

SYNTHESIS OF HNV-LINK'S REGIONAL MEETING FINDINGS DELIVERABLE 4.10 – WP4

Lead Beneficiary: CIHEAM-IAMM

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PREFACE

This deliverable, D.4.10, aims at synthesizing the findings of the Regional Meetings (RM) held by the 10 HNV-Link Learning Areas (LA), highlighting the main objectives pursued and achievements. An overview of the Regional Meetings is given in Table 1.

COMPLEMENTARITY WITH OTHER DELIVERABLES

D.4.10 complements D4.8, General Synthesis of Innovation transfer actions results, and D3.15, Summary of the Innovation Transfer Plans. In addition, several documents and project deliverables help to better understand the strategy of the LA Regional Meetings. These documents are available on the project's website (www.hnvlink.eu/outputs) and completed by the 10 LA webpages.

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:

- Deliverable 4.9 Guidelines for Regional Meetings
- Deliverable 4.7 Guidelines for Innovation Transfer Plans

Additionally, reports on Regional Meetings are also available on the project's website (<u>http://hnvlink.eu/activities</u>).

REGIONAL MEETING'S OBJECTIVES

Regional Meetings aimed at:

- Sharing, at the national/regional level, the HNV Vision established through the Baseline Assessment, as well as the set of HNV farming innovations collected in all LA and the LA Innovation seminars and compiled in the "HNV-Link Compendium of innovations";
- Triggering a reflection on innovation process, e.g. main pathways to improve the economic viability of HNV farming, failure factors/constraints, contexts which allow the innovation to take off, innovation transfer and upscaling, etc.;
- Developing a larger regional network on HNV farming to boost innovation brokering and promote HNV farming regionally/nationally;
- Outreaching the regional/national Agricultural Knowledge and Innovation System (AKIS).

The LA Regional Meetings played a strong influential role as part of the local dissemination process, and hundreds of people have been exposed to HNV-Link's findings through this activity.



REGIONAL MEETINGS METHODOLOGY AND DATA

As described in Deliverable 4.9, Guidelines for Regional Meetings, the HNV-Link methodology was developed for enabling adjustments to fit LA's specificities.

At the beginning of the Using phase of the project (October 2017 – February 2019), the LA Coordinators drafted a first proposal of their LA "Regional Meeting Planning Strategy", summarized in a fiche including the following elements:

- 1- Concept note;
- 2- Information about expected audience and participants (number, profile, etc.);
- 3- Related communication materials and channels;
- 4- Specific objectives pursued;
- 5- Expected results, impacts, and expectations from participants;
- 6- Funding resources; and,
- 7- Other information/documents, including a draft programme.

The following figures (Figure 1 and 2) illustrate some examples of the Regional Meeting Planning fiche and of a HNV-Link Regional Meeting programme, with the EU funding and HNV-Link visual identity respected.

Figure 1: Regional Meeting planning from USAMV-Cluj







Figure 2: Regional Meeting Programmes from Romania (left) and Spain (right)





Additionally, the Learning Area Innovation Transfer Action Plan (related deliverable D4.7) also included a specific chapter on Regional Meeting's strategy, as it is represented in Figure 2, with the examples of Dartmoor (United Kingdom) and Sítio de Monfurado (Portugal)

