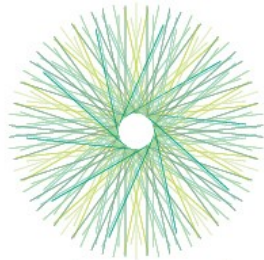


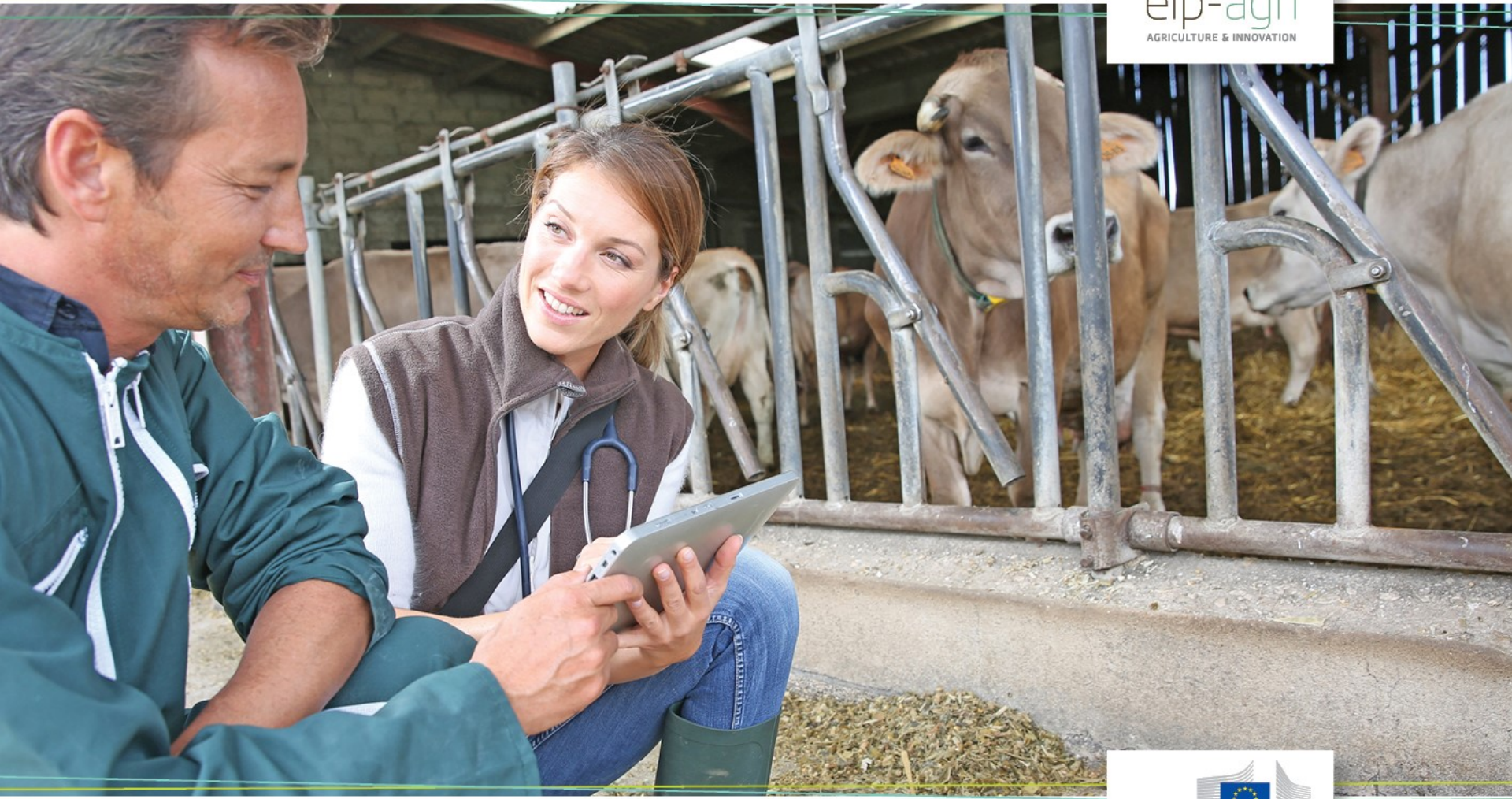
EIP-AGRI Workshop

Tools for environmental farm performance

7 - 8 February 2017 – Zagreb, Croatia



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funded by





EIP-AGRI Workshop 'Tools for environmental farm performance' Tuesday 7 February 2017, Zagreb - Croatia

12:00 – 13:00 Registration and buffet lunch

13:00 – 13:10 Welcome words

- *Iman Boot, DG Agriculture and Rural Development*
- *Krešimir Ivančić, Croatian Ministry of Agriculture*

13:10 – 13:20 Icebreaker

13:20 – 13:40 Introduction to the theme of the workshop by DG AGRI

13:40 – 14:00 Setting the scene by the coordinating experts of the workshop

14:00 – 14:45 Elevator pitches, highlighting the three main reasons for which farmers may use sustainability tools (farm initiative, food chain, legislation)

