Ref. Ares(2021)4999635 - 06/08/2021

RURALIZATION

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D5.2 30 Case studies on rural newcomers, new entrants to farming and successors

"The project RURALIZATION has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817642."

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Version history

Ver.	Date	Comments/Changes	Author/Reviewer
0.1	26.07.2021	First draft	UNICAL
Final	05/08/2021	Revision based on feedback; addition of a missing case study report and the missing fact sheets translation; minor changes to standardize the text	UNICAL

Project Acronym	RURALIZATION
Project Title	The opening of rural areas to renew rural generations, jobs and farms
Project Number	817642
Instrument	Research and Innovation Action (RIA)
Topic	RUR-01-2018-2019 Building modern rural policies on long-term visions and societal engagement
Project Start Date	01/05/2019
Project Duration	48 months
Work Package	WP5
Task	T.5.2
Deliverable	D5.2
Due Date	30/06/2021
Submission Date	06/08/2021
Dissemination Level [1]	PU
Deliverable Responsible	UNICAL
Version	Final
Status	Final
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[1] PU= Public, CO=Confidential, only for members of the consortium (including the Commission Services), CL=Classified, as referred to in Commission Decision 2001/844/EC

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Acronyms & Abbreviations

CNRS	Centre National de la Recherche Scientifique
EIP-Agri	European Innovation Partnership for Agricultural productivity and Sustainability
EU	European Union
ILS	Institut fur Landes- Und Stadtentwicklungsforschung gGMBH
MTA	Magyar Tudomanyos Akademia Tarsadalomtudomanyi Kutatokozpont
NUIG	National University of Ireland Galway
SA	Shared Assets Limited
TdL	Terre de Liens
Teagasc	TEAGASC – Agriculture and Food Development Authority
TU Delft	Technische Universiteit Delft
UNICAL	Università della Calabria
UNIDEB	Debreceni Egyetem
UTU	Turun Yliopisto
UWr	Uniwersytet Wroclawski
XCN	Xarxa per a la Conservació de la Natura
WP	Work Package

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Abstract

This report is a documentation of an extensive case study analysis which was carried out by the RURALIZATION team, from summer 2020 to summer 2021.

This research improves the understanding of the situation of rural newcomers, new entrants into farming and successors, which includes the definition of specific circumstances and drivers that make some rural areas perform better than other areas in generational renewal (including overcoming traditional gender roles, innovation and rural development) and rural regeneration.

The RURALIZATION team identified a large diversity of promising practices that facilitate rural newcomers, new entrants into farming and successors in fostering generational renewal and rural regeneration in 11 European countries.

A common methodology was defined to execute 10 case studies on new entrants in farming, 10 on successors and 10 on rural newcomers. The practices were analysed in detail considering their contexts, initiation, development, impact and perspectives.

The case study reports are included respectively in section one, two and three of the report.

In order to present more user-friendly results, the findings were synthesized in 30 fact sheets (in EIP Agri Format) that are included in the fourth section of the report. To allow a wide dissemination, fact sheets are available in the following language: Dutch, Finnish, French, German, Hungarian, English, Italian, Polish, Romanian and Spanish.

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Introduction

The RURALIZATION project investigates rural regeneration in Europe. One of the empirical focus, developed in the WP5, is on innovative and promising practices that facilitate rural newcomers, new entrants into farming and successors[1] in promoting generational renewal, innovation, overcoming traditional gender roles and rural development.

The aim is to provide insights on the background (local context) from which a promising practice emerged, including the constrains and the favorable conditions that relate to the case and the role the promising practice plays in generation renewal, rural innovation and rural development in general.

In this framework, the research teams of RURALIZATION conducted 30 case studies in 11 European countries (Belgium, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Poland, Spain, United Kingdom), providing insights on the ruralisation process as framed by the Conceptual Guidelines of the project (Murtagh et al 2020), deepening the understanding of the condition and drivers that can support resilience of rural population; the capital resources dynamics and the innovation processes going on in the rural context and their adaptability to wider rural context.

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[1] For further information on the analysis of the literature on newcomers, new entrants to farming and successors see Murtagh et al 2020c and Kinsella et al 2020.

The Selection of case studies

Applying the RURALIZATION assessment framework method (Murtagh et al 2020 b), a long list (127) of promising practices was identified by the participants of the project, from which they drew a short list (48) that has been the basis for selecting case studies.

For the final selection the criteria followed were:

- in each country at least one case study from each of the three investigated groups (rural newcomers, new entrants into farming and successors)
- a balanced set of regions based on the EU rural-urban typology that is based on the "following three categories:
  - **predominantly urban regions**, NUTS level 3 regions where at least 80 % of the population live in urban clusters;
  - **intermediate regions,** NUTS level 3 regions where more than 50 % but less than 80 % of the population live in urban clusters**;**
  - **predominantly rural regions,** NUTS level 3 regions where at least 50 % of the population live in rural grid cells." (Eurostat, 2018)
- at least 10 case studies fit the rural women indicator, foreseen by the assessment framework, for the practices that are driven by, involve, support or target women.

Finally, were selected 10 case studies on rural newcomers, 10 on new entrants into farming and 10 on successors (see Table 1,2,3). However, each case study could as well provide information on the other groups because since, even if one category is predominant in the practice, the presence of the others may also enhance rural regeneration.

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Code N.	New entrants into agriculture case study	Women Indicator	Country	Region typology
UK1A	The UK Farmstart Network: supporting new farmers to build their skills	YES	United Kingdom	Crosses all region
PL2A	Farma Martynika: an ecotouristic farm showing that changing from urban to rural life is difficult but possible	No	Poland	Intermediate
NL_BE3A	Farms with strong citizen participation	YES	Netherland and Belgium	Predominantly urban, Intermediate
IT4A	Farming *AgriCultures*: the case of Apulian new entrants - Association and Agricultural Cooperative "Casa delle AgriCulture - Tullia and Gino"-	No	Italy	Predominantly urban
FR5A	The Versailles Plain's Association and peri-urban agriculture diversification	No	France	Predominantly urban
FR6A	Farm collectives: a level for an agricultural and rural transition	No	France	Predominantly Rural
DE7A	Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced	No	Germany	Intermediate
FI8A	Rural Professions Association (Maaseutuammattiin ry) in North Savo	No	Finland	Predominantly Rural
HU9A	Successors and new entrants in Hungary. Kristina Pocsai and other farmers.	Yes	Hungary	Predominantly Rural
HU10A	Dávid Deilinger – New entrants in farming	No	Hungary	Intermediate

Table 1- Case Studies on New Entrants in farming

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Code N.	Successors case study	Women Indicator	Country	Region Typology
IE1B	Maximising Organic Production Systems (MOPS)	No	Ireland	Predominantly rural/intermediate
PL2B	Cydr Chyliczki, Ludwik Majlert's Farm and Rysiny Farm: socially, environmentally and economically sustainable family food production & processing at the outskirts of Warsaw	Yes	Poland	Predominantly urban
BE3B	Farm diversification at succession	Yes	Belgium	Cross all Region
IT4B	Successful agro-ecological and multifunctional successors in Sicily region	Yes	Italy	Intermediate and Predominantly Urban
ES5B	Slow Succession, Slow Revolution: regenerating the agri-food system in the Catalan Western Lands through agrobiodiversity and local food cultures	No	Spain	Intermediate region
FR6B	Training in "nature professions": a driving force for the rural regeneration of "Pays Coutancais"	yes	France	Predominantly rural
DE7B	CSA Hof Pente GbR - Success through community, education and ecology	No	Germany	Intermediate
FI8B	Vital agriculture and forestry in Uusimaa region (The ELINA Uusimaa project)	No	Finland	Predominantly Urban
HU9B	Wine Community of Mór Wine region	No	Hungary	Intermediate/rural
IE10B	Farm Partnerships as a promising practice	No	Ireland	Predominantly rural

Table 2 - Case studies on successors

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Code N.	Rural Newcomers case study	Women Indicator	Country	Region Typology
IE1C	Remote work as a promising practice to attract newcomers to rural areas	No	Ireland	Predominantly rural
PL2C	Artystyka: an ecotouristic farm that shows how art, local engagement and mutual respect can help newcomers take roots in a rural community	No	Poland	Intermediate
NL3C	The redevelopment of empty farm stables for commercial purposes	No	Netherlands	Intermediate
NL4C	Cultural festivals: Creating a more positive image for peripheral regions.	No	Netherlands	Intermediate e
IT5C	Castel del Giudice- Municipality as an active agent of territorial marketing and economic initiative voicing community needs	Yes	Italy	Predominantly rural
FR6C	Renewal of the local development policy: personal networking and interknowledge	Yes	France	Intermediate
DE7C	Rohrlack village / Landkorb GmbH & Co. KG - Social innovation initiates ecological and economic strength	No	Germany	Predominantly rural
DE8C	Landwege e.G. - A producer-consumer cooperative enables regional and ecological food supply	No	Germany	Intermediate
FI9C	The Come Home project in Punkalaidun municipality in 2018-2020	Yes	Finland	Intermediate
HU10C	Newcomer artisans	No	Hungary	Predominantly Rural

Table 3 - Case studies on rural newcomers

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Methodology

The case study approach was chosen as allows an "in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, program or system in a 'real life'" (Simons, 2009, p.21) and is therefore appropriate for understanding the factors of success and the constraints of promising practices.

A common methodology in executing case studies was adopted.

Within the framework of the research detailed in the introduction the main research problem was formulated as: "Inadequate/incomplete understanding of how and how well rural newcomers, new entrants into farming and successors in different European countries favor generation renewal and development of rural areas".

Starting from the research problem, the research questions have been framed providing the focus and the basis for the operationalisation of the research.

The main research question was "How and how well do newcomers, new entrants into farming and successors contribute to generation renewal and rural development?"; other specific questions were formulated in relation to social aspects; socio-cultural aspects; gender aspects; political - institutional aspects; economic aspects; environmental aspects.

Considering the research questions and the issues raised in the previous national literature review on new entrants to farming, successors and rural newcomers (Kinsella et al, 2020) a common interview guide was prepared (Sivini, Vitale, Kovach, 2020) articulated in the following four section:

1. Elements of identification of the respondents to assess the information the respondent gives in relation to his/her role and responsibility within the practice in the field work context. Sensitive data were not analyzed. The main topics investigated were: role within the practice; brief account of personal experience);
2. Origin of the practice investigated to reconstruct the very early steps of the practice: the first idea, the original promoters, the characteristics of the local context at that time, what were the main obstacles/conflicts and the main elements of strength; the feelings shared by the people who were involved in the initiative. The main topics investigated were: origin of the idea; promoters; motivations/targets; description of the practice context; obstacles, conflicts, strengths.

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3. Description of the practice investigated to collect information on the activities actually carried out. The aim was to understand how is organized and managed the practice; which are the characteristic in terms of resources mobilized (social, economic, financial, territorial); the environmental aspects; the innovation introduced; the networks activated/participated; the synergies established; the benefits and constraints/conflicts rooted in the local context; the constrains, conflicts and challenges within the practice; the policies support: advantages and disadvantages.

   Following a common scheme four different guidelines were prepared for this section. One for each of the three figures investigated (new entrants to farming, successors, rural new comers) and the last one for other type of respondents (as for example local entrepreneur; Key persons; Local/regional politicians; representatives of farmers organisation and trade unions, etc.). The main topics investigated were: Description of the practice activities; Environmental aspects; Working in the farm/ governance of the practice; Innovation; Marketing Products; Economic aspects; Conflicts/challenges; Relationships with the local context and outside the local context; Advantages and constraints from the local context; Advantages and disadvantages of policies.

4. Impact of the practice and perspectives to collect information on how the practice is fostering rural regeneration and generation renewal. The topic investigated were related to: the effects of the practice at economic, environmental, social and political level, on women roles and on human capital; the perspective for the futures.

As the interviews were semi-structured, the guide wasn't in a prescriptive format. The order of the questions, and the question itself vary with each interviewee, but all the topics indicated (if applicable) were investigated.

The case studies were executed, from summer 2020 to summer 2021, using a mix of quantitative and qualitative methods.

A desk analysis of secondary data (grey literature; on-line evidences; policy documents related to the case study, publications and basic statistical data on the main characteristic of the demographic and economic situation at field work level) was carried out:

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- to collect information on the background from which the promising practice emerged and on the practice itself;
- to collect data for the analysis of the local context where the practice is implemented.

The field work included for each case study:

- an average of 20 semi-structured in depth interviews recorded. Due to Covid 19 outbreak most of the interviews were done by phone or by remote (Skype, Google Meets, Zoom, etc.). The respondents were selected on the basis of the information collected in the desk analysis and using the snowball method, starting from the subjects who were directly involved in the practice analysed. A gender balance in participation was also considered.
- one public discussion event or focus group with stakeholders and/or policy makers to gather further information, useful also for data triangulation;
- a meeting to present research findings and gather stakeholder's feedback.

Case study analysis were done by each research team, considering the transversal issue of gender, in relation to:

- Context (Short description);
- Origin of the practice and objectives pursued (Constraints/conflicts and favorable conditions; Origins of the idea; promoters, motivations/targets);
- Actors involved;
- Activities implemented/ adaptability (Local/non local resources activated/conflicts; Farming approach/activities promoted; Innovation introduced/innovation transferability; Environmental issues);
- Synergies and networking (relationship with the local community; synergies enabled; networking established);

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- Policies and institutional supports (policies activated; constraints; change/need of new policies);
- Impact on generational renewal/rural regeneration and perspectives.

All the interviews were transcribed and personal data were pseudonymized and anonymized removing any identifiable information.

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Structure of the report

This report includes the 30 case studies reports prepared by each research team. It is divided in four sections.

In the first there are the 10 case studies reports on the promising practices related to new entrants to farming. In the second section there are those on successors and in the third the 10 reports related to rural newcomers.

In appendix of each case study report there is the list of the interviews.

Finally, the findings were synthesized in 30 fact sheets (in EIP Agri Format) that are included in the fourth section of the report.

To allow a wide dissemination, fact sheets are available in the following language: Dutch, Finnish, French, German, Hungarian, English, Italian, Polish, Romanian and Spanish.

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SECTION ONE

CASE STUDIES ON NEW ENTRANTS TO FARMING

T5.2 Case study report (Code UK1A)

The UK Farmstart Network: supporting new farmers to build their skill

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Kim Graham, Kate Swade (Shared Assets)

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Acknowledgements

Shared Assets would like to thank all of the interviewees, focus group and public conference participants who gave generously of their time, expertise and opinions for this research. This report would not have been possible without your honest and insightful comments, and we hope it is a useful resource for everyone involved in our collective work to make the food, farming and land systems of the UK and beyond more just and sustainable now and in the years to come.

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Introduction

The Farmstart Network, identified as one of 30 'promising practices' by the RURALIZATION project, is a collaboration between the Land Workers' Alliance (LWA) and some of its member organisations who are running 'farm-start' or 'farm-incubation' projects to develop best practice and increase opportunities for new entrants into sustainable agriculture. Whilst the precise set-up of the Farmstart schemes differ between members, they typically involve a supported space for new entrants to further grow their skills and test out ideas before taking on the full financial, legal and business responsibilities of an agricultural enterprise (Land Workers' Alliance, n.d.). Drawing on desk research, interviews, a focus group and feedback from a public conference of key stakeholders, this case study report details the context from which the Farmstart Network emerged, the actors involved and their main activities, and the networks and support which have made possible any impacts this 'promising practice' has had on rural regeneration and generational renewal.

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Regional context

The Farmstart Network currently has sites in three of the four countries of the UK - Scotland, Wales and England (Land Workers' Alliance, n.d.). The information below summarises the demographic, socio-economic, environmental and agricultural context of the UK as a whole, although more specific regional or local data is provided where available in this section and Appendix 1.

Demographic and socio-economic context

The UK has a population of 67,886,000 (United Nations, 2020) and is projected to surpass 70 million people by 2031 (Office for National Statistics, 2019a). The surface area of the nation is 242,495km^2 and the population density is 280.6/km^2, concentrated in urban areas. The population is ageing, with 24.1% aged over 60 and just 17.7% under 14 years of age in 2020 (United Nations, 2020), and this trend is set to continue over the coming decades (Office for National Statistics, 2019b). The legacies of the UK's colonialism and imperialism have strongly shaped its demography. England is the most ethnically diverse part of the UK, with 80.5% of people identifying as White British in the combined figures for England and Wales in the 2011 Census (although in Wales 93% of people identified as White British at this same point in time), and a wide range of additional ethnic groups comprising 19.5% of the population (Shankley, Hannemann and Simpson, 2020: 20-21). The number of people migrating to the UK has remained generally stable over the last few years (Office for National Statistics, 2020a), although the full impacts of Brexit and COVID-19 on this pattern remain to be seen.

The vast majority of the UK economy is made up of service industries, contributing 79.9% of Gross Value Added, and employing 81.3% of the workforce (United Nations, 2020). At the time of writing, the unemployment rate was 4.9% (Office for National Statistics, 2021). There are significant regional variations in terms of concentration of different industries within the UK, depending on historical context and more recent attempts at post-industrial regeneration. For example, financial and professional services tend to be concentrated in

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London, while the North West has a stronger reputation for manufacturing (BDO, 2021). These regional disparities are one of the causes of the growing economic inequality within the UK (North East England Chamber of Commerce, 2020), where 'the richest 10 per cent of households own almost half of the nation's wealth, having benefited most from the recent wealth boom' (Bangham and Leslie, 2019: 1). Regional wealth gaps are also widening, with typical wealth in the North East, East Midlands and West Midlands falling over the past decade whilst increasing sharply in London, the South East and Scotland, driven mainly by rapid house price growth in the South East (Bangham and Leslie, 2019: 6).

Environmental context

In general, the UK has a temperate maritime climate, with significant regional variations due to terrain and land use. The north and west tend to be wetter, windier and less sunny than the south and east of the country (Met Office, n.d.). By the end of this century, all areas of the UK are predicted to be warmer, with more frequent hot spells, more intense precipitation events and sea level rise among the predicted effects of climate change (Met Office, 2019).

At the time of the UK's withdrawal from the EU, it had 153,137km^2 of Natura 2000 designated area, most of which is marine (86%) (European Environment Agency, 2020). The UK's greenhouse gas emissions in 2018 were 451 million tonnes, decreasing gradually over the previous 15 years. 10% of greenhouse gas emissions in the UK are a result of agriculture (Department for Business, Energy & Industrial Strategy, 2020: 1). The farmland bird index has plummeted, with all species indices less than half of their 1970 levels (Department for Environment, Food & Rural Affairs et al., 2021: 11), and soil degradation is estimated to be occurring at a rate of 2.2 million tonnes per year (Varley, 2018: 91).

Agricultural context

The UK agricultural sector is facing a range of complex challenges at present - with the COVID-19 pandemic, the climate and biodiversity emergencies, and the impact of the UK's exit from the European Union all resulting in a particularly uncertain and rapidly changing

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context for farmers. As with the population in general, agriculture has an ageing workforce - around a third of all farm holders are over the typical retirement age of 65 years, and just 3% are under 35 years old (Department for Environment, Food & Rural Affairs et al., 2021: 22). Agriculture is also the least diverse sector in the UK, with 98.6% of farm managers and owners identifying as White British (Asgarian, 2020). Only a minority of farmers in the UK are women (about 17%), although this has increased by about 10% in a decade, and at agricultural colleges women now outnumber men two to one (Kale, Lewis and O'Neill, 2020). However, small-scale agroecological growing may attract a more diverse group of people - a recent survey of new entrants who were members of the Land Workers' Alliance recorded that 54% of respondents were female, their average age was 37, and 9% identified as Black, Brown or Indigenous People of Colour. 61% of respondents also came from non-farming families (Land Workers' Alliance 2020: 3, 5).

The UK doesn't currently have a centralised 'new entrants scheme'; people's routes into the sector often include one or more of succession, college or university courses for industrial agriculture/land management, contracting arrangements, informal traineeships, volunteering opportunities and different support schemes run by regional government or NGOs (e.g. Farming Connect's Venture programme in Wales [Business Wales, 2021), or The Henry Plumb Foundation's grant and mentorship initiative [The Henry Plumb Foundation, n.d.]) (Tasker, 2018). This range of options can be difficult to navigate, especially for people interested in agroecological, small-scale farming - the LWA's (2020: 5) survey also noted that only 21% of respondents had agricultural qualifications, well below the 35% of UK farm managers who have had formal agricultural education.

72% of the UK's land is used for agriculture (Department for Environment, Food & Rural Affairs et al., 2021: 10), but just 2.7% or 485,000ha is farmed organically (Department for Environment, Food & Rural Affairs et al., 2021: 123). Agriculture, forestry and fishing combined make up just 2% of GVA to the rural economy and 0.55% GVA nationally (Varley, 2018: 90). Over a fifth of farms in the UK failed to make a positive 'Farm Business Income' in the last year (Department for Environment, Food & Rural Affairs et al., 2021: 10), giving an indication of the challenging context faced by small farms in particular (CPRE, 2017). Agriculture employs just 1.5% of the UK's population in work (however the relative proportion of population in Wales, Northern Ireland and Scotland employed in agriculture is

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slightly higher than in England) (Department for Environment, Food & Rural Affairs et al., 2021: 28). Over half (63%) the agricultural workforce is made up of farmers, business partners, directors and spouses, with farm employees forming the other 37% (Department for Environment, Food & Rural Affairs et al., 2021: 21-22). Just over 42% of farmland in the UK is rented, but ownership is also common, and a mix of approaches may be used on farms (Korthals Altes et al., 2020). Arable and livestock farming dominate UK agriculture, with horticulture accounting for just 163,000ha (Department for Environment, Food & Rural Affairs et al., 2021: 18).

Impact of COVID-19

The COVID-19 pandemic has had, and continues to have, a significant impact on the UK, which may have resulted in changes to some of the statistics presented above, since many of them were last measured before the pandemic began. There is already some research which gives an indication of the varied socio-economic effects of COVID-19 in the UK - for example, that 'people from low socio-economic backgrounds have been disproportionately hurt by restrictions; that people from ethnic minority groups have faced more challenges than white ethnicities; and that the mental health of young adults has been hit particularly hard' (Bradbury and Fancourt, 2021: 10). COVID-19 also focused attention on food insecurity, both for households (where levels of food insecurity remain higher than pre-pandemic, affecting 4.7 million adults and 2.3 million children [The Food Foundation, 2021: 4, 6]), and as a country - the UK has a food production to supply (or self-sufficiency) ratio of just 64% (Department for Environment, Food & Rural Affairs et al., 2021: 143), meaning much food is imported. At the same time, there has been increasing interest in the relocalisation of food, as illustrated, for example, by expanding sales of small farmer focused veg box schemes, which grew by 134% between end of February and mid-April 2020 (Wheeler, 2020: 3).

In terms of issues of particular interest to RURALIZATION, the experience of the pandemic, including lockdowns, remote-working, and lack of access to green space in cities (particularly for ethnic minority households [Office for National Statistics, 2020b]), may be changing people's attitudes to their careers and homes. 53% of workers recently surveyed by Aviva (2020: 14) are reported to be considering changes to their careers in the next year, and

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according to a survey by estate agent Savills (2020: 1), 71% of younger buyers want more outdoor space and rural locations. There are concerns however that migration out of cities by middle class people could exacerbate inequalities (Booth, 2020). Academics Sandra and Abigail[1] interviewed for this research noted that for sustainable rural populations "*the key thing you need is diversity, you need a sustainable demographic population, so you need a good mix of age groups, you want it to be diverse, you don't want an upper, middle class, white, rural world*" (Sandra) and yet that certain rural areas are at risk of becoming "*antiquated...ethnically homogenous*" (Abigail) "*theme park*[s]" (Sandra). When combined with research that shows the 'experiences of alienation and feelings of unbelonging for people of colour and apprehension about spending time making use of [rural and natural spaces]' (Calliste, Sivapragasam and McDonald, 2021: 6), and the hostility and racism faced in rural areas by Black and people of colour (Calliste, Sivapragasam and McDonald, 2021: 22), there is clearly considerable work needed to make rural communities and farming environments welcoming and safe for BPOC as part of processes of rural regeneration and generational renewal.

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[1] Please note that pseudonyms have been used alongside quotes throughout this report to protect interviewees' anonymity. A full list of pseudonyms and the type of interviewee can be found in Appendix 2.

Practice context and origins

The 'How to set up a Farmstart' handbook produced by the LWA, in partnership with three of its Farmstart partners - OrganicLea, Tamar Grow Local and the Kindling Trust - begins with a useful summary of the context from which the Farmstart Network emerged. It references many of the issues noted in the section above - the ageing UK farming population, the significant climate impact of the UK's current, import-reliant, food system, the high proportion of people facing food insecurity. It suggests that change is needed in the UK farming sector, but also identifies significant barriers to people wanting to make a living from agroecological growing - including little access to land, complicated planning permission processes, high start-up costs, and limited training opportunities - which make the changes needed difficult to implement (Land Workers' Alliance, OrganicLea, Tamar Grow Local and Kindling Trust, 2018: 2-3). This is in spite of evidence showing that small-scale farms can produce two to three times higher average yield for labour-intensive crops than standard non-organic systems, provide more employment opportunities than larger farms (3.2 FTE per hectare, well above the UK average of 0.028 annual work units per hectare), and generally earn more through sales income than average farm businesses, which tend to rely more on subsidies (Laughton and Kiss, 2017) that many small-scale farms are ineligible for as they are under five hectares in size (Rural Payments Agency and Department for Environment, Food & Rural Affairs, 2020). The ecologically-friendly techniques and higher employment potential of small-scale agroecological farms also mean they have been recognised as a way to regenerate landscapes and biodiversity (Food, Farming and Countryside Commission, 2021) and build local economic resilience (Walker, 2018).

The 'How to set up a Farmstart' handbook goes on to detail how the Farmstart Network emerged in the UK:

- In 2013, the Kindling Trust, based in and around Manchester, launched the first Farmstart in the UK (Land Workers' Alliance, OrganicLea, Tamar Grow Local and Kindling Trust, 2018: 6).

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- Tamar Grow Local, based in the Tamar Valley on the Cornwall/Devon border, and OrganicLea, based on the edge of London, followed suit, launching their Farmstarts in 2015 (OrganicLea, n.d., Tamar Grow Local, n.d.).
- These three Farmstarts met with others running new entrant support schemes to share experiences at the annual Oxford Real Farming Conference from 2015, and later hosted visits to their sites, but did not have enough time to properly support each other or help additional Farmstarts set up.
- In 2017, the Kindling Trust, OrganicLea and the Ecological Land Cooperative visited similar projects in France alongside the Soil Association and Shared Assets, and were particularly inspired by the RENETA national network of farm incubators, and decided an equivalent network needed to be established in the UK.
- The RENETA network was invited to speak at the 2018 Oxford Real Farming Conference, and over 100 groups and individuals took part in this session to discuss starting up a Farmstart Network to support Farmstarts all over the UK.
- This vision was developed further by the LWA and farms working to support new entrants, and funding was secured from the Joseph Rowntree Charitable Trust to support making it a reality.
- From February 2019, work on the Farmstart Network began formally, with more information and lessons learned shared between existing Farmstarts, and research into and piloting of accredited training and mentoring programmes (Land Workers' Alliance, OrganicLea, Tamar Grow Local and Kindling Trust, 2018: 6).

Currently, there are eight Farmstarts or farm incubators involved in the Network, with an additional group currently developing a Farmstart. The map below shows the approximate locations of the existing (in blue) and potential (in orange) Farmstarts:

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Figure 1. Map of Farmstart Locations
Source: Google Earth, 2021, with edits by the author

Appendix 1 gives some more specific information on the local context of each of the established Farmstarts.

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Actors involved and motivations

Through this research, stakeholders directly and indirectly involved in the Farmstart Network were interviewed, to build an understanding of the wider Farmstart Network 'ecosystem', as shown in the diagram below:

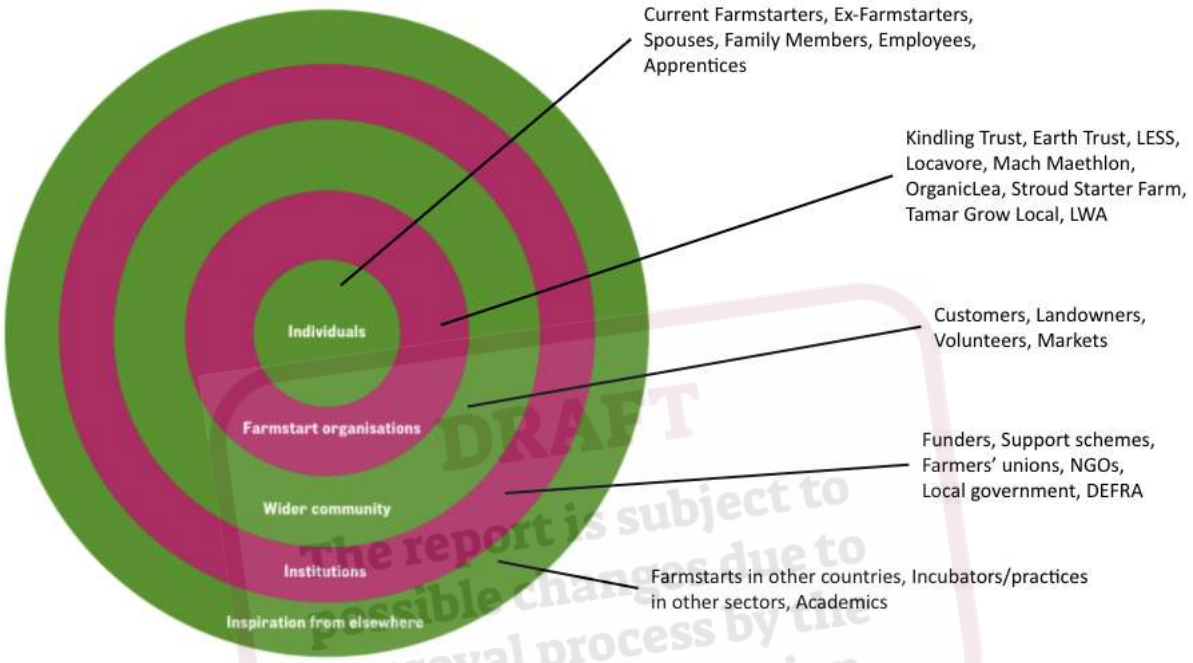

Figure 2. The Farmstart Network 'Ecosystem' - with key stakeholders in each layer noted

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Therefore, although the Farmstart Network is technically a loose group of organisations running 'farm incubators' or 'farm-starts' (i.e. the 'Farmstart organisations' ring in Figure 2), this case study investigated the wider ecosystem in which it is embedded, to give a more comprehensive picture of the actors involved and its overall contribution to rural regeneration and generational renewal.

Whilst the actors involved in the Farmstart organisations are fairly static, there is more variety and 'churn' of actors involved in the other circles of the ecosystem, depending on the specific model of each Farmstart, the businesses which emerge from it, or the wider community or institutions which interact with and support these. In summary, these can be broken down into the following relatively porous categories (although it is worth noting not all of these actors are involved in each Farmstart, or have [the same] relationships with each other in each case):

Individuals

This group mainly includes new entrants to agriculture, who are currently doing a Farmstart programme, or have passed through a Farmstart scheme (some of whom have now set up their own agricultural businesses). It may also include their partners, family, friends, or employees/apprentices who support their new farming businesses, largely with their labour, in a paid or unpaid capacity. The new entrants often have a wide range of experience levels before embarking on the Farmstart, such as working on farms before, doing qualifications at college, or simply having enjoyed recreational gardening previously.

Farmstart organisations

This group is made up of the eight organisations listed in Figure 2 above (and the Land Workers' Alliance as the coordinating body) who are currently running active Farmstarts, plus one organisation potentially setting up a Farmstart. The eight active Farmstarts are responsible for the recruitment of individuals into their Farmstart schemes. They usually take on their Farmstart's land tenure and/or training aspects, and may provide some routes to market for individuals. The models vary between these organisations. For some there is (multi-year) training (led by an employed trainer), and clear routes to market (e.g. producing food for a veg box scheme). For others there is no formal training but some support with business planning or longer-term access to land, and other configurations exist as well. These organisations often have to apply for grant or other funding to support the infrastructure and staffing for their Farmstart schemes, and they share their experiences where time allows through the Network. They may also have, or be involved in setting up, forms of accreditation, so that 'graduates' receive a formal qualification at the end of their Farmstart training, for example from City & Guilds (a leading technical education body in the UK [City & Guilds, n.d.]).

Wider community

This category involves the broader local community in which the Farmstarts are located and are indirectly associated with, which may be critical to the success of the Farmstart

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initiatives. The community members may act as volunteer labourers at the Farmstart or ex-Farmstarters' businesses (e.g. to support with particular peaks of labour or to enhance their own mental health and wellbeing), sometimes in exchange for some fresh produce. They may also buy from the Farmstart or businesses established by ex-Farmstarters, either at the farm gate, through box schemes, via traditional markets (e.g. grocery or farmers' market stalls in nearby urban centres) or newer online platforms (e.g. the Open Food Network, an open-source marketplace for local food [Open Food Network UK, 2018]). This grouping also includes local (individual or organisational) landowners who give access to land for Farmstarts or ex-Farmstarters' businesses, on a spectrum of less to more formal and secure arrangements (e.g. oral agreements to Farm Business Tenancies).

Institutions

This group of actors also often play a less direct role, but can facilitate or hinder the progress of Farmstarts or their 'graduates' running their own businesses. Some Farmstarts are linked to local NGOs which work on sustainable food issues and can raise awareness of their work, provide small pots of funding, or even open up routes to market. This category also includes farmers' organisations/unions, and funders, whether large grant-making foundations or local sources of financial support. Government schemes to support new entrants or agroecological farming might also fit into this category, although clear detail on how these will operate in practice and when they will roll-out at scale post-Brexit is still to be fully determined (Hughes, 2021).

Inspiration from elsewhere

This outermost level of the ecosystem comprises other Farmstart or similar schemes within the UK (past and present) and abroad, which the Farmstart Network has looked to for inspiration and learning, as well as academic research about these types of projects. Farmstart Network connections with this tier can be just in terms of stimulating ideas or more concrete (e.g. through the study visit to France mentioned above). Academic research on Farmstarts or similar can also potentially provide useful information to influence policy and funding opportunities.

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Motivations

Each of these (groups of) actors have their own motivations for being involved in some way with the Farmstart Network, often aligned around social and ecological justice imperatives. From interviews, for individuals, these were often very personal journeys related to family circumstances, wellbeing and happiness, and a strong desire to work with the land. For institutions/NGOs, key motivations and visions were related to building better coordinated and mutually supportive local food systems (although not all of these may yet have been realised):

"I've always been a hobby gardener and loving that kind of thing and I'm at a time in my life when I thought about what makes me happy and that, for me, was going to be growing veg."

Lisa

"I guess I'm a woman with no money who wanted to move back to the rural part of [area] *where I grew up and there wasn't any work for me so I was driving to* [city] *to teach, basically, farming, and what Farmstart did was gave me a way of transitioning my life up here which I'm very grateful for."*

Donna

"The idea really was around clustering of these holdings to foster the conditions of reciprocal work and reciprocal aid between Farmstart tenants, realising that when you start up there are times when you need additional help and additional pairs of hands and if you could be mutually supporting each other that's quite a good model."

Peter

"The bigger vision was having a ring of small-scale producers all around the district, but in a strategic and coordinated way so that there was common processes for crop planning, so the whole system's working together rather than individuals trying to undercut each other, that was the big vision...we conceptualised that as a bit of a continuum through training and an enabling function to support new businesses to set up."

Judy

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Style of farming

The type of farming encouraged across the Farmstart Network is broadly small-scale and agroecological, in line with the Land Workers' Alliance's principles. Depending on the Farmstart organisation or individual (ex)Farmstarter, the precise approach might be described in different terms, including "organic" (certified or uncertified), "regenerative", "permaculture", or "human-scale", and interviewees mentioned many different techniques tailored to their chosen style, including no dig or no till, low or no machinery, use of broad forks, intercropping, and green manures. The Farmstarts are also mainly horticultural, sometimes with some small livestock. These approaches were usually selected because of the farmers' overall ethos and closely held principles of working with, not against, ecological processes:

"Also we try to minimise the use of plastics as well...they always talk about the dirty secrets of organic growers, the use of mypex and plastics, so I don't grow through mypex which a lot of people do, we did a lot of that at [Farmstart organisation]*, commercially it probably makes sense, it cuts down the weeds but I just think there's no point in doing it if you have to do that, I'd rather not do it if I had to use a load of plastics like that so we really cut down the use of that."*

David

"Yeah we're no dig, we're not certified organic but we don't use any chemical pesticides, herbicides or any chemical feeds or anything like that. So we try to be as low impact as possible and farm in a way that's going to support healthy soil structures and help to increase the health of the land that we're working on. We spent a long time looking at the orientation of the beds so that we could minimise run-off and also increase water retention in the beds, so stuff like that we're trying to take into account as well when we're setting up the infrastructure."

Lily

Some interviewees also mentioned activities and aims to improve wider society within their farming practice:

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"We're in the business of feeding people amazing nutritious food and in the business of working towards a positive climate situation and supporting people to have life-changing experiences."

Donna

But people also acknowledged the difficulties in trying to reconcile these ideals with the tight margins of agroecological food production, and the structural inequalities of the food and farming systems. One academic noted the cumulative effect of these tensions, specifically around achieving racial justice:

"I think there's a lot of awareness of the need for it...but I think there is definitely a bit of a tension between realising that in order to achieve racial justice you have to make these programmes accessible to people from all different backgrounds, but in doing so, how do you do that? What does that look like in practice? I think sometimes what is put forward perhaps as a priority is creating infrastructure first before asking who does that infrastructure attract and that's something that I found consistently, it's almost deflected to the future, 'We'll build it first and then we'll make it inclusive', rather than saying 'Why is it not inclusive in the first place?'"

Louise

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Activities, networks and synergies

Farmstart organisations

The network of Farmstart organisations itself, coordinated by the LWA, undertakes a number of activities as and when staff time and funding allow. A steering group of the more established Farmstarts meets every two to three months to shape the Network's direction. Events, meetings or farm visits for their wider membership group are organised to allow them to share experiences, learn from each other (e.g. by comparing lease documents) and strategise, although these have been made more difficult in person by COVID-19 restrictions. There have been attempts to connect members online and generate ongoing discussions via email lists and Facebook, although there was an acknowledgement that these weren't very active and needed more attention to stimulate discussion on a regular basis. The Farmstart Guide mentioned above was a resource successfully produced by and for Farmstart Network members, as well as for other organisations thinking about setting up a Farmstart. In future, they are hoping to help Farmstart organisations offer their training as accredited courses.

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Although member organisations seemed generally positive about the Network, tensions emerged around time and capacity to engage with it. More established, time-poor Farmstart organisations expressed frustration at not having time to get more involved in the Network, even though they felt it was valuable, whilst newer members wanted the Network to do more activities. Consistent and secure funding of the Network and for its members to participate in it over the medium term would support the desire to strengthen and grow the Farmstart Network during the next few years. This might include making the most of knowledge sharing and synergies between organisations, to increase its ability to undertake policy and lobbying work, and so the Farmstart model can be replicated all over the country, ultimately creating a situation where:

"Everybody can see visibly [and] *access training locally and very quickly be part of a family, be part of that solidarity network to capture these people who want to go into farming and even those who haven't thought about it. So I see it as this pulsating mycelium in the UK where it would be quite easy to just be drawn to because it's fun and it's a thriving industry*

and because it's great solidarity and richness and diversity, it would be an amazing family to build."

Marcus

There were three main types of Farmstart programme models identified amongst the active Network members interviewed. These are as follows, with Model 2 being the most common:

- Model 1 - Access to land, some (limited) support with infrastructure, business planning, and routes to market, but Farmstarters are essentially running their own businesses on a given piece of land.
- Model 2 - Formal practical and theoretical training programme, including visits to and talks by other farms, run by an experienced trainer, to meet the needs of a range of experience levels of participants, with some access to land or established routes to market. There are different levels of decision-making or independence within this model - Farmstarters may have some input into crop planning, markets and so on, but this is usually decided upon and facilitated by the Farmstart organisation.
- Model 3 - Access to land/infrastructure only.

For more established Farmstarts, their models had sometimes adapted over time to better meet the needs of their participants, for example, through more or less formal training being provided. Since people come to the Farmstart programme with a range of levels of experience, and desire to participate in formal training, some flexibility will probably always be needed, but clear communication about what each Farmstart offers was also suggested as being useful. Presently, the range of models under the Farmstart Network umbrella was sometimes a source of frustration for new entrants when it didn't match up with their expectations of what a Farmstart was:

"I think it would have been really good for the Farmstart Network to have explained to [Farmstart organisation] *a bit more about what it is and to call yourself a* [Farmstart]*, what connotations that has for people applying and for them to be a bit clearer...I don't know, it didn't really feel like a* [Farmstart] *basically. So I think by the end of it I got quite frustrated that they could even call it that, they could have that label and be included in the documents about it and it's like 'How does anyone know if it is doing any of this stuff? It's not doing anything at all, it's just giving a bit of land.'"*

Ann

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As well as broadly sharing the style of farming described in the previous section, many of the Farmstart organisations interviewed shared favourable or constraining conditions for their activities. Access to land and information about land ownership was a key constraint for most, especially those in peri-urban settings, although with notable exceptions in two rural areas where land was more accessible. Even where land was available, finding a site suitable for horticulture and close enough to a critical mass of people to run a training course, were mentioned as issues.

Secondly, a lack of resourced staff time to put into the Farmstart or Farmstart Network were mentioned by some interviewees. Where external funding for the Farmstart did not exist or had run out, staff at Farmstart organisations have often had to limit their involvement to focus on other core activities, or were stretched very thinly:

"It's a very small team and they've got so many different projects going on at the same time and so it means that their time is spread quite thinly and also there's that classic pressure to get more funding all the time."

Maria

"In years one to three it was quite hands-on, so we'd be there quite often, mainly because we were doing lots of infrastructure stuff. But now that's all in place so it's very hands-off at the moment, which is just as well because it's not funded, and it just about washes its own face but we're still subsidising it I think in terms of a bit of our time."

Peter

A lack of sustained funding for Farmstart programmes has led to different organisations taking a range of approaches to cover costs, such as charging participants a fee, offsetting the costs of the Farmstart through more profitable aspects of their organisations, or accessing money through local authority adult education budgets. Putting the burden of costs onto the Farmstarters themselves was acknowledged by some (ex)Farmstarters and those in the wider ecosystem as creating, as described by interviewee Carl, "path dependencies" for the type of people who are drawn to and can access and succeed in agriculture more generally, and in Farmstart programmes specifically, namely those from more privileged backgrounds (this is discussed further in the 'Impact and perspectives' section below).

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Individuals

Depending on whether they were current or former Farmstarters, and the model of the Farmstart programme they were involved in, the day to day activities of (ex)Farmstarters could be quite different.

Those currently involved in Farmstart schemes may have been learning in a structured way about agroecological horticulture for one or more days per week, with the balance between theory and practical agricultural labour shifting between the seasons. In the summer growing season, tasks might include seed sowing, irrigation, harvesting, and so on. Sometimes these were quite closely directed by a trainer. For those who were on a scheme with less or even no formal training, or ex-Farmstarters now running their own businesses, they had much greater responsibility for the overall development of their business and routes to market, as well as management of production, but might have still received some support or mentoring from the Farmstart organisation, which could prove invaluable:

"The second thing they did was at the beginning I didn't have any money so they actually lent me some money, it was only about 1,500 quid but it was enough to do my first seed order and buy some bits of tools and get me off the ground while I was applying for a start-up grant...I ended up paying them back a bit in vegetables and a bit of cash...that was really important because again it gave me confidence because somebody said 'We believe in you'...The third thing they did which was brilliant was they gave me access to an experienced grower to ask questions, and it wasn't necessarily 'Sit down and tell me everything', it was just knowing there was someone there if I needed a phone call to say 'Which crops do you fleece in winter and which crops don't you bother with?', or 'What are your favourite tomato cultivars?', those kind of questions, for an experienced grower so easy to answer, take you five minutes, but when you're a new grower just amazing to have someone at the end of the phone or an email."

Donna

Some (ex)Farmstarters also ran activities with their wider communities on their sites, although COVID-19 had hindered this in the last year or so:

"That was something I would have loved to have done but COVID put an end to most of that, we just have regular volunteers who've been amazing for the last year and definitely like giving them informal training and one of them's now actually got a job at a farm based on

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our references which is quite nice. I think I had lovely ideas of that but the realism was with how hectic it is in the summer it's just too much really. This year cos the kids have only started coming, there were school groups coming about three times a week from September and they're going to be here next summer as well so they're really up for doing big tasks and I'll have them weeding and things which will be nice, a lot of them are teenagers so that'll be cool."

Ann

At the same time, ex-Farmstarters often had to grapple with issues such as lack of affordable accommodation close to their plots, insecure tenure, and unaffordable financing. These barriers and some potential solutions to them are explored further in the 'Policy and institutional support' section.

The approach to labour and payment within Farmstart schemes was mentioned as a source of sometimes considerable dissatisfaction. For some participants, there was a distinct mismatch between the amount of unpaid labour they were expected to put in as trainees, or from other volunteers from the local community who helped maintain the farm site, versus the principles of the Farmstart organisations or the branding of the produce they grew when sold at local 'ethical' retailers:

"I felt a bit exploited to be honest because we were doing these really hard graft days, two days a week each and it was just ironic that our work for free would then be used to sell food that is in an organic really right on...store. The thing is there's a big thing made in that store about this produce being from Farmstart and 'It's great, we're training the next generation of farmers' and some of my friends down the allotment when they were like 'Saw your pumpkins there in the grocery store' and I told them I didn't get paid for any of that and they were like 'Really you just do that all for free?' I was like 'Yeah and we're paying to do that as well'. I just think sustainability doesn't just mean environmental sustainability, it means economic sustainability and I think if that organisation promotes Farmstart as contributing to social justice and ecological justice, I don't think having people pay £500 to train for each year, without a certification, to produce food that gets sold in a store which is viewed as being a bit more high end, I don't think that's fair because you would never ask somebody who's training in a supermarket to work there for free."

Maria

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The ethics of volunteer labour, and the prevalence of it within the wider sector, also proved to be an ongoing dilemma for ex-Farmstarters in running their own businesses:

"I feel pretty uncomfortable even when people want to volunteer with me, that really there's very little of that before I want them to be paid. When I did the community sessions that was really for the participants' wellbeing and they did get wellbeing from it, it was a very different atmosphere to when you're a paid grower, which is bloody hard, but when you're a volunteer you want to be there for your wellbeing and it doesn't really matter. So I think, I don't know, I haven't found the balance right myself with that, but I realised that for me if I'm having volunteers there it's about wellbeing and if not they're getting paid...My friend works in an art gallery and they have volunteers but they're not essential parts of the business, they just sit on reception and get some experience. I think with organic farming, why does it have so much? Nobody thinks working on a farm as a labourer is good for your wellbeing, it's really hard."

Nia

Networks and cooperation seem to play a significant role in creating favourable operating conditions for Farmstarts and Farmstarters. Different interviewees mentioned connections with local communities, farmers' organisations or landowners as being critical to securing routes to market (e.g. through direct sales, which were even more important during COVID-19), access to land, and agricultural materials such as manure. Several of the Farmstart organisations interviewed spoke of their aim to foster cooperation amongst Farmstarters or within the wider community but had somewhat mixed results in practice:

"I think that was the problem with the cooperative, it went beyond mutual support to mutual reliance and then you're relying on other people to be as efficient as yourself and it was clear in that group that that wasn't going to be the case."

Peter

There was also some evidence of different Farmstarters collaborating during and after their training - for example, around finding land, or sharing their experiences (good and bad), but it seemed this could be further encouraged and supported.

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Innovation and transferability

When asked about which aspects of their practice they considered innovative, interviewees sometimes struggled to think of something specific, as many of their activities seemed common sense from their perspective, however, these may be relatively innovative in comparison with the practices of the mainstream chemical-based farming industry. The suggestions they offered included the following, all of which could meet RURALIZATION's definition of innovation, as broadly being about finding 'new' responses to issues in rural areas (Murtagh et al., 2019):

- Doing 'no dig' at a commercial scale - *"Would I say any of it is innovative? That's a good question, I haven't really thought of it like that, no dig seems like the obvious choice to us but I suppose for other people it isn't. No one else that I know of on the Farmstart project that we're part of works in a no dig system, so maybe it's relatively innovative, I don't know."*

  Lily

- Running 'local lotteries' to support their work - *"Our apprenticeship is funded by the local community through a* [name of] *club, they donate £5 a month and we have a little lottery four times a year and it's a way for the oldies who maybe can't come down with their hoes to say 'This is brilliant that you're opening up and asking these questions', and I always say 'We don't have the answers, we're asking all the questions and if you want to get behind that stick five quid a month in'."*

  Donna

- The backgrounds of their workers/trainees (in a sector dominated by white, middle class people) - *"I think we've got some interesting people, I'm kind of surprised, I think farming's very white and neither my employer or my Kickstarter*[1] *are white and that's, I've not done that consciously but I thought that was interesting cos when you go to conferences about growing it can be very, it's just not diverse...I don't know if that's innovative...They were talking about where they went to school and they're both*

[1] A 'Kickstarter' is a young person aged 16-24 on Universal Credit at risk of long-term unemployment whose wages are paid for the first six months by the UK government's recent 'Kickstart' scheme [Department for Work and Pensions, 2021]).

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quite working class, that's how they describe where they grew up and stuff...I thought that was interesting."

Nia

- Reciprocal work between different Farmstarters - *"The thing that I really like is the reciprocal working that's going on. So what seems to have happened is each tenant will specialise in one particular activity or a piece of kit. For example one tenant's got a quad bike with a spreader on the back and also a flail mower and he gets sub-contracted out by other tenants to come and mow bits of grass or spread seed or calcified seaweed or something like that on the ground, so that works quite well. There's another one who's got a rotary push-along strimmer for the vineyard but that's also good for doing mowing on small areas where the topper on the back of the quad bike doesn't work. There's someone with a rotavator as well and it just seems to work quite nicely. They're sourcing help between each other."*

Peter

It was clear from the interviews that the COVID-19 pandemic had also resulted in rapid shifts in how (ex)Farmstarters and Farmstart organisations had to operate, from moving lessons online to finding new avenues for direct sales:

"So it's been very good this year and they've done very well with very little site visits. We did weekly Zoom sessions so everyone could get on Zoom and have a chat and say how things were going, they've got a Facebook page so anyone can post on that Facebook page and that's been a very good resource that they all use and I post bits of information on there, but they talk to each other on there as well so if I don't answer an email immediately they get the answers from each other...Some people chose to sell through the market, and we're very lucky, in [location] *there is already an established cooperative market which people can just join...and start selling there, there's already an established veg box scheme so they could join that and sell through the veg box scheme, there's a local veg shop...so anyone who'd designed their model through selling to the restaurants had to quickly change what they were doing and choose a different sales model."*

Eva

In terms of the Network itself, the Farmstart Network is one of, if not the only horticultural and agroecological farm incubator network of its kind in the UK, and so could be considered

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innovative, but it was recognised that whilst this model was perhaps innovative in the UK, it is found elsewhere internationally. The focus within the Farmstart Network here on policy and resources such as the Farmstart Guide were also suggested as potentially innovative, and crucial for replicating the model elsewhere:

"I think the guide is quite [innovative], *given that it was just created by the members of it as a very, it's quite detailed, I think there's quite a lot of information in there. And I think the policy side as well, I think there's a lot of projects that have very practical arms to it but don't also target the policy side of things, so it just becomes a sort of practical thing whereas actually if we're genuinely wanting to get a model out there the biggest thing we can do is work on the policy."*

Clare

One focus group participant mentioned that local neighbourhood planning processes could be an innovative route to accessing land, but the fact they are often led by wealthy, older, landowners who can be quite disconnected from the struggles of other communities was perceived as a barrier to realising their radical potential. Membership of farmers' networks (e.g. the Organic Growers' Alliance) and visits to other farms were also mentioned by several interviewees as being important for their learning, and another way to support the successful replication of the model in other places.

Some interviewees were keen to complicate and critique the emphasis on 'innovation' and associated characteristics such as entrepreneurialism, which they felt fed into the dominant neoliberal capitalist food and farming regime that small-scale agroecological farming and the food sovereignty movement seeks to dismantle:

"A really big problem with incubators is they tend to adopt this entrepreneurial logic, so a farm is only good if it's green in the balance sheet and the farms that are told as farming heroes, that are selected, are always ones that, it's because it's good for business too, to plant a couple of trees or whatever, but a lot of our agricultural system is set up so that the incentives are perverse so we should actually be fairly suspicious of the farms that are being successful in terms of economically."

Carl

One interviewee also pointed out the neo-colonial and extractive nature of using techniques associated with what is broadly called 'agroecology' in the Global North - and this being at

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odds with the backgrounds of the majority of people involved in (agroecological) farming in the UK:

"[Lack of diversity in the sector is] *a shame because...a lot of these agroecology efforts stem from countries in the Global South and it's from Indigenous communities which work with nature essentially rather than against, and that whole work against nature has only really developed with industrial farming which is a very Euro-centric, Western concept. Maybe if that was recognised through the Farmstart training then that might help people to be attracted to it, different people and it might bring that sense of 'Yeah, I'm actually living and breathing this, I'm doing something really practical that is helping to make a difference', that might help."*

Maria

In summary, there is substantial innovation at a local level within the Farmstart ecosystem - from reciprocal working, to innovative agroecological methods, and some funding models. However, many interviewees recognised that at a systemic level, the notion of innovation in agriculture is more complex, and identified places where Farmstart training might become more nuanced and radical, which might also attract more diverse trainees.

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Policy and institutional support

There was general consensus from interviewees, from all of the 'rings' in Figure 2, about the constraints in current policy and institutional support for Farmstarts, and for new entrants to farming more widely, especially around access to land, finance and training. A few interviewees had managed to benefit from what existing limited support was available, but several also had creative ideas for ways in which things could be enhanced and improved to support small-scale farming and rural livelihoods. The analysis below is split into a description of the constraints of policy or institutional support, and proposed changes to policies or other forms of institutional support as put forward by interviewees.

Forms of support

The forms of support interviewees were able to access fell into three main categories: funding, land, and advice. Both Farmstart organisations and some ex-Farmstarters were able to get some funding to develop their training programmes, pay horticultural trainers, or staff. This funding came from both public and private sources. For example, the UK government's recent 'Kickstart' scheme (which pays the first six months of salary for new jobs for 16-24 years olds on Universal Credit at risk of long-term unemployment [Department for Work and Pensions, 2021]), allowed some ex-Farmstarters to hire new staff. Charitable funding also resulted in one ex-Farmstarter receiving a small start-up grant for social entrepreneurs, and the development of several of the Farmstart programmes. However, the time-limited and competitive nature of grant funding and uncertainty around the length of government schemes, especially after COVID-19 (which has resulted in a raft of support programmes for various sectors [e.g. UK Government n.d.]), and in terms of post-Brexit subsidy reform, means long-term planning and/or consistent provision of services within a Farmstart or new farming businesses is difficult.

Institutions such as councils and an educational centre were sympathetic landowners mentioned by interviewees which granted access to land (sometimes with additional onsite infrastructure) for little or no cost to Farmstart programmes, perhaps because, in the words

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of one interviewee, Sasha, *"They love the kudos of having us there and all of that sort of thing, so it's scratching backs sort of thing*." Council staff were sometimes mentioned as being a useful source of advice and support, but also, they could be quite unresponsive in terms of securing access to land, which had been previously promised to a Farmstart by a council in one circumstance. Another helpful source of advice mentioned was the Community Land Advisory Service, which helped one Farmstart with their lease and tenure agreements when seeking advice from their local council for this had been prohibitively expensive. Unfortunately, the Community Land Advisory Service is currently only funded in Wales, not elsewhere in the UK as it used to be (Social Farms & Gardens, 2021), meaning expert advice for new entrants on these issues can be too expensive to access.

Constraints and proposed policy changes

Interviewees' suggestions for policy changes drew from their deep personal or professional experience of being, supporting, or researching, new entrants into farming's journeys and struggles.

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Finance and markets

Several interviewees mentioned the difficulties new entrants and/or Farmstarts faced in accessing appropriate finance to support their businesses and programmes. Farmstart organisations were frequently reliant on short-term grant funding, preventing them from maintaining a consistent, high quality training programme, designed for people from a wide range of class and ethnic backgrounds, or from further developing and replicating the Farmstart model around the country.

For ex-Farmstarters still in agriculture, central government finance or subsidies were usually unsuitable, because they were often only for farms over five hectares in size, required upfront payment for equipment which could then be claimed back on receipt (which small farms didn't always have the requisite cash flow for), were for too large amounts, or required repayment too quickly, to be affordable.

With this in mind, research participants suggested the following changes to policy and institutional support:

- Paid traineeships and income support for Farmstarters and/or new entrants, similar to that provided in France, to allow them to concentrate on their training (without having to balance this with other paid employment), and room for genuine experimentation and a safety net in the first few years of their business or training.
- Eligibility for and access to finance for start-up or scale-up capital costs, tailored to the needs of small-scale agricultural farmers, for example, for small machinery or infrastructure for processing.
- An acknowledgement of the value of farming as a vocation, of the true cost of food, and the wider support to the community that small, agroecological farms deliver, in government policy. This should be accompanied by high level and holistic financial support for the transition to agroecological farming, similar to after the Second World War (Bowers, 1985) (perhaps funded through post-Brexit changes in subsidy regimes), but not targeted at industrial agriculture this time around.
- More widespread localised food policies and public procurement policies to guarantee markets for small-scale agroecological growers.

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Land and infrastructure

Access to the right type of land at an affordable price and with the right sort of infrastructure was a significant challenge for most Farmstart trainees wanting to continue a career in farming, and for the newer Farmstarts still in the process of setting up. Land prices often reflect their 'hope value' - the market value of land over and above its agricultural value if developed for an alternative use, often housing (Merrick, 2017). As such they reflect profit levels anticipated through property development, not the narrow margins of making a living through agroecological farming. Sometimes new entrants, including some people involved in this research, have to move considerable distances to secure land, but this means they lose valuable community networks to support their businesses and have to start building these up again. On the issue of land access and infrastructure, research participants suggested the following changes:

Greater regulation of the land market and land prices to make it more affordable for farming, and more support for routes to decommodify land, such as through Community Land Trusts.

- Regional land use planning, possibly involving democratic decision-making over what each area wants and needs and who will produce it (which could provide a progression pathway for Farmstarters).
- For much more public and private land to be opened up for Farmstarts to allow for progression after training, or facilitate longer-term tenancies on Farmstart-managed land. Protecting and expanding the 'County Farm' estate[1] might form part of this.
- Reform of the tax and inheritance systems so that they benefit farmers actively working the land more than investors buying up property for speculative purposes, and so that the tax system associated with succession doesn't only support consolidation of land ownership.
- (Support to) secure longer-term agricultural tenancies to allow new farmers to invest in infrastructure on their land that would boost their productivity.
- Reform of planning legislation so more people can live and retire on or close to their farmland.
- Prioritisation of agroecological growing around cities in their 'green belts'[2] as opposed to using this land for horse grazing or it being seen simply as 'waiting' for housing development.
- More investment in better roads and broadband internet in rural areas to make farm and non-farm-based livelihoods easier there.

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Advice and networks

Various constraints were mentioned in interviews related to advice and networks (including the Farmstart Network itself) which if tackled at a policy/institutional level could increase new entrants' chances of success. The high costs of specialist legal, planning or financial advice (regulations for which can change quickly and be hard to keep abreast of) held back or slowed down new entrants and indeed Farmstarts when developing their businesses or

[1] 'County Farms' are one classification of farmland owned and leased out to tenant farmers by local authorities. For a more detailed explanation of this and other sorts of publicly owned farmland in England, see Graham et al., (2019).

[2] 'Green belts are a buffer between towns, and between town and countryside. The green belt designation is a planning tool and the aim of green belt policy is to prevent urban sprawl by keeping land permanently open; however, there is not necessarily a right of access there.' (Open Spaces Society, 2021: 1)

projects. Also, not always having ongoing support after some Farmstart programmes could leave trainees unsure about how to overcome the significant remaining barriers to making the most of their newly acquired skills and developing their own businesses, especially if they moved to a new location. With this in mind, research participants suggested the following changes in support:

- Free ongoing mentoring to new entrants across the UK, including business and marketing support.
- More national and regional strategies and support for food and farming - for example local councils assisting new entrants into farming and linking them up with local food hubs.
- For the Farmstart Network to be more actively managed or coordinated so that it can act as a source of advice and support for Farmstarters as well as the Farmstart organisations.
- For more cooperative networks of producers and collective sourcing to help producers, processors and consumers get fair prices for food, as opposed to unrepresentative major farming unions where generally only those who fit the stereotypical representation of farmers (i.e. older males running large-scale industrial farms [see more on this in the 'Gender' section below] have the time available that's necessary to put into it).
- For training to be accredited where it forms part of Farmstart programmes and the creation of more formal agricultural college training places for agroecological growing, so that more people emerge from them with a recognised qualification to help them progress into agroecological farming as a career.

If all or most of these improvements to policy and institutional support could be realised, it would go a long way towards enabling many more people to have fulfilling livelihoods in agriculture, and in turn support rural regeneration and generational renewal. The extent to which the Farmstart Network has already made an impact on these themes is examined further in the next section.

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Impact and perspectives

The conceptual guidelines of the RURALIZATION project describe how the process of rural regeneration should be one of positive transformation as opposed to simply reversing decline, but also how there often exists a gap between the rhetoric and reality of regeneration (Murtagh et al., 2019). In analysing the impact of the Farmstart Network on rural regeneration, these two points resonate strongly. From the research conducted, there were certainly seeds of, ambitions for, and, at a small-scale, examples of, transformation of our food and farming systems. This included people's livelihoods and connections to the land, and to each other, in rural areas and their continuum through the peri-urban and into towns and cities. However, in practice, the experience of the Farmstart Network, Farmstart programmes, and whether Farmstarters are able to continue farming as a career, has been varied for different organisations and participants. Their transformative potential is limited by operating within current systems, lack of resources, and the context of deep structural inequalities. This final section will illustrate some of the impacts the Farmstart Network has had upon its members, trainees, and their wider communities, to consider the key factors that contribute to rural regeneration and generational renewal, and how these might be enhanced or expanded in the future.

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Individuals

Individuals who have been through or were currently on the Farmstart schemes expressed a range of opinions on the effects their participation had in their lives and careers. Most of those currently on the programmes seem satisfied with the training and/or support they were receiving, with one notable exception, and were particularly happy about the positive connection some of them had managed to make with the local community, especially during COVID:

"I think people really love our veg at [grocers]*, especially when the pandemic started there was a really big focus on sourcing nutritious, locally-produced stuff so it was really nice to be able to rise to the challenge."* Lisa

"So we've been able to sell into that project as well, which feels really good to be able to...use our produce to help them tackle food poverty and just getting really good quality, highly nutritious vegetables into the kitchens of people that really need it, feels really good."

Lily

One interviewee who was less positive about their experience was on a scheme where just land access and little other training or support was offered. They felt it was perhaps somewhat misleading for this project to be called a Farmstart and had been quite overwhelmed by the experience. This suggests, as another interviewee put forward, that there may need to be more consistency in what Farmstart organisations offer so people know what to expect from the outset and can decide whether it is the right opportunity for them.

People interviewed who had previously completed a Farmstart course were generally those still involved in agriculture, although a couple of interviewees made reference to the fact that a number of their course peers had not continued into farming afterwards. For some, this was because of barriers mentioned above, such as finding suitable land, but for others, the experiences of Farmstart may have put them off. While there will always likely be some people who decide commercial scale growing is not for them after trying it out (and indeed it is useful for them to have a supported Farmstart or training experience to realise that), there was a sense from some interviews that more Farmstart participants would have continued to pursue agriculture as a career if they have been better supported during and after the Farmstart:

"I guess there are so many different models...[but here] *it's very much you have this piece of land and here's the infrastructure and then you'll start your business, which is great in loads of ways because you do have the freedom to create whatever the hell you want, but it is also extremely overwhelming as well, it's a bit too much freedom, inviting people who are quite inexperienced to come to a place and then have to create their own business. My other* [Farmstarter] [name] *quit at the end of last season cos it was just too much for her and she's now really questioning her future in growing.* [Name of former Farmstarter] *also, it was too much for* [name of same former Farmstarter] *as well,* [name of same Farmstarter]*'s not doing growing any more,* [name of another former Farmstarter] *also isn't doing growing any*

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more. So if you're looking at what the [Farmstarts] *are doing it's definitely not helping them into growing."*

Ann

Most of the ex-Farmstarters interviewed said the course had given them at least some useful practical skills to work in agriculture:

"As far as Farmstart are concerned I think it was really valuable and by the end of it you get an idea of what's involved, even though you're only there two days a week, you're there two days a week from February to October, you see the best of it and the worst of it when you get there in February and the polytunnel's flooded or it's a lovely sunny day and you're doing some nice harvesting, so it's really good for that. A lot of the things I've grown this year are pretty much what we did at Farmstart last year and it's using the same techniques so it's been brilliant like that."

David

Although some emphasised they had expected more in terms of particular topics, for example pest management, or marketing and business support, or at times even felt exploited or in a rather vulnerable position based on their time and monetary investment in the programme:

"We were supposed to all have access to [route to market] *but actually it was just them, so we invested our money and it just wasn't equal. It's just when you have a job...you have rights as an employee, even as a volunteer you have some rights and legal protection, you have nothing in this scheme."*

Nia

The Land Workers' Alliance's internal research estimates that 119 people have been trained through the programmes of Farmstart organisations (Land Workers' Alliance, 2021), but even for those who have gone onto a job in agriculture afterwards and have been relatively successful, it is hard to earn a living:

"I just don't think unless you're a farmer with a farming background that you quite get how hard it is."

Nia

They also have to continue to overcome barriers mentioned previously throughout this report. For example, one interviewee, despite having a substantial impact on their local

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community in the five years they have been established (see further details in the next section) was struggling to access land again after their lease wasn't renewed recently:

"It's been really difficult, we had a five year lease to start with and it's not enough and it's not been an easy relationship with the landlord sadly, they were brilliant at the beginning but I think the reality of an organic market garden in their heads was going to look like a National Trust garden and I'm sure you know what an organic market garden looks like, to us it's gorgeous, to them it's weeds and nets and old tyres weighing things down and it doesn't fit in with their twee aesthetic of what they're trying to create with a farm...so we've been asked to leave. It's really tricky with not having a long-term lease because then we haven't been able to develop any infrastructure here, we haven't been able to build and invest in what we're doing which makes us look very tatty and make-do and short term, which is a self-fulfilling problem."

Donna

This speaks to the fragility and potential bidirectionality of new entrants' position on the 'Access to Land Pathway' proposed by the RURALIZATION project (Loveluck et al., 2021). They are likely to continue needing support at various levels of the pathway without radical reform of the broader inequitable land, food, and farming systems they operate within.

A number of current and ex-Farmstarters, as well as other interviewees, also mentioned concerns about the people who are most able to participate in and succeed at Farmstart programmes and smoothly transition to a career in agriculture afterwards. The ones who do achieve this are often those with substantial privilege, particularly in terms of financial security, enabling them to do the Farmstart course without being paid or having to balance it with another job, and afterwards are able to afford to purchase or rent the necessary land and equipment, and perhaps not break even for a few years:

"My main argument is that [the current model of many farm incubators] *just totally entrenches the status quo and the only people who will succeed in that model will be the most privileged members of society, the people who can get around the structural barriers but now they have this new ability, essentially a green thumb."*

Carl

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Managing the hard physical labour on the Farmstart course and in running an agricultural business was also thought to be easier for people without other jobs or caring responsibilities to cope with:

"There's a reason why most of the people that turn up or go onto these programmes are the majority white, most are highly educated...I'd say it's increasingly more women, young women, career changers, like late 20s, but equally women who have quite a lot of freedom, limited responsibility, so again they're not representative of anyone that has a family or has to work."

Louise

These findings back up other recent research produced specifically about the experiences of social enterprise food growers from Black / communities of colour in the UK, which details the systemic racism faced by Black and people of colour in trying to enter agriculture as a career, and emphasises the need for proper remuneration as opposed to the 'normalised' practice of 'low-to-no pay labour...in regenerative, sustainable food growing spaces' (Calliste, Sivapragasam and McDonald, 2021: 30).

One academic also mentioned concerns about rural gentrification, particularly post-COVID, and it may be that this typical upper-middle class profile of successful farmers could carry through to solidify this trend. Whilst an influx of younger, wealthier people from cities to rural areas could be thought to constitute generational renewal, it may not result in the transformation or regeneration desired by people living there already who are struggling to access affordable housing and good jobs:

"Again it's a social justice issue where I think the smart money is moving to the countryside and I think...we're going to see a lot more of that post-COVID...I think we just need to be careful that when we're encouraging new entrants into farming we need to think about are we encouraging a particular class of people into farming, are we encouraging well-educated, university people to buy land in the countryside and develop it for farming, and I'm not necessarily sure that that's wrong, I'm not sure that it's ethically a problem, if we think that our food producers should be well-educated, but I think it's a problem if it becomes that access to land is something that only well-educated people can have and we end up with the situation that we had 300 years ago with feudalism, where it was wealthy people that owned land and it was poor people that actually worked on the land and did the groundwork." Jay

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Farmstart organisations

People interviewed involved in researching running Farmstarts on behalf of organisations and in the Network or its coordination were positive, if realistic, about the extent of its impact over the last few years. They were optimistic about the potential of Farmstarts to train a new generation of agroecological farmers, create meaningful work, and revive horticultural industries, particularly if given more funding and policy support to allow for their replication in other places. At the same time, they acknowledged the current challenges in keeping Farmstarts going, their inaccessibility to certain demographic groups, and the limited wider impact they have had on their local communities:

"I don't think it's big enough. People can see it from the road as they're driving past because it's in quite a prominent point in the landscape, so people can see it from the main road about half a mile away, so I guess visually it's had an impact but not socially or economically."

Peter

"The thing with new entrants is they're often few and far between so you don't normally have a cluster of a critical mass of them, it's wherever land happens to become available and they're not huge rural employers, they employ themselves typically for not a whole lot of money, so I'm not an economist to be able to say how much benefit they are to the local community particularly, but I wouldn't think that they would be a huge impact, not a negative impact by any shape of the imagination, it's more people in the area, it's more business happening and potentially a few more kids in the schools but I wouldn't think as a way to repopulate rural areas or regenerate rural areas that that is necessarily a huge impact unless they're doing something like community supported agriculture that creates a lot of social capital in the community...So as a regeneration strategy I think it would be one part of a bigger effort towards eco-tourism or that kind of thing, so that's where your new entrants might have more success is where they're doing some of these diversification activities that involve a larger number of people."

Jay

Still, even with their relatively small-scale of impact at this stage, one Farmstart mentioned attracting international interest in their model:

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"Just last week we had a call from a group in Catalonia who are setting up a Farmstart and they had a video call, they were asking for some advice and some more information, so those groups further afield that are looking at what we're doing as a Network, so that's good."

Peter

Given that Farmstarts are just one piece of the puzzle in terms of transforming the UK's food and farming sector, more political work and lobbying is necessary to improve the challenging context in which they are currently operating. With this in mind, the Farmstart Guide produced by the Network should be seen as a positive impact. The experience of the Farmstart Network may also have contributed to building the credibility of LWA members who are currently participating in DEFRA's ongoing New Entrants' Support Scheme co-design process. One interviewee who is trying to set up a Farmstart also explained that the Network has given them a concrete example to talk through with their local council with the aim of accessing land, showing one practical way this lobbying can be done at a local level:

"It's been very interesting talking to the council about it and planning, it's changed the relationship of our conversations with the council because we're not just saying 'Give us some land, we want to grow some vegetables' it's 'Give us some land and this is what we can do, here are some examples that have done this and this is what we can achieve and this is how'. It's definitely helped our relationship with the council having a model and an idea that's proven and shown and is about more than just 'Find some land, put a grower on it, find some land, put a grower on it'."

Clare

However, one researcher interviewed said that from their own studies Farmstarters themselves often feel quite distant from the political work of the broader movement for food sovereignty, despite considering themselves part of it. Better integrating the politics of the LWA, La Vía Campesina (the broader peasants' and small-scale farmers' movement of which the LWA is a member [La Vía Campesina n.d.]), and the food sovereignty movement into the design and running of the Farmstart programme might be a potential route to overcome some of the difficulties faced by its participants and graduates.

One academic interviewed who had considered farm incubator projects in the US and UK noted their emancipatory potential as an alternative to replicating, even if unintentionally,

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the status quo of structural inequalities embedded in the UK farming sector by emphasising characteristics such as innovation, as opposed to cooperation (as is often the case currently):

"So in what ways could the curriculum of those spaces be more politically aware, emancipatory, create a type of mobilising force that flips the classroom on its head so that it's an imaginative space of 'What do we think the problems are?'...the types of participatory and bottom-up learning that asks not 'What do I need to know in this system?', but 'What should the system be and why are things the way they are?'"

Carl

This, Carl suggested, might be one way to work towards "rural reconciliation" that is truly transformative, as opposed to re-entrenching existing injustices through 'rural renewal' or 'regeneration':

"The real interesting thing about incubators is I would like to think it forces a question of 'Is it really rural renewal that we want to be accomplishing or is it some kind of rural reconciliation?', cos if you're at a farm incubator and people are doing lots of different things with different visions of what agriculture should be, people are working in collectives and they're young and they care, they're attaching agriculture to these ideas of power and imperialism and then after that they're supposed to go inherit a 1000 acre beef and sheep operation, what exactly are we renewing?"

And that increasing the diversity of Farmstarts' trainees was crucial to achieving this:

"*I bet the types of solutions towards real renewal would be much deeper if a broader constituency was involved in those types of programmes."*

Carl

Wider community

Although Farmstarts and businesses of (ex)Farmstarters may not yet have had a significant impact on the general public at a regional or national scale, there were certainly encouraging examples of what they have achieved at a hyper-local scale already, or have plans to do in the future. One of the longest established ex-Farmstarters interviewed, Donna, who has been running their own business for about five years, gave this summary of its impact locally:

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"In five years as a project I think we're doing so well and our annual turnover's about £70,000 a year, we've trained over 100 people through accredited training programmes, we've run traineeships, we've got the only [productive horticulture] *apprenticeship in* [the geographic region]*...we're training other people to do this, we're supporting other people to do this, I'm now mentoring other people who are setting up sites elsewhere and I give them my time because* [Farmstart organisation] *gave me their time so it creates a culture of, I hope, wanting to support each other which is also really lovely."*

Donna

A more recently established Farmstart felt the initiation of the scheme and the connections it had made through its work had helped engage local people in wider conversations about the food system. Indeed, the increasing interest of people sourcing locally-produced food since the onset of the COVID-19 pandemic (Sustain, 2021) was something other (ex)Farmstarters mentioned as helpful for their businesses:

"With COVID and people's interest in food and organics and veg boxes and deliveries just went through the roof and I think we're just riding the tide of that and had enough experience to be in the right place at the right time."

Nia

Another current Farmstarter spoke of future plans to expand their business and farm into something with a wider community impact beyond food production:

"Our longer term vision is...to make the space itself a bit of a community asset, so running courses and workshops and community open days and things like that, so getting people in to learn and to share in the space as well, so we've got various ideas for that, I'm also a yoga teacher as well so the thing I do as well as this is teach yoga so we'd quite like to run yoga and wellbeing things and as part of that I often offer food so we can have shared meals and stuff there. So we've got a wider ambition aside from just growing to just turn it into a space that people want to hang out as well."

Lily

There are also occasional examples of other Farmstarters offering work or training, supporting biodiversity, providing opportunities to volunteer, as well as beginning to reinvigorate local horticultural production at least at a small-scale, which has given consumers in their area more retail choice for fresh food. However, some interviewees and

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the focus group participants raised concerns about the accessibility of this produce - that in the same way that many of the more successful new entrants are from relatively affluent backgrounds, the food they are growing, and selling at a premium, is only affordable for people with a similar class position. In order to realise bigger ambitions of transforming the food system, it was recognised that there is a need to break out of these niches and that this would likely take more coordination at all levels, from production through processing and onto retail, so that farmers and processors can make a decent living from their work, and that substantially higher costs aren't only borne by customers:

"A lot of ecological producers operate in a niche so that's by definition limited, it's exclusive to a certain consumer base but it also means you can't have loads of other producers doing similar things which makes it really difficult if we're thinking of properly changing rural areas or systems...So it's just really difficult because the margins are so tight, people are having to find these little niches but then there's tensions...I think those coordinating bodies are really good and I think they've also got a lot of ability to get beyond the niches….it also helps break that thing of the higher costs of production being passed onto consumers and then that being a niche and also it enables people to do, there's more the collective sourcing, so it's not like only one grain farmer would supply all the grain, multiple people are producing the grain and it's almost a cooperative type model."

Lee

As part of this broader-scale work to reshape landscapes, food, and farming, dialogue and relationship-building with groups pushing for other forms of land use will likely be necessary in order to open up progression pathways for more (ex)Farmstarters. Rewilding, afforestation, and housing development were mentioned as land uses which might (and indeed already were in some rural areas such as the Scottish Highlands) further elevate land prices and make them unaffordable for new entrants to agriculture. Hopefully there are ways that can be found for different groups to work together, as in particular the rewilding agenda has some overlap with the priorities of small-scale agroecological farming in terms of increasing biodiversity. A few interviewees mentioned their hope that in the future Farmstarts can become part of a trajectory or pathway from leisure and community gardening to commercial farming, so that more people view agriculture as a worthy and desirable profession and can find the right place for themselves in it:

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"I just feel if this process can be replicated all over it would make such a massive difference. Not just this, I came up through managing community gardens and the whole community capacity building and you had community gardens on every corner, school projects going on, building up to Farmstarts, just an acknowledgement that it's a worthy profession for a start would be really, even a pastime, bring it on, it's really important."

Sasha

Indeed, entry into land work was seen as a way to counter the despair felt by young people worried about and mobilised through related issues of climate breakdown and food justice:

"I think there's a lot of apathy and desperation, I think some of that can be combatted with, 'Well [land work's] *a proper form of employment, it's very fulfilling and it's deeply necessary so really important that we're part of that to make that happen'."*

Rose

Overall, the Farmstart Network has so far had a relatively small impact on rural regeneration and generational renewal at a national scale, with the deepest impacts concentrated at a hyperlocal level around individual Farmstarts and ex-Farmstarters' businesses. Having said that, the extent of what has been achieved in a short period of time by the (ex)Farmstarters who have been best-supported shows the impact of the Network is potentially substantial if funded to be replicated in many more places across the UK, and so that connections between Farmstart(er)s could be strengthened. However, there may also need to be changes to the Farmstarts' pedagogical models, support packages for trainees after 'graduation', and better linkages to the wider food sovereignty movement, for the scheme to become equitable and accessible to people from a wide range of backgrounds and circumstances, and to simultaneously bring about the necessary change in the broader context of food and farming in the UK for new entrants to thrive.

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Gender

The RURALIZATION project has a particular focus on understanding gendered experiences, especially those of women, in farming and rural areas, and how overcoming more 'traditional' gender roles might be part of generational renewal (Murtagh et al., 2021). Interviewees were asked and spoke organically about how they felt gender had an impact on their own journeys into agriculture and within rural and farming contexts more generally. There was a recognition of the continuing sexist defaults of the farming industry, described by one interviewee as the "cultural mythology" of what farming should be and who it's for, as being typically male, and operating large-scale industrial farms, contrasting with the more gender-diverse sphere of agroecological and small-scale farming and market gardening:

"Where that becomes sociologically interesting is it's not that men [who took part in focus groups for this academic's research] *wouldn't vote for women* [in union elections] *because they're women, they wouldn't vote for them because they're not the image of who they think should be representing farmers in* [area]*, and who they think should be representing farmers in* [area] *are men in their 50s who run large-scale operations that have a son, preferably, behind them who can take over the day to day running of the farm while the dad runs off to all these meetings, because being an executive takes a lot of time. So what that rules out then is any representation in the* [major farming union] *of small farms, of new entrant farms, of young people, of people who are working part-time for instance, because none of those people have the time or the resources that they can just wander off to these meetings that happen quite regularly."*

Jay

"I think within growers and market gardeners it's much more likely to have women than other parts of agriculture...I don't think it's too bad to be honest, the market gardening that I do, when I go to conferences in the market gardening organic sector it just seems pretty mixed. I think they seem to be doing more, making sure they've got women speakers and women on the panel."

