

ENRD Seminar

Changing our Mindsets – Seizing Opportunities in the Green Economy

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I. Introduction

Background

The European Network for Rural Development (ENRD) Contact Point developed a work stream dedicated to *Promoting the Transition to a Green Economy* (GE) in 2015-2016.

The main objective of the Thematic Group is to '*maximise the impact that the RDPs have on supporting a transition to a green economy in rural areas*'. Its specific focus, determined by working group members, is to share experience on the factors enabling the development of GE projects ('*making it real*') and to how to mainstream green economy thinking into Rural Development Programmes ('*making it work*'). This is especially relevant in the context of a reformed CAP and evolving climate and energy policy agenda.

The actions put in place included the development of a number of case studies¹ of interesting examples on both projects and programming. The Thematic Group also created a factsheet on how to use RDPs to promote a transition to a green economy during their second meeting in Rotterdam. Outcomes from the thematic group and the Seminar will feed into ongoing activity, including the creation of a Projects Brochure and Rural Review.

Objectives

The Seminar marked the end of the first year's activities of the ENRD work on 'Promoting the Transition to the Green Economy'. Its aim was:

- to showcase a selection of the projects and activities that are being carried out in different Member States and regions to promote the transition to a green economy in rural areas;
- to share experiences and new ideas on how the 2014-20 Rural Development Programmes can support rural stakeholders to benefit fully from all the opportunities that a greener economy will bring;
- to bring together national and regional MAs and other stakeholders concerned with the implementation of RDPs to prioritise actions which can enable rural areas to change their mindsets and seize opportunities in the Green Economy.

Participants and format

The Seminar brought together some 77 participants from 16 Member States. Participants included national and regional Managing Authorities, Network Support Units, National Rural Networks, agricultural advisors and research institutes, LAGs, DG AGRI officers and other rural development stakeholders.

The introductory session of the event focused on encouraging exchanges among participants about the definition and policy relevance of the Green Economy concept from an EU and global viewpoint to provide the context for the subsequent sessions. This was followed in the 2nd morning session by a series of presentations highlighting a range of practical solutions to developing Green Economy projects in different parts of the EU, with panel discussion focussing on some of the opportunities and barriers to developing green economy thinking and approaches and integrating this within RDPs.

In the afternoon, **three parallel workshops** focused on:

¹ They will be uploaded to: <https://enrd.ec.europa.eu/en/themes/green-economy>

- Sharing experiences and providing examples to enable Rural Development Programmes to exploit fully the opportunities that a greener economy can offer for people, for the environment, for the climate;
- Determining aspects of the Rural Development Programmes to target in supporting the development of Green Economy initiatives; and
- Identifying actions to take forward at national and European level.

2-3 presentations from experts, practitioners, stakeholders, Managing Authorities and NRNs provided the context for each workshop, with each workshop focussing on a specific thematic area as follows:

- Climate change, the low carbon economy and renewable energy
- Efficiency of resource use by land managers and other rural businesses
- Innovation, cooperation and community led strategies

All final presentations (including plenary & workshops) delivered during the seminar are available on the relevant [ENRD website page](#)².

Content of the report

This report provides a summary of the content of the presentations, subsequent discussions, and key points for action identified during the seminar, the discussions in the workshops and the outcomes deriving from them.

Not all discussions in the workshops are covered in detail, but a summary of the outputs from each workshop are provided in Annex I.

² <https://enrd.ec.europa.eu/en/en-rd-events-and-meetings/ENRD-Green-Economy-Seminar-20160701>

II. Opening remarks

Mauro Poinelli (Head of Unit, DG AGRI – Environment, , Forestry and Climate Change) opened the morning session by underlining that the Seminar built upon the work carried out by the ENRD in the last programming period on “Green Growth” and on the ongoing work of the EIP-Agri network in delivering focus groups and workshops on relevant topics such as Ecological Focus Areas, Forest Biomass and Water & Agriculture. It also reflected the discussions held this year by the ENRD thematic group on “Promoting the Transition to a Green Economy” which has led to this seminar.

He stressed that the aim of the thematic group and this seminar is to move the debate forward to:

- Consider how we change our mindsets on the Green Economy, which is not necessarily associated with costs or burdens; and
- progress towards more sustainable agriculture, which continues to create growth in income and employment

What is included in the transition to the Green Economy?

Agriculture and forestry can play an important role in the transition to a Green Economy, which is multi-faceted, and includes investments in reductions in greenhouse gas emissions and pollution, enhancing the efficiency of energy and resource use, preventing losses in biodiversity and supporting environmental services.