Consecutive panel reflections

- *Martijn Buijsse, Skylark, The Netherlands*
- *Vincenzo Angileri, Joint Research Centre, European Commission*
- *Simon Miller, Cool Farm Tool, UK*

14:45 – 15:45 Presentations of existing environmental sustainability tools

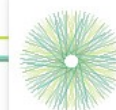
- *John Lynch, TEAGASC, Ireland*
- *Romain Dieulot, FNCIVAM, France*
- *Kathryn Green, LEAF, UK*
- *François Lerin, CIHEAM-IAMM & HNV-Link Thematic Network, France*
- *Josien Kapma, Boer & Bunder, The Netherlands*
- *Dóra Mészáros, SMART, Hungary*

15:45 – 16:15 Coffee break

16:15 – 18:00 Break-out sessions

19:00 Networking dinner

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EIP-AGRI Workshop 'Tools for environmental farm performance' Wednesday 8 February 2017, Zagreb - Croatia

09:00 – 09:30 Energiser exercise
Summary of previous day and conclusions by coordinating experts
Janet Dwyer and Marta Pérez-Soba

09:30 – 10:30 Break-out session

- **What does the ideal tool look like to you?**
- **What can you do to make such a tool become a reality?**

10:30 – 11:00 Coffee break

11:00 – 11:45 Break-out session (continued)

- **If you would start an EIP-AGRI Operational Group to design the ideal tool, what would be the main problem to solve or opportunity to take, who would be the partners and how would you design the project?**

11:45 – 12:00 Harvesting

12:00 – 12:30 Plenary session

- What happens after the event? Concrete ideas for follow-up actions

12:30 – 13:30 Lunch and departure

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EIP-AGRI WORKSHOP 'TOOLS FOR ENVIRONMENTAL FARM PERFORMANCE'

BREAKOUT SESSION DAY 2 - QUESTIONS

- 1. What does the ideal tool look like to you?**
- 2. What can you do to make such a tool become a reality? What can be your role?**
- 3. If you would start an EIP-AGRI Operational Group to design the ideal tool, what would be the main problem to solve or opportunity to take, who would be the partners and how would you design the project?**





EIP-AGRI WORKSHOP 'TOOLS FOR ENVIRONMENTAL FARM PERFORMANCE'

BREAKOUT SESSION DAY 2

Core concept



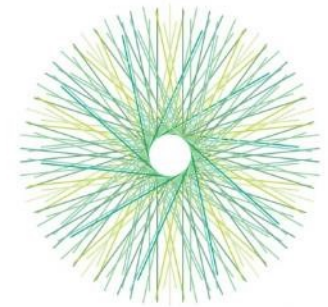
Operational Group



Iman Boot



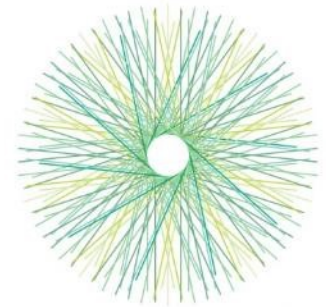
Rural Development Programmes



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What is an Operational Group?

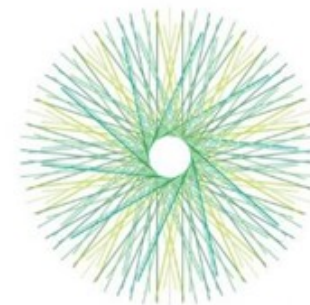


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- Concrete innovation projects finding innovative solutions
- Different competencies (practical and scientific)
- “Hands-on” groups
- Benefit from the interactions



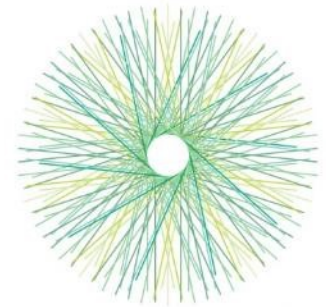
Setting up an Operational Group



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How do you launch an Operational Group?



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- Define the issue / problem / opportunity you want to address
- Find relevant partners
- "Ensure" funding (national or regional authorities have to believe in you)



EIP-AGRI WORKSHOP 'TOOLS FOR ENVIRONMENTAL FARM PERFORMANCE'

BREAKOUT SESSION DAY 2

PROCESS:

- **1h 45m for Q1 + Q2 + Q3**
- **Coffee break in between (10:30-11:00)**
- **6 breakout groups – color (+symbol) in your badge**
- **Discussion in group – answer to questions**
- **Write + draw in big paper sheets**
- **1 facilitator / group**

HARVESTING

Marta and Janet will reflect on the outcomes



EIP-AGRI WORKSHOP 'TOOLS FOR ENVIRONMENTAL FARM PERFORMANCE'

BREAKOUT SESSION DAY 2

GREEN ROOM - Plenary

- Three groups:
 - ❖ badge with no dot - Pacôme
 - ❖ green dot - Iman
 - ❖ green dot with smiley – Louis