Nia

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One interviewee speculated as to why this latter experience might be the case, but noted that further research was needed:

"So women, when they come into farming, tend to do it on much smaller scale farms, interestingly they're more likely to be owner operators and that's because they've had to buy their farm and that's why they're small, but they're also much more likely to be recreational. We don't know whether that's because they come into farming because they love it so why would you bother trying to make money off it, it's not very profitable anyway, or whether because they just couldn't, or they just don't want to engage with this whole competitive, commercial male-sphere, so they come in and do something that's more alternative."

Jay

However, other academics interviewed warned against making gendered assumptions when looking at mixed gendered farming couples for example:

"What's interesting with the work I'm doing right now is that I was talking to a group of women and they were laughing amongst themselves saying that sometimes their husbands tend to see the farm as a lifestyle first, they want to turn a profit and that's what's motivating them."

Sandra

Despite this more mixed gender perception of the agroecological farming sector, everyday sexist attitudes and experiences remain. Several interviewees, both new entrants and more established ones shared these, affecting everything from machinery dimensions to interactions with other people:

"I still get it when a delivery driver comes into the yard with a delivery note for something that I've ordered and it's clearly got a female name on it but as soon as they see any guy even vaguely on the horizon they'll rush off towards them to find out where it is to drop this thing off...It's totally not just men that have these preconceptions, it comes from both sides, things take a while to change."

Charlie

"That's the other thing, appropriate technology for female body sizes, that's another thing that's really held us back is that all these blokes are like 'Look at me and my lovely power hammer on a walking tractor' and I'm a small woman and I can't use them so that kind of

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'You can work on a small-scale and be really productive', it's just for women it's really passing us by."

Donna

This speaks to the continued importance of seeing more women and people of other marginalised genders represented farming at events, in unions, and in technical industries supporting farming, and also for safe spaces (such as skillshares) where specific gender-based or other identity groups or caucuses can learn from each other and share their experiences:

"I just got paid to be on a panel and I really had the least experience of everyone but just because I was a woman, I was like you know what I'm going to give it a go, cos I do think it's important to see people doing it who aren't just men."

Nia

"Especially being two young women working there and people would come by and see us doing something quite manual and hardcore and it's quite nice to be like 'Look, we can be farmers too'. So that feels quite good."

Ann

"So I think that whole mentality of just 'Have a go at it, you don't have to be amazing at it, it's ok if you're just an average farmer, that's actually enough'. So I think it is that old thing of the more we see people doing these things and it's just normal and it's not exceptional and nobody has to feel like they have to be amazing at it then the easier it will be, and it's not just women, it's anyone who's currently under-represented from these groups...It would be great to just have more people doing these things, being able to draw from a far greater diversity of people."

Charlie

Other focus group participants and interviewees spoke optimistically about the future, with new entrants perhaps having less 'baggage' around gender or family structures/division of labour:

"When you've got people coming in from outside the sector as well you also get more egalitarian gender-relations because the rest of [area] *has moved on and we no longer think that a woman's place is to be behind the husband and silent in other sectors, so when women come in that don't have that cultural bias and they weren't raised to behave that*

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way, then they just follow their cultural script I suppose that they're accustomed to from where they were...I wouldn't say a wave, but certainly a growth in people who have very different backgrounds and approaches to family relationships coming in...So there's a lot of freedom in what's coming into farming as well and challenging the traditional family-types and that sort of thing."

Jay

This was also acknowledged in the focus group, with rural places being described as sometimes a mix of traditional and unconventional, the latter allowing for the emergence of more diverse gender identities amongst young people in rural areas, but simultaneously that further work on issues such as gender privilege and the rights of trans people being needed to overcome ingrained biases.

From the experiences of interviewees and focus group participants, the Farmstart Network, as part of the wider agroecological horticulture sector, seems to be a place where women (and people of other marginalised genders) can find acceptance and develop fulfilling livelihoods. In doing so the Network contributes to more equitable gender relations and power dynamics in rural areas at a small scale, though further in-depth research is certainly needed to improve understanding of this. By strengthening the connections within and between the Farmstart cohorts, and with wider feminist movements associated with food and farming, more opportunities for improving representation and building the skills of women involved in agriculture may emerge. At the same time, gender is only one facet of people's identities which may impact upon their experiences in farming, and life more generally, so taking an intersectional approach to understanding and tackling structural inequalities is vital for rural regeneration and generational renewal that benefits everyone, not just the most privileged.

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Conclusion

This report paints a picture of a complex ecosystem of actors, institutions and circumstances that have created the Farmstart Network as it currently exists.

With very little funding or institutional support, the initiators of the Farmstart Network have achieved a substantial amount, supporting the creation of a movement of incubator farms, aspiring Farmstarters, and graduates now running agroecological farms and having demonstrable impact in local communities. Indeed, some Farmstart graduates are running farm businesses that are thriving while traditional agriculture is struggling:

"I know the farmer we rent land off is running at a loss and that's the thing, we're not running at a loss, we've got a really good solid business that employs three and a half people and it really bugs me, and yet DEFRA will pour more and more money into these big farms and the bigger the farms the more they get, but us small people who are actually having a real impact in the wellbeing of our local communities and the nutritional wellbeing of our communities and contributing to the future of the way food is grown, you just get nothing."

Donna

As this quote illustrates, though, the innovations and successes that the Farmstart Network has had have been in spite of a general lack of institutional, policy and funding support. A key conclusion of this report is that while a lot has been achieved with a little, more comprehensive funding and support for this work would increase its impact significantly. In particular, removing the need for participants to pay, and instead paying them to participate, would open up the Farmstart opportunity to a far wider range of people.

Perhaps due to the unsupportive circumstances the practice has developed in, there are a number of areas where we would recommend the Farmstart practice could improve or develop, in addition to lobbying for the policy and institutional support suggestions mentioned earlier. These include:

- Creating a more standardised and better-communicated approach to Farmstart where similar levels of support and training are offered across the Network.
- Seeking to make Farmstart training accredited so that graduates have a qualification at the end of the programme.

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- Providing participants with the opportunity to give anonymous or independent feedback, and developing processes for this to be acted upon.
- Considering the pedagogical approach used by Farmstarts and potentially shifting towards a more asset-based model which recognises a broader range of farming histories and relationships to the land and better links with the political work of the broader food sovereignty movement.
- Considering the general model - usually of individual entrepreneurs graduating to start their own farms - and developing alternative more collaborative models that might contribute to a more equitable and sustainable rural renewal.

This research has also highlighted the need for further research including:

- Detailed work on the gendered and racialised experiences of new entrants into farming.
- More quantitative work on impact.
- The impact of the reliance on part-time work and volunteering in supporting the development of new entrants and their farm businesses.
- The opportunities and barriers to the creation of more explicit progression pathways (e.g. gardening as a leisure activity or volunteering in community gardens, through training courses to Farmstart and progression to, for instance, a County Farm).
- The role of networks and coordination, and the infrastructure that is needed to support new entrants.

In conclusion, the Farmstart Network can certainly be considered a promising practice for rural regeneration and generational renewal, but with some adjustments and further support may also contain the seeds of a more radical and liberatory era of “rural reconciliation”.

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Appendix 1. Further detail on Farmstarts' local contexts

Name of Farmstart	Earth Trust
Location/NUTS 3 Region Code	Oxfordshire/UKJ14
Population of area (2011) (at NUTS 3 level)	653,798 (Nomis, n.d.a)
Main industries of employment (at NUTS 3 level)	Education, wholesale and retail trade; repair of motor vehicles and motor cycles, human health and social work activities (Nomis, n.d.a)
Main types of agriculture (at NUTS 1 level)	Cereals and livestock (Department for Environment, Food & Rural Affairs, 2021: 30)
Name of Farmstart	Kindling Trust
Location/NUTS 3 Region Code	Greater Manchester South East (Stockport and Tameside)/UKD35
Population of area (2011) (at sub-NUTS 3 level)	105,878 (Nomis, n.d.b)
Main industries of employment (at sub-NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motor cycles, human health and social work activities, education (Nomis, n.d.b)
Main types of agriculture (at NUTS 1 level)	Grazing livestock and dairy (Department for Environment, Food & Rural Affairs, 2021: 10)
Name of Farmstart	LESS
Location/NUTS 3 Region Code	Lancaster and Wyre/UKD44
Population of area (2011) (at sub-NUTS 3 level)	48,085 (Nomis, n.d.c)
Main industries of employment (at sub-NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motorcycles, human health and social work activities, and education (Nomis, n.d.d)
Main types of agriculture (at NUTS 1 level)	Grazing livestock and dairy (Department for Environment, Food & Rural Affairs, 2021: 10)
Name of Farmstart	Locavore
Location/NUTS 3 Region Code	Glasgow/UKM34
Population of area (2011) (at NUTS 3 level)	633,100 (Glasgow City Council, 2021)
Main industries of employment (at NUTS 3 level)	Human health and social work activities, administrative and support service activities, and wholesale and retail trade; repair of motor vehicles and motorcycles (Nomis, n.d.e)
Main types of agriculture (at NUTS 1 level)	Forage, livestock, and cereals (Scottish Government 2019)
Name of Farmstart	Mach Maethlon
Location/NUTS 3 Region Code	Powys/UKL24
Population of area (2011) (at NUTS 3 level)	132,976 (Nomis, n.d.f)

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Main industries of employment (at NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motor cycles, human health and social work activities, construction (Nomis, n.d.f.)
Main types of agriculture (at NUTS 1 level)	Livestock and dairy (Armstrong, 2016)
Name of Farmstart	OrganicLea
Location/NUTS 3 Region Code	Redbridge and Waltham Forest/UKI53
Population of area (2011) (at sub-NUTS 3 level)	258,249 (Nomis, n.d.g)
Main industries of employment (at sub-NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motor cycles, human health and social work activities, education (Nomis, n.d.g)
Main types of agriculture (at NUTS 1 level)	Cereals and grazing livestock (Department for Environment, Food & Rural Affairs, 2021: 30)
Name of Farmstart	Stroud Starter Farm
Location/NUTS 3 Region Code	Gloucestershire County Council/UKK13
Population of area (2011) (at sub-NUTS 3 level)	112,779 (Nomis, n.d.h)
Main industries of employment (at sub-NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motor cycles, human health and social work activities, manufacturing (Nomis, n.d.h)
Main types of agriculture (at NUTS 1 level)	Grazing Livestock, Cereals, and Dairy (Department for Environment, Food & Rural Affairs, 2021: 34)
Name of Farmstart	Tamar Grow Local
Location/NUTS 3 Region Code	Cornwall and Isles of Scilly/UKK30
Population of area (2019) (at NUTS 3 level)	571,800 (Nomis, n.d.i)
Main industries of employment (at NUTS 3 level)	Wholesale and retail trade; repair of motor vehicles and motorcycles, accommodation and food service activities, and human health and social work activities (Nomis, n.d.i)
Main types of agriculture (at NUTS 1 level)	Grazing livestock, cereals, and dairy (Department for Environment, Food & Rural Affairs, 2021: 34)

Table 1. Details of individual Farmstarts

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Appendix 2. The list of interviews

Code	Interviewee (Pseudonym)	Role
UK1A/Int.1	Clare	Promoters and actors involved in promising practice; Key person in local communities, social networks or social movements; Responsible person of local employers' association, farmers organisation and trade unions
UK1A/Int.2	Peter	Promoters and actors involved in promising practice; Key person in local communities, social networks or social movements
UK1A/Int.3	Eva	Promoters and actors involved in promising practice; Key person in local communities, social networks or social movements
UK1A/Int.4	Lily	New entrant
UK1A/Int.5	Judy	Promoters and actors involved in promising practice; Key person in local communities, social networks or social movements
UK1A/Int.6	Stevie	Newcomer/new entrant; Promoters and actors involved in promising practice
UK1A/Int.7	Sasha	Promoters and actors involved in promising practice
UK1A/Int.8	David	New entrant
UK1A/Int.9	Lisa	New entrant
UK1A/Int.10	Ann	New entrant
UK1A/Int.11	Marcus	Promoters and actors involved in promising practice; Key person in local communities, social networks or social movements; Responsible person of local employers' association, farmers organisation and trade unions
UK1A/Int.12	Lee	Key informant on promising practice; New entrant
UK1A/Int.13	Maria	New entrant
UK1A/Int.14	Donna	New entrant
UK1A/Int.15	Charlie	Key person in local communities, social networks or social movements
UK1A/Int.16	Jay	Key informant on promising practice
UK1A/Int.17	Sandra + Abigail	Key informants on promising practice
UK1A/Int.18	Jodie + May	New entrant + Key informant on promising practice

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UK1A/Int.19	Louise	Key informant on promising practice
UK1A/Int.20	James	Key person in local communities, social networks or social movements; Key informant on promising practice
UK1A/Int.21	Carl	Key informant on promising practice
UK1A/Int.22	Rose	Responsible person of local employers' association, farmers organisation and trade unions; Key person in local communities, social networks or social movements
UK1A/Int.23	Nia	New entrant

Table 1. Interviews

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T5.2 Case study report (Code PL2A)

Farma Martynika: an ecotouristic and educational farm showing that changing from urban to rural life is difficult but possible

DRAFT
The report is subject to possible changes due to approval process by the European Commission.

Sylwia Dołzbłasz, Krzysztof Janc, Andrzej Raczyk and Robert Skrzypczyński (UWr)

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Context

Farma Martynika is an example of new entrants into farming. Farma Martynika is an agrotouristic farm located in south-western Poland (Fig. 1) run by a couple of former urbanites since 2013. The farm is located in Lower Silesia voivodship (NUTS 2), in the Legnicko-glogowski sub-region (NUTS 3). According to rural-urban typology the practice is located within an intermediate type of area. From the local perspective the farm is located in the rural municipality of Chojnów in Jaroszówka village. It is located at a distance of 10km from the nearest town (Chojnów - population 13,000). It is approximately 30 km away from Legnica (99,000 inhabitants), a centre of sub-regional importance, whose economy is closely dependent on the copper industry.

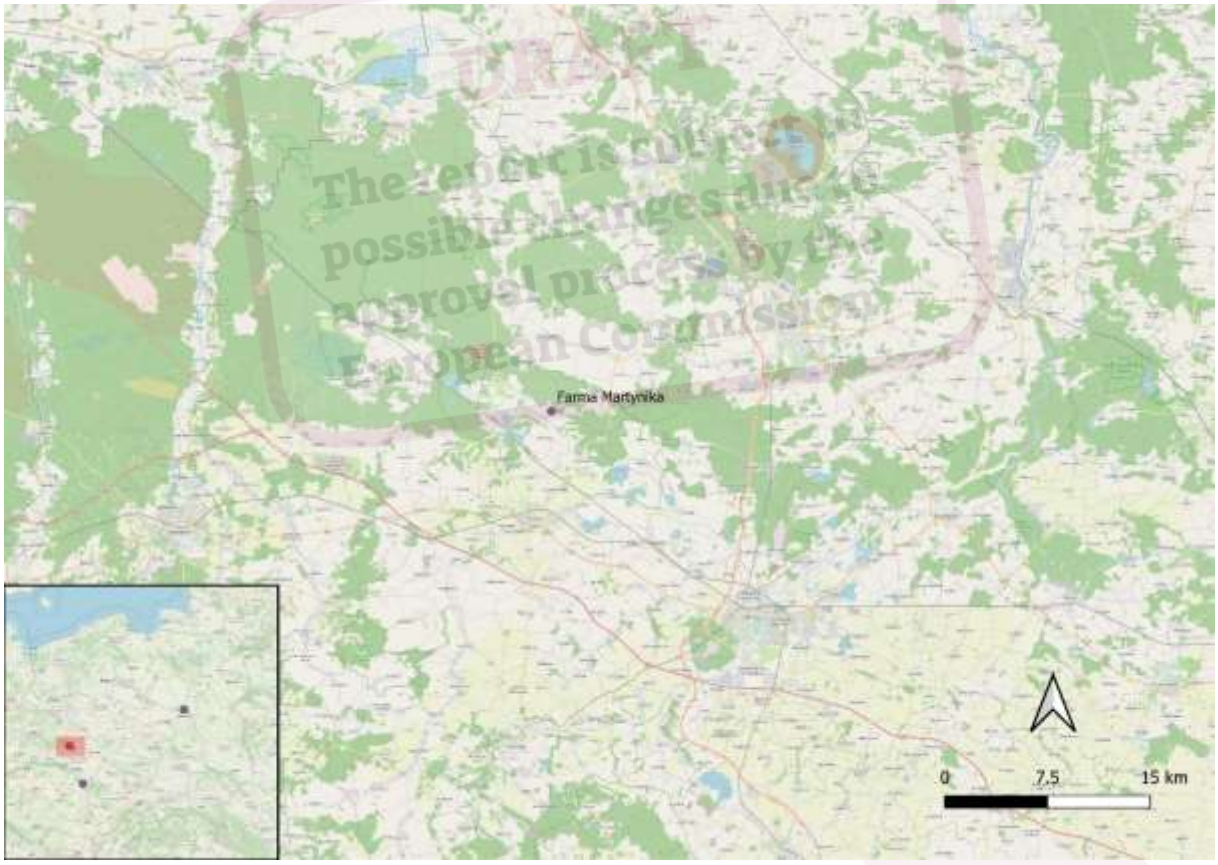

Figure 1. Location of Farma Martynika against the background of the surrounding area and Poland.
Source: Open Street Map.

The municipality where the Martynika Farm is located is small - less than 10,000 inhabitants (in Jaroszówka village less than 300 inhabitants). The municipality has an area of 231.21 km², of which 20% is forest, 68% arable land, 2.3% urbanized land. In the vicinity of the village there is a protected landscape area with a large proportion of woodland. Jaroszówka is a village with several horse studs, which are mainly run by people who have moved to the village from other areas, including urban areas. The village is characterised by poor quality soils, which is a significant barrier to the desire to make a livelihood from agriculture. According to the information received, due to the small areas of arable land in relation to soil quality, agriculture has lost its importance and is largely a complementary activity to other forms of activity - e.g. grazing animals, growing hay for horse feed. During the period of the COVID-19 pandemic, the village and the immediate area received a lot of interest from people from the city - willing to buy property. However, due to the scarcity of available resources for sale and restrictive laws on the matter, the influx of people from the city, especially those wanting to own a second home, is significantly limited. In the case of villages there are inconveniences mainly related to infrastructure, access to properties. Martinique Farm itself is located a short distance from the main part of the village.

From a social perspective, it should be noted that the influx of newcomers to the village is not associated with their involvement in social life, involvement in village affairs. The new residents live, as it were, on the sidelines, in their farms, focused on their own affairs. This is a significant problem - lack of cooperation between "new" and "old" villagers.

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Origin of the practice

Martynika Farm is currently an eco-touristic and educational farm established by a couple of newcomers from the city of Warsaw in 2013. The thought of escaping from the big city to the countryside germinated in them slowly, but the decision was taken quickly. They did not want to live in the city (to live in the eternal rush of the unknown, stress, noise, smog), they chose to live in the countryside to get away from it all and to live in peaceful surroundings, healthier and tastier. So the main motivation was to leave the city and live in the countryside and to pursue activities based on the use of resources and opportunities available in the countryside (and not based on links with the city).

The basic idea was to completely change their way of life, with the aim of living and making a living in the countryside. The aspect of self-sufficiency was also important to them. Given their experience in business and working with children (oligo-phrenopedagogics), they decided to buy and renovate the farmhouse and set up an agricultural and agritourism business offering additionally a wide range of workshops (for children and adults) (Fig. 2).

The funds required for a purchase of farm and initial renovation came from the sale of flats in the city. The preparations took approx. six months - they looked for a suitable farm to buy in Lower Silesia due to the fact that it is the warmest region in Poland (favourable for agriculture), but also from the point of view of the possibility of running the workshops (the buildings could be for renovation, but to be able to live there immediately). They also prepared themselves mentally and practically - they acquired new skills so that they could run the workshops.

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Figure 2. Everyday life and workshops in Martynika Farm.
Source: https://www.facebook.com/martynikafarma/

Actors involved

The main actors of the practice are the pair – Marta and Mateusz - the owners and founders of Martynika Farm. They were influenced by similar initiatives in other parts of Poland. Although the key role in the practice is played by Marta and Mateusz - they have been closely cooperating with various actors from the region who have been supporting them in various ways.

Among important actors involved are other eco-touristic sites from the region (these are practices with the strong focus on permaculture, ecological building, etc.), but Farm is not collaborating with other agritourist sites located in the village (it is not very touristic area and maybe they either represent or see themselves as competition). The interviews gathered for this case study generally indicate a friendly stance towards newcomers; however, we also repeatedly heard that collaboration within local community is not sufficiently developed. Moreover, village inhabitants were indicating that local authorities (on the commune level) are not very active.

Important actors involved in Martynika Farm functioning are permacultural NGOs from Poland (i.a. providers of an expertise during workshops and knowledge transfer used for Martynika Farm development in terms of permacultural gardening and agriculture production planning). Martynika cooperate with schools and cultural centres from the region, for which they organise various workshops. Working with and for children is an important part of their activities, for example, they are involved in helping children from orphanages (stays at their farm with participation in many activities). The owner is involved in the activities of the Rural Housewives' Circle and therefore gest support from local community women. Moreover, Martynika Farm is very active in social media networks of people who have left the city and started a new life in the countryside or are planning to do so - this activity works both ways, they get support in many aspects and they also share their knowledge and experience.

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Style of farming/activities promoted

Martynika Farm is formally a family farm of several hectares (part owned, part leased), it is also registered agro-tourism site. The owners used to run an organic goat farm and sold milk, among other. Currently they own meadows and cultivate fruit and vegetables for themselves and guests of the workshop and agro-tourism (also organic). They applied for special funds for modernization of the farm, but due to their age they did not have access to subsidies from the Young Farmers Programme.

As regards farming the issue of distribution and sales proved to be a very big challenge and barrier to the development of Martynika Farms' agricultural activities. In practice, the agricultural activity proved to be more challenging than the owners had anticipated so they focused on the development of agro-tourism and workshops. Some of the workshops are closely related to rural life, e.g. permaculture, herbal workshops, preparing for rural life (one of the most popular workshop in this context is called “Escape from the city to the countryside - practical workshop”). But also organize other types of workshops such as ceramics, stove-making, and recycling/upcycling workshops. The workshops are for adults and children (including organised groups), they take place on a farm, in the form of an excursion or at an inviting institution and last for one or several days depending on their type and target group. As of now Martynika Farm owners are focusing on returning to active farming of organic crops, especially important are the preparations on how to distribute and sell – this is crucial for success.

Promotion of tourist, educational and cultural activities is carried out mainly online through social networks, and locally among local schools and cultural centres, etc. Currently planning the development of crop production, they are preparing for it and assume the development of cooperation networks in a modern form (buyers, co-operators). In terms of cultivation, they are using an innovative permaculture approach.

An important aspect of Martynika Farm is the strong focus on ecology - in terms of topics of the workshops, the agricultural production and generally way of life. Hence, in terms of environmental effects at local level the Martynika Farm is characterised by its positive impact on the environment - the crops are cultivated according to permaculture principles

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(among others, they are absolutely opposed to the use of artificial fertilisers), the goat and alpaca breeding was also organic; they plan to develop organic crop production. In addition, they serve and promote a vegetarian diet to guests in their agro-tourism and during workshops. They attach great importance to the dissemination of ecological attitudes, including the teaching of ecological behaviour in relation to living and working in the countryside (children and adults). Their approach has some impact on the local community.

Referring directly to the economic issues on Martynika Farm only the owners work permanently (no new jobs are created for the time being). They make their living from the activities carried out at the Farm (profitability more or less the same, but the previous year, i.e. 2020 due to the COVID-19 pandemic was tough). Whereas, indirectly, it should be pointed out that as a new economic entity in their village with an ecological approach they are part of the development of the region. Effects in social sphere and effects on social cohesion at local level seems to be rather limited. However, it is worth highlighting Marta's activity in the Circle of Rural Housewives and in organizing pilates classes. As regards effects at the cultural level it should be noted that Farma Martynika is highly attentive to local traditions, the preservation and promotion of traditional skills (ceramics, stove-making, carpentry), with plans to create a museum of disappearing professions.

The owners cultivate land guided by the principles of permaculture (used to run, i.a. goat farming, and currently are planning to start organic plant production), but at the same time they have a strong focus on complementing farming with other activities such as educational projects or workshops related to farming and handicraft (of course, this model has its limitations too, given the current small scale of farming is not able to serve as the main source of income).

Main results of Martynika Farm functioning are connected with, generally, knowledge transfer in terms of eco-approach to life and agriculture. This is done mainly through organised practical workshops. Moreover, the owners of Martynika Farm are willing to share their experience (in-person and on-line) and are an example for newcomers / newcomers to be as well as new entrants into farming that shows that the process of starting a new life in the countryside is difficult but possible.

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Synergies and networking

In order to integrate with the local community the owners are involved in various activities e.g. rural housewives' association, Village Renewal Group in Jaroszówka and other village development projects. As newcomers they were aware that establishment of good relationships with the local community is crucial for to function in harmony in a new social environment that may have been distrustful of newcomers. It is also important for success in economic terms, since the farm's business model is based primarily on cooperation and building a dense network of social contacts. However, as mentioned earlier, looking more broadly at the village as a whole, there is a perceived lack of networking and cooperation between entities engaged in similar activities. Therefore, while the activities undertaken by the Martynika Farm should be assessed as positive, they are not replicated in the local environment to such an extent that we can speak of synergies in the context of activities undertaken by other entities in the immediate vicinity.

In the functioning of Martynika Farm collaboration with other eco-practices is important (e.g. agritouristic farms, permaculture farms, permaculture NGOs) both for agricultural production, agritourism and the organisation of workshops. Networks provide knowledge transfer, partnership in workshops, good examples - so they provide a basis for self-improvement and development of their activities. Strong relations with schools and community centres from the region as the main target audience for child-oriented workshops is also crucial.

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Policies and institutional supports

The barrier to entry into farming is very high, especially in terms of buying farmland and starting up. For the development of the Farms' agricultural business, the obstacles proved to be too great and, as novices, they were not able to overcome them in the initial stage of their business in spite of previous quite thorough preparation. The main problem proved to be selling their eco-products. There was a lack of institutional support, but also a lack of networks of other such practices in the area, which Martynika Farm owners could join, whose experience and, inter alia, sales networks they could benefit from, especially in the initial stage of their agricultural activity (e.g. cooperatives).

In order to increase the possibilities of effective functioning of Martynika Farm, as well as similar initiatives of new entrants into farming, more external support is necessary. A major problem is the considerable dispersion of information on various aspects of doing business in a rural area or, in general, living in a rural area. For new entrants into farming this is a significant impediment to functioning. Hence, it would be desirable to create a system of "care", connected with direct support or at least support in access to information concerning e.g. access to land, choice of crops, knowledge of the region and market connections, design of supply chain and sales chain, applying for financial support, obtaining various types of certificates, etc.

It would also be helpful to develop a set of "best practices" for new entrants into farming showing all stages of the multi-faceted and time-consuming process of becoming a farmer. As this example shows, this process is partly still ongoing in relation to farming.

Social networks of similar practices should play a very important role in the transfer of knowledge and experience of entrants into farming. Since they very often do not exist in the immediate surroundings (as in the example described), it is necessary to support regional and national authorities in establishing network relations and making information about already existing networks available. In addition, the possibility to obtain some form of financial security is an important element, as new entrants take very high risks and require support to survive in case of failure.

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In the case of new entrants into farming, knowledge and its acquisition is important therefore a system of advisors/advisors, who would help people with the idea of new agricultural activity (in various aspects), e.g. organised by local municipalities, who are interested in the development of new agricultural activities, would be very helpful. An important conclusion from the analysis of this practice is that starting agricultural production by new entrants is very difficult and requires very extensive preparation. A good solution is, as the owners of Martynika did, to prepare an alternative, plan-B path to earn money in the countryside in case farming activity is not sufficiently successful.

Main recommendation based on the results of Martynika Farm case study is the need for comprehensive institutional support for new entrants in many aspects (the purchase of a farm, decisions on the type and form of crops, and especially sales channels).

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Impact and perspectives

The basis of the farm's success was its flexibility - activities originally planned as additional ones (organization of workshops and agrotourism) are so far the main source of income and enable further development.

For the time being Martynika Farm owners are trying to return to active cultivation of organic plants. In this case it is necessary to create a stable distribution and sales network, which requires mastering the ability to function in a new business environment (sales of agricultural products). They plan to continue organizing workshops and developing the agritourism base. In addition, they plan to open three workshops of disappearing professions - blacksmithing, stove and pottery - at the Farm and renovate additional rooms at their farm for this museum/workshop.

Martynika Farm with its activity contributes quite a lot to the local community and becomes one of its important elements. It seems, however, that due to quite a significant divergence of ways of functioning in comparison to other local farms (thus a strong lack of community of interests and community of needs) the strength of created local social networks is not high. In the future, supra-local networks will play a much greater role, and probably networks created with similar-profile farms, based on strong mutual partnerships and business relations. The actual impact on local farms may be indirect and involve them taking over some elements related to the way Martynika Farm operates.

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Annex 1. The list of interviews

Code	Role	Date	Place
PL2A/Int.1	practice leader	13.05.2021	Jaroszówka
PL2A/Int.2	neighbour	17.05.2021	phone
PL2A/Int.3	neighbour	17.05.2021	phone
PL2A/Int.4	workshops participant	13.05.2021	Jaroszówka
PL2A/Int.5	workshops participant	13.05.2021	Jaroszówka
PL2A/Int.6	collaborating practice leader	14.05.2021	Henryków
PL2A/Int.7	collaborating practice leader	14.05.2021	Osiecznica
PL2A/Int.8	local administration representative	10.05.2021	phone
PL2A/Int.9	horse farm / horse riding	17.05.2021	phone
PL2A/Int.10	potential young farmer	17.05.2021	phone
PL2A/Int.11	local agritourist business representative	18.05.2021	phone
PL2A/Int.12	farmer / local agritourist business representative	7.05.2021	phone
PL2A/Int.13	farmer / local agritourist business representative	26.05.2021	phone
PL2A/Int.14	local agritourist business representative / farmer	18.05.2021	phone
PL2A/Int.15	local agritourist business representative / farmer	19.05.2021	phone
PL2A/Int.16	local agritourist business representative / farmer	19.05.2021	phone
PL2A/Int.17	local agritourist business representative / farmer	20.05.2021	phone
PL2A/Int.18	farmer	21.05.2021	phone
PL2A/Int.19	local community representative	13.05.2020	Jaroszówka
PL2A/Int.20	local community representative	13.05.2020	Jaroszówka

Table 1 - Interviews

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T5.2 Case study report (Code NL_BE3A)

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Farms with strong citizen participation

Marjolein Spaans (TU Deft)

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Introduction

Since long there have been examples in which consumers or citizens actively participate in farms worldwide. There are different forms and degrees in which these citizens participate. One of the first examples is the Japanese teikei – meaning 'cooperation', 'joint business' or 'link-up' – where consumers purchase food directly from farmers. Teikei is closely associated with small-scale, local, biodynamic farming, and volunteer-based, non-profit partnerships between producers and consumers. Millions of Japanese consumers participate in teikei. While there is some disagreement as to the 'first' teikei group, the concept can be traced back to the mid-1960s, when a group of Japanese women banded together to purchase fresh milk. This Japanese movement towards consumer-farmer partnerships was driven by environmental issues and distrust of the quality of food in the conventional food system (Kondoh, 2015). Around the same time community farm initiatives also popped up in Chili during Salvador Allende's administration (1970-73) as part of the co-op movement.

One of the specific organisation forms of citizen participation is Community supported agriculture (CSA). This US movement came up In the mid-1980s and was inspired by the ideas on biodynamic agriculture of the Austrian philosopher Rudolf Steiner in the 1920s. Little later the CSA movement found its way back to Europe (McFadden, 2021). The European CSA Research Group (2016) defines Community supported agriculture as "a partnership between farmers and the local community, in which the responsibilities, risks and rewards of farming are shared". But there many more examples of ways in which citizens can strongly participate in farms. The degree to which citizens participate in farms and share risks vary. In this case study we address two of those promising practices in the Netherlands and Flanders (Figure 1).

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Figure 1. Location of the two examples

Research is based on analysis of 20 interviews (see annex 1) with relevant stakeholders in both examples, relevant literature (both official and grey), open data available on internet and information on relevant websites. Two meetings have been organised on this case, one to discuss preliminary results to receive feedback to further improve the case study report (May 20) and one to present the final results with an interested public including respondents (June 17).

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Herenboeren Land van Weert (the Netherlands)

Introduction

The Herenboeren Land van Weert farm is one of the farms under the umbrella of the Herenboeren Netherlands Foundation (*Stichting Herenboeren Nederland* or Herenboeren NL). This movement was inspired by Farming Communities in the UK. Herenboeren started as an initiative of a few conscious consumers from Boxtel. This group came up with the concept of a landlords' farm (the literal translation of *Herenboerderij*), had it researched and calculated. The basic idea is that 200 households ('500 mouths') are shareholders in a farm of around 20 hectares producing vegetables, fruits, a few pigs, cows and chicken. They are the sole shareholders and at the same time the owners and only customers of the farm: the farm only produces for the shareholders. They deposit a one-time sum of €2000 to become co-owner of the farm and additionally pay for a weekly package of fruits, vegetables, potatoes, eggs and meat. But the shareholder-members also have the option to choose a vegetarian package. The farmer is employed by the Herenboeren Netherlands Foundation; conditions and level of wages are agreed with the national organisation; the farmer's salary is charged to the operating costs by the local cooperative and is settled between the national organisation and the local cooperative. The size of the acreage of 20 hectares is based on the aim to achieve regenerative agriculture in which animals are part of the cycle and land is allowed rest. A local farm pays a one-off amount of €75,000 to Herenboeren Nederland. This is a compensation for all costs incurred in the realisation of a local farm. The first half is paid when the cooperative has raised sufficient money, the second half at the actual start of the farm. Thereafter the local farm pays a yearly fee to the national umbrella organisation contribution for annually purchased services (https://landvanweert.herenboeren.nl/faq, https://www.herenboeren.nl/de-herenboerderij/de-baten-en-de-kosten).

The Herenboeren Wilhelminapark in Boxtel (province of North-Brabant) was the first pilot. It was founded in 2013 and started operation in 2015. In 2014 initiatives in four more Dutch municipalities came up and the umbrella organisation Foundation Herenboeren Netherlands

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was founded. Since then the concept of the Herenboeren farm spread around and initiatives for local farms popped up across the country. Herenboeren has since grown into a national organisation of professionals supporting local initiatives with expertise, both during establishment and operation of local farms. Examples are legal issues, automation, real estate matters, certification processes, cultivation plans, insurance, regulations and food safety. In 2020 eight farms are in operation (in Rotterdam, Tilburg, Breda, Boxtel, Soerendonk, Loenen, Apeldoorn, Weert) with many more coming into being (www.herenboeren.nl).

In 2017 a Green Deal (no. 213, Nature-inclusive land use Herenboeren) was signed by the Ministry of Economic Affairs, the province of North-Brabant, Herenboeren Nederland, the Marggraff Foundation (which acquired the land), the Ministry of Infrastructure and the Environment, the municipality of Boxtel, the cooperative Herenboeren Wilhelminapark and the Agricultural University of Applied Sciences Den Bosch for the pilot farm in Boxtel (https://www.greendeals.nl/green-deals/natuurinclusief-grondgebruik-herenboeren, https://www.herenboeren.nl). Existing rules (from local to EU level) can (intentionally or unintentionally) hinder the sustainable development of nature-inclusive farming at a Herenboeren farm. An example is legislation on transport of pigs to the slaughterhouse. No distinction is made in it between transport of intensive pig farming to an industrial slaughterhouse and one Herenboeren pig transported to a local butcher. On the basis of the Green Deal these rules can be temporarily set aside with government permission which gives the farm room to experiment. The results will be used in further farms of Herenboeren and of small scale nature inclusive farming in general. The room for experimentation does not automatically mean that was is happening at Herenboeren Boxtel can also happen at other farms. The aim is that if it is allowed for Boxtel, it will soon be allowed for all other entrepreneurs who are working on making the sector more sustainable (NL_BE3A/Int. 3).

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Local context

Basic characteristics

One of the first Herenboeren farms to start operation was Herenboeren Land van Weert. It is situated in the South-East of the Netherlands, in the province of Limburg and in the municipality of Weert (see Figure 2) consisting of the city of Weert and five villages. The municipality is 10,554 hectares large of which 32.3% is in use as cultivated land by 130 farms (CBS, 2020). The Natura 2000 area 'Weerter- and Budelerbergen & Ringselven' (total surface 3,164 hectares) is partly located in Weert and partly in two municipalities in the bordering province of North-Brabant (https://www.natura2000.nl/gebieden/limburg). The altitude varies between 30-35 metres above sea level (https://www.ahn.nl/ahn-viewer).

The population size of Weert is 50,109 inhabitants; with a surface of 10,554 hectares this results in a population density of 4.75 inhabitants per hectare as compared to 5.17 for the Netherlands (CBS, 2020). The population in Weert is slightly older than average in the Netherlands (Figure 3). The average household size is 2.20, compared to 2.18 for the Netherlands (CBS, 2020). Figure 4 shows the size and estimate of the population size.

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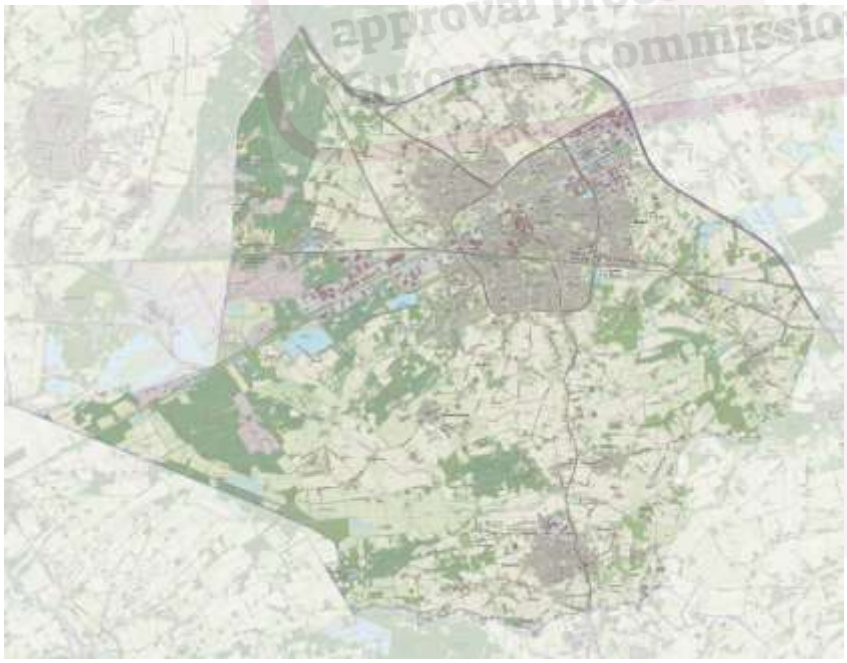

Figure 2. Municipality of Weert
Source: https://www.gemeentenatlas.nl/

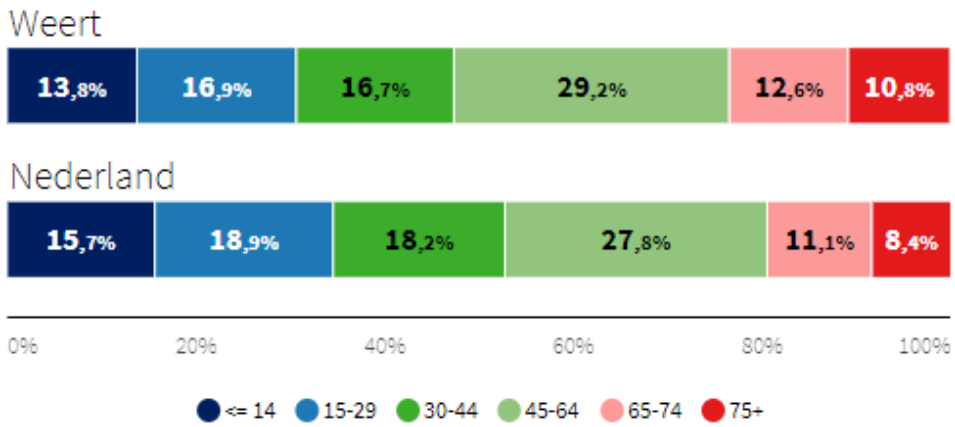

Figure 3. Population by age groups in Weert as compared to the Netherlands (2020, in percentages)
Source: CBS, 2020: https://weert.incijfers.nl

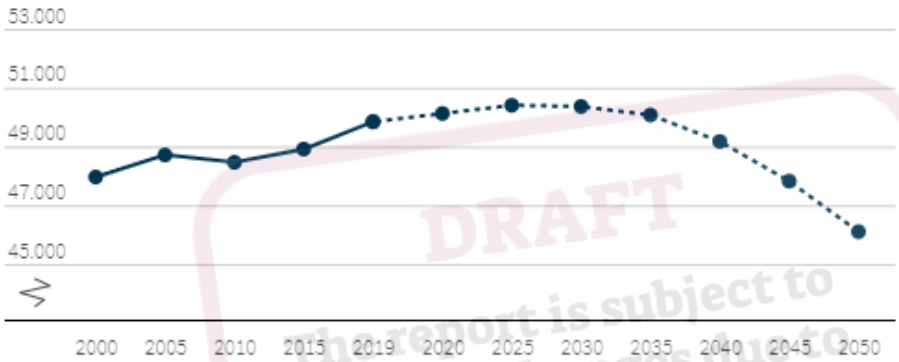

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Figure 4. Population size (2000-2019) and estimate (2020-2050) of the municipality of Weert (in numbers)
Source: https://weert.incijfers.nl/dashboard/prognoses on the basis of ABF – Primos 2020

Table 1 shows data about the local education level as compared to the Netherlands: Weert has a smaller share of high-educated citizens compared to the Netherlands.

Level of education	% Weert	% Netherlands
Low [1)]	31.74	28.38
Medium [2)]	42.95	41.48
High [3)]	25.31	30.15

1) The highest educational level attained is low education. This includes education at the level of primary education, VMBO, the first three years of HAVO/VWO and the entrance training, the former assistant training (MBO1).
2) The highest educational level attained is intermediate education. This includes upper secondary education (HAVO/VWO), basic vocational training (MBO2), vocational training (MBO3) and middle management and specialist training (MBO4).
3) The highest educational level attained is higher education. This includes education at the level of HBO and WO.

Table 1. Highest level of education op the population (15-75 year) in the municipality of Weert (2020)
Source: CBS Statline, 2020 (https://opendata.cbs.nl/statline)

Figures 5 and 6 show data on the local labour market: labour participation, unemployment and the composition of the occupational structure. Labour participation of the 15-25 year group is relatively high in Weert compared to the Netherlands (and unemployment relatively low). Wholesale and retail (G), health and welfare care (Q) and industry (C) are the main occupational sectors in Weert in 2019.

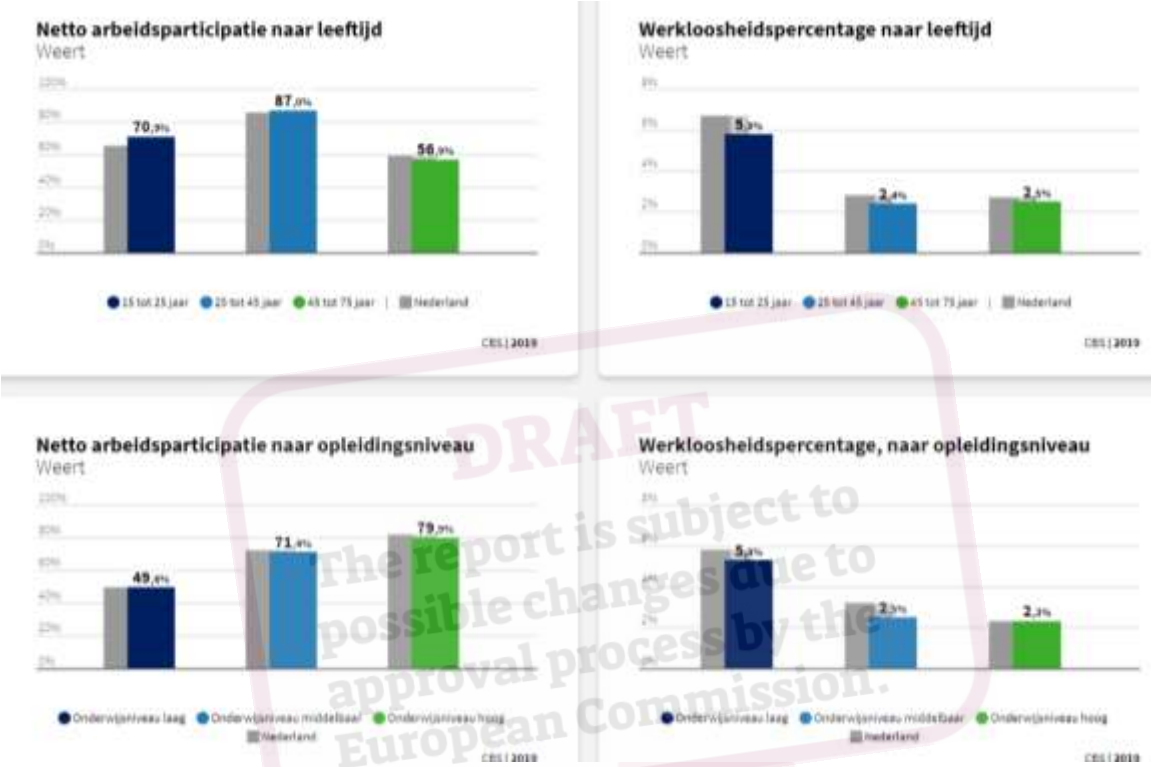

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Figure 5. Net employment rate according to age (left top) and education level (left bottom) (Weert compared to the Netherlands) and unemployment rate according to age (right top) and education level (right bottom) (Weert compared to the Netherlands) (2019)
Source: CBS, 2019: https://weert.incijfers.nl/jive

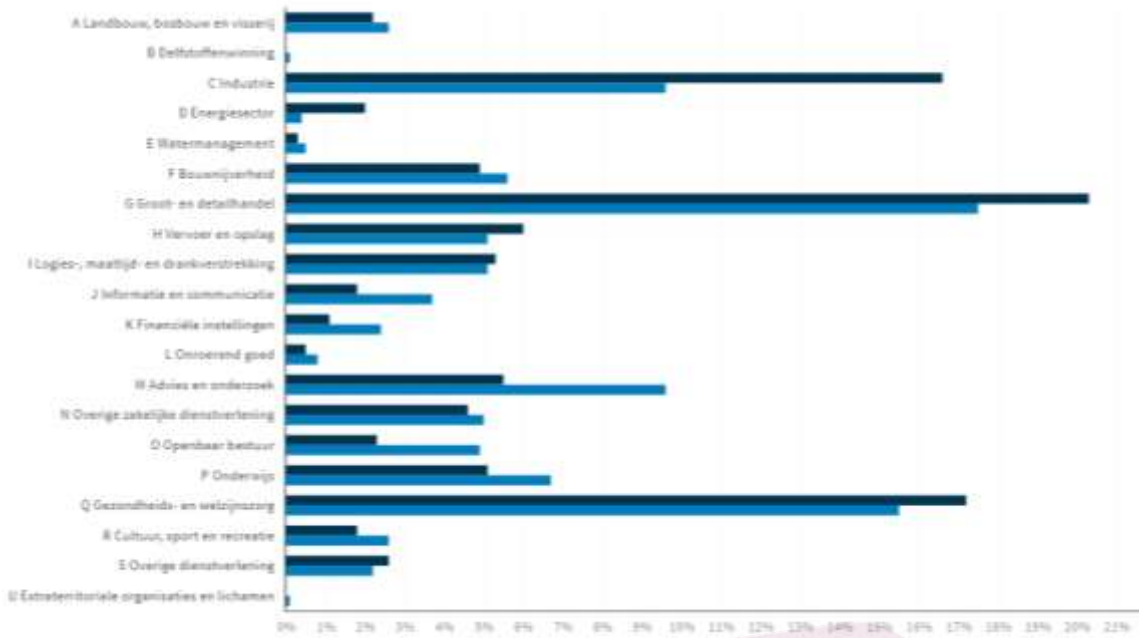

Figure 6. Composition of the occupational structure of Weert (dark blue) compared to the Netherlands (light blue) (2019, in percentages)
Source: https://weert.incijfers.nl/jive

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Context of the practice

Herenboeren Land van Weert is a Herenboeren cooperative-run farm with an acreage of 11.9 hectares. It is situated south of the Altweert hamlet (Figure 7). The height of the land varies between 32.51-33.98 metres above sea level. The area is part of high black soils with fine loamy sand. The land use zoning category in the municipal zoning plan is agricultural. The area has been in use as agricultural land for centuries and is located on the 'slopes' of the 'Eiland van Weert'. It was already part of the transition from the agricultural lands to the wild, unexplored land to the west and south of the city around 1840 (Herenboeren Land van Weert, n.d.).

Figure 7. Location of the farm land
Source: Herenboeren Land van Weert (n.d.)

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Origin of the practice

As addressed in the Introduction the first Herenboeren farm started operation in 2015 in Boxtel which inspired a group of individuals in the municipality of Weert. This resulted in a marketing campaign bringing together a larger group of individuals. The Herenboeren strategy is to first look for members, then for land and then for a farmer. The reason to start with the members is that they are the future owners and consumers of the products of the farm. The objective of a Herenboeren farm is to feed 500 mouths, boiling down to approximately 200 households. At the development of the Herenboeren concept it was calculated that an area of 20 hectares is needed to do so: about 5 hectares for horticulture (production of vegetables), approximately 1 hectare for fruit, 10 hectare for grazing cattle and 2 hectares for pigs. The remaining acreage is used for extraction of animal feed which is usually outsourced to a contractor (NL_BE3A/Int.3).

Participation of a household in the cooperative means that it becomes a member-shareholder and has to invest a one-off sum of €2,000; a one-person household invests €1,000. A household becomes owner of a share of the farm. Upon termination of membership the deposit will be returned but conditions apply, such as a membership period of at least three years. A shorter period might be allowed if there is a good reason or if there is a waiting list. For households unable to pay the €2,000 in one go there is the option to pay in eight instalments of €250. The one-off investment is then spread over a period of two years. But even with this option the investment at the start will make it very difficult for many lower-income households to join a Herenboeren farm (NL_BE3A/Int.6). This investment of €2,000 per household upon joining the cooperative is used for a one-time investment sum of average €400,000 at the start of production which is to be used for the purchase of fruit trees, materials, water and irrigation facilities, yard paving and storage and if applicable shelter for livestock and start-up losses. It is also used for the one-time fee to Herenboeren NL.

After the actual start of the farm all members purchase a weekly food package from the farm for which they pay a weekly contribution per household member (‘mouth’). Each local cooperative decides on the amount of the weekly contribution of a full and a vegetarian

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package. In 2021 the General Meeting of Land van Weert set this contribution at €11 per household member ('mouth'). The Land van Weert food package contains five types of vegetables and eggs, supplemented with seasonal products such as fruit and nuts. It is vegetarian as the farm does not have livestock (yet), but it is regularly supplemented with a beef package from a local organic farmer. The cooperative hopes that animals will be added to the farm and that there will be a choice then between a full and vegetarian package. If is expected that a full package will then cost between €12 and €15 and a vegetarian one between €7 and €10 (https://landvanweert.herenboeren.nl/faq).

These weekly contributions feed the yearly exploitation budget. On the basis of the current amount of the weekly contribution of Herenboeren Land van Weert, the Herenboeren aim of 500 mouths (which is not yet the case in Land van Weert) this comes down to a budget of €286,000 (52 weeks x €11 contribution x 500 mouths) which has to cover the costs incurred by the farm and includes farmer's salary, lease of the land, purchase of seeds, plants and young animals (in the future), contract work if needed, maintenance and depreciation, organisational costs (as annual fee to Herenboeren NL) and consultancy costs. The farm is non-profit; If there is a surplus on the budget, members can decide to invest, save or make the package cheaper (https://landvanweert.herenboeren.nl/faq, https://www.herenboeren.nl). It is too early to evaluate whether the yearly exploitation budget covers all costs and sufficiently takes risks into account as the Land van Weert farm was only in operation for less than a year at the time of this research.

In January 2017 the Foundation Herenboerderij Land van Weert was set up as the precursor of the local cooperative. At that time there was not yet land and a farmer (radio interview, 2017; NL_BE3A/Int.3). The cooperative was established in September 2018. When the Foundation started looking for suitable land, it was not a prerequisite that the farmer should live at the location itself. A first potential location was in ownership of *Natuurmonumenten* (one of the main Dutch nature conservation associations) but was dropped because of a number of issues like the fact that land was fragmented and *Natuurmonumenten* not yet very used to lease it for agricultural use. The municipality then proposed 10 locational options of farmers who wanted to stop their business. The final location was not one of these options, but the result of a direct offer to Herenboeren Land van Weert. The former farmer died and his heirs approached the Foundation. For Herenboeren access to land – and

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not its ownership – is key, so the national organisation of Herenboeren facilitated the acquisition of 11.9 hectares by *Stichting Grondbeheer* (Foundation Land Stewardship) in October 2019 (Stichting Grondbeheer 2019). Stichting Grondbeheer is a 40-year old public benefit organisation acquiring agricultural land and leasing it to farmers for biodynamic agriculture. The original focus has been enlarged from biodynamic to organic, biodynamic and nature inclusive (NL_BE3A/Int.1). The offer to the cooperative also included real estate, which could not be acquired by Stichting Grondbeheer. A private investor took care of financing the real estate related to the farm (by a 20 year loan to Stichting Grondbeheer).

In the process of acquisition and starting the farm, there were a number of information meetings for local residents and specifically for those living around the farm. There was resistance on this type of farm as residents feared increased mobility and nuisance by parking by the farm cooperative members and keeping animals on the basis of nitrogen emissions and opposed the application of permits. Preparations for cultivation started end of 2019 by the plantation of 2 hectares of fruit trees and fencing. Herenboeren NL was responsible for the vacancy of the farmer who started his job as farm manager in February 2020. He started cultivation in spring 2020.

The weekly food packages are collected by the cooperative members once a week on a fixed date on either the farm or one of the two additional pick-up points in the neighbouring hamlets of Nederweert and Stamproy. These two pick-up points help to decrease mobility to the farm. An additional measure to manage mobility is that cooperative members are asked to travel by bike (not by car) to the farm. Production started in 2020 with 150 member households (NL_BE3A/Int.2), and counted 176 member households early 2021 (NL_BE3A/Int.4). The aim is still to extend the number of households to 200. As the average age of the first 150 households is relatively high, actions are envisaged to attract younger households (NL_BE3A/Int.5).

Because less land was available than the 20 hectares in the Herenboeren concept, keeping animals was not possible but the aim is still to increase the acreage to enable this. Keeping animals needs to be in line with regulations at different government tiers. As these permits need time and are challenging, this was another reason to put keeping animals lower on the list of priorities. The basic objective of Herenboeren to feed a maximum of 500 mouths (200 households) would mean that the farm should apply for a permit to the municipality to keep

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of maximum of 25 pigs and 1,000 chickens. Because of current regulations in relation to PFAS (Per- and polyfluoroalkyl substances) restrictions and a recent decision by the Council of State (in Dutch *Raad van State*) on this issue, the farm will probably apply for only 4 pigs and 125 chickens when additional land becomes available (Gemeente Weert, 2019). An alternative could be nature grazing cattle (NL_BE3A/Int. 2, 6 and 7).

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Actors involved

Stichting Herenboeren Nederland

Herenboeren Nederland (NL) developed an overall concept for local cooperative nature-inclusive farms throughout the Netherlands and provides overall services for local farms during initiation and operation. It is a small professional organisation of 8 FTE with self-employed persons for specific services. It has a three-headed Board and a six-headed Supervisory Board. The idea for Herenboeren popped up in 2006 and resulted in the Foundation Herenboeren Netherlands (*Stichting Herenboeren Nederland)* in 2014.

Five phases are distinguished in the setting up and the operation of a local farm: orientation, concentration, design, realisation and exploitation (or operation). The role and tasks of the national organisation and the local initiative are clearly formulated. The national organisation 'unburdens' the local initiative as much as possible from issues as land and lease contract, local permits and zoning, legal and organisational aspects of the new local cooperative. As a contribution the local farm pays a one-off entrance fee of €75,000. In addition, the national organisation asks an annual contribution of €100 euros per member household, so €20,000 for a local cooperative, which is used for services as website, insurance, PR activities etc. There is currently discussion about the future organisation. Herenboeren NL is now a foundation, but it might become a kind of mother cooperative in the near future (NL_BE3A/Int.3).

Since its inception some developments have taken place. At the start the weekly contribution of a household was based on cost price: the price for a product was compared with the shop price, whereas currently it is based on a cost sharing model allowing to focus only on the quality of a product. Another development is the way land is handled. Access to land is key and not land ownership for Herenboeren. To allow smoother availability and financing of land for local farms joint initiatives have been set up to facilitate land lease. Aardpeer is such a joint initiative combining Stichting Grondbeheer, Stichting Herenboeren NL, Stichting Wij.land and Triodos Regenerative Money Centre. They share their aim to improve the living environment and facilitate access to farm land for nature-friendly agriculture (NL_BE3A/Int.1 and 3, https://aardpeer.nl). Another issue is the focus of the

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movement. For the initiator a new way of food production was key at the conception, but since then the community building side of the movement (among local cooperative members) also proved to be essential (NL_BE3A/Int.3).

Herenboeren Land van Weert

Each local Herenboeren farm is run by a cooperative with members or shareholders. A Board is chosen from the members to manage day-to-day affairs. At least once a year there is a members meeting in which all members participate in decisions about budget, annual cultivation plan and – if available at the local farm – livestock farming, and which activities will be further developed on and around the farm. The cooperative employs a knowledgeable and experienced farmer (via the national organisation) who works on the land and runs the farms. When the farmer is sick or during busy times, he or she can enlist the help of nearby landlords' farms or hire contractors as the budget offers space for hiring labour. The members of the cooperative can also volunteer on the farm, but this is not obligatory (NL_BE3A/Int. 2 and 5; https://www.herenboeren.nl).

Herenboeren Land van Weert started off when two local residents were inspired by a newspaper article on the Herenboeren concept in 2016 and started to develop the local initiative. With a number of other initiators they brought together interested households who signed a letter of intent. 150 letters of intent are considered a solid basis to establish the local cooperative according to Herenboeren NL and the cooperative was formally established in September 2018. Land and related real estate were acquired by Stichting Grondbeheer in October 2019 and leased to the local cooperative. The farmer came into service in February 2020 and the first distribution of food packages was in May 2020.

Apart from a seven-headed Board there are five working groups consisting of volunteers among the cooperative members: finance, real estate management, food exploitation, distribution of food packages and activities (such as catering, education, open days, social activities).

Stichting Grondbeheer

Since its establishment in 1978 Stichting Grondbeheer (Foundation Land Stewardship) has had two goals: to free agricultural land from economic traffic and to improve and/or restore

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the quality of these lands and ecosystems through biodynamic agriculture. Land is bought with donations and perpetual bonds from citizens and then made available to farmers on the basis of long-term leasehold contracts and a lease price which is based on the producing capacity of the land (https://www.bdgrondbeheer.nl). The principle of free land is also used in the collaboration with Herenboeren. The objective of biodynamic agriculture to produce vital food in a vital environment, whereby the biodiversity and quality of the soil increase every year, is not guaranteed by a control organisation but by the community at Herenboeren (https://landvanweert.herenboeren.nl). As addressed under Stichting Herenboeren Nederland, Stichting Grondbeheer is also partner in Aardpeer.

In October 2019 Stichting Grondbeheer and the Herenboeren Land van Weert cooperative signed the deed of purchase of 11.9 hectares and related real estate (farmhouse and barns). The agricultural land and buildings are leased to the local cooperative on the condition that biodiversity and environment are improved with sustainable agricultural methods (Stichting Grondbeheer, 2019). The land lease period is 26 years, as is common for agricultural land. A private investor borrowed Stichting Grondbeheer money for the related real estate; for Stichting Grondbeheer it was the first time they also acquired real estate and not only land (NL_BE3A/Int.1).

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Farmer

The Land van Weert farmer is employed via Herenboeren Nederland in the function of manager *('bedrijfsleider')*. He has a background in biodynamic agriculture (Warmonderhof: the major Dutch biodynamic agriculture vocational training) and worked several years on an English CSA farm. The Herenboeren Land van Weert farm is the first one with real estate and a farm house. As he did not live in the area the availability of a farm house was convenient for him and his family.

In regular agricultural education students focus on a specialisation, whereas biodynamic agriculture education focusses on mixed farming which is in line with the Herenboeren concept. Farmers without such a mixed farming background receive additional training by Herenboeren NL. A condition for appointment as a Herenboeren farmer is that he/she is prepared for continuous (additional) training, internships and coaching by and with colleagues and other experts. It is also a condition that the course initiated by Herenboeren

Nederland has been successfully completed (https://landvanweert.herenboeren.nl/vacature). Now that more local farms start operation Herenboeren farmers organise themselves by networking regularly and exchanging experiences; this started during Covid-19 times via Zoom meetings. One of the future options – once more local Herenboeren farms are in operation – might be to set up a cooperative of the local farmers instead of them being employed by Herenboeren NL (NL_BE3A/Int.2).

One fulltime farmer is appointed for each local Herenboeren farm. In addition, there is financial room on the local budget for 0.5 FTE for labour to be hired during the season. In addition there is a budget for contract work. This all together comes down to about 2-2.5 FTE (NL_BE3A/Int.3). The Cooperative members are not obliged to volunteer, but they are most welcome. To date, on each farm a group of volunteers has formed who are willing to cooperate. At Land van Weert the farmer heads them about three mornings a week. They help in the harvest and distribution of fruits and vegetables and occasionally in works on the land and the farm.

The farmer is autonomous in farming within the scope of the annual budget and cultivation plan. One of the local Board members of the cooperative is accountable in the Board for the farm production and in regular contact with the farmer. Currently this is someone who has been a farmer himself and allows the farmer sufficient autonomy in his job. If this would be someone with little background in agriculture and with another view on the needed relation between local Board member and farmer Herenboeren NL could play a role in support (NL_BE3A/Int.2). The local Board is responsible for the local network as residents living around the farm, local citizens, municipality (permits) etc.

Municipality of Weert

The municipality of Weert was involved in the initiative since 2016, both at the level of civil servants and administration, specifically Alderman Geert Gabriëls who was very enthusiastic about the initiative from the start (NL_BE3A/Int.7). The Herenboeren initiative is in line with the municipal vision of future agriculture in which the products are grown close to the buyers. The municipality embraced the initiative and committed itself to facilitate in providing a location for information meetings during the start-up phase, potential options

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for land and handling necessary local permits. Neighbouring residents objected the location and the municipality facilitated dialogue between the cooperative and the neighbouring residents. The municipality provided two subsidies on communication to the local initiative to enlarge their platform at the start (NL_BE3A/Int. 6 and 7).

In 2016 the municipality published a Vision on nature and landscape (Gemeente Weert, 2016) which also addressed a vital countryside where agriculture, nature, recreation and built environment are in balance, with enough sufficient space to be sustainable. In 2020 Weert published a vision on Agriculture (gemeente Weert, 2020) with the title 'Cooperating on diversity and quality; not more, but better". The aim of this vision is to give direction to the ongoing transition and aim for the necessary sustainability of agriculture, within the possibilities offered by the municipality has to do so. An important point of attention for the development of the countryside is the expected vacancy due to agricultural businesses stopping. Herenboeren Land van Weert fits well in this vision.

There is some discussion about the extension of Land van Weert with keeping animals at a small-scale. The municipality has suggested Land van Weert to cooperate with third parties. Management of cows that are used to graze nature areas could be included in the farm instead of extending the farm acreage (with approximately 10 hectares) to keep animals for meat (NL_BE3A/Int.7). The Green Deal which the first Herenboeren farm settled to tolerate certain deviations from formal legislation is not directly applicable to the Land van Weert farm. This is also due to the fact that there is some resistance from neighbouring residents.

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Nature and Environment Centre IJzeren Man

Nature and Environment Centre IJzeren Man (*Natuur- en Milieucentrum IJzeren Man*) is largely funded by the municipality of Weert (on the basis of project financing) and was offered to the initiators of the local farm as location for their information meetings. The aim of the centre is to reach out as much as possible to youth and adults to convince them of the importance of a nature-friendly awareness and a sustainable society (NL_BE3A/Int.8, https://www.nmcweert.nl). The centre cooperates with 11 partners: with Herenboeren Land van Weert on education in the field of nature inclusive farming and on training of Herenboeren volunteers for local school children. The network function of the partners is

important to the centre and all partners. The centre has a small shop where surplus products and produces by Herenboeren could be sold in the future (NL_BE3A/Int.8).

Province of Limburg

The province of Limburg is hardly involved in Herenboeren Land van Weert, only by providing a subsidy in the field of improvement of biodiversity in the landscape in 2016. This covered part (€24,800) of the investment in orchard planting. The concept of Herenboeren is mentioned as a good practice example in nature-inclusive agriculture, agricultural landscape management and food communities by the province of Limburg in its Environmental Vision (provincie Limburg, n.d.).

Local residents (living around the farm)

The farm area is situated near a hamlet and close to a villa park. A number of information meetings was organised to inform the direct neighbours. They feared potential nuisance by the new way of farming with many cooperative members and volunteers involved such as increased (car) mobility in a quiet area and increased emissions by animals. As a result measures were taken to address these issues: cooperative members are asked to travel by bike, two additional pick-up points for the food packages in neighbouring hamlets have been created and livestock is not yet included on the farm although a small number of chicken and pigs would have been possible. Chicken would then be housed in a mobile chicken caravan and the pigs would live outdoors. Communication with neighbours is on the agenda of the local Board (NL_BE3A/Int. 2).

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Style of farming and activities promoted

What stands out from this example is the fact that members or shareholders in the cooperative own the local farm and that the farmer is employed by the cooperative (via the national organisation). The Herenboeren concept aims at local food production (the so-called 'short chain') and at a better quality of food production by focussing on nature driven food production. Herenboeren NL developed a matrix that guides the course of each local farm. This Matrix on Sustainable Food Production can be seen as a compass raising questions and providing input for choices to be made. One axis presents four context variables (soil, landscape, production and community) with four design principles (sovereignty, (bio) diversity, circularity and transparency) on the other axis (https://www.herenboeren.nl).

Each local farm has access to land with specific characteristics which will influence what can be produced locally. The farmer will propose a cultivation plan and related budget yearly in close cooperation with the responsible Board member and often on the basis of one or more surveys among cooperative members. This is subject to approval in the general meeting of the cooperative (NL_BE3A/Int. 2 and 5). In general the type of production is very mixed with a selection of fruit and nut trees, soft fruits, vegetables, and animals (chickens, pigs, cows). This asks for a wide set of skills of the employed farmer. The quality of the production does not have to meet formal quality labels as it is only distributed to members of the cooperation. However there are conditions set by Herenboeren NL with informal checks by Herenboeren peer farmers (NL_BE3A/Int. 2). The cooperative discussed in its general meeting what to do if there is a temporary overproduction of vegetables or fruits: a first step is to offer it to the food bank; a second to feed it to the animals and a final one to submerge it in the ground as fertilization. It will not be offered for sale as this will create an economic incentive which was deliberately removed from the Herenboeren concept (NL_BE3A/Int. 4).

The fact that the cooperative is the formal owner of the farm and because of the close relation between farmer and Board and cooperative volunteers, the farmer needs communicative skills. The farmer also needs skills on the demand side of production in order to be able to propose a balanced cultivation plan that meets weekly food packages, whereas a traditional farmer would probably focus less on demand and more on production only.

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There will be few farmers who meet both technical skills for the mixed and nature-inclusive agriculture and communicative skills. This is why the national umbrella organisation – the formal employer of the local farmers – offers support and additional courses. In addition the farmers have organised themselves to exchange best practices.

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Synergies and networking

Relationships with the local community

Initiators of local Herenboeren farms aim to attract nearby living cooperative members as focus is on local food production. The Land van Weert farm attracted middle-aged cooperative members and aims at younger households to fill up the intended 200 households. The opportunity to participate as a volunteer could be seen as a facilitator in local community building. Other than volunteering in food production, harvesting and distribution of food packages, other initiatives also pop up like sharing recipes, organising cooking workshops, processing food, nature and agriculture education for youth etc. These initiatives firstly aim at the own cooperative members but also entails cooperation with other local initiatives like the Nature and Environment Centre IJzeren Man, primary schools, beekeepers etc. A wider exposure within the local cooperative but also the wider local community is supported by a website and social media as Facebook, Instagram and Twitter. On average local initiatives for a Herenboeren farm in more urbanised areas find it easier to attract interested households and more difficult to find land and in less urbanised areas the other way around (NL_BE3A/Int. 3).

Starting this new type of farm also might arouse some suspicion among local neighbours and businesses. Unfamiliar with what it might bring, they fear the increase of people on the farm, car mobility, and another way of production and whether this might affect their living enjoyment. Further effort in informing local neighbours and businesses and involving them in the farm activities will help to create a balanced community.

Networking established

The relation between the local farm Herenboeren Land van Weert and the national Herenboeren NL organisation is important. A local farm depends for some services at initiation and during operation on the national organisation. This will probably further evolve now that some local farms are actually in place. An example of new service provided is health and safety legislation and insurance for the volunteers. The future direction will

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probably be such that Herenboeren NL will turn into a mother organisation and that services will be offered on the basis of a cafeteria model in which there is a choice between available services and where the local farm can choose the options that best suit the local situation (NL_BE3A/Int. 3 and 4).

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Policies and institutional supports

European agriculture policy has long been dominated by a strong focus on large scale and intensive ways of food production. Both European and Dutch national agriculture policy are slowly moving towards more sustainable agriculture. Since 2019 when the EU issues stricter regulation on PFAS and emissions of nitrogen and ammonia policy at different tiers is increasingly protecting nature and landscape values and promoting biodiversity.

The fact that Herenboeren NL started as a national platform enables it to raise the innovative concept to the minister of Agriculture, join the national debate at all levels and form a lobby towards small scale, nature inclusive and more citizen supported agriculture. The fact that Herenboeren NL was able to sign a Green Deal for the first local farm will develop knowledge and hopefully new regulations which are more in line with this new type of farming which at a smaller scale. Current regulations are specifically strict on keeping farm animals. Whereas an average farm with a strong citizen involvement would mainly produce vegetables and fruits, the Herenboeren concept includes animals to close the loop. It is this animals' part of the concept which is not always in line with national regulations. Support by local policy and the local context is important: the municipality can help to facilitate in finding land, zoning and permit issues.

Local Herenboeren farms do not own their land, but usually lease it from an organisation. This can either be a private foundation or a nature or landscape organisation. Whereas in the past nature and landscape organisations had the tendency to acquire land and to give it completely back to nature, nowadays nature inclusive agriculture is also promoted on these lands. One of the private foundations is Stichting Grondbeheer which acquired the land of the Land van Weert farm. Land can be acquired from a farmer ending his business as in our case but it can also be public land owned by a municipality or province. We already presented the Aardpeer initiative which aims at developing financial instruments that generate money with which to buy land (section "Actors Involved").

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Policies activated, constraints and need of new policies

We already touched upon the fact that a lot of national regulation is based on large scale production oriented agriculture, which is especially problematic in relation to small scale keeping of animals at a farm. The input by the national Herenboeren platform at both national and local level together with other platforms putting smaller scale biodynamic and more nature inclusive ways of agriculture on the policy agenda and bringing a changed mind set of the public will further facilitate this type of agriculture.

What also would facilitate the increase of the Herenboeren type of local farms is the development of financial instruments with which citizens can contribute to acquiring agriculture land by issuing obligations, shares, crowdfunding by foundations etc. A suggestion in one of the interviews (NL_BE3A/Int.1) was that it would be interesting to consider a similar system as in France (Socially responsible investment) where major investors and pension funds are required to invest 5% of their portfolio in projects with a social component. French pension funds announce a new SRI strategy also focussing on climate and sustainable development goals.

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Impact and perspectives

The Herenboeren concept will result in small scale local farms run by an employed farmer. The farmer does not need to invest in land and real estate acquisition and machinery, but receives a fair monthly salary and right to a pension and holidays. Whereas the trend is towards fewer and larger agricultural businesses with less employment opportunities for farmers, the Herenboeren concept opens up opportunities as farms are at a smaller scale and less capital intensive. In addition to focus on better quality of local food production the community building component of being a cooperative member of a local Herenboeren farm should also be taken into account.

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De Wassende Maan (Flanders/Belgium)

Local context

Basic characteristics

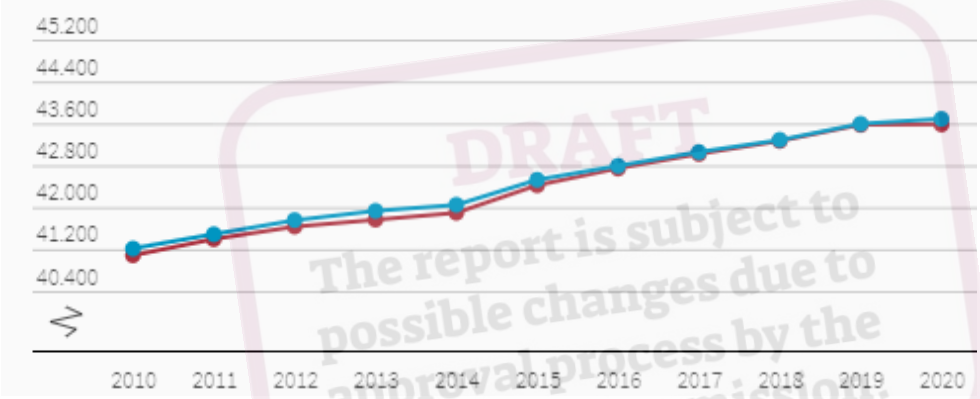
The farm estate, shop and offices of De Wassende Maan (DWM) are located in Astene, which is part of the municipality of Deinze. The current acreage of 22 hectares is located partly in the municipality of Deinze and partly in the municipality of Zulte, which is southeast of the city of Gent in the Flanders Region, in the province of East-Flanders (see Figure 8).

Figure 8. Location of De Wassende Maan farm (red) in the municipality of Deinze (black)
Source: https://www.geopunt.be/

In January 2019 the municipalities of Deinze and Nevele merged into one municipality called Deinze. Where possible we will use recent data for the new merged municipality (and indicate so). If no recent data is available we will use data of the pre-merged municipality of Deinze as the farm estate is located in that municipality. The merged municipality of Deinze is 12,742 hectares large, while before 2019 it was 7,553 hectares. In 2020 74.5% was zoned as agricultural land, as compared to 57.7% for the Flemish Region

(https://provincies.incijfers.be/dashboard/dashboard/landbouw). The Natura 2000 area 'Zandig Vlaanderen Oost' (Sandy Flanders East, total surface 3,377 hectares) is partly located in Deinze (https://www.natura2000.vlaanderen.be/gebied/zandig-vlaanderen-oost). The altitude varies between 5-15 metres above sea level (https://nl-nl.topographic-map.com).

In 2020 the population size of Deinze was 43,580 (Figure 9) resulting in a population density of 3.42 inhabitants per hectare (as compared to 4.88 for the Flemish Region). The breakdown of age categories compares well to the Flemish Region (Figure 10). The average household size is 2.31 and comparable for the Flemish Region (2.32) (Rijksregister, provincies.incijfers.be). Figure 11 shows data on the employment rate, which is slightly higher in Deinze than in the Flemish Region.



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Blue: total number of inhabitants according to Rijksregister and official statistics
Red: official statistics of the total number of inhabitants

Figure 93. Population size (2010-2020) and estimate (2020-2050))
Source: various sources 2010-2020 (https://provincies.incijfers.be/dashboard/dashboard/bevolking/

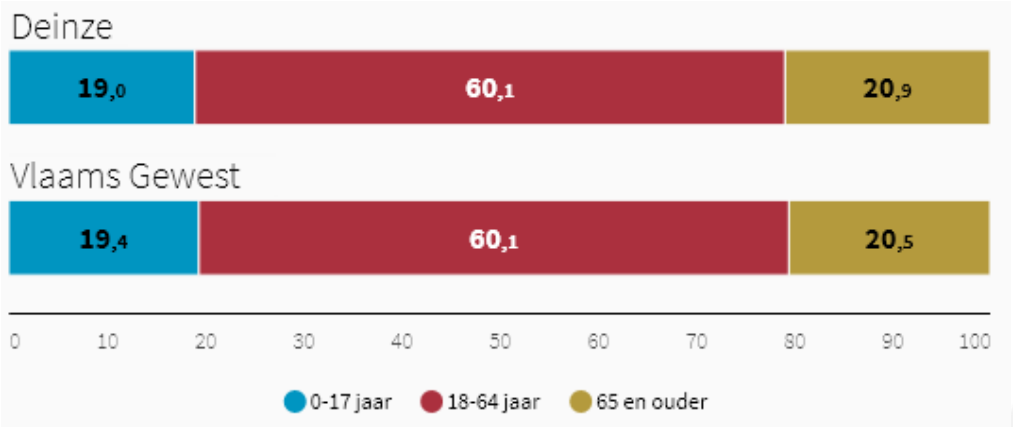

Figure 10. Age categories of inhabitants in Deinze compared to the Flemish Region (Vlaams Gewest) (2020 in percentages)
Source: Rijksregister, 2020 (https://provincies.incijfers.be)

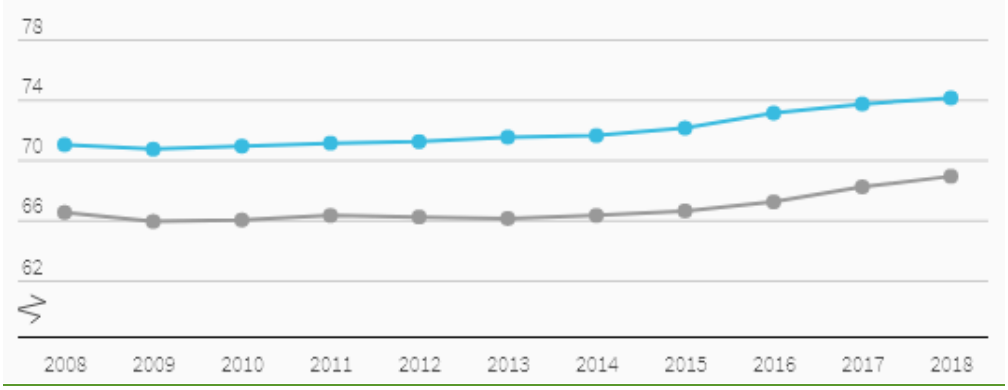

Figure 11. Employment rate for the population of 15-64 years of Deinze (in blue) compared to the Flemish Region (in grey) (in percentage for 2008-2018)
Source: VAR/ provincies.incijfers.be, https://provincies.incijfers.be/dashboard/dashboard/economie

In 2019 58% of the unbuilt area in (pre-merged) Deinze was in use for agriculture which is higher than for the Flemish Region (47%) (Figure 12). In 2016 when an agricultural typology map was made of Flemish municipalities, Deinze was characterised as 'intensive livestock farming and cattle' (https://provincies.incijfers.be/dashboard/dashboard/landbouw). The number of businesses with agricultural production in (pre-merged) Deinze decreased from 367 to 315 in the period 2011-2019 (Figure 13). In 2020 there were 8 organic producing agricultural businesses and 7 had home production (provincies.incijfers.be).