There is a wide array of policy initiatives at EU level which can support this transition and our long-term commitment under the Paris Agreement to reduce greenhouse gas emission by at least 40% by 2050 across the EU is an important driver of the green economy. Agriculture, land use and forestry can contribute to achieving this target by mitigating and adapting to climate change while also addressing other objectives – particularly food security. The primary sector is the only sector which can not only reduce emissions, but can also remove carbon from the atmosphere, and can supply renewable raw materials to other economic sectors.

The application of practices on the ground is therefore crucial. This includes meeting renewable energy targets, delivering environmental services, developing biomass, and improving resource efficiency. The circular economy packages can also have an impact and there can be synergies with other directives such as the waste framework directive, water framework directive and the food waste initiative. The development of the bioeconomy can also have an impact in replacing fossil-based materials.

III. Plenary: Emerging policy opportunities for the Green Economy in rural areas

David Baldock of the Institute for European Environmental Policy (IEEP) highlighted that the Green Economy is an umbrella term for new goals and dynamics in both policy and the (rural) economy itself. It places an emphasis on longer term sustainability, resource efficiency, low carbon and climate adaptation. The green economy has multiple dimensions and a shift in this direction can incorporate activities including production chains, land management, infrastructure, marketing, the recovery of ecosystems, and so on, and involves both innovation and the continuation of existing good practice.

Policy Drivers of the Green Economy

- Climate and energy policies
- Agriculture and forestry
- Jobs and growth
- Waste management
- The Circular Economy
- Food
- The wider environment, including water, biodiversity, etc.
- Sustainable Development Goals (SDGs)

Drivers of the Green Economy include policy at both EU, national and local level, but also market demand from rural businesses, food and drink chains and tourism among others.

The food debate also has implications in terms of nutrition and food waste. Development of the circular economy is compatible with the development of the Green Economy³.

The international Paris Agreement on climate is also an important driver for climate change adaptation and mitigation. At the farming and production level this requires clear target setting so that it is clear what is expected of the sector.

There are a number of specific and concrete areas and themes which are relevant across the EU, with overlap between renewable energy and the low carbon economy, which are brothers and sisters in the context of the Green Economy. We can support this by adding value, and making it happen in a smoother, more efficient manner. Priority 5 of the RDP (promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors) reflects the importance of this theme, however to date the targets identified in RDPs against this priority appear low in comparison to what is required. Both hard (e.g. investments) and soft (e.g. advice) measures in combination can help rural areas to adjust their activities and businesses to contribute to the green economy.

³ In terms of the relationship between the circular economy and the green economy, it was stressed that the two concepts are complementary but not the same. While the green economy emphasises economic growth that does not deplete environmental resources or expose future generations to significant environmental risks, the circular economy is concerned more with the lifecycle of products, whereby you seek to keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of their life. This has been taken up by policymakers' thinking of ways to move towards zero waste in the system.

Finally, there is a need to consider how to translate abstract ideas in this new area into practical language and action, and greater ambition to strengthen the focus of RDPs in delivering this may be required.

If we look ahead 20-30 years, there will be more people, changes in diet, and the EU's share of global production means we have to continue to have sustainable systems, good soils and adequate water. Therefore, we must plan ahead and manage our resources now to ensure that if we need to increase productivity that we are well placed to do so.

Dimitris Diakosavvas, Organisation for Economic Cooperation and Development (OECD), highlighted that the medium term prospects for agriculture are optimistic, with recent projections indicating price increases in commodity markets over the next decade. There are a number of new and emerging challenges facing the agricultural sector, such as changes in consumer demand, food security, the sustainable use of natural resources, climate change and innovation driven by the 4th industrial revolution, or the digital revolution (or platform economy) which changes the way we receive information, our social interactions, how we live and how we do business.

'Business as usual' is therefore not an option. By 2030, FAO projections indicate that we will have to feed a population that is 27% greater and 83% wealthier than in 2005. Therefore, food production will need to increase by 35% and land use will need increase by 9%. The risks of achieving this in a non-sustainable way would also mean that land at risk of erosion would be likely to increase by 17% and water scarcity by 30%. There is therefore a strong role for information, education and advice to ensure that these risks are minimised. There are a number of farm management practices which can help enhance productivity and the sustainable management of resources, hence achieving green growth – these include conservation agriculture, pest management, biotechnology, organic practices and precision agriculture – farmers need to be provided with advice on the range of practices available so that they can choose what is most suited to their situation.