	HNV-Link: A network on High Nature Value farming					
	Learning Innovation and Knowledge					
2. LA regional/national meeting(s)						
	V-LINK initiative and to highlight the various innovations that have arisen on					
	pordinator have participated in events, organised and held by others, to present					
	dge exchange following the inter-LA visits and other information exchanges.					
On Dartmoor the farming calendar contains many local and regional events that offer the opportunity to promote the HNV-UNK work. Amongst						
On Dartmoor the farming calendar contains many local and regional events that offer the opportunity to promote the HNV-UN events held in 2018 were the Farmers Forum held in October and the Dartmoor National Park Plan of which the annual meetin						
February 2019.						
The final Regional Meeting was held on 15th February 2019 and w	as used to focus on future UK agricultural policy and its relevance to Dartmoor. It					
	explore what happens next to promoting High Nature Value farming on Dartmoor,					
focusing on the development of one of the innovations - Dartmos						
The decision to delay the Regional Meeting was in part to provide	the opportunity to respond to the UK's Government's announcement regarding					
the future support structure for the UK's farmers following the UF	I's departure from the EU. To address this the government department, with					
	Defra bas, established, a Test and Trials approach to steer the development of the					
	ernment's stated ambition is to reward farmers for their delivery of land					
management that delivers public benefits, to be outcome led and	non-prescriptive. This mirrors the ambition and design of DFF.					
	movations featured within the HNV-LINK initiative has recently been selected as					
one of the Test and Trials. The Regional Meeting provided an opp innovation. The Regional Meeting focused on DFF and on what it r	artunity to influence government thinking and promote the important role of					
system. Another innovation – The Moorland Vision – has als						
the ELM system. The eventual design of the application proc						
within a wider area plan that identifies a set of priorities for						
whether a wheel area plan that identifies a set of prior thes for	A STATE					
Pinht - the worksho	a generated many ideas and potential solutions.					
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This project has received funding from the European innovations program under Grant Agreement No. 65						
3. LA regional meeting(s)						
	<u>orkshop,</u> which was integrated in the XIX <u>Montado</u> Fair. The <u>Montado</u> Fair is an					
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Figure 3: LA Innovation Action Transfer Plan from Dartmoor and Portugal

Therefore, from January 2018 to February 2019, a total of 19 Regional Meetings were organised in the 10 Learning Areas (See Table 1 – Overview of the Regional Meetings). Almost all of the partners organised one event while two of them held several meetings. Indeed, for example, in line with their respective strategies, Spanish Partner organised over 4 regional meetings (a local workshop in early 2018, the National Meeting of Territorios Pastoreados 3, an international working meeting in Oliva de Plasencia, and a thematic series of smaller local/regional meetings). The Croatian Partner scheduled 4 meetings covering the local, regional and national scales.

Table 1 (next page) summarises the main characteristics of the HNV-Link Regional Meetingsorganised by the Learning Area (type of seminar, geographical scope, number of participants, andduration).



Table 1: Overview of the Regional Meetings

	Organising LA		Regional Meeting		Date	Geographical scope	# Participants	# Days
1	La Vera	Spain	Workshop on health regulation for small dairy factories	Jaraíz de La Vera	24 March 2018	Local / Regional	15	1
			Territorios Pastoreados 3	Plasencia	17-19 April 2018	National	104	3
			Meeting at Finca Casablanca	Oliva de Plasencia	19 April 2018	International	16	1
			Series of strategic meetings: - Animal Health Service, Regional Gov. - General Direction of Env. and Head of Nature Conservation, Reg. Gov - Head of Food Safety Service - Head of Extremadura 2030 Sustainable develop. strategy	several places	27 Feb - 8 Dec 2019	Regional	19	4
2	Eastern Hills of Cluj	Romania	Agraria Fair 2018 (19-22 April 2019) HNV-Link Specific Session	Jucu, Cluj	22 April 2018	National / Regional	76	1
3	Dalmatian Islands	Croatia	Regional Meeting	Latsovo	16-19 January 2018	Regional / Island	17	4
			Regional Seminar	Brac	10-12 May 2019	Regional / Island	28	3
			Konferencia o Zdravstvenom Turizmu na Otocima	Korcula	17-18 May 2019	Regional / Island	84	2
			5th Taste the Mediterranean Festival	Hvar	01 June 2019	Regional / Island	14	1
4	Causses et Cévennes	France	Atelier de réflexion collective	Lasalle Prunet, Florac	26 July 2018	Local / Regional	40	1
5	The Burren	Ireland	Burren Winterage School 2018 (25-28 October 2018) HNV-Link specific session	Kinvara & Gort	26 October 2018	National / International	144	1
6	Western Stara Planina	Bulgaria	Regional Meeting	Spanchevtzi	9 November 2018	Regional / National	31	1
7	Sítio de Monfurado	Portugal	XIX Montado Fair (29 Nov - 2 Dec 2019) XVth Montado Iberian Workshop	Portel	30 November 2018	Regional / National	67	1
8	Dalsland	Sweden	Regional Meeting	Färgelanda	30 November 2018	Regional	43	1
9	Thessaly	Greece	Regional Meeting in LA-THESSALY	Mouzaki, Karditsa	9 December 2019	Regional	22	1
10	Dartmoor	UK	Regional Meeting	Bovey Tracey	15 February 2019	Regional / National	26	1
	-	•	•		•	TOTAL	746	27