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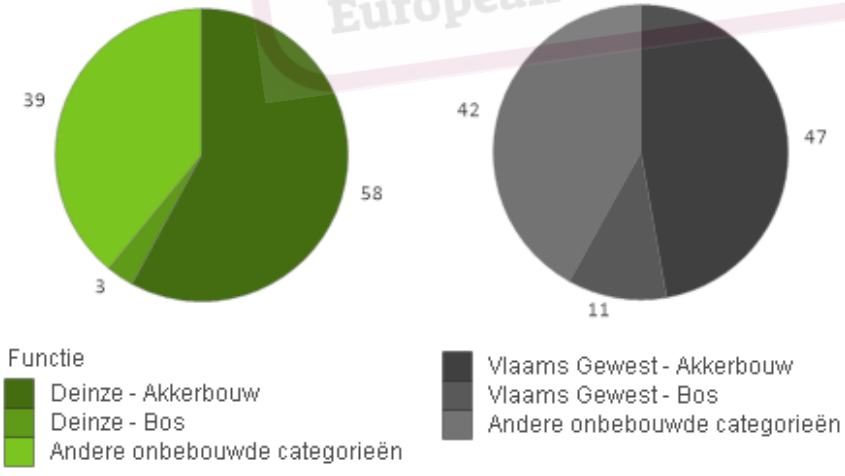

Figure 12. Shares of agriculture (dark green/grey), woods (middle green/grey) and other unbuilt categories (light green/grey) (in percentages, green for (pre-merged) Deinze and grey for the Flemish Region) in 2019
Source: https://provincies.incijfers.be

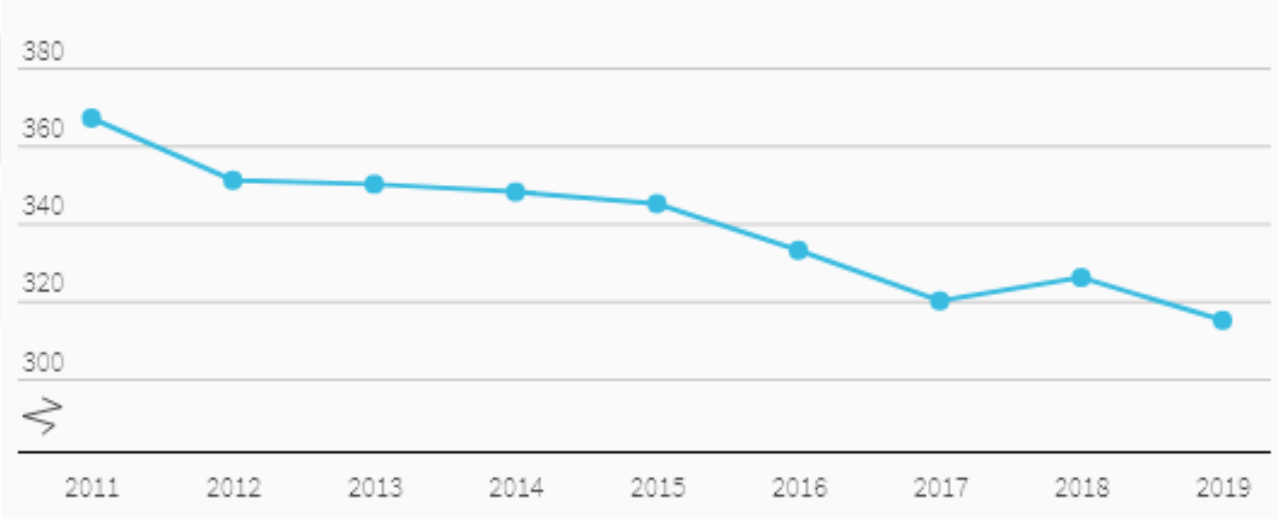

Figure 43. Number of businesses with agricultural production in (pre-merged) Deinze in 2011-2019
Source: https://provincies.incijfers.be/dashboard/dashboard/landbouw

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Origin of the practice

De Wassende Maan is a cooperative-run farm with an acreage of 22 hectares. The soils in the region can be characterised as sandy and loamy (http://www.geopunt.be: soil map). The farm was founded in 1979 by Kristien De Witte who gave up her career as a teacher to start biodynamic farming by leasing 1 hectare agricultural land in a very informal way. Her motivation was that she was discontented about traditional agriculture. The name 'De Wassende Maan' – which can be translated as the Crescent Moon – was inspired by the poetry collection 'The crescent moon' by Rabindranath Tagore. The crescent moon is the moon during the two weeks after new moon. The word crescent here means 'to increase' or 'to grow' (https://www.dewassendemaan.be). The initiator's main objective was biodynamic food production (NL_BE3A/Int.1a). A number of volunteers joined her, most of whom did not have an agricultural background. In 1986 De Wassende Maan acquired the biodynamic food production label Demeter as first Flemish farm (https://www.dewassendemaan.be). Later on a group of two to five farmers run the farm as self-employed farmers. Early 1990s Kristien De Witte had to withdraw from the farm and she handed it over to others. In 1999 a non-profit association (*vzw* or *vereniging zonder winstoogmerk*) was set up to be able to purchase an additional 1.6 hectares of agricultural land in Deinze. In addition a cooperative (*cvba* or *coöperatieve vennootschap met beperkte aansprakelijkheid*) was established to which the land was leased. The cooperative is also the landowner of 2.5 hectares including the estate with shop, offices and barn.

Since the very start Kristien De Witte distributed her vegetables by car to customers (Van Boxtel & Schlaman, 2008). She also sold them from her barn on Saturday mornings. In 1990 this practice grew into a small shop where the produced vegetables were sold. Since then it was been enlarged a number of times (NL_BE3A/Int.1a). In 1995 De Wassende Maan was the first to start vegetable subscriptions or bioboxes in Flanders. This concept was inspired by the Swiss example of Le Panier. By subscription of consumers to a weekly portion of biodynamic vegetables (and fruits), the farm was assured of a fixed and predetermined purchase and was able to shape a cultivation plan without having to depend on wholesale. Around that same time the barn from where vegetables were sold was turned into a farm

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shop where the bioboxes were distributed as well. As the number of bioboxes increased pick-up points in the region (including close-by Ghent) were added to the shop. For this purpose a truck was bought in 2008 which was equipped for 1,200 vegetable packages (Van Boxtel & Schlaman, 2008). Since 2015 the shop also sells other organic and ecological products than own produce. Since then DWM produces for bioboxes, the shop and wholesale (https://www.dewassendemaan.be). In 2010 sale to wholesalers became more important because of an increase in the agricultural acreage. As this proved to be insufficiently lucrative, a few years later it was decided that from then only surpluses would be delivered to wholesalers and that there would be more focus on bioboxes and sale through the shop. Another part of the motivation to do so was that the latter two need a wide range of crops whereas wholesalers need a focus on a limited number of crops (NL_BE3A/Int.1a).

Current practice and organisation

Early 2021 DWM cultivates in total 22 hectares of biodynamic agricultural land: 5 hectares in Astene including farm, shop and offices, surrounding fields and five large tunnel greenhouses and 17 hectares in Deinze and Zulte with land for arable farming of vegetables. The acreage of 22 hectares is split in 2.5 hectares in ownership of the cooperative (including shop, offices and barn), 1.6 hectares in ownership via vzw DWM, 17.9 hectares leased through various private individuals or companies (16.9 hectares on the basis of a 10 years contract and 1 hectare on the basis of seasonal lease (1 year)). The farm grows around 50 different types of vegetables such as red and white cabbage, Brussels sprouts, palm and kale, potatoes, sweet corn and pumpkins. In the greenhouses vegetables as lettuce, radish, fennel and tomato are grown. During winter around 400 chickens are kept there, which loosen the soil and provide natural fertilization. Ownership of land falls into different categories, most of it is leased, 2.5 hectares in ownership of the cooperation and 1.6 hectares in ownership of the non-profit association (NL_BE3A/Int.1a).

The vegetables and fruits subscriptions or bioboxes have experienced an explosive growth: from 420 bioboxes at the start in 1993 to 1,450 early 2021 (NL_BE3A/Int.1a). The biobox service is now well organised with people compiling the packages, others distributing them by two trucks to the pick-up point holders (around 50 early 2021) and volunteers at the pick-

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up points. Customers can collect their biobox four days a week at one of the points. They have a choice from different types of bioboxes (size of vegetables box, fruits box, vegetables plus fruits box, potatoes box and weekly or two weekly). Produce is sometimes not sufficient all year around to provide sufficient vegetables for the many bioboxes. When compiling them firstly the own products are chosen and for the remainder products from fellow farmers nearby are purchased. If that is not sufficient either, products are ordered from wholesalers. Bioboxes and the shop are part of the same company. If the biobox makers face a shortage, they collect products in the shop and if there is a surplus, that product will go to the shop (Van Boxtel & Schlaman, 2008, https://www.dewassendemaan.be). The people running a pick-up point at their shop often see this service also as publicity for their own shop (NL_BE3A/Int.6a).

The shop is a little supermarket with organic and ecological products and has three areas: a cooler place with vegetables, one with dry goods and cooled items and one with processed food and non-daily products (Van Boxtel & Schlaman, 2008). It started a fifth enlargement (from 150 to 300 square meters) early 2021. Expansion of the range of products is often at the request of the customers, as well as on the basis of surveys where customers are regularly asked about their opinion on the product range. Survey results are also used as feedback to the farmers on their cultivation plan. Customers value the local availability of vegetables and fruits and the freshness of the products (NL_BE3A/Int. 1a and 3a). Because of the fact that the shop is independent – and not part of a larger retail chain – some activities such as marketing campaigns or software take more effort (NL_BE3A/Int.2a). New is the webshop which is available to customers of a biobox to complement it with additional products from the shop.

DWM is predominantly a farm producing for direct sale through the shop and bioboxes. A small share goes to wholesalers. But activities and collaboration in supportive fields are also undertaken. Examples are collaboration with initiatives that guide people with disabilities, such as De Vierklaver, Zonnehoeve Living and the Christoforus community. Surpluses of biodynamic vegetables are donated to vulnerable families through some collaborative projects as Family Replacement Home Gandae vzw (Ghent), the giveaway shop Rode Lotus in the Brugse Poort (Ghent) and Food Bank Deinze (https://www.dewassendemaan.be/een-bedrijf-met-een-hart). There is also a cooperation with a school in Deinze where children

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with support by a volunteering organic farmer and a teacher help on the farm weekly as part of their education. Since mid-2020 there is also a farm path: a mapped-out path around the fields with twelve educational panels explaining different aspects of agriculture on DWM. This path was subsidised by the province of East-Flanders. it contributes to nature and landscape education, serves as a substitution for regular requests to the farmers to organise guided tours around the farm and contributes to customer loyalty (NL_BE3A/Int. 1a and 6a).

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Actors involved

Organisation

DWM started as a small scale volunteer based initiative which gradually evolved into the current professional practice with an association (vzw) and a cooperative (cvba). The team of farmers is part of the professional staff headed by a coordinator. In addition to the farmers there is a team on the shop and one on the bioboxes. The business is run by a cooperative company with limited liability (cvba) and a non-profit association (vzw). This is comparable with many organic farms with a strong input by the community in the region which have a double structure like DWM (NL_BE3A/Int.8a). We will explain more about each of these below.

Farmers

At the start Kristien De Witte was the only farmer, but gradually others came in to join her. With the establishment of the cooperative a varying number of 3-5 farmers was involved as self-employed farmers. In the first years two of the farmers would have a seat in the Board of the cooperative. Since 2015 there was a change in the status of the farmers; some of them preferred not to be involved as self-employed but have the full employee status. This status means that employees are insured of pre-agreed wages and are entitled to pension and holidays. Since 2016 all farmers have the full employee status and they are not necessarily shareholder in the cooperative (NL_BE3A/Int. 1a and 5a). The farmers team has always been flexible with new farmers coming in regularly and others leaving. Although there have been formal job applications most of the new farmers join after a traineeship at the farm (NL_BE3A/Int. 1a and 5a). The team of farmers is assisted by seasonal workers who are recruited from a permanent pool of 20 people. Over the years the team of farmers at DWM has proved to be a breeding ground for young people, some of whom originally did not have an agricultural background. They gain a first farming experience at DWM and after a few years they might decide on moving and starting a farm in France, a CSA farm in Ghent or elsewhere while others stay (NL_BE3A/Int. 1a and 8a, https://www.dewassendemaan.be).

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At the start of DWM the farmers mainly lived together on the farm. Nowadays all farmers live elsewhere and not on the farm estate. Two young people living in tiny houses on the estate take the role of concierge when the farmers are not there. The farmers agree upon a division of labour. For example, for irrigation of the fields they are now well equipped technologically: the farmers are able to operate this remotely by computer from home. During season the farmers coordinate the distribution of weekend activities on the fields among themselves. But coordination of tasks can sometimes be challenging (NL_BE3A/Int.8a). The farmers see it as a surplus that customers are close-by the agricultural production (NL_BE3A/Int. 1a and 5a).

Cooperative De Wassende Maan (cvba)

The Cooperative De Wassende Maan was set up as a Cooperative company with limited liability (*Coöperatieve vennootschap met beperkte aansprakelijkheid* or *cvba*) in 1999 (Belgisch Staatsblad, 1998). The cooperative is the landowner of 2.5 hectares including shop, offices and barn. Early 2021 the cooperative counted 290 shareholders, most of whom have either a biobox subscription or are customer in the shop (NL_BE3A/Int.1a). The Board of directors counts four persons.

People can subscribe as cooperative member or shareholder with a minimum of three shares with a fixed price of €270 per share. After formal approval by the Board of directors, the subscriber will be registered in the register of shareholders after which he/she will receive a certificate as a copy of this share register. At a first subscription, shares have to be kept for at least two years. Each shareholder is given a vote in the General Meeting to outline the company's policy. The voting right per shareholder is limited to 10% of the votes present or represented at the General Meeting (art. 28 of the statutes: https://www.dewassendemaan.be/ja-ik-word-ook-cooperant). Each shareholder receives a number of benefits: 3% discount on all purchases in the shop, biobox or webshop, 20% discount on workshops by DWM, invitations for activities on the farm such as guided tours, harvest moments etc. and a dividend if the General Meeting decides so (https://www.dewassendemaan.be). Shareholders meet twice a year; once a year is obligatory to approve the annual accounts. A second meeting is added to discuss strategic issues and to use the shareholders as a sounding board. Four times a year shareholders

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receive a newsletter, which also ensures more involvement by the shareholders. Shares can be sold (1) by selling them to an existing or new partner (the Board of directors can mediate in this) or (2) by resigning from the cooperative which must be requested in the first quarter of the fiscal year (NL_BE3A/Int.1a and 2a, https://www.dewassendemaan.be/ja-ik-word-ook-cooperant).

During the first years the Board's role was not very steering. Due to the withdrawal of the initiator and some others the role of the Board of directors came in because the statutes require so. Since then the role of the Board has been upgraded (NL_BE3A/Int.8a). Until now the Board of directors meets monthly. There are plans to restructure the organisation of the cooperative to bring the Board of directors more on distance and to introduce a daily staff management with managers of each staff team headed by the coordinator. An amendment of the statutes will be proposed to the shareholders on an additional general meeting in September 2021. The major cause for the amendment is legal (as required in Belgium) but it will be used to change other issues in the organisation at the same time. The organisation will be turned into a network structure and become less hierarchical. It will then switch from a cooperative company to a cooperative with a social purpose (NL_BE3A/Int.1a).

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Non-profit association (vzw)

The non-profit association (*vzw* or *Vereniging zonder winstoogmerk*) De Wassende Maan was established to acquire 1.6 hectares of land in 1999. The vzw enabled financing this purchase and leasing it to DWM under the condition that cultivation of the soil would be reserved exclusively for biodynamic agriculture (NL_BE3A/Int.8a, https://www.dewassendemaan.be/vzw-de-wassende-maan). Since this land acquisition the non-profit association did not have an active role.

Since a few years the operation of the non-profit association has been expanded as to also cover the volunteers' activities such as the construction of the nature path (NL_BE3A/Int.1a). It is now not only a vehicle for agricultural land ownership, but also an umbrella for the volunteers' organisation. A group of about 15-20 shareholders performs unpaid work and meets on average monthly. As the cooperative is not supposed to employ volunteers, their activities fall under the umbrella of the non-profit association. The non-profit association pays their insurance and takes care of costs or other issues related to the volunteers. Their

activities do not concern the agricultural production but are additional like pruning trees and constructing the farmers' educational path (NL_BE3A/Int.2a).

Professional staff of DWM

Three teams can be distinguished within the staff: (1) farmers, (2) shop and (3) bioboxes headed by a coordinator and with someone for finances and general administration and someone for marketing and public relations. Before 2017 the staff was managed by a coordination team. This was replaced by a single overall coordinator who relates the different activities within DWM – agricultural production, shop, bioboxes, webshop etc. There are currently 24 staff members (17.3 fulltime equivalents of whom 10.8 women and 6.5 men) who are all employed by DWM cvba. Staff members are not necessarily shareholders in DWM cvba: most are not. There is a general employee meeting every six weeks (NL_BE3A/Int.1a and 2a). As explained above there will be a shift in balance between Board of directors of the cooperative and the staff as a result of a professionalization process within the company (NL_BE3A/Int. 1a and 8a; DWM cvba, 2020).

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Customers

Customers are mainly tied to DWM through loyal purchasing. Some customers are also shareholder in the cvba. At the start of the business the Friends of DWM used to work voluntarily in the fields. Currently this bond is less intensive as the farmers prefer to handle the agricultural production themselves. One of the reasons is efficiency as they it more efficiently to work with employees. As the DWM shop is near the residential area of Deinze many customers use the shop for their daily shopping.

Municipality of Deinze

The farm estate of DWM is located in the municipality of Deinze. Agriculture is an important sector in the municipality, but staffing and local policy on agriculture is only limited. Although the city of Ghent is an inspiration in the field of sustainability and food production, the way Deinze addresses this takes another stand. Since 2019 the municipality has revived the Agricultural council. Different agriculture stakeholders have a seat and it serves as an advisory board to the local administration. Initiatives brought forward by the council are the

farmers market and the yearly LEF (Local, Ecological and Fairtrade) bicycle tour to promote locally produced and processed products (NL_BE3A/Int. 9a, 10a and 11a). Contact between municipality and DWM is limited as there is no need for additional permits; there are no animals and the 400-450 chicken during winter time do no necessitate a permit (NL_BE3A/Int.1a).

Municipality of Ghent

Ghent's political administration is politically left which has a strong impact on its sustainability policy. The city is very progressive in this and although Deinze-Astene is a separate municipality, this influences the urban region as Ghent is an important part of the biodynamic food sales market via the many pick-up points of the bioboxes (NL_BE3A/Int.2a). As part of the city's strategy towards more sustainability Ghent launched a food strategy called 'Gent en Garde' in 2013 with three focus points: (1) a more visible, shorter food chain, (2) more sustainable food production and consumption and (3) reduction and maximum reuse of food waste as raw material. Food is also one the major themes in the Climate Plan 2020-2025 (Stad Gent, 2014, 2020; NL_BE3A/Int.4a). There is a Food Council with its own yearly budget (by the municipality) to support innovative food projects. Support often goes to urban agricultural projects or social agricultural projects. DWM received one of these grants to work on a programme to process harvest surpluses into long-life products that can be sold (NL_BE3A/Int.4a).

There is no formal consultation structure on issues as agriculture or sustainability with other municipalities in the urban region of Ghent as this is not a compulsory field of intermunicipal cooperation. Reason is that there are hardly municipal responsibilities in the field of agriculture in Flanders (NL_BE3A/Int.4a).

Province of East-Flanders

At provincial level the most involved department to related to DWM is the Department of Agriculture and Rural Areas (*Landbouw en Platteland*). European policy largely determines the agricultural sector and its impact on rural areas. This European policy is then translated into Flemish policy. The province develops policy that insufficiently covered at higher levels of government and which intends to facilitate business climate and to increase liveability

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and perceptibility of that rural area. The five Flemish provinces try to harmonise their policy on agriculture as much as possible. Provinces are by far the most important financier of applied scientific research in agriculture and each province has one or more specialised centres. As Flemish municipalities are relatively small in size, the province also acts as a documented discussion table, where municipalities can turn to with questions and information (interview respondent province). It also provides information on new forms of agriculture for agricultural businesses (Provincie Oost-Vlaanderen, 2019). It is also the province – more than municipalities – that has a budget for grants for improvements in rural areas. In this context it supplied a small subsidy to DWM to build an educational farm path (NL_BE3A/Int. 2a).

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Style of farming and activities promoted

DWM is a good example of the innovative strength of one or more pioneers or initiators inspiring their environment and growing little by little towards a professional company within a network of sympathisers. It was a pioneer in the field of biodynamic agriculture in Flanders in the late 1970s, it was the first to obtain the Demeter biodynamic quality label and to introduce a (two) weekly biobox subscription in Flanders. Together with comparable farms in the region they set a movement of better awareness of good quality food produced locally. The two-fold organisational structure with a non-profit association (vzw) and a cooperative company with limited liability (cvba) has proved solid and was gradually adjusted to its current needs and wishes. Also the structure with agricultural production, shop (and webshop) and bioboxes is one which can be found elsewhere too in Flanders.

The shareholders in the cvba have a formal meeting once a year to approve the annual accounts (and a second on strategic issues). Land ownership is covered either in the vzw or leased. The Board of directors of the cvba is formally in charge of the operation of DWM but the overall coordinator acts as managing director. The team of farmers is responsible for the cultivation plan but on the basis of input by coordinator, managers of the shop and bioboxes and survey results by customers.

The style of farming of DWM is biodynamic agriculture. Sprays against diseases or insects and fertilisers are not used. The basis of this agricultural system is a rich soil life, which is stimulated at DWM by minimal natural fertilization and ample crop rotation. A lot and constant variation of vegetable types (in a cycle of 7 years) prevents diseases from accumulating in the soil. The soil is rarely ploughed but raked loose to ensure that the thin top layer with rich soil life does not end up in the oxygen-poor substrate. The soil is left fallow with green manures such as grass clover, rye and vetch (https://www.dewassendemaan.be). Farmland is on sandy soil which is susceptible to desiccation. Future measures to address this issue are the planting of a wood embankment to stop drying winds and to plant more trees for shade, and to mulch if necessary to prevent the soil from drying out (NL_BE3A/Int. 5a)

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As introduced earlier DWM uses the biodynamic cultivation method under the Demeter food production quality label and is organic certified. In the context of this certification DWM is checked annually by two control bodies according to the guidelines of the European biodynamic label. For the purpose of the Demeter label there is a group of five biodynamic farm businesses that visits each farm every two years. Colleagues spend a whole day for a visit on the basis of a questionnaire and a self-evaluation. These are discussed critically after the visit with representatives of the other farm businesses. These visits also serve as a source of inspiration because of the exchange of information (NL_BE3A/Int.5a, https://www.dewassendemaan.be).

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Synergies and networking

Relationships with the local community

The initiator lived in the area when she started DWM on a small piece of land. It attracted a small group of sympathisers, some of whom from the local community but more from a wider region. The sale of biodynamic vegetables profits from the fact that the farm is located near the city of Ghent. Other than on the estate there is one additional pick-up point for the bioboxes in Deinze, but most of them are in or near Ghent, showing the great interest for organic vegetables here.

The shop attracts local residents as it is located near residential area, but there are also many from a wider region. The fact that it is located on a farm makes it an experience to do one's shopping. The location near residential area makes it also important to take neighbours into account in agricultural activities (such as the location of a compost heap) (NL_BE3A/Int.1a and 5a). A wider exposure in the wider local community and for reasons of marketing information is provided by a website and social media as Facebook and Instagram. DWM puts energy in bonding with the local community by organising for example an annual Open yard day. Neighbours, customers, shareholders and other stakeholders and interested parties are invited to have a look on the farm and get acquainted with the shop and other services (NL_BE3A/Int.2a). The activities and collaboration with organisations in care, vulnerable families and education which we introduced in section "Actors Involved" are also examples of the relationship with the local community.

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Networking established

DWM is not part of a larger network of comparable farms or businesses. However, there is informal consultation and exchange with colleagues such as Kollebloem and Zonnekouter, two farms which are also cooperative based farms and involved in biodynamic agriculture with bioboxes and a bioshop. The same goes for the Landwijzer which is responsible for biodynamic agriculture education in Flanders. DWM has no ambition to be very active in networks such as BioForum or related (NL_BE3A/Int. 1a and 2a). DWM is more related in

networking of the city of Ghent than in its own municipality. This is because of the strong and pro-active policy focus of Ghent on sustainable agriculture.

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Policies and institutional supports

DWM started as a small voluntary practice which slowly evolved into the current business. It was an example for others who cared for biodynamic food and served as a breeding ground for young people who wanted to become involved in this new life style and work environment. It did not depend on public polices and institutional support to become as it is now. The fact that the location is near Ghent with a population and administration which is open to a more sustainable society enabled its growth.

The legal context was important to set out the current organisational structure with a non-profit association – vzw De Wassende Maan – on the one hand and the cooperative company with limited liability – cvba De Wassende Maan – on the other. The cvba with shareholders provide capital, management and supervision and the vzw is the holding for land ownership, staff and volunteers. In 2009 the company faced major investments and decided to attract more shareholders. The result was an increase in the number of cooperative shareholders and collected a capital of about €150,000. Another way to collect capital for investment is via crowdfunding such as for a damaged tunnel greenhouse (2017) where use was made of crowdfunding platform Socrowd (NL_BE3A/Int.1a). Triodos Bank has also financed a number of the company's investments (https://www.triodos.be/nl/projecten/de-wassende-maan/4988). One of these investments is the shop renovation. The choice for the Triodos Bank is a deliberate one as the company opts for more ethical financing (NL_BE3A/Int.1a).

Where available and if needed DWM makes use of subsidies by public bodies, such as the province for the farm path and the European Social Fund of the EU for a project to further professionalise its personnel policy, to better align it with available competencies and further shape the process towards more self-management (https://www.esf-vlaanderen.be/nl/projectenkaart/de-nieuwe-maan-0).

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Policies activated, constraints and need of new policies

DWM is constantly looking for improvements. It started a shop enlargement early 2021. There is also a plan to add extra storage space and to renovate the space where the packages are packed. Another major plan is the further expansion of the agricultural acreage with 3 hectares. DWM is in contact with cooperative and foundation De Landgenoten on the issue of land expansion. This land is adjacent to the acreage around the estate. De Landgenoten will acquire the land and lease it to DWM. It will bring the total acreage around the estate to 6.5 hectares. A water pomp will be installed and the area will be integrated ecologically with trees etc. (NL_BE3A/Int. 1a and 8a). De Landgenoten acquires agricultural land with money of shareholders and donors and lease it to organic farmers on the basis of career-long contracts. It also manages land or advises land owners how to cultivate their land sustainably. Capital for land acquisition by De Landgenoten comes in via shares and gifts (money and land) (https://www.delandgenoten.be).

The fact that DWM mainly cultivates vegetables (and some fruits) and only keeps a limited number of chicken during winter means that stricter regulations by the EU and the Flemish Region will not touch considerably the business operations. This are mainly addressing emissions from livestock. Although traditional agriculture still dominates the debate at European and national levels, there is a slow movement towards more sustainable ways of agriculture. These will further stimulate initiatives such as DWM.

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Impact and perspectives

DWM is a good example of how citizens can strongly be involved in farm production by having them becoming shareholder. By including both farm production, direct sale of the farm produce via bioboxes and shop and adding additional products and services, a complete package can be offered to citizens caring for organic food and sustainable production.

The evolution from a team of self-employed farmers to one with the full-employee status is one which relates to this specific case, but not necessary to comparable cases elsewhere in Flanders. The fact that the team of farmers and seasonal workers and trainees serves as a training pool for young people interested in biodynamic farming was not planned but an interesting side effect of the dynamics of the farming team. It helps young farmers to become skilled, to determine how they want to develop as a farmer and then possibly decide if they want to move on to their own farm or another farm.

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Analysis of and conclusions on the two examples

The Herenboeren Land van Weert and De Wassende Maan (DWM) are both inspiring examples of farms where citizens are involved in different ways. We will summarise the main elements of each before we draw conclusions on a number of common issues.

Herenboeren Land van Weert

Herenboeren is a relatively young initiative which started as an overall concept and now is being implemented by initiating local Herenboeren farms across the Netherlands. Herenboeren NL follows a structured approach in setting up local initiatives. In urbanised areas finding interested households is not as difficult as finding land, while in less urbanised areas it is the other way around.

The concept includes both vegetables, fruits and livestock (chicken, pigs, cows) produced in a nature-inclusive way and aims at an acreage of 20 hectares. Around 6 hectares is needed for the horticulture and fruits, the rest is intended for the animals the extraction of fodder. A local farm aims at setting up a cooperative with 200 households as shareholders which acts as the owner of the farm. Shareholders pay a one-time entrance fee and a weekly contribution for their food package. Agriculture produce is only distributed among the members and is not meant for sale. In the view of Herenboeren it does not need food production quality labels as there are internal food production checks. In addition to the focus on healthy food supply community building (cohesion in the shareholder members' group) is an important aspect.

An important characteristic is the focus on access to land and not ownership. The fact that local farms do not own farm land, means that they will have to lease it from another organisation. To secure this access to land, lease by organisations as *Stichting Grondbeheer*, landscape organisations, private foundations or local and regional governments is needed with reliable and long term lease contracts to provide legal certainty. The concept also does not depart from availability of a farm house on the acreage; the farmer does not necessarily live on the farm. Farmers are fully employed by the national organisation and report to the Board of the local cooperative. Farmers regularly exchange expertise among each other,

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often under the umbrella of the national organisation. The national organisation has expertise available for the local initiatives and the farms and remains involved during business operations. For example by 'buying in' specific expertise from the national organisation.

The local farm of Herenboeren Land van Weert has an acreage of 11.9 hectares and no animals. It includes a farm house and barns. Although real estate is not a prerequisite it is very convenient for a farmer with animals (which is not yet the case in Land van Weert) and for storage, composing the packages and meetings of the members. Volunteering members often participate in farming activities but this is not compulsory and contract work is an option.

The local policy context can be helpful in finding a suitable location for a farm as well as facilitating the necessary permits. The fact that the Herenboeren concept includes animals sometimes hinders granting of necessary local permits in light of hindrance for local residents and nitrogen emission issues. Also the fact that national legislation on livestock is based on larger scale farming makes it difficult to adapt to the small scale at which a local Herenboeren farm works with animals.

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De Wassende Maan

DWM developed from a small scale private initiative into a professional organisation. A first 1 hectare was leased, followed by other plots of leased or owned land. Currently 4.1 hectares is in ownership (of which 1.6 hectares by the vzw DWM and 2.5 hectares by cvba DWM), the rest of the acreage is leased by private owners on the basis of 10 years' contracts, 1 hectare is leased on seasonal basis (1 year). There is currently there is debate on land acquisition by De Landgenoten which will lease it to DWM vzw. The current agricultural acreage is 22 hectares mainly for production of vegetables and some fruits by a team of five farmers.

DWM was gradually professionalised by setting up a cooperative with shareholders cvba and a foundation with land ownership, staff employment and volunteer services. Also the team of farmers was subject to change in terms of employment status (from self-employed to full employee status). Interesting is the fact that there is a team of farmers at work. They coordinate their activities amongst themselves. Over the years the team of farmers has

proved to be a breeding ground for young people, some of whom originally did not have an agricultural background and might move further after some years.

DWM combines production of vegetables (and some fruits) with direct sale via bioboxes and shop and small scale supply to wholesalers. The shop offers a diverse range in the offer of biodynamic and organic products to customers. Production and sale are not exclusively for the shareholders in the cooperative. Customers in the shop, subscribers of the bioboxes and shareholders are independent of each other. The expertise on biodynamic agriculture and how to bring this on the market via bioboxes and a shop inspired other initiatives. Other than in the Herenboeren example DWM has a food production quality label (Demeter).

Because of the relative small scale and the fact that there is no livestock makes it relatively independent from the local policy context with regards to permits. A sufficiently large potential market nearby with conscious – often urban – citizens with respect to sustainable food production is probably a prerequisite for the good functioning of a business as De Wassende Maan.

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Conclusions

Interesting issues arising from the two examples are the following:

- Both examples aim at short food supply chains and farming on a nature-inclusive respectively biodynamic basis. They differ in the way this is elaborated. Herenboeren Land van Weert only produces for its cooperative members. At DWM everyone can buy products in the shop and subscribe to a biobox: they do not have be a shareholder in the cooperative. Also at Herenboeren Land van Weert the members are obliged to a weekly purchase of their package, whereas this is more flexible at DWM. More than DWM, Herenboeren aims to supply their customers with a complete package of vegetables, fruit, meat and eggs, because that is the purpose of the farm: the farm belongs to the shareholders and they should be able to obtain fresh produce from their own farm. DWM strives for a wide range of vegetables and other organic products, and it is up to the customers what they choose to buy from the farm.

- The organisation of the farm and the way in which citizens are involved differs: Herenboeren Land van Weert has a local cooperative which falls under the national Herenboeren NL organisation. DWM organisation has a hybrid organisation with a cvba with shareholders and staff employment and a vzw with land ownership and volunteers' services.
- The two examples both aim at access to land via lease (as compared to land ownership). While in the Herenboeren example this is one organization leasing it to the local farm on a long-term basis, the situation of DWM shows a fragmented picture with shorter and longer term contracts by mostly private landowners.
- The formal position of the farmer in both examples is a full employee status. This has advantages as a fair wage and access to compensation in case of illness, pension and holidays. But there should be attention to secure an independent way of working for the farmers.
- On a Herenboeren farm one farmer (with additional contract labour and help of volunteers) works on around 20 hectares, of which 6 hectares for vegetables and fruits and the rest of the acreage for animals and extraction of fodder. On DWM farm five farmers work on 22 hectares for vegetables and fruits; in this latter case volunteers are not involved.
- Housing for farmers on their land is an issue to address: where the Herenboeren concept does not depart from housing on the estate, the Herenboeren Land van Weert farm offered a house for the farmer (with additional barns) which is considered as a surplus value. In the DWM example the farmers do not live (any more) on the estate, but another solution was found with a concierge role for young people living in tiny houses on the estate.
- Both examples show that there should be attention for additional education on this type of farming which asks for broad skills: in the Herenboeren example the farmer will have to deal both with the production of vegetables and fruits and livestock whereas agricultural education is often aiming at specialisation. In both cases additional learning is offered either by the national Herenboeren organisation or in case of the DWM by the other farmers in the team and Landwijzer.

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- The fact that there is a strong citizen involvement often asks additional skills from the farmer and from others involved in the farms. These include a strong awareness of the sale market (on the basis of the short chain principle) and good communication skills. These communication skills are needed in citizens' involvement, working with volunteers and providing information via website and social media.

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Annex 1. The List of interviews

Code	Gender	Role	Place and date of the interview
		Herenboeren Land van Weert	
NL_BE3A /Int.1	male	Board Stichting Grondbeheer	Online, 7-1-2021
NL_BE3A /Int.2	male	Farmer Herenboeren Land van Weert	Online, 8-1-2021
NL_BE3A /Int.3	male	Board Herenboeren NL	Online, 8-1-2021
NL_BE3A /Int.4	male	Ex-chair Board Herenboeren Land van Weert en co-initiator	Online, 8-1-2021
NL_BE3A /Int.5	female	Cooperative member and volunteer Herenboeren Land van Weert	Online, 8-1-2021
NL_BE3A /Int.6	female	Policy advisor, Municipality of Weert	Online, 11-1-2021
NL_BE3A /Int.7	male	Policy advisor, Municipality of Weert	Online, 11-1-2021
NL_BE3A /Int.8	female	Natuur- en educatiecentrum IJzeren Man, Weert organization	Online, 18-2-2021
NL_BE3A /Int.9	female	Natuurvoedingswinkel Ut Muuelentje shop	Online, 19-2-2021
		De Wassende Maan	
NL_BE3A /Int.1a	male	De Wassende Maan organization	Online, 2-2-2021
NL_BE3A /Int.2a	male	Cooperative member De Wassende Maan	Online, 15-2-2021
NL_BE3A /Int.3a	female	De Wassende Maan shop	Online, 16-2-2021
NL_BE3A /Int.4a	female	Service environment and climate, municipality Ghent	Online, 17-2-2021
NL_BE3A /Int.5a	male	Farmer De Wassende Maan	Online, 18-2-2021
NL_BE3A /Int.6a	female	De Wassende Maan organization	Online, 19-2-2021
NL_BE3A /Int.7a	male	Oxfam Wereldwinkel (pick-up point bio packages Wassende Maan)	Online, 19-2-2021
NL_BE3A /Int.8a	female	Board of directors cooperative De Wassende Maan	Online, 22-2-2021
NL_BE3A /Int.9a	female	Officer, Municipality of Deinze	Online, 4-3-2021
NL_BE3A /Int.10a	female	Expert, Municipality of Deinze	Online, 4-3-2021
NL_BE3A /Int.11a	female	Expert, Municipality of Deinze	Online, 11-3-2021

Table 2- Interviews

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T5.2 Case study report (Code IT4A)

Farming AgriCultures. The case of Apulian new entrants: Association and Agricultural Cooperative "Casa delle AgriCulture - Tullia and Gino"

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Silvia Sivini, Mauro Conti, Annamaria Vitale (UNICAL)

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Acknowledgements

This report would not have been possible without the enthusiasm and exceptional commitment of the participants to the interviews, focus group, and restitution event. The University of Calabria would like to thank all the interviewees who have shared with us their personal and collective stories, their time, and their future expectations. Our wish is that this research was an opportunity to reflect on the way forward and may contribute to the proliferation of transformative projects of food systems and repopulate rural areas in the years to come.

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Acronyms & Abbreviations

CAP	Common Agricultural Policy
EU	European Union
ISTAT	Italian National Institute of Statistics (Istituto Nazionale di Statistica)
LAG	Local Action Group
RDP	Rural Development Plan
SAI	Italian Migrants Reception and Integration System

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Context

The Association "Casa delle AgriCulture – Tullia e Gino" and the Agricultural Cooperative "Casa delle AgriCulture" are located in a hamlet - Castiglione d'Otranto - of the Andrano Municipality, in the southern-east Lecce Province (Nuts 3 level) of Apulia Region (NutsS 2 level), in Italy. (Figure1)

Figure 1. Study area

Lecce Province (Salento peninsula)

The territory is marked by small relief – the Serre Salentine- not rising above 200 metres. The climate is good and milder than in the rest of the Region due to the sea proximity.

In the context of southern east Salento there are numerous small municipalities with a short distance from each other, characterized by depopulation and ageing. Most of them have lower than 5000 inhabitants. The nearest bigger municipality to Andrano is at 6,3 km and has more than 17.000 residents.

In the last decade the Salento peninsula has become a renowned tourist destination; it is a tourism mainly linked to the sea resource, therefore strongly seasonal. According to the Apulian Tourism Observatory data, between 2015 and 2019 data shows a great increase of international incoming (+60%), while overall arrivals grew by 23%. In 2019 in the region (Nuts 2 level) there were 4.2 million arrivals (+4% compared to 2018) and 15.5 million presences. Compared to the previous year, international arrivals (+11,5%) grew more than the national flow (+1%). Tourism in Apulia produces about 9 billion in terms of added value (13.6% of the total regional value).

The Province of Lecce, with the 32% of the regional touristic structures (2.608), has the highest number of presences and arrivals compared to the other Apulian provinces (presences are 30.9% and arrivals are 25.5% of the total) (Agenzia Puglia Promozione, 2020.)

Agritourism activity has developed consistently over the last twenty years through the recovery of typical apulian farm buildings, the "*masserie*", which over the years have become increasingly sought-after accommodation places. In 2019, in Apulia there were 933 agritourisms with a growth of 6.5% compared to the previous year. There were 148.248 arrivals, 44.2% of which were foreign guests (Fratto et al, 2020).

In the sixities of last century there has been a relevant out migration process. Many migrants return in the seventies and in the eighties investing their savings in the purchase of land and, to a lesser extent, in the development of craft and industrial activities. In the same years the agriculture, mainly based on olives and tobacco, due to the modernisation process began to register a high level of chemical inputs.

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Andrano Municipality

The Municipality of Andrano is located within the area of the Costa Otranto - Santa Maria di Leuca and Bosco Tricase Regional Natural Park(https://www.parcootrantoleuca.it).

The population in 2019 was of 4.666 inhabitants, with a density of 301 inhabitants/Km^2 (see Annex 1- table 1); the resident population over 75 years old was over 12,5% of the total while the one up to 4 years old is 3%. In the hamlet of Castiglione d'Otranto the population estimated is less than 1000 inhabitants.

The percentage of migrants on the population is higher than at the provincial and regional level, either due to the presence of a Moroccan community established from many years in

the municipality and of a local reception project financed by to the National Reception and Integration System (SAI).

The population has a high level of education (see Annex 1- table 2) compared to the regional and the provincial level. Almost 4% of the population, higher than 9 years old, has a bachelor's degree and over 9% have a master degree.

The economically active population in 2019 was 42,91% of the population over 15 years old, less than the provincial (44,91%) and regional level (46,84%); even worst is the corresponding ratio related to women (35,2%), even if in this case is more or less in line with the regional (35,77%) and provincial (35,43%) data. Pensioners are over 29% of the population over 15 years old, 9 percentage points more than the corresponding regional data (see Annex 1- table 3 -4).

Agricultural sector

In Andrano, the agricultural sector has been characterized by a high farmland fragmentation and very small farms, by a low diversification of crops, with a dominance of olives and cereals.

The data of the last agriculture census (2010) shows that in Andrano more than 79% of farms have minus than 2 Ha, in line with the Province data (78%) and higher than the regional one (63%).(see Annex 1- Table 5). Over 41% of the holding managers are women, which is much higher than the provincial (35,56%) and the regional (31,76%) data (see Annex 1- table 6). Young farmers (less than 39 years old) were only 4.53% of the total farm manager, less than a half of the corresponding data at regional level (8.83%). (see Annex 1- table 7)

In the last decade, the olive trees in the Salento peninsula have been detected by the Xylella bacterium, a disease that have desiccated millions of olives trees. As a respondent underline *"It is a very, very difficult time because for 10 years we have been hearing about an epidemic, ... we have a completely destroyed landscape, devastated economies, we are talking about 150,000 hectares of olive trees that are dying and millions of trees, an estimated 10 to 20 million trees. So it's a catastrophe*" (IT4A/Int.13).

This has further worsened the situation in the area as many fields have been abandoned and several farms, run by elderly people, have closed.

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The serious impact on the Salento agricultural landscape, which today looks like an expanse of dried olive trees, has led to a discussion, including a public one, on the limits of a monocultural, pesticide-intensive agriculture.

While some continue to propose and implement uprooting and replanting new varieties of olive trees resistant to xylella, others are looking for alternatives and are leaving room for diversified agriculture, including the recovery of old traditional varieties of cereals and legumes, among others.

In the past, agriculture was experienced by small farmers as drudgery and self-exploitation, resulting in the figure of the farmer having a scarce social consideration.

"In the 50s also at the social level there was a form of discrimination if you were a farmer ... the farmer in the countryside earned, for example, 100 lire (per month) while those who came back from Switzerland after 2 months of work had earned 5000 lire" (IT4A/Int.4*).*

In the 1970s and up to the 1990s, tobacco was also grown in Salento, a crop subsidized by the state, and so, alongside olive, this cultivation widespread. This experience, however, implied high levels of exploitation, particularly for women. Agricultural work, therefore, becomes a prospect to be disregarded, especially for women.

"Even now there is a great distance from agricultural works ... it was a world of sacrifices ... especially for the woman … to all the women that we know, even very young, the parents have said never be in the land, go to study, do other things. But never you, as a woman, go back to the land because they had this idea of almost slavery with respect to agricultural work" (IT4A/Int.13).

Respondents highlighted that return to the land is mainly a male choice, more difficult for women, although with the adoption of a multifunctional approach, the skills required are increasingly diversified and this seems to foster young women in approaching agriculture, especially to activities related to social agriculture, processing and agritourism.

In recent years, a number of micro-organizations and associations based on the agroecological model, practicing multifunctional, natural and organic agriculture are emerging in the Salento area. These are new realities that are spreading and are also weaving networks among themselves, in the awareness that networks, particularly for realities of this type, can be very important both in terms of information exchange and cooperation on the production, processing and marketing activities.

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The practice analyzed (Association *Casa delle AgriCulture "Tullia e Gino*" and the agricultural Cooperative *Casa delle AgriCulture*) is one of the first of these realities.

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Methodology

A desk analysis of secondary data was carried out. The main sources were grey literature; on-line evidences; website content of the Association “Casa delle AgriCulture-Tullia e Gino”; academic publications related to the practice analyzed and basic statistical data related to the context in which the practice is implemented.

21 interviews were conducted with: the promoters and members of the Association and the Cooperative; farmers and representatives of association and local entities cooperating with them; key informant (see Table 8 in Annex 2). All the interviews were conducted online due to the epidemic situation. A focus group and a meeting to present research findings were carried out in Castiglione d’ Otranto.

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Origin of the practice

Origins of the idea

The idea stems from the desire of a group of friends to create the conditions to be able to live in their own village - Castiglione d'Otranto- not being forced to emigrate, as it has happened to their families.

"*The group is made up of different personalities. Each one ... has interesting, unique facets. And at the base of all it is the strong friendship between them. At least between 3- 4 of them, the friendship is really strong, let's say able to overcome any obstacle"* (IT4A/Int.20).

They are youngs who had left Castiglione d'Otranto,either for studying at the university either for finding a jobs, but are strongly motivated to return and build a future in their own village.

"Let's say we left to study but with the idea of coming back" (IT4A/Int.2).

"I moved around until I was 18 to get to know and see different areas of the territory. After the age of 20 I had to move because there was not so much work here, I had to support my family and my work took me to travel... but neither I nor my wife ever had ... that vision of moving the whole family" (IT4A/Int.4).

The conceptual reference, often mentioned by the interviewees, is that of "*restanza"* (the "remaining") as defined by the anthropologist Vito Teti as a creative and dynamic act. Those who remain and those who return are people that, making alternative choices and developing new relationships, give new life to the localities. Remaining "requires the capacities to link the past with the future" being able to build "here and now a new world, even starting from the ruins of the old" (Teti, 2019, p.23-24). It is a political choice of life, in the sense that who remains aims to build a "new polis, a new way of living organizing spaces, economies, relationships" (Teti, 2019, p.22). Remaining is often more difficult than going, it is an act of courage that involves putting oneself in the game and working to preserve places by giving them a new meaning.

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""Restanza" is this idea of staying on the land not with a conservative approach.... but ...with a view that binds together past and future, tradition and modernity and builds real alternatives for the young men and women who want to stay" (IT4A/Int.12).

""Restanza" ... is the concept of remaining and building, giving value to what you have, doing something ingenious...; for those who have remained, the concept is ... more visceral because there is a stronger bond with their places; for those who have been outside ... and after a while decide to come back, having seen more virtuous realities, returning means working locally to enhance the motherland. ... therefore the concept of "restanza" can be seen in different ways" (IT4A/Int.18).

This group of friends is united by the stories of their families: the peasant life of the grandparents, sometimes of the parents; the migration that many of them faced, in order to escape the conditions of exploitation and fatigue related to agricultural work and finally the return to their native village.

"We are bound by history, by the destinies of our parents' lives ... we always felt the need to fight for the principles of freedom, for the values related to having care of the land ..., for the principle that the land has to be of those who cultivate it and not to be forced to migrate again to bring home the bacon with dignity and then we were absolutely grateful for these immense sacrifices that our parents have done" (IT4A/Int.21).

The migration process, which drove many of the villagers to seek new opportunities elsewhere, is strongly fixed in their minds.

"Our village emptied itself between the late 1950s and the 1960s, in an attempt to acquire freedom, dignity and even let's say economic autonomy" (IT4A/Int.21).

During their university studies they continue to deal with the theme of land and the exploitation of farmers. Some of them shoot documentaries on their land, the cultivation of olive trees, the need to take care of them, but also on the abandonment of this cultivation; they deal with the theme of migration to Switzerland and the conditions that their parents had experienced; they film the stories of Italian farmers working with grains, the "*rebels*" of today, as they defined them, who, in an often-invisible way, fight against "*the abuses of … big multinationals companies"* (IT4A/Int.21). It is especially this last work that prompts them to reflect on what to do and how to capitalise on all the knowledge and experience acquired in their studies and works.

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"The rebels exist and work, in the sense that they create a system of local economy. They are on the right side and can continue … to pursue values and objectives that can be transferred by practical examples and not by words to the people around them" (IT4A/Int.21).

After these years, in which they have experienced an urban way of life, most of them return in their native village that was even more depopulated and where essential services have been closed, as in many other small towns of Salento.

This group of friends, getting closer to agricultural production, discover that ancient varieties of tomatoes and grains were no longer cultivated; they start a research of the local, traditional biotypes and in doing so they realized that land abandonment was becoming increasingly widespread.

"With a group of close friends, we began to search for ancient seeds ... where others saw nothing, we saw all this abandoned land and said that it should be made available to those who wanted access to the land to create good, healthy, food, accessible to all, to make food for the local territory" (IT4A/Int.4).

"At the beginning it was really a hobby, it was to go to the countryside and make salads for ourselves, we were always friends and we already had an association we were involved in culture; we did cultural events ... and on those occasions we ... started to ask ourselves all together about the local bio-type varieties of tomato we started to understand that they were no longer there, that they had disappeared" (IT4A/Int.2).

Consciousness of the disappearance of local biotypes, of the new opportunities that the agroecological and strong multifunctional model can offer and the presence of abandoned land and of young people who, like them, want to remain in their territory, spur them into action.

"When we told ourselves that we wanted to remain in this area but also create job opportunities because otherwise we would always be forced to leave, we looked around and we start to act ... we have two "raw materials" to start with, which are the abandoned lands, which are also extremely parcelled ... and we have ... young resources that do not want to leave ... and we asked ourselves how can we put them in a system, also considering the fact that these young people have very diversified skills" (IT4A/Int.1).

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"In the chats we used to have... about how we could imagine our remain... we started like that, also for fun, but focusing all on food, on food production, which we already understood had completely changed" (IT4A/Int.2).

They decided to organize a trip, in a small village in the Marche - a central Region of Italy, to visit and understand how was implemented a flourishing organic agricultural model based on local resources promoted, by Tullia and Gino Girolomoni, which are considered among the founders of Italian organic agriculture.

"We took a trip ... all together in Montebello Isola del Piano in the Marche, ... a trip with a minibus ... 25 years old, all together as friends, we went there to understand what they had done and we understood that 40 years before they had done exactly what we wanted to do now, that is they had stayed inside their hills which were depopulating and they had created a model of absolutely organic agricultural development ... which, above all, created job opportunities in the village, with a great ethic at the base of their economic activity" (IT4A/Int.1).

This journey is recounted as an enlightening experience that has further motivated them in their actions and led to the establishment in 2013 of the Association Casa delle AgriCulture "Tullia e Gino" (The Home of AgriCulture – Tullia e Gino Association) (https://www.casadelleagriculturetulliaegino.com). The name is a very precisely choice, on the one hand is an acknowledgement of the Girolomoni family, their source of inspiration with whom they are still in relation; and on the other, is the consciousness that dealing with the land does not mean only cultivating it but also developing a new narrative on farming activities and on rural in general, a narrative different from the one that until then characterized their context.

"When we returned home (from the trip) we said ok if they made it possible then this means that it depends from us to make it or not to make it in our territory; from there we started with many attempts, some of which also failed ... our activity was born in this way" (IT4A/Int.01).

It was decided not to set up an economic entity immediately; the primary objective was not just to return to the land but to work in the context to create the conditions for a collective rather than individual *restanza (remaining)*.

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"We first founded the association because we conceived it as an incubator of the project, also of the economic project ... of sensitization of the community around what we were doing" (IT4A/Int.1).

The Agricultural Cooperative "Casa delle AgriCulture" was established in 2019 to manage all the agricultural activities that in the years the association have promoted. It adopts the same name of the association, in order to underline the strong link between the two entities, which is further strengthened by the fact that the president of the association is the vice-president of the cooperative.

"It's as if the cooperative ... represented, let's say, the agricultural arms ... of everything that we say ... at the associative level, and so we decided to create it from a nucleus of 10 people, the core group of the association, the one that had always taken care of the fields" (IT4A/Int.2).

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Promoters, motivation/targets

The promoters are civically and socially committed, have a strong environmental consciousness and are attentive to social issues, matured also through their own family histories, are open to contamination and diversity; over the years they have developed a strong awareness of the opportunities that multifunctional agricultural practices can offer today, also in terms of social inclusion and environmental protection.

Perseverance, tenacity, conviction and transparency characterise their common agency.

They are determined in developing a new narrative and a new way of living the countryside. Safeguarding the landscape and the production of a healthy and good food, caring for the land and organic farming are all elements of this new narrative that can be an opportunity for those who choose to remain or to return, an option that allows to have a decent job that is no longer, as in the past, associated with hard work and exploitation.

First of all, the promoters have to face with the common idea that the only way of farming was the one based on an intensive use of chemical inputs. An agricultural model that had impoverished the soil and poisoned the environment.

"From the 1970s to the 2000s, large quantities of herbicides were used, especially in the Salento area. When we returned to Apulia between 2011 and 2012, the situation was as

follows: land was abandoned ... and the soil was completely impoverished at an organic level" (IT4A/Int.2).

"It is not so easy to find fertile land, because the senseless use of pesticides in recent years, because it was a very comfortable job ... it has impoverished the land; so if you take a piece of land today ... you have to restore, let's say, the ecosystem of the land ... then after two years put the land into production" (IT4A/Int.04).

The local community at the beginning does not understand and agree on theirs ideas. They are alternatively considered crazy or utopian.

Here everyone called us utopians, the dreamers; … a guy of 30 years old who has done everything else … and wants to be a farmer, where is he going? They took us for a crazy guys (IT4A/Int.04).

But their determination is strong and they are aware that *those who sow utopia reap reality* (IT4A/Int.04).

The association has been working since the beginning on two levels: narration and action.

As stated on their website, their aim is to promote "the defence of agro-biodiversity, inclusive practices and the experimentation of new models of restoration in marginal territories", reviving abandoned land, repopulating the countryside, generating a sustainable economy and strengthening community ties.

"All the activities go in the direction of building a community, a community where no one feels excluded, where everyone can do something" (IT4A/Int.11).

At the level of narrative, aware that agriculture has been synonymous with hard work and exploitation for thousands of Salento farmers, they work to build a new imagery of the agricultural practice, not a nostalgic one. A new imagery focusing on the inclusive capacity and environmental sustainability of the agroecological and strong multifunctional agricultural model, in which women may have a satisfactory leading role.

"There is still a cultural heritage on the land and the countryside that with the association we clearly try to dismantle ... it is difficult to see a woman in the fields, who cultivates the land ... with these new forms that are pet therapy ... and education to environmental eco-sustainability ... many girls ... are approaching the association ... finding new jobs in these" (IT4A/Int.17).

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They are well aware that in order to develop trust and territorial social capital, they must also act concretely; it is necessary to accompany the narrative with the implementation of concrete actions that show the community the opportunities that the context offers. Rural regeneration takes a clearly place based approach in this practice. The bottom-up approach adopted is characterized by an active agency on the territorial level and by the capacities to create and valorize both local and extra-local networks.

"We have understood that the world could be changed by examples, it is almost always necessary to combine narration with concrete examples" (IT4A/Int.13).

"It has to be a bottom up change, otherwise it won't work and it won't stand up" (IT4A/Int.04).

They have clear that the two levels, narrative and action, are strictly interconnected. The action must be explained and narrated so that it can be understood and imitated. The choice of a narrative that allows everyone to understand and approach their action is what distinguishes this experience.

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Actors involved

The high level of commitment shown by the promoters led to more than 80 people being associated in 2020. These new members include also people not living in Castiglione d'Otranto, nor in the Salento area. Indeed, Members have different jobs, skills and competencies and their participation in the association's activities is on a voluntary basis. However, about ten the individuals are fully involved in all the activities.

The association has a Board made up of members under 35s. This choice has been made to favor the involvement of younger generation in the association activities, raising awareness for them on the opportunities that the local area offers.

"an under-35 board ... means supporting younger of 15, 20, 25 year-olds and bringing them along our path, and this may mean taking on extra work, but we do it because we obviously want to build a future for this reality" (IT4A/Int.1).

In 2021, with the aim of further expanding and encouraging the active involvement of youths the "Casa delle AgriCulture Giovani Association" (Home of AgriCulture Youth Association) was set up. The membership is restricted to people under 20 years old. Currently, has around 20 members. The activities that have been already carried out are a demonstrative cleaning action of the countryside and the production of press reviews on the theme of agriculture and *restanza*.

"This group of under 20s have their own budget, their own management, therefore more autonomy, clearly, they are supported by the older group... The villages are depopulating and the young people do not want to remain or at least they do not find opportunities to remain and the Association ... could explain that here it is possible to remain even rolling up one's sleeves ... the objectives are clearly those of the Association Casa delle AgriCulture" (IT4A/Int.17).

The Cooperative, which consists of about ten members, has a Board made up of the promoters of the Association.

The Association and the Cooperative are supported by numerous volunteers; they have been able to involve in their activities numerous actors operating not only at local level. A partial list of these subjects includes the following:

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- *Gruppo Umana Solidarietà "Guido Puletti"* (GUS) (https://www.gus-italia.org/en/); an NGO that manage in Andrano the reception project[1], funded by the national programme SAI (Reception and Integration System - https://www.retesai.it/english/) and all the migrants hosted by them.
- *Cooperativa Sociale "L'Adelphia"* (http://www.ladelfia.org); a social cooperative that manage a socio-rehabilitation community for severely disabled people located in Castiglione d'Otranto and all their hosts.
- *AUSER Ponte Andrano - Castiglione* (https://www.spicgilpuglia.it); a voluntary association promoted by the Italian Pensioners' Union (Spi) which is a member of CGIL (Italian General Confederation of Labour) - the most important Italian trade union with over 5.5 million members.
- Municipality of Andrano (http://www.comune.andrano.le.it).
- *Parco Naturale Regionale Costa Otranto – Santa Maria di Leuca e bosco Tricase* (https://www.parcootrantoleuca.it); a Natural Regional Park that covers a surface of 3,227 hectares, covering an area of about 57 km along Salento's eastern coast. The Park headquarters is located in Andrano.
- Free Home University (https://www.fhu.art/about); a very interesting artistic experiment focused on generating new ways of sharing and creating knowledge. The artists that are involved have opened their way of making art to an ethical, antrophological and philosophical reflection.
- Salento km zero network (https://www.salentokm0.com/en); an association established in 2011 with the aim of promoting knowledge on traditional agricultural varieties and building a network of solidarity economy based on the production of a "healthy, fair and good food" marketed through short food chain. It involves farms, restaurants, Solidarity Purchasing Groups and small shops located in Salento. In 2015, the network "*Rete coltivatori di*

[1] The Andrano reception project actually could hosts a maximum of 40 refugees and asylum seekers, ten of whom are people with mental or physical disabilities or other pathologies.

cambiamento"(Farmers for change) was created and in 2017 more than 50 farmers have undersigned a "Manifesto for Natural Agriculture in Salento ".

- *Tela Artisti in Comune* (https://www.telaartistiincomune.it); an association that promotes new theatrical, musical and expressive projects and manage in Botrugno (a municipality of around 2.500 inhabitants, about 12 km from Castiglione d'Otranto) a theater house.
- *Laboratorio Urbano Aperto* (LUA) (Urban Open Laboratory) (http://www.laboratoriourbanoaperto.com); an association, located in San Cassiano (a municipality of less than 2000 inhabitants, about 10 km from Castiglione d'Otranto), that promotes participatory planning using creative modalities.
- Organic farmers, mainly operating in the south east of Salento.
- *Cooperativa Agricola Gino Girolomoni* (https://www.girolomoni.it/en/); is an agricultural Cooperative located in a small village (less than 550 inhabitants) of Marche.
- *COSPE Onlus (*https://www.cospe.org); is a non-profit association, located in Florence (Tuscany), that promotes international cooperation operating in 25 countries and managing about 70 projects.
- Musei, Tradizioni & Territorio (Museum, Tradition & Territory); is a cultural association, located in San Mauro Forte (Basilicata), which has been set up by a group of young people to mainly promote a touristic territorial development.
- Educational institutions as *Istituto Comprensivo Statale* of Andrano (https://www.istitutocomprensivodiso.edu.it/index.php) a primary school and *Ipsar Luigi Veronelli* (https://www.ipsarcasalecchio.it) - a high school located in a medium municipality (more than 36.000 inhabitants) of Emilia Romagna Region.

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Activities promoted

Resources activated

The practice analysed was developed not on the basis of a pre-established project. The search for a perspective of *restanza,* linked to a new vision of the rural, was the driving force behind their action. Over the years, the activities have been added to and enriched on the basis of the needs and opportunities that have arisen.

The Association, as we already note, is very much based on volunteering work. A group of about 10 people conceive and promote most of the activities. They are almost all pluri-active, having several jobs. This allows to refer to diverse skills, knowledge, networks that are fruitfully employed in the Association.

The action of the promoters has also been characterized by their ability to welcome and integrate people who have approached the association over the years and who have brought new ideas and new perspectives.

The establishment of the Cooperative has allowed the creation of 3 permanent jobs.

Over the years, they have been able to increase trust in their action and thanks also to their networking capacities they could raise financial contributions through crowdfunding and donations.

"We sent a message on whatsapp…and then this money arrived .... we are happy with the credibility we have managed to achieve, because if a lady gives us her severance pay, for example, or writes us a cheque for € 5,000 and doesn't ask us for anything in return, that's something we would never have imagined" (IT4A/Int.01).

They receive also financial support from local institutions (mainly Andrano Municipality and the Regional Natural Park). They have a good project planning capacity that allow them to win mainly regional tenders. But there is also an ongoing project, named "Confederation of Villages" (https://www.creativeeuropeuk.eu/funded-projects/confederacy-villages), funded by the Creative Europe Programme. Is a network, led by the Spanish Asociacion Campo Adentro, that "connects five socially engaged art initiatives operating in rural communities across Europe through a programme of artistic residencies and professional exchanges that

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develop innovative concepts for creative problem-solving and collaborative working outside urban centres". It is a project perfectly consistent with the aims and methods adopted by the Association.

"There are 5 rural realities in which this aspect of culture, of art, is always very present; there is always an artist, a person working in this field, who is always an activator of social dynamics" (IT4A/Int.13).

Access to land

The farming activities of the Association, and now of the Cooperative, are carried out on abandoned land that has been acquired on free loan.

"We did not inherit the land, we did not have and do not have the capacity to acquire the land so we looked around to see by what means we could acquire it" (IT4A/Int.1).

At the beginning it has been difficult to find land as the owners, even though they did not cultivate it, preferred to maintain their fields. In the local context, as in many areas of southern Italy, land is still considered a family resource, even when it is not productive, even when it only entails the cost of keeping it clean; there is a sort of "jealousy" as it is a heritage that has been acquired with hard work and sweat and must be maintained.

Land renting is not widespread, on the one hand because of the fear that it could be acquired by prescription or adverse possession and lost; on the other hand, because with the system of decoupled CAP premiums, landowners prefer to keep their land, even if they do not farm it, in order to receive European subsidies. The land market therefore is standstill and there is still a difficulty of accessing it.

"We have had the difficulty of contracting this land because ... when there is a contractual obligation someone fears, and we still find it difficult to find land ... there are few people who commit to contracting their land" (IT4A/Int.1).

"There are still those who don't give the land to me or anyone else because they say its mine so I keep it as I want, whether I cultivate it or not, but it's mine" (IT4A/Int.4).

*"It is easier (*to have land*) in free use than in rent this is because the free use is a piece of paper that is renewed every year ... and the owner … feels more secure"* (IT4A/Int.3).

Another problem faced by the promoters was the lack of trust in them, as they were considered young and inexperienced and therefore not creditworthy (IT4A/Int.4).

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In order to address both difficulties and secure access to land, the association has promoted a strong awareness-raising action towards landowners. The work of denouncing the phenomenon of abandonment of the countryside and environmental issues has allowed to place the emphasis on the problem of access to land, which was always presented as a collective problem, not as one of the Association.

Nevertheless, it was not just a matter of having access to land, but of promoting a new agricultural model that is inclusive and environmentally sustainable, characterized by a strong multifunctionality. With this in mind, for example, elderly landowners were asked to go in the fields with the association's activists; over the years, this has fostered an increase in trusting the Association, allowing it to have greater access to the land.

"It gave us the possibility ... to help them ... in the activities of maintaining the countryside and ... to bring them back ... to the fields ..., it wasn't a free loan that meant just taking their land ... no, for us it was taking the land and asking them to come ... with us in the fields" (IT4A/Int.2).

What is evident in this way of action is that even before being an economic process, it has been a cultural process that has "designed" another way of experiencing the countryside.

From 2019, farming activities are carried out by the Cooperative, which cultivates about 15 hectares of arable land and cereals; two hectares of tomatoes and two hectares of vegetables. They also have a small olive grove, affected by Xylella, on which they plan to plant traditional fruits. The land is fragmented but all the fields are located within a radius of about twenty kilometers from the town of Castiglione d'Otranto. (IT4A/Int.04). Various varieties are produced, from spelt monococco to bicocco, diverse traditional grains as senatore cappelli, gentil rosso, capinera, majorca, saragolla lucana, as well as vegetables. They also breed a donkey of Martina Franca, a traditional Salento breed, and some goats.

Activities and innovation

Currently, the Association promotes artistic and cultural actions related mainly to the themes of social inclusion, environmental protection, biodiversity conservation and agro-ecological production; while the Cooperative manages all the agricultural activities.

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"Now ... the cooperative … does purely agricultural activities, the association does activities of social and cultural inclusion obviously always combined with the agricultural sphere" (IT4A/Int.1).

Over the years, they have been able to implement various activities, experimenting and introducing innovation in the area.

Socially engaged art and cultural mechanisms are considered a tool for social and political change. They have clear in mind that it is not just a matter of organising events, but of acting to construct a sense of place. For the community who remains. One of the respondents points out:

"When a cultural, imaginary action stops acting, it also ends up living the place; too often economic development and rural development activities are placed at the center of the actions, and very little is understood about the value of cultural actions as regenerative within territories... giving oneself a narrative about the present and the future may seem a secondary issue but if politics are not able to provide it, nor the institutions, the people must create it themselves from below, and this narrative from below must shape the political agendas" (IT4A/Int.13).

With this perspective, over the years, in collaboration with the Free Home University, they have organized **social-practice arts residencies**, involving artists from all over the world (Armenians, Canadians, Mexicans, Americans, Argentinians, etc.), who stay up to one month in Castiglione d'Otranto. Various activities have been realized ranging from cleaning up *tratturi* (the old sheep tracks), planting trees, building dry stone walls, creating new signed routes in the countryside, realizing murals in the city park. The presence in the small village of foreign artists and their socially engaged actions, carried out with the members of Casa delle AgriCulture, have been a powerful tool for stimulating interest and curiosity about the themes pursued by the Association and have favor the construction of a common imaginary.

Another innovative awareness-raising action is the organisation of the **Green Night,** at the end of August. This period was chosen as the target audience is not tourists passing through but the local community (IT4A/Int.4). The event focuses on the issues of natural agriculture, biodiversity protection and social inclusion. Narrative and concrete actions are always interconnected, so, for example, the event is organized in such a way as to make it accessible to people disabled.

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"If we say social inclusion, it means having to ... completely revise a format such as ... the green night to ensure accessibility for people disabled, which means paying for platforms to access the churches, which means paying for menus in Braille format …, which means paying the person who comes to ensure the sign language for the deaf, it means giving up parking spaces to make them available to pregnant women, inventing the corner of the nursery, in short all these things" (IT4A/Int.1).

The Green Night is preceded by three to four days, the so-called Preludes, during which concerts, a market of local products and debates are organised with the participation of speakers from abroad. It is a very successful event and participation has grown over the years to reach peaks of 30,000 visitors. As underlined by one of the respondents:

"It is an event that really impresses... impresses for the quality, for the international openness that it has, for the quality of the meetings, of the workshops and the link with the territory... there is this wonderful green night, where Castiglione d'Otranto becomes, how can I say it becomes an exhibition, a living show of an idea of development linked to the territory, linked to the farmers and their traditions, linked to the quality of the products, from food to sustainable tourism, to handicrafts, to inclusion... Each street is dedicated to a theme. And all this ... at a very low cost ... because behind it there is an organisation with dozens and dozens of volunteers who worked and made it possible ... to keep the costs very low" (IT4A/Int.12).

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The whole village is animated by initiatives and a large part of the population of Castiglione has begun to participate and support the initiative.

"They open their doors to us, so that the stalls can be connected to the electricity without asking us for anything in return… and so that we don't have to use the polluting motors of the generators, and they invite relatives and friends to stay with them for a few days to participate at the green night" (IT4A/Int.1).

The event also enabled new relationships to be built with numerous local and non-local actors, which generated collaborations and new projects in which the Association was involved**.**

Food democracy is another issue they work on.

"We cannot accept that families who have less have as their only option that of going to the discount store" (IT4A/Int.1).

Therefore, *Casa delle AgriCulture* Association has promoted the creation of a **Popular Purchasing Group** (GAP) to facilitate the access to a healthy and good food and to encourage the creation of a network of small Salento organic producers. It is a way to connect producers and consumers, which in Italy is mostly widespread in cities, much rarer in rural areas. The products are ordered weekly, based on the availability indicated by the farmers, using a WhatsApp group. Over a hundred families participate in the GAP, not only from the small village of Castiglione d'Otranto but also from neighboring areas.

Over the years, the Association and the Cooperative have promoted numerous activities involving children, elderlies, migrants and disabled people. Among them the most innovative are:

- The **Agri- recreation center** (*Agriludoteca).* It has been set up in some classrooms of the hamlet former primary school and has been co-financed by the Region. Two or three times a week, children laboratories, related to the theme of caring for the land, were organised. The project, due to the Covid-19 pandemic, was suspended, but the aim is to reactivate it as soon as possible. This is a community service that was not present in the small village of Castiglione d'Otranto.

- The **Inclusion Plant Nursery** (*Vivaio dell'inclusione).* It has been set up on the fields where, in previous years, was located the Biodiversity Plant Nursery, that was created with the aim of preserving local biodiversity and breaking the monoculture model by recovering traditional varieties. Twenty-seven varieties of tomatoes, two varieties of peppers and mixtures of courgettes were recovered and tested**.** The Inclusion Plant Nursery consists of about 2 hectares of land with a small greenhouse and a rural building, renovated with regional funding. There are also seed reproduction plots, a catalogue field of traditional varieties and parcels where new mixtures are tested. Many events, workshops and activities are organized involving disabled people (in collaboration with the social cooperative Adelphia), migrants (in cooperation with the association GUS), inactive young people, elderlies (with the support of AUSER) and school

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groups. During the summer period, a school camp named "Hands in the Land", in collaboration with the Comprehensive Institute of Andrano is also activated.

- **Collective sowing** involving children, families, elderlies and migrants. This action has become an increasingly popular and participated ritual.

"Hundreds of families, of children now participate in this ritual" (IT4A/Int.2).

"It becomes a means of fostering knowledge and know-how intergenerational exchange and allows children, but also adolescents, to experience work in and with the land" (IT4A/Int.4).

Farming Activities

Farming activities, which were first promoted by the Association and are now carried out by the Cooperative, are characterised by an agro-ecological approach and by a strong multifunctionality. All the strategies (broadening deepening and regrounding) aimed at increasing locally retained added value described by Ploeg (2008) are implemented.

This style of farming is an innovation in the local context as agriculture since the 1950s had been characterised by a high use of chemical inputs. One of the first actions they implemented was the cultivation of traditional biotypes. At first, the other farmers were very sceptical but when they saw the harvest they changed attitude.

"If you plant tomatoes there, you won't harvest anything, he told me ... we grow tomatoes in arid culture, we only water them when transplanting, then they grew only with water from the sky, but it's the varieties that allow me to do so, it's the varieties I use .... His tomatoes were dead, attacked by downy mildew, which killed them; we did treatments with nettle, garlic, ... So he saw the results ... and when you are faced with something that is concrete, you can't say no, you have to say yes. And the following year he started to come and get the seedlings from me" (IT4A/Int.4).

Indeed, pesticide use in the area seems to have decreased in recent years

"The thing we are noticing in recent years is that there is a significant decrease in the use of herbicides and this is very important" (IT4A/Int.4)

Production is not certified organic. The respondents highlight two main reasons. The first is related to the legislation that obliges to own the land for at least three years, the time needed to acquire certification. The contracts they have for accessing the fields are not all

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lasting for the required period of time. The second is the cost of organic certification, which would be unaffordable for them.

However, their primary objective is to produce food for the local territory, so while organic certification may be relevant for sales on national and international markets, it does not seem necessary for a local context. They therefore preferred to make cultivation methods visible and transparent; for example, on their website, cultivated plots are visible through geo-referencing. In this way they have built a lot of credibility on their way of farming.

„There must be no doubts about what we do, not least for one reason we are not certified organic, ... we have built a lot of credibility by putting our face on ...I wouldn't go out of the house if we did something that's opposite to what we say" (IT4A/Int.1).

"We don't have organic certification, but anyone who knows us, recognize the systems we use ... 10 years ago we started to launch the identification through Google Maps of our parcels of land cultivated with grains, to give the possibility to anyone to go and see what kind of interventions we did ... and we started to do this work of transparency" (IT4A/Int.2).

It is with the same aim that in 2017 they signed the Salento Natural Agriculture Manifesto[1], promoted by the Salento Km0 Network.

An important step to offer new services to the local farmers and to process cereals directly was the opening of a **Community Mill**, which became operational in 2019. Today it is managed by two employees of the cooperative supported by the association volunteers.

"There was a strong demand and it was our wish to solve this enormous need ... both ours and that of the whole network of Apulian farmers in the province of Lecce" (IT4A/Int.2).

The Mill was financed through crowdfunding (raising 37,000 €), a Regional contribution of 50,000 € and a loan of 110,000 €.

"We didn't start by asking the region or the european community for funds, but we started by crowdfunding... from the bottom up to build a collective narrative that has been very successful ... the territory has expressed the will to build an infrastructure" (IT4A/Int.13).

Many of the renovations and adaptations of the building were carried out with the support of technicians and designers who offered their services free of charge, allowing to complete

[1] The Manifesto is available at the following link: https://www.salentokm0.com/it/blog/firmato-il-manifesto-del-salento-che-cambia

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it, saving a lot of money. In addition to an artisanal stone mill, there is also a machine for cleaning cereals, a packaging machine and a spelt dehuller.

Several interviewees pointed out that the presence of processing infrastructures can have an impact on farmers' production choices. For example, the spelt dehuller has allowed the resumption of spelled cultivation in the area, which had been abandoned in the past due to the high transport costs associated with its processing and to the low food industry demand.

"The purchase of a dehuller is a political issue, not just a question of, let's say, agronomic needs ... it's really a matter of managing to change the internal production system, because in the past spelt was not sown because the processing industry was not interested in it because it cost too much" (IT4A/Int.2).

The production (vegetables, tomato sauce, biscuits, several flours of traditional grains and spelt, *taralli*, *fresine*[1], crackers, etc.) is mainly marketed locally in the Community Mill shop, through the GAP (Popular Puchasing Group) and to local restaurateurs. There is also a network of small shops that sell their products and, on request, shipments are made to Italy and abroad.

The respondents highlighted that the Community Mill has become an important meeting place, where producers talk to each other, exchange knowledge and share the problems they have in their farming activities. As a farmer pointed out:

"I used to bring them the grain to grind ... when you start meeting several times at the end you chat, you talk, ...my problems are their problems... let's say with them there is not only the milling of the grain, with them there is a discourse that ... goes beyond the farm business, but it is precisely a look at the territory and I embrace the cause. So I go to them" (IT4A/Int.05).

During the first year of the mill's activity, the Cooperative quickly run out of production and have been forced to buy cereals from Sicily. The following year, they could look for new land to expand their production, but they are always looking for ways to encourage a collective return to the land. They try, even in the face of their own individual problem, to find an innovative solution that has a collective breath, involving and offering support to other realities of Salento. Therefore they launch, in a very participated meeting, the idea of **Supply**

[1] Taralli and fresine are common in southern Italy. The main ingredient is wheat flour.

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Chain Pacts (*Patti di filiera*) among farmers, the Cooperative and the Natural Regional Park (*Parco Naturale Regionale d'Otranto Leuca e Bosco Tricase*).

"We could have started asking for new land ... or say well, community mill done, now we can distribute seed around for the production for the Cooperative or change the discourse ... the supply chain pacts guarantee that more people will return to agriculture, not just Casa delle AgriCulture" (IT4A/Int.02).

These foreseen the collective purchase of grain seeds, cultivation using natural (organic) methods, land rotation, the introduction of melliferous plants to encourage the return of bees to the fields, and the purchase by the cooperative of the production at a price almost three times higher than that of the Commodity Exchange. The Natural Regional Park is the guarantor of these pacts.

*"The Park ... is not a certifying body ... it is an entity that by putting its own logo ... takes responsibility for giving credibility to that product. And in this sense, there is also an attempt to go beyond purely formal certifications, ... in the supply chain pact (*the Park is*) a third party, nor a producer nor a processor, but through a shared process that lasts over time, can say that those who are part of the supply chain pact ... comply with the rules ... written in the specifications"* (IT4A/Int.14).

Five supply chain pacts have been signed for a total of about 30 hectares of cultivated land. In order to give more farmers the opportunity to participate, it was decided that each of them would cultivate no more than 8 hectares under the pact.

This innovation, that encourage the cultivation of traditional biotypes, is viewed very positively by the farmers involved, ensuring them a market at a remunerative price, at least for a part of their production

"With the Cooperative we have established a price that adequately remunerate me and them... So I know that … about two hectares …they will take it all... with them we reach 50, 60 € per quintal, which is another matter" (IT4A/Int.5).

Environmental issues

Cooperative and Association members are strongly sensitive to environmental issues, that are taken into account in all the initiatives promoted.

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"There is no event that we do ... that does not represent ... a strong focus on the fundamental elements ... of biodiversity and environmental protection, of the ecosystem in general but also of the rights of workers" (IT4A/Int.2).

Recovering and cultivating traditional varieties, experimenting mixtures to identify the most suitable species for the area, organic fertilization, weeding with animals and organic farming are all measures to protect and revitalize local biodiversity and the ecosystem in general.

They have also promoted numerous actions to raise awareness among the local population. For example, murals have been created in public spaces on environmental themes; streets have been named after people who have distinguished themselves for their environmental and social struggles, etc.

These actions are "*aimed at reactivating a different relationship with the everyday urban spaces ... it is a way to take care of the village that is first and foremost made for those who live there"* (IT4A/Int.8).

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Synergies and networking

Relationship with the local community

The local community was not particularly keen on supporting the Association's activities at the outset. The typical mechanisms of small communities were displayed: jealousy, suspicion, a tendency to preserve established habits, distrust. However, the association continued to work, with patience, tenacity, and coherence, to break down these mechanisms. The challenge was "to interpret community spirit as a resource, working daily to overcome the obstacles it poses".” (Salento, Dell’Abate 2019, p.428).

It was useful to organize collective events also linked to faming, unhinging the individualisation process that characterises the industrialised agricultural model. The countryside was sociality, and it is this sociality, which also implied the possibility of exchanging knowledge, that was sought after.

“We have tried to collectivize all the events, all the work done in the countryside, which until now was practically individualistic: everyone looked after his own garden, there was no exchange of ideas” (IT4A/Int.4).

“These collective moments ... the sowings, the concerts or the presentation of books make it possible to create a community of reference, which is the one that participates in these initiatives, with which we always have the ability to dialogue and question ourself on the things that need to be done... on a series of other issues, not only strictly ... agronomic issues, but also on ... political ones” (IT4A/Int.02).

To foster this process, several relationships were established with local associations.

In particular, the elderly members of the local Auser supported the association with voluntary work and actively participated in several events organised.

Numerous recreational activities were carried out with the GUS, which manages the local SAI project, to foster the socialization of migrants with the local population. In addition, in order to facilitate their integration into the labour market, internships were set up. Another activity carried out together was the 'Orti in Comune' project. The aim was to encourage self-production of food through the creation of vegetable gardens by immigrant families, to

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whom *Casa delle AgriCulture* donated seedlings. The relationships established with migrants have allowed, among other things, an exchange of knowledge and skills, including from the point of view of agricultural production.

