanges.

Following the HNV-Link Cross-Visits, almost all the LA hosted at least one visit excepting for the Dalmatian Islands, Croatia, and Portugal[2], and in some cases a LA hosted several delegations, as it occurred with the Burren (Ireland) and Dalsland (Sweden), which both hosted 4 delegations. As visitor, all LA participated to at least one Cross-Visit (Croatia, France, Ireland, Spain, Sweden, and the United Kingdom); in some cases, the LA scheduled 2 Cross-Visits (Greece and Portugal) and for two to them, they realized up to 3 Cross-Visits (Bulgaria visited Sweden, Romania and Greece; and Romania visited Bulgaria, Ireland and another HNV Area within the country).

As for the number of stakeholders involved, over 120 unique stakeholders participated to the exchanges, in some cases, the same delegate has been involved in several exchanges as a visitor or host; so generally speaking, the 16 exchanges mobilized over 255 stakeholders (unique or not). As for information, since some of these Cross-Visits were combined between them, they answer to 11 unique Cross-Visits.

Figure 4 represents the profile of the stakeholders involved, as visitors or hosts. Stakeholders are classified in 9 main categories: researchers, farmers, public administration representatives / policy makers, national / regional nature park representatives, advisors, LAG members, business – private sector (other than farmers), NGO, and others (e.g. financial officers, clerks, project managers, etc.). When a single person had multiple functions, only one is considered, i.e. the principal one or the profile that the person was asked to represent. As it is shown on the figure, over 37 % were farmers. This illustrates what is emphasized by LA Coordinators: the importance of placing farmers at the centre of the innovation process and the fact that farmers learnt from peers. The figure also shows the importance of multi-actor groups to ensure the appropriation of the innovations by users.

[2] Portugal actually hosted the visit of all LA and partners for the already mentioned cross-visit kick-off to the Herdade do Freixo do Meio.

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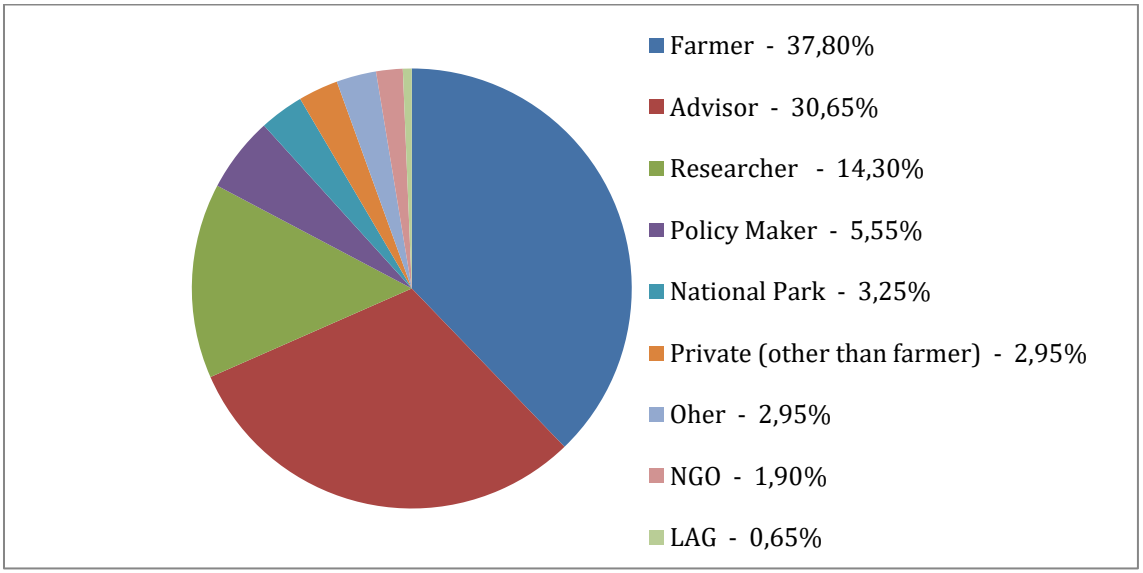
**Figure 4**: Profile of the takeholders involved in the peer-learning activities




Source: HNV-Link data

The size of the visiting groups depended, mostly on the goal of the visit. Thus, they span from a single visitor (HNV and organic farmer from Bulgaria visited Sweden) to a large group of 20 Portuguese delegates visiting Ireland. In this case, the mobilization of such large group was justified by the fact that the Portuguese LA had already started the establishment of a Pilot Project on Results-Based Payments and wanted to involve the most relevant stakeholders, which included local and regional authorities and decision makers. To ensure the participation of such a large amount of stakeholders, the Portuguese Coordinator mobilized funding from other sources.