There is no necessary conflict between growth and environment in the long run, rather the environment can be a driver for economic growth. Investment and innovation are required to drive new sources of green economic growth, and international policies have to become coherent in supporting green growth, taking into account the efficient use of resources. This includes input from research and development. There may be trade-offs in the short term to achieve long-term green growth, but we have to consider how to measure this with meaningful indicators – for example to measure green growth, environmental aspects should be incorporated into the indicator of total factor productivity.

There are lots of examples of activities taking place that are relevant to green growth, but so far there is a lack of comprehensive green growth strategies at national level, with the exception of South Korea and Denmark. There is a recognition of the need for investment in R&D, which is one of the main drivers of agricultural productivity. Some studies have estimated an increase in public expenditure on R&D each year would result in improved productivity by 83% by 2050.

Some key lessons are that the Green Growth agenda has all the ingredients needed to meet the challenges facing the agricultural sector, but there is no 'silver bullet'. Improving productivity in a sustainable way is very important, and it provides a new paradigm for innovation – research **for** development. Partnerships will play a very important role, and we need to develop the awareness and knowledge for farmers, which means using advice and technology and ensuring the adoption of technology and knowledge. We must also look at the whole food chain, and especially in terms of waste and energy efficiency, we need to consider the role of the consumer. The ENRD provides an excellent platform to put this into place.

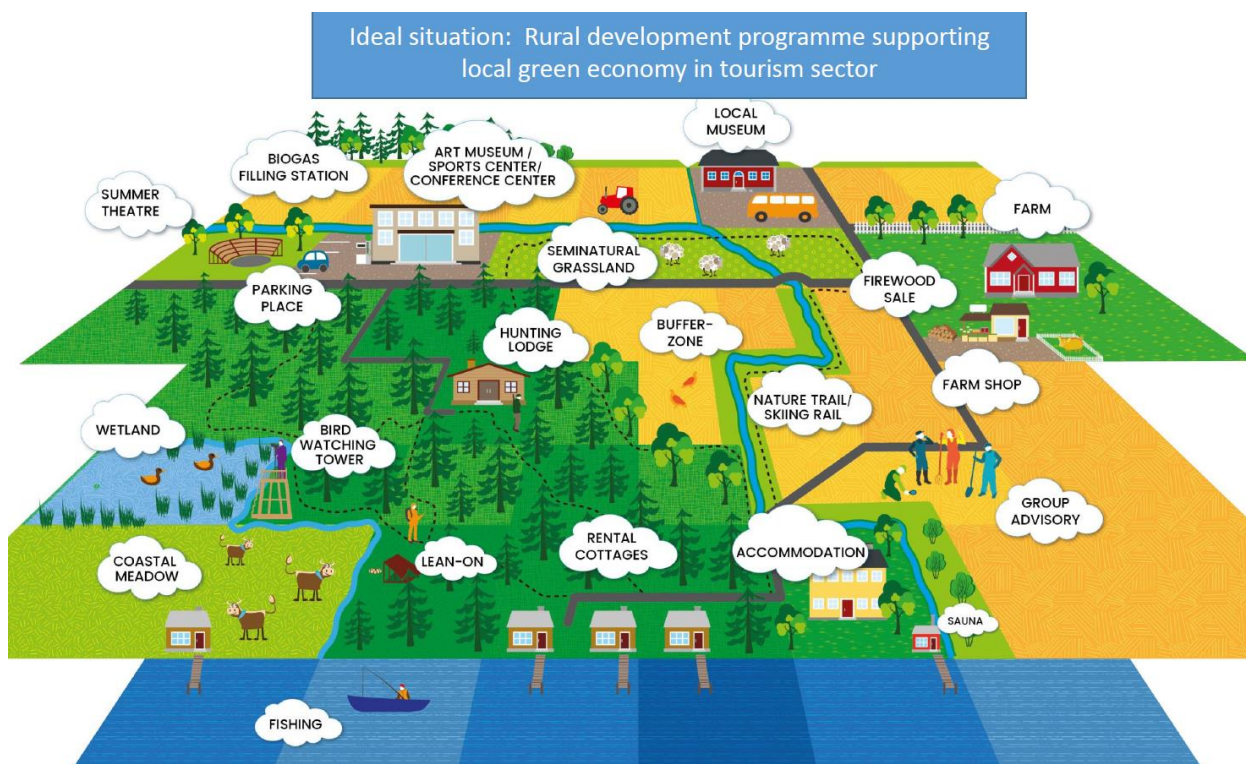
IV – Plenary: How to use the RDPs to build successful green economy projects:

The second morning plenary session moved from the strategic picture to look at snapshots of inspirational green economy projects, and practical examples of how the RDPs can be used to create the conditions for such projects.