Source: HNV-Link data





These meetings took different **formats** depending on the LA's strategy, specificities, goals and purposes. Most of the Learning Areas organised a specific HNV-Link Regional Meeting (e.g. in Croatia, Bulgaria, Sweden, Greece, and the United Kingdom) while in some cases, the LA organised a session within the framework of a major regional or national event. In this case, and as it was highlighted by the Romanian colleagues, "participating in a major event motivated in a better way the involvement of local and regional attenders and brought appropriate media coverage to reach as many HNV stakeholders as possible". In these cases, the LA regional activity was individually identified as a session, workshop or round table. Under the frame of the project, Romanian, Irish and Portuguese colleagues organised a HNV-Link session as part of national events (Agraria 2018, in Cluj; the Burren Winterage School 2018, in Ireland; and the XVth Montado Iberian workshop, which was integrated in the XIX Montado Fair, in Portugal).

The Spanish colleagues also wished to have a national scope and had the opportunity to dedicate to HNV-Link the whole national seminar of Territorios Pastoreados.

Other types of Regional Meeting have been local/regional workshops with local key stakeholders (e.g. France, Croatia, and Spain) and meetings at the local level including meetings with policy makers and international multi-actor groups. For example, the Spanish Partner organised a working meeting with French and Portuguese colleagues, and Irish colleagues organised an international HNV-Link session during the Burren Winterage School 2018 with 6 international partners.

Figure 4 illustrates geographical scope of the Regional Meetings according to 5 main types: Regional/local workshop, Local, Regional, National, and International level.





Source: HNV-Link data

In several cases, partners **co-organised** the Regional Meetings with other institutions, to ensure a greater impact of the event: larger number of key stakeholders reached, better communication and media coverage, larger audience, etc., and to pull sufficient funding, which had positive effects in terms of alleviating logistical and financial burdens for the partner. Under HNV-Link project, the co-organising institutions were both private and/or public, depending on partner's opportunities and meetings' scopes.

As summarized in Deliverable 3.15 - Summary of the Innovation Transfer Plans, and described at different project **communication levels**, the 10 Learning Areas communicated widely on this key activity through websites, social networks, press releases, leaflets, fiches, etc. A general feedback is



that having carefully planned the communication strategy was crucial for the preparation of the meeting and served to better reach Regional Meetings objectives and purposes. For example, previous to the Regional Meeting held on 9 November 2018, the Bulgarian Partner published 20 brochures and short movies presenting HNV farming innovations from the 10 Learning Areas (the material is available on both the project's website and STEP's website at http://www.step-bg.bg/bg/brochuresHNVLink)

As for the **number of participants / attenders** involved, over 745 stakeholders participated to the 19 meetings. In some cases the Regional Meetings were combined with other project activities, e.g. a peer-learning exchange (Cross-Visit), and delegates could attend both events. That was the choice of the Spanish Partner and its Regional Meeting "Territorios Pastoreados 3" and of the Burren Winterage School 2018, organised by the Irish Partner. Besides, in many cases, participants to the Regional Meetings had already participated in different project activities (e.g. Cross-Visits) and/or in the Learning Area social and participatory processes and were aware of HNV farming issues.

