

Communication to stakeholders

Finalists 2013

Objectives:

To create dialogue and understanding among Portuguese farmers about best practices surrounding agri-environmental measures that promote biodiversity in the context of mainland Portugal's Rural Development Programme.

Main organiser

LPN – Liga para a Protecção da Natureza



Project partners

CAP – Confederação de Agricultores de Portugal

Contact person:

Rita Alcazar
rita.alcazar@lpn.pt

Website:

www.lpn.pt/Homepage/0-que-fazemos/Projetos/Projetos-a-decorrer/List.aspx?tabid=2459&code=pt&ItemID=191

Country:

Portugal

Target Audience:

Local-rural actors, stakeholders and farmers

Communication tools:

Workshops, seminars, survey, publication, radio



European
Commission

Dissemination of best practices for biodiversity in the application of agri-environmental measures

Summary of the application

What is the project about?

This project focuses on the contribution of rural actors (especially farmers and landowners) to improve the uptake and analysis of the agri-environmental commitments for biodiversity of the current Portuguese Rural Development Programme (PRODER). A participation-based approach involving all relevant stakeholder made possible the dialogue, knowledge and dissemination on best practices for biodiversity. It also aided in the conception of new agri-environmental schemes to be taken into consideration for the next phase of the European Union's cohesion policy programme (2014-2020).

How was the project implemented?

The project foresaw close collaboration with farmers, as well as support of local stakeholders and media. Workshops with farmers were held in five key regions of Portugal to measure their perception of agri-environmental issues and to gain a better understanding of their constraints. A pilot survey was carried out in the Castro Verde region of Portugal to motivate farmers in the accession and implementation of agri-environmental commitments. A best practice manual was published and disseminated which aimed to increase knowledge of natural resources and biodiversity in agriculture. A seminar was also organised at a national agricultural fair to disseminate the results of the project among stakeholders. Local and regional radio interviews were broadcast on the subject and the publication of news pieces and information handouts were spread via project partners. All communication efforts were designed to inform, encourage and advise the target audience about the project.

Why should it get your vote?

The lack of general knowledge on agri-environmental schemes is a significant obstacle to the implementation of best practice and effectiveness in the context of rural development. Additionally, policies themselves don't always take into consideration the constraints experienced by farmers, which is a significant obstacle to their implementation. This project contributed to the dialogue, discussion and dissemination of best agri-environmental practices in areas of nature and biodiversity, while simultaneously promoting and raising awareness of the difficulties encountered by land managers which may act as barriers to scheme implementation and the success of best agri-environmental practices aimed at benefitting everyone.

What the award jury had to say about the project:

'This project uses all of the available channels to increase the uptake of voluntary agri-environmental measures by Portuguese farmers. The concept has good replication potential at the international level. Highlighting biodiversity in this way allows us to see why agriculture and rural development really matter.'