"There has always been an exchange relationship, in the sense of discovering how in Ghana they grow tomatoes and how the furrows in the ground are made ... it has always been a sort of exchange of knowledge and skills with the aim of giving the possibility that these beneficiaries become citizens of the community, active citizens and that they remain" (IT4A/Int.11).

A Memorandum of Understanding "*La terra che cura*" (The land that heals) was signed with the social cooperative l'Adelphia, allowing the involvement of people with disabilities in the agricultural and recreational activities carried out.

Over the years, the relationships with the local community, thanks to all these activities, have improved and become more collaborative.

*"They (*Association and Cooperative*) have been great, they have resisted, ... they have managed to create… consensus in the village, which was not easy because is a village, let's say, like so many other rural ones, substantially asleep ... lying on its routine ... but they have managed to be loved ... starting with the elderly"* (IT4A/Int.20).

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Synergies enabled

Synergies were activated with several other practices and institutions.

The interviewees focused in particular on the following actors:

- The Laboratorio Urbano Aperto (LUA- Urban Open Laboratory) which operates in a municipality near Castiglione d'Otranto. As the practice analysed, the LUA promoters use creative ways to foster transformative processes in rural area, involving the local community. A participatory process had led to the creation of Parco Paduli, which is configured as a multifunctional agricultural park (http://www.parcopaduli.it/parco/home.php); within it has been experimented, among other things: sustainable agricultural production; Land Art interventions, reusing agricultural waste material, to build small shelters that

are rented out as temporary accommodation during the summer months; taste and smell laboratories. LUA has also promoted the project "Ruralia, the Parco Paludi Rural Festivals" in which *Casa delle Agriculture* has been involved. The aim was sensitising the local population to rediscovery local products, underlining their productive, environmental and social sustainability. Art, narrative and concrete actions were the tools employed in this project. For example, during the feast of St. Joseph, theatrical and artistic performances were organised, also with the support of the "Tela in Comune" association, focusing on the theme of local food and bread.

"Bringing contemporary art to a small rural center... and see the grandmother or the aunt who is curious about contemporary art, who wants to know, is for us an important result and makes the rural villages feel, not an internal area, but an area capable of having all the potential to support a more equitable development" (IT4A/Int.16).

In the preparation of the traditional feast foods only flour from ancient grains, supplied by the Cooperative, were used. This activity had an impact that went beyond the fest period; there has been an increase in local consumption of these products and their use by local operators.

"Only products that are milled in the Community Mill are used ... this has raised awareness, more people are starting to plant cereals of a certain type ..., doing organic farming" (IT4A/Int.13).

"Today, even the pâtisserie has begun to ... convert most of its production, using flour from ancient grains, produced and milled ... in the Community Mill of Castiglione.... after two years of work, in the Feast we really used only local products and people discovered that the taste is completely different ... it also happened that these families started to buy cereals and flours no longer from the supermarket but from the mill or from the farmer" (IT4A/Int.15).

- *Tela in Comune* association, located in a municipality near Castiglione d'Otranto. It promotes experimental theatre actions and performances, very much linked to improvisation but also to local history. The aim, as *Casa delle AgriCulture*, is to foster the remaining (*restanza*) in rural areas, being aware that

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a socially engaged art can play a role in creating new imaginary and new narrative of places.

"The other great thing we managed to find was a network of relationships, made up of people who, like us, wanted to invest and be in these small areas, despite the fact that there is no cinema, despite the fact that there is no theatre" (IT4A/Int.9).

One of the activities carried out together concerned the project "I*l profumo del pane*" (The scent of bread); theatre workshops were held on the theme of bread and its production, involving migrants hosted by the Andrano reception project and the local population.

Istituto scolastico Ipsar "Luigi Veronelli", an high school located in Casalecchio di Reno (Emilia Romagna Region). The project "*Cibo per la restanza*" (Food for a remaining) have been promoted. The aim was to sensitize students to the use of local products in catering, paying attention to the methods of their production. The activities carried out involved the setting up of a laboratory aimed at understanding agri-food chains, the production of local biotypes and their use in cooking. The Cooperative's products were used in these activities, meetings were organised with representatives of the Association and an educational trip to Castiglione d'Otranto was organised. In 2022, another project "Ethical, legal and fair food" is planned, also in collaboration with a high school located in a small village near Castiglione d'Otranto.

*"For us (*The High School), *Casa delle AgriCulture has been an example and a guide ..., it makes us think when we approve the laboratories"* (IT4A/Int.18).

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Networking established

The association and the cooperative agency is characterised by a strong networking capacity. They continuously seek connections with practices, individuals and associations with whom share aims and modalities of action. They are aware that networks foster the development

of new ideas, offer new opportunities, enable them to solve problems collectively and help to consolidate their action.

"The question of the network is always present in the action of Casa delle AgriCulture… We have grown, because we have this constant ability to take energies from outside and bring them here…there is this idea of building important networks based on many common feelings" (IT4A/Int.13).

"Casa delle AgriCulture association or another association alone does little or nothing, therefore, the effort is to remain in the network; it is an effort that is being seen in Salento and is bearing fruit ... In the network you can do something that individually you would not be able to do" (IT4A/Int.17).

The practice analysed is part of the Salento Km0 network and of the connected "Farmers for Change Network" which have allowed to exchange knowledge, information and service.

"It's a daily training that you have... We have a whatsapp group, we have regular meetings...to exchange problems and ...knowledge... Being together always gives strength" (IT4A/Int.4).

"Being able to be in contact with other farmers who do the same thing ... the same way of growing, the exchange of opinions, ... of information and also the possibility of helping each other with equipments is what made me stay in the network because it's something useful and in fact important collaborations were born" (IT4A/Int.03).

Casa delle AgriCulture collaborate with numerous local associations and many experiences located in other Italian region as, among others, the Girolomoni Cooperative in the Marche region, which is a reference point for their actions; the Rural Seeds Network, a national association promoting biodiversity and agroecology and *Simenza* which is an association promoting biodiversity in Sicily.

It has stable relations with COSPE, a Tuscan non-profit organisation; in 2020 the vice-president of the Association became part of their board.

"This relationship with Cospe is above all linked to the themes of cooperation, social inclusion and... it has helped us... also to ... not to remain focused on our territory... we also try to collaborate on the theme of migrants" (IT4A/Int.17).

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Policies and Institutional supports

Constraints and new policies needed

Constraints

Respondents highlighted the limitations of the current model of EU and national agricultural policies. The main issues raised are the following:

- the agro-ecological approach and small-scale farmers are not adequately supported.

  "From my point of view, the CAP cannot look only at large landowners but must start to take account of those who produce in a certain way; it cannot reward ... those who have a water well and instead consider those who start working in drylands farming as second class farmers" (IT4A/Int.02).

- The formulation of RDP measures does not take into account the differences within the region. For example, in the case of Apulia, the agricultural structure in the province of Foggia is characterised by medium-large farm extensions, while in Salento farms have a limited average extension.

  "The territories are very different from each other, coherent actions must be taken" (IT4A/Int.04).

- Difficulties in accessing information on the RDP opportunities.

- RDP measures are unclear and often difficult to understand without technical support.

- Access to RDP measures is very cumbersome and takes a long time to receive funds.

- Excessive bureaucratization of agricultural. For a small farm, meeting all the regulatory requirements and filling in all the required documents is a very time-consuming activity.

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"A great job would be to eliminate a lot of bureaucracy ... I am more in front of the computer than on the fields" (IT4A/Int.2).

- The current organic certification system does not seem to meet the needs of those who choose to adopt an agro-ecological model and work on recovering ancient seeds. If ancient seeds are non-certified farms have to opt out of certification.

"We have had contacts. ... with these other guys from Altamura who are really passionate about researching ancient grains, ... Small plots of land, small quantities that are passed down from farmer to farmer, but we were forced not to follow this path because we would have had to leave the organic sector" (IT4A/Int.6).

- Training is important for new entrants into agriculture. The public system does not seem to provide adequate support. Existing training courses do not seem to meet the needs of those interested in adopting agro-ecological models and strong multifunctionality and often have a theoretical approach. The courses that the interviewees have attended are almost all self-organised by the various Salento realities that adopt or promote the agroecological model.

"The vast majority were self-organised courses ... for example, Salento Km0 network ... organised courses on regenerative agriculture, finding … teachers in the area or even from outside who responded to our requests" (IT4A/Int.04).

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Need of new policies

Casa delle AgriCulture is aware of the opportunities that good policies could offer by promoting processes of rural regeneration, even if they underline that so far, the institutions do not seem to have been ready to adopt transformative and innovative policies.

"We have shown that the difference can also become an opportunity and a chance to work and build new possibilities, but we do not see a follow-up from the institutional point of view... public policies are essential to reverse the processes, including depopulation processes, which are not inexorable, and there is a lot of effort in this because very fews listen, we must try as we have chosen to remain here" (IT4A/Int.01).

The main changes suggested refer to new agricultural policies addressing the issues reported.

Respondents also indicated the need of more local services that policies can incentivize.

In particular, reference is to interventions related to childcare services, given their rare presence in rural areas. The creation of agri-kindergartens and agri-day care is suggested.

Tourism policies should also be diversified, taking into account the specificities of the places. The respondents propose, for example, donkey trekking services and the promotion of an accessible and inclusive tourism.

Public canteens supplied with ethical, local and organic products is another measure suggested. It is not simply a matter of promoting zero-km and/or organic canteens, but rather of supporting small local producers adopting an agro-ecological approach. The interviewees point out that are the rural Municipalities that should be the first to act, instead of issuing calls for tenders for canteens that are often a cut and paste of those of the big cities. The example given is that of Melpignano, a Salento municipality of about 2,000 inhabitants located more than 20 km from Castiglione d'Otranto. Here, through an innovative project, promoted by the municipality, the nursery school canteen is supplied by the farmers belonging to Salento km0 network.

*"We (*the Municipality of Melpignano) *choose Salento Km0 Network, because we needed a criterion for certifying the products that could not be organic, because it would have excluded many micro realities that have land in conversion; it could not be zero kilometer because it would have included many realities that have nothing ethical and organic and therefore ... so we have made the choice of a group of people who had signed a Manifesto in which they discipline themselves ..., both in ethical terms and in terms of production, ... choosing to produce in a sustainable way, in an ethical way also re-using abandoned land."* (IT4A/Int.19).

It is a small pilot experience, involving 33 children, but which has shown how similar actions can support sustainable local micro-economies and at the same time are effective in raising awareness of local and healthy food consumption.

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Institutional support

Initially, the Association had no confidence in the way institutions, particularly local ones, acted, and began to operate without asking, and even seeking, institutional support.

"We start from a very deep disappointment with politics and institutions, especially local ones, ... So there was a really alternative approach at the beginning, ... for many years… we did everything from the bottom ... in a voluntary way ..., precisely because there was a lack of trust" (IT4A/Int.13).

"The municipalities often...did not support us, they did not believe in what we were doing" (IT4A/Int.17).

Over the years, the Association and the Co-operative, gaining visibility and strengthening its capacity of action, changed their attitude and today are more open to collaboration and dialogue, aware that there is no longer any risk of being subsumed by the institutional system.

"After years of work ... now we are in a phase in which we have our idea, our actions, and we know that in any case we will do them, if the institutions want to be close to us, we try to work together ... we are working with different institutions, there is no fear of being absorbed" (IT4A/Int.13).

"Let's say this is their skill, they remain radical in content, but conciliatory in method, but moderate in method. So, they have manners that are always very soft and able to interact with the local context" (IT4A/Int.20).

In recent years, a number of projects have been carried out with the financial support and/or the collaboration of the Municipality of Andrano.

Casa delle AgriCulture has very good relationships with the Costa Otranto - Santa Maria di Leuca and Bosco Tricase Regional Natural Park, with which it has carried out several initiatives related to the recovery of local biotypes and the care of the landscape. They are, for example, carrying out an ecological weeding in an area of the Park, with the grazing of goats and donkeys, without using pesticides.

"In some cases, the association has done things that the park itself should already be doing, ... let's say, to promote models of sustainable development, concrete practical actions..... the Park and Casa delle AgriCulture have been two entities that have in some way fed off each

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*other. We (*the Park*), through a financial support ...in many cases they have provided the contents and the proposals that we have included in some projects. (IT4A/Int.14).*

We have always had a very strong relationship with the Park and therefore we have already done many projects together" (IT4A/Int.1).

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Impact and Perspectives

Impact

Working on narrative and at the same time implementing concrete action has produced a new imagery of farming and rural life in general. It has been a long and complex work of re-signification of places that has left no room for compromise, while always seeking dialogue and confrontation. It has been a collective "utopian thinking" that imagining the future identified the ways to get there and dislodged the status quo (Shucksmith 2018).

Casa delle AgriCulture activities have shown the local community how rural regeneration can be based on socially inclusive and environmentally sustainable actions; opened up new perspectives to people, with different skills and interests, who are motivated to remain in the area; fostered an increase in new entrants into agriculture; boosted the cultivation of traditional biotypes and the re-use of abandoned land; raised awareness on agroecological and multifunctional model.

"The ability to move souls and capital totally from below, through its own image which is totally clear, transparent and close to everyone... it's not a reality (Casa delle Agriculture) *which only talks about land, agriculture, it's a reality which talks about the community in all its complexity, so it's clear that for realities like this it's normal that moving so many things from below takes a lot of energy... these are processes that by nature are long"* (IT4A/Int.8);

*"They (*Casa delle Agriculture) *were the example that sometimes you don't just need words but you need actions and they certainly managed to show before anyone else that you can make a community ... they believed and invested"* (IT4A/Int.3)

Cultural actions have played an important role in this process, as evidenced also by the activities carried out with Free Home University, Tela in Comune Association, Laboratorio Urbano Aperto – LUA Association and the ongoing 'Confederation Villages' project.

"We realised that without all that work on cultural action we would not have been able to carry out that development action ... of economic sustainability, they're completely connected ... we created the cooperative, the community mill, very concrete examples of economics... but of course we know, and people who look at the complexity know, that

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without that previous work of sowing the seeds of utopia we could not reap the reality" (IT4A/Int.13).

Other winning elements in fostering local innovative transformation were: their impressive networking capacity that have been helpful in mobilizing resources and overcoming local limitations (Li et al, 2019) and the ability to welcome and integrate into their action actors from outside the local community, who bring different skills, knowledge and points of view.

Casa delle AgriCulture always seeks solutions to problems from a collective perspective; for example, to retain greater added value and ensure quality production, a common goal of several farmers in Salento, they promoted the construction of a Community Mill; they encouraged collective seed purchase, which not only saves individual farmers money, but also strengthens the relationships between them; they launched the idea of supply chain pacts to encourage other farmers to grow traditional grains; the training courses were organized collectively, based on the needs of the farmers of the Salento Km0 network. These are just a few examples of their modalities of action, which had a significant impact on the local context, as recognized by many respondents.

"If you dream alone it is only a dream, if more people dream it is a reality that begins… I fully support their projects (of Casa delle AgriCulture)*, so knowing that there is another reality helps a lot to deal with problems. And the collaboration has also led to an opening up of the market... because they are more present everywhere and they help me to enter the market together"* (IT4A/Int.05).

Castiglione d'Otranto is now acknowledged, at regional and national level, as the Village of the Green Night, a place where there has been a "virtuous return to agriculture, thanks to the recovery of ancient varieties" (https://www.viaggiareinpuglia.it/at/144/localita/4438/it/Castiglione%20d'Otranto).

Casa dell'Agricoltura has contributed to the introduction of issues such as social inclusion, agroecology and *restanza* (remaining) into the local public discourse.

"We have built up our own identity and so now there is also an economy of return… We are used to the idea that we are nothing, that we have nothing, we are convinced that we are worth less than zero, and then the fact that we have worked hard on identity and that we can be a counter model for tourism makes a difference. ... we have helped to create a greater awareness from the point of view of social inclusion ... we have brought new themes, that of

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depopulation was a theme that was completely ignored in Salento and now everyone is talking about it and it is obvious that they see in Castiglione a laboratory, the forge of "restanza" (remaining) practices" (IT4A/Int.1).

Their action has stimulated the local economy. For example, through the relationship established with local restaurants; the organisation of many events involving several people who are hosted by local B&Bs; enhancing local biodiversity and impacting on the production choices of other farmers.

"I started out as a legume producer. Then I had a grain, which was a modern cultivar, and knowing the guys from Castiglione I got closer to the ancient cultivars. So now I produce Saragolla durum wheat, Senatore Cappelli durum wheat, Majorca soft wheat and spelled" (IT4A/Int.5).

The possibility of germinating new and other experiences in other regional contexts is an interesting challenge that has been taken up by *Casa delle Agricolture*. The **Patto delle Saragolle** (Saragolle pact), signed with an association of young people operating in the small village of San Mauro Forte in the neighboring region Basilicata, goes in this direction. To encourage them in starting a process of recovering traditional Lucanian grain, *Casa delle AgriCulture* donated the seeds of Saragolla wheat. The first harvest was made in 2021. The ultimate goal of the Pact is to create another community mill in the lucanian village, in order to be able to grind wheat locally.

As one of the young people involved points out:

"Casa delle AgriCulture is a reality that has surprised us in a positive way and has given us the strength to believe in our territory in the logic of networking these two territories... they have bet 100% on our territory not only with fine words, but with concrete actions... it is also a cultural investment on their part to allow us to create wealth through this resource that is the grain" (IT4A/Int.10).

Perspectives

Respondents report that the next objectives of the Association and the Cooperative are: to strengthen and further expanding networks with the aim of creating new jobs and market opportunities (IT4A/Int.2); to stimulate, as has already been done with the experience of the

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Saragolle Pact, other rural territories to imagine and practice another way of living the countryside based on agricultural multifunctionality, attention to practices of social inclusion and preservation of the ecosystem. The continuous enlargement of their networks and constant openness to the practices of other territories, which share the same aims and values, can further consolidate this practice.

Among the next steps that have been identified are the construction of an e-commerce platform, the opening of a restaurant where it will be possible to taste the Cooperative's products (IT4A/Int.4) and the creation of a network between bakers and small producers of ancient cereals in the area in order to achieve the production of the "Bread of the Regional Natural Park Costa Otranto - Santa Maria di Leuca and Bosco Tricase".

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Annex 1. Statistical data

2019	Apulia Region	Lecce Province	Andrano
Density (Population/km²)	205	283	301
Population	3,953,305	782,165	4,666
Average members of the household (N°)	2,48	2,38	2,52
Resident population until 4 years years (% of resident population)	3,71	3,44	3,02
Resident population 75 years and over (% of resident population)	10,96	12,30	12,54
Resident population 85 years and over (% of resident population)	3,33	3,84	4,24
Women 85 years and over (% of the resident population 85 years and over)	65,14	66,67	69,19
Migrants/population %	3,38	3,27	4,52

Table 1. Demographic characteristic - comparison Andrano Municipality, Province of Lecce (Nuts 3), Region Apulia (Nuts2) - 2019
Source: our elaboration on ISTAT data

Educational attainment	Apulia Region	Lecce Province	Andrano
Illiterate	1,01	1,30	0,96
Literate but no formal educational attainment	5,20	5,86	5,37
Final assessment (primary school)	18,53	18,06	19,19
Diploma of lower secondary education	31,62	30,17	28,71
Diploma of upper secondary education and Certification of higher technical specialisation	31,54	31,51	32,29
Bachelor's degree or first level academic diploma; Diploma of Higher Technical; University Diploma	3,21	3,23	3,94
Master's degree or second level academic diploma (and Academy Conservatory old programme)	8,63	9,60	9,34
Research Doctorate (PhD)/ Advanced research academic diploma	0,26	0,28	0,20

Table 2. Educational attainment (% on resident population 9 years and over) comparison Andrano Municipality, Province of Lecce (Nuts 3), Region Apulia (Nuts2) – 2019
Source: our elaboration on Data extracted on 05 Jun 2021 18:15 UTC (GMT) fromI.Stat

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Current activity status		Apulia Region	Lecce Province	Andrano
Current economically active		46,84	44,91	42,91
Current economically active	Employed person	38,55	37,30	36,85
	Unemployed person	8,29	7,60	6,06
Current non economically active		53,16	55,09	57,09
Current non economically active	pensioner or capital income recipient	20,39	24,38	29,02
	Student	8,68	8,57	10,20
	Housewife	15,81	12,69	9,46
	Other condition	8,28	9,46	8,33

Table 3. Current Activity Status (% on resident population 15 years and over) comparison Andrano Municipality, Province of Lecce (Nuts 3), Region Apulia (Nuts2) – 2019

Source: our elaboration on Data extracted on 08 Jun 2021 17:45 UTC (GMT) fromI.Stat

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Current activity status		Apulia Region	Lecce Province	Andrano
Current economically active		35,77	35,43	35,20
Current economically active	Employed person	28,12	28,18	29,41
	Unemployed person	7,65	7,25	5,79
Current non economically active		64,23	64,57	64,80
Current non economically active	pensioner or capital income recipient	18,48	23,87	30,06
	Student	8,98	8,77	10,00
	Housewife	29,45	23,30	17,46
	Other condition	7,32	8,64	7,27

Table 4. Women current activity Status (% on women resident population 15 years and over) - comparison Andrano Municipality, Province of Lecce (Nuts 3), Region Apulia (Nuts2) – 2019

Source: our elaboration on Data extracted on 08 Jun 2021 17:45 UTC (GMT) fromI.Stat

Hectares	Apulia Region	Lecce Province	Andrano
0-0,99 ha	110.323	37.443	295
1-1,99 ha	62.474	18.029	180
2-9,99 ha	72.957	13.320	111
10-19,99	13.119	1.255	6
20-49,99	9.393	739	4
More than 50 ha	3488	274	0
Total	271.754	71.060	596

Table 5. Number of farms by class of total holding land -2010
Source: our elaboration on data extracted on 05 giu 021, 16h38 UTC (GMT), da Agri.Stat

Farm manager gender	Apulia Region	Lecce Province	Andrano
Males	185.433	45.794	346
Females	86.231	25.266	250
Total	271.754	71.060	596

Table 6. Number of holdings managers by gender - 2010
Source: our elaboration on data extracted on 05 Jun 2021 17:44 UTC (GMT) from Agri.Stat

Farm manager age	Apulia Region	Lecce Province	Andrano
Until 39 years	8,83	7,11	4,53
40-64 years	54,01	52,94	39,96
More than 65	4,53	58,22	37,25

Table 7. Farm manager age (% on total farm manager) - 2010
Source: our elaboration on data extracted on 05 Jun 2021 17:41 UTC (GMT) from Agri.Stat

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Annex 2. The list of interviews

Code	Interviewee (Pseudonym)	Gender	Role	Place and date of the interview
IT4A/Int.1	Tatiana	Female	Casa delle AgriCulture promoter	Skype, 1.02.2021
IT4A/Int.2	Paolo	Male	Farmer cooperating with Casa delle Agriculture	Skype, 18.03.2021
IT4A/Int.3	Davide	Male	Casa delle AgriCulture promoter	Skype, 18.03.2021
IT4A/Int.4	Roberto	Male	Casa delle AgriCulture Cooperative member	Skype, 30.03.2021
IT4A/Int.5	Carla	Female	Farmer cooperating with Casa delle AgriCulture	Skype, 7.04,2021
IT4A/Int.6	Simone	Male	Farmer cooperating with Casa delle AgriCulture	Skype, 9.04,2021
IT4A/Int.7	Roberto	Male	Association cooperating with Casa delle AgriCulture	Google Meet,12.04.2021
IT4A/Int.8	Cinzia	Female	Member of Casa delle AgriCulture Association, researcher	Skype,13.04.2021
IT4A/Int.9	Sonia	Female	Association cooperating with Casa delle AgriCulture	Skype,13.04.2021
IT4A/Int.10	Matteo	Male	Association cooperating with Casa delle AgriCulture	Google Meet,13.04.2021
IT4A/Int.11	Piera	Female	Association cooperating with Casa delle AgriCulture	Google meet,17.04.2021
IT4A/Int.12	Giovanni	Male	Association cooperating with Casa delle AgriCulture	Skype,19.04.2021
IT4A/Int.13	Lino	Male	Member of Casa delle AgriCulture Association	Skype,20.04.2021
IT4A/Int.14	Federico	Male	Costa Otranto - Santa Maria di Leuca and Bosco Tricase Regional Natural Park	Skype,21.04.2021
IT4A/Int.15	Michele	Male	Association cooperating with Casa delle AgriCulture	Jitsi,22.04.2021
IT4A/Int.16	Gino	Male	Association cooperating with Casa delle AgriCulture	Jitsi,22.04.2021
IT4A/Int.17	Giorgia	Female	Member of Casa delle AgriCulture Association	Skype,22.04.2021
IT4A/Int.18	Emilio	Male	Member of Casa delle AgriCulture Association	Skype,23.04.2021
IT4A/Int.19	Antonio	Male	Key Informant, researcher	Skype,26.04.2021
IT4A/Int.20	Viviana	Female	Member of Casa delle AgriCulture Association and local politician	Google Meet,3.05.2021
IT4A/Int.21	Iacopo	Male	Promoter of Casa delle AgriCulture	Teams, 12.05.2021

Table 8. Interviews

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T5.2 Case study report (Code FR5A)

The Versailles Plain's Association and peri-urban agriculture diversification

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Camille Robert-Boeuf et Hervé Brédif (CNRS)

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The Versailles plain: A preserved space in an increasingly urbanized metropolis

The Versailles plain is an agricultural and natural area in the middle of centralized and urbanized metropolis: Paris. Its geographical context is complex, because the plain has an important historical heritage in relation to Versailles palace. Thus, it kept a strong agricultural heritage and its agriculture is characterized by relatively small farms and activity especially cereals with little diversification. Furthermore, the Versailles plain is surrounded by big cities with social and environmental issues.

The Ile-de-France region: an urbanized but still very agricultural area

The Ile-de-France region is the richest in France with 30.4% of French GDP in 2017[1]. It has a high density: 1,013.5 inhabitants per km² and concentrates 18% of the French population. Its economic hegemony is based for a large part on the tertiary sector, which corresponds to 86% of the regional GDP. The Ile-de-France region has a rather high unemployment rate of 12.5% in 2017 (against 13.9% at national level). It is affected by strong development and social imbalances between a rather rich western part and a poorer eastern part.

Historically, the Ile-de-France region is centralized by Paris with the inner suburbs, the market garden belt of the capital in the 19th century (Phlipponneau, 1956) which during the 20th century became the “red belt of Paris” with strong urbanization and industrialization of municipalities. In the second half of the twentieth century and until today, the metropolis has spread over the other departments, including periuban spaces (Berger & Rouzier, 1977; Poulot, 2008). Today, the urban area of Paris largely exceeds the limits of the region. In recent years, the “Grand Paris” project and 2024 Olympic Games’ planning accentuated the urbanization process (Brédif & Pupin, 2012; Fabre et al., 2016). Nevertheless, agricultural areas occupy 48% of land use, which maintains a still important agricultural activity in the region.

1 https://www.insee.fr/fr/statistiques/2011101?geo=REG-11

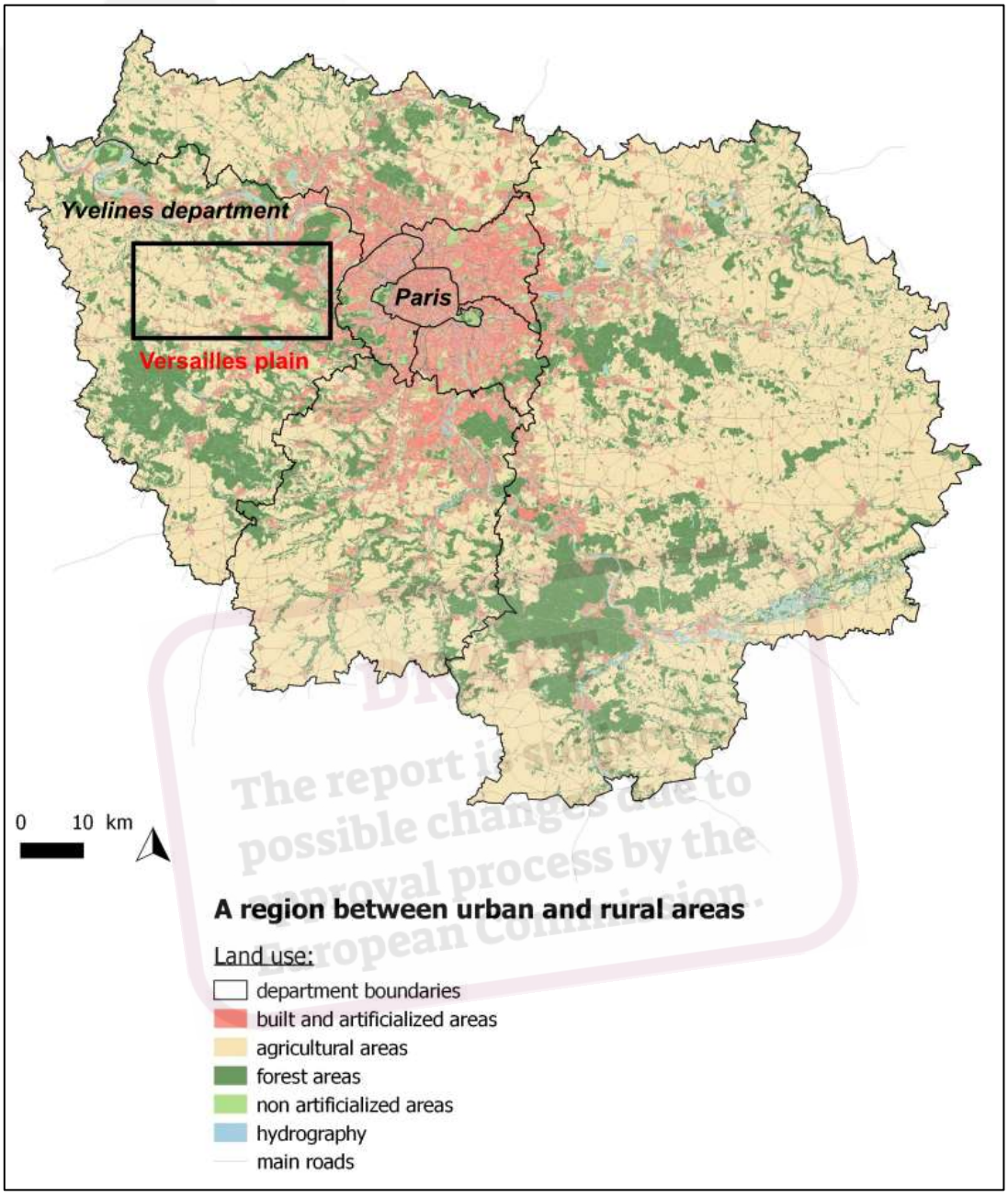

Figure 1. Ile-de-France region: an urbanized but still agricultural area
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Agriculture in the Ile-de-France region is predominantly cereals: 83% of the UAA is in cereals and oil-protein crops (including 50% in soft winter wheat). However, the region also produces watercress and parsley, white onions, broad beans and beets, barley, flax and table potatoes, as well as salad. Market gardening and animal husbandry are therefore present even if they remain marginal compared to cereals. However, the strong presence of

agricultural area at regional level does not prevent the decrease of farms and the aging of farmers, as it's analysed everywhere in France. In 2010, there were 6,347 managers and co-operators, which corresponds to a decrease of 18% compared to 2000, 18% of them are under 40 years old and 25% are women[1]. Recent trends are the development of organic farming, which in 2020 represents 3000 hectares and 546 farms (organic or in conversion)[2], but also the development of short food circuits since the early 2000s (Poulot, 2014a, 2014b). 18% of the region's farms sell in short circuits, and among them 34% are mainly arable crops, 24% in breeding or mixed farming - breeding and 14% in market gardening. The development of short circuits demonstrates a growing interest, from local populations and tourists, for quality food and culinary heritage (local and seasonal food, traditional cheeses, wine, etc).

In this context, the plain of Versailles is located in the west of the region, in a rather rich department with an important natural heritage but also very close to large, dense and expanding cities.

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The Versailles plain: a rural area near Paris

The plain of Versailles is located in the Yvelines department and west of Versailles. The Yvelines concentrate agricultural land and large forests, which represent 34% of the area of the department. It is a relatively low density area compared to the Ile-de-France region with 629 inhabitants per km². It is a rich territory with a much lower poverty rate (9.7% compared to 15.6% in Ile-de-France region) and an unemployment rate of 10.4%, which is below the regional average (12.5%). Nevertheless, the Yvelines department also concentrate municipalities with significant social gaps, in particular in the south of Versailles plain.

Limited to the east by the Palace of Versailles, to the west by the Mauldre valley, the Versailles plain extends over an area of 23,000 hectares. Essentially corresponding to the Val de Gally (with Gally rivulet), it concerns 25 municipalities and 5 communities of municipalities, four of which have only a peripheral link with this area. It is a historically

[1] https://idf.chambre-agriculture.fr/la-chambre/lagriculture-francilienne/chiffres-cles/
[2] https://www.bioiledefrance.fr/

cereal area with medium and small farms but it also has a rich woodland heritage (Bonin, 2013; Pupin et al., 2008).

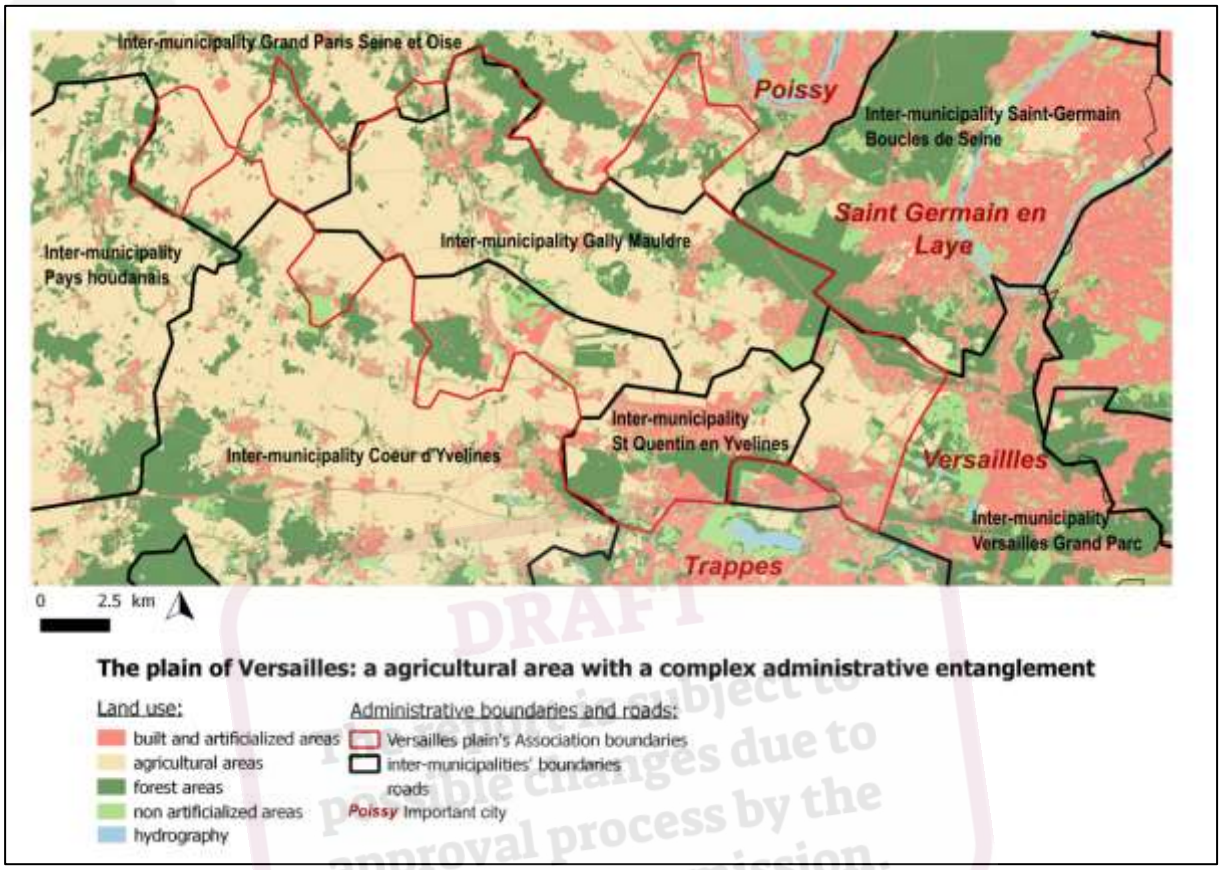

Figure 2. The Versailles plain is an agricultural area surrounded by cities and with no administrative existence
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As we can see on figure 2, the Versailles Plain is an agricultural and natural corridor located from east to west in the Yvelines department. At the east, the plain is surrounded by important cities as Versailles, Trappes and Saint Germain en Laye. At the west, the plain is more rural with a large part of agricultural land and small villages (cf. figures).

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Description of Versailles plain					
Municipalities number	**Inter-municipalities**	**Population**	**Density**	**UAA**	**UAA in protected areas**
24	5	145249	672inhab/km2	≈14000ha	3000ha

Farms characteristics of Versailles plain in 2018						
Total of farmers	**Grain farms**	**Market gardeners and fruit growers**	**Beekeepers**	**Equestrian centres and horse breeders**	**Horticulturalists**	**Chicken breeding**
124	76	23	4	12	7	2

Figure 3. Statistics of Versailles plain
© Camille Robert-Boeuf, 2021, sources: Insee, 2018 & Study of VPA, 2018 (https://www.plainedeversailles.fr/les-etudes-de-lappvpa)

This Versailles plain has a geographical consistency and exist through the Versailles plain's Association (red boundaries in figure 2) but has no real administrative structure. The intermixing of administrative levels (municipalities, inter-municipalities, departments and region) complicates the global understanding of the territory. However, the Versailles plain has a significant historical heritage, because it is closely related to the history of Versailles palace and it has known an important heritage process (Bonin, 2013). That's leaded to the definition of a landscape and qualities which are promoted by Versailles plain's association thanks to the creation of a landscape charter. The agricultural and forest areas are partly protected and classified, because they are located in the axis of the Versailles Palace, which, as we will see, has limited the urbanization of the municipalities in some cases. However, since 2000, urbanization expands with new neighbourhoods of collective and individual housing and commercial areas (especially south of the plain) in cities and residential housing in rural villages.

Moreover, the social situation is not homogeneous: rural municipalities in the centre of the plain are mostly inhabited by executives of the upper classes, for example in Crespières (a municipality in the center of the plain) 55% of the population come from the upper class, against 21% in Ile de France region. The situation is more diversified in the large cities

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located north, south and east of the plain, because they concentered working-class neighborhoods with precarious populations.

The particularity of the Versailles plain, to the west of the Ile-de-France metropolis, is also due to the fact that it is surrounded by areas with an explicit project, recognized at the local, regional and national levels. It is indeed surrounded by two Projects of National Interest - the Seine Aval National Interest Operation, to the northwest; the Paris-Saclay National Interest Operation, to the southeast. As such, these two sites benefit from massive financial support from the State to bring about ambitious development projects and have a specific governance system that brings together representatives of the State and local authorities. Further north and south, two Regional Nature Parks, the French Vexin and the Haute Vallée de Chevreuse, have a greater vocation to preserve the landscape and heritage qualities of these areas and benefit, once again, from significant recognition and support from the State, the Île-de-France region and the local authorities. In comparison, the plain of Versailles has none of these labels. It is not identified as a strategic area in terms of economic development and employment on the scale of the region and the country; nor is it identified as a remarkable area in terms of its landscapes, its natural sites and its history. It remains in an in-between area that offers no special status, no specific access to financial support from the region or the state, and no form of global governance (figure below).

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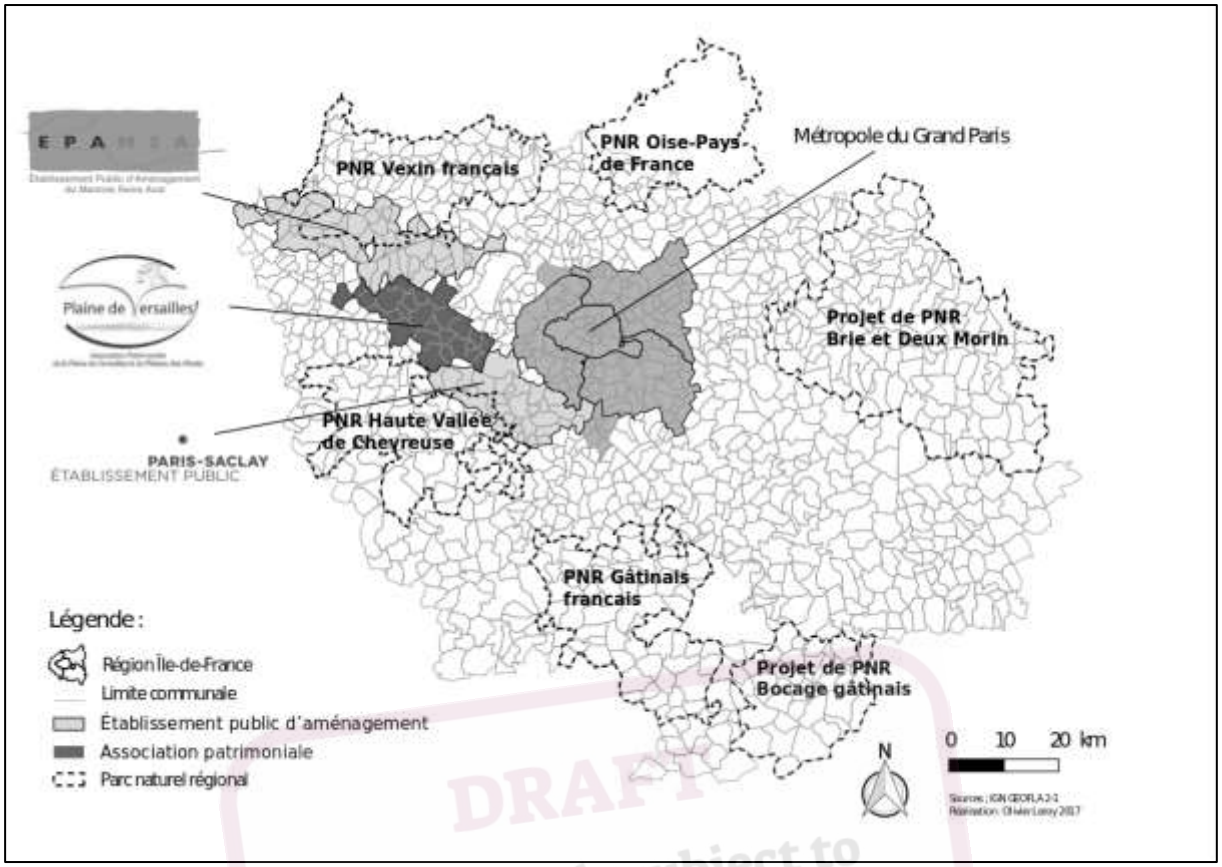

Figure 4. The Versailles Plain, between Projects of National Interest and regional parks
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Methodology

The geographical, historical and social situation of the Versailles plain illustrate the rural-urban issues of the area and questions the maintenance of agriculture and the installation of new farmers and food artisans in the plain. In this context, the Versailles plain's Association is a central stakeholder who has promoted original and operative responses to these issues and to rural regeneration.

In order to analyse the impact of Versailles plain's Association, we used a study conducted by AgroParisTech students in 2020 and we conducted 21 in-depth interviews with several and local stakeholders: farmers, entrepreneurs, local authorities and institutions, regional institutions and NGO's (cf. figure). We also used statistical data and scientific literature's materials. We also organised workshops to discuss our research with stakeholders.

Fieldwork for the case study analysis			
	Interviews number	**Interviews average length**	**Interviews location**
Study with AgroParisTech students (march-may 2020)	32	1'30''	by phone or videoconference (because of the pandemic)
Fieldwork of CNRS team (march-may 2021)	21	1'30'' (and 30hours in total)	In Versailles plain or by phone

Figure 5. Fieldwork summary carried out for the case study
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Origins of Versailles plain's Association

A combination of several factors is at the origin of the creation of the Versailles plain's Association (VPA), of its singular purpose and of its specific modus operandi in the institutional Île-de-France and France's landscape.

A conservation classification project that was very badly received by farmers

In the 1990s, the west of Paris was undergoing major development work: road infrastructures, urban facilities, large-scale shopping centres in the communes of Le Chesnay and Rocquencourt. Located in the extension of the park of the Château de Versailles, the Val de Gally, protected by the SDAU (Schéma Directeur d'Aménagement et d'Urbanisme de la Région IDF), has partially escaped the phenomenon. However, with the end of the SDAU, new urbanisation projects were announced; the State tried to react by classifying 2600 hectares of agricultural land located in the immediate vicinity of the Château de Versailles. The surveillance and the resulting severe restrictions on the farmers led them to propose annexing a management book to the "classified site", but this document, which was not provided for by the law, was rejected by the State services. This decision was seen as a dispossession of their destiny by the farmers immediately concerned. They are convinced that it will not provide any long-term guarantee for the problem of urban pressure, but will, on the other hand, lead to a weakening of the agricultural structures of the plain.

Concerned and enterprising farmers

This classification decision is in addition to other concerns for Gérard Laureau, head of the "Fermes de Gally". He is one of those farmers who, like Jean-Marie Dupré (Ferme de Viltain, on the Saclay plateau, about twenty kilometres away), have been successfully diversifying their farms for several years to serve urban populations. Beyond the entrepreneurial

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dimension of the project, this diversification (picking on the farm, local produce shop, etc.) is the result of a well-thought-out project and a desire to bring quality products and amenities to urban populations cut off from any contact with nature and agriculture. The success of these particularly innovative and dynamic "farmer-entrepreneurs" leaves them incompletely satisfied, however, when they realise how little weight the subject of agriculture carries in local political bodies. Indeed, for many farmers around them, the future is full of uncertainties (future of the CAP, low visibility on land, weakened links with urban areas and increasing challenges to the intensive agricultural model). In addition to exogenous urban pressures, there is the endogenous problem of the capacity of agricultural activity to maintain itself in its areas. Its future as an economic activity is no longer certain; in the plain of Versailles, where the soil is not very fertile, the very future of agricultural activity is at stake, as the succession of farmers is not assured.

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A strategic initiative supported by the Ile-de-France Region

After reactivating an old learned society, the "Société d'Agriculture et des Arts d'Île-de-France" (Society of Agriculture and the Arts of Île-de-France), Gérard Laureau and Jean-Marie Dupré tried everything: they asked for an interview with the President of the Region at the time, Jean-Paul Huchon. They wanted to know for sure: did agriculture in the vicinity of a world metropolis like Paris still have a meaning and a reason to exist? The meeting with President Huchon took place in the company of René Lacombe (former President of the FNSEA[1]). The exchange with Huchon was frank and cordial. He assured them of the importance of maintaining agricultural activity, which in his view was essential to the general balance of the Paris metropolis and he was prepared to finance a facilitation process that Laureau and Dupré had discussed with Henry Ollagnon, a professor at AgroParisTech. However, the region will only be able to provide financial support for a facilitation approach if local associations are created and apply to implement and support this approach. Four territories have applied (Cergy and Sénart plains, in addition to Saclay and Versailles).

The facilitation process initiated in 2020-2021 (with audits, in French “audit patrimonial”) involves in-depth interviews with ninety stakeholders potentially concerned by the future of

[1] Majority agricultural union in France.

the agricultural and natural areas of the Versailles plain. In the space of six months, elected officials, farmers, environmental protection associations, State services and the Yvelines department were invited to give their opinion on the following question Interests, conditions and means of maintaining and improving agriculture in the plain of Versailles for better management of the quality of life in the Ile-de-France metropolis. At the end of these interviews, the people who agreed to provide their expertise were brought together for a presentation-discussion on the main lessons learned from this mobilisation of expertise.

Three key ideas emerged:

1. The plain of Versailles is experienced as a space of separation between a well-off North and a more working-class South (along line C of the RER); a space in which urban people have little idea of what farmers are and what they do and, conversely, the farmers have relatively few opportunities to exchange with urban people.
2. Almost all of the people we met fear above all the creeping and insidious sprawl that is rampant on the plain of Versailles and predict a rapid deterioration of this area if nothing significant is done (this convergence is revealed by the audit process, but was not, until the audit process, a recognised or publicly debated subject).
3. Even if the agriculture currently practised in the Plain of Versailles is the subject of a number of criticisms and questions, the vast majority of the actors we met agree that it is an area whose agricultural qualities deserve to be preserved and developed.

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The VPA, a body for facilitating and coordinating energies and projects

This approach will thus show that there are essential convergences of views on the subject of the Versailles plain. Convergences between actors who, until then, had not met, but who nonetheless shared the same overall concern about the future of the Versailles plain.

Three years later (in 2004), at the end of a long process of mobilisation, listening and dialogue, the Heritage Association of the Plain of Versailles and the Plateau of Alluets (APPVPA)[1] was created. According to the founding charter of this Association, its raison d'être is to "*create a space for communication in order to bring together individuals and legal*

[1] It is the previous name of Versailles Plain Association

entities representing the various local interests. More precisely, the aim is to study and formulate proposals for local authorities, in order to establish a sustainable development project common to farmers and city dwellers, on the territories of the Versailles plain and the Alluets plateau". In short, the aim is to set up a multi-party governance operator to facilitate the emergence of projects of common interest around the agricultural areas of the plain.

The Association is made up of three colleges (college of elected representatives, college of farmers, college of associations, individuals and companies (or Civil Society)). It is based on a tripartite organisation comprising a consultative body (the three colleges), a technical team and an executive body (bureau and heritage council made up of the vice-presidents of the three colleges and 9 members from each college). The presidency of the association is entrusted to an elected official (mayor of Feucherolles, then mayor of Noisy-le-Roy, currently the mayor of Bailly) (figures below).

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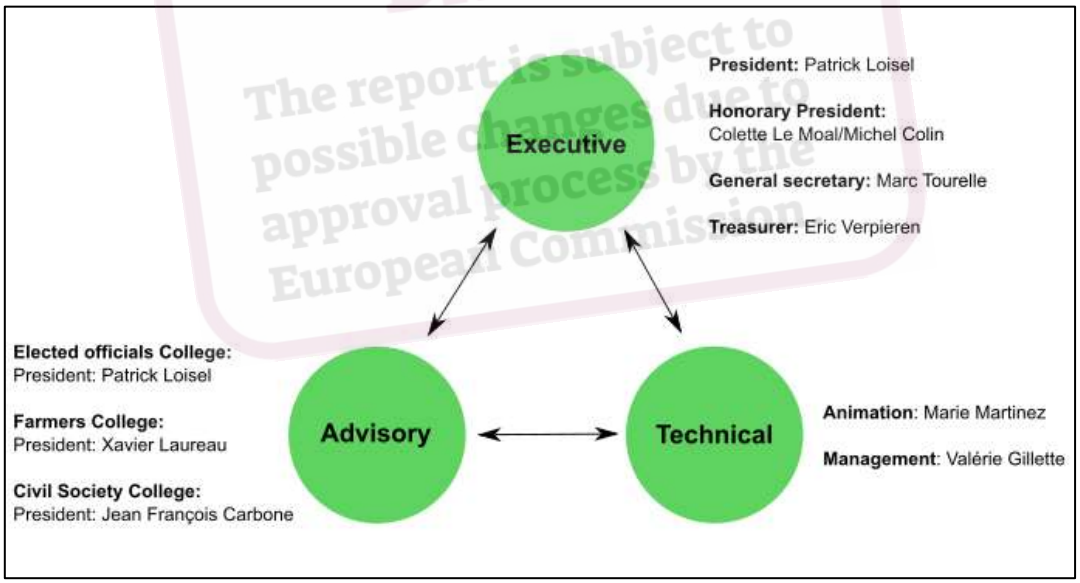

Figure 6. Organisation of VPA
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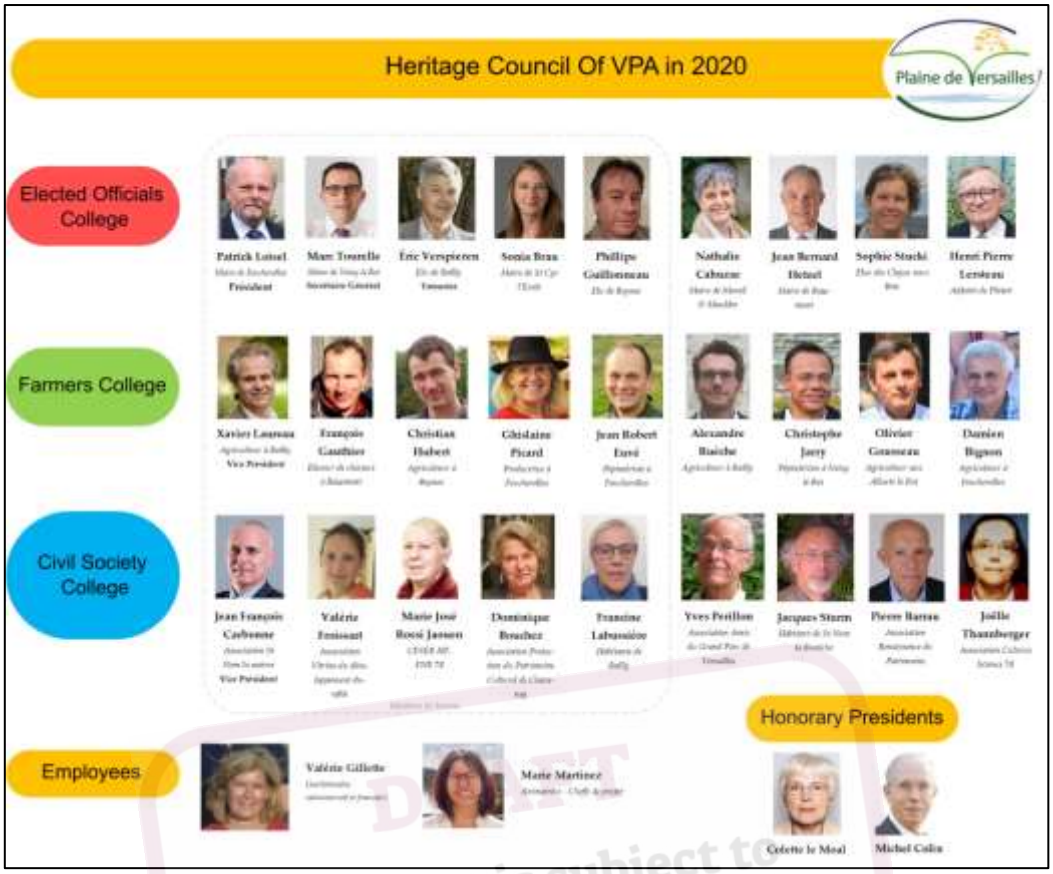

Figure 7. Heritage Council of VPA
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Actors involved: an active microcosm of entrepreneurs, farmers, associations and local elected officials

Versailles Plain's Association (VPA) brings together several stakeholders who usually rarely communicate together and it manages to unite them around common values and projects. The association is based on 3 different colleges: i) farmers, ii) elected officials, and iii) members of civil society. Each of these 3 colleges has 9 members and together they form the Heritage Council. This original structure with different members promotes a rich diversity of actors involved in the promising practice.

Farmers involved in actions of VPA represent around a third of the farmers present on the plain. They represent the diversity of agriculture sector in this area: there are of course cereal growers, historically located in the plain, but also market gardeners, beekeepers, nurserymen, herbalists, tree growers and to a lesser extent chicken breeder. Indeed, breeding is less implanted in the area, as in all Ile-de-France region. The majority of these farmers sell their productions in direct sales or in short circuits but more conventional farmers are also involved. These farmers are also often food artisans because they transform their own productions; local and autonomous food artisans also exist in complementarity because they use in priority local agricultural productions. These food artisans are also very active in the association's actions.

The majority of elected officials are local or regional stakeholders; interviewees rarely mention political stakeholders at national and European level. We noticed that the association's network is largely based on local and regional political actors as: mayors, inter-municipalities, Yvelines department and Ile-de-France region. The originality is also that Versailles plain's association brings together urban and rural political actors. Indeed, some mayors of rural and urban municipalities are members of the association and/or participate to its actions. For example, the association brings together the Crespières' mayor, a rural municipality with 1641 inhabitants; and the Villepreux's mayor, a city with 10975 inhabitants, in order to build political reflexions and actions about survival of agricultural sector in their municipalities. These relationships are created beyond the belonging to inter-municipalities or other administrative structures, because the common objective is to

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protect and promote the Versailles plain, not as an administrative entity but as a geographical and historical area.

Moreover, the VPA built privileged relationships with agricultural institutions and is an important link between these institutions and other local actors (especially farmers and political stakeholders). As it concentrates a large group of farmers, the association has a good knowledge of the agricultural institutions' functioning and it can relatively well communicate with them. The association collaborate with the SAFER (Land development and rural establishment organization) and the Agricultural Chamber when there is land to sell in the Versailles plain or when new farmers (new entrants or successors) want to establish in the plain. Therefore, the association is a concrete connexion between stakeholders and institutions, it helps them exchanges and disseminates its knowledge on institutions, installation procedures, aid and financing for agriculture.

The Versailles plain' association rallies also several stakeholders from civil society. Several environmental, residents' and hunters' associations are members of the association. Thanks to theses others associations, Versailles plain' association shares the information of the territory and can communicate with very different actors who don't speak to each other or are often in conflicts as, for example, environmental association and hunters' associations. VPA then appears as a structure giving a proper space to debate. It can also be considerate as a representative structure of the plain.

One of the strengths of the VPA is to connect not only different types of actors but also different generations of actors. Indeed, NGOs and farmers' groups connected with the VPA concentrate young and holder stakeholders that sometimes hardly communicate, thus VPA promotes peaceful relationships between them and respond to their specific issues, for example issues on new establishment or retirements of farmers.

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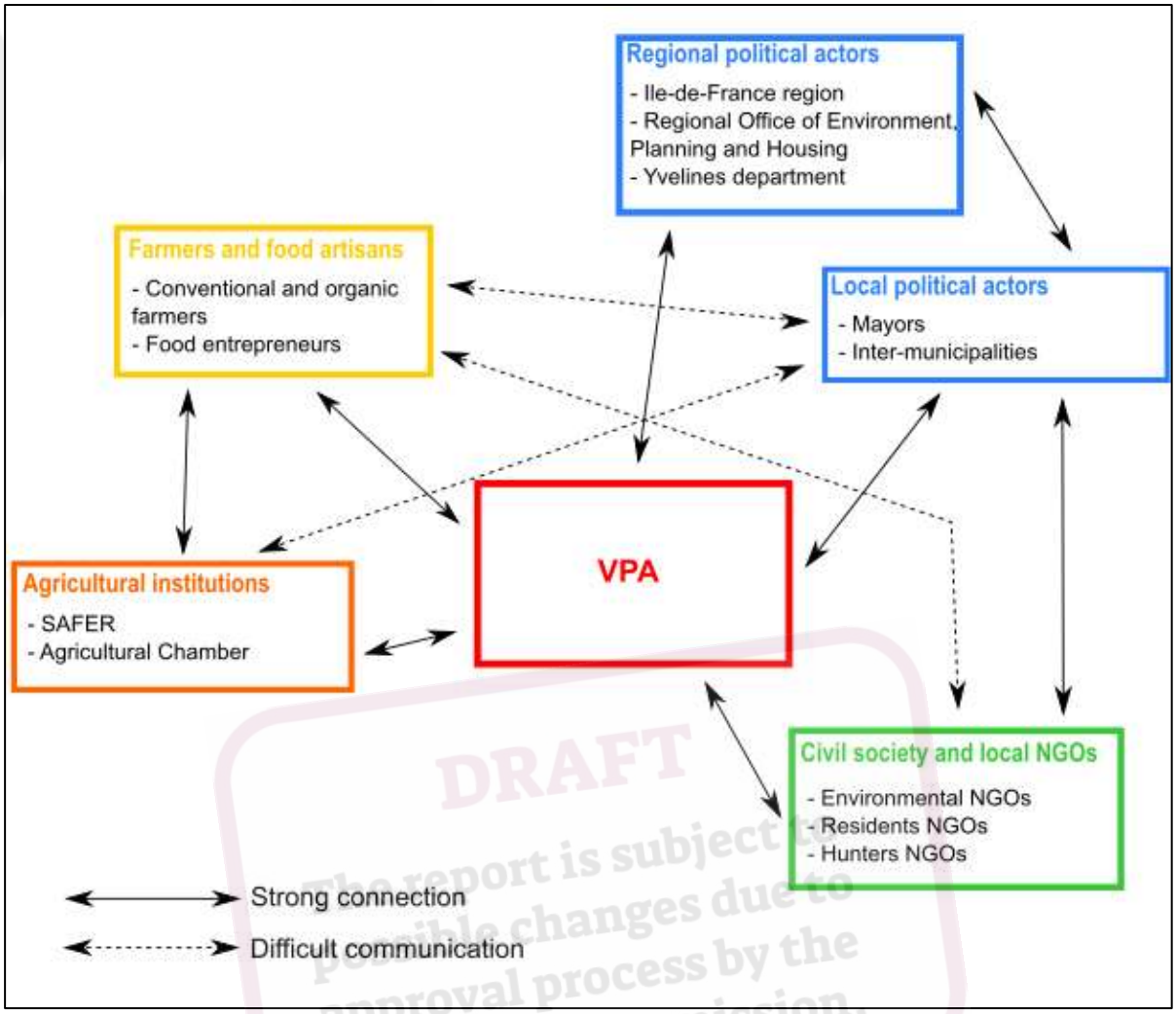

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Figure 8. The VPA as link between various actors in the local network
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The VPA network is mostly based on local actors and is really effective at local level, because since the 2000s' it managed to define common values. We will define with more details these values further in the following sections but we can already say that these values are based on i) a precise role and characteristics' definition of Versailles plain; ii) the defence of agriculture as an economic activity and as an inherited landscape; iii) an openminded comprehension of the "new agriculture" and a promotion of local agriculture without opposition between conventional and organic agriculture. Nevertheless, this network has difficulties to extend outside the plain and especially with urban actors of cities located outside the plain and is relatively little recognized at regional and national level. But we will discuss this further.

Promoting local agriculture, generational renewal of farmers and new entrants into farming

The creation of the VPA is in itself a real innovation: it is not an association of residents fighting against the projects of elected officials or farmers; nor does it constitute an famers' group focussed on agricultural issues and demands; it still differs from an inter-municipal association or a regional natural park, which rely on their own employees. It is a local initiative originating from farmers but which aims to respond to broader issues and is open to other types of actors. The association lives on contributions from its members, who are free to join or leave each year, as well as from grants that are constantly being renewed. Its existence is therefore based only on the conviction of its members to form a plural community concerned by the future of the plain and which can reflect on issues of common interest and translate them into concrete actions.

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First actions of VPA: a significant impact on acknowledgement of Versailles plain as agricultural area

Since its creation, the VPA has implemented several significant actions:

From 2004 to 2008, VPA boosted the associative dynamic. It is at the origin of a widely adopted "commune of the Versailles plain" signage. It is also developing a guide to hiking trails. These actions help develop a heritage and territorialization process around the Versailles plain which was poorly identified a few years earlier.

Its structuring and its role in facilitating the emergence of projects led the Ile-de-France Regional Office of Agriculture to suggest that it apply for the 2007-2013 LEADER call for projects. Transformed for the purposes of this project into a LAG (Local Action Group), the VPA will ensure that the Leader project matures with farmers - twenty-five farmers will be actively involved - before seeking the involvement of elected officials.

The VPA obtains the Leader project that allows it to develop several large-scale projects:

- Feasibility study of a "Flour of the plain" sector;

- Creation of the "Circle of producers" which brings together seven processing companies (biscuits, dairy products, soups, jams, rapeseed oil);
- Creation of a cooperative for the use of agricultural equipment (Cuma in French) for specialized producers;
- Launch of a bee health project that brings together beekeepers and farmers.

In 2010, the College of Farmers in the VPA requested a landscape charter, which can serve as a guide for municipalities, farmers and individuals. Established in collaboration with the National School of Landscape, all the mayors of the plain signed officially the Charter in 2014. This charter reflects a now shared desire to control the urbanization and sprawl of Versailles plain. Without being completely under control, this major problem (although not openly shared in the early 2000s) is now taken care of; the VPA has fulfilled its role in this regard. Indeed, in our interviews, urbanization is not considered as the principal problem anymore for most of the stakeholders. Farmers feel protected and do not think their land will be urbanized in near future. We will see (in section “Innovative but unsettled Policies and Institutional supports”) that this feeling is caused partly by specific legislation on classified areas, but VPA also had an impact on representation and on project of political and local actors: mayors now acknowledge agriculture in the plain and consider it as a heritage to protect (as they signed landscape charter).

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Recently, VPA promote new generation of farmers and new agriculture

Since 2012, the VPA respond to several issues concerning agricultural regeneration and promote a local and diversified agriculture. Thanks to its important network, the VPA help new entrants and successors to establish in the plain: transfer of information on the sale of agricultural land or farm buildings; help for funding applications; putting in contact with local political actors who can offer their support. Fieldwork showed that in a few years several new entrants into agriculture and food artisans could establish with the help of VPA (cf figure 4).

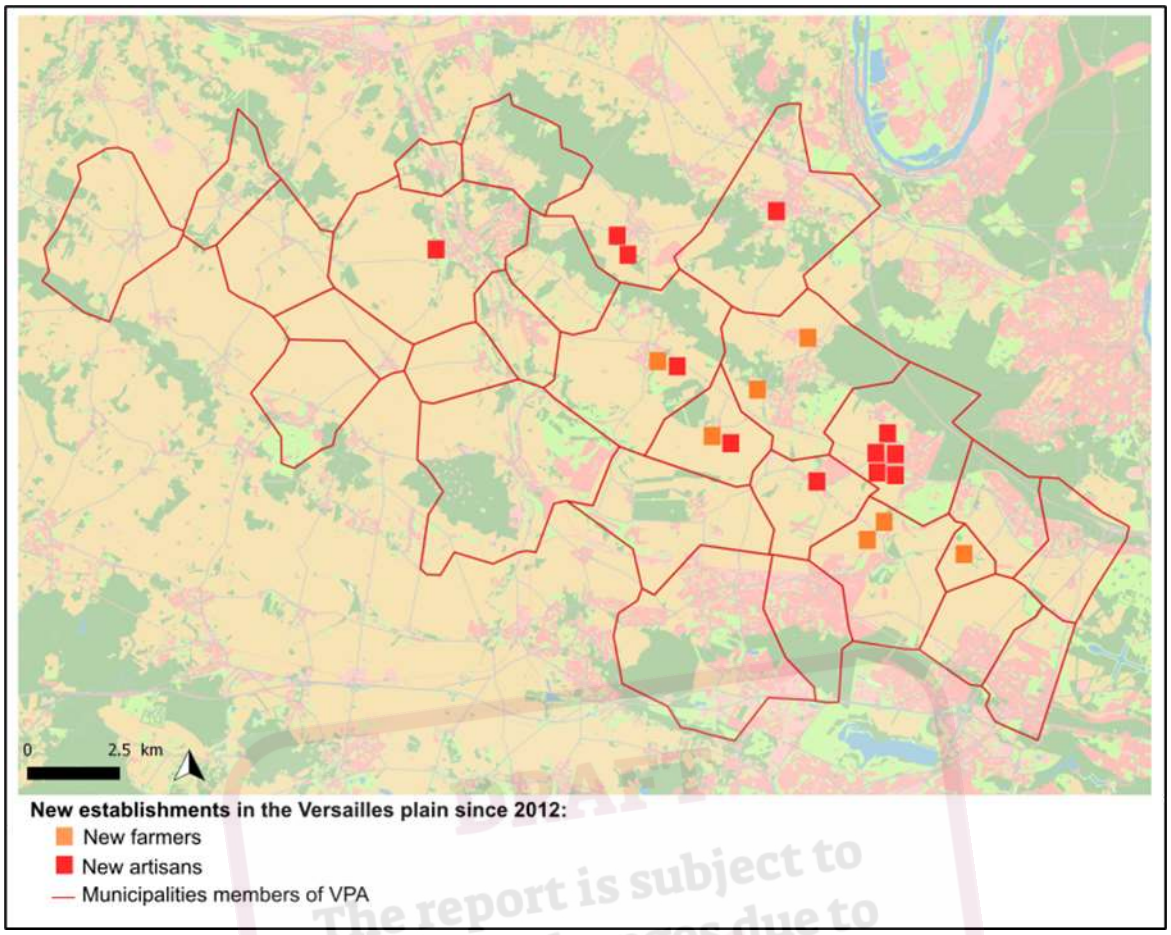

Figure 9. New establishments of farmers and artisans in the Versailles plain
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This new generation of farmers transform the agricultural landscape of the plain: there are more and more market gardeners and not only cereal growers, so subsistence agriculture is more established in the plain. This new generation establish on little surfaces and they diversify their activities as much as possible (market gardening activity associated with livestock; sale of transformed products at the farm, in local shops and markets, etc.). These new farmers have a common philosophy about environment. The environmental impact of agriculture is important, organic agriculture is promoted but not obligatory. Those who are in conventional agriculture are also greatly reducing the use of chemical inputs and are planting hedges. More generally, farmers integrate preservation of biodiversity in their practices. They also promote local production and they are attached to the territory of the Versailles plain: they know each other; they know activities of the plain, its characteristics and limits. They promote mutual aid and exchange of experiences between different farmers. Generally, they are also more open to other types of actors, so they more often join

actions of the VPA about agricultural awareness for urban stakeholders. Sometimes, they organize activities on their farms and welcome the public. For example, a farm hosts the "Fête de la Plaine" (the Plain Party) several times a year to reunite farmers, food artisans and urban dwellers.

Besides, the VPA truly articulate needs of farmers with needs of food artisans. Farmers more and more want to transform their own production but do not always have skills and equipment. Food artisans have regularly difficulties to establish in Ile-de-France region, because land and premises are not adapted for food transformation (which need to have strict health standards) or are too expensive. By centralizing information and mobilizing his network, VPA succeeded to settle an artisan in a farm, where the farmer had premises and could host food-processing activities. The association helped for political support and put in contact the artisan and the farmer who agreed on a rental contract and. The artisan will offer his own products but will also offer the possibility to farmers to come and transform their own products according to local needs. Thus, VPA plays a role in the relocation of the food chain from the farmer to the consumer. Of courses, its relationship with local political actors encouraged this impact on food supply chain, because mayors of local municipalities support short circuits and especially AMAPs (Association for the Maintenance of Peasant Agriculture).

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Assets of the Versailles plain and new challenges

The geographical situation of the Versailles plain facilitates the recent development of this local and diversified agriculture. Indeed, the Versailles plain offers large consuming population with high incomes, so new local food supply can easily find customers attracted by quality food. All interviewees who established a farm or new shop on the plain explained that they had no difficulties to find outlets for their agricultural production or their processed products and according to them, on the contrary, the plain offers very interesting economic development prospects.

Moreover, the Versailles plain is an in-between city and countryside. For lot of interviewees recently established in the plain, the Versailles plain propose a rural and agricultural area but near city and it is very easy to go from one to the other by car or public transport. It is a

flexibility that is valued by new intrant into farming or new food artisans because it facilitates the transition from the previous life (in the city with an office job) to the new life (work in a farm or set up a local food business). For example, a new tree grower has been established since 2018 in the commune of Feucherolles. Before she worked in the food trade sector. Since her installation, she has not moved to the Versailles plain. She still lives in Paris and comes to her farm every day. This proximity to Paris has enabled her not to have her whole family move and to wait until the farm is profitable before moving permanently. Young farmers and food artisans appreciate this proximity to the city also for the services they can have access to rapidly as museums, cinemas, etc. So, the Versailles plain can be really attractive for young new entrants into farming who wants to live near urban facilities et in the same time have a more rural lifestyle close to nature and a job in the agricultural sector.

However, the Versailles plain territory has also several difficulties that are now challenging the VPA. The Parisian agglomeration closeness causes negative impacts on access to land, organization of agricultural work, farmers' lifestyle and provokes conflicts of use.

Opportunities for access to land are rare and the farms for sale are often too large and therefore too expensive for new farmers who wish to settle. In fact, the available lands are limited (because of land pressure) and the farms traditionally present in the plain are large cereal farms, while new farmers are more often arboriculturists and market gardeners who do not want (and have not the means) to buy large agricultural areas. Those who have the means to acquire a farm are then either successors of the farmer who retires; or new entrants to agriculture who had enough capital to be able to buy land and farm buildings. The question of farm buildings is also central, agricultural buildings are particularly expensive in the Versailles plain, because they are often heritage assets or have to be renovated. Nevertheless, they are also rare and many new entrants into farming do not live on their farms. A social gap is then created between farmers who have a significant heritage (often because they are the successors of a farming family formerly established in the plain or because they are new entrant with significant economic capital) and farmers with low income who cannot afford a house on the plain and even less close to their farm. Being a farmer in the plain can therefore entail relatively high costs for professionals whose wages are often limited despite direct sales and short circuit systems, and this is particularly

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difficult for new entrants into farming. Several new farmers, installed for a few years, say that they do not yet earn their living thanks to agricultural work, even if they are optimistic thanks to the large presence of customers.

In addition, there is the need for labor, particularly for new market gardening farmers. Proximity to the city and the high cost of living makes the profession of agricultural worker unattractive (difficult working conditions and low wages) and, at the same time, few people really have the skills necessary to satisfy the needs of farmers. For several market gardeners we met, it is therefore difficult to find seasonal workers or agricultural workers.

Proximity of the city also causes use conflicts. First, the proliferation of construction sites around Paris (in particular with the “Grand Paris” project and the preparation for the 2024 Olympic Games) is leading to aggressive canvassing from construction companies who wish to get rid of their backfill land in farmers' land. Unauthorized dumping of waste is also frequent in fields close to principal roads and large cities, which can cause dangerous pollution.

Proximity of important cities and the covid-19 pandemic reinforced the inflow of urban dwellers into the plain. If these urban residents have been able to constitute a new type of clientele for farmers and food artisans who sell directly their products, they have also created tensions with the farmers. In fact, urban dwellers are often very unfamiliar with agricultural activity and do not respect the boundaries of farms: they cross fields, have picnics there, tree growers see the inhabitants using their trees, etc. which affect farmer productivity. These recent evolutions are added to a context of strong mistrust between city dwellers and farmers, city dwellers accusing farmers (sometimes even organic farmers) of polluting the fields and poisoning them.

This year, tensions between urban dwellers and farmers are a big challenge for the VPA who organized several meetings with political actors and farmers about this issue, but no solution has been yet implemented.

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Synergy and networks: good synergy but still tensions between actors

The VPA has truly succeeded in building synergies and an effective network as we have already shown just before: this network has made it possible to defend the agricultural plain and the establishment of new farmers and food artisans. This synergy is based on common values and a common representation of the plain of Versailles. However, there remain tensions and dissonances between actors, which make acknowledgement and projects of the VPA difficult to go above the local territory and does not always manage to mobilize all the actors at regional level.

Synergy thanks to common values and representations

Since 2000, the VPA and other stakeholders of the Versailles plain have built an effective network based on common values and representations.

Since 2014, the VPA landscape charter helped to register the Versailles plain in the local and regional heritage. The plain is recognized by all the stakeholders for a set of characteristics building a common representation. The Versailles plain is thus defined by all the actors as an important historical agricultural and natural territory. The landscape is characterized by an alternation between fields and wooded areas and the view is unobstructed. One can easily recognize the agricultural plain with the Ru de Gally (rivulet) in the center and the wooded hillsides to the north and south. The agricultural plain is above all a cereal plain and allows an unobstructed view (cf figure 5). This view is central, because it refers to the will of Louis XIV who wished to preserve an open perspective from the Versailles palace and throughout the plain. This reference to Louis XIV is also used by several actors to justify the strong presence of cereal agriculture. All the interviewees claim to work and / or live in a territory rich in terms of biodiversity (farmers and local NGOs in particular are well aware of the flora and fauna of the plain) and consider that they are lucky to be able to have settled there. The last significant characteristic of the Versailles plain is the proximity of the city, as we already

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mention, and this proximity is very abrupt without any transition: we suddenly go from the dense city to the grain fields with small villages.

Figure 10: View of the Versailles plain: wheat fields as far as the eye can see
© Jacques de Givry in Brédif & Montbel, 2019, p.287

This representation of the plain was affirmed by the VPA and federated local actors in order to protect it. This global landscape of the plain help to strengthen the local network with one unique identity. Thus, the network affirms the agricultural, economic, landscape aspect of the plain, and reinforce the place of farmers as central stakeholders.

The VPA network have also common values that determine who is integrate in the network and who is excluded. Indeed, the network is very inclusive and based on an open-minded philosophy. All farmers on the fieldwork asserted that they don't want to oppose stakeholders and they work with everyone to go "in the same direction". In the speeches of farmers and other network actors, there is no strong opposition and criticism of the conventional agricultural model or organic agriculture. All together, they claim to participate to the same goal of protect and develop the agriculture in the Versailles plain. Indeed, the only farmer who declared herself isolated in the plain was a farmer who clearly showed her

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opposition to conventional agriculture and to hunting and clearly opposed conventional and organic agriculture.

The size of the network and territory in which it is located also explains the strength of this common philosophy: all the farmers and artisans know each other; they also know local associations and local political actors. As they often said in the interviews: “we know everyone here, it’s a small world”. The strength of VPA has been to capitalize on this geographical proximity and transform it into a real functional network with a space for meeting and debate to put this common philosophy into action and to lead to concrete projects.

The limits of the VPA network: integrate diverse actors on a smaller scale

However, this local and strong network has difficulties opening up to other types of actors and in particular to actors located outside the agricultural plain.

First, the VPA do not integrate all the farmers of the plain, it actively works with a third of the farmers and 2/3 of them are outside its network. The majority of the farmers, who participate to VPA actions are from the new generations, have a diversifying activity and sell locally their products (as we explained in section “Promoting local agriculture, generational renewal of farmers and new entrants to farming”). Therefore, more traditional farmers and older farmers are less integrated; we can say that there is a generational gap between them. Thus, the majority of farmers who do not promote local and subsistence farming and have a more traditional agricultural activity are hardly integrated in the network, while VPA claims to represent and defend all the farmers of the plain.

And despite the action of VPA, tensions exist between organic and conventional farmers, or between cereal growers and market gardeners, because they speak little to each other except at VPA meetings. Several farmers said that they do not have the same practices and issues, thus they do not speak to each other so often, except when they are neighbors. The issues are also not the same for famers with large economic capital and little and new farmers with economic difficulties. Therefore, the agricultural world seems more divided than what the VPA thinks and it’s sometimes complicated to speaks to all of them.

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Furthermore, the VPA has difficulties to exist outside the Versailles plain. The VPA network and its common values seems to not integrate other urban actors, except some local mayors who also are elected at inter-municipal level and, thus, have an interest in having a political view of the Versailles plain. Fieldwork showed that inhabitants and even local social institutions located in important cities near the Versailles plain do not even know the plain exists. This gap between VPA and the urban areas that surround it is reinforced by the social divide that there is also between the two: surrounding cities have many working-class neighborhoods and they have other socio-economic problems to which the VPA is not responding (yet?). In fact, The VPA promote local and quality food which is also more expensive and thus a food that is reserved for wealthy populations. Thus, the VPA network is not fully capable to propose a common project for a larger area than the agricultural plain because it do not integrate issues of youth, unemployment and social inequalities.

Then, from an external point of view, the Versailles plain area is also often mixed up with the VPA and some of the actors encountered find it difficult to distinguish the two. Hence, the plain seems to exist today, for external actors, only thanks to the association, which is yet rarely known at regional or national level.

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Innovative but unsettled Policies and institutional supports

The Versailles plain offers very interesting cases of institutional supports to maintain agricultural land and the VPA was an active stakeholder in their development. The relationship of the plain with Versailles palace is also a strong support with classification of 3000 hectares as protected sites. But traditional institutions seem less capable to supports new alternative projects because they reveal very little flexibility and are not participating in the stakeholders' network.

Cases of effective political support for the maintenance and development of agriculture in the plain of Versailles

In the plain of Versailles, we can observe three cases of interesting political support which made it possible the maintenance of agriculture and made it possible to strengthen and / or continue the action of the VPA.