In some cases, the Cross-Visits were combined with other major events. That was the case for the Portuguese Cross-Visit to Spain: where visitors were also invited to attend the national seminar *Territorios Pastoreados 3* (nb. Spanish Regional Meeting, D4.10). The Cross-Visit to Ireland in late October 2018 was combined with the *Burren Winterage School* (nb. Irish Regional Meeting, D4.10).

**Table 1** (next page) presents some data on the number of peer-exchanges, participants, duration, and gender.

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| | Hosting LA | | Visiting LA | | Date | # Hosts | # Visitors | # Female | # Male | TOTAL | # DAYS | # Uniq D | # Uniq P |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | La Vera | Spain | Sítion de Monfurado | Portugal | 17-19 April 2018 | 5 | 5 | 2 | 8 | **10** | **3** | 3 | 10 |
| 2 | Dalsland | Sweden | Thessaly | Greece | 14-17 May 2018 | 9 | 2 | 2 | 9 | **11** | **4** | 4 | 11 |
| 3 | The Burren | Ireland | Sítio de Monfurado | Portugal | 4-7 June 2018 | 11 | 20 | 15 | 16 | **31** | **4** | 4 | 31 |
| 4 | Dalsland | Sweden | Dartmoor | UK | 6-10 June 2018 | 8 | 5 | 2 | 11 | **13** | **5** | 5 | 6 |
| | | | Western Stara Planina | Bulgaria | | | 1 | 0 | 1 | **1** | **5** | | 1 |
| | | | *WP3 Leader* | Finland | | | 1 | 1 | 0 | **1** | **5** | | 1 |
| | | | *Coordinator & WP4 Leader* | France | | | 2 | 1 | 1 | **2** | **5** | | 2 |
| 5 | Thessaly | Greece | Western Stara Planina | Bulgaria | 13-15 June 2018 | 9 | 15 | 12 | 12 | **24** | **3** | 3 | 23 |
| 6 | Tarnava Mare | Romania | Eastern Hills of Cluj | Romania | 25-27 June 2018 | 3 | 11 | 4 | 10 | **14** | **3** | 3 | |
| | | | Western Stara Planina | Bulgaria | | | 12 | 8 | 4 | **12** | **3** | | |
| | | | *WP4 Leader* | France | | | 1 | 1 | 0 | **1** | **3** | | 0 |
| 7 | Western Stara Planina | Bulgaria | Eastern Hills of Cluj | Romania | 4-7 July 2018 | 10 | 12 | 10 | 12 | **22** | **4** | 4 | 11 |
| 8 | Causses & Cévennes | France | Thessaly | Greece | 3-5 Oct 2018 | 30 | 3 | 13 | 20 | **33** | **3** | 3 | 33 |
| | | | La Vera | Spain | | | 7 | 2 | 5 | **7** | **3** | | 5 |
| | | | Coordinator & WP4 Leader | France | | | 2 | 1 | 1 | **2** | **3** | | 0 |
| 9 | Tarnava Mare | Romania | Eastern Hills of Cluj | Romania | 1-4 Oct 2018 | 3 | 3 | 1 | 5 | **6** | **4** | 4 | 0 |
| | | | Dalmatian Islands | Croatia | | | 6 | 4 | 2 | **6** | **4** | | 6 |
| 10 | The Burren | Ireland | Dalsland | Sweden | 25-28 Oct 2018 | 7 | 12 | 8 | 11 | **19** | **4** | 4 | 7 |
| | | | Causses & Cévennes | France | | | 5 | 1 | 4 | **5** | **4** | | 1 |
| | | | Eastern Hills of Cluj | Romania | | | 5 | 3 | 2 | **5** | **4** | | 0 |
| | | | *Coordinator & WP4 Leader* | France | | | 2 | 1 | 1 | **2** | **4** | | 0 |
| 11 | Dartmoor | United Kingdom | The Burren | Ireland | 22-25 Nov 2018 | 17 | 8 | 9 | 16 | **25** | **4** | 4 | 12 |
| | | | | | **TOTAL** | **112** | **140** | **101** | **151** | **252** | **84** | **41** | **160** |