Eija Hagelberg of the Baltic Sea Action Group presented examples of green economy in practice in Finland, highlighting the various measures put in place (mainland Finland and the island of Åland) alongside some practical examples of projects. One of these was the Koskis Estate⁴, where biodiversity and business are connected on an organic farm situated in southwest Finland, with Hereford beef cattle, nature and game management including a farm shop, hunting tourism and environmentally-friendly forestry. They were the winners of ‘the most environmental-friendly farm in Finland 2014’ (WWF & Farmers’ union MTK). Part of their success is creating artificial wetlands to stop nutrients leaching into the Baltic Sea.

Another example was the Kainasto hunting club in Kauhajoki municipality, western Finland, where working with local farmers and cooperation on hunting tourism for game led to improved biodiversity, community engagement and rural tourism. The example of the Kirkkokallio agroecological industrial area also showed the symbiosis between food production, energy production, wood chip production, waste water treatment, greenhouses and composting in an industrial area.

Eija presented her ‘dream’ of an integrated local green economy in the tourism sector, and the process of creating a project from idea to implementation, and asked if any advisor or administration can really handle the whole chain of actions, and whether there may be a need for a European network of Green Economy Advisory Services.



⁴ www.koskis.fi

Guido Violini from the Sustainable Agriculture unit of the Managing Authority in Emilia-Romagna (Italy) presented how a transition to a Green Economy is being promoted in the region and how the RDP contributes, in particular with respect to supporting climate change mitigation. Emilia-Romagna is one of the leading areas of Europe in terms of agricultural production.

An observatory on the green economy has been set up in Emilia-Romagna, which works with companies including agribusiness, to encourage actions that promote green and circular economy thinking, including on renewable and efficient energy, water management, and recycling. The key is to encourage competitiveness, sustainability and the green economy together.

The 'Climate ChangE-R' project funded by the LIFE programme had a major impact with 6% reduction in emissions. Agriculture, livestock rearing in particular, accounts for 7% of Greenhouse gases (GHGs). The project looked at agriculture in an integrated way, to identify techniques that would reduce the carbon footprint in the sector, and the life cycle assessment (LCA) method was used to measure the impacts at farm level, including economic benefits.

These methods have been integrated into the new RDP (2014-2020). The database that was developed is available for use across the region for farms to measure their environmental impact. The projects funded under the RDP work with researchers and agro-food companies in sectors including wheat, beans, tomatoes, milk, meat and cheese. The LCAs are showing that integrated farming with good practices can reduce GHGs. Many of these good practices are now disseminated through demonstration activities.

Ben Allen (IEEP) highlighted a range of success factors in other case studies developed on the Green Economy. The examples were seldom branded as Green Economy projects, but virtually every member state in the EU was funding projects that would contribute to the green economy. Numerous examples have been identified through the work of the Thematic Group, and some of these were presented within the afternoon workshops. These included:

- Agroecological symbiosis in Finland
- Integrated dairy and renewable dairy production in Romania
- Managing water resources and scarcity in Italy
- Producing energy from landscape care wood in Belgium
- Innovative tomato growing in Belgium
- A focus on resource efficiency and climate within the RDP in Wales
- Ecovillage development in Sweden

Having looked at the examples, some common barriers to the development of projects as well as success factors can be identified that can be considered for encouraging these sorts of projects to a greater extent in RDPs. Some projects identified may come from private and other funding, but lessons can still be learned from these examples. Almost all projects had multiple objectives.

Barriers to development included a lack of finance (especially co-financing and initial investment), confidence in taking an innovative project forward, or even going beyond the status quo in experience and knowledge. Programme timing and regulatory aspects of financing had also been barriers.

Most successful projects involved some degree of synergy between environmental, social and economic aspects. Cooperation and a supportive administrative structure were also important. Expertise has been a key element in making the projects work, whether experience in advisory systems or proven research. There was also greater success where there was a focus on existing resources, and capitalising on these.

Communication and sharing of goals are very important to get actors and communities involved, and in sharing best practice. Champions in the Green Economy can also help in the development of new projects.