BLUE ROOM – Mediteran

- One group – blue dot – Sergiu

RED ROOM – Adriatic I

- One group – red dot – Margarida

ORANGE ROOM – Adriatic II

- One group – orange dot - Koen





EIP-AGRI WORKSHOP 'TOOLS FOR ENVIRONMENTAL FARM PERFORMANCE'

HARVESTING - BREAKOUT SESSION DAY 2

- **Starting 11:45, for 15 min.**
- **In plenary**
- **All flipcharts sheets displayed**
- **Marta and Janet reflect on outcomes**

RED ROOM

IDEAL TOOL

- NO PERFECT TOOL THAT FITS ALL
- 1ST → WHAT WE WANT TO ACHIEVE
- WHAT ARE THE NEEDS
- WHICH IS THE AUDIENCE/USERS
- TAKE IN CONSIDERATION OTHER USERS/BESIDES FARMER
- DATA AT FARM LEVEL IS NEEDED FOR PUBLIC USE →
- USER FRIENDLY FORMAT (FARMER)
- DEFINE THE OBJECTIVE/PURPOSE OF TOOL

= MY ROLE =

- DEPENDS ON WHO'S THE INITIATOR
- FACILITATOR
- FARMS INVOLVED IN DEVELOPMENT PROCESS

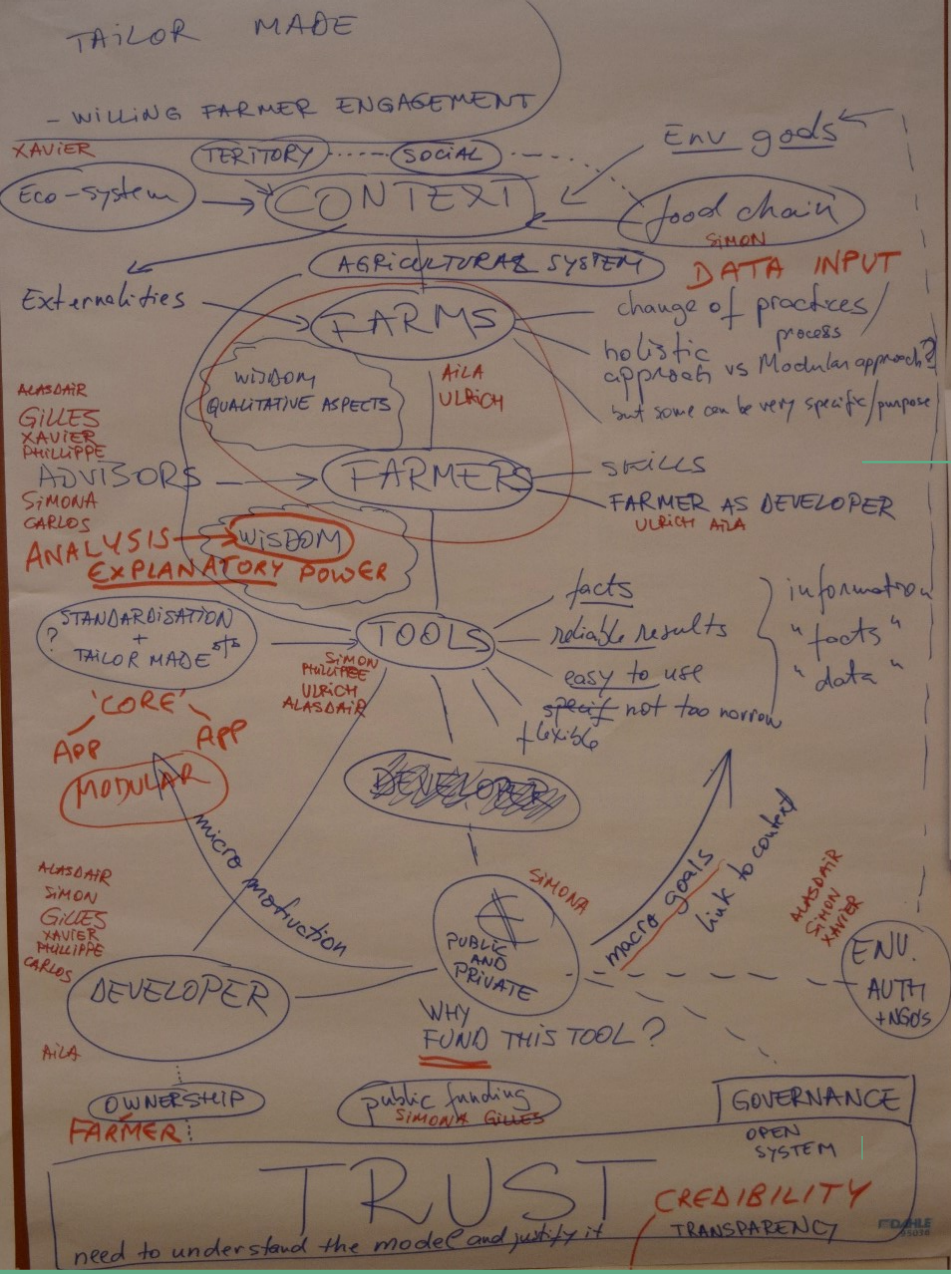
- TOOL NEEDS TO BRING A BENEFIT FOR THE FARMER →
- NEEDS TIME TO BE DEVELOPED
- NEEDS A REFLEXIVE PROCESS
- NEEDS COOPERATION WITH FARMER, LOCAL AUTHORITIES, RESEARCHER, ENVIRONM. ORG. ACTORS RELATED TO THE MARKET
- FORMAT → DIGITAL ACCESSIBLE TO ALL FARMERS?
- NEED TO HAVE STANDARDS → COMPARE
- MULTI-PURPOSE IS A PLUS
- AS LESS TIME CONSUMING AS POSSIBLE
- ASSOCIATED TO A LONG-TERM VISION