Source: HNV-Link data

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## Overview of the innovations visited and main results of the sharing experience

In this part of the deliverable, it will be presented an overview of the main objectives pursued by partners when scheduling their peer-learning activities, and the key results / lessons from those exchanges. Even if the Cross-Visits had a pre-set goal, their format gave the opportunity to learn from more than one innovation and from more than one partner, when participating in combined Cross-Visits. Four innovation themes were covered, as illustrated in Figure 6.

**Social and Institutional innovations** were at the core of most of the visits, owed to their high diversity, to their wide scope of application, and to the socioeconomic benefits they can bring to HNV farming.

Some examples, the visit to France (Greek and Spanish delegations) allowed to learn about a series of innovations related with a higher degree of collaboration and consensus between stakeholders (farmers, government, consumers, etc.) working in the same direction. This was illustrated by the "Intercommunal Pastoral Agreement", an abattoir run by farmers (at the Vigan Municipality) or the participation of pastoralism to fire prevention. As a result, visitors could bring home important messages to promote agreements between farmers and local authorities or to develop awareness on multifunctionnality on farms.

In some cases the work developed by key organizations on the area (e.g. ADEPT foundation in Romania, and Food from the Mountain NGO in Bulgaria) allowed visitors to learn more about the role of the facilitators and of the collaboration for promoting stakeholder involvement in the sustainable development of HNV farming in the region.

**Product and Market innovations** were the second type of interest for the Cross-Visits. As an example, visitors to Romania (Tarnava Mare) got the possibility to learn about the initiative of a local brand what allowed partners to move forward in implementing their HNV Vision by: developing local brand, creating local cooperatives, implementing HNV technological innovations like a mobile abattoir, etc. Spanish and Greek visit to France rose awareness of innovative and sustainable tourism programmes and agro-tourism (farm multifunctionality), small-scale on-farm cheese production, or food processing. In their visit to Spain, Portuguese partner was interested in learning about the challenging participative and collaborative processes among producers and all stakeholders of the agri-food chain, including butchers.

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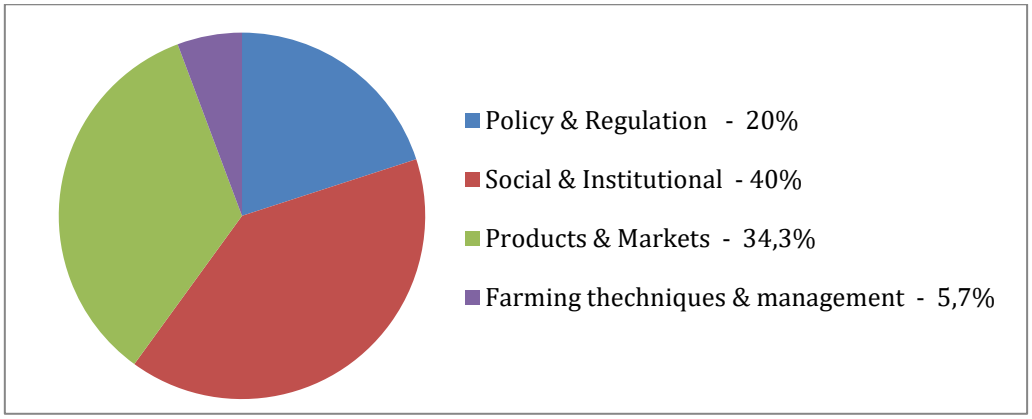
**Regulations and Policy innovations** raised interest among all partners, willing to learn about how EU regulations are implemented at the national/regional levels in different areas, and how they can influence local/regional/national policies to ensure the sustainability of HNV farming. In that sense, the Irish example was a source of inspiration for the visiting delegations. For example, the Portuguese and UK teams visited specifically the Irish LA to learn about the Results-Based Payments Schemes since concrete measures should be implemented in their areas. Therefore, the Montado is proposed in Portugal as a pilot project for RBAPS and Dartmoor LA is also proposed to hold a similar pilot project (the Brexit and uncertain future of the CAP obliged to seek alternatives).