V – Panel Discussion

The morning concluded with a panel session to explore how the RDPs can meet real needs on the ground, with questions put to the panel which consisted of:

- *Robert Hall, Ecolise*
- *Faustine Bas-Defossez, EEB*
- *Liisa Pietola, Copa Cogeca*
- *Kevin Austin, Welsh Govt*
- *Christine Falter, DG Agri*

The panel were asked to give main statements: The responses included:

- Furthering and building upon community initiatives, moving from local initiatives to a broader strategic approach. Innovation, including social innovation – harnessing peoples’ ideas - should be progressed, and this includes empowering local people
- The new ‘Wellbeing of Future Generations Act’ in Wales (2015) was cited as a stimulus for public bodies to think more about the sustainability of their actions, taking more integrated approaches across sectors and involving communities more. It is important to take a strategic view in the early stage of RDP development, focussing on sustainability, including that measures are self-sustaining in the longer-term, participation and following a more integrated approach
- From the perspective of EU environmental bodies, there was demand to move away from ‘business as usual’, and for a more proactive approach to improve the economics of farming in a way that respects the environment and delivers ecosystem services – agriculture production and the environment are interlinked. The critical question is how to move forward: for example, what is required is a greater shift of funding from Pillar 1 to Pillar 2 and RDPs that are better tailored and targeted towards environmental outcomes
- The green economy can be an opportunity for the agricultural sector as the well-being of the soil ecosystem is important for farmers and the green economy. For improving green growth, a good toolbox of measures and funding is needed. Any toolbox should address the dynamics of different farming systems (e.g. livestock and crops) as well as the three pillars of sustainability. Longer terms approaches, and the roles of investment and sustainability should be considered
- Integrated approaches are important, and the projects presented highlight the opportunities and role of pilot projects, such as the results of a LIFE project (in Italy) in this instance, as a basis for designing subsequent initiatives that can be funded under the RDP. Rural development policy offers a broad and flexible toolbox which can and should be adapted to local needs and contexts.
- RDPs can contribute to furthering the green economy: for example, sustainable resource management (as a basis for agricultural production) is important in the longer term, although short term actions tend to respond to market pressures, RD Policy offers incentives to enable longer term, more sustainable decisions to be made. In addition, RDPs offer support for investments and advice, also Measure 16 (cooperation) offers opportunities
- It is important to look beyond primary production, and consider food supply chains, including non-food products (such as the valorisation of “waste”) as well as non-food raw materials, e.g. renewable energy, the circular economy and the bio-economy. Currently that potential is not fully realised

- When focusing on the transition to Green Economy, we have to look at the wider economy in rural areas; an important tool for this is LEADER, which can help promote more strategic locally-led initiatives.

The debate was then opened for questions from the participants. The discussion centred around the question of innovation and how this can be stimulated in practice. Some of the key points raised were as follows:

- Innovation is going to happen whether we support it or not. Most of it does not get EU support. We would generate a more effective transformation of the rural economy if we could get support to the people and places where innovation is happening. Furthermore, with regard to obstacles to furthering innovation, in one example a project promoter could not demonstrate sufficient level of proof of possible outputs from a project in order to get it funded under EU schemes (here we are talking about an RDP), so a private foundation supported the project.
- When looking at innovation, we have to be careful – it is not only about high tech, but also about farming working in harmony with nature. Precision agriculture can be really effective, for example, but the question is: do we need to put public money behind it? Where should we prioritise public money, which is often scarce? We should look at working in harmony with nature, not necessarily high tech.
- There should be clear priorities for innovation, especially with relation to R&D
- We shouldn't try to force innovation or it can fail. With regard to the Cooperation Measure [Measure 16]: there is wide interest, and a lot of novel ideas are coming from people on the ground to address market niches, often far more novel than governmental ideas. Therefore, the lead for this has to come from bottom-up.

VI - Workshops

The three afternoon workshops looked at how RDPs can be used to develop priorities and actions for the green economy. The sessions reflected on the morning discussions, but focussed on how to take programming of Green Economy projects forward. There were three workshops run in parallel.

Workshop 1 covered **Climate change**, the **low carbon economy** and **renewable energy**

Workshop 2 looked at the **Efficiency of resource use** by land managers and other rural businesses

Workshop 3 discussed **Innovation, cooperation** and **community led** strategies

Method and key outcomes

The afternoon workshops encouraged participants to develop priorities for action within the RDPs. Following the presentation of concrete examples of good practice, participants engaged in group discussions and were invited to exchange their experience and priorities to identify the RDP opportunities and actions in relation to the topics considered by each workshop. More specifically, the discussion focussed on the following:

- Identification of the key **priorities/needs** in relation to the specific topic of the workshop
- Consideration of how it would be possible to **address these via the RDP** – for example. prioritisation, funding and choice/mix of measures; sources of technical information/expertise;

targeting – types of beneficiaries, specific sectors, points in production/supply chain, types of land/ areas; eligibility/selection criteria; financial instruments etc. Identify what choices or opportunities/barriers are enabling or preventing this happening now

- Discussion of what specific actions would be required to enable these activities to be put in place and/or overcome any barriers identified – e.g. ways of working, capacity, skills etc.