First of all, the plain of Versailles has 3000ha of agricultural land in protected sites, which means that these lands cannot be built and that even agricultural activity is monitored; farmers must apply for exemptions in order to be able to build agricultural infrastructure. The protected sites are managed by the departmental services of the Regional Organization for Environment, Planning and Housing (DREAL in French). The DREAL services are responsible for supporting farmers when they wish to carry out construction work and renovations to meet the requirements of classified sites. These services promote respect for an open landscape and prohibit urban sprawl. Traditionally in the Versailles plain, they favor the installation of grain farms. However, with the arrival of market gardeners or small chicken breeding that need more structures such as greenhouses or animal shelters, adaptation needs are greater and control services are sometimes forced to ban certain building. The uncompromising of the DREAL services can create conflicts with farmers who see their activities strictly controlled and the cost of constructions increase considerably.

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Indeed, when they are allowed, these buildings must be made of ecological materials and with the least possible impact on the landscape. In addition, certain prescriptions are contradictory with what is also recommended by the State. For example, farmers are encouraged to make hedges for the protection of biodiversity, while, in the same time, the DREAL services prohibit hedges because they are cutting the landscape of the plain.

Nevertheless, in the Versailles plain, the articulation between farmers, local elected officials who support the farmers' installation and DREAL services are facilitated by the VPA. Thus, DREAL services are a strong institutional support against the urbanization of agricultural land in the Versailles plain, because they can prohibit the construction of buildings on protected sites. This strong mechanism, which sometimes arouses incomprehension from farmers, is then facilitated and takes place in dialogue through the intermediary of the VPA.

Second, the Yvelines department has also offered significant institutional support. In 2018, a vineyard was established on 27 hectares in the Versailles plain by submitting an application to SAFER (Land development and rural establishment company). In order to be able to buy the land (relatively expensive in the plain) and to be able to make the necessary investments for the plant and the maintenance of the vines, the Yvelines department has agreed to support the winegrowers with the SAFER and to ensure the land portage of the farm. Thus, the Yvelines department advanced the necessary money and the farmers agreed to repay them in ten years according to a price agreed in advance. This allows the farm to ensure its installation and the first years of establishment. This example is very interesting, because it shows that the public authorities can ensure the installation of farms with solid projects and thus invest without, in the end, spending a significant budget. It was able to emerge because the farmers approached the Yvelines department very early on, presented a convincing project and already had a budget thanks to a previous wine-growing activity (the wine-growers had created a wine house in Ile-de -France region a couple of years ago). The experience of wine growers abroad promoting viticulture and their training in trade and communication has also facilitated the construction of their project and the support of regional institutions.

Third, a municipality in the centre of the Versailles plain, with the help of the VPA, took advantage of a sale of organic agricultural land on a classified site by SAFER to help set up a market gardener and his wife (new entrant into farming) and an arboriculturist (successor

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who wanted other lands) on its territory. The market gardener who was looking for land met the municipality and the VPA and worked with them to apply and to be accepted by the SAFER. However, at the start, SAFER refused the application, because according to the evaluators, the farms in the Versailles plain are traditionally grain farms and therefore they didn't want to divide the land to set up smaller farms in market gardening or tree farming. The municipality therefore decided to meet the SAFER employees, along with the VPA, to explain their interests in seeing a market gardener set up in its territory. In the end, the project was validated and the market gardener was able to buy the land. The tree grower, who is successor to his parents and already have agricultural lands outside the plain, was able to buy neighbouring land more easily. Nowadays, municipal support continues with the participation of the VPA to support these two farmers in their infrastructure construction projects for their activities despite the status of classified sites of their agricultural land. They are in long-term discussion with the DREAL services that we have presented above.

Thus, these three examples showed that Versailles plain and the VPA network achieved to take advantage of institutional support, even if, the third case also demonstrates that sometimes institutions can be an obstacle to the diversification of agriculture in the plain.

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Agricultural institutions disconnected from others stakeholders and little adaptable

Indeed, institutions are less integrated in the stakeholders' network and are less openminded about establishment of new entrant into farming proposing a local and diversified agriculture in the Versailles plain. Moreover, they are little adaptable for specialised farming.

Agricultural institutions and DREAL services promote the traditional agriculture of the Versailles plain (that is to say cereal farms) and are often not inclined to help the installation of other forms of more local and subsistence agriculture, unlike the VPA and local political actors (Yvelines department and local municipalities). They have a traditional understanding of the plain and keep promoting large farms and grain farms in order to maintain wheat fields landscapes. The VPA has succeeded in making this agricultural landscape a heritage and having it recognized by all local stakeholders. However today, it insists on the

diversification of the plain's agriculture, and this implies changing the representations of what agriculture is, changing the representations of the agricultural landscape and changing the practices in terms of support and installation for new farmers (and especially new entrants into farming). This is particularly difficult in a French context where agricultural institutions (SAFER or the Chamber of Agriculture) are completely autonomous from other regional and local stakeholders and seem opaque to many interviewees. Thus, a better understanding between SAFER, DREAL services and local authorities is required by several stakeholders in order to reflect together on the "new agriculture" (term used by interviewee – Fr5A/int-14) desired in the Versailles plain.

Besides, the difficult institutional development of diversified agriculture is strengthened by the little adaptability of farmers' support policies. These policies are ill-suited to new entrants into farming who have few means and need long-term visibility: aid for installations takes into account the immediate installation of the farmer while tree growers, for example, do not have profitability for three years. Then new entrants into farming, who do not have family support, feel particularly left behind, especially in a context where climatic hazards are frequent, which weigh on agricultural production and weaken new farms without treasury. Indeed, climate change and episodes of drought or frost weaken small, new and even organic farms. Therefore, the support policies do not take into account farmers establishment in the long run and do not allow farmers to develop their farm over a sufficiently long period to make it profitable and sustainable, especially for crops that require several years to develop.

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Perspectives

An operator promoting the emergence of projects of common interest

The Versailles Plain Association is an extremely important facilitator in a complex area subject to numerous pressures, but nevertheless fragmented by institutional and administrative logics. As many of the actors we met stated, "if the Association did not exist, it would have to be invented". In fact, this body brings together energies and projects of the various actors concerned by the future of the plain, its agriculture and its landscapes. It has succeeded in curbing the main threat that existed twenty years ago, an insidious sprawl, with the risk of an accelerated degradation of the landscape and agricultural qualities of this area.

Beyond this risk, which now seems to be contained, the Association has succeeded in promoting structuring projects on the scale of the plain and is helping the gradual transformation of existing agricultural structures, their diversification and the installation of new activities related to agriculture or the processing of agricultural products.

Despite these significant successes, which show how a facilitation body of this type is a promising practice that can certainly be transposed to other territorial contexts, difficulties persist.

- Following the last municipal elections, many local elected officials have changed and a major effort to raise awareness of the Association's roles and missions must be resumed.
- The elected representatives of the large agglomeration communities around the Plain of Versailles are not very involved; in front of the major problems and issues they experience on a daily basis (housing, social diversity, poverty, etc.), it is not certain that the Versailles plain area appears to them as a provider of solutions or answers.
- The permanent structure of the Association remains fragile, as the financial support of the various institutional partners is not guaranteed.

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A critical threshold remains to be crossed

In other words, the challenge now is for the Versailles Plain Association to succeed in moving from a project aimed at maintaining agricultural activity to a more global project, likely to interest the many actors and partners who gravitate around this area. This challenge does not *a priori* require a major change in the governance of the Association and its three colleges system. It does, however, require that those currently involved in the future of the Versailles Plain recognise that they need to "change gears": to move from a project that is primarily formulated in terms of preserving an agricultural area against the urbanisation offensive to a much more global joint project, in which agricultural and natural areas will appear as solutions and levers of positive change for the various human communities that surround this area. The Association must now succeed in encouraging the emergence of a broad and positive vision around the Versailles plain.

With regard to the idea of **rural regeneration**, several considerations emerge. Firstly, it can be said that the Association's role is very favourable to rural regeneration, insofar as it has clearly contributed to counteracting a process of degradation through insidious sprawl of the plain and its agricultural activities. Insofar as it contributes to encourage the emergence of groups and networks of actors around agricultural activities, and even to facilitate the new actors' establishment in the field of short circuits, organic farming or local food. Insofar as it intentionally contributes to the maintenance and advent of a "new" agriculture, giving more importance to local and food supply. Thus, the Association works in favour of a form of rural regeneration.

Secondly, there are contrasting views on the term rural regeneration itself. While for some, the term is sobering and fits relatively well with the feeling they have with the Versailles plain, others do not agree with it, considering that the Versailles plain is more similar to a peri-urban space. This difference in perspective is perhaps due to the fact that the more global project (mentioned above) is not yet sufficiently explicit and shared and that the idea (of a new rurality emerging in the Versailles plain) is not yet widely accepted.

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Annex 1. The List of interviews

Code	Gender	Role	Place and date	Other information
FR5A/Int.1	Male	Member of VPA administration council	Versailles Plain 02/03/21	
FR5A/Int.2	Female	Member of VPA administration council	Versailles Plain 02/03/21	
FR5A/Int.3	Female	Farmer n°1	Remote interview 25/03/21	Successor
FR5C/Int.4	Female	Farmer n°2	Versailles Plain 22/03/21	New entrant into farming
FR5C/Int.5	Male	Farmer n°3	Remote interview 02/04/21	New entrant into farming
FR5C/Int.6	Male	Farmer n°4	Remote interview 01/04/21	successor
FR5C/Int.7	Male	Farmer n°5	Versailles Plain 31/03/21	New entrant into farming
FR5C/Int.8	Male	Farmer n°6	Versailles Plain 30/03/21	New entrant into farming
FR5C/Int.9	Male	Farmer n°7	Remote interview 26/04/21	New entrant into farming
FR5C/Int.10	Male	Farmer and food artisan n°1	Versailles Plain 23/03/21	Successor
FR5C/Int.11	Male	Food artisan n°2	Versailles Plain 24/03/21	
FR5C/Int.12	Male	Food artisan n°3	Versailles Plain 23/03/21	
FR5C/Int.13	Male	Food artisan n°4	Versailles Plain 25/03/21	New comer
FR5C/Int.14	Female	Elected official n°1	Remote interview 01/04/21	
FR5C/Int.15	Female	Elected official n°2	Remote interview 26/04/21	
FR5C/Int.16	Male	Elected official n°3	Versailles Plain 31/03/21	
FR5C/Int.17	Female	local NGO n°1	Remote interview 30/03/21	
FR5C/Int.18	Male	local NGO n°2	Versailles Plain 01/04/21	
FR5C/Int.19	Male	local NGO n°3	Remote interview 30/04/21	
FR5C/Int.20	Male	Social local institution member	Remote interview 27/04/21	
FR5C/Int.21	Female	Regional institution member	Remote interview 12/05/21	

Table 1. Interviews

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T5.2 Case study report (Code FR6A)

Farm collectives: a lever for an agricultural and rural transition

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Alice Martin-Prével, Aude Créquy, Thibaud Rochette (TdL)

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Acknowledgments

We would like to express our deepest appreciation for all the people who took part in this study. We are particularly grateful to the members of the collectives and their families who welcomed us on their farms and in their homes. The names included in this study have been replaced by pseudonyms to respect the anonymity of interviewees.

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Acronyms & Abbreviations

ADEAR	Associations for the Development of Agricultural and Rural Employment
ATAG	Tarn association for the development of group agriculture
CAP	Common agricultural policy
CAPE	Support contract for business setting-up (Contrat d'appui au projet d'entreprise)
CdP	Champs des Possibles
CSA	Community-supported agriculture
CEFI	Farm training and set-up employment contract (Contrat emploi formation installation)
EU	European Union
GAEC	Collective farm grouping (Groupement agricole d'exploitation en commun)
HCF	Hors cadre familial
InPACT	Initiatives for a citizen and territorial agriculture (Initiatives pour une agriculture citoyenne et territoriale)
SAFER	Land Development and Rural Establishment Company (Société d'aménagement foncier et d'établissement rural)
SCOP	Cooperative and participative company (Société coopérative et participative)
SCIC	Cooperative society of collective interest (Société coopérative d'intérêt collectif)
TDL	Terre de Liens
UAA	Utilised agricultural area

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Introduction

Since the 20th century, French agriculture has undergone major changes. These have affected practices, which have become more mechanised and intensified; land distribution, with fewer and larger farms; and demographics, with an ageing population and a reduction in the number of agricultural workers. Although still dominant, the family farm model is evolving with the development of salaried employment (Cahuzac and Détang-Dessendre 2011) and fewer fam transfers within families.[1]

In this context, France and Europe have made the renewal of generations in agriculture a key priority. Between 2007 and 2020, the European Union (EU) allocated over 9 billion euros of aid to young farmers, without significantly impacting ageing trends in the agricultural sector. According to the European Court of Auditors, this aid followed "a poorly defined intervention logic" and "should be better targeted to foster effective generational renewal" (ECA 2017). The stakes are therefore high to better define and understand the practices which promote such renewal, in order to support them more effectively.

Our study tests the hypothesis that farm collectives can be a lever for generational renewal in agriculture. Moreover, it looks at the way these collectives may or may not promote the regeneration of rural territories, for example through more social connections between farmers and rural inhabitants, innovations to make farming more accessible, and care for rural environments and landscapes. Although our investigation is a modest contribution to the answers to these vast questions, it allowed us to question and compare the trajectories and impacts of three collective farms, through conducting more than twenty semi-structured interviews with farmers and advisory organisations, as well as key informants around the farms (elected officials, neighbours, volunteers).

This work first allows an analysis of the context and trajectories of emergence of farm collectives. Then, it questions the practices implemented and synergies developed around these farms and, more broadly, their territorial impact. Finally, the study explores how the institutional environment affects the emergence of these farms, and develops several policy options for supporting farm collectives.

[1] One-third of new farmers in 2018 set up their business outside of the family farm (MAA 2021).

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Defining farm collectives

Before proceeding to the analysis, we must briefly clarify our definition of farm or agricultural collectives. The literature indeed offers multiple interpretations, for instance:

- Collectives of producers pooling equipment or services: these are often cooperatives, or technical groups (Van Dam et al. 2017, Le Brun et al. 2019, Chevalier & Dellier 2020).
- Farms that bring together several producers but enable each to organises production autonomously. Vanwelde and Dumont (2021) refer to this juxtaposition of individual economic projects on the same site as “shared farms” and study the collaborations generated by such associations.
- Farms where farmers have a common project for agricultural production and partially or totally mutualise investment, labour and, in some cases, marketing and remuneration (Hollard 2011, LeJaille 2017, Lataste et al. 2016)

Our study falls under this third definition of farm collectives. Our criteria for selection were the following: farms bringing together at least two associates with no family ties, via one or more operating farm organisation, which pool their means of production (capital, labour) as well as sometimes their means of processing and marketing the production. These criteria are borrowed from French Associations for the Development of Agricultural and Rural Employment (ADEAR), which are precursors in supporting work on the issue of farm collectives in the French context (Hollard 2011, Le Jaille 2017, AGRI'COLL 2021). Consequently, our analysis focuses on agricultural production collectives. We nevertheless acknowledge that other types of non-production collectives surround these farms and play a role in their functioning—for example, citizen or consumer groups.

Study sites were chosen using our networks to first gather a list of farms corresponding to these criteria. We then selected three farms from this list that had been in existence for at least five years, in order to facilitate the observation of their territorial impact, with a rather high number of associates (at least four), and mobilising a diversity of legal models as well as innovative agricultural and association practices. Our study may therefore not reflect the characteristics of the majority of farm collectives in France.

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The three farms that were selected are the Champ Boule collective farm grouping (*Groupement agricole d'exploitation en commun* or GAEC in French), the Belêtre cooperative and participative company (*Société coopérative de production* or SCOP), and the Toussacq farm, managed by a cooperative society of collective interest (*Société coopérative d'intérêt collectif* or SCIC). Around these sites, a snowball sampling method was used to select interviewees. We began by interviewing farmers and close cooperators, then asked them to designate relevant people with whom to conduct additional interviews. In total, we interviewed 13 men and 10 women; including three interviews with two people at a time.

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Farm Contexts

This investigation spans rural contexts alternating between mixed farming and arable crop areas. Seine-et-Marne, where Toussacq is located, is the largest agricultural department of the Île-de-France region, comprising 336,000 hectares (ha) of utilised agricultural area (UAA). 85% of the farms grow arable crops and 50% of the cereal production is used for export (Seine-et-Marne 2017). Seine-et-Marne farms are rather large, averaging 146 ha, with an increasing proportion of non-family employees (Agreste 2011). The rate of land take for urbanisation reached almost 500 ha per year in this department between 2001 and 2010 (CDPENAF 2020). Despite a slowdown in recent years, pressures on land remain high.

Some 300 kilometres away, the Belêtre farm collective is located in the Indre-et-Loire department, in the Centre-Val de Loire region. Although part of a highly productive area for arable crops, which occupy 60% of the regional UAA, Indre-et-Loire hosts a more diversified agriculture than neighbouring departments with more specialised crops (wine and fruit crops) and a higher proportion of small and medium-sized farms (Agreste 2017). Farms are on average 70 ha, compared with over 90 ha and 100 ha in the neighbouring Loire-et-Cher and Indre departments (Agreste 2020). However, land remains a coveted asset, with a price increase of about 33% of prices between 2013 and 2019 (from €3720 per hectare in 2013 to €4970 in 2020) (SAFER 2020).

Finally, much further south, the Champ Boule farm is located in the Ariège department (Occitanie region). The Ariège landscape is a contrast of plains and mountains. Agriculture covers only 27% of the department's surface area, i.e. a UAA of 132,110 ha. Yet Ariège hosts a number of farms equivalent to that of Seine-et-Marne: 2,660 farms with an average size of nearly 50 ha (i.e. about 1/3 of the size of farms in Seine-et-Marne). 61% of the UAA consists of grassland, and the majority of farms raises

Figure 1. Localisation of investigated farms

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grazing livestock. Agricultural land prices have been relatively stable in Ariège since 2012, although there is a difference between the plains, where prices are increasing, and the hillside and Pyrenean areas, where they are decreasing (SAFER Occitanie 2019).

	Toussacq	**Belêtre**	**Champ Boule**
Localisation - Region - Department - Municipality	Île-de-France Seine-et-Marne Villenauxe-la-Petite	Centre-Val de Loire Indre-et-Loire Dolus-le-Sec	Occitanie Ariège Barjac
Geographical characteristics - Surface area - Maximum altitude - Climate - Protected areas	- **Surface area**[a] 20,81 km² - **Altitude**[a] 138 m **- Climate** temperate Atlantic One type II protected area et one Natura 2000 site (27,643 ha)[a]	- **Surface area**[a] 27,27 km² - **Altitude**[a] 127 m **- Climate** modified temperate oceanic Three type I and II protected areas and one Natura 2000 site (13,733 ha)[a]	- **Surface area**[a] 2,78 km² - **Altitude**[a] 603 m **- Climate** predominantly oceanic (mixed mountain) One type II protected area, Pyrénées d'Ariège natural park[a]
Demography and employment - Number of inhabitants, density - Share of secondary residences - Proportion of working people - Unemployment rates - Share of workers employed outside of the municipality	419 inhab., 20 inhab./km² (declining)[a] - **secondary residence** 9%[a] - **share of workers:** 75,9%[a] - **unemployment rate:** 8,6%[a] - **share of workers working outside of the municipality**: 82,8%[a]	671 inhab., 25 inhab./km² (stagnating)[a] - **secondary residence** 8% [a] - **share of workers:** 81,5% [a] - **unemployment rate:** 7,7% [a] - **share of workers working outside of the municipality**: 79,9%[a]	42 inhab. - 15 inhab./ km² (increasing) - **secondary residence** 37% [a] - **share of workers:** 62,5% [a] - **unemployment rate:** 4,2% [a] - **share of workers working outside of the municipality**: 50% [a]
Characteristics of farms - department UAA - average size of farms - share of surfaces cultivated organically - number of farms - type of cultures - land prices	**UAA**: 336,000 ha[b] **- farm size**: 146 ha[b] - **share of surfaces cultivated organically**: 4,1%[b] - **number of farms in 2000**: 3242, **in 2010**: 2780[b] - **main cultures**: cereals, oilseed crops, sugar beets - **price per hectare in 2020**: €7090[b]	**UAA**: 350,967 ha [b] **- farm size**: 70 ha[b] - **share of surfaces cultivated organically**: 5,1% [b] - **number of farms in 2000:** 6775, **in 2010**: 4881[b] - **main cultures**: cereals, oilseed crops **- price per hectare in 2020:** €4970[b]	**UAA**: 132,110 ha [b] **- farm size**: 49,6 ha[b] **- share of surfaces cultivated organically**: 23%[b] - **number of farms in 2000**: 3060, **in 2010**: 2660[b] - **main cultures**: grazing livestock, cereals, oilseed/protein crops - **price per hectare in 2020:** €5440[b] (€3620 in sub-Pyrenees region)
Emploi agricole - Share of salaried jobs provided by agriculture - Shared of non-salaried jobs provided by agriculture	**Share of jobs provided by the agricultural sector (2019)**[b] - salaried jobs 0,43% - non-salaried jobs 5,4%	**Share of jobs provided by the agricultural sector (2019)**[b] - salaried jobs 1,28% - non-salaried jobs 13,04%	**Share of jobs provided by the agricultural sector (2019)**[b] - salaried jobs 0,96% - non-salaried jobs 22,52%

[a] *at the scale of the municipality*

[b] *at the scale of the department*

Table 1. Comparing the three farm contexts

Sources: INSEE 2019, INSEE 2020a.b.c., SAFER 2020, AGRESTE 2020a

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Table 1 provides a comparative overview of the geographical, demographic, social and agricultural characteristics of the municipalities and departments in which the farms are located. Our survey allows for a more qualitative approach to the field reality, from which common characteristics emerge between the different territories.

Bedroom communities and secondary homes: a mixed social context

The three municipalities are relatively small. Barjac (Champ Boule farm) is the smallest, with about 40 year-round inhabitants. With a high rate of second homes (Table 1), its population grows during the summer months. Yet summer residents are not very involved in the village life and, according to the testimonies collected, the ageing population is rather isolated. In both Dolus-le-Sec (Belêtre farm) and Villenauxe-la-Petite (Toussacq) the population is slightly larger. However, a large proportion of inhabitants commute to nearby towns and cities, as shown by the high proportion of residents working away from their home area (Table 1). Village life is therefore also reduced: the social fabric has deteriorated, shops have disappeared, few meeting places remain in the village centres, and the car and supermarket cultures seem predominant (even though practices are changing with the development of local community-supported agriculture [CSA] schemes). "*One of my observations is also that there is a disconnect between the people here and agricultural activities. We are surrounded by fields, by crops, but most of the inhabitants, including the children, have no idea what grows, who works in these fields! (...) most of the production is not used to feed the population, at least not directly.*" (Toussacq, FR6A/Int. 7). Nevertheless, being located in the area of influence of larger cities can also prove to be an advantage, particularly with regard to marketing: the Belêtre collective sells some of its bread in Tours while the CSA clients of Toussacq market gardeners are located in Paris-adjacent urban towns (Montreuil and Pontault-Combault). In addition, despite difficult social environments, some local dynamics exist: Lasserre, the hamlet neighbouring Barjac, hosts many newcomers and numerous pioneering new entrants settled in Ariège, the school in Dolus-le-Sec has nearly a hundred pupils and constitutes a hub of encounters between children and parents, and a support group composed of local inhabitants is being structured around the Toussacq farm.

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Low farming demographics, but strong agriculture influence on natural, socio-economic and political landscapes

In the three areas studied, agriculture represents a relatively small percentage of jobs (between 0.4% and 1% of salaried jobs, see Table 1). However, its economic weight remains significant: in Seine-et-Marne, agriculture brings around € 600 million in annual turnover and € 163 million in Ariège (Seine-et-Marne 2017, Midi-Pyrénées Chamber of Agriculture 2014). Agriculture is also omnipresent in natural landscapes: it maintains rural and mountainous spaces around Barjac, while in Villenauxe-la-Petite and Dolus-le-Sec, agricultural territories occupy more than 90% of the land surface (Corinne Land Cover 2018). Finally, farmers are strongly represented in local politics. In Dolus-le-Sec two members of the Belêtre collective are on the town council and a majority of the council is involved in the farm's CSA scheme. In Barjac and Villenauxe-la-Petite, the mayors are both retired conventional farmers. Such predominance of agriculture in the social, economic and political context could *a priori* constitute an asset for the establishment of new entrants. However, this is not always the case, as some pronounced divides exist in these contexts between old and new farmers. A former Seine-et-Marne elected official, close to the Toussacq farm collective, explains: "*local elected officials are conservative, as I said, and not so forward-looking. (...) in addition, the conservative elected representatives are often conventional farmers, very, very close to the Chamber of Agriculture, so they don't necessarily have this organic vision*" (Toussacq, FR6A/Int. 1). In Barjac, the collective is quite openly in conflict with the mayor. Even though there is a predominance of conventional and traditional farming in the study areas, we must mention that they coexist with well-established militant agricultural organisations and networks, e.g. presence of the local ADEAR and InPACT networks[1] in Ariège and Indre-et-Loire, or Champs des Possibles and the Abiosol network[2] in Île-de-France. These support networks for peasant organic agriculture have helped the farm collectives emerge.

[1] The "Initiatives for a citizen and territorial agriculture" (InPACT) network brings together structures promoting sustainable agriculture and rural development at the national and department levels (local InPACT structures may not have the same membership as the national network).

[2] The Abiosol network brings together three organisations: the Champs des Possibles (CdP), Terre de Liens Île-de-France and the Île-de-France CSA network, with the aim of pooling these three organisations' resources, tools and skills to support candidates for setting up in organic farming.

To conclude, in the three areas studied, the economic, social and agricultural landscape is mixed. On one hand, the collectives have to deal with occasionally difficult social dynamics and draw on their own resources to bring about local changes. "*If we take the Lochois area, there is nothing that has made it easy for them, not at all. It would be very different today, eh, because they are an example, so we had no example at all, we had no reference point, they went looking for examples elsewhere in France*" (Belêtre, FR6A/Int. 14). On the other hand, we can also postulate that such declining contexts can offer advantages: less competition over marketing channels, willingness to welcome new populations, etc. In any case, we can hardly draw conclusions from our surveys on what contexts that are favourable or unfavourable to the emergence of agricultural collectives. When questioned on this issue, farmers themselves emphasised that the choice of a location to establish had been primarily a matter of opportunity, the presence of a farm to take over and of benevolent farm transferors seemed, at least in the cases studied, more crucial prerequisites to the emergence of collectives than the wider context.[1] This wider context, as we will see in the next section, does however influence the trajectories of emergence of collective farms and the shape they take.

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[1] Even in regions such as Ariège, where land prices are relatively low, farmers report a phenomenon of "land retention" by older farmers to continue receiving aid from the Common Agricultural Policy (CAP). In these regions as well, being able to enter agriculture depends on the willingness of the sellers to pass on the land.

Emergence trajectories of collective farms

From the idea to the farm set up

In two of the cases studied (Belêtre and Champ Boule), the idea of setting up a farm collective was born through exchanges within groups of friends during university and their first professional experiences. A farmer from Champ Boule explains: "*The GAEC works because it is a group of friends, clearly. Then there's also the professional side, I like to work with people who work well. But basically, it's that we get along well too"* (Champ Boule, FR6A/Int. 18). Initial exchanges among friends enabled confronting different visions and building a shared idea of the farm collective-to-be. In Belêtre, the group of friends visited farms and met professional farmers to refine the criteria for a collective that would meet their aspirations: "*For three years we went to visit collective farms all over France. We spent 2, 3 or 4 days there. We asked people to welcome us, to explain how they worked, their history and everything. In exchange, we took part in the work so that it was a give and take. And that really helped us build our perspective on what setting up as a collective could be*" (Belêtre, FR6A/ Int. 11).

Friends belonging to the initial groups of Belêtre and Champ Boule, for the most part, established on farms, some collectively and some individually. It was often through their professional encounters and experiences that they identified the opportunity of a farm being transferred. Therefore, the initial collective imagination was overtaken by the field reality: as the groups changed, certain activities were transformed or left aside. "*At the beginning there were many more people and it was a much more heterogeneous project including housing, culture, people who perhaps wanted to have other jobs than farming and to be in this collective, and everything. And then it turned out that, in fact, the people who really took action, and then also, in fact, they made strong decisions! [...] 'Cause in fact they said to themselves: 'well, that's nice, but actually here, we're ready. We've got to make a move, we've got to get in, to get a jog, to settle... We're not here to make your dreams come true for you*" (Champ Boule, FRA6A / Int. 16). Also, in both cases, the timeframe of establishment on the farm was not the same for the whole collective. In Belêtre, one person was initially

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ready to establish and found an opportunity. As time went by, another person from the initial group of friends and two additional associates were added. Finally, the son of the farm transferor completed the group. At Champ Boule, two friends established themselves simultaneously on the farm being transferred. The spouse of one of them soon joined the collective as an associate; then two other members were added to the collective.

If in Belêtre and Champ Boule the desire for a collective preceded the entry in agriculture, in Toussacq, the idea of the collective was born gradually. At the beginning, the farm's owner, in connection with the Île-de-France CSA network, formed the project of hosting a farm incubator in Toussacq. "*Ever since I was an activist in the CDJA*[1]*, when I was 32 years old, I think, I have always fought to find ways to get young people in agriculture, because it seemed obvious that, as the generations aged in agriculture, we were going to... there were fewer and fewer young people interested in the profession—the sons of farmers, many of them left. And for me it was part of my motivation to be able to facilitate the entry of new young people in agriculture*" (Toussacq, FR6A/Int. 2). Gradually, the Champs des Possibles (CdP)—a cooperative acting as a business incubator—took over the entire farm lease. In doing so, the CdP was faced with the need to make the production sustainable and profitable to generate a return on its investment on the farm. The cooperative decided to encourage long-term installation of formerly incubated farmers on the farm, by granting them the status of entrepreneurs salaried by the CdP. At the same time, the CdP continues to offer future farmers the opportunity to come and test farm activity on real scale in Toussacq. For this case, therefore, the collective is not necessarily a choice made by the farmers from the outset. Nevertheless the experience of testing an activity on a collective farm sometimes convinces trainees to join the association: "*What really convinced me was the people. In fact, I found it great to be permanently with other farmers, to have this living space, this kitchen where everyone meets, where we discuss, where we... well, I found that great, I didn't expect that, we were really looking at establishing on our own farm*" (Toussacq, FR6A/Int. 10). Thus, in Toussacq the desire to enter farming precedes the idea of a collective. Consequently, the trajectory of emergence of a group dynamic was longer and more variable on this farm.

[1] Young farmers union

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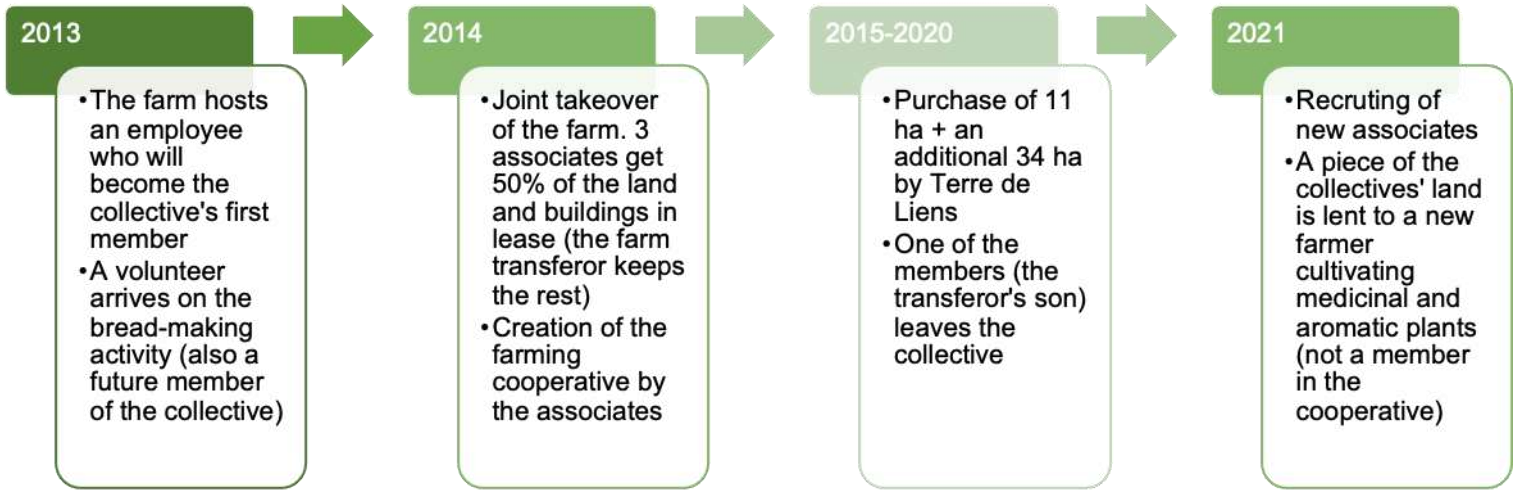

Figure 2. Chronology of the farm set up in Belêtre

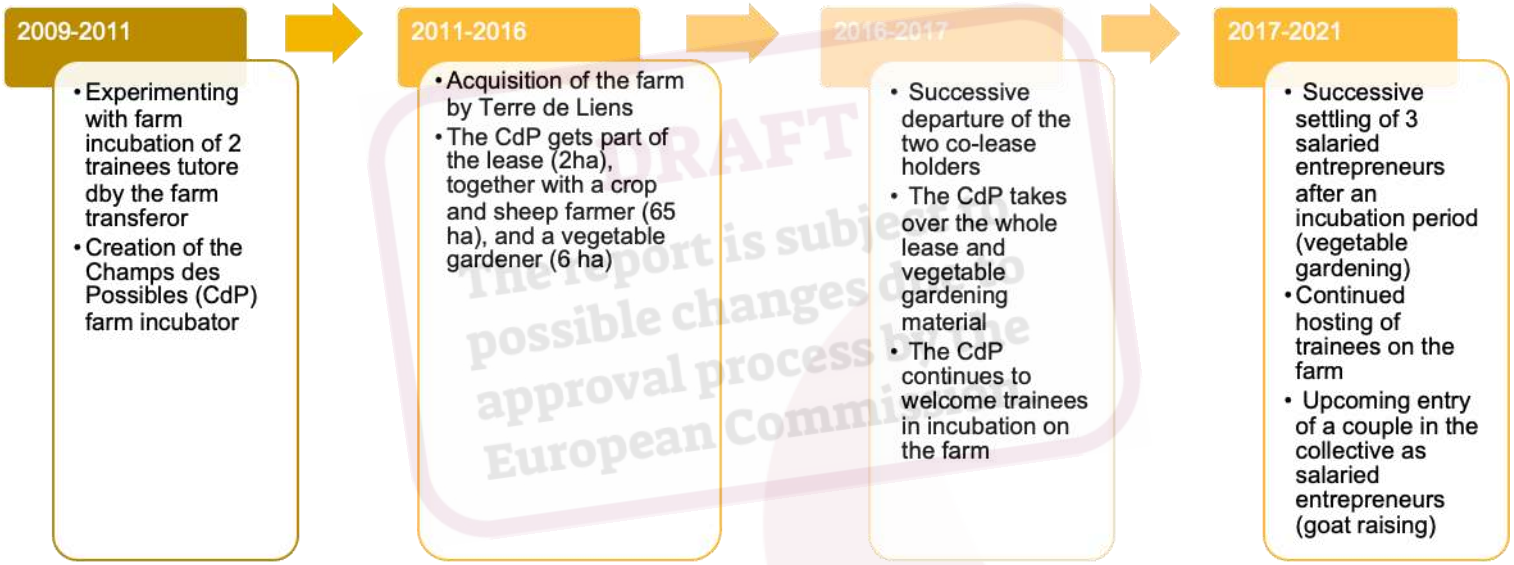

Figure 3. Chronology of the farm set up in Toussacq

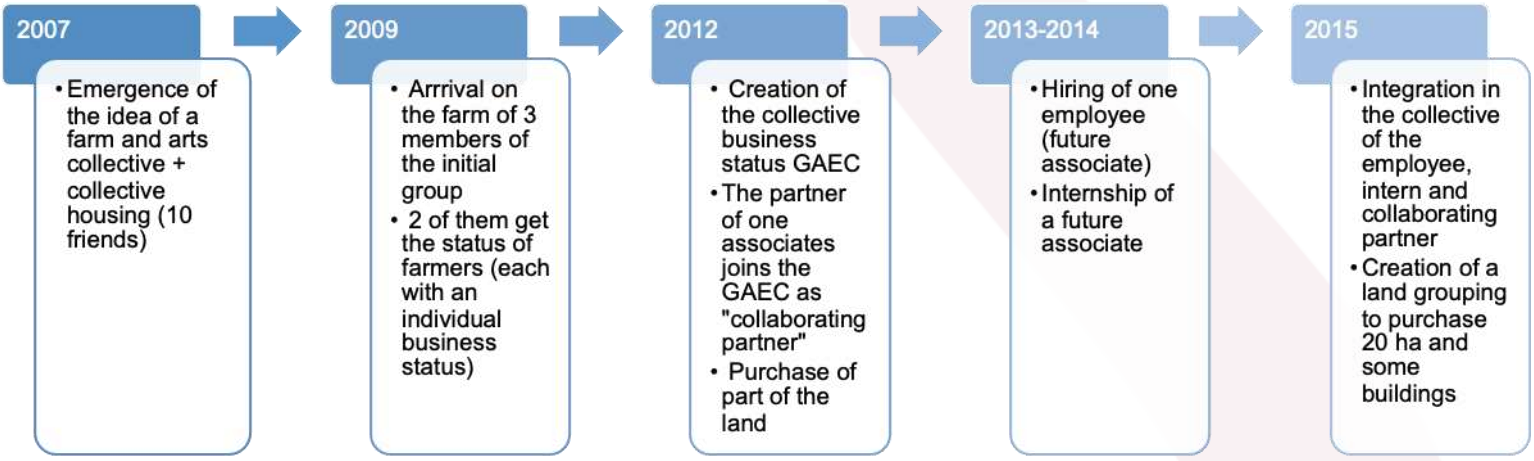

Figure 4. Chronology of the farm set up in Champ Boule

Levers for collective installation

	Belêtre	Touss.	Cham.B.
Mobilisation of the local agricultural and territorial network	✓	✓	✓
Farm transferor as drivers of the establishment of a collective	✓	✓	✓
High socio-professional profiles for the members of the collective	✓	✓	✓
Existence of an external cooperative assuming responsibility for the lease and equipment		✓	
Counselling on human aspects and/or counselling on setting up in a collective	✓	✓	✓
Organic and peasant agricultural model pre-existing on the farm taken over by the collective	✓	✓	✓
Presence of extra-agricultural activities: promotes the link to the territory and the reputation of the farm	✓		✓
Sharing of responsibilities, mental workload, work	✓	✓	✓
Sharing of financial investment between associates	✓	✓	✓
Existence of a meeting place/convivial space on the farm	✓	✓	
Generational unity of the group and similar family situations (young children)	✓		✓

Table 2. Comparison of enabling factors to establish as a farm collective

In two of the cases, Belêtre and Champ Boule, the idea of the collective emerged during the future members' post-secondary education. This education—often in the fields of agriculture, biology or the environment—permits the acquisition of necessary skills and knowledge, experimentation, meeting multiple actors and the creation of the friendships and intellectual stimulation essential to building a multi-faceted collective (mixing social, cultural, environmental, agricultural aspects). To structure the collective, these groups have also called on external support, in particular to manage the human aspects of collective organisation (getting counselling from the *Tarn association for the development of group*

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agriculture [ATAG] for Champ Boule or by the *Autrement Dit* training centre for Belêtre). In the case of Toussacq, some members also come from higher education backgrounds, but the establishment of the collective is made possible by the existence of the CdP external cooperative, which helps to bring together aspiring farmers and addresses material and economic aspects related to entering agriculture. A mix of personal skills and knowledge and external support, therefore, seems to facilitate this non-traditional agricultural installation. Thus, the future associates themselves create the main lever for their entry into farming.

Furthermore, one of the fundamental factors for the emergence of these collectives was the support from the farm transferors. In the three cases studied, the farm's previous owners had already worked on the emergence of a new local agricultural model. In defending organic and peasant agriculture,[1] they had created fertile ground for the establishment of a new generation. The pioneering approach of these organic farmers, at a minimum, allowed local actors to observe new ways of doing things and, at best, to accept and subscribe to this new model. The land had already been converted to organic farming, the agricultural practices had already been tried and tested, and the clientele had already become loyal to it. This created, in part, favourable conditions for the new farmers: "*When we set up here, we suffered a little from isolation [...]. We were marginalised. The fact that we were organic at the time, the fact that we came from elsewhere… Whereas now there is a group, there is really a whole network*" (Champ Boule FR6A /Int. 19). Above all, by transferring their farms outside of their families, these pioneers have agreed to make way for a model that goes beyond simply changing farming practices to bring about social change in agriculture. Although they did not practise collective farming themselves, the transferors decided to trust these new entrants, who are vectors of innovation both in the way they practise agriculture and in how they embody the farming profession.

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[1] For a definition of "peasant agriculture", see the principles developed by the Federation of associations for the development of agricultural and rural employment: https://www.agriculturepaysanne.org/Les-10-principes-politiques-de-l-Agriculture-paysanne

The obstacles to setting up a farm collective

	Belêtre	Touss.	Cham.B.
Reluctance of the municipality against the collective			✓
Initial reluctance of some neighbouring farmers	✓		✓
The incubator status leads to many people entering and leaving the farm while testing farm activity and hinders the emergence of a "collective spirit"		✓	
Use of non-agricultural legal status: lack of recognition of institutions and/or impossibility to mobilise young farmer grants and other agricultural aids	✓	✓	
Unattractive immediate environment (social, environ-mental)	✓	✓	✓
Difficulty in finding housing in the immediate area		✓	✓
Management of the group requires time and/or support	✓	✓	

Table 3. Comparison of hindering factors to establish as a farm collective

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The main obstacle to setting up in the rural areas studied is linked to the contexts described above. The development of organic farming is not always well perceived, and this is compounded by a new socio-economic model in which, on the same total land area, farming provides a living for up to five or six people instead of a single farming household (see figures 5 to 7). One farmer explains: "*because it is painful for farmers that their children do not take over [the family farm]. (...) So they will say: farming is no longer possible. So what we do, in fact, is not farming. So either you hear 'we're all receive the RSA*[1] *[minimum living allocation]', or 'we have money on the side, we came in with plenty of money'. Basically, we don't live on farming! And what's more, there are five of us on 40 hectares! Whereas everyone else has 150 ha on their own. So it's not possible, for them, it's not possible!"* (FR6A/ Int. 19).

[1] Revenu de solidarité active (or active solidarity revenue)

Collective farms generate relatively contrasting opinions among local actors. Their establishment is often met with scepticism, particularly from traditional farmers and institutions: refusal by the Barjac mayor to rent land and a residence to the Champ Boule collective, local judgment of the members of Belêtre as "oddballs": "*let's say that at the beginning, it was a laughingstock. It was not going to hold up, they were originals, it wasn't serious, and then they were only on 19 hectares at the start with four associates"* (Belêtre, FR6A/Int. 15). For each of the three examples studied, we note a shift in these negative perceptions as the collective becomes integrated into the territory and "proves itself". In Belêtre, a more positive view of the collective now seems to have taken hold in the local community. In Barjac and Villenauxe-la-Petite, a contrast persists between supporters and opponents. This divide is especially pronounced regarding Champ Boule, where there is a clear line between those in favour and those against the collective.[1] "*We figured out that it is every man for himself. We would have liked it to be a bit more cooperative [...]. Like, the supermarket is 10km away, so they don't need us. They actually don't care that we're there. On the other hand, they do care about the flies, the noise in the morning. That, they care about."* (Champ Boule, FR6A/Int. 19). In Toussacq, the context is less divided, and the members of the collective are instead confronted with indifference and confusion: "*What I hear is that, um, the members of the farm are considered a bit as oddballs (...) the people in the plain, they judge the practices, no, they judge the Toussacquois in the sense that (...) they don't always have the codes of the rural world, the local world, and sometimes they make mistakes or they don't respect the unspoken rules of 'that's the way it's done'*"(Toussacq, FR6A/Int. 4).

Another obstacle inherent to the context is the difficulty in finding local housing and attractive places for new families, especially as most collective members are newcomers to the rural territories studied. Thus, the environment as a whole—the receptivity the local population, ease of finding housing, dynamism of the territory, openness to new agricultural practices—is a factor that influences farm collectives' form and activities.

Other obstacles to setting up collectives appear in our investigation, particularly concerning the human aspects of farming as a group. It takes time to establish common values and ways of working adapted to all. Daily organisation is necessary, and collectives must earmark time

[1] A neighbouring farmer and an elected official refused to be interviewed.

for communication and decision-making. In the case of Toussacq, the status of the farm as a "business incubator", where the lease, employment and investments are managed by the CdP cooperative, can create friction between the cooperative's salaried team working outside the farm and the cooperative-employed farmers' collective. For example, the selection of candidates for an incubation and test period hosted in Toussacq is carried out by the CdP cooperative council the members of the farm collective have no opportunity to offer input. It is also the cooperative as a whole that bears the risks linked to the hosting of trainees or apprentices, the hiring of employees and any public or children's visit on the farm. This can create tensions regarding farmers' latitude to manage their work places according to their desires. "*What about the farmers' family? In any peasant way of life, there is a desire for the family to be involved. I remember that Amélie, with her little boy who was two or three years old, who would come with the goats or whatever, it's true that he [the cooperative manager] said: yes, well, it's problematic, because if there's an accident, who's responsible? Well yes, but at the same time, it was in her logic, the goat breeding, her child was part of it!*" (Toussacq FR6A/Int. 8). To provide a recent example: in 2020, to support a farmer undertaking test period in the bakery workshop, the CdP signed CSA contracts for bread sales and hired an apprentice.[1] When the farmer suddenly left, the cooperative had to find alternative ways of honouring these contracts. The existence of an external structure thus creates a complexity specific to the Toussacq farm, which must be managed over time: meetings and mediation between local and external teams are organised, and new operating methods forged, as obstacles arise. This experience is rich in lessons, and could support the spread of the model as territorial and citizen cooperatives in agriculture develop in France.

[1] The recruitment of an apprentice for a two-year period was expressly requested by the incubated baker to reinforce the workforce available on the workshop.

The farms today and their agricultural activities

Legal models

This study allows the comparison of three different legal models dictating the organisation of agricultural collectives.

- **The Champ Boule GAEC**

The collective farm grouping or GAEC is without a doubt the most classic association structure in agriculture. It is a form of non-trading partnership designed to allow the joint exercise of an agricultural activity. A partner leaving the GAEC must obtain the approval of others to transfer his or her shares, which can be ensure group cohesion when associates enter or leave the partnership.

- **The Belêtre SCOP**

A cooperative and participative company or SCOP is a legal trading status, in contrast to the non-trading nature of the GAEC. The SCOP status guarantees the involvement of employees in the cooperative, as they equally share decision-making, risks and profits. Workers also hold the majority of the shares in the cooperative's capital (at least 51%) and 65% of the voting rights.

- **The Champs des Possible SCIC (Toussacq)**

The cooperative society of collective interest (SCIC) is also a legal trading status. The capital is held by members of the SCIC, which is governed by panels that, within the company, aim to join all actors concerned by the project (SCOP Coop 2021). There are at least three types of panels in an SCIC: beneficiaries, employees and another category chosen by the cooperative itself. In the case of the CdP, members belong to seven different panels: employees, counsellors, local authorities and public institutions, salaried entrepreneurs, citizens, farms and related structures, and technical and economic partners. The farmers in the CdP have two possible statuses: as incubated entrepreneurs associated with the cooperative via a "support contract for business setting-up" (*contrat d'appui au projet d'entreprise* [CAPE]) during the test period; or, often after a trial period, as salaried farm

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entrepreneurs autonomous in the management of their agricultural activity (no tutoring or counselling via the cooperative, unlike for incubated entrepreneurs).

The type of operating structure chosen has many implications for the collectives in various areas: how the investment is managed, how entries and exits from the collective are organised, how land can be owned and transferred, etc. A detailed description of these legal aspects is beyond the scope of this study. Nevertheless, it should be noted that there is a major difference between non-trading agricultural companies (GAEC) and trading companies (SCOP and SCIC). In a GAEC, members have the status of farmers and can benefit from the same economic and fiscal aid and advantages as other types of farms. Under the SCOP and SCIC schemes, on the other hand, members' status as employees prohibits them from accessing aid dedicated to agriculture, including the young farmer grant. Moreover, members may not "recoup" investments in the production tool financed by their work, since there is no capital gain on shares held in the company. Investments for equipment and other aspects of the farm is financed by the profits of the cooperative, which retains ownership of the tool to ensure its durability. These legal forms are not widely used in agriculture, but there is increasing discussion about their adaptation to the sector, as they have many benefits (Confédération Paysanne 2020). Among the relevant advantages are facilitating farm entry by limiting debts and granting producers the status of salaried employees. The latter implies that producers pay social security contributions but, in exchange, benefit from better social protections than other farmers, such as unemployment rights and higher retirement pensions, etc. This arrangement is necessary to compensate for the fact that farmers will not be able to sell the farm and material to finance their retirement; on the other hand, it is a highly promising change in a context marked by the overcapitalisation and increasingly difficult transfer of farms. In 1988, the average farm cost €250,000. Nowadays, it is around €376,000 (excluding inflation) (APCA 2015). Thus, in thirty years, the capital required for an average farm has increased by over 50%. While the average capital required to set up a farm is increasing, the gap between money invested and income generated is widening: to generate €1 of income, French farms required €7 of capital in 1993; this same figure is €10 in 2013 (APCA 2015).[1]

[1] APCA study based on 2013 data from a sample of 7,300 professional farms, all sizes and orientations combined.

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	Toussacq	Belêtre	Champ Boule
Legal model	Cooperative company of Collective Interest (SCIC)	Workers' cooperative (SCOP)	Collective farm grouping (GAEC)
Surface	73 ha	64 ha	42.5 ha + 20 ha mountain pasture (summer)
Farmers	3 salaried farm entrepreneurs (2 more to join), 2 incubated farmers, 1 salaried farmworker (5 men, 2 women)	4 SCOP members (1 to 2 future associates to join), 1 farmer hosted on the land (3 men, 4 women – if a mixed gender recruitment is confirmed)	5 members of the GAEC (4 men, 1 woman)
Productions	Market gardening; cereals; poultry and goat raising (upcoming); sheep raising	Market gardening; cereals; aromatic and medicinal plants (by a farmer hosted on the cooperative's land)	Market gardening; sheep, cattle and pig raising
On-farm processing	Bread making; goat cheese (upcoming) ; canning and lacto-fermentation (upcoming)	Flour milling; bread making	Cheese and milk products (yogurt, etc.)
Labels	AB (organic label)	AB, Nature & Progrès (organic and additional environmental respinsibilty label)	AB (organic label)
Agricultural buildings	- 2 warehouses (1 made of bricks, housing storerooms) - 1 polyvalent building (meeting room, kitchen, store, bakery, cheese-making lab, canning and processing lab)	- 1 warehouse - mixed farm houses and buildings (CSA workshop, bakery, office…) - stable	- 1 warehouse (with the cheese-making lab inside) - sheep houses - stable
Marketing	CSA, farm store, markets	CSA, organic stores, producer stores, school cafeteria (for bread)	Farm boxes, markets, organic stores

Table 4. "ID Card" of the three farms

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Diversified farms with high added value productions

The three farms host diversified production, with mixed farming and livestock for Champ Boule and Toussacq, and market gardening and cereal crops for Belêtre.[1] Collective installation requires work on the economic model of the farms, which, as illustrated by the diagrams of the farms before and after transfer (figures 5 to 7), go from providing a living for one or two people to sustaining four to six active people. Although high-value-added farm models are not integral to collectives, maximising economic efficiency becomes even more important when the production on a given area must support satisfactory incomes for all involved.

The collectives' strategies to add production value include:

- **The choice of proximity marketing channels:** selling through CSAs, producers' shops, local organic shops, or in markets limits the number of intermediaries, reduces transport and distribution costs, and allows prices to be set more freely.
- **Adding value through on-farm processing:** the production of dairy products, bread and preserves on the farms requires an initial investment in equipment and buildings, but allows for a better use of the raw materials and, in some cases, even for the use of unsold produce (canned vegetables).
- **Mutualisation strategies around work:** the three farms have implemented systems of on-call duties (deliveries or weekend work, for example) and mutualisation to share the load and improve work efficiency.

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In addition, the collectives studied also favoured low-entry-cost models by renting rather than acquiring land (or gradually acquiring land in the case of Champ Boule), exchanging or pooling equipment with neighbours, and have mobilised public aid (social and solidarity economy aid for Toussacq and Belêtre, agricultural aid for Champ Boule). These choices free the collectives from heavy and long-term bank loans: "*For me, something that seems very, very important is that from the outset, this collective wanted to free itself from bankers, and in particular from contracting loans. So that obviously goes against what we hear, what we see, and what we practice in general*" (Belêtre, FR6A/Int. 15). The farms' economic success is exemplified by members' earnings, equivalent to a minimum wage or more in all three

[1] Belêtre also hosts an aromatic and medicinal plant business, managed by a person who is not part of the cooperative but to whom the associates are lending land.

cases. In the case of Champ Boule and Belêtre, there is a strong desire to tailor production, not only to reach a satisfactory income but also to maintain a reasonable work schedule. For example, in Belêtre, the farmers decided not to increase the number of vegetable baskets sold in the CSA; within Champ Boule, the number of associates increased from three to five people to reduce individual working hours.[1]

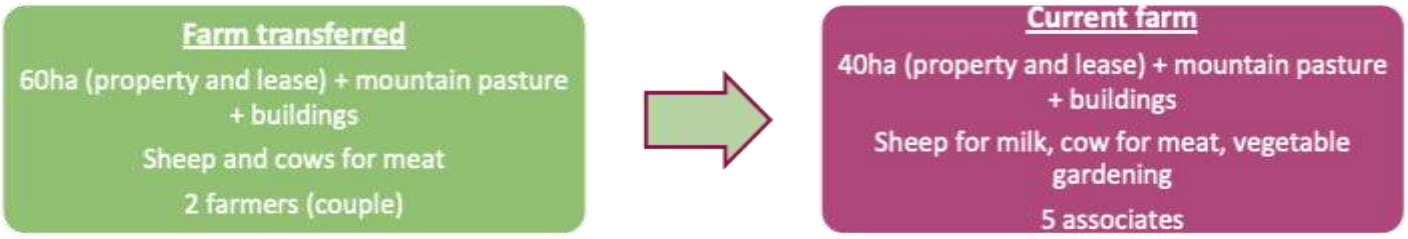

Figure 5. Champ Boule before and after farm transfer

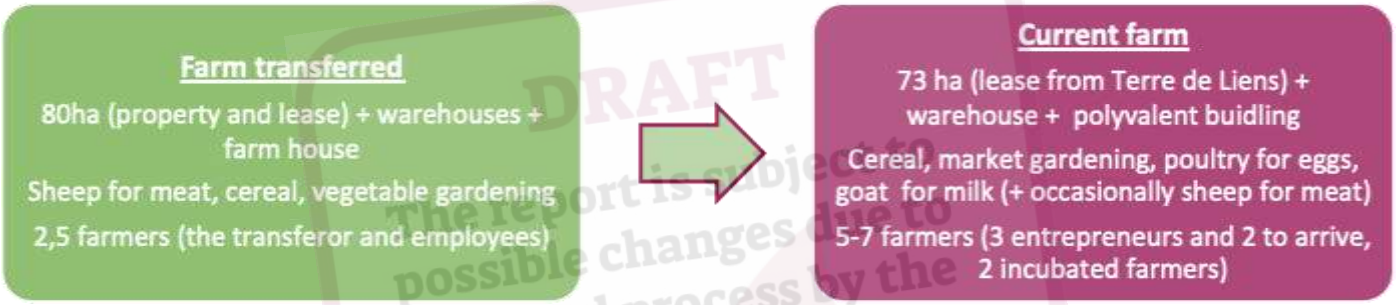

Figure 6. Toussacq before and after farm transfer

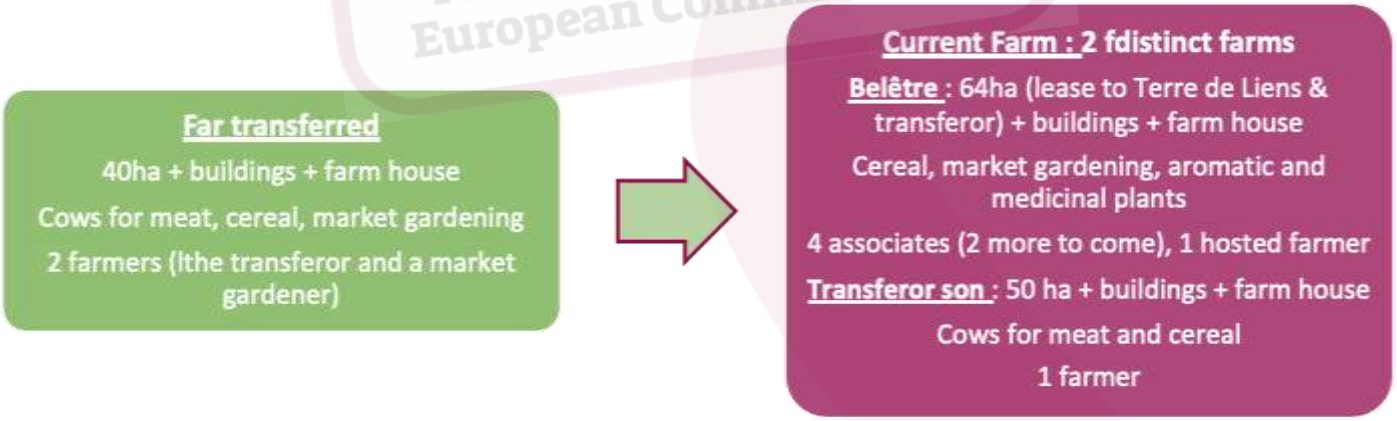

Figure 7. Belêtre before and after farm transfer

[1] The associates' level of remuneration remained the same after the addition of these new members, as the farm achieved a reduction in losses and a managed to better value the production.

From production assets to labour: diverse degrees of mutualisation on collective farms

As we have seen, mutualisation and solidarity issues are central to collective schemes in agriculture. We can nonetheless deepen the description of how collectives mutualise, which they do in different areas and to various degrees.

With regard to production assets, in the three cases studied, ownership of the land is mutualised through collective purchase mechanisms used for all or part of the land. Champ Boule created an agricultural land group (or *Groupement foncier agricole* [GFA])[1], while Toussacq and Belêtre are renting all or part of their land from the Terre de Liens (TDL) solidarity land company.[2] Other production assets such as equipment and buildings are also largely shared, but management of these varies from farm to farm. At Belêtre and Champ Boule, the members have decision-making power on investments and bear costs jointly. In Toussacq, mutualisation is organised by the CdP cooperative, which holds all the production assets (land lease, buildings, equipment) and re-invoices farmers to divide the costs. Thus, in this second case, mutualisation is more "formalised" through the involvement of an external structure: it implies, for example, regulations regarding the use of common areas and materials, accounting for the distribution of costs between farmers and decision-making processes involving the cooperative's council for certain costly investments.

Farms also adopt various strategies to mutualise the work itself. At Champ Boule, the collective emphasises the versatility of all associates. Each one must be able to take turns conducting all the workshops, except for more specialised tasks such as cheese-making. The members of the collective have common schedules and the work on the farm can be adapted to the rhythms production dictates: for example, a reduction in market gardening activities during the lambing period (Chambre d'agriculture Occitanie 2019), during which only one associate at a time takes care of market sales. In Belêtre, the model is somewhat similar: an on-call schedule is established for certain activities for which the farmers take

[1] A GFA is a civil company specific to agriculture. It was created in the 1970s to encourage the transfer of family farms by favouring the transfer of shares in a company rather than assets. This legal form has evolved considerably and can also be used in mutual land holding arrangements.

[2] TDL is a French organisation created in 2003 to favour the establishment of a new generation of peasants. One of the tools developed by TDL is collecting citizen investment to purchase land through a private company limited by shares (Ltd), called "La Foncière". Land held by La Foncière is then rented to farmers with sustainable agricultural and agri-rural projects via long-term leases.

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turns (delivery, distribution of the CSA, etc.). The associates divide up other tasks that benefit the group, such as administration or liaising with retailers. Associates regularly compare their "job description" sheets listing their tasks and trade away those they no longer wish to perform. Beyond these more general duties, however, job division is relatively specialised, as each member is dedicated to a specific activity and associates' schedules can be different: "*We work about forty hours a week, with very, very different rhythms from one to the other*" (Belêtre, FR6A/Int.12). In these two farms, the mutualisation of work is coupled with pooled incomes from farm activities. In Toussacq, each person is responsible for his or her own activity and the mutualisation of work is more circumstantial, involving occasional help to one another. Some specific activities are mutualised: the three market gardeners jointly plant potatoes or and some of the collective members, but not all, take turns running the farm shop. Remuneration is also individual, as each producer essentially maintains their own marketing channels (except for those who market jointly at the farm shop).

In addition to these central aspects concerning work and production assets, the mutualisation that takes shape within the collectives can cover a wide range of areas: mutualisation of knowledge and know-how, of human and technical support, of supporter networks, of housing, etc. (Vanwelde & Dumont 2021). The analysis of the three farms tends to show that the degree of collaboration chosen is a compromise between individual freedom and collective efficiency. Indeed, in Belêtre and Champ Boule, mutualisation implies renunciation of personal liberty. Some projects and experimentations are clearly restricted in order to favour the overall balance of the farm: "*As an individual, I think that there are many things in our collective that can make one feel a little deprived of freedom (...) you can't decide too much on your own to do a thing. And at the same time, that's what makes us so efficient today, I think. Because in fact the things that are perhaps not profitable, not efficient, have been pushed to the back burner as we have put hourly efficiency and work comfort at the top of the list. Free time, remuneration. We said, in fact, that these are the things that take precedence over everything. And sometimes it can be upsetting, but, at the same time, when you stop in the evening and you don't need to continue working because it's all done, it's really cool. In fact, there's nothing... There's always a flip side to the coin*" (Champ Boule FRA6/ Int. 16). In Toussacq, the members of the collective explain that they do not feel ready to make such concessions and want to keep their freedom in the workshops:

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"*It's a very pragmatic approach to the collective and I like it a lot. It's much more secure and solid over time. Because if we put everything together, and it doesn't work (...) The important thing is not to succeed at all costs in cultivating together, or doing this together just because the collective, in its definition, in people's imagination, means you have to work in this way! We don't care what people say. What we want is for us to get there and to feel good with it, you know*." (Toussacq, FRA6/ Int. 3). This individual freedom, however, translates into working significantly longer hours than on the other farms studied.

In conclusion, it seems that there is no ideal formula for mutualising. Rather, it is a matter of agreeing as a group on the model best suited to each person's aspirations: "*I'm not sure that we can actually impose the collective on people. I mean, rather, I'm sure we can't. But on the other hand, we can propose things on a variable scale according to what each person wants to experience. Because us, we want to share everything, but we can see that there are lots of people who see it and say 'eh, no', you know. So I have the impression that we have to remain open about the degree of mutualisation*" (Belêtre FRA6/ Int. 12).

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Innovative aspects related to setting up as a collective

A number of innovative aspects are linked to farming as a collective. Innovation is rarely a linear or solitary process; the exchange of ideas between peers is sometimes central to its emergence, as is the mobilisation of wider networks (Murtagh et al. 2020). In the case of collectives, group functioning favours innovation: "*The fact that there are several of us, that we are very different, that we each have our own way of seeing things, well, we don't stay with something fixed and unchanging, you know. Sometimes when you're on your own, you do something that doesn't suit you but... you don't see how to get out of it. It's certain that working with others is nourishing. It makes you move forward, it makes you innovate, it gets you out of certain patterns*" (Belêtre, FR6A/Int. 12). Among the innovative aspects of the farms, we can distinguish:

- **Legal and statutory innovation:** two farms (Toussacq and Belêtre) have 'hijacked' legal trading statutes for agricultural use. As we have seen, the choice of these legal forms is motivated in part by the improvement of social working conditions in agriculture. On the other hand, these choices are associated with innovative and committed reflections on issues of heritage and transmission. The associates of Belêtre this clearly justify the choice of

the workers cooperative (SCOP) model as a means of promoting farm transfer and sustainability of the production asset: "*With €50, you become an associate, salaried, co-manager, and you have the same income as us... So, if we really want to renew the generations in agriculture, then that's what we need. You have to ask people for €50. So, those who arrive, for them, the SCOP is not bullshit! Economically, it's great! And all those who will come afterwards! Because the production asset is there, there's no need to buy it, and... there are reserves in the company, there's self-financing capacity, even if the asset has to be improved, it always has to be improved a bit. So economically, it's very relevant for those who arrive."* (Belêtre, FR6A/Int. 11).

- **Organisational innovation:** the collectives introduce organisational methods that strongly distinguish them from family farms. This may involve innovation in the organisation of farm workshops (Pluvinage 2011), often designed to produce synergies between different activities (e.g. work on the farm 'circularity' of farm work: reuse of waste, processing of unsold produce, etc.). However, the most innovative aspect is undoubtedly the conscious choice of a governance model, arising from the need for group of individuals without family ties to work together. On the farms studied, this involved setting up specific meeting methods, creating work management tools (planning, recording of hours, etc.), developing decision-making procedures, prioritising (explicitly or implicitly) the group's desires, setting up counselling sessions, and so on. Several interviewees noted that the time devoted to group organisation and human aspects on these farms is incomparable to that in traditional agricultural operations: "*To reflect on how we did, how we could have done better, and how we are going to do it, rather than doing, nah, it's not at all part of the farming culture to take, I don't know, it's 10%, no like 20% [of their time on this] they told me (...) it's unheard of for people to do so much upstream training, to take such good care of each other, to take care of making assessments"* (Belêtre FR6A/Int. 14).

- **Innovations in the relationship to the farming profession:** closely linked to the question of 'doing things together' and of the governance models is the question of the farming profession 'vision' the collectives uphold. The choices of operating methods and priorities are linked to a value system which is sometimes strongly asserted, for instance through the adoption of a common charter (Belêtre and Champ Boule). We can distinguish the following major areas of innovation with regard to the relationship to the farming profession:

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1) Relationship to working time: in Belêtre and Champ Boule in particular, we observe the implementation of time monitoring tools and deliberate efforts to reduce working time (defined schedules, 35- to 40-hour weeks, five annual weeks of holidays): "*I more or less work 4.5 days a week and one weekend out of three over the year. That's 35 hours, a good 35 hours, because after that, there are always little things that come up. And we try to have six weeks of holidays, but we don't really manage to do that. And there are people who have already taken three or four months here and there.*" (Champ Boule, FR6A/Int 18.) Additionally, both farms decided, at some point, to count associates' time devoted to external commitments as working hours, whether it constitutes voluntary work for agricultural and rural organisations or for organisations outside agriculture (culture, education, etc.).

2) Relationship to assets and property: refusal of individual ownership, investments held by a cooperative (no building of assets with notions of future resale), attention paid to the transferability of the farm... "*I'm not from the farming world, so I don't have... like many new entrants in the agricultural world, actually, we don't have this generational spirit, with the mindset, perhaps, of 'the land, the land, the wealth of goods, the thingy' (...) it's a pressure, eh, to be an owner, to have your own tools. And then, in the end, it's a bit of a morbid capitalisation because you hope to get a fortune at the end of your life, I don't know, a fortune which, for me, is completely utopian because the material, after 20 years, is worth nothing. There's not much that's worth anything. And to go through the Champs des Possibles, it means capitalising on... Well, I'd rather capitalise on an asset that will be useful to the next generation than capitalise on myself, which, in my opinion, is a bad calculation, eh!*" (Toussacq, FR6A/Int 5.)

3) Vision and embodiment of the profession: considering agriculture as a vocation and also as a profession that can be entered and exited more easily, providing oneself with social protection, placing specific values at the centre of the profession (self-management, links to the territory and to citizens, etc.), promoting models of agriculture that serve society and the environment, etc. The collectives' members emphasise that developing associates' versatility and looking after animals or land together fundamentally change their practice of farming, a profession still often viewed through perspectives of heritage ("my cows", "my vegetables"). One could study the

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hypothesis that this paradigm shift also requires a transition from emotional attachment to production assets toward attachment to the values underlying production (human values, bonding, sharing, etc.).

Some of the aspects observed in these farms—such as placing values of horizontality, self-management or sociocracy at the centre of production—are not new if we consider the functioning of workers' cooperatives more generally. However, the fact that these values are applied to the agricultural profession, in collectives with productive ambitions, is innovative. Stakeholders we interviewed consider extending these innovations to family farming a valuable idea. Family farming indeed remains a majority-controlled arena which, without reflection on its modes of operation, can reproduce relationships of domination and exploitation which the necessary evolution of agricultural structures that promote generational renewal.

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Actors, synergies and networking

In the first part of this study, we deepened the analysis of the trajectories and activity of the farms. We are now interested in the collectives' interactions with external actors and wider networks. The maps of actors produced for the three farms (Figures 8 to 10) distinguish several categories of interactions: with supporting organisations (agricultural and rural development organisations, legal or economic counselling entities) and political organisations (unions), with landowners and land holding structures and with territorial actors (citizen interactions and relations with farmers or regarding aspects related to production).

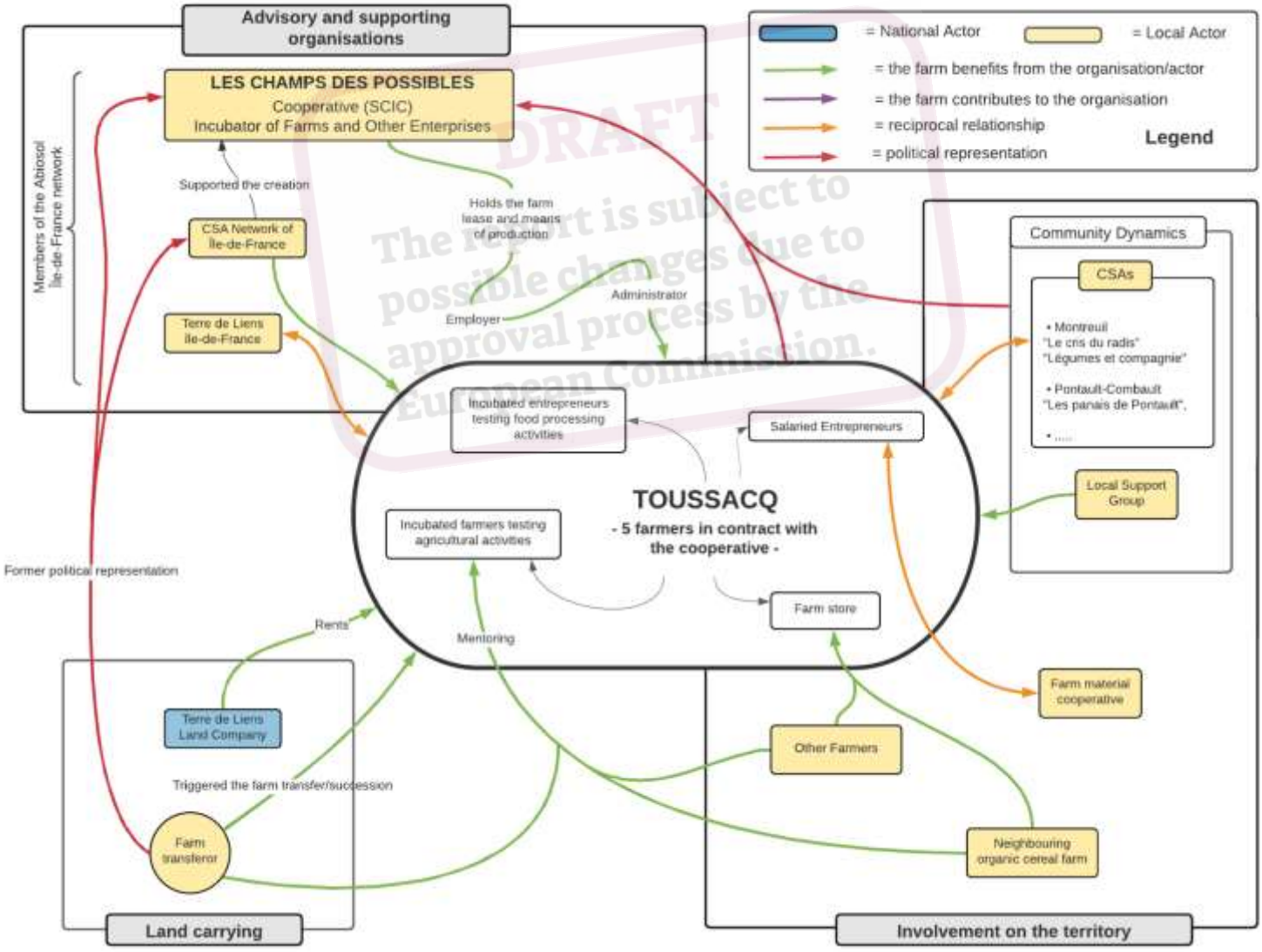

Figure 8 . Cartography of actors around the Toussacq farm

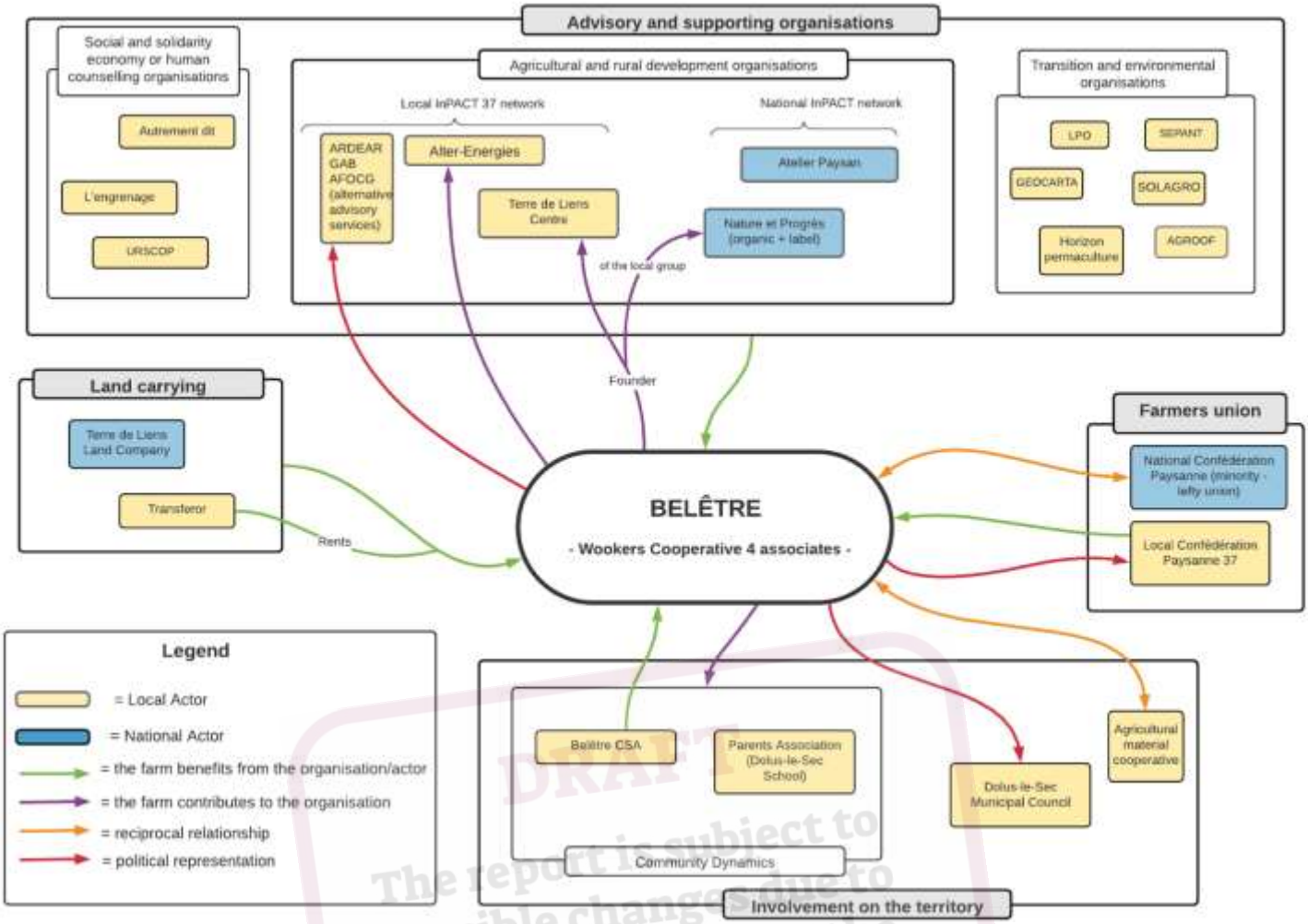

Figure 9. Cartography of actors around the Belêtre farm

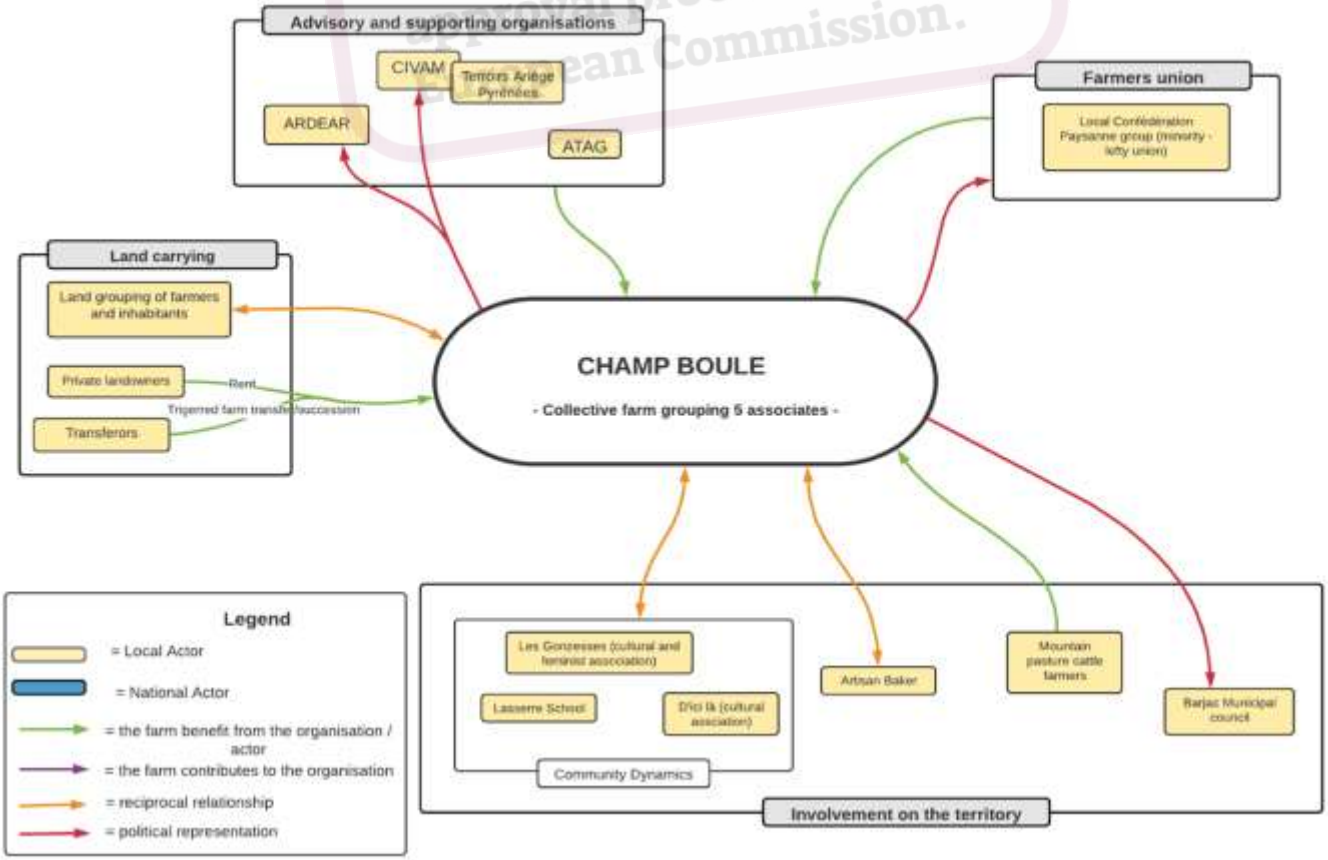

Figure 10. Cartography of actors around the Champ Boule farm

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Local citizen dynamics and non-agricultural activities

On the three farms studied, numerous interactions with citizens exist and nourish a reciprocal exchange. On one hand, the farms contribute to the territory 1) by the investment of the collective's members in local organisations, 2) by welcoming visitors on the farm and fostering social links, and 3) by and contributing to changing practices and mentalities around agriculture and food. On the other hand, citizens invest in the farms in the following ways: 1) participation in marketing, 2) support to farm development, 3) "political" and moral support, or support to the collective's local integration.