**Farming Techniques and Management innovations** engaged field visits with concrete objectives and already planned or intended adaptation results. A good example was the case of Greece and its visit to Sweden willing to learn about FOCLUM and FOCLUM-LUP innovations (Facilitation of collaboration on land use management and land use plans) with the purpose to transfer possibilities using mapping tools and 3D mapping methodologies already developed in Thessaly, Greece.

Bulgarians visited Greece to learn about the use of GPS tracking and monitor system, which theoretically could be easily transferred and adapted to WSP. However, the social context and lack of confidence among farmers revealed that this innovation could be understood as a threat and theft opportunity, since this tool can show were the flocks/herds is actually grazing.

Besides, in many cases, visitors had in mind to learn about pasture / grassland management practices, as for example the Portuguese delegation, which was interested in how Spanish colleagues manage the Dehesa (similar to the Montado system) and the Romanian delegation, which wanted to understand how Bulgarian colleagues manage their HNV / Natura2000 grasslands.

**Figure 6: Proportion of the innovations visited for the four different themes covered by HNV-Link**




Source: HNV-Link data

Other side- innovations visits were included in the Cross-Visit Programmes, and in most cases, they were showing hosting best practices and how the adaptation process by local actors took place.

In many cases, the exchanges allowed to identify some peculiar "**blind issues"**. Indeed, colleagues from Bulgaria learnt about the way Greeks use their diaspora for marketing and adding value to the products from their region. Since Bulgaria is also suffering from migration and depopulation, that appeared as an idea to explore new markets and add value to Bulgarian HNV products.

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Additionally, the exchanges also caused some **"impressions",** e.g. Spanish and Greek colleagues were impressed by the role of women and the participation of the government, and Dalsland visitors were impressed by the youth of the farmers, the level of automation and mechanization, as by the organic certifications and the flexibility.

## LESSONS LEARNT AND KEY CONCLUSIONS

The section contains the main **lessons learnt and key aspects** to take into consideration in order to ensure a sustainable innovation transfer. Partners saw its importance also in terms of planning their next-steps and carrying out follow-up activities (beyond the project). The main conclusions are presented under the following five target groups:

1- The role of facilitator (the "innovation broker")
2- Drafting a strategy
3- Identification of the stakeholders
4- Learning and sharing experiences from partners
5- Dissemination and communication

### 1- The role of the facilitator

Under HNV-Link, the Learning Area Coordinator took the lead of the innovation brokering processes, and played the central role of facilitator or "animators", to bridge the gap between research, practice and policy. They strived to answer gaps and needs by identifying and exchanging suitable solutions, innovations and practices. The profile of these "brokers" has been diverse: universities and research centres, NGOs and Foundations, or Local Action Groups. All of them are key players on the local arena and competent to mobilize resources and means to start / ensure a sustainable innovation processes. Discussions emphasized that staff continuity and suitable medium to long term funding are key to sustain innovation processes.

### 2- The strategy: identify risks and corrective measures and turning threats into opportunities

The methodology exposed in the Action Plan served to draft a concrete "road map" towards the HNV vision where the LA identified objectives, priorities and goals, resources and means, etc. The partners agreed that this methodology was useful, guided them and gave coherence to their activities, allowing moving away from the "business as usual scenario" toward the HNV farming vision. The exercise of identification of potential risks and corrective measures was considered very helpful as well.

It is important to count on a reactive team, being aware of the local and global situation, with good analytical skills, and able to address the range of challenges faced. The feeling is that in many cases what was initially considered as a threat could be turned into an opportunity. That was the case for the UK, where the current political context (Brexit) raises many concerns concerning the CAP and future of UK's agricultural policy. The need for the United Kingdom of searching new agri environmental measures and the HNV-Link's work and results of Dartmoor's LA motivated its choice as pilot project where innovative agri-environmental measures could be tested.

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### 3- Engagement of multi-actor groups

LAs' experience highlighted the importance to map the ecosystem of the stakeholders involved in the HNV farming development process, and to identify the key stakeholders for delineating the scale of operation, the capacity of involvement, the degree of engagement, and the upscaling impact. Stakeholder participation has been at the core of the HNV-Link project since the very beginning, and LAs had started to engage with local actors well before. That implied a big engagement at multi-actor group, where farmers have been at the center of the process. Although the construction and animation of permanent multi-actor groups facilitating innovation transfer processes is a key, ensuring their funding continuity over the long term remains challenging.