Summary outcomes of the group discussions are summarised in Annex 1 of this report. Some highlights from the presentations within each workshop and the **key priorities and associated actions** identified are provided below.

Workshop 1: Climate change, the low carbon economy and renewable energy

Annelies Waegeman presented **Energetic use of residual wood from landscape management**, a LEADER project from East Flanders, which was based on a cooperation of farmers (SVL) working with regional organisations. It was a small project, less than €70 000, 65% funded by LEADER. The project focussed on developing a methodology for obtaining high quality wood chippings, e.g. storage & drying process, which would lower the environmental impact. It resulted in a reduction of emissions from the burning of waste wood from landscape conservation, with three times less CO₂ production.

Valentina Lasorella presented a project from Emilia-Romagna in Italy, the **Drive Support System (DSS) for water management**, which improves water efficiency by using innovative techniques and smarter support systems, using the canals which have been in place since 1955. These can help farmers to improve overall economic and sustainable production and using water in a more efficient way. The outcome has been the IRRIFRAME and now IRRINET service application (using mobile phones) which have allowed a water saving of 50 million m³. This means a reduction of around 25-50% of water distribution.

Key priorities, RDP opportunities and actions from the workshop:

The key priorities identified were:

1. An integrated approach to the bio-economy.
2. Awareness raising on climate change adaptation and mitigation

In the first case, this can be achieved by using a combination of measures such as Measure 4 on investment, and Measure 16 on cooperation or Measure 19 - LEADER, but also measure 2 for advisory service support, looking to create greater integration for areas such as bioplastics and green chemicals. This means bringing supply chain actors together. To achieve this in practice, actions required include using the EIP Operational Groups and Pilot Projects, and bringing supply chain actors together in cooperation. A focus group at EIP level could be considered, as well as considering the use of innovation brokers, and thinking of different ways for sharing knowledge through the ENRD.

The second group looked specifically at Climate Change adaptation and mitigation, and this was very much at farmer level, considering how to use the range of investments to support ground level actions through the RDP and through financial instruments, EFSI and the EIB. Practical actions identified included considering the use of research to find smarter ways to meaningfully measure and target GHG emissions at local level and linking with advisors. Identifying meaningful targets was considered important, as was

developing rural broadband, so that we can access and relay information. This also means investment in good practice and recognising achievement through award schemes.

Workshop 2: Efficiency of resource use by land managers and other rural businesses

Kari Koppelmäki, presented **Palopuro agro-ecological symbiosis** promoting efficient resource use by land managers and other rural businesses. The project supports added value in grain production, the production of biogas from green manure leys, fallows, and manure, the production of organic fertiliser for 150 ha, and ultimately more carbon to soil, while providing an increase in social resources and countryside viability. It highlights the need for high investment, and for cooperation between stakeholders.

Kevin Austin, Welsh Government gave an overview of how the Welsh Government supports **generating Green Growth through investment in businesses and people** through the RDP. Sustainable resource use and climate action are themes that run through many of the measures offered under the Welsh 2014-2020 RDP. 58% of the €1.12bn budget is allocated to the agri-environment climate measure which is more targeted than previously; there are more compulsory elements to the scheme this time which means a higher dropout rate but better value for money. The new Sustainable Production Grant (Measure 4) is intended to generate a step change for efficiency, profitability and farmer behaviour and all grants are scored against six criteria, including criteria on carbon emissions, water management efficiency and energy efficiency. Other support provided includes knowledge exchange initiatives, such as 'Farming Connect' which offers advice on reducing fertiliser costs and evaluating the environmental benefits of reducing inputs, but also LEADER, the Rural Community Development Fund and a Co-operation and Supply Chain Development Scheme to create a 'grass roots' approach.

Key priorities, RDP opportunities and actions from the workshop:

The key priorities identified were according to two different perspectives

1. Environment
 - a. Biodiversity
 - b. Nutrient use efficiency
 - c. Water use efficiency
2. Farmers
 - a. Economic return and how efficient nutrient / water use can contribute to this
 - b. Developing a market for waste products

A third perspective, that of taking account of the demand from citizens, was also highlighted. A key RDP tool identified was specialist advice through advisory services on environmental issues, and this can be delivered in different ways, including through peer exchange. Identifying and sharing/demonstrating best practice can also help change behaviours, including young people as a key resource. The cooperation measure can help as a catalyst in mobilising action and support for investments in certain situations may be necessary.