= DEVELOPING A PROJECT =

1. TOPIC AND OBJECTIVE → RELATED TO CONTEXT
 - ↳ SERVE THE NEEDS, FARMERS SERVE THE INTEREST OF STAKEHOLDERS
 - ↳ EX: Fertilisars → CARBON footprint
 - ↳ ORGANICAL and Synthetic - COMPARE
 - ↳ CONCRETE
 - ↳ EX: WATER AND PHOSPHORUS →
 - ↳ EX: ORGANIC MATTER + MINERAL CONTENT IN SOIL
 - ↳ EX: NATURAL AND SEMI-NATURAL VEGETATION FOR FEED
2. CHECK IF THERE ISN'T AN ALREADY EXISTING TOOL THAT SERVES NEED OR CAN BE ADAPTED TO OUR NEED
3. SELECT THE RIGHT INDICATORS
3. CONCERNED STAKEHOLDERS ARE INVOLVED
 - ↳ PROJECT SPECIFIC

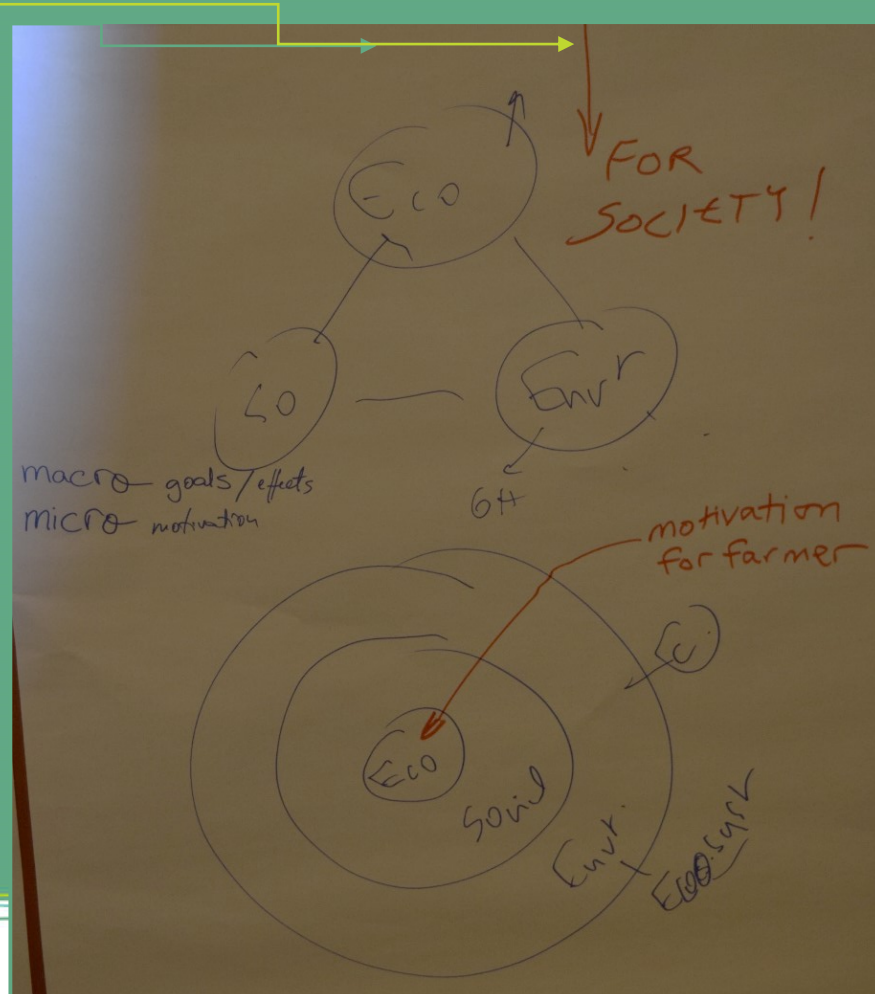
Group 1 – red room

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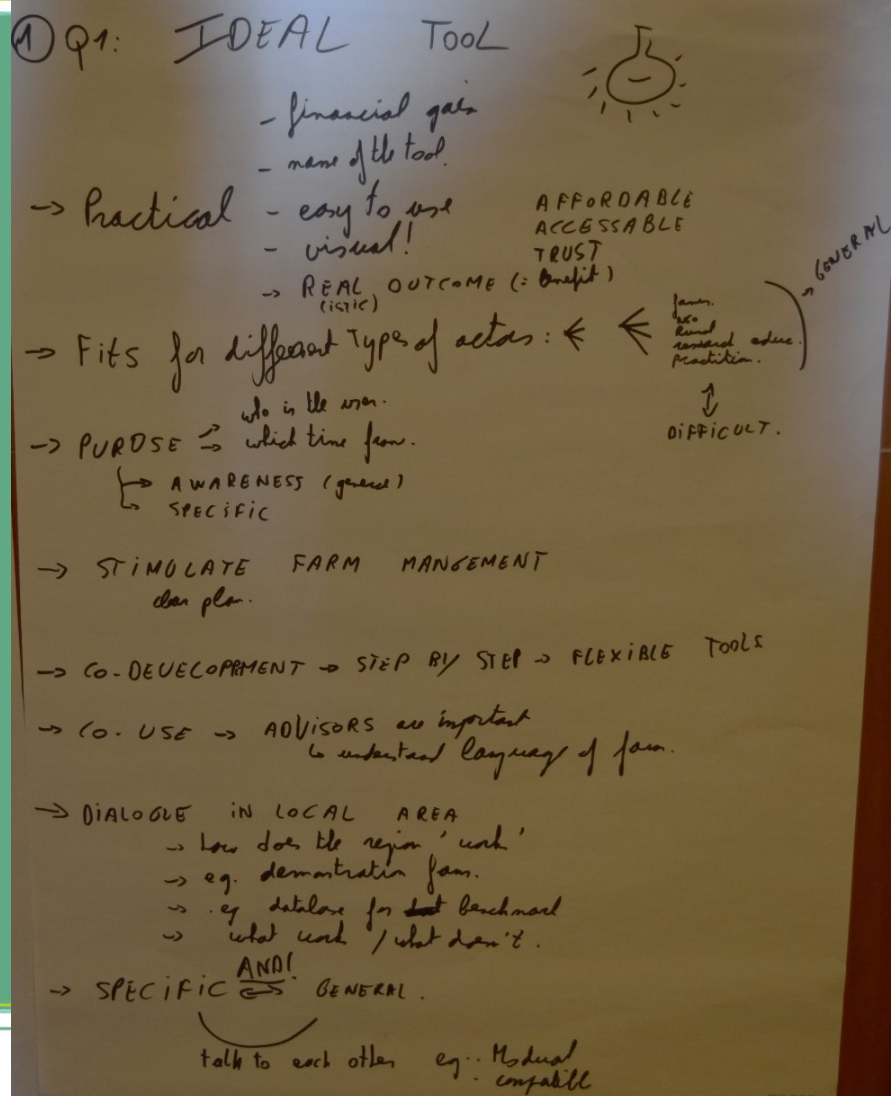
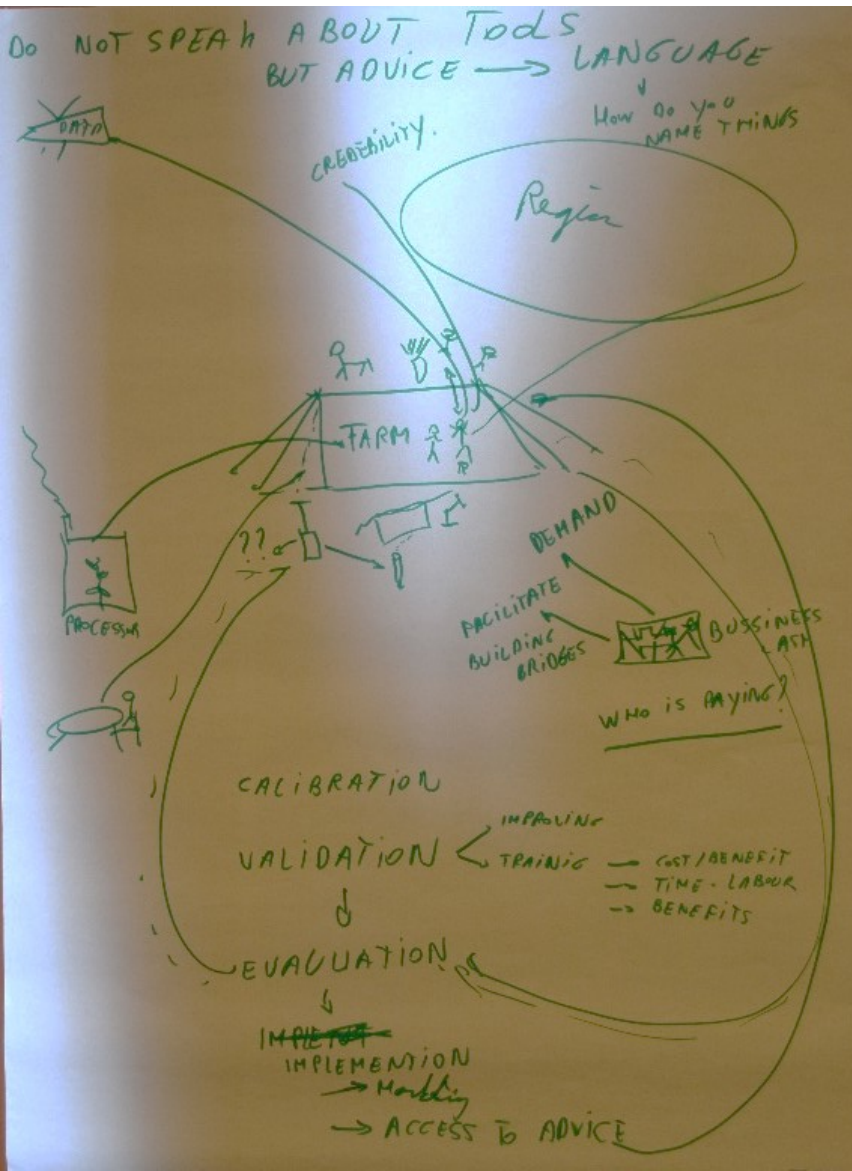
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Group 2 – blue room



