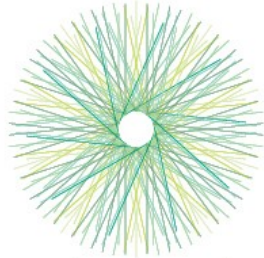


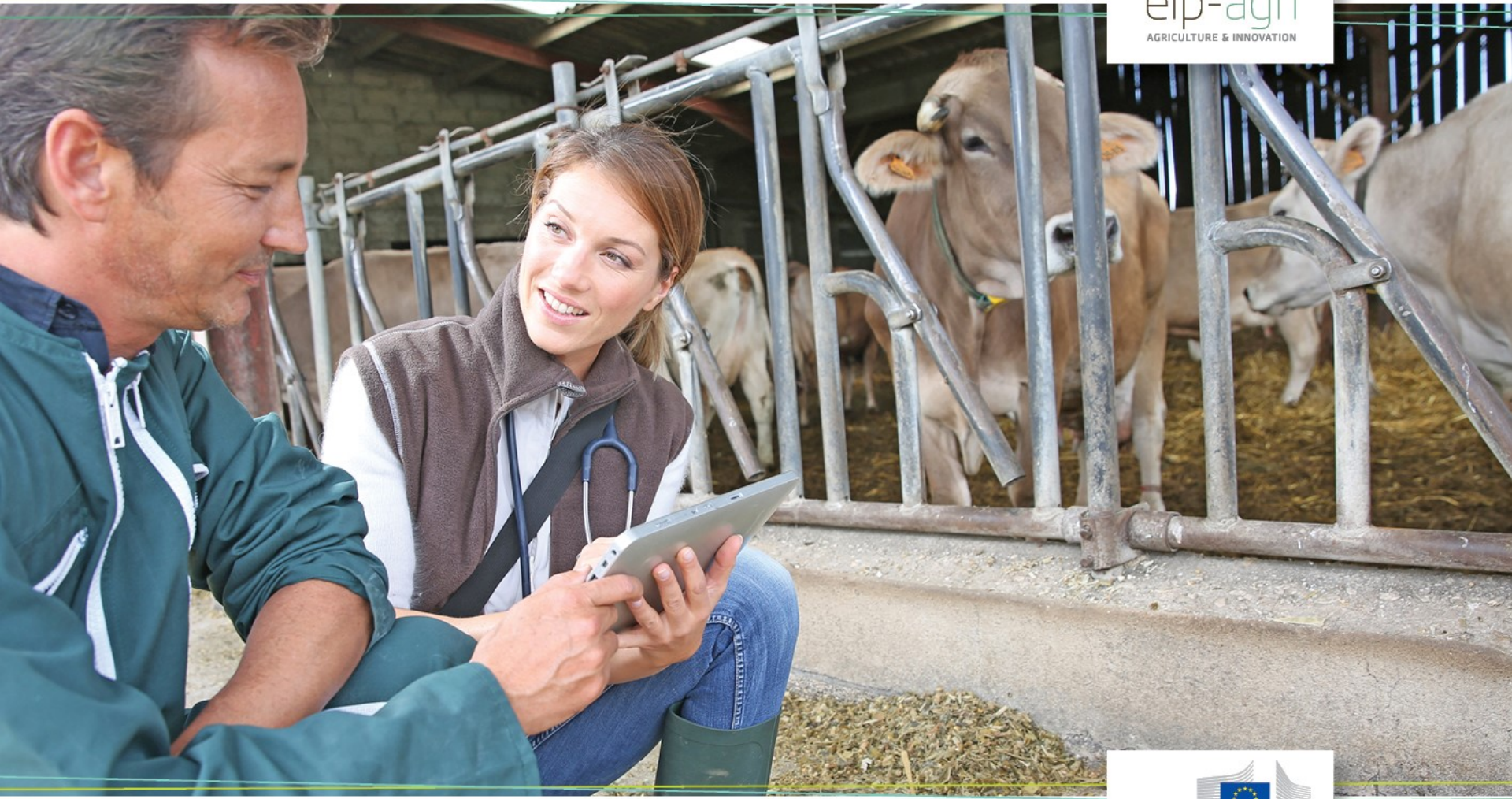
EIP-AGRI Workshop

Tools for environmental farm performance

7 - 8 February 2017 – Zagreb, Croatia



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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