### 4- Peer-Learning exchanges

Sharing experiences and learning from partners in their own environment and context is crucial on the innovation transfer process. These activities provided the visiting teams with a better understanding of the innovations/practices and fed fruitful reflections on innovation transfer and adapting possibilities. Besides, partners highlighted the importance of farmer's involvement: farmers meeting farmers was seen as the best way to learn.

HNV-Link delegators engaged in peer-learning activities with enthusiasm and many expectations, and wished they would have had more time and funding to organize and participate in more of those valuable exchanges. Indeed, this activity was time consuming, very demanding in terms of logistics and costly overall. The initial investment for the preparation of these activities is significant, and efforts from all partners were needed to design, participate and report on the objectives and outcomes of the visits. In addition, organizing Cross-Visits was challenging, as farmers and other stakeholders have busy agenda. However, now that the partners have imbued the methodology, they will be able to be engaged in more of these exchanges, if opportunities come and funding allows.

**Dissemination and Communication**

A general feedback is that dissemination and communication is crucial to reach key stakeholders and promote upscaling activities, as well as to create the favourable environment for sustainable change to happen. This should include different aspects: reaching and convincing policy makers (at national/regional levels); communicating with HNV farmers (partners agree on the importance for farmers to know that they can speak and that they are heard); communicating with and the civil society, including the consumers. The latter implies to raise awareness of HNV farming realities. Most of the LA detected a lack of communication with the urban population (consumers), a gap to be bridged if the value of HNV farming products and practices is to be fully recognised and rewarded suitably by the society.

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# NEXT STEPS AND FOLLOW-UP ACTIVITIES

This last part of the deliverable summarises the strategies and activities developed by the partners to ensure the continuity on the engaged work carried out over the project to support HNV farming through multi-scalar and multi-level innovation. They are presented on the following three target categories:

**I - Strengthening HNV farmers' networks** within the Learning Area**s** and beyond.

LAs are aware of the importance of their networks at the local, regional, national and even EU level as an instrument to promote and develop HNV farming objectives and fulfil their vision. Therefore, some LA have (or started to) set up Operational Groups through their Rural Development Programme (e.g. Romanian LA) or other existing networks (e.g. Bulgarian Partnership Group). LAs have also consolidated permanent local groups of stakeholders issued from the multi-actor group which participated in the HNV-Link participatory processes. Some of these groups were already operating before HVN-Link (as for the Tertúlias do Montado in Portugal), while others emerged during and thanks to the project (e.g. the "catalyser group" in Sweden or the "Partnership group" in Bulgaria).

In other cases networks have been developed at other levels and partners have launched networks and initiated projects ensuring the continuity of the HNV-Link work. The scale of operating of those initiatives is multiple and in some cases includes other HNV areas within the country.

That is the case of **Croatian** partner, who has recently started a LEADER project in the continuity of HNV-Link. In the same line, the **Spanish** partner launched a LIFE+ project with partners from France and Portugal, to work further on pastoralism and climate change issues. The **Greek** colleagues have strengthened their relations with Cyprus and have promoted in the country the HNV-Link approach, collaborating on the construction of a HNV farming Learning Area and providing advice to the authorities. By their side, **Bulgarian** partner pointed out the importance of cross-border relations to address HNV farming needs, and they have worked with Serbians stakeholders on a common project proposal aimed at supporting HNV farming.

Additionally, all partners, through peer-learning exchanges, have established long lasting bilateral relations.

As a very positive outcome of HNV-Link, some partners managed to secure additional resources to keep on supporting HNV farming. For example, in **Sweden**, the work carried out under HNV-Link and the strategy developed to reach the HNV-Vision, has been recognized by policy makers and rewarded by the Dalsland Environmental Board, which granted a 3-year funding to cover the cost of the staff working on sustainable HNV farmland management.

Funding for HNV farming is also on the **Romanian** partner next strategies. Indeed, HNVf research needs will be included in the Regional Development Programme 2020-2027 from the Romanian Northwest Development Region.

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### II – Upscaling HNV farming practices

In many cases follow-up activities and next steps are related to the development of new strategies including the establishment of pilot projects in the Learning Areas. That is the case for the United Kingdom, Portugal and Spain, for example.