Group 3 - Orange room

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Group 4 - Green room ● (1/2)

Objective

- ① demand - political
- farm interest
- Consumers
- citizens
who pays for the tool?

Flexibility — ease of
use

- Communication

- Modular approach

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Types of stakeholders to be involved:

- ②
- Farm representatives
 - Innovation support system / honest broker in process
 - Social scientists
 - understanding consumers
 - Upstream / downstream industry
 - Research
 - ICT developers
 - translation of needs into
IT
 - End-users
 - Public administration

Group 4 - Green room ● (2/2)

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3) OGS

- (*) Tool to assess ^{social + econ} environmental benefits at regional level based on farm level actions
 - individual → collective
 - dynamic effects

- (*) Farmbook
 - anonymous benchmarks
 - price transparency
 - resource efficiency

"PULL, NOT PUSH"

avoid having a solution looking for a problem to solve.
ALSO SEE OPPORTUNITY

Group 5 – Green room



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Ideal: → Paradigms linked!

- Approach > tool (IT)
- Flexibility_(E) in context / targeted
- Collaboration - from start
- quality assurance - validation
- Integration of data - Privacy / ... RISKS!
- Simplicity in use - data collection, interpret, correct interface - P to P
- Learn from practice - analyse best tools

~~Practical~~ Farmer at centre ← balance

- Global approach - whole farm all stakeholders
- Freedom in use
- ~~Fun~~ FUN ← Social
- Return: knowledge & economic environment

NOT TRIVIAL

WHAT IS THE EUROPEAN CHALLENGE + ADDED-VALUE?

Opportunity

Econ → Environmental farming

↓

↓

Sustainable farming

↓ specific

Landscape management? of EFA

Partners

- critical v° of farmer / farmers associations
- scientific support
- NGO → communication