The Coordinator and lead beneficiary of the activity, CIHEAM-IAMM, attended and participated to the discussions of the following meetings: Territorios Pastoreados 3 and the Casablanca Meeting at Oliva de Plasencia (Spain); the collective brainstorming workshop organised by the French Partner; and the Winterage School in the Burren (Ireland).

Figure 5 represents the **profile of the stakeholders involved in the Regional Meetings**. They have been classified in 9 main categories: farmers/producers; advisers & support services; research/education; local authorities; catalysers; policy makers; other EU projects; professional societies; EIP Agricultural productivity and sustainability; CAP civil dialogue; and other. 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 shown in the figure, 28% were farmers/producers. This illustrates the importance given to this group of stakeholders, as they are the intended beneficiaries of the HNV-Link project. Furthermore, over 12% were local authorities and over 11% were catalysers, illustrating the objectives pursued by the activity, i.e. ensuring broad discussions and dialogue to foster innovation transfer/adaptation processes.



Figure 5: Profile of the participants to the HNV-Link Regional Meetings

Source: HNV-Link data



MAIN CONCLUSIONS AND FINDINGS

The main objectives pursued with the Regional Meetings were widely achieved and all the Learning Areas have already programmed follow up activities and next steps thanks to the positive results and findings provided by the Regional Meetings (some of them are summarized in Deliverable 4.8, as a part of the wider LA strategy). The Regional Meeting activity searched to share, discuss and construct specific strategies with key stakeholders from the national, regional and local level. Therefore, the Regional Meetings complemented the Peer-Leaning exchanges and while the Cross-Visit operated mostly at the local level, the Regional Meetings upscaled the project impacts and results at the regional, national and international level.

Through the Regional Meetings, the 10 Learning Areas had the opportunity to present to key stakeholders the work achieved during the first phase of the project, under WP1 and WP2, the Baseline Assessment and the Innovation compilation, and the HNV Vision developed in their LA Action Plan. This allowed raising awareness of the HNV farming context in the LA, the possible scenario and the opportunities that innovation and innovative processes could provide to improve HNV farming. Besides, the Learning Area Coordinators also had the opportunity to discuss about the social and participatory processes developed under HNV-Link and in many cases the HNV-Link methodology was considered as a source of inspiration for launching new participatory processes. For example, the Swedish multi-actor group - the Dalsland Catalyser Group - started the reflection of similar Catalyser Groups in the region/country and the Greek partner's methodology inspired as well the constitution of a similar group - a Coordination Support Center - in other territories within the country.

The Regional Meetings also provided the arena for discussions about the innovation transfer/adaptation process since the LA were able to present the lessons learnt from their Cross-Visits and their intended strategies for the innovation transfer. The meetings and discussions were enriched by contributions from the participants regarding the economic viability of HNV farming, and the challenges, constraints, and new opportunities. In some cases, as it happened during the Agraria Fair (April 2018, Cluj, Romania), the Regional Meeting allowed to discuss HNV practices, opportunities and challenges at a larger scale (at the regional and national level) and provided the arena for the establishment of larger HNV farming networks within the country.

Additionally, the HNV-Link Network enlarged the scope of the Regional Meetings with the aim to reach regional/national Agricultural Knowledge and Innovation Systems (AKIS¹).

Furthermore, HNV-Link partners agreed on some important aspects related to the success of the Regional Meetings, they are summarized in the following target groups:

- 1- Defining a strategy
- 2- Identifying key stakeholders and their role
- 3- Making choices
- 4- Managing communication channels

¹ AKIS, Agricultural Knowledge and Innovation System, is a concept to describe the exchange of knowledge and the services which support these exchanges in rural areas. The system links people and organisations to promote mutual learning, to generate, share, and utilize agriculture-related technology, knowledge, and information. Components of an AKIS are diverse actors from the private, public and nonprofit sectors relating to agriculture. The system may include actors such as farmers, farm workers, agricultural educators, researchers, non-academic experts, public and independent private advisors, supply chain actors, and other actors in the agricultural sector. Source: PRO-AKIS brochure.