It was stressed that not all actions required public funding. Thinking about what was best value added for the RDP was important and alternative funding can also be considered, including crowd funding and private funding. Actions to take forward include enabling groups of farmers to access funding, and that

the RDPs provide coherent sets of measures to facilitate action. Good communication to build on innovative ideas is also extremely important.

Workshop 3: Innovation, cooperation and community led strategies

Nancy Samargiu presented the case study of a **dairy farm with a processing and energy production unit from renewable sources in Dâmbovița County, Nucet, Romania**, highlighting efficient use of human resources, with decreased manual labour, the management of manure, collecting waste (appropriate containers for collecting waste and ensuring their proper management) and transport towards a biogas station. This has led to the creation of new jobs and improved use of renewable energy.

Robert Hall, President of the Global Ecovillage Network (Europe) presented **Creating Community to Realise the Green Economy** indicating 3 different ecovillage projects in Sweden. The key lessons were using the motivation and commitment of people to change behaviour, having a rural area focus on resource mobilisation for job creation and social innovation through community-led movements.

Johan Vlaemyneck presented the 'Tomato Masters' project from Belgium, which uses **Combination Aquaponics** to produce greenhouse tomatoes using renewable energy, integrated with aquaculture.

Key priorities, RDP opportunities and actions from the workshop:

1. Following a strategic integrated regional/ local approach allowing for coherence and continuity
2. Awareness of economic and environmental benefits
3. Ensuring continuity in the field of Climate change adaptation (longer-term planning)

The opportunity for the first priority is to consider packages of soft and hard measures within the RDPs, for example combining advisory activity with investment (as in workshop 1). Incentives can also be provided, for example using scoring and selection criteria. It is important that the incentives are part of a strategy encompassing the RDP as a whole. Multipliers can be provided based on success, so funding for a second project stage can be provided if a first stage demonstrates success or innovation. It is important to have strategic approaches at local, regional and national level, and have animation support, particularly for young farmers.

For the second priority, it is important to put in place communication to producers, consumers, potential beneficiaries through funding and demonstration of what can be funded. There is also a role for community leaders and the NRNs for training on multipliers.

A longer term planning perspective was also highlighted. Continuation of measures should be considered between funding periods and using the full potential of the flexibility of RDPs (such as pre-financing). Concrete actions identified were to give guidance on opportunities for cooperation, particularly for local actors. Capacity building is also important, particularly among those involved in RDP programming.

VII - Next steps and final considerations

David Baldock of IEEP provided a summary of the day's activities at the end of the Seminar, highlighting the need for dialogue on the Green Economy agenda, which is part of the future. He noted that the Paris Agreement has symbolically highlighted the need for action, and the Cork Conference will continue the agenda, so business as usual is not an option.

He stressed the fact that we face financial constraints, so there is a need to add value at every level. This means that as we expand our ambitions, we must be efficient and do more for less. This means ensuring that the RDPs are catalytic, they provide support where stakeholders really need it, not in an untargeted way. The question of targeting finance was a key topic, so we need a flexible approach, and a serious consideration of new forms of finance, including scaling up through a mix of private and public funding. This may mean looking beyond the RDPs, as one of a set of enabling devices.

There is also a need for capacity building, knowledge exchange, cooperation and advisory services. We cannot legislate to innovate, we need to build the right communities and supply chains to 'dare to innovate' and receive support when they do so.

Taking a strategic approach and planning to build a response to the green economy over a period of time is important. This involves taking a longer-term and scale perspective, using databases and tools to build that capacity and deliver support on the ground. Not all our traditional tools are aligned with environmental requirements, so integration and flexibility is required to combine support. To deliver scale we may need clustering and supply chain focus in order to develop.

Our ability to measure what we achieve needs to improve. We should consider how to gather data to measure our progress. We must make the rural economy more efficient, more adapted to local circumstances, **and** more environmentally sensitive. We must look to cutting-edge, forward-thinking and dynamic initiatives which will help to bring in the next generation of innovators.

The final summary pointed to the next steps:

- Rural environment, climate and water will be covered in the high level conference in Cork in September 2016
- The EIP-Agri Network will continue the ongoing Focus Groups on issues such as nutrient recycling and forest biomass
- Operational Groups and LEADER partnerships can take forward some of the issues raised
- NRNs are working on various environmental themes (with others working on sustainability topics) and there will be ongoing opportunities for exploring the best ways of seizing all the opportunities offered by the RDPs through the work of the ENRD.
- The topic of the Green Economy will continue to be explored through the Thematic work of the ENRD Contact Point, working with stakeholders to develop actions