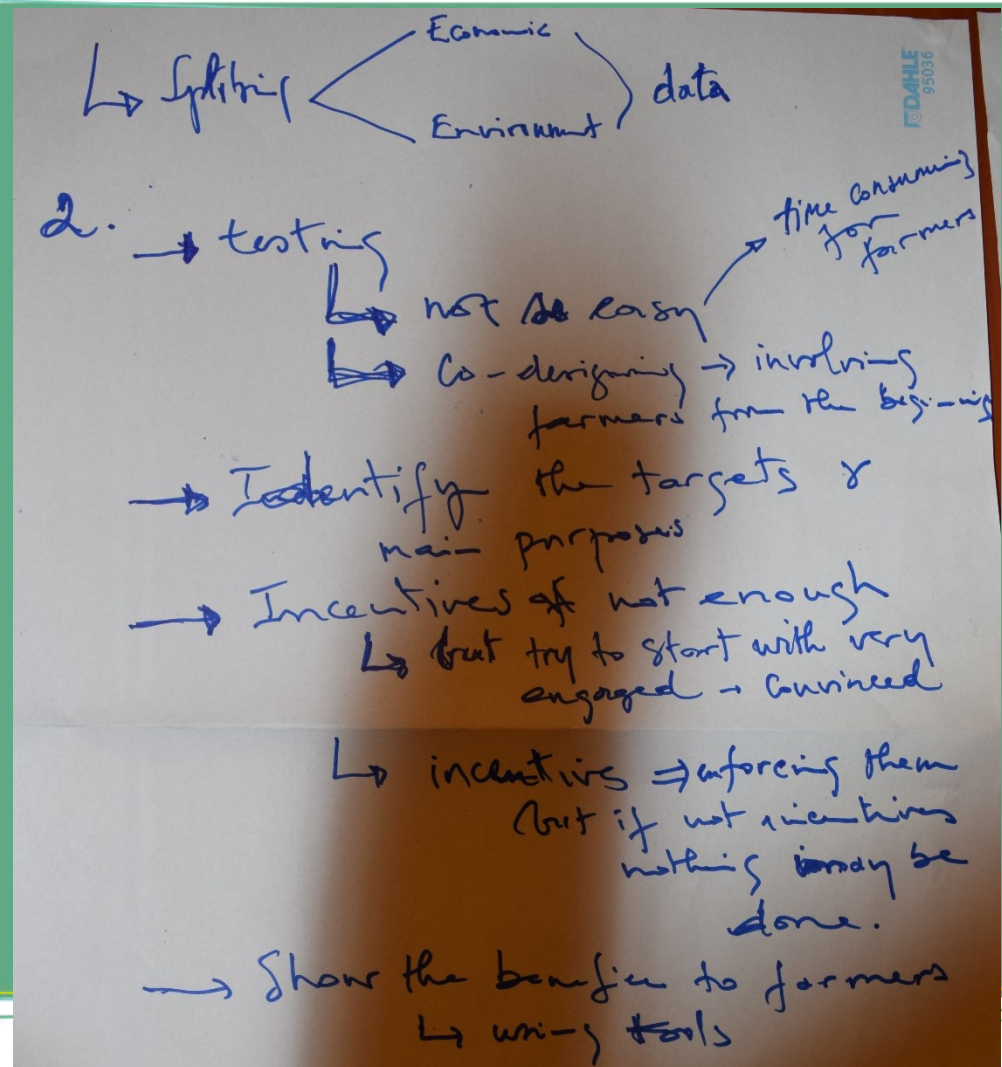
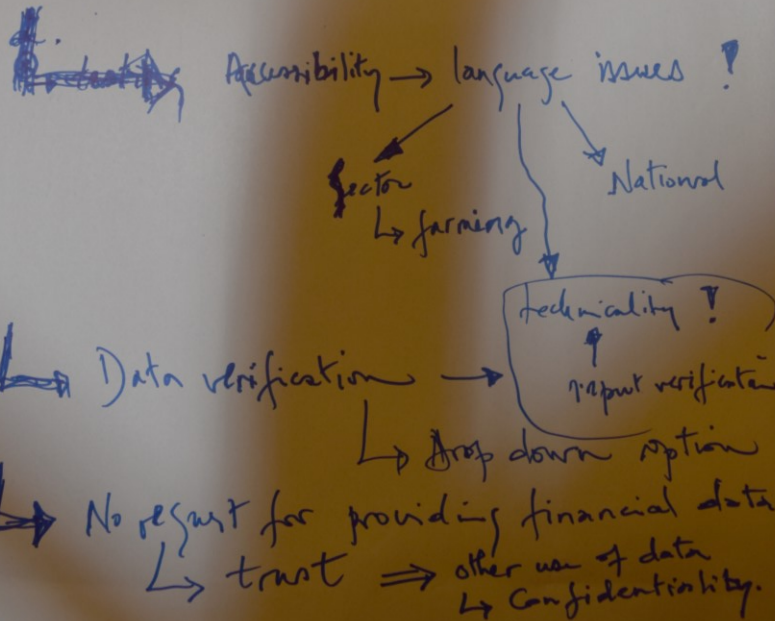
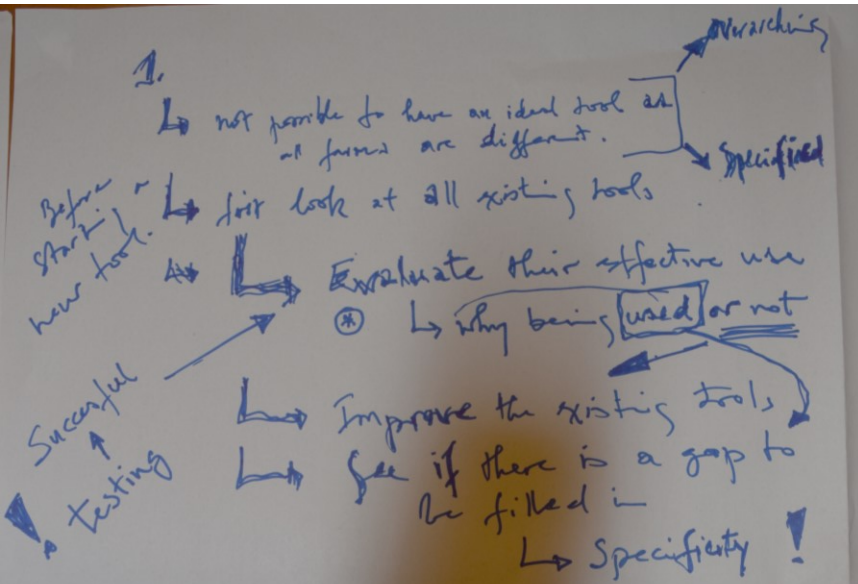
Steps

- farm essoe - find farmers
- set objectives in collaboration
- implement EFA coordinated
- evaluation - real benefits?