The members of Belêtre have outlined as a strong priority forging links with the territory. Some associates or their spouses are involved in the municipal council and local school Parents association. The farm has become such a dynamic place that it inspires the creation of other meeting venues in the area: "*There is the idea of creating a space for social life in Dolus. But we told ourselves that, strategically, it shouldn't come from here. Because the point is to create other places for socialising in Dolus, beyond Belêtre. Plus it's not in the town, and we don't reach everyone. So, we told ourselves, well no, if there's a social space, it's better that... it can be people from here but it's better to try and make it a dynamic that comes from elsewhere*" (Belêtre, FR6A/Int.12). Moreover, these exchanges lead to a change in food practices: "*At the beginning, very few people from Dolus were in the CSA. And today there are... I don't know, I don't have a count, but... It's maybe at least a quarter, maybe a third. (...) when spots for new CSA members become available, we bring people in not according to their order of arrival on the waiting list, but according to their geographical proximity to the farm, in order to relocate as much as possible and to continue forging links like this*" (Belêtre FR6A/ Int. 11). CSA members and the farm associates hold majority voices in the Dolus-le-Sec municipal council and fight hand-in-hand for local changes—e.g. offering bread from the farm and homemade vinaigrette at the school cafeteria. In addition, the CSA members become involved on the farm in various ways: helping with vegetables picking, preparing and distributing the boxes, participating in a "cultural commission" to organise events, etc.

At Champ Boule, the collective is also involved in the local social life. They participate in cultural associations, organise festive events (markets, concerts, shared meals), organise the sale of vegetable boxes on the farm... In return, the farm benefits from an increased

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clientele and local support "*around Lasserre, Barjac, Tourtouse, Fabasse, roughly a 10 km radius, we make €500 to €600 of vegetables every week, it's quite... commercially, it's not nothing. And then, humanly speaking, it's people who are almost all acquaintances or friends. Well, in a nutshell, it's very rich*" (Champ Boule - FR6A/Int. 16). These synergies do not, however, exempt farms from local conflicts, as briefly mentioned above. In Champ Boule this manifests particularly with the mayor and some elected officials, with whom the collective disagrees about representation on the municipal council and certain projects (e.g. creation of an 80-space parking lot for a commune of 40 inhabitants).

As far as Toussacq is concerned, relationships with the immediate surroundings are less developed. This farm has the specificity of maintaining strong links with more distant citizen communities, notably CSA communities located in the urban areas of Montreuil and Pontault-Combault (80-100km from the farm). CSA members organise participatory work on the farm, convivial moments, and support the producers when necessary. Toussacq is also a hosting place for training sessions or seminars organised through the Abiosol Île-de-France network. Locally, we can observe the development of clientele for the farm shop and more and more young people from the local area are hosted on the farm for training courses or apprenticeships. Finally, a local participative group was created involving CdP incubated entrepreneurs from the cooperative's branch for tertiary sector, who are planning to further develop farm visits and events in Toussacq (educational activities, cultural events, etc.).

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Integration in agricultural and rural development networks

Beyond citizen dynamics, another important dimension of synergies around collective farms concerns agricultural and rural networks. This study comments on three important aspects: relations with neighbouring farmers (often linked to the exchange of services and equipment), knowledge exchanges on the farms, and alliances or interactions with agricultural and rural development structures.

In all the cases studied, the collectives interact effectively with neighbouring farms. For example, Belêtre and Toussacq are involved in local cooperatives mutualising agricultural equipment. The Belêtre associates have also approached several neighbours to exchange or rent equipment and hire services. This enabled them to forge links with the local agricultural

community. Exchanges with neighboring farms also concern processing and marketing. For instance, the cereals from Toussacq are transformed into flour at the Chaillois farm located 21 km away. The sales areas at Toussacq and Champ Boule feature goods from neighbouring producers and craftspeople (honey, flour, bread, etc.). Finally, Champ Boule associates have supported the installation of a neighbouring snail farmer by giving him access to a building and land. Once again, however, antagonisms may exist. For example, the Belêtre associates were in conflict with a local cereal farmer who sprayed pesticides on fields bordering their farm. Champ Boule is now at odds with the snail farmer who is retiring and wants to sell his farm to the highest bidder, instead of favouring a new entrant.

Concerning the exchange of knowledge, this can be organised with established farmers. For example, in Toussacq, technical tutoring of the incubated farmers is provided by other, more experienced farmers. It seems however that knowledge exchange is mainly performed with communities of new entrants and specialised organisations. The three collectives are involved in training a new generation of farmers by taking on apprentices, wwoofers, and trainees. Belêtre also takes part in training courses to share its experience (e.g. "The SCOP status" or "Setting up as a collective" training) and develops numerous synergies with researchers and study organisations. For instance, mapping the farm's soils with GéoCarta, elaborating an agroforestry development plan with an intern from Agroof, working with Horizon Permaculture and Solagro on the farm's climatic and environmental impact, elaborating low-tech agricultural machinery prototypes with Atelier Paysan, etc. The farms are therefore a resource for the development of new knowledge and know-how.

Finally, all farms are supported by advisory organisations, generally from pro-agroecology and pro-peasant networks—i.e. different from traditional advisory networks formed by agricultural chambers and majority farmer unions—which provide them with technical and human counselling. Belêtre and Champ Boule associates also assume representation functions within these networks, e.g. acting as administrators of InPACT network organisation or within the Confédération Paysanne farmers union.[1] Through this, the members of the collectives contribute to agri-rural projects and advocacy for the development of a peasant and ecological agriculture. Belêtre has the particularity of

[1] The Confédération Paysanne is a lefty and pro-peasant farmers union, which has protested against the dominant position held by the two majority unions (Young Farmers and National federation of farmers unions)

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maintaining relations with national networks (the national Confédération paysanne and InPACT network), which attests to the farm's strong political ambition and desire to facilitate the duplication of their experience.

The synergies we described, whether with the local or the agricultural community, take time to build and are based on a conscious effort by the collectives to open up. Such synergies can of course crystallise in a similar fashion around regular farms. Nevertheless, the collective is a definite lever to free up time for such activities and multiply the impact.

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Impact of collective farms

The description of agricultural and non-agricultural activities now allows us to begin analysing the farms' impact. We focus on two aspects at the heart of the RURALIZATION project: generational renewal and rural regeneration.

Impact on the renewal of rural and agricultural generations

RURALIZATION is concerned with how to renew agricultural generations but also, more generally, how to revitalise rural demography. Demographic decline is at the heart of many rural issues: the departure of young people reduces the labour force, cultural and gender mixings, and the availability of local skills to innovate and solve rural problems (Bock 2016, Murtagh *et al.* 2020a). Moreover, as a knock-on effect, as rural populations reduce in relation to the rest of society, the political 'weight' of the rural also decreases—it represents an increasingly small share of the electorate—and it becomes more difficult to mobilise on specific rural issues. Farm collectives carry more demographic weight than individual farms: establishment of families, housemates, children, non-farming members, creation of activities and jobs... The Champ Boule five families, for instance, represent a non-negligible proportion of inhabitants in a municipality of 40 annual residents. Moreover, in the three cases, the collectives have inspired others to set up around them—friends, former trainees, incubated farmers who find an opportunity to settle in the vicinity, etc. In the case of Belêtre and Champ Boule the farm dynamic has not only encouraged the establishment of new people, but has also favoured the return or maintenance of children of the tranferors in the area: "*and in the meantime, we have a son who, in spite of everything, has remained living in the village, thanks to them! That's actually what he told us, eh, if it hadn't been for the young people, he wouldn't have stayed. So our son stayed, but he did so to have a forestry business*" (Champ Boule, FR6A/Int. 18).

Beyond demographics, farming as collective is a lever for generational renewal for it answers problematics specific to new entrants without agricultural backgrounds. It often fits in with a vision of the farming profession that corresponds to the aspirations of new

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entrants: better work-life balance, easier entry and exit from farming, control over the value chain from production to marketing, among other aspects (EIP Agri 2016, Rioufol and Diaz 2018). In addition, collectives make it possible not to face alone obstacles related to starting a farm. Pooling together resources to gain access to land and performing start-up investment, acquiring knowledge, facing administrative constraints, etc. The sharing of risks and responsibilities, as well as the sharing of the mental burden, removes some of the fears of new entrants: "*I think, in terms of confidence, I was clearly... I never imagined setting up alone*" (Champ Boule, FR6A/Int. 16). The human component is essential for understanding the motivations of the collectives. One of the farmers explains: "*Because at the very beginning, we were housemates with some associates. We are all the same age, we all have children of the same age, so the children are very close too. That helps too. We have the same life patterns, a bit*" (Champ Boule, FR6A/Int. 18). The sharing of conviviality, friendships and festive moments are thus strong motivations compared with a farming profession perceived as solitary: "*The idea is in this collective, I get back to it, is precisely that. It's not to be alone. A better quality of life - Oh yes! – Improved work-life balance - Ah well, literally. And, I must admit to you, I don't see how you can find this balance on your own"* (Toussacq, FR6A/Int. 5).

Lastly, observing the collectives' land strategies also provides clues to further promote generational renewal in agriculture. Faced with an increase in farm prices and difficulties in taking over farms, the collectives were structured around land opportunities and start-up models considered "lighter": "*at that time, what we... what brought us together was what we called a 'light' setting up. Zero investment, everything rented. There was a bakery, there was a whole... tools to work with, a tractor available, fodder, a greenhouse and everything... Customers. So we said 'we'll start with five people'*" (Belêtre, FR6A/Int. 11). The farm transfer success often rested on an effort to reorganise the land. In Toussacq, the transferor together with the TDL Île-de-France facilitator canvassed the area to convince lessors to sell the land to TDL. Champ Boule and Belêtre negotiated with the transferors and other landowners to gradually increase the land base of their farms. This work of aggregating land enabled creating a viable asset; in line with the aspirations of the collective. A certain threshold of hectares was often necessary to diversify and add associates (but, conversely, a farm "too big" required the recruitment of new associates). In the case of Belêtre, this land

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consolidation strategy extends beyond the farm set up to enable other farm installations. The collective is now indeed experimenting with making plots available to a new farmer cultivating medicinal and aromatic plants. It is thinking to take this logic further through partnering with land organisations to establish new entrants around the farm; drawing up a common charter to ensure new land users contribute to a local and sustainable approach. This fuels a long-term vision to revitalise and increase the resilience of territories in the face of an uncertain future: "*our slightly longer-term vision is to change the landscape around us, to change the village life, to recreate a network (...) What we're talking about at the moment is that if there's land still available around here, I think we should apply for it, so that we can get a hold of it and not let it go to waste, and then look for either new associates or for candidates who would come and settle there and to whom we would hand over the land. So it's a strategy where you need land, but you also need habitats. You have to work the land until there are candidates, then you need candidates... And then you have to think about a collective organisation for managing the land, managing the equipment, etc., etc.*" (Belêtre, FR6A/Int. 11).

In contrast to these positive effects on generational renewal, we must mention the negative aspects of the farm collective model, which can make it less attractive. The following difficulties emerge from the interviews: limitation of individual freedoms, difficulty in being constantly surrounded by people, in finding one's place or legitimacy to assert one's needs, in devoting the necessary time to meetings, etc. Above all, the human factor, so central to the motivation to set up as a group, is also the most complicated to manage over time. Conflict management and the entry and exit of associates are subjects that require a certain resilience from the members: "*To build something, you need at least a stable base. Well, the idea of this farm is to train people. But before training people, we need to stabilise the workshops, so that those who have to train people are able to do so in the first place (...) It's going to take time, but... yes, [exits from the farm,] it has an impact. It's not that we give up, but it's like a punch you get, you say to yourself 'ah shit, pff, let's do it again'*". (Toussacq, FR6A/Int. 5). Moreover, when questioning the collectives on men-women relations, it seemed to us that this model did not, at least for the farms studied, resolve gender issues in agriculture. The collectives unconsciously reproduced patterns that assign additional roles to women: acting as liaison agents when conflicts arise within the group, reaffirming the

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importance of shared maintenance of the premises, etc. Moreover, women were still in minority in the political representation functions assumed outside the farm (but were more present in cultural or school parents' associations) and were generally given less responsibility for handling agricultural equipment (but more for handling the processing of farm products). Although these issues did not seem to have been much discussed within the farms, they are related to relationships of domination that the collectives claim to be sensitive and attentive to. It should be noted, for a more nuanced position, that a Champ Boule associate founded the feminist cultural association "Les Gonzesses"[1] and that this farm regularly hosts a market of women artisans as well as events (shows, conferences) dealing with the theme of gender.

Impacts on rural regeneration

The RURALIZATION project develops the concept of "rural regeneration" to refer to transition processes that go beyond a simple reversal of rural decline. These involve a more positive reinvention of rural spaces. To trigger rural regeneration, RURALIZATION has identified the importance of 1) capitalising on local approaches and resources 2) while leveraging external opportunities, ideas, and resources for innovation, and 3) adopting integrated approaches connecting social, economic, and cultural dimensions (Murtagh *et al*. 2020a; Murtagh *et al*. 2020b).

With regard to local resources, our investigation shows that collective farms contribute significantly to the renewal and creation of tangible local resources—maintenance of landscapes and the environment, regeneration of natural resources (e.g. planting of trees, hedges in Belêtre), creation of jobs and local wealth. They also generate intangible resources: community socialisation around the farms (social capital), volunteers and trainees' skill-building (human capital), development of alliances and political mobilisation with citizens and agricultural organisations (political capital). Many of the CSA and farm volunteers interviewed attest to the process that made them directly and sensorially aware of the necessity of local agriculture: "*At the beginning, I was really just a CSA member, happy to have this box of fresh vegetables, which is really close to my home because I live in the*

[1] "The chicks"

municipality. So, there you go. All these wonderful people I met, with whom I got on well. There was also this cultural approach where they programmed events. I run a show hall myself, and sometimes we trade gigs with each other. It was a really nice encounter. And then to be able to help in the field, picking potatoes, picking green beans, etc. So, it's a whole thing volunteering there. It's really a community of interesting, friendly people, and then these quality vegetables, bread, etc. Now we also managed to have bread from Belêtre at the school cafeteria once a week. I've been insisting on this for four years, being on the municipal council. And now we've finally been able to make it happen and it's great." (Belêtre, FR6A/Int. 13). The contribution of these collective farms to local resilience was particularly demonstrated by the local enthusiasm for farm products during the COVID crisis. Moreover, the farms' multi-activity is a lever for economic diversification and revitalisation in contexts of decline, shop closures, and disappearance of value chains.

Beyond local changes, the collectives give thought on how to scale up and expand their impact. They do so in particular by leveraging synergies with external networks. "*Bringing biodiversity issues at the landscape scale: ecological corridors, wetlands, hedges, permanent grasslands, how do we think about that? On our small 64 ha, it's good, but it's not really enough. So how can we think about this with other farms? This is another topic I mentioned to the Confédération Paysanne facilitator, perhaps there will be a training course on this, on the resilience of our farms in the face of the crises that await us. Resilience on at the farm level, the territory level"* (Belêtre, FR6A/Int. 11). We also note that communication efforts around these farms are particularly important: press articles, videos, scientific studies, etc. Such exposure requires the availability of farm members and is clearly part of their commitment: "*It's one of the farms that is often mentioned. There are other collective farms like that, which we use for communication, to show examples of collective projects and value added created in relatively limited spaces with people who live well and find a balance between their personal and professional lives. (...) It's something they've already been identified several times to talk about... Télé Buissonnière, Télé Alternative*[1]*... I think they're often referred to because they're very involved in the network, in the agricultural community. So, they are known.*" (Champ Boule, FR6A/Int. 17). Thus, the collectives use their personal experience as a lever for a rural transition and for advocacy.

[1] Documentary and independent film-making media.

Policy and institutional support

Counselling and training

In order to rise to the challenge of generational renewal in agriculture, training and counselling is needed for all farm candidates, particularly in the "pre-establishment" or "project emergence" period. However, since 2018, the French VIVEA training fund[1] no longer finances the training of aspiring farmers; focusing only on those already in business. This is an important limitation for both beneficiaries and counselling structures, at a time where renewal rates continue to decrease and despite the fact that the profession continues to attract younger people: "*We feel that there is a movement of people undergoing professional reconversion who say 'my job has no meaning, I live in the city, I'm out of touch with the land...' And who are reorienting themselves. So, these people need to be welcomed, supported and trained"* (Belêtre, FR6A/Int. 11). It is also important that training courses leave room for fieldwork and practical experience, whereas current curriculums generally allow only for short periods of training. Practice-based training cycles encourage direct knowledge transfer and enable adjusting ones' agricultural project to real-life conditions. Structures such as the CdP incubator—which allow testing one's farm project at real scale while receiving tutoring—should therefore be supported.

Farm collectives exemplify a different way of farming: diversification, change of practices, integration of non-agricultural activities, coordination with a shared living space, etc. This often involves restructuring the farm to adapt to the project. Help with costing and sizing of new activities can then be found lacking, even more so when collectives develop cultures that are at odds with local or conventional production (Fimat *et al*. 2019). "*I have the impression that a small tool, a small link is missing in the counselling system, in the InPACT networks in the broadest sense, which is to go as far as dimensioning and assisting with setting up the workshops. You see there we have set up the tunnels, we have installed the machines. Well, we have a large network, we know people, we find people. But I put myself in the shoes of someone who arrives from Paris and says to themselves 'I want to do this' and*

[1] VIVEA is a mutual fund set up by the agricultural profession for the training of farm entrepreneurs (it does not cater to salaried agricultural workers). More information: www.vivea.fr

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who doesn't know anyone... Well, it's a mountain! When you've never done that, and you weren't born there..." (Belêtre, FR6A/Int. 11).

When farm collectives merge with life and housing projects, difficulties may arise between residents and farmers, particularly when both groups don't entirely overlap. It is a challenge for advisory organisations to integrate this variable into counselling. There is also no dedicated financing—apart from certain training courses—for advisory bodies to provide long-term and tailor-made support to farm collectives. "*We really need to put emphasis on human counselling, relational support. It should be free and there should be public institutions that do just that. There is a bit done by the [agriculture] chambers, but they're service providers and, um... for a farmer, even for anyone, paying for human counselling is often difficult. It seems... you see, paying for technical support is normal, paying for human support is a bit impalpable: 'ohlala, putting money into blah blah'.*" (Toussacq, FR6A/Int. 4). For the sustainability and viability of collectives, it is necessary to finance and multiply advisory schemes (human, legal, technical) but also to give the farms the possibility to free up time for this support. Regarding a specific advisory process on agricultural practices, a Belêtre associate explains "*In fact, we also had to devote these 14 days, which in the end turned into 16, 17, 18, I don't know how many there were, we can't count. We said to ourselves, well, if we want to be available for that, we have to have people replacing us to work in the garden, or in the bakery or in delivery. So, we cut our salaries by 20% for 6 months to create a budget to hire people to replace us. So that's it. That's why, I say, we spend time on it, but also money*" (Belêtre, FR6A/Int. 11). Finally, we must highlight that this work is necessary at several stages in the life of the collectives and must therefore be considered in the long term or at least reinforced at specific times, for example when people join or leave the group "*we were supported by ATAG... well, they were accompanied by ATAG before I arrived. We were accompanied again when I moved in. And again when Théo moved in*" (Champ Boule, FR6A/Int. 16). To guarantee the legitimacy of public support, collectives could for instance be asked to prove a minimum agricultural turnover in order to obtain financial aid.

Finally, local authorities have an important role to play, whether for the preservation and identification of agricultural land or to improve housing accessibility for farmers, which can be a major obstacle. They can also provide financial support to workers' cooperatives.

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Belêtre farmers view this as a sustainable of public investment, as aid stays in the capital of the cooperative and will continue to support generational renewal over the long term: "*For the municipalities, the public authorities who put money in, it is public money that is used very efficiently. For us, for every €1 we put into the capital of the SCOP, the Centre Region authority also put in €1. With a ceiling of €15,000. So we put in €3000, and the Region gave us €3000. We were obliged to put it into the SCOP, yet that doesn't mean the shares belong to us (...) it remains in the company. Most of the time, the Young Farmers Grants are wired to bank accounts. When you leave, you leave with your grant. I mean, it doesn't make sense. (...) that way the public aid is privatised at that point, falling into a farmer's pocket. And the community puts money back in, and for each generation we put money back in. So there again, economically, for the public authorities, it's very relevant*" (Belêtre, FR6A/Int. 11).

Contracts et legal statutes

Gradual farm set-up and association schemes are particularly well suited to the creation of agricultural collectives. All three farms studied used some contracts to progressively test and incorporate new members: the Creative Farmer course for Belêtre, the farm training and set-up employment contract (*contrat emploi formation installation* or CEFI) in Champ boule, and the support contract for business setting-up (CAPE) in Toussacq. It is important that these schemes be recognised by the institutions and give access to social rights and compensations. One CAPE contract holder with the CdP attests: "*At the unemployment agency, I was no longer asked to prove that I had taken any steps, or that I was looking for work and so on, because I was on contract. But I could still get aid*" (Toussacq, FR6A/Int. 7). The possibility to use such schemes to test production and farm association, however, depends on prior existence of a farm structure able to realise the testing contract. Further support mechanisms could be developed to enable groups of new entrants to test functioning as a collective outside of existing structures.[1] Futhermore, all the cited schemes are specific to certain regions and partly financed by regional authorities. They could be widely duplicated and better supported to facilitate the development of farm collectives.

[1] In France, the GAEC & SOCIÉTÉ organisation developed the "GAEC trial scheme" and more generally the "right to test farm association" principle (Coly 2020, GAEC & SOCIÉTÉ undated)

Two of the collectives identified in this study use a trading cooperative status (SCOP or SCIC status). As previously explained, this choice is motivated by a different relationship with capital and a different vision of the farming profession. While these cooperative companies enable easier transfer of production assets and better social protections, they also present major obstacles: "*There is effectively a sacrificed generation. The one who, at a given moment, not only gives up on the Young Farmers Grant, but is also going to build a production asset. And at the end of the year, we will have invested about €200,000 in our farm. Without any bank loans, because we paid ourselves very little in the first few years and we still pay ourselves little. We pay ourselves a minimum wage for 35 hours, but we work more than 35 hours. So, we also do voluntary work. And it's because we don't get paid for all our hours, or don't pay them well, that we leave a lot of money in the company*" (Belêtre, FR6A/Int. 11). These new statutes shake up the farming world. They could help trigger a wider change, if institutions recognise their potential for generational renewal and modify the law to boost their development. The Confédération Paysanne (2019, 2020) and other supporters of these schemes mention in particular the need to:

- create a SCOP status similar to non-trading legal statutes that are most commonly practised by farmers, notably the GAEC;
- ensure that SCOP associates and salaried agricultural entrepreneurs can access the Young Farmers Grant;
- open economic or tax aid available to GAECs and other agricultural enterprises to cooperatives;
- recognise the status of salaried associate, allowing for instance associates to pay into the VIVEA agricultural training fund;
- support the creation of cooperatives in order to avoid "a sacrificed generation" (e.g. support the purchase of the initial asset or allocate pension rights in return for the non-valued capital for those who exit the cooperative);
- increase the ceilings for public support to cooperatives: "*at some point public authorities have to put money in: the CAP SCOP is an example of regional scheme [to support cooperatives]. Now the ceiling [for regional aid to SCOPs] is no longer €15,000 but €50,000, for example, in the Centre Region. And we could imagine that it could be*

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much higher, and that it could be a national scheme, to avoid this sacrificed generation" (Belêtre, FR6A/Int. 11).

The GAEC status also remains relevant. The possibility of integrating non-agricultural activities into the enterprise could make it more up-to-date. Choosing between the diversity of possible legal statutes for a collective set up (association, GAEC, SCOP, SCIC, etc.) may also require counselling or at least juridical advice. Training on legal statutes could therefore be developed.

Land access

With regard to land, 'buffer' systems are needed, whether to enable temporary land storage or longer-term collective land ownership. Organised in conjunction with SAFER land agencies[1] and local authorities, temporary land storage allows lengthening the transition between retirement of previous owners and set up of new farmers. During this transition, land is temporarily held by the SAFER, who buys it and then retrocedes it to new entrants after they had more time to finalise their project, get financing, create legal statutes, etc. This system exists in some regions but could be duplicated for a national coverage. Once again, local authorities can play an important role by financing the SAFER fees for temporary storage, organising the storage themselves, or setting criteria to prioritise storage for new entrants or farm collectives.[2] "*If we want to change scale, we need to be able to tell local authorities 'it's your role to store land, and look, it works, some have done it'. We've already organised material mutualisation, employees, land storage and so on. So, the idea is to start the strategy, to initiate the thing on pilot territories, and then I think the upscale will only happen with the local authorities, or in any case larger structures*" (Belêtre, FR6A/Int. 11). To avoid farm concentration or land abandonment, land storage or collective acquisition is needed even in when there are no pre-identified candidates to take up the plots acquired. After purchase, coordination with advisory organisations or farm incubators is necessary to find trained new entrants to take over these lands. "*We know that farm candidates who*

[1] SAFER stands for *Société d'aménagement foncier et rural* (Land Use and Rural Settlement Corporation), they are French land agencies who are notified of land sales and have special missions to regulate and intervene on land markets.

[2] In Ille-et-Vilaine, the department authority finances land storage schemes specifically for new entrants with innovative agri-rural projects. (Loveluck *et al*. 2021).

have incubated on Toussacq, which is a farm that we are familiar with, well we know that they have the skills (...) For us, it's really nice to have a space like that in the Île-de-France Region. When we have farm acquisition projects, if we have candidates who come from Toussacq, well, that's really reassuring" (Toussacq, FR6A/Int. 6).

Documenting and raising awareness

Today, the majority of new entrants still imagines establishing on individual farms. They usually dream of acquiring smaller plots requiring little investment or mechanisation. Yet farms expected to be transferred in the near future will rather be large and costly. Collectives can be better suited and must be encouraged to take over these larger holdings. Thus, finding ways to incentivise new entrants to consider collective set ups and helping groups of people find each other and get structured is essential. While advisory organisations play an essential role, it is also about developing a narrative and appetite for farming as a group: "*in my view, the energy must be put into telling the stories, into building the imaginaries we propose to new entrants so that they have images of what it is to be in a collective, what it brings, why some people prefer to be in a farm collective. That, in fact, is not an institutional task, it is a journalistic, awareness-raising and communication task*" (Toussacq, FR6A/Int. 4).

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Thus, beyond technical and legislative proposals, institutional support for farm collectives must integrate i) work to document innovative experiences and ii) efforts to raise awareness and provide information to different target audiences. The documenting work must emphasise the diversity of farm collectives, in particular how they adopt heterogeneous degrees of mutualisation to suit their members. This implies a better definition of what is meant by "farm collective", in order to move away from a 60s vision of collectives as hippie communities. This documenting work should facilitate sharing experiences and tools (charter, time bank, collective management tools etc.).

Concerning target audiences, the collection of these stories and feedbacks should, in particular, make it possible to raise awareness of:

- New entrants, to re-enchant the image of the farming profession and raise awareness about the diversity of models of collectives;

- Farm transferors, to address issues of farm transferability and restructuring and share testimonies of successful takeovers to ward off possible fears: "*the only thing I remember being afraid of is telling myself: 'They mustn't fight.' (…) You can always tell yourself: 'How will it hold? If it doesn't hold, what's going to happen to it [the farm]?'"* (Champ Boule FR6A/Int. 19)
- Elected representatives and citizens, to better value the contribution of farm collectives to rural regeneration and incentivise a better welcoming of these in rural territories "*When there are people from the village who say 'yeah, well, at the CSA, these are people...' I say 'well wait, go and see them, they're people who work, they're not... (laughs)'. No, but it's true, there are also preconceptions like that... You have to teach people (…) Go and see! Go and meet them! They do open doors!*" (Belêtre, FR6A/Int. 13)
- Agricultural institutions and advisory bodies, to increase support to collectives in their practices.

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Conclusion

Collective farms are a promising practice for the regeneration of agriculture and rural areas. Although this conclusion depends in part on the meaning put behind the concept of regeneration—a reflection which RURALIZATION continues to enrich through its studies and concertation with stakeholders—it is nevertheless clear from our investigation that collectives:

- generate demographic and generational renewal dynamics in territories in decline;
- produce value, diversify the economy, and create local jobs while taking care of the land, the landscape, and the natural resources
- improve food supply options and food practices, creating local value chains.

Beyond their economic and nurturing function, these farms become spaces of life and territorial dialogue with citizens. They thus contribute to increasing social, human and political capital in the rural communities around them and beyond. The lessons learned from the collectives' field experiences nourish wider communication and advocacy efforts. The collective intelligence emerging from group farms is a key lever for innovation, which offers great prospects for further scaling up and effectiveness of these models.

Through the literature and our interactions with researchers and other collectives, it seems that much of our analysis could be applied to other collective farms. However, these conclusions should not be generalised at this time. More investigations could be conducted to strengthen our findings on the contribution of farm collectives to rural development. A research perspective would also consist in exploring issues related to the scaling up of collective projects. These can be broken down into two parts: 1) how can collective set ups be reproduced and made more popular? Can collectives themselves expand (by taking on more partners, more land) while remaining faithful to their initial values and project?

In conclusion, we would like to emphasise that our survey has crossed paths with many farmers, support structures, researchers and projects developing work on the issue of farm collectives. We were surprised by the abundance of work in progress, exchanged ideas with many passionate people, and hope that this report will find its place in the growing body of

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research on agricultural collectives, the expansion of which seems crucial to encourage more vocations and support for farm collectives.

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Annex 1. The list of interviews

Code	Role	Date	Place
FR6A/Int.1	Former elected official / Cooperative member	21.01.2021	Villenauxe-la-Petite
FR6A/Int.2	Farm transferor	21.01.2021	Villenauxe-la-Petite
FR6A/Int.3	Farmer	21.01.2021	Villenauxe-la-Petite
FR6A/Int.4	Supporting organisation representative	22.01.2021	Villenauxe-la-Petite
FR6A/Int.5	Farmer	21.01.2021	Villenauxe-la-Petite
FR6A/Int.6	Supporting organisation representative	22.01.2021	Villenauxe-la-Petite
FR6A/Int.7	Cooperative member	27.01.2021	Phone
FR6A/Int.8	CSA and Cooperative members	08.02.2021	Phone
FR6A/Int.9	Supporting organisation representative	22.03.2021	Phone
FR6A/Int.10	Future farmer	25.03.2021	Phone
FR6A/Int.11	Farmer	03.02.2021	Dolus-le-Sec
FR6A/Int.12	Farmer	03.02.2021	Dolus-le-Sec
FR6A/Int.13	CSA member and elected official	03.02.2021	Dolus-le-Sec
FR6A/Int.14	Supporting organisation representative	03.02.2021	Phone
FR6A/Int.15	Supporting organisation representative	23.02.2021	Phone
FR6A/Int.16	Farmer	16.02.2021	Barjac
FR6A/Int.17	Farmer spouse / local community representative	16.02.2021	Barjac
FR6A/Int.18	Farmer	16.02.2021	Barjac
FR6A/Int.19	Farm transferors	16.02.2021	Barjac
FR6A/Int.20	Local community representative	16.02.2021	Barjac

Table 5. Interviews

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T5.2 Case study report (Code DE7A)

Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced

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Janna Albrecht, Kati Volgmann, Florian Ahlmeyer, Richard Dembowski (ILS)

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Abstract

Problems/Opportunities

The promising practice Gut Wulksfelde GmbH (hereafter referred to as Wulksfelde farm) is situated in close proximity to Hamburg in a prospering region between two nature conservation areas. The farm land and the old farmhouse are owned by the city of Hamburg and for years, they were not economically viable. For this reason, the senate decided to lease the property under the condition of ecological farming in 1989.

Results

The Wulksfelde farm is a holding which ecologically farms on 460 hectares (Bioland) and provides more than 230 jobs, most of them beyond agricultural production. There, a wide variety of products are produced, processed and marketed directly. It includes a nursery, a farm shop, a bakery (which is built especially for demonstrating the baking process), a café and restaurant and an organic delivery service. There is also an on-site kindergarten and a petting zoo for visiting families. The farm is integrated into an attractive landscape that can be considered a touristic region as it is used by people from Hamburg for local recreation. Moreover, the farm is engaged in the local community through farm festivals and harvesting events and provides environmental education. It uses renewable energy and takes measures to reduce its energy consumption. The Wulksfelde farm is promising as it is very diverse. The product range and the target group are very wide. The entrepreneurial management consciously and purposefully develops new products and thus attracts new customers.

Recommendations

This practice shows how economic and ecological goals can be achieved. This requires sufficiently large agricultural land, proximity to a large city (and thus a target group) and political support. Furthermore, entrepreneurial skill and ecological idealism are necessary for success.

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Context

Regional context

The case study of Wulksfelde farm is located in the small town of Tangstedt in Northern Germany. Tangstedt is part of the Stormarn district in the federal state of Schleswig-Holstein. However, the town immediately borders the federal state of Hamburg to the south and the district of Segeberg to the north and west. Due to this special location “in between”, Tangstedt is the only town in the district of Stormarn not administered by the district itself, but by the municipal office in Itzstedt in the neighbouring county of Segeberg.

The statistical analysis includes the municipalities surrounding Tangstedt and the city districts of Hamburg. For other statistics, the districts of Stormarn and Segeberg are the reference.

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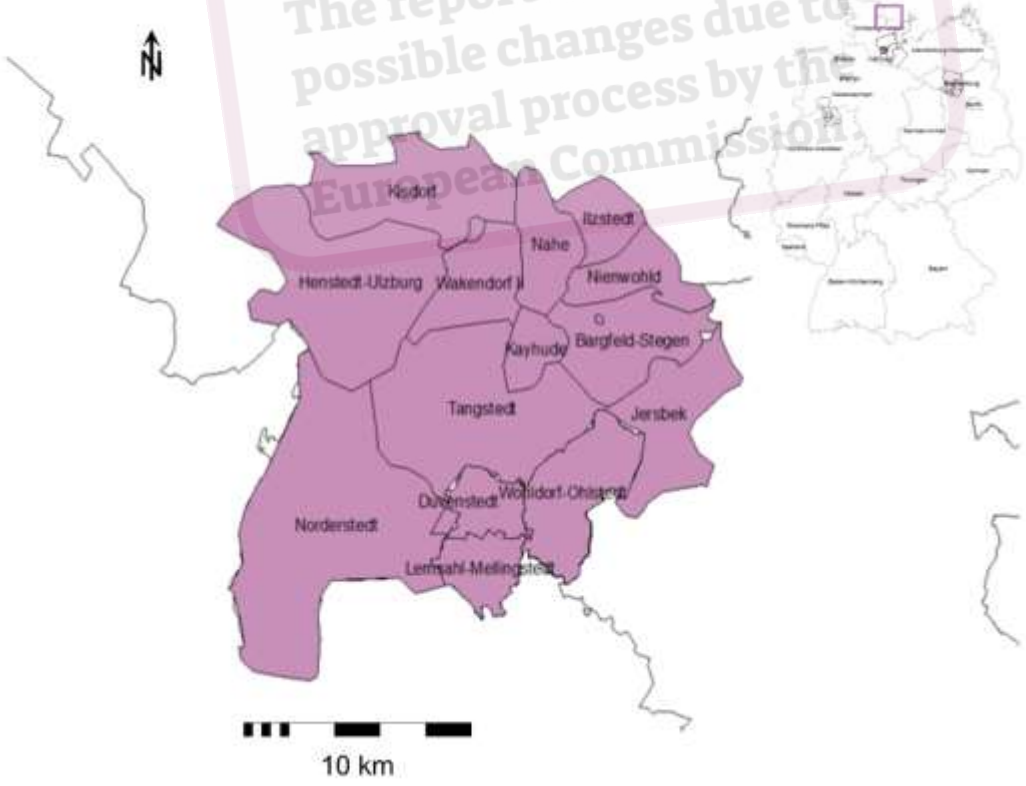

Figure1. Study Area
Source: own illustration, created with RegioGraph

Geography and nature conservation

The district of Stormarn is located between the cities of Hamburg and Lübeck, so Tangstedt is very well connected. The most important transport links are the national road 432 crossing the town from south to north-east as well as several bus lines.

The average altitude is 42 metres above sea level, so the whole region is very flat. The most important water areas are the river Alster, with its side rivers in the east and north of the town (also the area around Wulksfelde), and several artificial lakes in the west of the town, for example the lake Wilstedter. In general, the region around Tangstedt has a relatively high share of areas protected under the Natura2000 directive (about 9%, Stormarn 6%, Segeberg 4%) (Bundesamt für Naturschutz 2019)[1]. In addition, Tangstedt borders on the Duvenstedter Brook, which is a large Natura2000 area in the federal state of Hamburg.

Demography

The small town of Tangstedt has about 6,499 inhabitants (which are about 160 inhabitants per km²) and is thus one of the more populated towns of the district as of 2018 (Statistische Ämter des Bundes und der Länder 31.12.2018). Besides the city of Hamburg, the most populated towns of the region are Norderstedt and Henstedt-Ulzburg in the west of Tangstedt (see Table 1). All other towns in the surroundings are smaller. Since 2013, the population has increased due to a higher in- than outmigration. In 2017, 419 people moved to Tangstedt while only 380 moved away (Statistische Ämter des Bundes und der Länder 2017). This is because Tangstedt is part of the prosperous Hamburg metropolitan region.

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[1] Estimated value based on Federal agency for Nature conversation 2019: conservation areas in Germany

Name	Population	Area (km²)	Population density (people/km²)
Segeberg, district	276,032	1,344.47	205.31
Stormarn, district	243,196	766.21	317.40
Henstedt-Ulzburg	28,070	39.46	711.35
Itzstedt	2,329	7.13	326.65
Kayhude	1,162	5.25	221.33
Kisdorf	3,938	24.51	160.67
Nahe	2,396	10.37	231.05
Norderstedt	79,159	58.10	1362.46
Wakendorf II	1,353	12.80	105.70
Bargfeld-Stegen	2,988	17.82	167.68
Jersbek	1,727	17.91	96.43
Nienwohld	485	9.19	52.77
Tangstedt	6,499	39.86	163.05
Duvenstedt (Hamburg)	6,220	6.80	914.71
Wohldorf-Ohlstedt (Hamburg)	4,662	17.30	269.48
Lemsahl-Mellingstedt (Hamburg)	6,803	8.00	850.38
Total study area	142,193	274.50	538.40

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Table 1. Population of the study area
Source: Statistische Ämter des Bundes und der Länder 31.12.2018 / c(Statistikamt Nord) / BKG – 2018 / © Statistikamt Nord for the city districts of Hamburg

Today about 23,8% of the population in Tangstedt is older than 64 years. This value is slightly higher than the average of Stormarn and of the federal state of Schleswig-Holstein as well as higher than in most other towns in the surroundings. The share of children under 15 is also slightly higher in Tangstedt than in most other towns in the immediate surroundings and also above the average of Schleswig-Holstein but lower than the average of the district of Stormarn. However, the share of young adults in Tangstedt is the least in the whole region (Statisches Bundesamt 2018a).

In 2019, 2,451 of Tangstedt's 6,500 residents were employed and 76 were unemployed. Compared to other towns, the proportion of employed people in Tangstedt is rather low

(37.5%; average in Stormarn is 38.7%; Segeberg 41.6%), but the proportion of unemployed (1.1%) is below the average for the district (1.6%/2.3%) and the federal state (2.8%) (Bundesagentur für Arbeit 2019).

Economy

About 60 % of the land in Tangstedt is used for agriculture. Compared to the other places in the region, that is an average value. The share of agricultural land in the region of Stormarn and Segeberg is about 56-62%. These values demonstrate the importance of agriculture in the region. The number of farms in Stormarn and Segeberg is below average as well (Statisches Bundesamt 2018c). In total, there were 1,054 farm businesses in the district of Segeberg in 2016 (7.6% of all businesses), while there were only 590 farm businesses in Stormarn (4.5%). In the federal state of Schleswig-Holstein 9.5% of the farms are agricultural holdings. Recently however, the number of farms in the region was growing (Statisches Bundesamt 2018c).

Only about 1.5 % of employees in Stormarn work in the primary sector, compared to 2.1 % in Segeberg and 2.4 % in the entire state of Schleswig-Holstein. Except for the independent cities of Kiel, Lübeck, Flensburg and Neumünster, the values in Stormarn and Segeberg are the lowest in the federal state. Similarly, 1.1 % of the employers in Stormarn are farms; in Segeberg and Schleswig-Holstein (1.3 % each) this number is slightly higher. These employment rates have not changed significantly over the last 20 years (Statisches Bundesamt 2018c).

In the Stormarn district, 24.4 % of all employees work in the secondary sector, differing slightly from the Segeberg district with 23.6 % respectively. The federal state Schleswig-Holstein has a value of 19.5% employees in the secondary sector. Over the last 20 years, the number of people employed in Stormarn in this sector decreased by about 3,500 (from 30,860 to 27,490), while in Segeberg it also decreased at first, but then, employee numbers in the secondary sector recovered to where they were in the year 2000. (Statisches Bundesamt 2018b)

Looking at the employment rates in the tertiary sector, Stormarn (74 %) and Segeberg (74.1%) have very similar values. The average value of the federal state of Schleswig-Holstein

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is 78.4%. In total numbers Segeberg has more people employed within the service sector (91,700), but the number in Stormarn (83,500) grew more rapidly since 2000. Stormarn and Segeberg have relatively low numbers of people working in administrative, educational or entertainment jobs (about 26% and 28%; Schleswig-Holstein: 35%). In the other tertiary economic sectors (these include, for example, trade, finance, IT or tourism), the two districts have similar values to Schleswig-Holstein.

The absolute value of the GDP in Segeberg (approx. € 8,100 million) is higher than the GDP in Stormarn (approx. € 7,900 million). However, in terms of GDP per capita, the value for Stormarn (€32,900) is above the state average (€31,400), while the value for Segeberg (€30,600) is slightly below. The share of GDP in Stormarn and Segeberg (8.8% and 9.1%) reflect their share of the population in Schleswig-Holstein (8.4% and 9.4%) quite well (Statistische Ämter des Bundes und der Länder 2019).

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Agriculture

Agriculture plays an important role in the region around Tangstedt, in other areas in Schleswig-Holstein however, its role is relatively small. The most important crops are wheat, winter wheat, silage maize, oleaginous fruits and plants for a green harvest. In general, the agricultural area is rather used for growing these crops than for breeding cattle. In Segeberg, about 3.5% of the farms are cultivated ecologically, which is below the average of the federal state. However, in Stormarn about 3.9% of the farms work ecologically, which is lower than the federal state average in Schleswig-Holstein (3.6%) in 2016. For Stormarn there are no data available. The average value for organic farming in Germany, in contrast, is 7.2 % (Statisches Bundesamt 2018c).

Of the 640 farms in Stormarn, 555 are at least partly owned by the farmers who run the business. Nevertheless 483 out of the 640 farms are at least partly leased by the farmers: The average lease for agricultural land in Stormarn is 296€ per hectare. In Segeberg, 1,046 out of the 1,174 farm businesses are at least partly owned by their farmers, while 893 farms are at least partly leased. The average lease fee is 257€ per hectare (Statistisches Amt für Hamburg und Schleswig-Holstein 2019). In general, there seems to be a diverse mix of owned and leased land within each farm in Schleswig-Holstein.

In 2010, 3,251 people in Segeberg and 2,291 people in Stormarn worked on farms. Most of these workers belonged to the family that runs the farm, especially in Segeberg this is often the case. Seasonal workers rather play a role in Stormarn (Statisches Bundesamt 2018c).

The vast majority of the farm businesses in Segeberg and Stormarn are individual enterprises (91% and 90%). The ownership form of legal persons or larger companies owning the farms is rather unusual in the area.

As mentioned above, agriculture plays a rather minor role in terms of employment in the area. However, about 38% of the workers in agriculture in Stormarn are female, in Segeberg the percentage of female workers in farming is about 32%. These numbers are both above the average of Schleswig-Holstein. The percentage of farmers in Stormarn and Segeberg who are older than 45 years (65.9% and 65.4%) is higher than the average of the federal state (63.9%). However, at least in Stormarn, the share of businesses with farmers older than 45 years and already defined succession for the farms is higher (37%) than the federal average of Schleswig-Holstein of 31.4%. The value for Segeberg is about the average (31.2%) (Statisches Bundesamt 2018c).

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Interim conclusion

Overall, the region of Stormarn and partly Segeberg can be described as rather wealthy with a high GDP per capita despite a low employment rate. Furthermore, they have a low unemployment rate and a high level of education. A reason for this might be the location between and the proximity to the important cities of Lübeck and Hamburg, with the latter being of high importance. The data indicate that especially the region around Tangstedt is part of the commuter belt of Hamburg. For example, retired people might move to the area (low unemployment rate, low employment rate) but also producing businesses that cannot afford the rents within the city. Moreover, the high share of secondary sector activities might also be a statistical effect due to the rather rural north of Schleswig-Holstein. This is also supported by the fact that fewer people are employed in that sector. Agricultural output, which is rather low, could also reflect the proximity to urban centres.

Origin of the practice

Origins of the idea

The Wulksfelde farm is a holding which ecologically farms on 460 hectares (Bioland) and provides more than 230 jobs, most of them beyond agricultural production. The farm is located on the outskirts of Hamburg, was bought in 1922 and was a location for work and education for young people in the 1960s. With increasing mechanisation, the farm turned to large scale pig fattening and arable farming. Since the mid-1960s, the city of Hamburg owned the Gut Wulksfelde and the Wohldorfer Hof as they planned a new airport north of Hamburg and needed an ecological compensation area for these plans (Bahner 2011, 9).

Over time, the farms were converted to natural and protected areas adjacent to existing nature reserves and the farm land have reduced in size. At the end of the 1980s, the Hamburg Senate decided to look for new tenants for the two farms. The idea was to complement two nature reserves in the northern part of Hamburg with ecological farming. The city issued a public call for tenders, with the tender procedure managed by the city's environmental department. The city of Hamburg decided to lease Gut Wulksfelde to two organic groups on the condition that they join forces and agree on a common concept. In return, the group received more start-up aid from the city to renovate the run-down farm buildings. The city invested around 800,000 D-marks, which is roughly the same amount in euros today (Bahner 2011, 10).

The initial lease contracts had included the purpose of organic farming. This was defined according to the standards of the German association for organic farming (EU regulations were not available at this time). The lease did not specify any other additional obligations such as a locally oriented marketing or cultural activities. Thus, the tenants were entirely free to set their own priorities (Bahner 2011, 10).

In 1989, the lease was signed from the two organic teams – a group of six people in total - that tendered for the farm, which had 260 hectares of agricultural land at the time (DE7A / int. 1). From 1990 on, the farm products were sold in the hallway of the farm. The milestones of Gut Wulksfelde from 1994 to 2020 are listed in the following:

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- 1994: the farm store was extended
- 1996: the first ten pigs moved to the farm
- 1997: the delivery service started with 40 customers
- 1997: the farm's own nursery was established
- 1999: the bakery was expanded
- 2001: the farm store was enlarged again
- 2008: the farm store was completely rebuilt
- 2009: the animal garden/ petting zoo was opened
- 2009: the farm restaurant was opened
- 2013: the neighbouring farm Stegen with 200 hectares owned by the church (Evangelische Stiftung Alsterdorf) was leased
- In 2015, the farm cafe was opened and
- In 2020 it was extended

(Gut Wulksfelde GmbH 04.06.21)

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Promoters, motivations and targets

The key person in this process was an environmental activist and environmental technician by profession. He had connections to the city administration and was able to convince the environmental senator with his idea “to turn the two estates into multifunctional organic model farms and to organize a public call for new tenants” (Bahner 2011). The parliament agreed to the plan and saw shaping “a different future for Hamburg’s largest area of farmland” as a unique opportunity. Another important issue was the creation of new jobs (Bahner 2011, 9).

The initial group of founders consisted of people with different professional backgrounds. Among them were landscape planners, technicians and farmers. The interests and goals differed within the group. While some were more concerned with overall social or political issues, others aimed to "*realise a nice, big agricultural [...] project*" (DE7A / int. 1).

Constraints and conflicts

The early years, according to the farmer and entrepreneur, were economically very difficult and could only be managed with great personal commitment. This also applied to the type of farming, which led to conflicts in the beginning.

The closed farm cycle, on which organic farming is based, is not as pronounced at Gut Wulksfelde. The farm has a lot of land but few livestock. As a result, the plants showed signs of deficiency quite early on, which negatively affected the yield. In addition, there were conflicts within the team in the early years. They started as a team, but over time they had to realise that not all members of the group fit together. Some of these conflicts were "*existential*" (DE7A / int. 1) complicating the division of labour and decision-making due to different and thus conflicting attitudes and priorities. Especially during the tough economic conditions in the beginning the group faced hard negotiation processes.

The condition for organic farming in the lease contract later cost the farms the possibility of EU support for organic farming (Bahner 2011, 10). "For the legal principle of subsidiarity, a farm that is obliged to farm organically anyhow cannot apply for public support to do so. In an amendment to the contract in 2000, the condition to farm organically was therefore replaced by a regulation that the price of the lease would be doubled if organic agriculture were [was] to be abandoned" (Bahner 2011, 10). Through this amendment the farming is no longer legally obliged to be organic. "The city influences the way of farming only by choosing tenants who propose an appropriate concept for farm development" (Bahner 2011, 10).

In addition, the farms were confronted with conflicts of use, as the area is used by various user groups and for different purposes. There are cyclists, motorcyclists, horse riders, dog owners, walkers, etc. imposing different space requirements. Furthermore, the main road on which Gut Wulksfelde is located is sometimes very busy, which is why it takes longer to reach nearby facilities at the farm. (DE7A / int. 1)

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Actors involved

Description of actors involved

An important actor in this case study is the city of Hamburg, which leases the farm and the agricultural land thus making the project possible. This includes the municipal administration but also the political level (DE7A / Int. 2) (see section “Origins of the idea”).

This group of six people had a strong influence on the development of the Wulksfelde farm, especially in the beginning. Since then, all of the managers have left the farm or have passed away (Bahner 2011, 12). In the meantime, Gut Wulksfelde is mainly represented by the managing director/farmer (who was there almost from the beginning in 1993) and a new second managing director.

The Wulksfelde farm is basically organized in four GmbHs

- Gut Wulksfelde GmbH;
- Gut Wulksfelde Landwirtschaft [agriculture] GmbH;
- Wulksfelder Gutsbäckerei [bakery] GmbH and
- Gut Wulksfelde Lieferservice [delivery service] GmbH)
- and two leased branches (Gärtnerei Gut Wulksfelde GbR [nursery] and Gutsküche Wulksfelde GmbH [restaurant]). (Gut Wulksfelde GmbH 04.06.21)

In total, about 230 employees and about 40 seasonal workers work in the four companies (DE7A / Int. 1). (Gut Wulksfelde GmbH 04.06.21). Beyond that, internships are regularly offered on the farms.

Customers play a central role at Gut Wulksfelde because the actors address new customer groups directly and offers are developed according to customer wishes. The farm shop serves around 5,000 customers weekly, the delivery service another 4,500 (Gut Wulksfelde GmbH 04.06.21). “The food prices are comparable to the general price level for organic retail stores. For consumers, it is the quality and transparent local origin of the food, allied to the attractive environment of the farm shop, which attracts them to buy at the farm. For customers of the delivery service, the prices reflect usual retail prices plus a convenience premium” (Bahner 2011, 14).

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Since 1995, sponsoring association has been accompanying ecological projects on the organic farm Gut Wulksfelde. The association offers a voluntary programme for a so called "ecological year" (Freiwiliges Ökologisches Jahr). The daily tasks of those volunteers include taking care of the animals and providing educational support for the visiting kindergarten groups and school classes (Evangelisch-Lutherische Kirche in Norddeutschland).

Moreover, in the field of sustainable and environmental education Gut Wulksfelde cooperates with the Ökomarkt Hamburg e.V, an association from Hamburg. The central aims of the association are the promotion of organic farming as a sustainable form of production by providing education about the advantages of organically produced food, information about sources of supply and advice on sustainable nutrition (Ökomarkt Verbraucher- und Agrarberatung e.V.).

There are also overlaps with the Alsterland Active Region (Aktivregion Alsterland) which is funded by the EU (for more on this, please see section "Synergies and networking").

There is also a cooperation with the Stegen farm, a facility for people with disabilities. Gut Wulksfelde has leased land from the Stegen farm. This farm employs 24 people who herd the cattle for Gut Wulksfelde. Eggs are also purchased from there.

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Style of farming

Resources activated and adaptability

The basic prerequisite for an agricultural business is access to farmland. Access to land was given through the lease from the city of Hamburg by an 18-year lease with an option for another 12 years. In 2000, the lease was extended until 2032 (Bahner 2011, 12). It offered farmland and the farm were tendered. The owner, the city of Hamburg, has placed emphasis on an ecological farming concept (see section "Origin of the practice") (DE7A / Int. 1). "The price corresponded to a normal rent level of 100 € /hectare." (Bahner 2011, 12)

At the beginning, expertise, vision, courage and personal commitment of the group were also required. Especially during the period when the Wulksfelde farm was not economically viable, perseverance was required (DE7A / Int. 1, DE7A / Int. 7).

In addition, the project was also supported by financial aid (see section "Policies and Institutional supports").

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Farming approach

The distinct characteristic of this case study is that the Wulksfelde farm an ecological farm with a broad spectrum of other features The following aspects are discussed in more detail:

- Organic farming (Bioland),
- Processing and distribution,
- Product range and the target group,
- Entrepreneurial farm management.

Arable farming is carried out on the agricultural land. The cultivation of potatoes (over 40 ha) and the cultivation of cereals play a large role. The grain is used for processing into baked goods in the "transparent" bakery, but also as feed for the animals on the farm.

Berry fruit cultivation includes e.g. strawberries and blueberries. In the nursery, 50 different kinds of vegetables and herbs are grown.

Animal husbandry includes suckler cows, fattening pigs and chickens.

Besides farming and keeping a herd of suckler cows and other livestock, the form of processing and distribution is very special. Many of their own products and products on behalf of external parties are refined on site and marketed directly. The scope of production and processing is tailored to the demands of the retail customers.

The products can be purchased directly in the farm store. These include, for example, various meat and dairy products, but also baked goods, which are produced on site in a "transparent" bakery. The bakery is partly made of glass walls so that the baking process can be demonstrated for educational reasons. They are also processed in the farm's own café and restaurant and offered directly to guests and visitors. What is more, the online delivery service primarily serves customers in Hamburg and has been growing strongly since the outbreak of the COVID-19 pandemic.

Certainly, the very wide product range and the large target group also render the Wulksfelde farm special. The offer is a very comprehensive and broad. Additionally, the farm offers much more than the opportunities described above. For example, education for sustainable development takes place on site. Above all, this offer is aimed at kindergarten groups and school classes, which can experience a day on the farm and, for example, learn how bread is made in the "transparent" bakery. Furthermore, there are seminar rooms for rent and various guided tours of the farm are offered. Thus, Gut Wulksfelde also engages in adult education (Gut Wulksfelde GmbH 04.06.21).

Farming is made experienceable by, e.g., self-harvesting (individual harvest of berries or events on potato harvest) or the partnership with Ackerhelden, where private individuals can rent and cultivate a pre-planted piece of land (DE7A / Int. 3). There is also a petting zoo and playground for families and children. Throughout the year, some farm festivals for local residents take place. All in all, the Wulksfelde farm is a destination for trips and recreation in the Hamburg area. It is a very attractive and touristic region with a great hiking trail network.

The Wulksfelde farm is a limited liability company (GmbH) that is subject to entrepreneurial management. In this respect, the company is also clearly pursuing an economic interest. For this purpose, targeted marketing is pursued. For example, the website presents the rural

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idyll in a very professional manner. The products and services offered at the farm are developed further in a targeted manner. The management tries to remain as close as possible to the customer (and currently, for example, to serve the increased demand for a delivery service as well as possible). The management constantly and strategically tries to attract new customers and create their own market itself (DE7A / Int. 1, DE7A / Int. 7).

The ensemble of farm businesses has a total of 230 regular employees. A clear ecological interest certainly also drives the people of the Wulksfelde farm. However, the farm must also be economically viable. Here, ecology and economy are strongly integrated. This case study demonstrates, that these two aspects can work well together and are in no way mutually exclusive.

Innovation introduced and transferability

What is special or innovative about the promising practice is that it is such a large agricultural holding that combines ecological and economic interests. This practice shows that these two interests are very compatible. Another defining characteristic is the depth of processing and direct marketing as well as the wide range of products and the size of the addressed target group. These aspects might perhaps not be extremely innovative if isolated, but the composition of them and the operating scale of Gut Wulksfelde are remarkable.

In addition, there are some smaller innovations. For one, they developed a small device was developed to collect potato beetles. Also, they experimented with new plant varieties (e.g. hemp). In addition, the collaboration with Ackerhelden is also a new form of cooperation (DE7A / Int. 1).

Environmental issues

At the time, the city of Hamburg made a sustainable decision by favoring organic farming to be set up between the two nature reserves in the north of Hamburg. Thus, a "*several thousand hectares area was created, compatible with nature but also serving recreation*" (DE7A/Int. 1)

The whole practice is accompanied by various conservation measures. These include, for example, soil conservation. One of the measures to increase biodiversity is the creation of 25

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ponds, which have created new habitats for animals and insects in and around the waters. What is more, new hedges were created and existing ones with old tree stock maintained. This environmental work is partly implemented by the sponsoring association (DE7A / Int. 1). Furthermore, heat recovery from the bakery and solar panels on the roofs cover up to 25% of their electricity demand; 20% are fed into the public electricity grid are used to cover the energy need partly. The remaining energy demand is supplied from renewable sources.

Moreover, single-use packaging is mostly avoided and reusable options are available for customers. The Wulksfelde farms intend to reduce packaging in their transportation/delivery process. In addition, the Fridays For Future Movement is supported actively (Gut Wulksfelde GmbH 04.06.21).

The farm is located on the outskirts of Hamburg and represents a popular destination; however, it is poorly connected to the public transport system. Therefore, many visitors use motorized individual transport for the trips to and from the farm, which is associated with a negative impact on the environment (DE7A / Int. 4).

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Synergies and networking

Relationships with the local community

Overall, high- income households live in close proximity to the Wulksfelde farm. They attach more importance to healthy nutrition and organic food and are more likely able to afford it. This is advantageous for the farm (DE7A / Int. 1).

For the local population, the farm offers local recreation and the experience of nature and farming. This happens for example through hiking in the area, self-harvesting events or the rental gardens at the farm. Occasionally, there are smaller cultural events (piano concert, reading, rap music). The farm also supports a small regional theatre (DE7A / Int. 1).

In addition, there are guided tours for local kindergartens and school classes. There is also a cooperation with the village of Tangstedt at local festivals, for example. (DE7A / Int. 2)

The needs of the local population are not very well known to the operators and are not very much in their interest. At the beginning however, the local population encouraged the farm (DE7A / Int. 1).

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Synergies enabled

In the beginning, there were smaller cooperations with neighbouring farms, from which the equipment was borrowed (DE7A / Int. 1). The nearby Stegen farm, owned by the Christian church (the Evangelische Stiftung Alsterdorf), was leased in 2013. This added 200 hectares of farmland to the Wulksfelde farm. As a result, more grain could be grown, the cattle herd could be increased and new winter quarters could be obtained for them. Some of the added land consists of bog soils on which blueberries are grown (Gut Wulksfelde GmbH 04.06.21).

The beforementioned cooperation with the company "Ackerhelden" has established 250 rental gardens on the land of the Wulksfelde farm. Each rental garden plot is 40 square metres with pre-planted organic plants. The tenants are both producers and consumers and are accompanied by the company throughout the gardening season and informed about the farming tasks on the field. The tenants take care of their plot and harvest their own vegetables. The Wulksfelde farm provides the land for the rental garden company. The Wulksfelde farm benefits from this, as the tenants regularly spend time on the farm site and also consume the products offered there (DE7A / Int. 3).

In addition, there is also cooperation with the Ökomarktverein from Hamburg, especially in the area of education, for sustainable development (see also section “Actors involved”).

Networking

The Wulksfelde farm actively benefits from the Alsterland Active Region (AktivRegion Alsterland). Such Active Regions are part of the funding programme "Landesprogramm ländlicher Raum" (LPLR) of the state of Schleswig-Holstein. They receive funding from the European agricultural fund for rural development (EAFRD). The aim is to strengthen rural regions and promote sustainability.

The AktivRegion Alsterland was founded in 2008 and is one of 22 Active Regions in Schleswig-Holstein. The recognised development strategy of the Alsterland qualifies for state and federal funds as well as European funding. The region includes southern parts of Schleswig-Holstein and northern parts on the outskirts of Hamburg (LAG AktivRegion Alsterland e. V. - A). The managing director of the Wulksfelde farm is also on the executive board of the Active Region (DE7A/Int. 1). The “transparent” bakery was built at Wulksfelde farm using the funding, therebyexpanding the educational offers for kindergarten groups, school classes and other groups and creating an off-campus learning experience (LAG AktivRegion Alsterland e. V. - B).

In addition, the Active Region has signposted a hiking network of over 300 km. The hiking trails often lead to, start or end at local farms, such as the Wulksfelde farm (DE7A / Int. 4).

The Wulksfelde farm is one of 290 organic demonstration farms designated by the German Federal Ministry of Food and Agriculture. Through guided tours, farm festivals and open days, they show organic farming to anyone who is interested (Bundesanstalt für Landwirtschaft und Ernährung 2021). Mutual inspiration and exchange take place in this Germany-wide network (DE7A/Int. 1).

Furthermore, the managing director of the farm is one of the co-founders of the association Eco Regional Initiative North (BIÖRN - Öko-Regionalinitiative Nord e.V.) (DE7A / Int. 7). This network promotes awareness of sustainable agriculture, rural agriculture farming and food sovereignty (BIÖRN e.V. Öko-Regionalinitiative Nord).

The sponsoring association also maintains close contact to the local branch of the environmental group NABU (Nature And Biodiversity Conservation Union) (Bahner 2011, 15).

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Policies and institutional supports

Policies

The subsidies, especially at the beginning, certainly were decisive. The farm has received direct payments (pillar 1) and also payments for rural development (pillar 2 - EAFRD) and funding from the national support for organic farming. As the farm has a large number of hectares and the mentioned subsidies are based on the size of the farmland, Wulksfelde farm benefits from the agricultural support in a great manner.

Several times, larger projects (e.g., canteen kitchen, the farm as a demonstration farm) were individually funded by public funds (partly from the EU). Funding from federal ministries for energy efficiency improvements and energy upgrading was also obtained. The Renewable Energy Sources Act (Erneuerbare-Energien-Gesetz) has also been beneficial, e.g., for the installation of photovoltaic systems.

Nature conservation projects on site were also partly supported through nature protection contracts (e.g. small-scale agriculture and flower strips).

In addition, educational projects such as the “transparent” bakery or the expansion of the petting zoo and purchasing of playground equipment were founded through the Alsterland Active Region and thus through the European agricultural fund for rural development (EAFRD). The farm's managing director played a decisive role in promoting and shaping the application process for the Alsterland Active Region (DE7A / Int. 4).

Several interviewees considered the bureaucratic processes as too complex. Even if the same goal is pursued by the public administration, procedures are very slow and time-consuming and could be "*optimised and streamlined*" (DE7A / Int. 1). Especially the high bureaucratic demands of the Works Constitution Act are mentioned here (DE7A / Int. 2).

Institutional support

At the very beginning, there was certainly political will to transform the Wulksfelde farm into organic farming. On the one hand, the government of the city Hamburg decided to lease the farm and link it to the condition of organic farming. On the other hand, the lease contains

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advantageous conditions for the farm (in terms of leasing costs and leasing duration) (see section “Origin of the idea” and section “Actors involved”) (DE7A/Int. 1).

Overall, it is estimated that the federal state of Schleswig-Holstein is more politically committed to sustainability compared to other federal states. As a result, the farm would also receive support from the state government. The local political environment also seems to be particularly oriented towards ecological action (DE7A/Int. 3).

After the farm had developed successfully for 15 years, the city invested 650,000 in total for manure and silage storing facilities, a drainage system and a barn. It was managed “by the city’s commerce department (Wirtschaftsbehörde), which had previously taken over responsibility for the estates from the environmental administration” (Bahner 2011, 12).

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Impact and perspectives

Impacts on rural regeneration and generation renewal

The main reason this practice is promising, is the impressive demonstration of how economic and ecological goals can be achieved simultaneously. The Wulksfelde farm is a prospering holding, which farms ecologically and protects nature. It introduces an innovative approach to farming and rural economy by offering a wide range of products for a wide range of customers. Assuming access to large agricultural areas and proximity to the sales market, the promising practice shows potential replicability and transferability.

Economic impacts

Although the area where the holding is situated cannot be seen as a declining area the creation of jobs of this promising practice is still positive as new services and products were created at Gut Wulksfelde, most new jobs are in fields beyond agriculture. The jobs on the farm site include jobs in retail, catering, processing, but also marketing and education. The economic success of the Wulksfelde farm is thus beneficial for regional partners and local crafts, service providers and local traders (e.g. electricians, plumbers, butchers, agricultural machinery dealers, construction companies, building material dealers). Thus, external jobs were also created.

The promising practice is a modern agricultural business. Even if the individual branches and products (bistro, restaurant, bakery, petting zoo) are not that new, what is innovative is the interaction of all branches and the size of the whole business.

The case study revitalises the rural economy by increasing the regional value added through the intensity of processing. This farming approach creates further fields of economic activities and revenue opportunities that diversify the local economy. Through education it increases the local (social) capital as well.

The interviewees also assumed that the Wulksfelde farm and the way it approaches agriculture has inspired other farms (DE7A/Int. 4).

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Environmental and ecological impacts

The farmland of the Wulksfelde farm links two nature reserves to each other, all while located in a predominantly urban area. The farm thus creates a continuous natural space. The organic management of the large areas follows the principles of the Bioland association. It creates an ecological benefit, as the farming method protects the soil and promotes biodiversity. Furthermore, concrete measures especially for nature conservation are implemented on the farm's land, such as the creation and maintenance of hedgerows, flower strips and ponds. The members and volunteers of the sponsoring association have also planted an orchard with 40 old varieties of fruit trees (Bahner 2011, 14–15).

The farm focusses on its energy supply, trying to reduce consumption and use renewable energy by installing photovoltaic panels. It thus contributes to the sustainable energy supply in the region. The use of reusable packaging avoids waste and especially plastic in the environment.

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Social impacts

The jobs provide a livelihood for many people in the local and regional context. The farm also regularly offers apprenticeships and thus contributes to the regional training market and adult education. The sponsoring association provide internships for young volunteers for ecological work (Freiwilliges Ökologisches Jahr). They offer guided tours for the public and for school classes, discussion evenings and environmental workshops (Bahner 2011, 14–15).

The human resource efforts at the farm focus on training and development of the staff so that they can realize their potential. By creating 230 jobs the company contributes to the financing of public coffers (social contributions, income tax, sales tax, corporate income tax). (DE7A/Int. 1)

The farm also hosts regular farm festivals with several thousand visitors and smaller cultural events, which support the community relations. The farm also provides education for sustainable development for kindergarten groups and school classes. In this way, it demonstrates the functionality of the rural economy. Last but not least, the farm takes on an important function as an excursion and local recreation destination. It is aimed at different social groups and towards all ages.

Perspectives

“A recurring problem is securing the investments made by the tenants. In the years after the first lease was signed, the local farmers' cooperative bank granted unsecured loans for farm equipment because the bank was satisfied with the farmers' business plan. This is now no longer possible. This has led to the farmers asking customers for private loans ("profit participation rights")” (Bahner 2011, 14–15).

The next projects planned on the farm are related to the consumption and source of energy. It is under discussion to introduce a combined heat and power plant or woodchip heating. The stated goal is to reduce the ecological footprint by 25 percent by 2025 and to become a climate-neutral company in the long term (DE7A/Int. 1).

It is also planned to further expand the educational offer on the farm with, for example, a "green classroom" and additional conference rooms. The provision of education will most likely be realised with suitable cooperation partners (DE7A/Int. 1).

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Annex 1. The List of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview
DE7A /Int. 1	Hueber, Thomas	m	farmer and entrepreneur	Via phone; 23.09.2020
DE7A /Int. 2	Kaestner, Phillipp	m	employee	Via phone; 29.10.2020
DE7A /Int. 3	Eberhart, Martin	m	cooperating partner	Via phone; 18.01.2021
DE7A /Int. 4	Probst, Katharina; Hirsch, Stephan	f, m	practitioner	Via phone; 19.01.2021
DE7A /Int. 5	Eiffel, Lucas	m	farmer	Via phone; 09.02.2021
DE7A /Int. 6	Kuster, Ulrich	m	cooperating partner	Via phone; 23.02.2021
DE7A /Int. 7	Junker, Uta	f	cooperating partner	Via phone; 26.02.2021
D7A /Int. 8	Hoffmann, Birgit	f	cooperating partner	Via phone; 01.03.2021

Table 2. Interviews

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T5.2 Case study report (Code FI8A)

Rural Professions Association (Maaseutuammattiin ry) in North Savo

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Pertti Ruuska (UTU)

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Acronyms & Abbreviations

CAP	Common Agricultural Policy
EDR	Economic Dependency Ratio
ELY	ELY centres are regional bodies of the Finnish state administration for Economic Development, Transport and the Environment issues
EU	European Union
NGO	Non-government organization
PDR	Population Dependency Ratio
UAA	Utilized Agricultural Area
WP	Work Package

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Introduction

The RURALIZATION project is looking for innovative solutions to common problems which are capable of calibration to local circumstances. The geography of rural areas impacts resources for regeneration and how responses should be designed. Spatial differences across rural space impact regeneration potential (Murtagh et al., 2021). This case study report presents the Rural Professions Association, Maaseutuammattiin ry in Finnish and the name used later in this report, as one of the practices in promoting generation renewal in rural areas. The activities of the Maaseutuammattiin ry are focused in the province of North Savo, Finland.

Maaseutuammattiin ry is a non-governmental organization. The association was established in 2011 to promote the availability of new entrepreneurs and skilled professionals for agriculture and forestry as well as to increase the awareness and networking of the field. To get a better understanding about the regional context of rural entrepreneurship and professions, this report features an outlook to the regional features of the practice. The outlook is based mostly on statistical data about the geographic, demographics, social, economic and the labor and livelihood features of the province of North Savo.

The analysis of this practice in this case study was deepened by the qualitative data collected by interviewing 26 people (12 females, 14 males) in semi-structured in-depth interviews. The interviews, of which 10 face-to-face, 8 by phone and 8 by Microsoft Teams were done between 4th September 2020 and 1st April 2021. The Interviewees were farmers and other entrepreneurs in the agricultural and forestry sector, the teachers and educational planners of the educational institutions, a reporter, employees and persons elected to a position of trust of farmers' and forest owners' unions and some specialists who promote the education, livelihood or professions of agricultural and forestry sector at a national level organization. The focus group discussion about this case study was held on the 19th of February 2021 with the board and employees of the association of Maaseutuammattiin ry. The preliminary results were discussed in a webinar on the 2nd of June 2021.

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This case study is one of 30 RURALIZATION WP5.2 case studies. The detailed guidelines for these studies and reports were presented in WP5 Task 5.2 input paper in July 2020 (Sivini, Vitale & Kovach, 2020).

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Context

Regional and local features

The Finnish administrative structure has three main levels: the national (state), the regional (provinces) and the local (municipalities). The state takes care of the national administrative tasks. At the local level municipalities are in charge of the actual provision of basic services for their inhabitants. The municipalities have created many common organizations for specific tasks that ask for pooled resources (e.g. special healthcare, rescue operations, vocational education). The municipalities have a right to collect income and real estate taxes and the state provides a special subsidy to finance part of the tasks. Business development, rural/urban development, business consultancy services etc. are not obligatory for the municipalities, but they are actively engaged with these activities (Kuhmonen & Ruuska, 2020). This case study examines the practice that operates mainly in the area of one province with 19 municipalities. North Savo is one of the 16 provinces in Finland.

The province is in the zone of boreal forests. The area of North Savo is covered mostly by forests and inland waters (Figure 1). The total land area is 16,769 km² of which 83 % is forests. Inland waters cover 3,596 km² (18 %) of the total area of North Savo (LUKE, 2020a). The utilized agricultural area (UAA) of North Savo was 1,487 km² in 2020, about 9 % of total land area.

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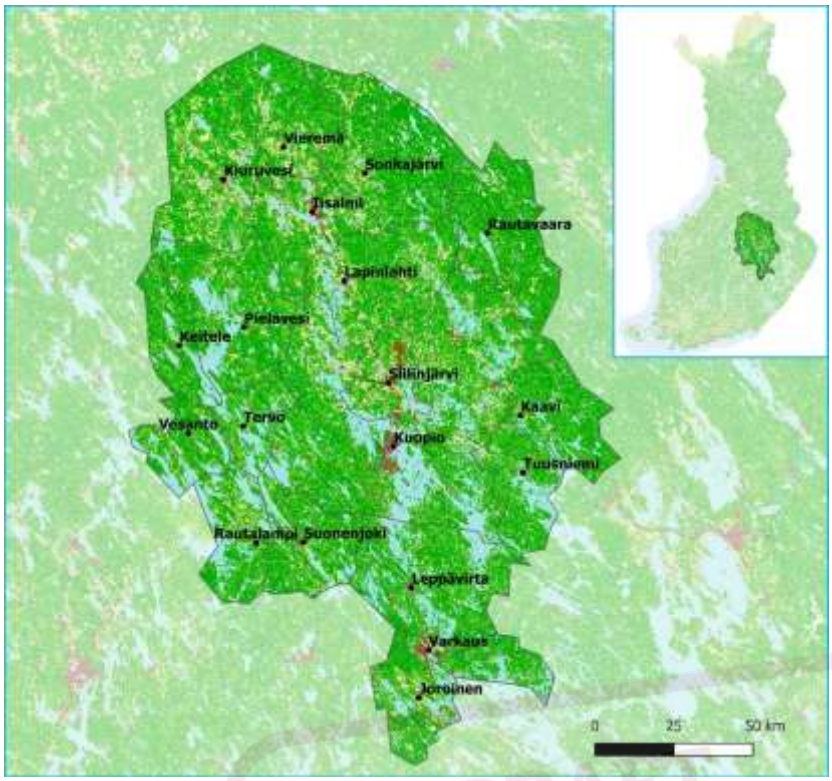

Figure 1. The Corine Land Cover (2018) area of the province of North Savo Finland.
Source: Finnish Environment Institute

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Conservation areas covered about 60,300 hectares and voluntary based forest conservation areas covered about 5200 hectares in 2019. Nature 2000 areas with 91 sites cover 64,965 hectares, 74 and 15,896 hectares of them are listed under the Habitats Directive (SAC), 10 sites (45,469 ha) listed under both the Habitats and Birds Directives and 7 sites (3,600 ha) under only the Birds Directive.

Population

The population of the Province of North Savo was 249,0031 in 2019. The population is centered quite strongly around the capital of the province. In Kuopio lives about half of the population. In rural areas lived 38 % of the population in 2019 (Table 1). The population density of North Savo was 14.4 inhabitants/km², lower than in the whole Finland (Statistics Finland, 2021a).

[1] Including the municipality of Joroinen, which was joined to the province of North Savo in 1st Jan 2021

Municipality[1]	Population 2019	Population density people/km²	Average age, years	Inhabitants in rural areas, %	Foreign background, %
Iisalmi (F)	**21 368**	28.0	45.6	12.8	2.9
Joroinen[2] (M)	4 767	8.3	48.5	72.1	**3.3**
Kaavi (M)	2 893	4.3	51.7	98.5	1.8
Keitele (M)	2 202	4.6	52.1	99.1	1.5
Kiuruvesi (M)	7 998	6.0	48.1	**99.2**	1.3
Kuopio (F)	**119 282**	**36.8**	42.4	20.5	**4.2**
Lapinlahti (M)	9 485	8.6	46.7	98.8	2.0
Leppävirta (M)	9 454	8.3	49.2	91.8	2.2
Pielavesi (M)	4 391	3.8	51.0	98.5	1.9
Rautalampi (M)	3 121	5.8	50.7	98.7	2.8
Rautavaara (M)	1 602	1.4	**54.3**	**99.3**	1.2
Siilinjärvi (F)	**21 423**	**53.4**	41.8	9.4	1.4
Sonkajärvi (M)	3 897	2.7	50.7	**99.3**	0.7
Suonenjoki (M)	7 064	9.9	48.8	99.1	2.2
Tervo (M)	1 520	4.4	**54.1**	97.4	1.8
Tuusniemi (M)	2 477	4.6	53.0	98.4	1.7
Varkaus (F)	20 466	**53.1**	48.9	5.0	**3.0**
Vesanto (M)	2 014	4.8	**54.9**	98.9	1.6
Vieremä (M)	3 579	3.9	46.6	99.1	2.8
North Savo (F)	**249 003**	**14.4**	**45.1**	**37.7**	**3.1**
Finland (F)	**5 525 292**	**18.2**	**43.2**	**27.0**	**7.7**

Table 1. Key figures of the population of the province of Pohjois-Savo in 2019

The population has decreased 4 % since the year 2000 while in the whole Finland the growth has been 7 %. The number of retiring age population, 65 or more years old people, has grown 45 % in last twenty years while the number of working age people has decreased 12 %. The cohort of retiring age people represents one fourth of the whole population of the province (Figure 2). The average age of the population is 45 years, about two years more

[1] (F)/(M) = Predominance of females / males in population
[2] Joroinen has been in the province of North Savo since 2021

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than among all Finnish citizens. The variation of the average age between municipalities is remarkable though from 42 years to 55 years (Table 1).

Although females are the majority of the province population (50.5 %), in 15 out of 19 municipalities the majority of inhabitants are males (Table 1). Only in the four biggest municipalities that do not suffer at all or suffer only slightly from depopulation, the numbers are for females.

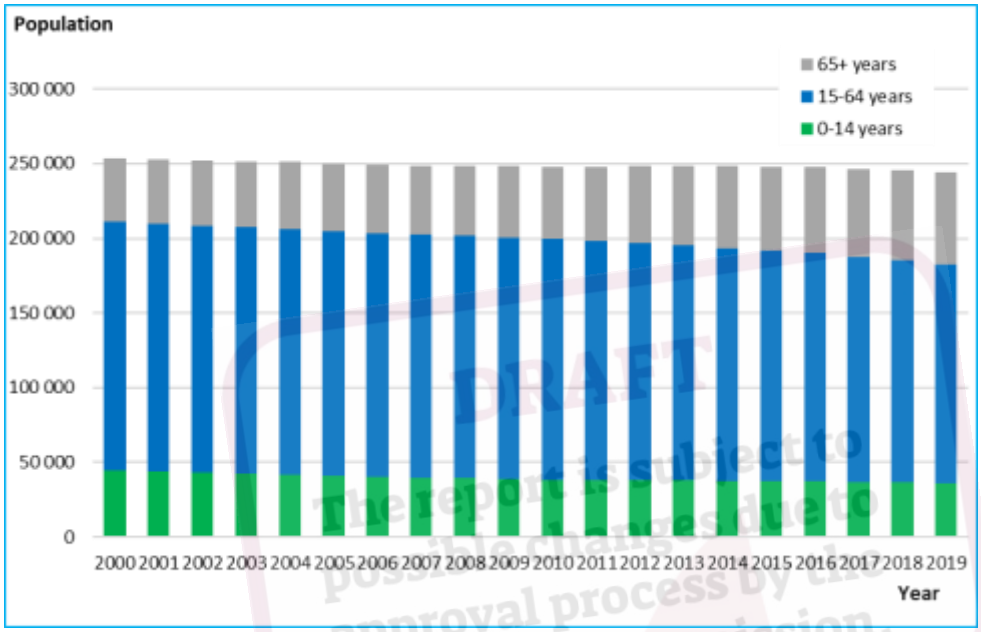

Figure 2. The population of the province of North Savo by age groups, years 2000-2019.
Source: derived from Statistics Finland (Population structure).