Annex I: Summary of workshops

Workshop 1: Climate change, low carbon economy and renewable energy

What are the key priorities/needs ?	Where are the RDP opportunities ?	What actions are required?
An integrated approach to the bio-economy	<ul style="list-style-type: none"> • Integrated approach to the bio-economy • Packages of measures • Linking actors in the supply chains (M19, & M16, M2) 	<ul style="list-style-type: none"> • Bringing together the supply chain actors (OGs) • European Level Focus Groups • Innovation brokers • Support and linkages from NRNs/ENRD
Awareness raising on climate change adaptation and mitigation (e.g. farmers' actions)	<ul style="list-style-type: none"> • Investments (FIs, EFSI, EIB) e.g. flooding risks • Research (GHG emission accounting) • Targeting • NRN, MAs, LEADER • Knowledge transfer, advisory services • Rural broadband • Buffer zones 	<ul style="list-style-type: none"> • Measurable change • Invest in practices • Recognise the achievements • Ensure the local supply chain • Support local and individual ideas
<p>Other priorities identified:</p> <ol style="list-style-type: none"> 1. A sectoral approach to recycling of waste; Tax barriers on recyclable materials; A long term vision on renewable energy; Enabling investment including scaling-up; water management and harvesting, particularly in mountainous areas 		

2. Adaptation crops (particularly for mountains); raising awareness among decision-makers; sustainable energy sources; active sustainable management of forests; valorise the environmental and social benefits of ecosystems services; maintain and improve soil functions; share knowledge and research with farmers; water management including floods & scarcity; explore LEADER/ CLLD as an exchange mechanism

Workshop 2: Resource efficiency

What are the key priorities/needs ?	Where are the RDP opportunities ?	What actions are required?
<p>Environment</p> <ul style="list-style-type: none"> • Biodiversity • Nutrient use efficiency • Water use efficiency 	<p>Knowledge transfer:</p> <ul style="list-style-type: none"> • <i>Specialist advice</i> (advisory services – no to focus on ‘application forms’) • <i>Peer-to-peer</i> (farmer-to-farmer) – behavioural change • <i>Best practices</i> • Involvement of youth <p>Cooperation / social dimension</p> <p>Catalyst: mobilise secondary (waste) markets</p>	<p>Making it possible that not only individual farmers but ‘groups of farmers’ can apply</p> <p>Ensure consistency of various measures within RDPs and with other policies</p> <p>Good communication/ information provision – build on innovative ideas</p>
<p>Farmers</p> <ul style="list-style-type: none"> • Interested in economic return • Need to be aware on how nutrient use / water use can contribute to this • Developing a market for waste products 		
<p>Citizens</p> <p>What is public money delivering?</p>	<p>Alternative: Private financing (crowd funding)</p>	
<p>Other Priorities: Economic return for farmers; Biodiversity; Nutrient leaching; Pesticide use; soils; understanding nutrient balance/ resource flows at local level; Nutrient use efficiency; Water use efficiency; the human/social dimension; financial resources</p> <p>Recommendations:</p> <ol style="list-style-type: none"> 1. Knowledge transfer should receive a strong focus/ it is critical 2. Cooperation / networking – increase added value (for farmers) 3. We don’t always need public financing: combine public and private funding 		

Workshop 3: Innovation, cooperation, CLLD strategies

What are the key priorities/needs ?	Where are the RDP opportunities ?	What actions are required?
Following a strategic integrated regional/ local approach allowing for coherence and continuity	<ul style="list-style-type: none"> • Packages of soft and hard measures • Incentives, e.g. through selection criteria 	<ul style="list-style-type: none"> • Strategic approach (at all levels) • Animation (e.g. of young farmers)
Awareness of economic and environmental benefits	<ul style="list-style-type: none"> • Communication to producers, consumers, potential beneficiaries 	<ul style="list-style-type: none"> • Training of multipliers
Ensuring continuity in the field of Climate change adaptation (longer-term planning)	<ul style="list-style-type: none"> • Continuation of measures between programming periods • Using the full potential of flexibility, e.g. Pre-funding 	<ul style="list-style-type: none"> • Rules for cooperation • Capacity building for RDP programmers
<p>Other priorities identified:</p> <ol style="list-style-type: none"> 1. Regional approaches (to the ecosystem); Integrated strategy; flexibility in financial support; education for farmers; innovation brokers; bringing local government and local people together 2. Trust & Cooperation (Respect); Rules & Guidelines for cooperation; Organic matter in the soil; Getting young people into rural areas; Attractive rural areas; Drought in SE Europe; Climate Adaptation; Flexibility to adapt; Streamlining & simplification; fragmentation of ownership; Knowledge of farming at community level; time & capacity 		