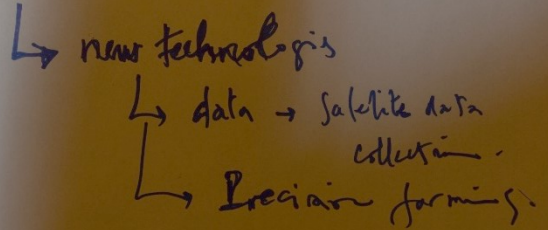
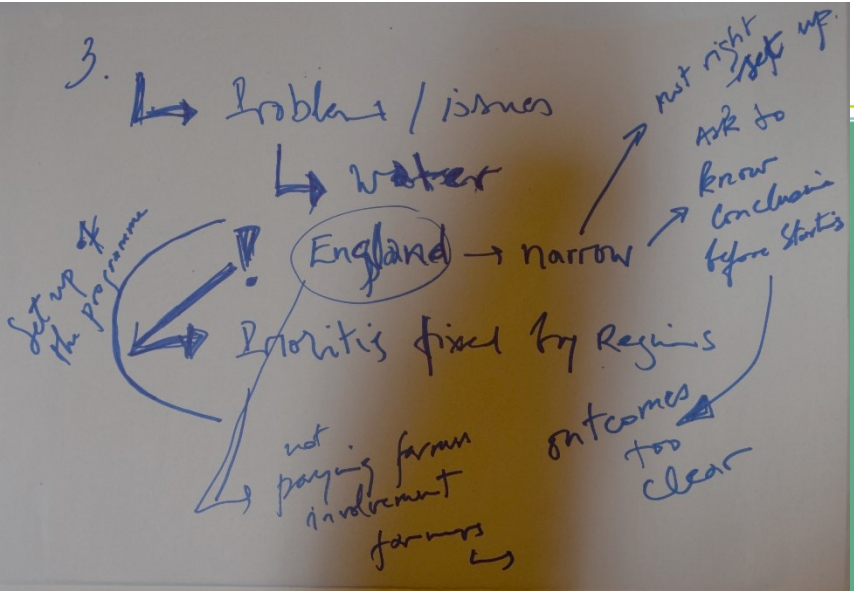
Communication to ext.

Group 6 - Green room (1/2)

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Group 6 - Green room (2/2)



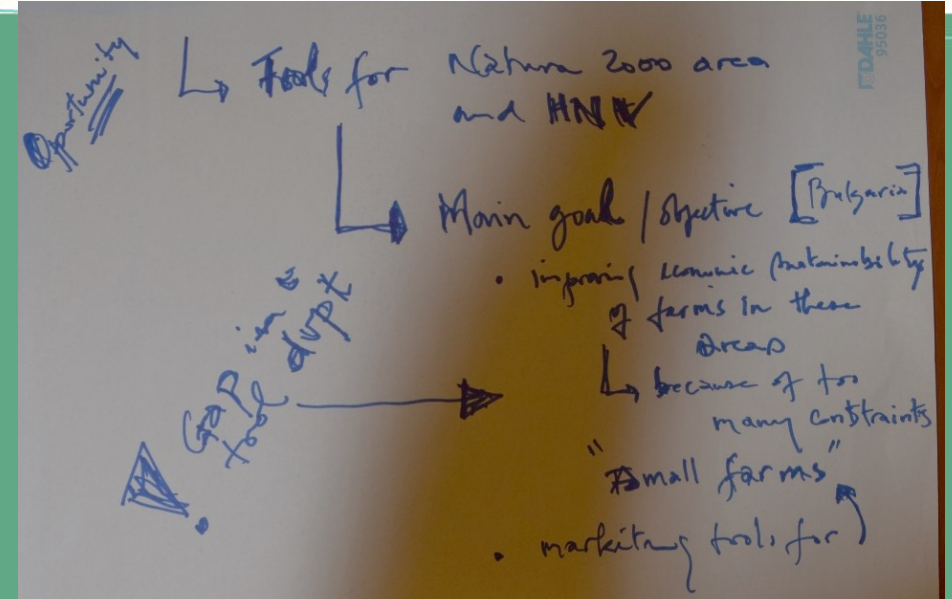
① Water → regional level

↳ testing the existing tools in national and local contexts

↳ Eastern & Central Europe.

[from Bulgarian advisor]

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• Super farmers from that area

• Advisers

• farmers from that area + farmers union.

→ Meeting Farmers - Super

↳ identify farmer's needs

↳ existing practices



EIP-AGRI Workshop 'Tools for environmental farm performance'

All presentations & background
documents are available
on the [event webpage](#).

www.eip-agri.eu