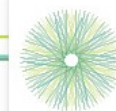
- *John Lynch, TEAGASC, Ireland*
- *Romain Dieulot, FNCIVAM, France*
- *Kathryn Green, LEAF, UK*
- *François Lerin, CIHEAM-IAMM & HNV-Link Thematic Network, France*
- *Josien Kapma, Boer & Bunder, The Netherlands*
- *Dóra Mészáros, SMART, Hungary*

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

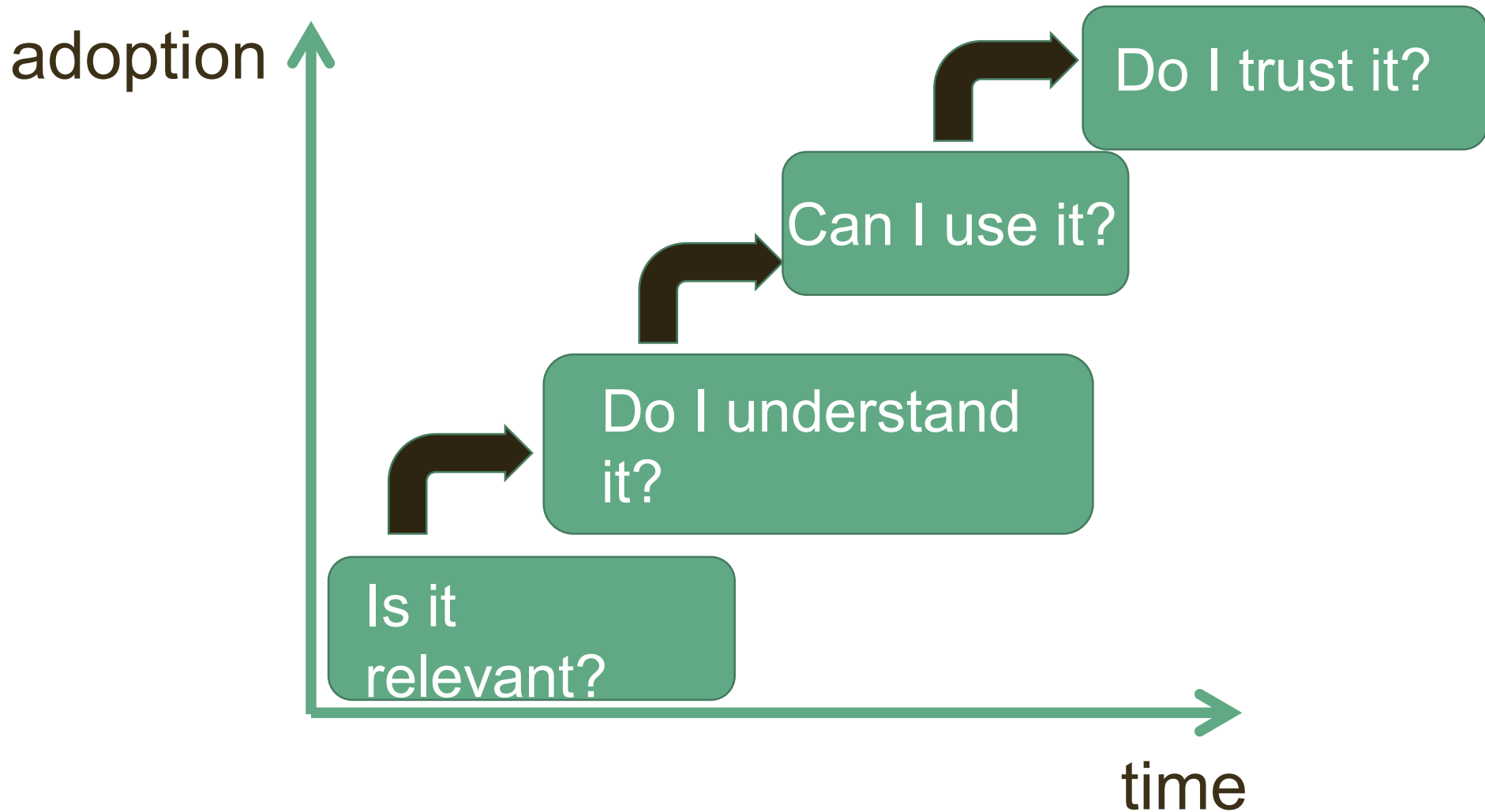
12:30 – 13:30 Lunch and departure

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Courage!



Farmers **Expectations** about Environmental Sustainability Tools



One tool does not fit all: variety of tools

- Needs vary with size of farm (small, large), type of farming system and management, age of farmers; national; (digital) education; single farmer or cooperative/group of farmers, etc.

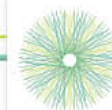
**CONTEXT
MATTERS!**

We need to
use tools

We are
happy to
use tools

We don't
need tools

Tools
are
useless



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Farmer expectations: contrasting

Generalist?	Specialist?
Simplicity (easy to understand)	Complexity (' a farm is not linear')
Data is not the end: awareness, understanding of process	Need for accurate data (for certification)
Holistic (covers all relevant aspects of sustainability)	Specific (could be many specific as part of a toolkit) need to understand outcomes
Short-term (economic returns; quick feedback on performance)	Long-term benefits (trends)

Adding economic sustainability is crucial!

Farmers vs NGOs vs researchers

Farmers	NGOs	Researchers
<ul style="list-style-type: none">- Private interest- Pragmatic- Credible- Only some interested in targets	<ul style="list-style-type: none">- Public interest: environmental performance of a group- Ambitious- Credible- Delivering key targets (WFD, CC mitigation)- Potential performance- Demonstrates positive sustainability of outcomes	<ul style="list-style-type: none">- Environmental performance driven- From scientific development towards co-development with users