For **Dartmoor** colleagues, the current political context drafted an uncertain 2019 farming, particularly for HNV farming. The UK Government stated aim is to put in place a system of land management that rewards environmental gain and the correct management of a wide suite of public goods and benefits, probably including HNV farmland. The scope of these public goods was set out in the Government's 25 year environment plan (January 2018) and will be delivered by the new (post-Brexit) Environmental Land Management Schemes (ELMS)[3]. The design of the ELM system has started and already innovations featured within the HNV-LINK initiative have influenced this design. It is intended to continue to influence the design of ELM by participating in the Test & Trial programme (confirmed in February 2019) and by promoting to Government the importance of innovation during this design stage and during the anticipated piloting stage from 2021.

The learning and collaboration demonstrated by the HNV –Link project will continue to provide the network for accessing to a broad range of experiences/solutions from other LAs and other farming areas across the EU. For example, the Results-based agri-environment payment system (RBAPS) is likely to be a core element of the ELMS. The learning, particularly from the Irish LA and other areas in Ireland, has already been presented to the UK Department for Environment, Food and Rural Affairs (DEFRA), which is in charge of developing the ELMS. Influencing the process through concrete examples and innovations will be essential and is intended to continue during the design and pilot phase (2019 to 2025). However, funding the exchange visits might be challenging, although some funding is available for the Test & Trial programme.

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

[3] Key features of the Environmental Land Management Schemes (ELMS):
• Voluntary – a meaningful income stream, alongside commercial sources, for land managers who choose to deliver environmental benefits
• Flexible approach – to delivering local and national priorities, multi annual contracts
• Putting land managers in control – the ability to choose which outcomes they deliver and how they do so
• Accessible to land managers who can and want to deliver environmental benefits
• The inclusion of innovative mechanisms to measure and value outcomes

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For the **Portuguese** delegation, their visit to Ireland served to promote the process of construction of a pilot programme of results-based agro-environmental measures for the Montado. Both Learning Areas will continue to exchange and work towards this objective.

In **Spain**, the work carried out by the LA Coordinator enhanced the awareness of all stakeholders, and in particular of the decision makers, improving their understanding of HNV farming challenges, opportunities and the needs for policy adjustments. As a result, local/regional authorities agreed on the establishment of a Pilot project in Garganta la Olla, aiming at developing concrete innovation proposals together with the community of land users and the local authorities.

The **Burren LA** will continue to promote the Farming For Nature initiative (FFN) (a programme fostering and rewarding nature-friendly farming practices across Ireland) and developed it into a larger network of farmers and supporters at national level. Irish colleagues managed to secure funding for 2019 in order to upscale the initiative as a national award programme, and to promote and support the FFN through the development of a resource/knowledge platform for farmers and others willing to apply nature-friendly and high nature value farming practices in their area.

### III - Development of HNV farming strategies

Through the innovations learnt from other HNV farming areas, the **Romanian** partner and key local stakeholders (LAG, breeders association, processing factory, etc.) have progressed towards their objective of adding value to HNV products. For example, the creation of a local marketing brand is considered: the “HNV meat” produced in the LA found a direct sale channel through a local meat processing unit, and a local breeders association will rely soon on a mobile slaughterhouse unit.

From their visit to France, the **Spanish partner** brought new ideas and concrete examples of alternative ways of producing HNV cheese at small scale within the respect of EU regulations and taking into consideration the specificities of HNV producers.

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# APPENDIX:

# INNOVATION BROKERAGE TO SUPPORT SUSTAINABLE HNV FARMING

## Network's feedback on the HNV-Link developed methodology

The HNV-Link Network methodology placed local stakeholders (the LA Coordinators) in the crucial position of "innovation broker", and provided them with the necessary framework and tools to carry out this task. This section summarises the lessons learnt from the LA Coordinators as innovation brokers, with regard to the results achieved and to the methodology proposed by HNV-Link on the way to develop and implement sustainable innovations that increase the sustainability of HNV farming systems and territories.

### Dartmoor, United Kingdom

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

### Sítio de Monfurado, Portugal

The University of Évora highlighted the usefulness of the HNV-Link developed methodology. Indeed, the project provided the framework for the consolidation of their already existing multi-actor platform for the sustainable management of the Montado system, and for the subsequent development of a pilot programme of results-based agro-environmental measures for the territory.