Drafting a strategy. The Learning Areas identified upstream the strategies and specific objectives pursued by the Regional Meetings, in line with their LA Action Plan. This preliminary work was essential to define lines of work and ensure the success of the follow up activities and next steps. In some cases the objectives could not be reached with a single activity/meeting and several seminars were programmed. They all were part of a broader and long term participatory process engaged in the LAs and their regions.

Identifying key stakeholders and their role. As part of the LA strategy and Action Plans, LA Coordinators had to identify well in advance the key stakeholders and define their role and degree of involvement. Key stakeholders include all AKIS, decision makers, and relevant players on the dissemination process. As an examples, the Irish colleagues invited to their Regional Meeting the vice-president of the European Parliament (with whom the Network shared their recommendations for improving the CAP), and the Spanish Learning Area interacted with authorities and media.

Making choices. In line with the definition of the strategies, the pathway towards innovation requires to make choices. In that sense, colleagues agreed that testimonials from partners and their participation to the Regional Meetings had been very useful and their experiences of failures, success, and implementation processes were sincerely welcomed.

Managing communication is essential to involve stakeholders, disseminate, upscale strategies, and raise awareness. Partners shared the feeling that the design of effective communication plans at an early stage of the project was very valuable even if communication appeared to be challenging and time consuming.

Overall, in a logistical and administrative perspective, partners pointed out that the organisation of the Regional Meetings had been quite challenging, and time consuming too, but that these events were worth the effort.

It is worth to add that for many LA, the innovation transfer process designed/planned in the LA Action Plans started to become real during the Cross-Visits and was boosted by the Regional Meeting, which provided the framework/resources and the needed dialogue to make change happen (e.g. in Portugal, Romania).

Bellow, pictures from the Regional Meetings. From left to right: the Spanish Regional Meeting, Territorios Pastoreados 3, in Plasencia; French workshop in Lassalle-Prunet, and Croatian Regional Meeting





APPENDIX:

STRATEGIES, KEY FEATURES AND MAIN FINDINDS FROM THE 10 HNV-LINK LEARNING AREAS

The last part of this deliverable highlights the strategies, key features and activities developed by the partners to ensure the continuity of the work carried out to boost innovation and enhance the sustainability of HNV Farming in their respective territories, and beyond.

Dartmoor, United Kingdom

During the last years, the political context caused by the uncertain "Brexit" forced the government to investigate new options in relation with agricultural/rural development and environment conservation. In this line, a new farming reward system, similar to the Dartmoor For Farming² innovative system, has been developed, and the Dartmoor LA has been selected to participate in a Pilot Project to test it. In consequence, the partner organised the Regional Meeting to foster a greater understanding of how the new system is to be implemented within the LA, and also to influence the government on the role of innovation in securing benefits for HNV farmland. The exchanges during the meeting allowed discussing the adjustments needed on the LA to better adapt the implementation of the new system. Several local, national and international stakeholders from the government, the LA and other EU institutions, were key in ensuring the success of this initiative.

Sítio de Monfurado, Portugal

The Portuguese partner organised its Regional Meeting following a specific objective: to explore and discuss the opportunities offered by Results-Based Agri-environment Payments Schemes (RBAPS), as an innovative agri-environmental measure supporting the sustainability of the Montado. Colleagues from the Burren (Ireland) participated to the Meeting and shared their strong experience of RBAPS. The Portuguese Regional Meeting gave the opportunity to concretise the LA's next steps for the establishment of the Montado Pilot Programme.