Context - understanding

- 'come to where we are'
- Offer added value to complement and extend existing knowledge
- Embed tool(s) in a wider system of actors and networks – advisers, demonstration farms, farmer groups, supply chain actors
- Understand specific concerns, drivers and look first for ***business / farming / economic and management benefits***: what will address these farmers' priorities whilst also promoting *better environmental outcomes*?

Features – what types of tool are best?

A variety of approaches is demanded, for different types of farmer in different situations

- Some specialist, some generalist
- Some very simple, others more 'bespoke' / commissioned
- Consider creating some 'core' open-source software or datasets that different tool designers / advisers can take and adapt to their own needs
- Nested approaches may help – start with something general with quick, simple feedback and then use more detail when key 'problem/opportunity areas' are identified
- Tangible results – practical actions to take – are valued



Be Pragmatic

CO-DESIGN WITH TARGET FARMER GROUPS AS EARLY AS POSSIBLE IN THE PROCESS

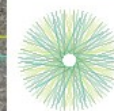
NO TOOL CAN BE PERFECT – DON'T EXPECT TOO MUCH AND DON'T 'OVER-SELL' BENEFITS: BE HONEST

THERE IS AS MUCH VALUE IN THE DEVELOPMENT PROCESS, WORKING WITH ALL PARTNERS, TESTING, ADVANCING AWARENESS AND UNDERSTANDING

SEEK WIDER ENDORSEMENT TO ENCOURAGE UPTAKE

RECOGNISE *NOT EVERYONE IS READY FOR TOOLS* – SIMPLER, PERSONAL APPROACHES MAY BE MORE EFFECTIVE

Hvala!



EIP-AGRI Workshop 'Tools for environmental farm performance'

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

www.eip-agri.eu