The natural increase of population has been negative and the declining development seems to be speeding up. The intermunicipal net migration has been negative too, apart from the years 2013-2014 (Figure 3). On the contrary, the international migration has been positive but not strong enough to balance the total population decline (Statistics Finland, 2020c).

Between the years 2000 and 2019 the number of urban populations has increased 6 % while the number of people living in rural areas has decreased 17 %. The depopulation has been strongest in remote rural areas. Only the city of Kuopio (+10 %), and the neighboring municipality Siilinjärvi (+9 %) have increased population during the last 20-years period (Figure 4).

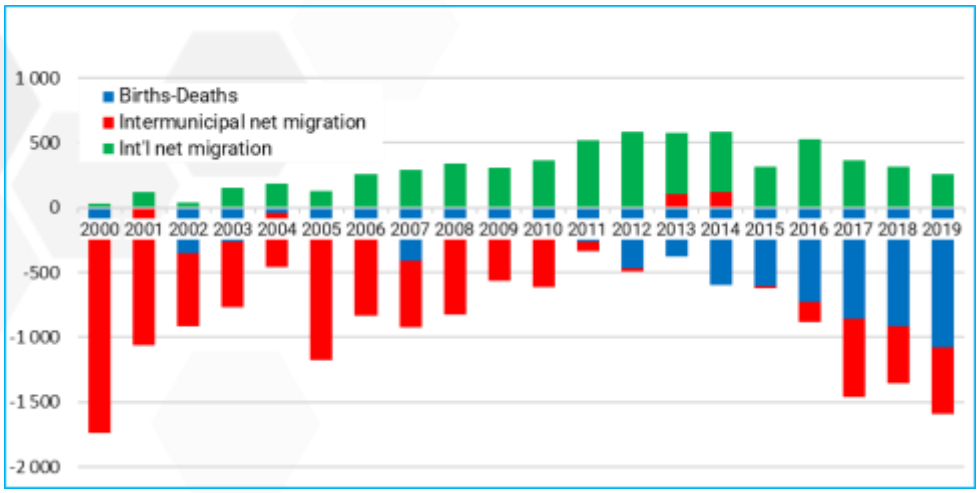

Figure 3. The migration and natural change of population in the province of Northtern Savo, years 2000-2019.
Source: derived from Statistics Finland

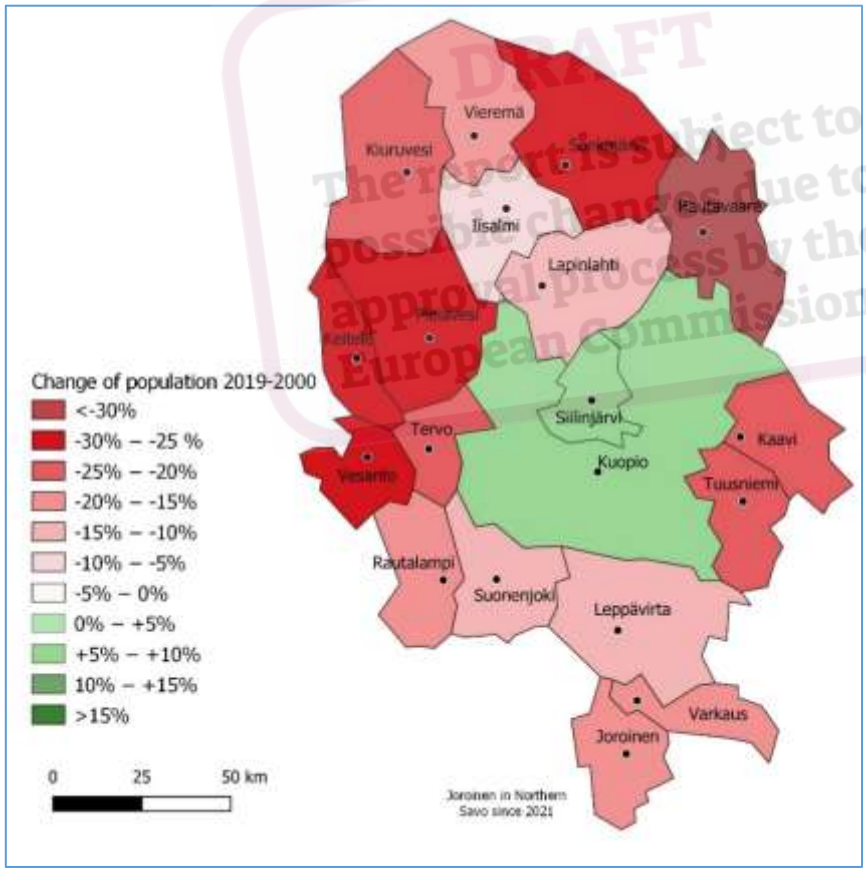

Figure 4. Change of population between 2019 and 2000 by the municipalities of the province of North Savo.
Source: derived from Statistics Finland

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Education

The education level in population of the province of North Savo is about the same than on average in Finland. The share of people with tertiary level education is not quite that high than among average citizens of Finland. On the other hand, in many practical rural jobs and for entrepreneurs the tertiary level education is not that necessary and guarantee of success as it may be for some more urban professions. The education with tertiary level qualification is more common among females than males, like it is at national level too (Table 2). The education level is not equal between the municipalities. In the smaller municipalities that have suffered from the depopulation the share of people with tertiary level education is notably smaller than in bigger municipalities (Figure 5).

Persons aged 15 or over		Kuopio	North Savo province	Finland
Without upper secondary qualification	Total	22 %	25 %	26 %
	Males	23 %	27 %	28 %
	Females	20 %	24 %	25 %
With at least upper secondary qualification	Total	79 %	75 %	74 %
	Males	77 %	73 %	73 %
	Females	80 %	76 %	75 %
With tertiary level qualification	Total	34 %	29 %	32 %
	Males	29 %	24 %	28 %
	Females	39 %	33 %	36 %

Table 2. Population aged 15 or over by level of education in 2019
Source: derived from Statistics Finland

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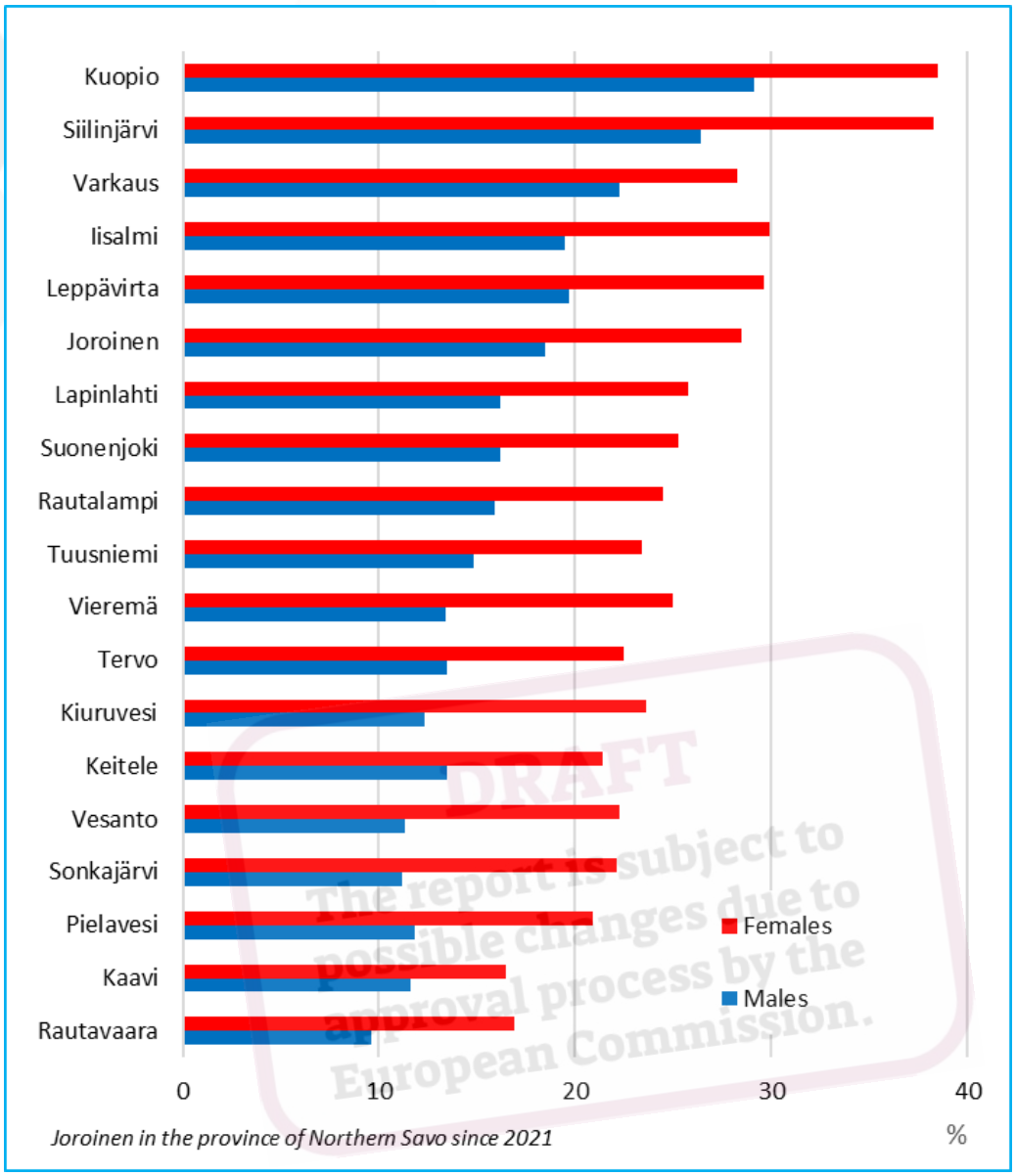

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Figure 5. Population aged 15 or over with education of tertiary level qualification, Municipalities of North Savo, year 2019.
Source: derived from Statistics Finland

Enterprises and Labor

The labor force of the province of North Savo was 110,670 people, 4 % of the total labor force of Finland and 44 % of the population of the province in 2018. The number of employed was 98,538 people which is equal to 40 % of the population and 66 % of the working age (15-64 years) population. Due to decreasing and ageing population, the labor force of

the province has decreased 1 % in last ten-year period. The PDR[1] has gone slightly upwards to 64.9 in 2018 (Figure 6). The unemployment rate was 11 % in 2018, which is about one percentage unit higher than national average. The EDR[2] improved by the lower unemployment rate compared with couple of previous years (Figure 7). Because of the demographic challenges, these indicators show still worse figures than national figures of Finland.

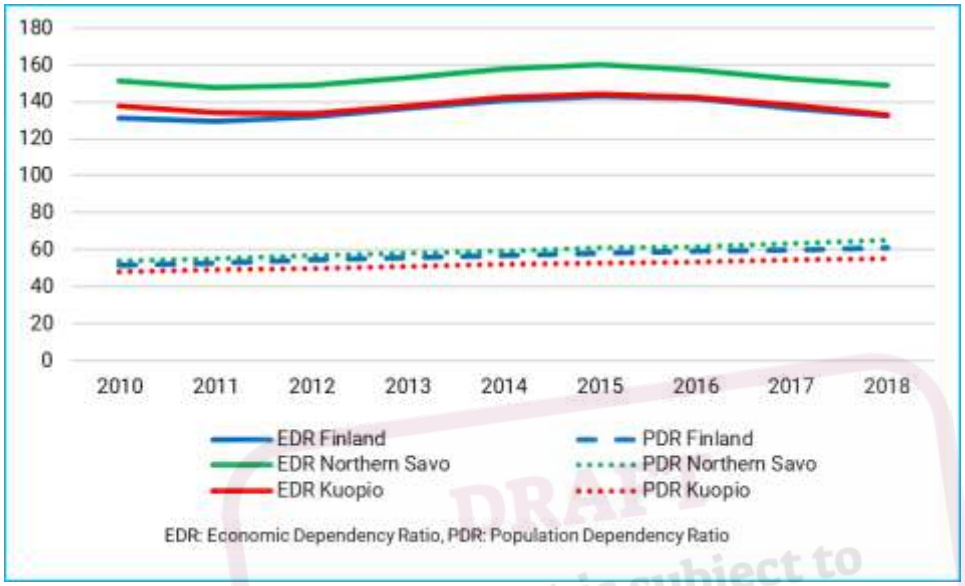

Figure 65. Economic and Population Dependency Ratios 2010-2018.
Source: derived from Statistics Finland.

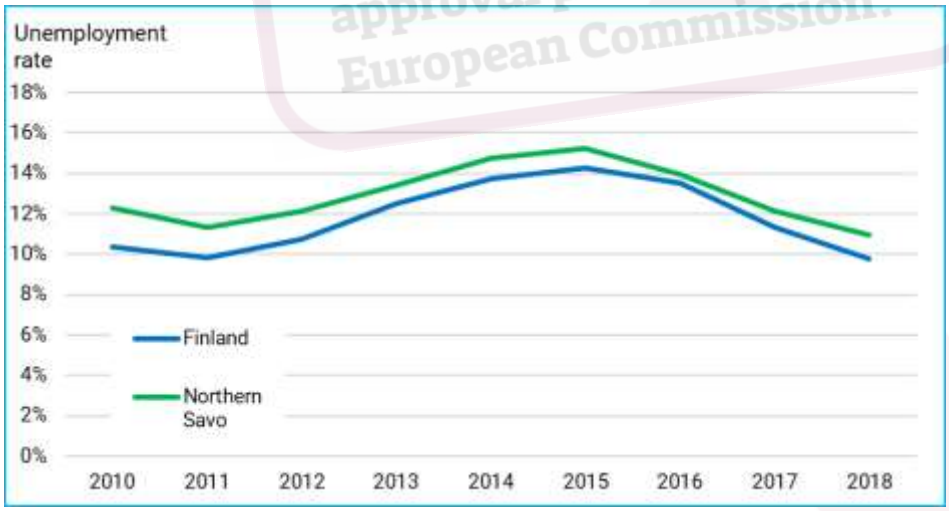

Figure 7. Unemployment rate in North Savo and Finland 2010-2018.
Source: derived from Statistics Finland.

[1] Population dependency ratio is calculated as the total number of persons age 0-14 and the number of persons aged 65 and older divided by the number of persons aged 15-64. The figure obtained is multiplied by one hundred.
[2] Economic dependency ratio gives the numbers of persons unemployed or outside the labor force per one employed persons.

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In North Savo, about 5.7 % of the employed labor force of North Savo worked in the agriculture, forestry and fishing professions in 2018. It is a double to national average (Table 3)[1]. However, the significance of the primary sector as an employer, either by entrepreneurship or by paid employment varies between municipalities. In three municipalities, the share of primary sector jobs is over 20 % and over 10 % in 13 out of 19 municipalities (Figure 8).

	North Savo province	Finland
Agriculture, forestry and fishing	5.7 %	2.7 %
Industry	12.9 %	13.6 %
Private and public services, administration	81.4 %	83.7 %

Table 32. Labor force by industry in 2018.
Source: derived from Statistics Finland (Population, Employment).

Agriculture and forestry have a great significance for the economy of the province. In the agricultural business sector, North Savo is known from the strong dairy and beef cluster. There is a big dairy in Lapinlahti too. The forest industry is very important too. The wood-products industries and the pulp and paper industries summed to 1.2 billion euro in 2019 (Regional council of Northern Savo, 2020). Industrial roundwood removals from the forests were about 6.5 million m³ in 2019 (LUKE Natural Resources Finland, 2021).

The machinery and energy technology industry is the most significant industrial sector of the province. The main cluster of the machinery industry is in the northern part of the province (Regional Council of Norhern Savo, 2017). One of the leading companies of that cluster is PONSSE, a famous forest machine manufacturer. Nowadays it is an exchange-listed company but the headquarters and the factory of the company are still in Vieremä North Savo where the company was originally founded. PONSSE is one of the members of Maaseutuammattiin ry.

The province of North Savo had 16,901 establishments of enterprises in 2019. Those enterprises employed 3.4 staff-years on average, while average in Finland it was 3.8 staff years per enterprise. The biggest employers by staff-years are in the capital of the province, Kuopio (4.1) and in three industrialized region Varkaus (4.6), Iisalmi (3.9), Vieremä (3.8) while in

[1] Division by industries derived from Employment Statistics of Finland (TOL 2008). Industry includes B. Mining and quarrying, C. Manufacturing, D. Electricity, gas, steam and air conditioning supply.

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small municipalities of Tervo and Vesanto the enterprises employed about one staff-years per enterprise on average. About 59 % of the establishments and 72 % of the employees of the enterprises are in the three main municipalities, Kuopio, Iisalmi and Varkaus (Statistics Finland, 2020b). The population and the economic and administrative activities are highly centralized to those cities and very nearby municipalities.

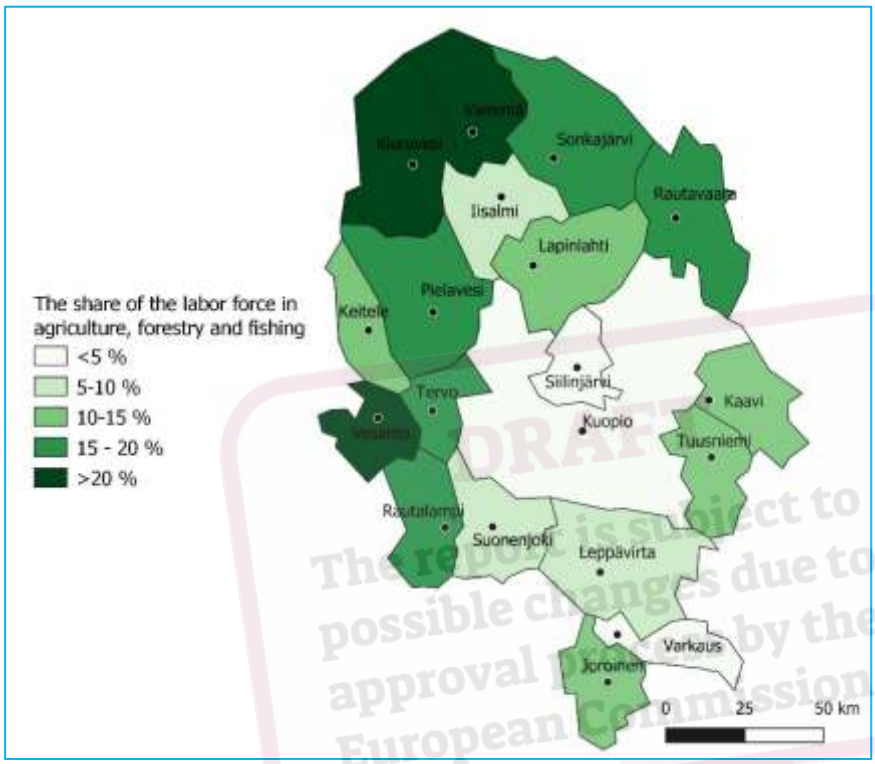

Figure 8. The share of the labor force in agriculture, forestry and fishing in North Savo and Finland 2018.
Source: derived from Statistics Finland.

Agriculture and forestry

Farming is a vital part of livelihoods of North Savo. The province is known as strong milk and beef producing area. Only the dairy farms of the neighboring province, North Ostrobothnia produce more milk than the farms in North Savo. Forestry actions are very important for Finnish farm economy, especially in central and eastern Finland. So it is North Savo too. In the years 2018 and 2019 the forestry income has been over one third of the average farm income (agriculture + forestry) in North Savo (Statistics Finland, 2021b).

About 7 % of the Finnish farms but 14 % of Finnish dairy farms and 14 % of national total 2.3 billion liter milk and 14 % of beef production are produced in North Savo (LUKE, 2020). The number of dairy farms has been halved there during the last ten years but the milk production has increased about 4 % because of the strong investments and development actions (LUKE, 2020).

The number of the animal husbandry farms has decreased faster than the number of other farms. The share of animal husbandry farms has fallen from 53 % in 2010 to 42 % in 2020. Still, it is more than in the whole Finland, where only one fourth of the farms have farmed animals in 2020. North Savo is known as a province of berry growing too, 14 % of the outdoor horticulture farms of Finland are there. The share of other type of more undefined plant production farms has increased (LUKE, 2020b). In fact it is the only type farms that have increased recent years (Figure 9). Some of them have moved perhaps towards more passive and not that productive use probably because of the agricultural profitability and market reasons and by the agricultural policy incentives.

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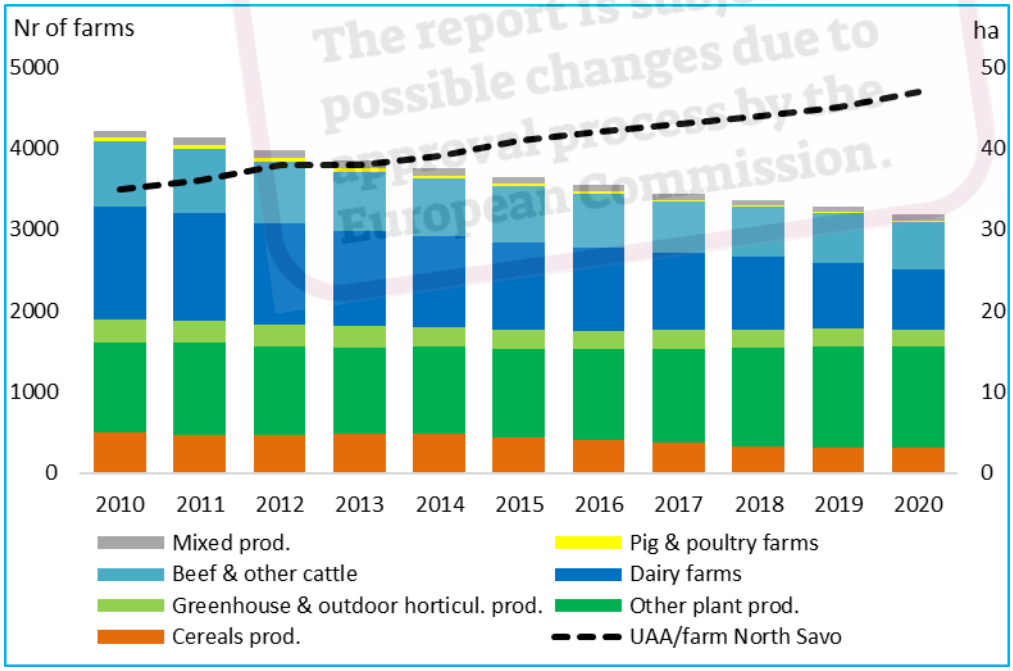

Figure 9. Number of farms and average cultivated area (ha, UAA/farm) in North Savo.
Source: LUKE (2020)

The utilized agricultural area (UAA) of North Savo was 147,654 hectares in 2020. It is about 9 % of total land area which is typical for the central and eastern part of Finland where forests

and inland waters cover large areas of the land. There were 3,186 farms in 2020. The number of active farms has been going down but the average size of farms (UUA/farm) has been growing. In recent decade, the average UUA/farm has grown over ten hectares to 47 hectares/farm (Figure 9). It is about three hectares smaller than average Finnish farm size but more than in the neighboring provinces in the east, south and west.

In 2020, there were 362 organic farms, 11 % of all farms and 14 % of UAA of the province of North Savo. The number of organic farms of North Savo has increased 8 % and the area of organic farming 35 % in recent five years (LUKE, 2020; Ruokavirasto, 2020b). The average size of organic farms is 55.6 hectares, about 9 hectares bigger than in all farms (Ruokavirasto, 2020b).

The agricultural production structure with the strong dairy and beef cattle farms of the province are closely connected with use of farmland since about 87 % of the cultivated area (UAA) is for fodder grasslands, feed barley, oats, mixed crops and whole crop cereals. The areas for other crops are significantly smaller. Various nature management fields and fallows cover about 8 % of the UAA.

Private persons own 89 % of the farms in North Savo in 2020. Less common were farming syndicates (7 %), heirs (2 %) and limited companies (2 %). The ownership structure by the legal form has been quite stable for a long time. The share of farming syndicates and limited companies has slightly risen but not significantly.

Males dominate farming in North Savo. Females are the main farmers only in 12 % of the farms. It is typical though that in practice both of the farming couple participate in the daily works. The average age of farmers is 53 years, about the same as the average farmer's age in Finland. About 14 % of the farmers are 65 or more years and only 17 % of the farmers are under 40 years old (Ruokavirasto, 2020a). From the statistics of active farms in EU-terms, i.e. farms that are eligible for EU's income support, we find that the share of farmers at retirement age, persons of 65 or more years old has risen quite sharply in last five-year-period since 2014. A big cohort of farmers has slid to retirement age during the period and perhaps many of them not having a successor (Figure 10).

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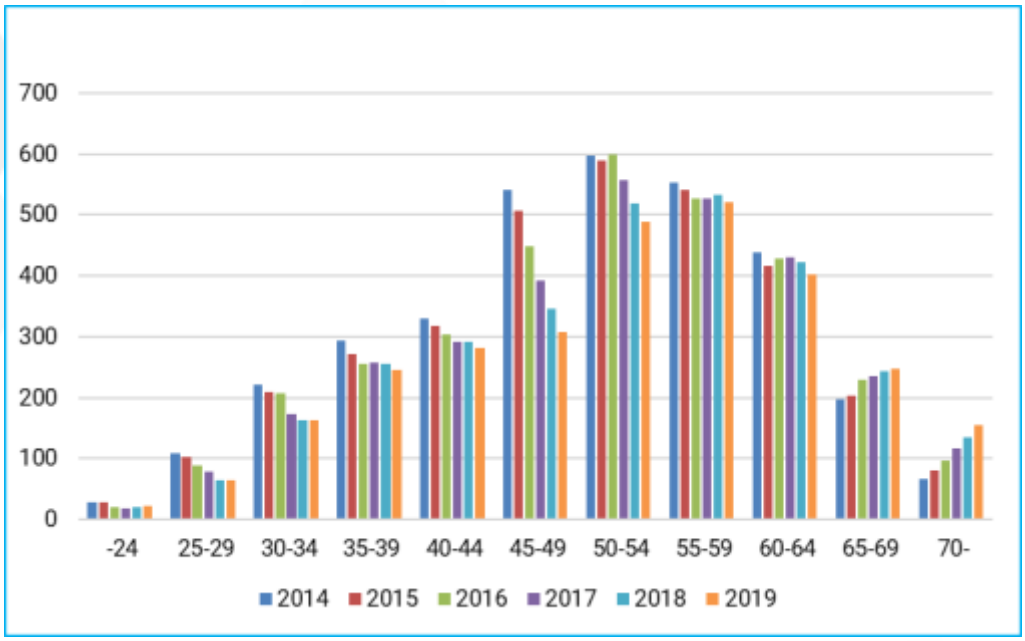

Figure 10. Number of farmers on private owned farms by age category in North Savo, years 2014–2019. Source: (LUKE, 2020).

The last CAP-reform gave new incentives to continue farming or even start farming as a new entrant in an older age when age constraints were removed also from Pillar II subsidies. These subsidies, like LFA-subsidy are of great economic significance in Finnish agriculture. The age of 40 is one limit for a starting aid of young farmers and for extra income subsidy of young farmers. In North Savo, their number has decreased by 155 (-24 %) people since 2014, meanwhile the number of farmers 65+ years has increased by 138 persons (+52 %). It is evident that these changes affected partly by agricultural policy too.

Many farms do not have a successor in this region but it does not mean that the farmland of those farms with retired farmers would be abandoned. Other farmers usually rent or buy that land and continue to cultivate. In 2019, 61 % of the farms cultivated rented farmland alongside their own land covering 36 % of the total UAA of North Savo (Ruokavirasto, 2020a). Due to that structural change the ownership or occupancy of arable land has become more concentrated.

One fourth of the farms in North Savo have diversified their enterprises to other line of businesses. In most cases, the other business means producing some services like contracts for machinery works. Different kind of industrial works, e.g. subcontracting or local food or tourist services are typical additional business for the diversified farms too.

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The other businesses alongside the farming are quite not that common there than on average in Finnish farms though. Some reason for that may be the higher volume of animal husbandry that usually means full-time work on farming. At national level, 29 % of the farms were these so-called diversified agricultural and horticultural enterprises in 2016 (LUKE, 2016).

Rural tourism and leisure time visitors

North Savo is part of Lakeland Finland. Basically, the diverse rural landscape and numerous inland waters give good natural opportunities for tourism. On the other hand, the remote location and sparsely populated areas make challenges for the business of rural tourism. Unfortunately there are no statistical data or database that could give very detailed information of the rural tourism there. The tourism in all does not have as big effects on the regional economy as have the primary production and food industry or the industries of the forest and technology or the healthcare and social services (Regional Council of North Savo, 2011).

The Statistics Finland has published some experimental statistics of the capacity[1] of rental cottages by the region that can give some more information about the rural tourism and leisure time visitors. From the various online booking services can be found only a few rural tourism enterprises but that probably indicates more the decentralized marketing challenges than the actual number of such enterprises in North Savo.

According to Aitojamakuja.fi database, in North Savo, there are 73 farms or other enterprises that sell their local food products on the farm or by some other local market site on the production site or near it. Only ten enterprises that serve accommodation for rural tourism can be found through that voluntary based web service (Brahea Centre, 2020). When looking e.g. for the figures of yearly nights spent by type of accommodation establishment, the other establishments than could give some information or rural tourism accommodation. Yearly about 140,000-150,000 yearly accommodation nights were spent in those establishments in North Savo. That is about 17 % of all in that region.

[1] The statistics on rental cottages include only cottages that are announced on the largest finnish online market places. Link to the homepage: http://www.stat.fi/tup/kokeelliset-tilastot/vuokramokkitilasto/index.html.

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At the end of 2019, there were 1031 leisure time rental cottages in North Savo[1]. It is 9 % of all rental cottages in Finland. However, spending the leisure time in one's own rural apartments is popular in North Savo too, since there are about 32,000 free-time residences, about 6 % of all free-time residences of Finland. Most of them are probably only for the owners' own use, not for rental or business purposes (Statistics Finland, 2020a). A big number of those second home residents travel there from the city and town areas and thus enrich the rural economies asking for local services and products. In general in Finland, nine out of ten free-time residences are in rural areas. Urbanization and ageing of the population probably increase the free-time accommodation in rural areas since urban people spend more time in their free-time residences than rural people. 69 % of the owners of the free-time residences have the permanent residence in some other municipality and 38 % further in some other province (Pitkänen & Strandell, 2018).

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The practice context

Many regional features and circumstances support the existence and activities of the NGO like Maaseutuammattiin ry in North Savo. The regional development plan for the years 2018-2021 by the Regional Council of North Savo states that there are six top issues for the development actions that can be used to promote the regeneration of entrepreneurship and competitiveness of the province by the means of science, technological development and know how. These focus sectors are the machinery and energy technology, wood processing, food products, welfare technology, tourism and the cross-sectional issues for all previous ones, water and biorefining.

Thus, the businesses based on forestry and agriculture and the sense of sustainable use of natural resources are very important for the economy and the people of the province of North Savo. The clusters and networks and the culture of collaboration round those businesses seem to be firm there, and they are proud of that. Perhaps it is specific for the culture and behavior of Savonian people with a strong solidarity of the Savonian tribe.

"We have a strong culture of collaboration… we like to innovate something new too. The position of farming and forestry is strong in this region. Here exist the raw materials." (FI8A/Int.2).

"Here we have some different kind of hegemony... I mean that we like to cooperate and we can see the common good better than elsewhere… We can see a strong will to develop these things also in regional development plans by the regional council" (FI8A/Int.15).

One of the interviewees outside the region of North Savo has noticed the same thing.

"That bunch of people has believed in their matter, the fact that it is the nature that rules in North Savo too. When you tend it and play fair game with it, it can bring many good things for you. The forest sector is an important thing there. It is the region of strong milk production too. There are many kinds of business opportunities round rural areas… There are opportunities for that and they have believed in it. They have the industrial operators who are dependent on the raw materials coming from the nature… For some reason they have had the right spirit to have ability to argue for the idea in so many directions. First they used the project funding but after the projects the practice stayed alive, unlike million other projects that are alive only the project time and nobody remembers those afterwards" (FI8A/Int.5).

Some years before the association was founded, the rural developers' network, in this case two educational institutions of agriculture and forestry and the regional farmers' union managed some development projects that laid the foundations for the practice like the association of Maaseutuammattiin ry. Thus, the EU and national funding for the rural development projects actually made it possible to have a stimulus to the practice. The idea and the model for practical operations that were later used in Maaseutuammattiin ry were basically formulated in those projects. Because of those project actions, some active people were brave enough to establish the association and make those practices permanent, not only lasting the project life time.

"If I remember it right, it was the year 2004 or 2005 … they began to worry about the thing that how could they introduce the education of agriculture to the youth…and then we started to book some projects between the years 2005 and 2011 that were used to promote not only the agricultural but also the forestry education" (FI8A/Int.15).

The well-working regional cooperative network of agricultural and forestry operators and the common regional will of other stakeholders too to ensure the operating possibilities for these lines of businesses were significant for the foundation of Maaseutuammattiin ry, no doubt. Still, in this case the significance of one person has been remarkable too. Most of the interviewees mentioned the name of Karl-Erik Hasa as a main promoter of building that kind

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of practice to North Savo. He worked in a forestry educational institution. In that position, he could saw the decreasing attraction to the education and professions of agriculture and forestry and what kind of negative effects that that may cause for the education and businesses of those sectors and the economy of that region.

"I would say that it personifies to Hasan Kalle [nickname]. Karl-Erik Hasa has come up with his ideas and by his efforts and energy he has built the network and the confidence to many directions"(FI8A/Int.14).

Thus for farmers the forestry issues and forest professions are naturally near their personal interests. It appears to be important to the member organizations of the association that both of the sectors, agriculture and forestry are equally represented in all actions. The two employees of Maaseutuammattiin ry can share their expertise to both sides. The executive director of the association has a tertiary level education in forestry and the other employee in agriculture.

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Origin of the practice

The educational institutions of agriculture and forestry and the Union of farmers and forest owners had noticed in the 1990s and in the early 2000s that the attraction to the education of these professions had decreased strongly. By the technical development and the structural changes in forest industry and in politics had changed to public opinion for the future of the forest sector. In last two decades, the structural change had been strong in agriculture too. In addition to that, the vast majority of farmers were very suspicious of Finland's accession to the EU in 1995. That changed the agricultural policy system totally in Finland. Many farmers believed that it will be the end for the Finnish agriculture which in turn led to the recession of farm investments and successions for years (Silvasti, 2010).

Perhaps the first steps towards the Maaseutuammattiin ry were taken in those discussions about the future education of farming and forestry. The trend of the decreasing number of students in agriculture and forestry was noticeable at national level but those regional operators in North Savo started to discuss the concrete actions that should be done to turn the development positive again. They became concerned, naturally about their own future as the educational institution, but also the fact that there would be scarcity of skilled persons and employees in these line of businesses in all in the future. Even if the structure and techniques of these businesses had developed and decreased the number of jobs in production, they saw the possibility of a good future of those professions and the need for labor in the future.

"It was the concern about the skilled people and employees in these rural professions in the future. There were the questions: where do they come from? How can they find their ways to these educations and jobs? So, we were looking for help in showing that these rural professions are really one choice among others both to youth and adults" (FI8A/Int.4).

A couple of publicly funded development projects in North Savo did the preliminary work for inventing the practices that have been applied later on in the operations of Maaseutuammattiin ry. In those projects during five years, the youth was introduced to the possibilities of rural areas, to rural professions and entrepreneurship in rural areas.

At first there was a project called "Nuori ja lupaava maaseudulle" (Countryside calls young and promising people) from 2006 to 2008 that introduced the youth and the secondary

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school teachers to rural professions and entrepreneurship. That was made mainly by the organized visits to farms and other rural enterprises.

After that came another project called “Maaseutu opettaa” (The countryside teaches) from 2008 to 2010. That project created new modes of cooperation and training between schools, educational institutions of natural resources and enterprises in those line of businesses. The good practices created by that project were collected into a printed booklet (4H, 2021).

During those projects, they reached about 15,000 young people and their teachers who could update their impression and knowledge about the countryside, about the jobs and entrepreneurship in rural areas to present days. For the creation of new cooperation models the project had collaboration with seven secondary school round the province of North Savo (Maaseutuammattiin ry, 2021a).

As one result of these projects the number of applicants for the education of natural resources developed positive. These good results and the positive feedback encouraged the key operators to go further. Before the latter project ended, the steering group started to discuss the next step. They agreed that they must go on and after all the Maaseutuammattiin ry was established in August 2011. The operational area was decided to have only in the province of North Savo due to predictable economic and human resources and for the approved collaboration networks.

*”We considered many sides of it, if we established a limited company or whether we tried to set these practices under some other organization, 4H, for instance. We considered many alternatives like foundations and others. Then we drew a conclusion that an independent association could be the best for this” (*FI8A/Int.1).

The first couple of months after the establishment of the association were time to build the structures and plans for the actions but already in 2012 they had over 1,000 participants in their events. Between the years 2012 and 2013 the association had human resources as an outsourcing part-time service from regional 4H office. The executive manager, as the first actual employee of the association began her work at the beginning of 2014.

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Actors involved

The core of innovating and implementing the actions of Maaseutuammattiin ry is the employees and the management team. The association has only two hired employees, thus the activities are much based on collaboration with the member organizations and the network of other stakeholders. Also the members the association's management team and the board are actively involved in practical operations.

The regional educational institutions of farming and forestry and natural resources had a big role when innovating and establishing Maaseutuammattiin ry. They had and still have a clear incentive to promote the education possibilities for the professions based on natural resources to teenagers who are just planning their future and further education after the secondary school.

The vocational schools, Savon ammattiopisto and Ylä-Savon ammattiopisto as well the Savonia University of Applied Sciences and the University of eastern Finland have a membership of the Maaseutuammattiin ry. Through those mainly publicly funded institutions and their membership fees, Maaseutuammattiin ry gets part of its basic funding from public sources. A few employees of those educational organizations give their working time for the administrative tasks of the Maaseutuammattiin association by the board membership and for the operative tasks through their specialists' role during the school visits.

"We have the economic input to it and one person for the administration and for the cooperation regarding the events. We have agreed that we are the partners when needed in all these actions" (FI8A/Int.4).

Naturally these educational institutions have connections to regional enterprises. That is part of their networking and communication with enterprises. Mutually, Maaseutuammattiin ry, when organizing the school visits and marketing the education for rural professions, helps the educational institutes to have connections to secondary schools and to potential future students.

The union of farmers and forest owners is an important partner to Maaseutuammattiin ry through their local farmers' associations and associations of private forest owners. These associations as well as the regional union of farmers have connections to local enterprises. The farm visits, the logging site visits and other forest site visits are made possible through

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those connections. The farmers that were interviewed in this study, did not expect to have any personal benefit or gain if they have their farm as a visiting place for students. It is more like work for common good for the better future of rural professions.

"I do not have any benefit straight to myself. Still, it is nice to tell about my career to others if it somehow helps even one young person" (FI8A/Int.10).

"I don't think that I gain directly from it. Well, always when you meet people and talk to them, it is possible to gain something in longer run. I don't know if someone comes after fifteen years saying that she/he visited my farm and had nice memories from it. Some positive things like that is possible to get. It is difficult to guess if it happens. It is the work for common good in a community" (FI8A/Int.12).

On the other hand, by this cooperation, the farmers' union and their local associations and rural entrepreneurs are able to some extent to outsource the school and consumer contacts to Maaseutuammattiin ry. They think that they should do this kind of promotion work anyway but now they have Maaseutuammattiin ry and always one or two employees with it who are specialized in organizing the events and communication with schools, and other educational institutions and with media and consumers. The regional union of the farmers was one of founder members of Maaseutuammattiin ry and the local farmers' associations and thus in a way the local farmers are members too.

"It is the job that we should do anyway but due to this practice we get committed people to these actions. Those, who can use more time for that than the voluntary persons in a position of trust to organize school visits, make the promotion material and to make the positive communication" (FI8A/Int.2).

"We don't have too much resources in the regional union or in local associations to organize the school visits or tasks like that. If we did it by ourselves, it should be done on a voluntary basis. When they do it, they can have the salary for that. I think it is a reasonable practice that we don't have to hold the consumer relations any more only by the work parties" (FI8A/Int.12).

"Our [local] association is quite big though…and we have some economic resources for these kind of actions. We thought that we do not have to do everything by ourselves. Therefore we are better to be involved in this to get local actions and publicity without doing it by ourselves. Otherwise there is a risk that nobody does it" (FI8A/Int.16).

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"we recognized the problem that the associations of forest owners cannot take enough the youth into account. This was quite a cost-effective way to handle that problem" (FI8A/Int.23).

The other member organizations and enterprises are as important partners for organizing the visits. There are smaller and bigger enterprises and companies both in agricultural and forestry sectors, banks, some municipalities and associations like 4H. For the economy of Maaseutuammattiin ry, these member organizations are of big value because the bigger enterprise, the bigger membership fee they have. The incentives for the membership are partly the same as for farmers; the common good for the rural industries, a concern of the future labor shortage and the lack of entrepreneurs own time for promotion work.

"I have always spoken for this business but the labor shortage is the problem. So, we must be active for the common good…Many enterprise want to be involved in that [the membership] so that they don't have to use their own time for that work" (FI8A/Int.6).

"I have tried to use my time for that [promotion work] too but I have to work so hard and spend my time for my actual work on my enterprise, where I get my income that there are not hours enough in my twenty-four hours" (FI8A/Int.7).

In 2020, the association had 54 members of whom 51 were enterprises and various other type organizations and three people were members as a personal status. The farmers are members through the membership of local farmers' associations that pay a certain part of their membership fee income from farmers to Maaseutuammattiin ry.

The main type of actions for this association is to give youth and their teachers the practical experiences and information about the rural professions and entrepreneurship and about the ways how one can educate and train oneself to those jobs. Naturally the schools are important knots of that network. Maaseutuammattiin ry wants to contact each secondary school in the province of North Savo to get in touch with every student during their classes 7 to 9 to tell them about the rural jobs and education. For the schools, the services are made as easy to reach as possible.

"They have always wanted to respond to our requests…they never say "no way"… it is rather so that they try to organize and implement the ideas we possibly invented" (FI8A/Int. 17).

"Because I have a long history with Maaseutuammattiin ry, so it has become familiar to me. The threshold of contacting the executive manager and discuss with her about using their help in my subject by the study trips or some other way, is quite low" (FI8A/Int.23).

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Since the PR and communication to public are part of the operative actions of the association, the relations to regional and local media area important. In North Savo, there is one regional broadcasting station that is favorable for rural issues and willing to broadcast radio programs from the public events of rural issues. The relations to the regional office of the national broadcast company and to regional bigger newspaper are apparently good too.

Maaseutuammattiin ry has cooperation with a couple of national level organizations. They work partly with the same issues as Maaseutuammattiin ry but mainly at national level while and the collaboration has probably helped to develop new ideas, material and tools for regional operations. Also one national public organization of the forest sector, Finnish Forest Centre is closely involved in Maaseutuammattiin ry by their regional office in North Savo. The other two important public regional partners are the Regional Council of North Savo and the ELY Centre (Centre for Economic Development, Transport and the Environment). The Regional Council is responsible for the general development of the province and for the regional land use plan. Thus it has a role in the development or rural livelihoods too. The ELY Centre is tasked with promoting regional competitiveness, well-being and sustainable development. Among other things, it is the administrative office that control the use of EU-funding in its region, like the funding of the projects of Maaseutuammattiin ry.

"Then in early days, when Maaseutuammattiin ry was founded, I have the impression that I told them the way of working in national networks to get the idea of networking and to recognize the various networks when organizing courses for teachers or for other operations…About two years ago we had a joint project. We tried to create the regional networks of the same kind" (FI8A/Int.11).

Contacts and cooperation with municipal administrations and officers are probably increasing in the future. Some of the interviewees mentioned that the municipalities are the resource that could be used more. Especially the smaller municipalities with a bigger share of primary sector jobs or enterprises could probably be responsive to the cooperation but it shouldn't be too problematic in any municipality of that province since the Regional Council is mentioned having a positive attitude to the goals activities of Maaseutuammattiin ry.

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Style of activities promoted

The aim of Maaseutuammattiin ry is to promote the availability of new entrepreneurs and skilled professionals for agriculture and forestry as well as to increase the awareness and networking of the field. The association introduces children, young people and teachers to agriculture and forestry professions, rural entrepreneurship as well as to the opportunities for the countryside as living, working and business environment.

The association among other things organizes company visits for students and teachers, presents rural professions in schools as well as offering practical professional orientation and summer jobs for teachers and students. The association also maintains a network of marketing and cooperation of the operators of the industry and promotes the image of the agricultural and forestry sectors. They organize various types of public events, meetings, training and advisory sessions and discussion groups. In addition to that, they have publishing and advertisement activities to support their goals and other activities (Maaseutuammattiin ry, 2012; Maaseutuammattiin ry, 2021b).

Perhaps the main and the most important practice are the farm and logging site visits and visits to enterprises in those sectors as a turnkey service for schools. The association has a network of farms and other enterprises who "open their doors" to visits of students and are willing to show what kind of actions and business they do and what kind of people they perhaps would like to hire now and in the future. Because a minority of the youth and their teachers has a natural touch to those professions and enterprises, it has proven to a popular service to those target groups. The visits are real experiences in surroundings outside the classrooms with the authentic sounds and smells and machines and with stories of local entrepreneurs. The aim of these visits is not only to create a nice experience but also give to teachers and to youth up-to-date information of professions, entrepreneurship and work in rural areas.

"We bring the information to school so that the student counsellors can properly discuss these professions as an alternative with students and not to just say that 'you're not likely to be a farmer, don't think about that branch'. Instead, they can introduce that profession equally among others. They dare to introduce the strengths, good and bad sides of it. The students have chance to get the information outside their family, not just inside. I assume

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that it is important to have such experiences to all children. I mean, it may be important especially to those children whose home is on the farm surroundings because otherwise they don't dare to tell anybody about their background. Now they can proudly tell that it is a cool thing and one alternative for youth. That is how we operate here…. In addition to that, we have offered summer jobs for youth…So, they have had an opportunity to see what kind of jobs we do on the farms" (FI8A/Int.2).

In addition to farm visits, the association coordinates the visits to schools by which the farmers and other rural entrepreneurs and the agents for the companies in agricultural and forest industries can meet the teachers and pupils to introduce them to rural professions and possible employers in those industries. In addition to that, the secondary school teachers and their students have possibilities to visit the vocational schools of the region in the sector of natural resources.

In past five years 2016-2020 the association has arranged 239, about 48 per year, events to youth and their teachers. Every year 2,700 – 3,000 students and teachers had an opportunity to familiarize oneself more closely with enterprises, jobs and nature in rural areas or related to the industries of natural resources. The most intensive year so far has been 2014 when the events for schools reached 3,900 people. The association managed to operate surprisingly well in 2020, too, when the COVID-19 changed the world. During the year, they organized 67 events with 3,160 participants. The study visits were mostly in forest or other outside areas for ensuring the safety. Some of the events for schools were made by the development projects managed by the association (Maaseutuammattiin ry, 2020).

"The courses or visits that handle the nature issues attract the students. Certainly they arrange those ones elsewhere [in other schools] too but we just happen to have an extremely good partner to implement them. Also the funding that we can have through the project Bioeconomy and Creative Entrepreneurship gives us many possibilities to arrange them" (FI8A/Int.21).

In the latest development project, the association has, for instance, built new and deeper collaborative models with pilot schools. Another project, The Headhunters of Bioeconomy, tried to find new models for recruiting labor to professions of bioeconomy. One project focused on females' role in the forestry sector.

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The association is an organizer or one partner in organizing some public events too. In 2017 and 2018, farmers and other rural entrepreneurs had their own yearly gala which gathered 100 to 200 participants. The idea of the gala is to collect the entrepreneurs and their closest stakeholders together in festive settings to improve the communality and to pay positive attention to their valuable work. Another yearly big public event where the association has raised the rural professions visible is the harvest festival in the center of the province capital Kuopio. There are also some smaller and more local events where the association is involved.

The communication is an important part of the activities of Maaseutuammattiin ry. The members of the association must be kept aware of the operations the association has made or is planning to do. Naturally, the association asks for the ideas for actions from member organizations who participate actively in implementation of actions. Success in communication with schools is essential because, even if the association has so much to offer to schools, it still has to make interventions to the daily routines of schools. Some schools are more willing to cooperate, some not that much.

The students are a challenging group for communication. The association has tried to develop the use of social media to reach the youth and arouse their interest to rural professions and studies. The representatives of the association are more optimistic about the success of their social media channels than the teachers. After all, all the interviewees saw the visits in farms and forests the most effective.

"I think that the study trips are very interesting…our students have been quite enthusiastic after the visits. The visits have been so nice when they have chance to caress the animals or things like that. The virtual show is not the same if I compare it to study trip" (FI8A/Int.17).

"If the executive manager of thirty or forty years old decides that they focus all their communication on Instagram, for instance, they are already late two years. Now they should have the Jodel or the Snapchat which is already old too" (FI8A/Int.21).

Environmental aspects

The Rural Professions association has not specialized in environmental issues as such but that aspect cannot be ignored in their communication. Both the youth, their teachers and

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the other society are interested in the ways how the nature is taken into account in the businesses that use the natural resources on the fields and forests and how the production animals are treated.

During the visits and other events their strategy is just to tell how these issues are taken into account in modern agriculture and forestry. The environmental issues were not highlighted much on interviews and any of the certain environmental aspects did not raise above others. However, the interviewees knew the public discussion and the concern about environmental matters very well but many of them wanted to remind why it is important also to see many other aspects when people utilize the natural resources.

"I believe that it is positive that the more people visit farms and forest sites or entrepreneurs of this sector. When they discuss these issues they get a wider view on the environmental issues. I hope that it will increase the interest to environmental issues when they consider it comprehensively" (FI8A/Int.8).

"Sure the environmental aspects are inside the farming and forestry, they are highlighted at the level of enterprises and in working life and all these matters of politics and climate change and biodiversity. Still, I think that they are not that much highlighted in the communication or actions of Maaseutuammattiin ry" (FI8A/Int.14).

"We have that big project where we develop the studies of bioeconomy in secondary schools and in upper secondary schools in North Savo through the school subjects. We bring the forest, the nature and the whole country side to them. All the environmental matters as well as the needs of industries, climate etc. Naturally, here also the water issues and the research but also the entrepreneurship. Comprehensively, you know" (FI8A/Int.15).

"The youth is very interested in these climate issues but I can't say if it is just Maaseutuammattiin ry who can point out the issues that good or is it just that they are interesting matters in all" (FI8A/Int.18).

"Yes, we take them into account. Many times during the visits, we may have these questions, questions of any kind. They get the answers from these professionals … We don't have that strong emphasis on environmental issues, it is more on other professional issues but it [environmental aspects] is there as one part" (FI8A/Int.22).

Students and their teachers can make observations with their own eyes and they can ask straight from the entrepreneurs about their practices regarding the nature and what they

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think about the environmental issues. The teachers that were interviewed to this study considered it good that they, as well as their students can see and hear many sides of the environmental aspects and about the sustainability. The communication of the Maaseutuammattiin ry, regarding the environmental issues, was seen open and reliable and teachers were counting on their own expertise of teaching the critical thinking to their students.

"The environmental issues have come emphatically to every study plan but it depends on the profession how they are taken into account, what are the premises and values" (FI8A/Int.4).

The entrepreneurs that have hosted the study trips or met the student in some other events have not seen any conflicts or problems in environmental issues during the visits either but the pressure coming from the publicity to businesses of natural resources came into discussion in general. Someone sees this as a good chance to bring the message from the solvers of the environmental challenges. Thus these actions may encourage the farmers and forest owners to come out with a positive message of environmental issues.

"Do you want to be with us round these [environmental] questions to build a future with farming?" (FI8A/Int.3).

"not in any negative way [discussing the environmental aspects of forestry]… people can understand the significance the forest resources here. For the many people it can be the only livelihood here and the whole property is in it. Nobody wants to ban the forestry" FI8A/Int.6

"I think they have communicated these matters positively. So that we can find solutions to the climate problem and to carbon capture in the future. So, that this is the only branch that can do it. Also the thing that we are willing to solve this problem" (FI8A/Int.10).

"Sometimes I think that the biggest mental pressure comes from the environmental and nature issues. We are like sinners. We have to feel guilty everywhere, no matter we do or try our best. We don't spoil the nature but the media gives the impression that we are spoiling it" (FI8A/Int.12).

"We had the multidisciplinary study module that lasted eight weeks last year. Every student took part of some theme and about 120 students from eighth classes participated in the module of bioeconomy and creative entrepreneurship. The environmental aspects were in focus. The energy production and the environmental friendliness of it and the sustainable development were strongly in focus" (FI8A/Int.17).

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Renewing the gender roles

The practice of Maaseutuammattiin ry renews the gender roles in rural areas and rural professions because the rural professions are presented always systematically as suitable for females as males.

"It certainly promotes the equality, completely. No matter the family or gender background. Various professions are promoted equally to all" (FI8A/Int.2).

"I'm sure that they have wanted to make it clear that the gender is not a threshold matter" (FI8A/Int.10).

On the other hand, the gender issue was not seen any issue nowadays. The gender balance is better nowadays because there many alternative jobs that suit as well for women as men. Some forestry jobs were mentioned being still quite physical and that was seen as one reason for the male predominance.

"I have heard that more women have come to forest machine and truck drivers. Still, the forester work is the most physical work. No woman has ever asked for that job from us. I haven't seen any change in that yet" (FI8A/Int.7).

"I don't see any gender issue here in Finland…When I think, for instance, about the employees of our local association of forest owners, there are so many women. That change has happened already earlier" (FI8A/Int.9).

"Maaseutuammattiin ry has worked hard to promote the fact that the forest sector is not meant only for men... They have brought out women who work in forestry so that girls can see it as one alternative… I have heard from many professionals that the situation has changed and earlier there was more predominance of men" (FI8A/Int.22).

In addition to that, they have had special project to promote the rural professions just to females and the promotion materials, like the website of the association presents many professions by female representatives. The project called "Naisista voimaa metsäalalle" (Women bring strength to forestry) explored the women's attitudes and opinions about the forestry, the jobs and the entrepreneurship of it. The project called for practices that can increase the share of women in the education and jobs of forest based professions (Maaseutuammattiin ry, 2020).

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Innovativeness and replicability

Many organizations promote the rural areas and rural professions in Finland. Still, the practice of Maaseutuammattiin ry is a unique one for some points. In North Savo, they have managed to build a wide network that commits all the relevant actors from primary production in agriculture and forestry to big industrial companies to the systematic and common work for the rural livelihoods. Elsewhere the promotion operations are not that systematic from year to year. They are often based on short-term projects or on the efforts of only couple of operators for some acute reason. Usually, those actions haven't gathered that widely the whole cluster as Maaseutuammattiin has managed to do.

In Central Finland in 1990's, for instance, the metalworkers of a tractor factory and farmers together started to promote the Finnish agriculture and food production and the Finnish tractor production and Finnish labor. Both the agriculture and the tractor markets were in a recession. They recognized that they are in the same boat, they are bound by fate (Jämsén, 2011). At that time, it was an unprecedented case. Before that, those parties of agricultural entrepreneurs and industrial workers had not been that close to each other, vice versa. The unions of both sides and some active leading people of them were active in building that collaboration and the publicity and the political manifestations round the case. They formed a temporary committee for organizing the promotion work, not an association. That was a fine case but the actions were more like reactive, not that proactive, not concerning the whole business cluster of natural resources comprehensively like the practice of Maaseutuammattiin ry does.

Also, the Union of Farmers and forest owners, some national operators of forestry and industrial operators of agricultural and forestry business have organized campaigns in schools, in discussion and political forums, in media, in public events etc. to promote the education, businesses and jobs of the industries related to rural areas. There are associations like Metsäkoulutus ry (for the education of forestry professions) or Suomen Metsäyhdistys (Finnish Forest Association). Their network does not cover the agricultural sector, only the forest sector. Perhaps it is not even possible at national level like at regional level. The community of North Savo has been innovative to build this comprehensive network and to give the centralized organization responsibility to an association that has a systematic practice to reach the youth in their phase of life when they are thinking about their future education and jobs.

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Innovativeness can be seen in their development projects and in practices they get funding to their basic operations. The cooperation e.g. with the regional and local farmers' associations to organize farm visits and to collect the membership fees from farmers is innovative. The gender aspect is seen positive too.

"They are extremely innovative in getting funding. They always find new viewpoints of it. They have this focus on women's role too" (FI8A/Int.11).

"Nowadays it is innovative to take the students out from the school to visit a logging site or a farm. It sure opens the eyes of youth better than trying to tell the same thing in a classroom. It is more innovative than all those vlogs and photo competitions etc." (FI8A/Int.23).

"Maaseutuammattiin ry organized a competition where they encouraged the youth to consider the rural future… They wanted the youth to consider what kind of areas the rural areas are in the future, what kind of innovations and things there might be, which kind of livelihoods are possible there. They wanted to catch new, fresh and innovative viewpoints to these issues" (FI8A/Int.26).

The projects of 'Headhunters of bioeconomy' and 'The possibilities of bioeconomy and creative entrepreneurship' are innovative too. By the headhunter project, they actively encourage people from other jobs to change their career towards farming and forestry professions. They collect experts at the stakeholder groups together and train them 'hunt' possible newcomers. The headhunter model has increased the communication between stakeholders and they have found new ways to implement the apprenticeship training.

"I believe it brought new ideas and energy because the aim was to help the experts to recognize the possible role as a headhunter alongside her/his regular work" (FI8A/Int.3).

In the bioeconomy and entrepreneurship project they create a new study module of bioeconomy together with eight pilot schools. In other words, they develop the curriculum that can perhaps later be taken to nationwide use.

So far, the efforts with national operators for spreading the practice in other regions have been without remarkable success. Perhaps the networks and the cooperative operating culture have not been that strong in other regions. In North Savo, the first ideas of practice came from the educational institutions of agriculture and forestry. There are not such institutions any more in every province of Finland.

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"There may be the temperament of Savonians to give possibilities for such practice but they have had some pretty good individuals who have believed in the idea and have had the strength of take it forward…It is possible to replicate the model but it must be adapted to needs of each region. We must accept the fact that there are many kinds of people and various opinions" (FI8A/Int.5).

"The practice is surely replicable. Of course, there is a need for funding and human resources to plan it. For those purposes the association is a good model… It calls for collaboration, any organization cannot do it by itself. The thing is that it must be done together with and everyone must see the benefits…It calls for a leader who commits to it and wants to bring it further" (FI8A/Int.8).

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Synergies and networking

The practice we examine here is based strongly on networking and good collaboration. The financial and human resources of the association are very limited. They have only two employees and the other one of them works with short-term project funding. The basic operations are made with the funding of membership fees. Thus the member organizations have to be active partners in the daily operations of the association.

On the other hand, the member organizations are willing to pay the membership fees because of the synergy gains they get from the centralized organization of the promotion work. They have basically common goals regarding the future of rural professions and perhaps each of them might do the same operations but separately and without coordination if the association and its employees did not exist. By the association, the membership organizations can take their message to schools and to public.

"We joined the forces. Before that [the projects] Stora Enso [a forest industrial company], for instance, could take some class to some factory and some group visited the educational institution and we knew nothing about each other's' actions, possibly even took the same group… as did Metsäkeskus [Forest Centre, a public operator] and the associations of private forest owners as good as they could in addition to their own main work. By these projects, we noticed that this [coordinating] is a damn good thing" (FI8A/Int.15).

The member organizations help the association to organize the study trips and other events e.g. by seeking and offering suitable farms, other enterprises and places where rural professions can be introduced to the youth. The member organizations are a good source of up-to-date information about the current situation of each rural sector and business. On the other hand, the association is an information channel from comprehensive schools to its members. It is a part of their anticipatory system if the association has the information about the attitudes and educational and occupational plans of the youth.

It would be a bad thing to the most important target group, secondary schools and their teachers if each organization tried to get in touch with them and offer various events to them. Now the promotion of the rural professions seems not to disturb the school. Vice versa, the schools seem to enjoy the resources they get from the work of association. The holistic approach of the network, from private farms and other small primary sector operators to

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big companies covering the large bioeconomy sector is good in an educational point of view. One of the teachers stated it like this:

"It has raised the significance of bioeconomy to higher level in this school. We have the alternative courses of it and the bioeconomy and the ideas of entrepreneurship have been integrated into curriculum… In this project of bioeconomy we have the forests, waters, agriculture, cattle husbandry and everything. There are many parts in it. ... In this project, we try to make innovations. I mean, new ways to employ and to entrepreneurship that are based on technology or bio something …or chemistry" (FI8A/Int.20).

Being part of the network were the core of the promotion tasks is in Maaseutuammattiin ry, has activated the collaboration of stakeholders. Many actions would not have become concrete without the association even if every partner may have a good purpose and a common vision of the rural professions.

"Everybody says, in general, that the future of the youth is an important thing but still, there are no actions for that. Maaseutuammattiin ry has fulfilled this hole by building the network and by activating the network" (FI8A/Int.2).

"It has brought the cooperation to us" (FI8A/Int.5).

Maaseutuammattiin ry cooperates with a couple of national level organizations too. In forestry sector Finnish forest association and Metsäkoulutus ry (an association for developing the education of the forest sector), for instance, that work partly with the same issues as Maaseutuammattiin ry., operate mainly at the national level from the capital region of Finland doing not that much field work in schools like Maaseutuammattiin ry does. They operate with all the education levels and participating the development of education in forest sector or promoting the forest sector in all to the public with more coordinating type work.

"Maaseutuammattiin ry has been our partner. During the past four years, we had two collaborative development projects, the other one to strengthen womens' role in forestry professions and the other one was to start to build regional marketing networks for the forestry education…Maaseutuammattiin ry does a very good job in North Savo. So, we take the information on that practice to other regions too" (FI8A/Int.14).

In the agricultural sector, concerning the education of farming and food system issues in comprehensive schools and the promotion of agricultural professions in all, the main national level partner in daily operations is likely the Central Union of Farmers and Forest Owners

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(MTK), especially the regional and local organization of it. The local associations are important partners for finding the farms for students' visits.

MTK has developed models and materials for consumer relations operations and for the promotion of the Finnish food system as well as for contacting the schools. These models are implemented nationwide by their regional and local associations. The local associations of private forest owners belong to the MTK organization too. MTK has been politically active in developing the education politics better for the farming and forestry livelihoods which serves the goals and operational actions of Maaseutuammattiin ry.

The collaboration with those nationwide operators has helped Maaseutuammattiin ry to develop new ideas, material and tools for regional operations. On the other hand, it has been a good regional partner to those national organizations in taking their tools in practice, giving feedback and ideas and building the regional and local networks to their message too.

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Policies and institutional supports

The resources for the operative actions of that association are not that big. The basic funding comes basically from the membership organizations. The membership fee is between about 200 € to 3,000 € per year varying by the size and type of an organization. There are a possibility to have personal members, too, but their significance for the funding has been tiny so far. The yearly budget for the basic operations has been about 55,000 – 60,000 € recent years. In addition to that, they have had some project funding both from public and private sources for the development actions of short-term projects.

With the total funding, the association has hired one to two employees (person-years). Thus the full-time personnel resources are quite limited when the goal is to reach every student of the certain cohort and many of their teachers in that province of quite large area and to organize all the visits and events and all the promotion material and communication efforts. The activities of that scale could not be possible without the active collaboration with the committed network of stakeholder operators.

Before the association was established, the public funding for rural development projects helped to test the idea and the basic operative actions for the more permanent practice. The projects before the establishment of the association built the foundations for the practice. They were in an important role when building the stakeholder network. The basic actions of the association are now funded by membership fees and voluntary contribution fees and occasional aid or support from some institution.

However, for the development work of the practice they still use short-term project funding. Apparently the ELY Centre and the local Leader groups have seen those projects reasonable judging from the positive funding decisions. Some of the projects have had a remarkable private funding too, like the project Headhunters of Bioeconomy. By the projects, Maaseutuammattiin ry has been able to diversify its activities and to hire one more employee working with the executive manager. Still, some of the interviewees would like to have more public funding and national efforts to promote rural professions.

”The members of parliament and ministers don't know what the modern forest work is like. I think that the face-lifting of forestry should be started by the high level, by the ministry of agriculture and forestry to explain by the facts what the forest sector is like…We should have

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a national project, first to admit that we have a shortage of labor in this sector and then starting to find solutions to that challenge" (FI8A/Int.7).

"It would be nice to say that they'll [the association] manage, but I'm not sure about that. There should be more public funding also to the basic actions because now this is almost like charity work" (FI8A/Int.23).

The regional association, the only one of its kind in Finland, has still only two employees and the extent of the activities they make wouldn't be possible without the active members and stakeholder network. The administrative costs of the association cannot be very high, e.g. the board members understand that. The membership organizations participate, to some extent, in the implementation of the activities as part of their regular job.

It is hard to raise any member or stakeholder group above others. Some member organizations have bigger operational role than others. Some member organizations pay a bigger membership fee than others. The fee depends on the size and type of the organization. The regional farmers' union and the educational institutions of natural resources had a remarkable role during the establishment of the association and still they are very important both for the operative work and for the funding of the association

The concern about the funding of the association came up in several interviews. The members of the association seem to be committed to it so far. The turnover of the members has been quite low but new members are welcome though. New activities and sources of funding must be developed that could perhaps bring safer economic situation for the association.

The study with the many interviews did not raise any bigger institutional obstacles to the activities. The interviews at schools left the impression that teachers welcome that cooperation. The curriculum may not be a problem at school level, it can be changed to some extent if seen reasonable.

"National curriculums support the idea of taking a wider perspective in teaching. If I have understood it right, they speak about phenomenon-based learning at least in primary schools and I assume that in secondary schools too. They try to catch a wider understanding for the issues. When the visits [organized by Maaseutuammattiin ry] fit in curriculums, the system supports the actions" (FI8A/Int.8).

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Nevertheless, some of the interviewees consider it important that the agriculture and forestry issues should be taken stronger both to the supplementary training of teachers and to education of future teachers.

A few comments concerned the placing of vocational education institutions. The assumption or the fact is that the probability of starting the studies of some branch increases if the school is quite near of the home region of the young people.

"The vocational education should not be centralized too much. The education should be easily reached nearby, by decentralized institutions [throughout the country]" (FI8A/Int.24).

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Impacts and perspectives

The association of Maaseutuammattiin ry is a unique and established operator in the region of North Savo. It has loyal and diverse members that are mainly organizations, smaller and bigger enterprises, NGOs, educational organizations and public organizations. The members represent a wide range of operators inside the cluster of agriculture and forestry and natural resources. The association and the preceding projects and actions before the establishment of the practice have managed to build a good operational network and a culture of collaboration.

"They were probably some of the most profitable rural projects that have been made, those two or three projects that continued their living because of the foundation of the association" (FI8A/Int.5).

The partners of that network share a common concern of the youth's low awareness and interest towards rural jobs and livelihoods. There is already a shortage of labor in some jobs and hard e.g. to find successors or new entrants for farms. Even if the province of North Savo is quite rural, only 5.6 % of the labor work on primary livelihoods and it keeps decreasing. The common awareness about the significance and nature of rural professions is low. Therefore, the association communicates through its employees and leading group and through its network with the schooling system and with the surrounding society telling about the importance and possibilities of rural areas and rural professions. By the vital and committed collaboration, the network has increased the social capital and improved the equality of people and genders in that region. In all, the teachers met by this study, know the association of Maaseutuammattiin ry quite well and appreciate the cooperation with it. Some of the teachers interviewed for this case study, stated it like this:

"In this case, we have many ways to tie up the entrepreneurship to nature, for instance the businesses like hunting tourism, fishing tourism, whatever. It helps to understand that it is not just farming and forestry but it is more like that it is possible to benefit from the nature as an environment, business environment" (FI8A/Int.20).

"It has improved the equality in education, given possibilities to introduce oneself in practice to new possibilities. It has smoothed the differentiation of professions: many young women

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have chosen the education path for traditional masculine type jobs after getting to know them" (FI8A/Int.24).

"One thing that is important, is the availability among the students. They [the association] take a huge number of people of a certain youth cohort to those visits. The youth has a possibility to get the concrete knowledge, not only the information by the mental image or school books" (FI8A/Int.25).

None of the interviewed entrepreneurs questioned the aim and work of the association either. However, the entrepreneurs who are not that closely involved in daily operations of the association, do not follow the operations of it very closely. The activities seem somewhat remote to them and it was hard to them to evaluate the real effects of the activities. On the other hand, this conclusion may indicate that the partial outsourcing of the promotion work has worked like the regional union, for instance, and the local associations of farmers have expected it to work.

The entrepreneurs who participate in the concrete activities of Maaseutuammattiin ry don't expect to get any bigger direct benefits from the actions for themselves either. They see it more like a work for the common good and for the continuity for the rural livelihoods and for the better future. They just see the promotion work important to get to people better awareness of rural areas and rural professions. Some enterprises can also have business benefits by the cooperation with Maaseutuammattiin ry when they find new channels to make themselves better known.

"It is a situation of both [public good] and [benefits me]... I mean when I'm talking everywhere about the forestry, about our company, my face gets the publicity. Therefore, I'm familiar to everyone and I have noticed that those rare people, who decide to study to become a logger, they usually come first to us to ask for a job" (FI8A/Int.7).

While the main target group is the students of secondary schools who are just planning their future and come to the labor market after five to ten years, the measurement of the effectiveness of the activities is challenging. The impacts have to be observed in a long run. The association was founded just ten years ago. There are some signs though that the educational institutions for the professions of natural resources have had more applicants and new students recent years and especially the status of forestry education has grown there.

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"If we think about effectiveness, we should have a reference point… what would be the result without Maaseutuammattiin ry. We get information from many sources but [not the information about] what is the critical factor for man's decision-making when he/she knows that this is the profession that I'm aiming at. Yet I can say that the volume for this education is so big that it must have affected" (FI8A/Int.4).

Also, the status and awareness of agricultural education and professions have improved among the youth, their teachers and parents. Perhaps the efforts can be seen in the future by a better supply of labor and by new entrants to farming and forestry professions.

" I have some example case where a couple has at first been as employees on a farm to become a farmer after buying that farm… They had already got the know-how at that point. If we get the young people to study and work in these professions, some of them may be the future entrepreneurs. The number of farms is small and the number of their children is small and all the farms don't have a successor, even if the other circumstances could be good. We need the population base that comes from somewhere else who can get the responsibility to continue it. We can see those results perhaps after 15-20 years. It is a long path… You have to have some financial capital before starting as an entrepreneur… In a case of a new entrant when buying the farm outside the family, the threshold is higher in comparison with traditional farm succession" (FI8A/Int.2).

One of the main operative activities of Maaseutuammattiin ry is to take students to farms and forests to get concrete experiences of rural life and rural professions. All the interviewees see that to be the strongest and the most interesting experience for the young people concerning the touch of rural professions and rural nature. The virtual tours or communication by the social media are not seen as a way of replacing the visits. However, it is quite a heavy way of doing the work, both financially and because of the need for many working hours per small group with the limited resources of the association. Still, the association has managed to give the visit experience yearly to thousands of young people and their teachers. Many of the interviewees shared the concern of financial issues and the limited personnel resources.

The environmental issues as such are not at the core of the association's activities. Still, the study trips and discussions with students and their teachers keep the entrepreneurs and the association's staff aware of current environmental debate and of young people's environ-

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mental attitude regarding farming and forestry. On the other hand, those entrepreneurs have to be ready for transparent actions to convince the target group that their livelihood actions are sustainable and responsible environmentally. Also, the association must remember the reliability of their environmental communication.

The anticipatory work has increased the awareness about the importance of rural livelihoods, about the rural jobs and about the needs of labor, about the attitudes of the youth and the surrounding society towards rural professions. The close cooperation to schools has given to the association a possibility to build curriculums where the issues of rural areas and professions can be taken into consideration in schools better than before.

"I sometimes think that we have been in the vanguards with these issues. For example, the project of Maaseutu Opettaa [Rural areas teaches you] that was the preceding action for the foundation of the association. In that project, we developed the education of secondary schools and high schools to improve the school cooperation with enterprises and to bring out the issues of rural areas to schools. Then in 2016 or 2017, they brought to curriculums the idea of taking closer contacts from schools to outside operators…Our project folder was with the teacher in the national Agency For Education as an example of a new practice when talking about the theme studies and entrepreneurship education and about the cooperation between schools and society" (FI8A/Int.1).

The curriculums and students' connections to working life were seen important when students get the information and build their attitudes and career towards rural professions. Many interviewees mentioned that influencing the educational policy should be done at national level even though Maaseutuammattiin ry has been active in those issues in its own region. It has made some actions in the educational policy with national partners too.

Maaseutuammattiin was an active operator when the forest sector built a wide network of operators and a national association Metsäkoulutus ry (Association for Forest education) for promoting the forest education issues. Another national partner to the Maaseutuammattiin ry is Finnish Forest Association. Both those national organizations do to some extent the activities of same kind as Maaseutuammattiin ry, but their main operating area is still the metropolitan area of Helsinki and their regional campaigns are made with some regional associate. In North Savo, the regional associate is Maaseutuammattiin ry.

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"we started to look for the possibilities to establish Metsäkoulutus ry by which the educational institutions and companies and stakeholders together develop cooperation with working life and the curriculums and to marketing and promotion work. Hasan Kalle gave the idea that Maaseutuammattiin ry as a regional operator is a model for that. Now we have Metsäkoulutus ry. The connection came from there [Maaseutuammattiin ry]" (FI8A/Int.14).

It seems that the forestry operators have a wider, more consistent and united national network for promoting the issues of forest based businesses, education and professions than the agricultural sector. Between agricultural operators there are no such national organizations that collect all relevant actors together for the common promotion actions. The national organization of the Union of Agricultural Producers and Forest owners (MTK) with the regional and local associations is an important partner to Maaseutuammattiin ry. The MTK operates strongly in the education policy too. The food industry or the farm machinery industry, for instance, are not that closely involved or united to common promotion activities as are the organizations forest sector.

*"Together we might get better results. If those bigger companies, every one of them, could invest, say five thousand like the forest education institutions invest 3.5 thousand, we could do a lot. Certainly, they have done a lot with their money in Maaseutuammattiin, and got visibility in their region, but I think, it could be a nationwide system" (*FI8A/Int.5).

The interviewees agreed the need for the activities that are made in Maaseutuammattiin ry for the future of rural areas and rural livelihoods. The task is not easy though with limited resources and for the rural professions and rural areas that are quite unknown matters to the major of urbanized population.

"These activities have a social impact on people here. I think that the existence of Maaseutuammattiin ry, that here is such an organization, has an impact. It is a value itself that there exists an organization that has decided to promote the rural professions" (FI8A/Int.26).

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Annex 1. The list of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview	Other information
FI8A/Int.1	Ma	F	b, c, e	Kuopio 04.09.2020	
FI8A/Int.2	Ka	M	a,d,e,g	Kuopio 04.09.2020	
FI8A/Int.3	Ku	F	c, e, g	Kuopio 04.09.2020	
FI8A/Int.4	Pu	M	b,c,e	Teams 15.09.2020	
FI8A/Int.5	Ja	M	e	Saarijärvi 22.9.2020	
FI8A/Int.6	Pi	M	d	telephone 15.9.2020	
FI8A/Int.7	Pa	M	d	telephone 12.10.2020	
FI8A/Int.8	Pa2	F	d,e	Teams 14.10.2020	
FI8A/Int.9	He	F	d	telephone 21.10.2020	
FI8A/Int.10	Ra	F	a,d,e	Teams&telephone 23.10.2020	
FI8A/Int.11	Ka2	F	b	Teams 26.10.2020	
FI8A/Int.12	Tu	M	a,d,g	Teams&telephone 27.10.2020	
FI8A/Int.13	Re	M	e	telephone 28.10.2020	
FI8A/Int.14	Ma2	M	e	telephone 29.10.2020	
FI8A/Int.15	Ha	M	b	Teams 29.10.2020	
FI8A/Int.16	Ti	M	d	Teams&telephone 4.11.2020	
FI8A/Int.17	Ta	M	e	Siilinjärvi 18.11.2020	
FI8A/Int.18	Ko	F	e	Siilinjärvi 18.11.2020	
FI8A/Int.19	La	F	e	Siilinjärvi 18.11.2020	
FI8A/Int.20	Ke	M	e	Siilinjärvi 18.11.2020	

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FI8A/Int.21	Nu	M	e	Siilinjärvi 18.11.2020	
FI8A/Int.22	Ra2	F	b	Siilinjärvi 18.11.2020	
FI8A/Int.23	Hu	M	e	Teams 23.11.2020	
FI8A/Int.24	Sy	F	e	Teams 1.4.2021	
FI8A/Int.25	Ko2	F	e	Teams 31.3.2021	
FI8A/Int.26	Sa	F	e	Teams 1.4.2021	

Role of the respondents:

a) rural newcomers, new entrants or successors;
b) promoters and actors involved in promising practices
c) key informants on promising practices;
d) Local entrepreneurs (especially in the main important sectors operating in the context analysed)
e) Key persons in local communities, social networks or social movements;
f) Local/regional politicians involved in the definition/implementation of policy measure related to rural newcomers, new entrants or successors;
g) Responsible persons of local employers' association, farmers organisation and trade unions

Table 4. Interviews

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T5.2 Case study report (Code HU9A)

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The successors and new entrants in Hungary. Dr. Krisztina Pocsai and other farmers

Péter Balogh, Imre Kovách, Boldizsár Megyesi (UNIDEB)

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Characteristics of Hungary regarding ruralisation

General tendencies in rural communities

According to the EU NUTS classification, Hungary has three NUTS I regions, seven NUTS II regions and 19 NUTS III regions (including Szabolcs-Szatmár-Bereg and Hajdú-Bihar counties) and Budapest. Between 2000 and 2016, 152 villages were promoted to town status, more than in the previous decade (Kovách-Megyesi 2018, Balogh-Kovách 2020), but the number of villages increased by approximately the same proportion, so the loss of rural population can be considered a consequence of out-migration and natural decline. The population of villages with unchanged administrative classification is stable, 2,972,667 people lived in these villages in 1995 and 2,894,854 people in 2016, which means a decrease of only about 78,000 people. In addition, more people lived in these villages between 2000 and 2008 than in 1995. About 80 percent of villages with less than 500 people are among the villages with declining population, and more than 50 percent of them have losses exceeding 20 percent. The larger the population of a village, the smaller the tendency of population decline, which shows that changes in the population of villages also result in a rearrangement of population processes between smaller and larger villages. A significant proportion of the inhabitants of small villages do not migrate to cities, but to larger villages.

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Agriculture

In 2018, the size of agricultural area in production was 5.3 million hectares, including 4.3 million hectares of arable land, the value of latter, calculated at average prices in 2018, was near 65,000 billion HUF. The economic (and at the same time social) significance of the value of arable land is increased by the fact that in the majority of 2089 villages, land is the most significant, sometimes single, economic resource. In 2016, 42 percent of the utilized agricultural and forestry land was cultivated on a lease basis. The proportion of leased land in arable land is higher: 55 percent (HCSO, 2017). 42 percent of farms use leased land, which can account for half to three-quarters of all cultivated land on farms larger than 100 hectares and even more so on farms larger than 500 hectares (Csurgó et al., 2016). In fact,

the degree of land use concentration has not decreased, and in most cases the largest farms have been split into smaller units due to a change in the distribution scheme of the EU's area-based subsidies. In agriculture, however, we can expect a maximum of 200,000 people to work actively, which shows a significant and rapid decline. As a result of specialization and mechanization, less and less labour is needed in the agricultural sector. However, there is also a shortage of skilled labour. The primary consequence of land concentration is the almost complete displacement of more than one million people from agriculture, which is one of the root causes of large-scale rural poverty.