### Dalmatian Islands, Croatia

A similar feedback was provided by the Croatian LA, which recognized the importance of the project in the work realized for the establishment of an islander innovation ecosystem, involving the actors that foster sustainable development and the revitalization of HNV farming in the islands. LAG 5 has indeed been working and will continue to work as a broker to drive this process forward. As they pinpointed out, the innovation itself cannot be forced through usually, but it is possible to create the environment that will enable the innovation process and knowledge exchange, and this should be the role of the facilitator. Through the creation of a multi-actor innovation ecosystem, they have

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established a "cloud" of information and the "environment" that fosters different approaches supporting territorial development, including the HNV approach, promoted by the project.

**Eastern Hills of Cluj, Romania**

The starting point for the LA of Romania was to analyse the dramatic changes that farming and rural areas experienced during the last years. During the initial phase of the project, exchanges with key local stakeholders promoted and allowed to build trust, by presenting alternative innovative solutions identified by the HNV-Link network. Based on the trust at the beginning the tensions between farmers and environmentalists were turned into comparative advantages for the region. The project brought undoubtedly confidence and pride to farmers and local actors. Besides, the HNV-Link methodology was flexible enough so that it could be easily adapted to the local context, to better fit local needs and specificities.

**Western Stara Planina, Bulgaria**

Bulgarian colleagues shared the feeling that, in some cases, HNV-Link allowed "brokers" to facilitate dialogue and problem solving between farmers and municipal/regional authorities. The project showcased those innovations that could be implemented to ensure sustainable HNV farming and to stimulate further cross- border projects.

**Dalsland, Sweden**

The Swedish colleagues highlighted that the project and methodology have been of great support for the work done to sustain HNV farming in the region. For example, HNV-Link contributed to Identify innovation gaps and needs; find examples of innovations in other countries that can be useful for the Dalsland Learning Area to reach its HNV farming vision; participate in and host cross-visits and benefit from fruitful exchanges. This has contributed greatly to gaining a deeper understanding of other countries' innovations and choices, to strengthening local networks, and to creating new regional, national and international networks. The innovations and knowledge that exist in these networks will be very valuable to reach shared HNV farming vision. Hopefully, these new networks can also lead to Swedish innovations being used in other places to support sustainable HNV farming development,

**The Burren, Ireland**

The reflections from the Burren regarding the methodology of HNV-Link highlighted the importance of the Cross-Visits method, and pinpointed that it is critical for existing LAs to continue with their innovation brokering efforts, hosting study groups and effectively connecting HNV stakeholders with people from the LAs or from outside, from the local to national an EU levels.

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**Thessaly, Greece**

The Greek partner pointed out that the methodology developed through the project was very innovative and stimulating, especially the Baseline Assessment and Innovation Compilation. Thus, the way that the innovations were approached and their distinction in four themes offered the acquisition of knowledge and deepening. For them, the project gave the frame for continuous discussions with local stakeholders, which contributed to highlight the problems and led to the identification of solutions. As brokers, they are aware that the innovations studied need adjustments to be adapted to the LA context, but the exchanges made contributed to create the mood for further cooperation among the partners in the future. The project showed that in Greece there are various actors that play without sufficiently cooperating to bring positive results.

**Causses et Cévennes, France**

Partner from France shared the same feeling than their colleagues from Greece on the importance of the methodology developed for the construction of the Baseline Assessment and the Innovation process. However, the French partner highlighted the participatory approach as being a key element, considered very useful to share among local stakeholders and to understand the logic of the territories and the innovation drivers. Regarding their role as a "brokers" they highlighted the importance of the dissemination and communication activities and that in this line concrete actions have been set up to promote exchanges and centralize information.

**La Vera, Extremadura, Spain**

For the colleagues from Spain, the experience and the role of innovation brokers undertaken throughout the project revealed to be very positive and brought them a working frame to: promote innovations in the regulatory and institutional frameworks that can be taken up by regional authorities; raise awareness amongst existing and potential producers of the possibilities of small scale cheese making within the current regulatory EU framework; facilitate dialogue and problem solving between pastoralists and regional authorities, specifically on the Tuberculosis issue; and to establish a local pilot project in Garganta la Olla to develop more detailed innovation proposals in dialogue with the community of land users and authorities.

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