Dalmatian Islands, Croatia

Colleagues from Croatia pursued specific objectives while organizing their set of regional meetings. The partner made a previous effort to analyse relevant HNV farming actors and strategies for further involving them. Therefore, Croatian AKIS actors have been widely involved from an early stage in the construction of integrated territorial projects to implement the HNV vision on the islands. Besides, the meetings allowed discussing the constitution of a larger network at regional and national levels.

² Dartmoor For Farming is one of the innovations identified by UK's HNV-Link partner during the first phase of the project.



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

Eastern Hills of Cluj, Romania

The Romanian partner highlighted the importance that the Meeting had in terms of awareness at regional and national level. The partner could disseminate at the national level the results of the HNV-Link project, the innovations existing in the Learning Areas and the gaps and needs to be filled, and could share ideas on common burdens and possible solutions.

Western Stara Planina, Bulgaria

The Regional Meeting held in the Learning Area of Western Stara Planina was organized with a focus on the lessons learnt (i.e. presentation of the main conclusions of the Cross-Visits) and on the follow up activities (i.e. analyzing the resources and means available). Therefore, the participants agreed on a set of measures and concrete actions (available on the partner's website), that imply securing first the necessary resources (a facilitating team and funds).

Dalsland, Sweden

The main goal of the Swedish Regional Meeting was to define the possible approaches for implementing the HNV vision in Dalsland, and more widely in Sweden. For Swedish colleagues, the multi-actor group revealed crucial both for the process itself and the continuity of the work. Among the priorities (and successes) discussed were the possibilities of replication of those groups at national and farm level, and the need to sustain the work of the Dalsland Catalyser Group by appropriate resources (financial and human).

The Burren, Ireland

The Regional Meeting in the Burren was presented as an international meeting with participants from different LA and from outside the project, including participants from Germany, Wales and other areas in Ireland. The Burren Regional Meeting has also been a good example in terms of communication and mobilization of key stakeholders, including a Vice-President of the European Parliament. Besides, the Regional Meeting was embedded in the 2018 Burren Winterage School. In 2018 was launched the *Farming For Nature* programme, and the success of this awarding initiative opened the floor to the 2019 edition, which will even be enlarged to the whole country.

Thessaly, Greece

As for several of the partners during the Regional Meeting, the Greek colleagues discussed the challenge for establishing and sustaining a multi-actor group and capitalising on the work achieved. Both are seen as a basis for the innovation adaptation processes and for sustaining HNV farming. In that line, the Greek partner launched a larger regional network on HNV farming and developed new partnerships.



Causses et Cévennes, France

The French colleagues organised a collaborative workshop in late July 2018 where they presented the main achievements of HNV-Link and the innovations and needs identified during the first phase of the project. The meeting was organized as a brainstorming activity to raise awareness, identify priorities and build common strategies in order to engage in next steps.

La Vera, Spain

The Spanish partner organised several meetings to fulfil their multiple objectives. The partner scheduled meetings with policy makers and regional authorities with the aim to raise awareness and obtain concrete engagements. They also organized a national seminar addressed mostly to an audience composed of grassroots stakeholders, researchers and advisors, with the objective to raise awareness of the importance of innovation for the sustainability of HNV farming. Finally, they reached the international level to learn from partners and draft strategic networks. The huge efforts made by the partners are having very positive results: local/regional authorities have expressed real commitments, and some projects/networks have been launched in the LA (e.g. a pilot project on fire prevention by pastoralism, and a European network for climate change mitigation through extensive grazing).

Below, some pictures from the Regional Meetings. From left to right and from up to down: (1) participants during the Greek Regional Meeting in Mouzaki, Karditsa; (2) HNV-Link delegators meeting Mairead McGuinness, Member of the European Parliament, during the Burren Winterage School; (3) another moment during the Burren Winterage School: the Innovation Fair; (4) Dartmoor Regional Meeting; and (5) participants during the Bulgarian Regional Meeting.