Successors and new entrants in Hungary

The high-quality professional qualifications of future agricultural entrepreneurs are extremely important, as they enable them to contribute to the prosperity of their own business with innovations and to implement the real social and economic development of rural areas in their narrower or wider environment. One of the pillars of improving the agricultural age structure is young farmers' support which, however, in addition to the non-refundable support and the flat rate per hectare, is not in itself sufficient to enter the sector, i.e. the production activity must be profitable (and preferably without subsidies). Of direct payments, support for young farmers is relatively insignificant, as it is only € 67.9 / ha and can be used for up to 90 hectares of arable land for a period of five years, but only for applicants under 40 years of age who also had submitted an application for the single area payment (NAK 2017) within the last five years. This means support for young farmers in the first pillar, and not a non-refundable support of EUR 40 000 from the second pillar. Depending on the HUF / EUR exchange rate, this means an additional support of approximately 20-22 thousand HUF per hectare in addition to the basic and greening subsidy. Intensive investment in labour-intensive sectors strengthens the job creation and retention capacity of the countryside and provides a stable income for those living in agriculture (Gubacsiné Marton - Török 2019).

The aging of the agricultural population is not a Hungarian characteristic, but a general phenomenon in the countries with developed economies and is related to the demographic processes in these countries. It should be noted, however, that the process of emigration of

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young people from less-favoured areas has particularly adverse consequences in areas that can be considered as extremely important for agricultural production (Privóczki 2019).

The average size of land cultivated by young farmers is above the national average, yet the basic development goal is to increase the size of the estate. Meanwhile, it is difficult or impossible for young farmers to provide the high capital requirements for land acquisition. In Hungary, the National Land Fund covers around 1.7–1.8 million hectares, which, if used in a well-intentioned way, can be a sufficient basis for putting young people in a position and promoting a generational change (Weisz 2019). Through public auctions organized within the framework of the “Land for Farmers” program, every third farmer - about 30,000 farmers - gained land ownership at market prices, including more than 1,200 young farmers. The land could be purchased for a normal market price - 1.4 million HUF per hectare on average -, which is almost double the average price of national arable land in 2015 (Ministry of Land Use, Press Office, 2016). Access to good quality land is an important starting point for young farmers, which was supported by the government through the "Land for Farmers" program, with more than 1,200 young people under the age of 40 becoming owners of 50,000 hectares between 2015 and 2016 (AM Press Office 2018).

The income opportunities of young farmers are affected not only by demographic and employment policy changes in society, but also by their skills and qualifications. Adequate training and education of human capital is essential for competitive and efficient agricultural production, as the acquisition of modern entrepreneurial, marketing and technological knowledge necessary for farming is essential for a skilled, qualified workforce.

In general, it is characteristic of each Hungarian region that, according to the purpose of production, those producing to sell their products are the most educated among the population of individual agricultural farms, which is a consequence of the fact that their age composition is much younger than that of people producing for their own consumption, or both for their own consumption and for sale. In terms of education, there are significant differences between villages and county seats. Villages are dominated by a low-skilled workforce, with more than 50% having completed only the eight elementary grades or even less. The other half of the rural population is more or less evenly distributed among skilled workers (26%) and those with high school diplomas or higher education degrees (23%).

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Unfavourable training data are linked, among other things, to the false stereotype that "agriculture is a sector where people thrive even in the absence of appropriate skills".

The most important task to be solved is that the interest of young people in both vocational education and higher education should turn more towards agriculture than before. Obviously, the basic condition for this endeavour is that, in agriculture, earnings and incomes approach the average wages in the national economy. Agricultural science courses are not popular, although the training of agricultural professionals is essential for the creation of a competitive agriculture and food industry. Due to the low prestige of the profession, only 6% of students in higher education have studied agriculture in the recent period (e.g. 2014/15 academic year).

Young farmers, due to the lack of appropriate expertise or practical-business experience, in a maze of administrative burdens related to grant applications, need the help of competent persons or organizations - especially when starting their businesses, but primarily throughout their operation. In Hungary, village farmers, consultants, tender writers and interest representative organizations provide help in answering their questions and solving their problems (Hantos 2010).

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The only organization established in Hungary for the benefit of young agricultural entrepreneurs is the Hungarian Association of Young Farmers (AGRYA). The association was founded in 1996, and it currently has more than 3,000 young farmer members, mostly from the 25-35 age group.

The main goal of AGRYA is to represent the interests of special young farmers in agricultural decision-making processes. The organization's role in the work of the various professional and decision-making bodies of the Ministry of Agriculture creates an opportunity for this purpose.

The organization's activities include the organization of professional programs that give young people the opportunity to exchange their business management experiences. Another important task of the association is to provide information to its members. The transfer of information mainly concerns the content and changes of the European Common Agricultural Policy and the support available to farmers. (AGRYA 2019)

Description of the two examined counties

The combined area of Hajdú-Bihar and Szabolcs-Szatmár-Bereg counties covers 10-15% of Hungary's territory, population and settlements, as well as its agricultural and arable land (Table 1). However, there are also important differences between the two counties:

- Hajdú-Bihar County is slightly larger, while Szabolcs-Szatmár County has a higher population. In the latter, the average population density is also higher, yet still falls short of the national average. The average income in both counties is significantly lower than the national average.
- The decisive form of agricultural production in both counties is the family farm. The role of agricultural enterprises in providing employment and income significantly exceeds national indicators. In Hajdú-Bihar, the proportion of the number of joint ventures (2%) is close to the national average (3%), but in Szabolcs-Szatmár-Bereg County, only 1% of agricultural enterprises are joint ventures.
- The rent of arable land in the two counties is almost the same as the national average (56-59 thousand HUF/ha), but there are significant differences in land prices. In Hajdú-Bihar County, land prices are exceptionally high, while land prices are approximately a third lower in Szabolcs-Szatmár-Bereg County, due to e.g. the quality of the land, the resulting different sowing structure, income-generating capacity, the different development levels of the processing industry and infrastructural differences.
- The settlement structure is markedly different in the two counties:
    - Most of the area of Hajdú-Bihar County is occupied by settlements with an agricultural town past, and most still boast city status. The majority of the population lives in settlements numbering 1,000-10,000 inhabitants. The threshold for urbanization is high, around 10,000 inhabitants. A large number of settlements with more or less urban functions results in the fragmentation of urban functions. The majority of the village population of the county lives in a more populous environment. The primary needs of these residents is provided locally, their local society is structured, and a significant number of people with higher education degrees also live in these settlements.

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- The south-western part of Szabolcs-Szatmár-Bereg County is characterised by the same endowments as those of Hajdú-Bihar County. The other half of the county, however, includes a much smaller population but a much larger number of small settlements. Here the network of institutions is poor. In the small villages, basic services are inadequate and property values have fallen, i.e. development (housing, infrastructure) is scarce. Unemployment is well above average and commuting is difficult due to poor public transport. There is significant out-migration from the region, especially among the educated and physically active people. For these reasons, the demographic and social structure of the tiny and small villages is extremely distorted.

Category	Measurement unit	Hajdú-Bihar County	Szabolcs Szatmár County	Hungary	Share of the two counties of national data
Territory	km2	6210	5936	93023	13
Number of settlements	no.	82	229	3155	10
Village	no.	61	201	2809	9
City	no.	21	28	346	14
Population	thousand persons	528	553	9773	11
Population density	persons/km2	85	93	105	
Average population of townships	thousand persons	1,7	1,3	1,0	
Average population of cities	thousand persons	20	11	20	
Urban population rate	%	80	54	71	
Average monthly earned income	thousand HUF/month/person	283	240	347	
Number of farms	no.	44377	72768	471930	25
of which joint ventures	no.	803	736	13002	12
Agricultural area	thousand	450	327	5309	15
of which arable land	thousand	325	251	4318	13
Land rent (arable land)	thousand HUF/ha	59	59	56	
Land price (arable land)	thousand HUF/ha	2083	1321	1487	

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Total agricultural emissions	billion HUF	589*	2693	22
Gross agricultural value added	billion HUF	272*	1104	25
Net agricultural entrepreneurial income	billion HUF	195*	712	27

*Data for the Northern Great Plain region, which includes Jász-Nagykun-Szolnok County, in addition to the two counties under study.

Table 1. Data of the two counties and Hungary (2018)

Source: HCSO (2021)

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Methodology

We conducted 20 interviews with young farmers (under 40 years of age) from Hajdú-Bihar and Szabolcs-Szatmár-Bereg Counties who have become new farmers and have acquired the necessary property for farming. The interviewees (see Annex 1) were reached by the snowball method. Interviews were conducted online and by telephone due to the epidemic situation. Informed consent statements were provided by all interviewees. Interviews were 1-1.5 hours long and followed the question structure recommended in the WP5.2 input paper (Sivini, Vitale, Kovach, 2020).

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Experience of interviews with new farmers

Background

Personal motivation

The interviewed new farmers were on a secondary or tertiary education, including those with PhD degree, and several had post-university qualifications. All respondents were under 35 years of age. The vast majority started with a small area a few years ago, and many now have over 100 hectares. Many of the respondents are farming full-time, but there were also some who farmed part-time to provide a stable income and freedom for themselves and their immediate families. A significant number said that the land acquired from compensation vouchers was the basis for future operations and that they would try to increase this available area in the future.

"There is a golden rule among farmers that you don't sell land. I stick to that..... There's no better investment than land in the world. At least that's how I feel."

In addition to land, the existence of other productive assets and real estate could also be a major factor in a decision.

"If there was land in another municipality, we would probably move there... actually, there was a house here a property here that we could move to, so we did."

In another interview, the interviewee reported a similar motivation.

"the whole idea started when my great-grandmother died and left a house empty. And that was a starting point."

Many of the respondents with a relative (married or living together) said that the land or other assets in their partner's family had a big influence on their later production decisions *"The idea, it didn't come from me specifically, it came from my partner .....we both grew up in the countryside, in the village, the family had land and they didn't use it"*, and whether they should be involved in some way in the life of the farm.

"they started the business back in 2015, and little by little, yes, I joined this family farm, but of course, alongside my university work."

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Of the interviewed farmers, there was a young man who wanted to honour his father's memory by starting farming.

*"Actually, I always wanted to learn how to farm, but I wanted my father to teach me. ..... My father was 60 when he passed away**. Then came the guilt, and the train of thought "I am going to man up and make it".** So I started farming in March 2018. In May I took my farmer's exam, and from there I made the decision to switch from linguistics to agricultural engineering, and that's what I wanted to do."*

In addition to the direct example of their parents, as a matter of course, many participants were nostalgic about the positive examples set by their grandparents, by means of the closeness to nature and agriculture.

"I must have been a freshman, so I must have been around seven or eight. My grandfather already gave me the rotary hoe: here, son, practice with it."

One of the influential people mentioned a friend who wrote the application *"he kept telling us that it was worth applying, and thanks to him, three of us brothers and sisters started and two of us were successful .....and I know of others in the area who started this young farmer application in the mid-2010s and are now able to make a living from it."*

A kind aunt or uncle among the relatives can also be a decisive factor, as the following statement shows

*".... **my profession is my hobby** .... my godfather had a farming company at that time, and I .... have been **working there in the summer** since I was a child, **since I was in the eighth grade,** and I was always there when I could. **This whole attraction to the profession started somehow** .... **when I saw the machines, and I was already ..... trying to fit in with those things.**"*

As a matter of course, considerable parental help also made it easier for some farmers to start up. "*The parents had land and they took a plot and set up a farm there. And they also applied for a grant, because it was a farm to be established from the young farmer's grant."*

There were farmers who did not necessarily have the goal of further education and this triggered the possibility or the need to start farming.

"my brother was at the agricultural vocational school in Pallag and did not want to continue his studies. And that's when we found out that, since we already had a proper site, a farm, so we decided to start raising animals."

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Unemployment after leaving school has clearly helped young people to decide whether to start production related to agriculture professionally.

".....there weren't really any other options in Debrecen..... and we were like, if we can do it, we'll go."

Similar views were expressed by respondents who were forced to change their lifestyle because of the persistence of national economic problems.

"*at that time, say 10-12 years ago, the outlook was not very good. So there was unemployment, various restructuring actions, downsizing everywhere. I remember I sent my CV to at least 20 companies in Debrecen, but I didn't get any calls from any of them."*

The immediate community of residence can initiate a process that can have a positive outcome for both the individual and society, as one respondent said it below.

"I think it was 2010, ***my neighbour was a beekeeper, I used to go and help him when he*** *had to pack and I helped with combs. We were on good terms, I told him not to pay me any money in exchange, and then* ***he gave me two colonies of bees****, and that's where I started beekeeping from."*

The specialised university studies have helped the students who have graduated to rank their work higher in the competition when submitting grant applications.

"...the university was a good foundation for this. From the aspect of qualifications, our application was given extra consideration in every respect, because ..... with a university degree, in terms of the field, it was all positive. .....So we won that, the decision came at the end of 2012 and from then on we had to operate as self-employed and that's when we started our activities here."

For several respondents, the idea of self-sufficiency and sustainability emerged as a specific motive. They reported that they were keen to test whether they could support themselves individually or at family level using only the resources available to them, but in circumstances that would not cause a fundamental disadvantage to their children.

"When I came to the city, I was looking back after 5-6 years and always looking for the opportunity to do a job that could be done in a small town. And so I started to get interested in this topic, the idea of self-sufficiency, to be a little bit independent from the system."

For one respondent, the main motivation was personal ambition

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"I'm going to be either the 100,000th graphic designer and computer scientist, or I'm going to make something outstanding in the beef sector, in a relatively ageing society.

Emotional background

Many people feared the uncertainty of starting out. For this reason, some planned only a short timeframe for themselves and their farms, and if their farming failed, they would react by suspending production.

"I was very pessimistic, I'll be honest. So, with zero experience, I didn't know anything about mechanics, and it's a sector where you must know how to repair machines. ..... We started with the idea that we'd try for a year and if we really couldn't do it, we would stop trying. Actually, we couldn't have done anything if that had been the case, but luckily we ended the year successfully. I got a lot of help from the farmers around me, from old friends of my father's, so we ended the year on a positive note. Even though I started out very pessimistic, it has been even more positive ever since."

Family motivation, support or, on the contrary, obstacles must be mentioned. As a matter of course, the approach - and especially the opinions - of parents towards their child who chooses agriculture as a profession should be examined in its context and not on its own.

*"**My parents really tried to talk me out of it**. Although they are proud of what I do and see the will in me, they **really wanted me to have an easier life.**"*

"I wouldn't change a thing, that's where we are now. There's nothing I'd rather be doing than this..... If you don't have the motivation, it's pointless to get involved..... I say, life is not easy anywhere in the farmland. But we love doing it, so there's no problem with that. We were expecting this."

Another interviewed farmer shared similar views to the previous farmers on how to approach farming, especially when starting what could be considered a serious (meaning intention and not specifically size) agribusiness.

"One thing about this is that you should never give up. The neighbour said that even if three or four years are very bad, the fifth one is sure to be good, so never give up is the only good advice and a very important piece of advice."

"...at the very beginning we were obviously optimistic that this would work, and that it would be good... and it was good. So you have to persevere, I would say."

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Some also expressed their attitudes and expectations about learning. There is a natural and fundamental need for the time spent in school to serve some higher purpose than learning just for school. This may be even more pronounced for people who clearly know early on what they want to achieve in life or those who have already achieved some of it.

"I'm still studying now, just doing agriculture alongside university. Or I should say I'm going to university alongside agriculture. Perhaps that would be a better way of putting it. But I am confident that being in Debrecen will bring me something later on."

Many can appreciate their university studies only later, when faced with the need to solve problems. At this point, producers often wonder how much of what they have learned in theory can be used in their daily practice. This dilemma was expressed very graphically by the following respondent.

*"I can't remember which of our university teachers or **professors told us that** we shouldn't go into all this looking at what we're going to learn, because **we're going to be stupid anyway, and life will teach us**. But it really is the case, because **when we got out, we had to start all over again** in order to use the knowledge in the books. **But at least I knew where to look**..... of course some things come up, but you really have to learn everything at your own expense."*

Some respondents talked with a positive superiority about the most salient positive aspects of their activities that could be linked to day-to-day production. The following quote illustrates this.

*"Farm life and **farm work have that beautiful magic that if you do something, it's done. You can enjoy it**. If you want to build a new barn and you start digging the foundation, you dig for two weeks. But in two weeks you look down and say, yes, I dug the foundation on my own. Now you can take the next step. So this kind of **joy of work being done**, this kind of thing, this is something that will never be really **understood by a city person**. That, for me, is particularly beautiful about it."*

It was good to hear in several interviews that farming activity is not only focused on increasing income. Fortunately, Hungarian farmers have much more complex preferences and expectations. This is illustrated by the fact that several expressed the advantage of, and their own need for, a direct, 'almost friendly' relationship between the buyer and the producer of the product in short supply chain sales.

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*"I have **always preferred local products**. Our products are only available in our immediate surroundings. The farm is in Hajdúszoboszló, and we sell in Debrecen and the surrounding villages. **I don't even plan to go any farther**. Because there is a market where I can sell everything. Also, we are stronger as a local product, and **the relationship is much more direct than if I were to go farther away and they wouldn't even know where I came from**. It is also an advantage that it shortens the supply chain and I think it creates a **greater relationship of trust, because local people buy from a local producer..... I can only see the benefits of that**."*

The farmers we interviewed are located in the more underdeveloped eastern region of the country, and some of them also pointed this out during their interviews. According to them, this backwardness can also affect the feelings of the people living here and is very palpable when looking at the receptiveness/acceptance of new or quality products. However, this observation does not discourage our producers, but rather challenge them to even more effectively disseminate the knowledge that can help them to overcome these negative attitudes.

*"but here in **the eastern part of the country, people are not necessarily so receptive to it**, so they still **don't necessarily say that they would rather buy quality**. But **we are working to improve this.**"*

For farmers who also need the help of employees during production - this is typically the case where the size of the enterprise requires or allows for the employment of an external employee outside the family - the need for managerial decisions is an additional task. Several respondents also pointed out that this extra burden is a very significant problem for them in their daily lives. This is mainly due to the fact that it is mostly younger people who are engaged in farming activities, but the majority of the workforce is older people, as a decreasing number of young people choose farming and related jobs.

*"**What I wasn't prepared for at all,** and I was very insecure about, **is running the farm**..... now I **have an employee**, or more precisely a couple, who help me out on the farm. But they're twelve years older than me and I found it terribly difficult, and even now **I struggle most with managing them.**"*

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One way to solve this problem is to have employees who are at least moderately reliable and self-reliant to some degree, or to find good people from another farm or workplace who can be employed on their own farm at a decent wage.

*"**He either has very reliable people and he goes out to check on them once a week.** I know one of those. And it goes really well because he **really pays them well** and he's got very reliable people. **Or he doesn't have very reliable people, but they're still reliable.** So **he goes out once a day**..... this way, it **works semi-automatically**..... **I have never had any problem with the work itself**..... what **I have seen, among other things, whether it is my father or elsewhere**, that **if you do it with enough persistence, you get to the point where the system runs semi-automatically.**"*

Economic dimensions of the area

The North Great Plain region is a key strategic area for Hungary's agricultural development. A large part of its territory is suitable for intensive agricultural farming, and the soil quality is of outstandingly high quality, even compared to any other part of the country. Its basic economic character is still determined by agriculture. The North Great Plain has long been one of the most underdeveloped regions in the country. There are currently 28 small regions in the North Great Plain region, of which only Debrecen belongs to the most dynamically developing areas, while seven North Great Plain regions are lagging behind. The region's underdevelopment is also reflected in the fact that 25 of the 28 micro-regions are among the country's beneficiary micro-regions in terms of regional development. The region's unique natural assets are protected by national parks in the area. Hungary's first protected natural area, the Debrecen Great Forest, and its first national park, the Hortobágy National Park, which is also a UNESCO World Heritage Site, are located here. Among its natural and landscape values, Hortobágy stands out as the largest grassland meadow in Central Europe. The region is outstanding for its water-related attractions, with the Tisza River and its tributaries, as well as the Lake Tisza attracting a significant number of tourists in the summer, and the upper reaches of the Tisza being a frequent water-tour route. The North Great Plain region is a prominent centre of the Hungarian Reformation: its religious values and monuments are also considerable. Folk monuments of the traditional way of life and

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farming, folk traditions (Hortobágy, Hajdúság, Szatmár, Bereg) and folk crafts are of great tourist value.

According to the interviewed farmers, the areas around Debrecen have both advantages and disadvantages for them, while at the same time, they were very proud of the high quality of their animal and vegetable products. This is due to the fact that, in addition to the work ethic, they also see the verticality in the overall sectoral structure as a process of transforming good quality raw material into even better quality products.

"Because the land in Hajdúszoboszló is of good quality, it is all chernozem soil, which has a high AK value (used to measure soil quality), so in principle it is ***possible to produce a good quality Hungarian product on it.****"*

Good soil conditions and economic development are certainly positive, but it also has a negative impact on land and property prices.

"It is a 15 km door-to-door distance between my land and my house that I have to travel whenever I go out. From this point of view, it's very good. I can go to work anywhere, so the options are almost unlimited because of Debrecen. However, ... land prices are sky high because of the development of Debrecen. It's the land prices here that are the most out of reach. Debrecen makes it virtually impossible to expand."

There were some respondents who live and produce near other settlements in the Hajdúság region. One of them, one of the oldest farmers among the interviewees (31 years old), used the following words to criticise his homeland.

*"****It's a boring dump****. **No natural waters, no mountains, no nothing.** Typical socialist era cube flats next to each other, so there's nothing [...] that would make me say 'Wow, that's something', **but I can't do anything with it. I was born here. The main entertainment here is the pub**. It's the typical small-town, village mix of people."*

They were more optimistic about the economic geography aspect of their production activities. For this reason, the impacts of farming and local tourism could be well traced even in a small village.

"*I think Lake Tisza is quite well developed here, it has just been developed. It's quite a big thing there, because many people come here as tourists..... There are some backlogs, for sure, but in the end I would say that* ***we have everything we need, it's a liveable village.****"*

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The other group of producers' farms in Szabolcs-Szatmár-Bereg County and each described their situation slightly differently.

"For me, one of the main advantages of Penészlek is that it's easier to find work there, so there's always a silver lining. And Balkány, there's the geographical proximity, so everything is within reach, whether its farm equipment or businesses, the market is closer, there are lots of traders. So those are the biggest positives."

One female interviewee described their neighbourhood, the people who live there and the relationships between them very vividly.

"Well, partly because the opportunities here are quite limited in our area, almost everyone here, or I should say a lot of people, have ended up working in agriculture."

All respondents described their municipality in two ways, using the terms advantage and disadvantage.

"It's a small settlement, relatively close to the border, the Tri-border area. It can be considered a backward area, but what is an advantage is also a disadvantage."

It was also mentioned that in the current economic situation, production methods requiring manual labour, such as fruit growing and horticulture, have been severely reduced, as not only is there a shortage of skilled workers in Hungary, but even low-skilled people employed as day labourers for seasonal work are not available to farmers.

"There have never been too many young people around, once they've gone somewhere, to the city, to study, they don't come back, as it's more attractive for young people to go to work as a pizza delivery boy with a decent salary as opposed to working here, in agriculture."

For this reason, farmers are forced to transform traditional production systems and shift the production structure towards crops that can be better mechanised. This is clearly visible in the areas bordering the settlements, as the old orchards are increasingly being replaced by arable crops, including cereals.

".....on the one hand, there is no labour force, but it is a sector that requires manual labour. It is horticulture, fruit growing, people used to rely mainly on apple production here. Now it would be easy to mechanise apple production, but intensive plantations would be needed. The old plantations have been cut down, their land has been sold."

A particular feature of the settlements in this area is that local governments are one of the largest employers. Due to the lack of entrepreneurship, many municipalities in Hungary are

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currently solving the problem of unemployment with a so-called public works programme, coordinated by the local government.

*"Unfortunately, the problem we have is that **the local government is the biggest employer at** the local level. ... currently in Szatmárcseke there are 350 people enrolled in the **public works programme.** Needless to say, the majority of these are **of Roma ethnicity**."*

In Hungary, the housing boom of recent years (government support for parents with more than one child) has reached even these remote, smaller settlements, not necessarily in terms of the amounts borrowed by households, but in terms of the fact that local minorities have been partially reintegrated into the world of labour.

*"...as far as I know, there is no social friction with the Roma in our settlement. **There used to be** a few years ago, but **now they also go out to work**. The **construction industry** takes, well, if not all of them, but around seventy percent. And then **when they come home, they're exhausted**, and so now they're not stealing chickens and everything."*

As some of the farmers in Sz.Sz.B. County were considered to be borderland farmers, the potential commercial advantage of this position was also mentioned by some respondents. At the same time, the proximity of the border has also created problems in the past period, as many people from across the border registered in these settlements as permanent residents.

"... a lot of people from abroad, from Transcarpathia ... have registered here"

Some of the farmers keep their machinery and animals on their farms, or even live there with their families. The question that immediately arises for these farmers is whether they have any advantage or disadvantage as a result? The answers given clearly indicate what these farmers think.

"but at the same time, it's much harder to live on a farm than the average person thinks... So if someone decides to move out to a farm, like I did, everyone has a relatively romantic idea... and what a beautiful and idyllic picture it is.... but you have to plan ahead so much more. It's not better or worse here - it's different."

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Detailed description of the activity

In some cases, working conditions in the agricultural sector are very unfavourable compared to industrial production, and weather is a risk factor that needs to be taken into account, but its impact cannot be accurately predicted. Nevertheless, all interviewees expressed the opinion that, despite the difficulties, working in this sector is not a burden for them, but rather an exhilarating experience, as they are aware that the 'end product' they produce is food for others.

*"But when **it's the peak season**, it's very difficult to accept that **I'm going out at 8 a.m. and coming home at midnight the next day because there's so much work to be done** that I need to be out there all the time,"*

*"Yes, **being in the countryside, for** those who like it, I don't think it's a **problem, seasonally it might be a week or two or a month that's busier**, but that's the way it is for everyone, teachers have more work, but then they have the whole summer. So it's up to the profession. I think **a farmer's life is absolutely liveable.**"*

In addition to these considerations, there were farmers who said that as much as they loved what they did, they and their families needed some time off, in addition to the constant commitments. The only way they can do this is for him to take a job elsewhere, where there is no year-round commitment, and hire an employee on his own farm.

*"...I'm also currently working within the Limousine Association, where I work full-time, and the business is still part-time, where I have an employee who helps me. The reason for this is very simple: **I needed the full-time job in order to be able to cover my employee's salary.** And I have an employee because, if I don't have an employee, I'm totally tied to the farm, mainly because of the livestock. And as much as I love it, it's a three hundred and sixty-five day job, animal husbandry. So you have to feed them and bring water to them also at Christmas, Easter and on Sundays. And **as much as I like it, I'd rather have a job that pays my contributions and I can pay an employee from my salary than be so tied down.** "*

The following table shows a brief summary of some of the characteristics of the interviewed farms in order to provide a better overview of the production structures presented in the report.

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farmer	Area property rights	form of enter-prise	number of em-ployees	farming methods	does it provide services?	RES
No.	ha s/b		number of permanent/ seasonal workers	organic/ traditional nt/át/gy	i/n	i/n/t
1	300	kft + primary producer	6+25	e.g.	n	n
2	8	cs.g. + primary producer	2	e.g.	n	t
3	300+500	ltd.	8	nt	i	n
4	2 + 8	cs.g. + primary producer	3	nt (melon, acacia)	n	i
5	100	cs.g.	2+2	nt +at	i	i
6	10	primary pro-ducer	1+1	e.g.	n	i
7	8	primary pro-ducer	1+1	e.g.	n	i
8	1	cs.g.	2	bio	n	i
9	200+50	cs.g. + kft	4+8	nt/gy	i	n
10	100	cs.g.	2+2	AKG pro-gramme/ nt +át	i	i
11	20	cs. g.	1+1	via	n	n
12	150+120 ha +100 beef cat-tle suckler cows	e.g.	3	grazing	n	n
13	12	cs.g.	3	át	n	n
14	1500 + 30	ZRt.+e.g.	114	nt	i	i
15	90	cs.g.	3	nt/gy	i	i
16	200+120	cs.g.	4+1	nt, át, gy	i	i
17	300+2700	kft	400	nt, át	n	i
18	1	cs.g.	3	nt	n	i
19	100+20	cs.g.	5	bio, nt, át	i	i
20	1+4	primary producer	8	nt, át	i	n

Legend: s: own, b: rented, nt: arable crop, át: livestock, gy: orchard, i: yes, n: no, t: planned, RES: renewable energy source, cs.g.: family farmer, kft: limited liability company, (m): part-time

Table 2. Brief description of the enterprises in the case studies with new farmers

Based on the above table, the sample thematically represents the different groups of new farmers.

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For smaller businesses, it is easier for the head of the farm to adapt to the rest of the family and allocate his or her own work so that immediate family members are least affected or do not feel the negative impact.

*"My **wife is also a university student** and agriculture is one of our main sources of income. I try to make time for everything. **I mostly coordinate it around the university, I tend to schedule most of the work on weekends**."*

*"Obviously, it calls for **a bit more organising** now **with school**. Right now, **during the week**, **mom**'s dealing with production, and then **I do it on weekends**, so we try to divide the workflow normally."*

Without exception, all respondents said that in agriculture it is almost compulsory to use external, non-permanent labour for seasonal work, and that this is one of the biggest organisational burdens and also a cause of insecurity. These peaks in work are predictable and, although they try to arrange and secure the necessary staff in advance, it is not always a smooth process.

*"During harvest time, **if there was any workforce, I would** be happy to **employ them**, but **unfortunately there isn't.....it's a seasonal job**. For us it's mainly **the picking, which is important,** it is not an easy thing to organise because we don't know how the elderberries will ripen."*

Some farmers were honest about the fact that development does not always have a positive impact in a broader sense. Therefore, the original production structure may need to be adapted over time to less labour-intensive farming technologies.

*"Because **in the meantime, we realised** that there is already an **area** that **we didn't harvest last year**, because we simply **don't have the capacity to reach it with people**, so we want to convert this area from elderberries to walnuts and plums, because we don't have the capacity to plant more elderberries, because we **don't have the people to harvest them.**"*

While people's skills and commitment to work move on a wide range, our interviewees mentioned that there could be qualitative differences in the people available to be employed based on the area they come from, even when comparing two municipalities.

*"Here's the difference between Penészlek and Balkány: in Penészlek it's easier to find people, but the reliability is not good, so **if they come on Monday, they might not come on Tuesday**.*

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But in Balkány it's much harder to find people, especially because of the public employment system."

People's views on the number and quality of the workforce needed also change over time. This is illustrated by the outburst of a farmer who reported that the number of suitable seasonal workers is very limited when several farmers need seasonal labour. It is also observed that for seasonal work, direct help from family, friends or acquaintances is preferred to external labour.

*"when we started, I could get them without any problems. But **now I can't even get three from the entire village**, so I always tell my family that I only ask for two weekends of their time.*

Entrepreneurs who, because of the size of their business, can afford to employ staff on a permanent basis – i.e. all year round - will seek to make use of the permanent workforce. They can do this by taking on or inventing jobs that use the labour power of their people in a meaningful and at the same time economical way.

Some very interesting points were made about how the knowledge and motivation of the current young workforce can differ from the values and work ethic of the older generation.

"they were socialised in the co-operative, so to speak, so he is a universal man, a jack of all trades. It would be difficult to define his occupation. You could say he can do everything, too. He's a bright, young kid, which is rare, he's really such a smart, fiery kid."

For seasonal workers, as well as permanent employees, a good salary can be a key motivator, but many stressed that this should be set at a level that is fair to both parties. This should be interpreted as paying a proportionate amount for a proportionate amount of work. Only then can one expect people to be willing to come to work for the entrepreneur in the next period.

*"**Wages** are also important, this is **always mutually agreed,** depending on the work. In the last 5 years it started at 500 forints and the maximum hourly wage was 1000 forints, **we** always **discuss** this **beforehand so that it is good for everyone.**"*

In addition to the salary, other factors also play an important role in ensuring that a farm business is balanced in the long term. In addition to the financial aspect, the working atmosphere can have a big impact on the well-being of employees. In the case of smaller farms, where only a few people are employed, many people pay attention to the

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atmosphere and the relationship between the manager and his or her staff. In production, due to work peaks, it is not always possible to work an 8-hour day. This means that employees may have to work more than eight hours in a given period and that has to be compensated by the management somehow. Several people reported that they have a better relationship with their colleagues than would be expected in a normal workplace. This is an advantage when it comes to asking employees to do things that are not possible in a formal boss-subordinate relationship.

*"...**in addition to the boss-employee relationship, it's also one of those semi-friendships. Because if they have any problems, I try to help them with everything**, and we don't have such a rigid work schedule that if they don't come to work at eight, there's retaliation, disciplinary action, and so on. So, because of our agricultural background, it is not uncommon for us to work into the night or late into the evening, so it is not uncommon for us to work from seven in the morning until ten o'clock. But **they don't complain about it either, and obviously I don't complain about it either, because when they have some other thing to do, I won't say a word.**"*

For many farmers, environmental protection is a major concern in the production process, but organic production comes with a lot of constraints and administrative burdens, i.e. many choose to perform conventional production. Although they limit the use of chemicals and practices that could harm the environment, they do not officially register their farm with any of the organic farming control organisations:

*"**We were also interested in organic** because, say, 90 or 95% of the sprays or pesticides we use are organic and authorised. But there's so much **paperwork** and so much **approval** and so much **bureaucracy** that we didn't see the point."*

Description of women's roles

In the following section, we illustrate with some examples how the part of the Hungarian farming community we interviewed perceives the role of women in farming. Since it is a traditional part of Hungarian identity that the man is the breadwinner and the woman takes care of the children at home, we wondered whether this is expressed in agriculture today. Some statements show that this has not changed much in the last half century.

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"it can't change much, because the physical load bearing of a woman is obviously not the same as that of a man; so, she won't chop wood, but neither will the man wash the dishes or do the laundry."

As the above quote shows, this is an almost constant explanation. Previous research has explored that women's role in farming is maintaining the administration (Csurgó 2006).

"by the way, I talk about my father a lot, because he pretty much took me through farming. ***But my mother is absolutely the backbone behind us, who deals with the paperwork, who is in charge of everything, with whom we are now doing this application,*** *so they have this division of labour that* ***my father does the physical part and my mother does the paperwork****."*

There were also people who disagreed with the traditionalist approach described above. At the same time, some stressed that recognition is good for everyone, but being praised as a woman for her work and respected by being told directly or to a family member can set an example to others.

"Because they see that we work, we work hard, we made it ourselves, we built what we have. Without help. So we've heard it from other people that we've been ***recognised.****"*

"But ***there was equality*** *in women's roles, because if I went hoeing, he came too. Otherwise* ***she was more recognised locally*** *for* ***doing it as a woman****. She came, she did it out in the field. Also, we decided to have a child on the side. I think it was even more recognition for her,* ***she is appreciated and respected****, because they see that what she had done, moving home from Debrecen, and developing this is a big thing."*

As in the farming community as a whole, the situation of women entrepreneurs is unique among new entrants. Their share among farmers is very low, and if we examine the process of having children and becoming mothers, it can be seen that the tasks involved fall almost entirely on their shoulders. Their role on the farm is therefore changing, as the following quote illustrates:

*"****Until I had the baby, I used to come and help,*** *but there were fewer chickens back then. Also,* ***there were no employees*** *at the time. I used to come and collect eggs, sort them, pack them and help with the sales. Sales were also done by home delivery, or rather, most of it was sold by home delivery,* ***and I was involved in that, too.****"*

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Formulating the future prospects

The vision of the future is very important for all businesses, but for young farmers linked to the agricultural economy it goes even further, as their vision also affects the countryside. Two types of vision emerged from the interviews. One is those who do not have a direct goal of growth, but instead believe in maintaining/keeping up and they are doing their best to stay at this level. They do not wish to grow at all costs, and they want to maintain their current production framework, but they see that they would not be able to operate "stress-free" at a higher volume. However, they are open to further diversify their current production structure.

*"Well, **growth is not** my **goal**. Because in a way, I'm saying that we came home to have a **more relaxed standard of living**. **I don't miss the stress.**"*

"We don't really want to expand, because we think that what we already have is enough..... nuts, plums, these traditional fruits that are suitable for the region and have a market. Well, we would like to add nuts and other local products."

Another group of producers is looking to expand their farm and production framework in the near future. They see various possibilities for this, such as expanding services by exploiting a new market segment, introducing the latest technologies into the field, introducing new crops, keeping animal species new to the farm, as well as increasing the current production structure by purchasing land.

"I'd like to use what I've learned at university, especially if I have experience in precision farming, and get into contract farming."

*"my first **priority is** to **buy land....** We can buy machines even if we already have land to farm."*

*"to build another stable on the current site. A similar one, so **we could double the current four thousand places**. Well, that's a long term plan."*

Underdevelopment and the lack of local initiatives are also affecting agricultural production. It was very often observed that the agricultural professionals interviewed used strong expressions to describe these conditions and suddenly lost their generally optimistic attitude when it came to describing the future development of local conditions/society.

*"the real trouble is, I say, that **these villages are** very much, well, **almost doomed.**"*

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Direct and indirect effects of the COVID virus on farming

Depending on whether the farmers were involved in crop farming or livestock production, there were sometimes differences in their opinions. These differences revealed that logistical problems, difficulties in getting to work, and marketing problems due to the loss of tourism had affected more families personally, directly or indirectly.

*"even with this coronavirus, we are hopeful for a recovery. It has also hit us so hard because we have already exported seedlings to Romania, Slovakia and Serbia and we are expecting these opportunities again..... **personal sales** of acacia were practically completely **stopped** during the period of restriction, ... and that is why **we switched to parcel delivery**, acacia courier."*

*"we had a positive experience. I don't know how much you've heard, that **black elderberry,** for example, **has a substance extracted from it that was effective against the coronavirus...** ... and last year, because of that, **they offered** a **price** that was, well, **three to four times higher** than in previous years."*

*"It was a difficult period, obviously at the beginning, when I couldn't go to work either, because I had to be at home with the child ... we worked **in a home office**. Nándi didn't feel any of it because he works alone. He just **goes out to the fields**, so he was practically **not affected at all** in that respect."*

"...it separated people a little bit. And the habits, we don't go to the shops, we don't go to the community the way we used to..... we don't dare to go next door..."

It was possible to separate the group of farmers who did not live through this economic crisis by constantly wondering when they should stop producing. They were aware of the high risk of agricultural production and saw the restrictions imposed by the virus situation as an unforeseen but imminent factor of uncertainty.

*"**agriculture is by and large crisis-proof and secure**. This has come out very well here under COVID, for example. I **was able to sell my cattle** exactly **the same way** as the year before."*

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Conclusion

As the comparative analysis highlights, successors are often defined in opposition to the term new entrants (Murtagh et al. 2020). This statement is not entirely true for Hungarian cases, because new entrants often have types of capital that can be identified as usable in farming. There are many among the successors who only start farming after a while and do not work in the agricultural sector before, or their connection is only temporary, part-time. The first important finding of the conclusion is that it is often not possible to distinguish clearly between the category of successors and the category of new entrants. Without inherited financial, material and knowledge capital, the possibility of engaging in agricultural production as an independent farmer is practically extremely limited. This constraint is an important feature of the entry of new actors into farming, despite the fact that for three decades the agricultural sector has operated in a collectivized form. It is also true that part-time family production was widespread in the 1970s and 1980s, proving to be apt to accumulating and inheriting material and knowledge capital. **The entry of new generations into family farming is strongly succession-bound.**

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The comparative analysis also found that one of the conditions for the emergence of new entrants is the farm succession process. In the German interpretation, NE - “are successors that come from outside the family of the previous holder…. someone entering farming who has no family relationship with the farm transferor or a relationship going beyond the third degree of family relationship”- which also indirectly emphasizes the crucial importance of inheritance. In the French literature, “Those coming from a farming family or have an agricultural background who decide to establish or enter in a new / different farm or those not from a farming family, define new entrants into farming by their non-agricultural background (they have no farmers parents); sometimes by their attachment to “traditional peasantry”; and more often by their farming practices which uphold a sustainable relation to nature and agro-ecological principles, sometimes associated with a cooperative or collective farming organization '. The Finnish definition of NE also points to the unavoidable role of inheritance “or returning to a family owned farm after a minimum of some, e.g. ten years of off-farm employment or education ”. Polish analyses also show that individual farmers who

"after entering into farming (very often as successors) undertake various actions in order to improve their prospects as farmers", according to which inheritance leads through rather complex processes to the establishment of a functioning farm, which makes it difficult a clear separation of the phenomenon of inheritance and new entrants in the process of ruralisation.

New entrants in the Hungarian case are typically not involved in alternative farming. The case about new entrants into farming presents several young farmers, who follow the traditions of the grandparents. Almost all of them continue traditions and build on childhood memories, on inherited land, and has a personal link to the place where he or she started to farm.

Farming is an important part of their identity and they define themselves as farmers, but never as peasants or neo-peasants, despite the cases of Italy, France or Spain. Post-modern values are not wide-spread among them. Thus in contrary to the Western literature, they do not follow agro-social principles (Monllor and Fuller, 2016; Vitale 2013,) and a peasant style (Escribano et al. 2020), as has been conceptualized by Van der Ploeg (2008). It is worth noting that despite the tendencies described by the referred authors, some of our interviewees kept their original jobs and still have income outside of agriculture, as well. Their farms are usually built on few crops, mainly arable crops, sometimes orchards, or animal husbandry, while diversified farms are not typical.

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Innovation is not really typical of these farms. The few exceptions are related to the fact that almost all of the farmers have a BA or an MA in agricultural sciences. Regarding innovation the analysed farms differ from the Western-European context described by Morel & Léger (2016). The authors argue that, in France, new entrants are considered potential creators of innovation for agro-ecological transition, despite it, the innovation potential of new entrants in the Hungarian case, stems from education; it seems to be in line with the Italian example (Bertell 2017), which shows that these groups of farmers are able to bring together different cultures of innovation: moving from ethical choices, to economic and market reasons of onnovation. Interestingly none of our interviewees had any kind of processed food, or direct contact to consumers – although it is typical according to the literature: Brunori et al. (2011) in a research on Alternative Food Networks in an Italian region underline the role of "neo peasants" in innovation dynamics, e.g. in developing environmentally friendly practices, as

well as in promoting local food networks. In the Hungarian context, it is not typical that new entrants would form a collective. Although there are some initiatives aimed at collective action (forming a cooperative or establishing a purchasing/selling cooperation), these are the exceptions and not the mainstream.

As a consequence of their strong and dense ties to the locality, and to rural areas most of them could build also on physical heritage: on land inheritance, thus access to land is a minor issue for them, although they admit that it could be a real obstacle. In case they would like to extend their farming activity, the lack of available land will be a real limitation. The lack of available land is an important issue in Hungarian agriculture, and especially important in the case of the new entrants, as in other EU countries. We did not experience the lack of information concerning land access or other kind of subsidies, as our interviews are embedded in local society, and in general they have good contacts to the agricultural advisory system.

As the new entrants - in the Hungarian case - have clear and vivid connections to the locality and , it is not surprising that these farmers are integrated into the local community. As we showed their openness to innovations is limited, thus they can find the common words to the local farmer's society, and are able to work together smoothly.

Similar to other European countries, there are almost no central policies to support new entrants into farming. The only way for them is the Young Farmers program, a subsidy of the EU, which ensures a modest, but visible amount of money for young educated rural people. Training is available mainly at the Universities and to a lesser extent as specialized trainings (although this option will end this year).

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Annex 1. The list of interviews

code	gen-der	age	education-al level	occupation	settle-ment (village, village close to a city, small town)	agricultural activity (e.g. goat rearing, cereal production)	non-agricultural main activity (e.g. cheese making, carving)
HU9A /Int.1	f	35	PhD	biology-geography teacher	Ebes, Nagyhegyes, Tetétlen, Hajdúszoboszló, Debrecen	cereal production, seed production,	none
HU9A /Int 2	f	23	BSc	one year of teacher training in English chemistry, BSc in agri-cultural engineer-ing	Debre-cen-Haláp	so far cereals, cur-rently 5 ha of grass seed mix on a meadow and 3 ha of alfalfa	none
HU9A /Int 3	f	36	MSc	agricultural engineering	Tiszafüred	cereal	none
HU9A /Int 4	f	28	MSc	BSc in Business Administra-tion and Manage-ment, MSc in Logistics	Pen-észlek, Balkány	melon growing, acacia tree seedling nursery	none
HU9A /Int 5	m	32	PhD	university lecturer	Hajdúszo-dúszo-boszló	rearing laying hens, table egg produc-tion	none
HU9A /Int 6	m	32	PhD	young farmer / municipal worker	Nábrád	cereals, fruit grow-ing	none
HU9A /Int 7	f	34	post-secondary vocational training in logistics	young farmer	Nábrád	cereals, fruit grow-ing	none

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HU9A /Int 8	f	30	MSc in marketing	small producer	Hajdúbös zörmény	vegetable producer	none
HU9A /Int 9	f	28	agricultural engineer	entrepre-neur	Szatmárcs eke	cereals, fruit grow-ing, contract farm-ing	none
HU9A /Int 10	f	30	PhD	young farmer	Hajdúszo-dúszo-boszló	rearing laying hens, table egg produc-tion	none
HU9A /Int 11	f	22	Food Engi-neer BSc	small pro-ducer	Derecske	cows are rented for milk production	cheesemaker
HU9A /Int 12	f	31	Livestock Engineer MSc	family farmer	Bal-mazújvár os, Hor-tobágy	beef cattle breeder	Technician of the Limou-sine Associa-tion
HU9A /Int 13	f	31	agr. me-chanical engineer	family farmer	Tiszanána	beekeeper	full-time professional firefighter
HU9A /Int 14	f	29	Phytosani-tary MSc	sole pro-prietor	Hajdúszo-dúszo-boszló	Plant doctor + company manager at Búzakalász Agrár Zrt.	none
HU9A /Int 15	f	25	MSc	family farmer	Tiszagyula háza	cereals, fruit growing	guest house
HU9A /Int 16	m	29	MSc	family farmer	Karcag	cereals, fruit growing, sheep	-
HU9A /Int 17	f	26	MSc	ltd.	Ebes	cereals, pig	slaughterhou se
HU9A /Int 18	f	26	high school graduation certificate	family farmer	Tetétlen	cereals	open kitchen
HU9A /Int 19	f	40	MSc	family farmer	Polgár	cereals, sheep	-
HU9A /Int 20	f	27	BSc	primary producer	Hajdúszo boszló	cereals, cattle for fattening	-

Table 3. Interviews

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T5.2 Case study report (Code HU10A)

Dávid Deilinger – New entrants in farming

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Characteristics of Hungary regarding ruralization

General tendencies in rural communities

According to the EU NUTS classification, Hungary has three NUTS I regions, seven NUTS II regions and 19 NUTS III regions (including Szabolcs-Szatmár-Bereg and Hajdú-Bihar counties) and Budapest. Between 2000 and 2016, 152 villages were promoted to town status, more than in the previous decade (Kovách-Megyesi 2018, Balogh-Kovách 2021), but the number of villages increased by approximately the same proportion, so the loss of rural population can be considered a consequence of out-migration and natural decline. The population of villages with unchanged administrative classification is stable, 2,972,667 people lived in these villages in 1995 and 2,894,854 people in 2016, which means a decrease of only about 78,000 people. In addition, more people lived in these villages between 2000 and 2008 than in 1995. About 80 percent of villages with less than 500 people are among the villages with declining population, and more than 50 percent of them have losses exceeding 20 percent. The larger the population of a village, the smaller the tendency of population decline, which shows that changes in the population of villages also result in a rearrangement of population processes between smaller and larger villages. A significant proportion of the inhabitants of small villages do not migrate to cities but to larger villages.

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Agriculture

In 2018, the size of agricultural area in production was 5.3 million hectares, including 4.3 million hectares of arable land, the value of latter, calculated at average prices in 2018, was near 65,000 billion HUF. The economic (and at the same time social) significance of the value of arable land is increased by the fact that in the majority of 2089 villages, land is the most significant, sometimes single, economic resource. In 2016, 42 percent of the utilized agricultural and forestry land was cultivated on a lease basis. The proportion of leased land in arable land is higher: 55 percent (HCSO, 2017). 42 percent of farms use leased land, which can account for half to three-quarters of all cultivated land on farms larger than 100 hectares and even more so on farms larger than 500 hectares (Csurgó et al., 2016). In fact,

the degree of land use concentration has not decreased, and in most cases the largest farms have been split into smaller units due to a change in the distribution scheme of the EU's area-based subsidies. In agriculture, however, we can expect a maximum of 200,000 people to work actively, which shows a significant and rapid decline. As a result of specialization and mechanization, less and less labour is needed in the agricultural sector. However, there is also a shortage of skilled labour. The primary consequence of land concentration is the almost complete displacement of more than one million people from agriculture, which is one of the root causes of large-scale rural poverty.

The majority of farmers belong to the older age group, which may also mean further continuation of specialization. Younger producers farm on a larger area and have completely abandoned traditional forms of production. There is a significant correlation between the educational level of family farmers and the size of the land used (Kovách, 2016).

Succession in farming

The topicality of the generational change of Hungarian farms is given by the fact that Hungarian enterprises were mostly established in the early 1990s (with the change of regime) and today the founders are around retirement age. Most of these farmers are currently deciding whether they can pass on the business to the next generation. According to statistics, 66% of Hungarian farmers have reached the age of 50, a quarter have already reached the age of 65 and only 6% are under the age of 35. The larger the size category, the higher the proportion of younger ones (Székely, 2009). In Hungary, the number of students in agricultural higher education is growing, about 1200-1300 people graduate every year. According to experience, students already have a high degree of career awareness in agricultural vocational education, with 2,600-2,700 students graduating every year. Statistics show that students whose families are engaged in farming on their own farm or where their parents have an agricultural degree are more likely to remain in the sector. Csákné (2012) lists three reasons that encourage families to carry on the family business for generations. The first of these reasons is the values represented by the family business, such as a sense of responsibility for the employees, a love of the product produced and independence. The second is to preserve the family name, especially if it has significant emotional and symbolic

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significance. The third is to reap the benefits of a family business such as a long-term approach, versatility and a commitment to life.

One of the basic conflicts of the family business stems from the different values of two opposing systems - the family and the business. The business is productive, profit- and customer-oriented, characterized by organizational hierarchy and culture and it is based on contractual relationships. At the same time, the family is consumption-oriented, its main value is kinship love, the hierarchy is determined by the order of birth, and relationships are based on trust. Conflicts often include father-son/daughter conflict and sibling rivalry.

In the life of family businesses, succession is perhaps one of the most conflict-laden processes. The expressed and unspoken expectations, the competition between the predecessor and the successor, and between potential successors, the atmosphere permeated by the uncertainty caused by the change all fuel the oppositions that are already an essential feature of the family business.

Young people today no longer follow the old logic: they understand the command of digitalization, they would adapt to market requirements, modify and develop their profile. At the same time, seniors would usually keep the position they have achieved.

There can be a number of conflicts in the handover process. The conflict between the different values and goals of the founder and the successor can be observed. The source of conflict may be the rivalry of siblings to run a family business. A typical solution is for the siblings to manage different areas of the business.

The entry of a new generation into the management of the business will bring a number of changes that will increase the competitive advantage of the family business. These include: addressing the challenges posed by digital change, the role of language skills in entering foreign markets, incorporating one's own expertise as a new business, market, product and process innovation.

According to Bárány (2016), a person is professionally and personally prepared for the serious, responsible tasks of succession around the age of 30-32 in Hungary. A university degree plus 5 years of internship, during which a young man or a young woman becomes professionally suitable for higher-level leadership and management tasks. There is a need for farm managers to be able to give meaningful tasks to young people who have just graduated

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from the university so that “we don’t have to start by having to explain them the basics”. This is the task of education and practical training (Internet-2).

In terms of succession in farming, Hungarian law is “lagging behind” the most in comparison with Western European countries. In Hungary, there is currently no guarantee rules that would effectively help to keep the farm together. There are two preconditions for the application of agricultural inheritance rules. One is to separate the set of agricultural resources (land, associated equipment, livestock) within the estate, which are subject to special rules for inheritance. On the other hand, these assets should be owned directly by the deceased, i.e. they should not be contributed to the company, as in the latter case the decision would be about inheriting a company share, rather than an agricultural farm (Internet-3).

The Act CXXII of 2013 on the Transactions in Agricultural and Forestry Land determines how much agricultural land farmers and private individuals can own. According to this rule, a farmer shall not exceed the so-called land acquisition maximum, i.e. 300 hectares. Acquisition of property by legal inheritance is not hindered by the Land Transaction Act, which means that in this way anyone can acquire any amount of arable land, there is no need to consider the one and three hundred hectare limit set out by the law (Hornyák 2016).

In Hungary, wills are not very common, according to a 2018 survey, they affected only 4 percent of probate proceedings, and a further 7 percent took place on the basis of an inheritance contract. Examining the regulations of other European states, the experts concluded that special inheritance rules would be needed in connection with the legal inheritance of agricultural land. The principle that “the land should be owned by those able to cultivate it” legally appears in agricultural land circulation.

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Description of the two examined counties

The combined area of Hajdú-Bihar and Szabolcs-Szatmár-Bereg counties covers 10-15% of Hungary's territory, population and settlements, as well as its agricultural and arable land (Table 1). However, there are also important differences between the two counties:

- Hajdú-Bihar County is slightly larger, while Szabolcs-Szatmár County has a higher population. In the latter, the average population density is also higher, yet still falls short of the national average. The average income in both counties is significantly lower than the national average.
- The decisive form of agricultural production in both counties is the family farm. The role of agricultural enterprises in providing employment and income significantly exceeds national indicators. In Hajdú-Bihar, the proportion of the number of joint ventures (2%) is close to the national average (3%), but in Szabolcs-Szatmár-Bereg County, only 1% of agricultural enterprises are joint ventures.
- The rent of arable land in the two counties is almost the same as the national average (56-59 thousand HUF/ha), but there are significant differences in land prices. In Hajdú-Bihar County, land prices are exceptionally high, while land prices are approximately a third lower in Szabolcs-Szatmár-Bereg County, due to e.g. the quality of the land, the resulting different sowing structure, income-generating capacity, the different development levels of the processing industry and infrastructural differences.
- The settlement structure is markedly different in the two counties:
    - Most of the area of Hajdú-Bihar County is occupied by settlements with an agricultural town past, and most still boast city status. The majority of the population lives in settlements numbering 1,000-10,000 inhabitants. The threshold for urbanization is high, around 10,000 inhabitants. A large number of settlements with more or less urban functions results in the fragmentation of urban functions. The majority of the village population of the county lives in a more populous environment. The primary needs of these residents is provided locally, their local society is structured, and a significant number of people with higher education degrees also live in these settlements.

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- The south-western part of Szabolcs-Szatmár-Bereg County is characterised by the same endowments as those of Hajdú-Bihar county. The other half of the county, however, includes a much smaller population but a much larger number of small settlements. Here the network of institutions is poor. In the small villages, basic services are inadequate and property values have fallen, i.e. development (housing, infrastructure) is scarce. Unemployment is well above average and commuting is difficult due to poor public transport. There is significant out-migration from the region, especially among the educated and physically active people. For these reasons, the demographic and social structure of the tiny and small villages is extremely distorted.

Category	Measurement unit	Hajdú-Bihar County	Szabolcs Szatmár County	Hungary	Share of the two counties of national data
Territory	km2	6210	5936	93023	13
Number of settlements	no.	82	229	3155	10
Village	no.	61	201	2809	9
City	no.	21	28	346	14
Population	thousand persons	528	553	9773	11
Population density	persons/km2	85	93	105	
Average population of townships	thousand persons	1,7	1,3	1,0	
Average population of cities	thousand persons	20	11	20	
Urban population rate	%	80	54	71	
Average monthly earned income	thousand HUF/month/person	283	240	347	
Number of farms	no.	44377	72768	471930	25
of which joint ventures	no.	803	736	13002	12
Agricultural area	thousand	450	327	5309	15
of which arable land	thousand	325	251	4318	13
Land rent (arable land)	thousand HUF/ha	59	59	56	

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Land price (arable land)	thousand HUF/ha	2083	1321	1487	
Total agricultural emissions	billion HUF	589*		2693	22
Gross agricultural value added	billion HUF	272*		1104	25
Net agricultural entrepreneurial income	billion HUF	195*		712	27

**Data for the Northern Great Plain region, which includes Jász-Nagykun-Szolnok County, in addition to the two counties under study.*

Table 1. Data of the two counties and Hungary (2018)

Source: HCSO (2021)

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Methodology

We conducted 20 in-depth interviews with young farmers (under 40 years of age) from Hajdú-Bihar and Szabolcs-Szatmár-Bereg counties who had inherited property that they currently use to carry out agricultural activities. The interviewees (see annex 1) were reached using the snowball sampling method. Interviews were conducted online and by telephone due to the epidemic situation. Informed consent statements were provided by all interviewees. Interviews were 1-1.5 hours long and followed the question structure recommended in the input paper of WP5.2.

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Interviews on inheritance

Background

Personal motivation

The vast majority of the heirs interviewed have agricultural educational degrees, ranging from vocational secondary school to PhD. Their ages range from 22 to 37 years, and they have typically been professionally engaged in farming for 6 to 8 years. However, this activity is now split between full-time and part-time jobs, with some of the latter even including university lecturers. The family farm background emerged during the period of the political restructuring in Hungary (mostly between 1995-2004), thanks to land privatisation and the very low land prices prior to EU accession.

Supportive family background (material, financial resources and knowledge transfer) played a major role in their commitment to agriculture.

"*...80% of my professional knowledge I got from my grandfather, my father and from experience. Because you also learn at university, but what you experience at home is the real value.*"

Participation in farming was motivated by the desire to set up an own farm, but in many cases also by the uncertainty of job opportunities. There were emergency decisions - *"There were two options, one was to sell everything and the other was to continue" -,* but the most typical scenario was that the family division of labour gradually moved over several years from administrative tasks to independent decision-making.

"...I used to work for my father, then with my father, then later my father worked for me."

The integration of heirs was particularly effective when they started farming during their (university) studies.

"*It was really interesting to learn and understand a lot of what we do at home and even contribute to it."*

The perception of agricultural educational level or the beginning of farming was sometimes burdened by negative stereotypes held by urban residents, but in agricultural towns and villages where farming has a tradition, being a good farmer has a considerable prestige. In

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none of these cases was the choice of farming forced by the family, it was the heirs' own choice and typically arose from childhood desires and experiences.

"Since I was a kid, animals have been everything to me, so I've been moving around among them ever since I could walk."

Another dominant motif is working outdoors and a love of nature.

"...confinement is not my thing, I like to be outdoors, to be active outside, to work outside..."

The region of farming, emotional issues

Natural conditions (soil quality, rivers) vary considerably from one region to another, which limits the range of crops that can be grown, the intensity of crop production and the characteristics of livestock farming. Local or nearby processing plants and storage capacities, as well as related industrial and transport activities, largely determine the security of supply, the cost of transport and, through this, the profitability of farming.

Most of the interviewees run small farms. This is a local characteristic in less favoured areas:

"once you have 30-40 hectares, you are a big farmer here."

Poorer land quality and livelihood problems often force small farmers to abandon the farming they have started. With little cooperation between them, they only help each other in emergencies. In areas with good land quality, the capital needed for intensive crops requiring special equipment and irrigation, as well as competition from large farms, limit the competitiveness of small farmers.

The favourable economic geography of small and medium-sized towns with an agricultural town past results in a variety of competitive situations that make it difficult to start or expand farming.

"...there is a lot of competition for land, but at the same time the advantage is what makes agricultural business possible, for example the associated services, that the biggest machinery dealers have their service centres nearby. Whatever colour tractor you choose, the mechanic doesn't come from 50 or 80 kilometres away. I have friends who farm in a rural area and it's very difficult for them to have the only dryer 30 kilometres away. And they charge unbelievably high prices, because the farmers have nowhere else to go but their place..."

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The differences in the settlement structure between the small villages of north-eastern Szabolcs County and the rest of the region are clearly perceived by respondents. The small villages are characterised by youth emigration for two main reasons: (1) high unemployment, which can be beneficial for farmers to carry out seasonal work, especially in fruit growing, and (2) a high and growing proportion of poor, mainly Roma, population.

"*it is not the gypsy who will be Magyarised, but the other way round. So the Hungarian will be gypsyized, so to say, and as parents we obviously don't want that, because we would like to give the child a better future, so we are forced to take him away.*"

A very common and typical problem is the distance between the place of residence and the farm, so it is not uncommon to live in two dwellings. The family often has to choose between living in a small village, which is the place of farming, but the spouse has to commute daily to work and school for the children, or in a larger village in the area, where the farmer has to commute daily and manage the protection of the farm and the crops. It is mainly those with tertiary education who choose to live in two dwellings for the convenience of the family.

"*...actually, it's a very natural, very idyllic little town, so I really like being out there, I just don't want to stay for the night. It's very pleasant to relax here, and to get away from the big city, but unfortunately the predominant part of the population (Roma people) makes it impossible to live a normal life or even to produce certain crops.*"

Sometimes, it is the location of the land for sale why the farm is far away from the place of residence, and sometimes it is the farmer's subjective perception of life that causes him to live in two dwellings.

"There's a duality in me, because I like the relatively big city, if you can call Debrecen that, so I like the urban lifestyle, with the advantages of having more opportunities to spend time after work, but I like to be out in nature when I work."

A special type of living in two dwellings (especially when the distance between farm and home is big), where the farmer lives out on the farm during the year and usually only moves home in winter when the seasonal work is finished.

"Wherever I am between the two places, I call the other one home, too."

Part-time farmers have different income expectations and see this part-time job as a kind of "safety margin".

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"*...since I work, I don't see it as a full-time job. Overall I don't look at costs as someone who needs to cover their costs from this... but I'll leave it as an alternative that I'd like to do full time later on, if I can develop it enough until then.*"

Young people started the activity with optimism, but some of them became less enthusiastic after a while. By planning to farm for a longer period of time, they are also taking on the difficulties that come with it.

"I'm outdoors, in nature, I don't think I need a better office."

"I think it's one of the most beautiful things to work with, whether it's a plant or an animal."

"You always have to be positive, if not, you have to stop, and you have to pass it on to someone else. Working as an expert, I met a farmer who had a thousand hectares and he complained about not being able to make a living out of it... well, then there are some big problems, both from the professional and other aspects."

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Detailed description of the activity

The farm and its establishment

In almost all cases, farming started from land privatisation after the political restructuring in Hungary, with the previous generation (parents, grandparents) acquiring property, which constitutes the basis of, or sometimes the whole holding. There were three motives for land privatisation: (1) attachment to farming as a way of life, mostly due to previous employment in a co-operative and acquired skills, (2) investment purposes, complemented by further land purchases, (3) in the absence of other employment opportunities, it was a secure self-employment option in the high unemployment conditions of the time. There were also cases where young people who were otherwise committed to agriculture did not accept the offered farm, but felt the need to gain the necessary experience and professional contacts as employees in larger enterprises first.

"I, for example, have always been of the opinion that I should go to work somewhere else first. To see how it's done in other places, how it's done on a bigger farm. You have to gather information, you have to get to know people, to broaden your horizons, and so you can take that knowledge back home, the things you have to do and the way you have to do them... so you wouldn't need to learn them at your own expense."

The state is providing significant support (12.5 million HUF) to start farming through the "Young Farmer" grant. The disadvantage of this opportunity is that it only helps young people who are self-employed full-time farmers, it only partially helps with a large investment and has limited access (through tenders).

"of course it's still support, but it's not enough to bring about change."

"*I've also been thinking a lot about the Young Farmer grant, but exactly because I'd have to do it full-time, the funding is very small."*

"I applied in 2010, but I wasn't successful. Then there were ten times more applications over the quota. There was this weird calculation in the new conditions scheme that beef cattle were worth very little and grass was worth a lot, and actually if I had won the grass bid I wouldn't have been able to meet the livestock commitment rate. "

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It should be noted that in the case of area-based payments, young farmers are entitled to an additional 20,000 HUF per hectare. The main characteristics of the farms of the heirs in the case study are presented in Table 2.

farmer	Area property rights	form of farming	number of employees	farming method	does it provide services, too?	RES
No.	ha s/b		number of people permanent/ seasonal	organic/ traditional cp/ls/or	y/n	y/n/pl
1	30	fam. f.	0+1	tr, cp	y	y
2	3+4	primary producer	0	org, cp	n	pl
3	40+100	fam. f.	6	tr, cp, lp	n	y
4	60	fam. f. (p)	5+5	tr, cp, or	n	pl
5	600+600	Ltd	16	tr, cp	y	pl
6	400+40	fam. f.	2	tr, cp	n	n
7	140	fam. f.	5	tr, lp	n	y
8	3+6	primary producer (p)	0+20	tr, or	n	n
9	0,5+4	primary producer (p)	0	tr, cp, lp	n	y
10	400+300	Ltd	10+5	tr, cp	y	pl
11	15	Ltd	4+10	tr, cp, or	y	pl
12	8+2	primary producer	0+15	tr, cp	n	n
13	200+50	fam. f.	3	tr, cp	y	n
14	90	fam. f.	0	tr, cp, or	y	n
15	170+130	fam. f.	n.a.	tr, cp	y	n
16	60	fam. f. (p)	0	tr, cp, or	n	n
17	150+150	fam. f.	2	tr, cp, lp	n	n
18	6+77	fam. f.	0+2	tr, cp	n	pl
19	80+25	Ltd	6	org, cp, lp, or	y	y
20	300	Ltd	8	tr, cp	y	n

Legend: o: own, r: rented, cp: arable crop production, lp: livestock production, or: orchard, y: yes, n: no, pl: planned, RES: renewable energy source, fam. f. family farmer, Ltd: limited liability company, (p): part-time

Table 2. Brief description of the heirs' farms in the case studies

Based on Table 2, it can be assumed that the sample is representative of the young farmers who inherited their farms. While there are some large farms of several hundred hectares in the form of limited liability companies, the majority are family farms of a few to ten hectares

and small farms of a few hectares. There are also farms with a service provider profile and orchards, where the smaller size of the farm can still support a family. The latter is a particularly common activity in Szabolcs-Szatmár County. Organic farming accounts for 10%, which is also close to the Hungarian average.

Instead of the mixed profile typical of large enterprises, a significant proportion of small enterprises are involved only in crop production and are trying to develop their own machinery. The use of renewable energy sources (almost exclusively solar panels) is higher than the average Hungarian indicators, which may be linked to the fact that this age group is more receptive to innovative solutions. However, its structure is one-sided. Based on employment indicators, it can be seen that one permanent employee is enough for up to 100-200 ha in addition to family labour in the case of exclusively industrial crops with well mechanised production. Livestock farming has a greater labour demand beyond a certain number of animals, as does machinery services (because of the additional tasks). Fruit pruning and harvesting has the highest labour demand, but this is only temporary employment. Crop production (including fruit production) of less than 100 ha can be managed without permanent labour.

"this thirty hectares, and not only thirty, but even three hundred hectares, if the right machinery is available, can be done by one man without any further effort."

The preference for urban living and better job opportunities among young people often results in migration to the city, creating a shortage of quality agricultural labour and increasing competition.

"Now you have to fish for young people and you'd better not be picky, so to say."

Even in the case of traditional farming, the advice so often given in vocational training about the intensity of production is the priority of profitability over the scale of production.

The typical smallholder perception of processing for commodity production is as follows:

"...*when we slaughtered pigs, they always bought everything on the same day. But it was just so much work that it wasn't worth it, it just wasn't economical to do it all. On the one hand, meat prices have fallen, and on the other hand, the market simply won't pay for the quality that a family farm can offer."*

In all cases, the areas under cultivation are fragmented, with little scope for improving concentration. But this is not only a disadvantage, according to farmers.

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"dispersion is also an advantage because if there is some weather condition that affects one of the fields, there will certainly be others that are not affected."

Accessibility and the spatial planning of sowing structure can also significantly reduce the problems of fragmentation.

"we have built everything around our lands which are close to Highway 35."

As a matter of course, traditional crops (wheat, maize, rape, grass) produced on large areas represent the main crop production activity, but energy crops are also being grown on small farms to reduce the risks of production and selling the crop, sometimes combined with basket weaving.

"*In four or five years, the crop of at least one or two years will surely be donated to the Tisza river, and there is no insurance, the water will take everything. No such problem with the grass, the energy grass... so we have started doing that, too, for basket weaving, we grow it on the floodplain.*

"Well, melons can be more profitable, if the weather is like that, but it's much easier to plan with acacia, it has a fixed price and I know that it will be the same next year... plus, it's less exposed to weather conditions."

For large farms, however, the use of agri-environmental subsidies and the already identified market niches may justify the cultivation of rare arable crops (e.g. poppy, lacy phacelia or oil radish seeds.)

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Environmental aspects, work processes

The perception of the importance of environmental considerations can be divided into many substantially different groups.

(1) Organic farming is all about a chemical-free approach, and the development and co-ordination of links between sectors is also important.

"In addition to growing crops, I'd like to get involved in livestock production as well, because I pretty much think the two are necessary side by side. It has a very good effect on soil life, on the cultivability, and on the soil structure."

(2) For young farmers who are committed to the environment, have a degree in environmental economics, or have been brought up in a nature-loving family and have

graduated from university, protecting the environment is not a question of money, but a fundamental rule.

"Because we live from nature, we try to live in harmony with it as much as possible. Our goal has always been to protect and preserve the nature around us, because we live in it every day."

(3) There are also young heirs - with no higher than secondary education - who interpret environmental protection in a much narrower sense, and not in association with farming, but rather with everyday life.

"...I really hate it when people come to our place to throw away the plastic bottles, I always have to collect them in a container or go with a container... I have to collect them each autumn."

(4) Finally, the largest group approaches environmental protection and biodiversity from the perspective of income-generating capacity, i.e. they comply with the relevant standards, but only in order to receive additional support.

"Well, basically, as in any for-profit sector, they made me do it with subsidies. After all, there is the agri-environmental subsidy, according to which we undertook to divide up our areas. So we divided the six hectares into two three-hectare areas. Of if we need to green our farm, we will do what we are asked to do in return for the subsidy."

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Workforce, organising work

Attitudes towards the organisation of work are much more uniform. On large farms, where a significant number of permanent workers are employed, it is similar to an enterprise run by an older farmer or an enterprise in a different field.

"It's basically like having a briefing at seven in the morning. So all the colleagues working that day are in the office at that time. Then we basically write down what happened the day before. So we basically keep a log of who has done what the day before. In the light of this, we give out the work to do that day to each individual employee."

In large farms, there is often a consciously planned labour policy, which prepares high school or university students who spend their summer internships there for their future employment.

Nevertheless, despite high unemployment, and taking into account the potential of public employment, the lack of reliable, skilled agricultural labour makes long-term labour policies mostly impossible.

"... I am now working with people who would not have been allowed through the gates eight years ago, in terms of skills. But the fact is, there's no one to choose from."

On small farms, it is the work of the family that is significant. Typically, administrative tasks are carried out by the heir's mother, strategic decisions are made by the heir's father, while operational, tender and IT work is usually done by the heir. Of course, after a while, as the father grows older, the situation changes and strategic decisions are increasingly taken by the heir.

On some farms, contract labour is only used for harvesting, which poses specific problems of labour organisation. Part of the uncertainty lies in the timing of the contract work and part in providing the necessary equipment.

"Well, we agree on the time when he can harvest, he goes out, I also go with my machine, he is harvesting, and I carry the yield. I'm totally dependent on someone else at that time."

This is the case for fruit farmers and organic farming. Harvest (possibly pruning) is a critical time for work organisation. As fruit growing is a dominant activity in Szabolcs-Szatmár-Bereg County, the work organisation part is presented in more detail. The first step is to organise the fruit-picking brigade. It is usually a futile attempt to find local and Hungarian labour.

"...I placed an ad on Facebook to be as popular as possible. 150 people wrote and not one of them was Hungarian."

The typical process of work organisation and its psychology is illustrated by the testimony of one of the heirs who described a day at work perfectly:

"...it usually starts the night before with who's coming to work tomorrow or who's promising to come tomorrow. And then in the morning we usually start by outlining what the plan is for today. I think it's very important for people to know how we're planning the day. We always start with a 7 a.m. in the summer, then we usually work for an hour, then we have a morning break, which is a quarter of an hour. It is actually a morning refreshment and then we don't

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stop until noon, although we usually have a cigarette break at around 10 a.m. Obviously, smoking is allowed for these people, so you always have to allow enough time for them to have a cigarette, but then at noon there's a lunch break. And they know very well that at lunchtime, while they are having lunch, I check to see how far we have achieved what we set ourselves as our goal for the end of the day and how we see the afternoon, and then we always plan the afternoon in the light of that. But I never insist on working hours, so that if the goal is achieved earlier, we go home earlier as a reward."

Farmers are not against the employment of women, but their physical abilities limit their employment possibilities (administration, cleaning, egg picking).

Innovation

As a result of the innovation process, sometimes new products are produced, but it does not happen often. One of these rare examples is willow, which is not a typical end product of agriculture, but when it is produced, it is mainly used to produce heat energy. One heir with a PhD is using it (due to the collapse of local demand for thermal energy) to make baskets, with a view to creating a specialised online agricultural platform. This activity has several benefits: it is good for the local community (harvesting: job creation) and good for the entrepreneur (risk reduction by exploiting floodplains).

"For willow sales (...) the biggest marketing would be what I said, this short supply chain would be created. And let's say, we could make a platform to bring together those who want to sell and those who want to buy. And this could work in such a way that, similar to Facebook, there would be a platform where farmers could register and present their products, and there they could be evaluated and people could buy from them."

Most of the innovative solutions are technological, often driven by a lack of capital and the importance of short-term survival.

"... precision farming is a huge topic, and I think it has a very ambivalent perception in Hungary. Young people like me, of course, like digitalisation and these new technologies, but there are more important things we have to spend money on."

At the same time, the simplest steps of modern precision systems have already been adopted by many, exactly for economic reasons, in the hope of high efficiency at relatively low investment cost.

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"Well, the only thing I did was that I bought a GPS for the tractor last year. It helps keep me in line so I can go straight. Because even if you sit in the machine, look straight ahead, try to go straight ahead, then if you stop and look back you'll see that you've gone all over the place."

In livestock farming, digital solutions are also becoming more widespread in intensive production technologies, and the recent virus situation has given them a special relevance.

"we use the Riste farm management software, which now has a phone version, so you can go out to the barn, type in the cow and see what's going on with it."

However, the fact that the father tends to focus on traditional solutions and often on production, to the detriment of economic considerations, cannot be neglected. In contrast, young people are success- and income-oriented and open to marketing and new technologies.

"It was very difficult for him to accept that there was the old sowing machine, so why not do it with that, it was cheaper and so on. And it didn't take long, two or three years, for him to realise that I was right, that this was the right way. Yields are increasing, profits are increasing compared to what they were before."

Finally, there are also some heirs who clearly prioritise digitisation in their future plans, even with the involvement of other owners, because they see the benefits but also the risks.

"And we were thinking about buying a drone, a spraying drone. So this spraying drone is offered with 15-20 litre tanks and then it can spray three hectares in an hour. So it's very fast, and most importantly, it's independent of the soil conditions. ”

The largest locally-owned agricultural businesses are important both in the local farming community and in terms of local tax revenues and local economic development. They are usually receptive to new solutions and have the capital to implement them, which makes their innovation potential significant in many cases.

In some cities, the important role of agricultural education institutions as potential developers of local agriculture was also highlighted, as an appropriate level of local vocational training can help to address the otherwise problematic labour shortages and also in building professional networking.

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Marketing

Marketing activities are primarily focused on new types of products or products with an uncertain market. Livestock farmers and farmers with tertiary education are very likely to be members of professional organisations, to attend exhibitions and competitions and to make a conscious effort to promote their products.

"Well, we have to do some marketing, because we have to be in the public eye, we have to be seen, for example, we go to shows, not only to see the different breeding animals or the reviews, but also to bring our own animals."

Small farms, especially if their manager is less skilled or older, are very much about living from one day to the next and for them early income is a cash-flow priority. For this reason, they tend to sell their goods from "under the harvester" in order to finance the costs of autumn work from the income they receive (without working capital loans).

The easiest sales situation, which does not require any marketing work, is when the goods produced (typically seeds, green peas, sweet maize) are sold under a production contract.

In the case of cereals, it is a local sale of a mass product where advertising is less necessary, but for young entrepreneurs with tertiary education and higher incomes, warehousing is seen as a possible means of increasing income.

In beef cattle marketing, membership in an association is important, but its profitability still depends on the sales risks of the foreign market.

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Conflicts, cooperation

Part of the conflicts arises from the practical application of land purchase and rental laws to young farmers, which puts family farms, typically run by older farmers, and members of local land committees at an advantage over young farmers.

"Since we have this pre-emption right, it doesn't matter if the person is a neighbour, a friend or a villager, he can submit a declaration of acceptance without a word for the other one. In the last hour of the last day, just to make it his."

"I don't agree with these committees, because they are usually made up of people who have a lot of influence on who the land owner should be and they always do what's good for themselves."

While it is possible to circumvent the legislation by prior land swap, it is a lengthy and complicated procedure. The result is that young farmers' incomes can be increased by intensifying and mechanising production rather than by increasing the size of production. Access to land is of vital interest to farmers, competition is fierce and prices are rising steeply, which is why:

"Well, it's just that there are a lot of herons and not many bream. The land is there, but those who want to farm, those who want to grow are becoming more and more and everyone always wants more and more."

Local bureaucracy can sometimes be a source of conflict, especially when decisions are made on the basis of personal interests.

"Even a land consolidation request takes sixty to seventy days to be processed, but if the municipality requests some kind of correction concerning an application, we all know that it has to be done in eight to ten days... We are the only apple producers in the village, and the municipality does not buy apples from us. I'm not saying that they should, but then what are all these big local markets that are being set up? I don't know why we shouldn't support local farms when we advertise that we should."

„We've gotten to the point with local government that they are simply not willing to let people go if we have to work. We have to beg them to let them go so we can harvest. And that didn't used to be the case."

However, the majority are satisfied with their local government. Generally speaking, those who have grown up locally, who are known by the local community, have fewer conflicts and better local acceptance.

"...A new entrant always arouses resentment. Nobody likes it when someone with big ambitions starts out."

Although the municipalities are mostly seen as helpful, they sometimes lack some coordination on agricultural decisions.

"...to convene such round table discussions, to see each other's problems and how they could be remedied. We need a simple dialogue."

Generational differences sometimes arise within the company. Older people sometimes find it difficult to accept a young person taking over the managerial work, and this is even more the case if the person is a woman.

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"...if I happen to be the only one on the premises, I am looked at as if I were a cleaning woman. I think that if it happened in the city, there wouldn't be so much negative discrimination towards me, but here in the countryside it's very much the case."

Local cooperation in small villages is informal, mostly consisting of a few farmers cooperating in a barter-like mutual friendship on a specific work process. In an emergency, however, people can count on each other.

"Well, cooperation tends to be expressed and in a kind of camaraderie and it doesn't even go any further than that. If any of us has a problem out there, we'll help even our worst enemy. If we see he's stuck, we'll go and get the rope, pull him out, whatever. (...) But I don't think we will ever be able to achieve the kind of cooperation that they have in any other country in the European Union, joint investment in machinery, or the construction of joint facilities, or joint production. However, it could all work out, it could be so good. But I think that our history does not allow us to join forces."

The main reason for this problem is a lack of trust.

"It's almost certain that if there were a joint investment in machinery, a joint tractor, then people wouldn't let this or that person drive it, claiming that they also invested money in it."

The legislation encourages cooperation, but it can be circumvented.

In larger settlements you can find offices of various agricultural organisations: the Hajdú Farmers' Group, the Young Farmers' Organisation of Hajdú-Bihar county, the Chamber of Agriculture, MVH (Agriculture and Rural Development Office), MAGOSZ (National Association of Hungarian Farmers' Societies and Co-operatives), all of which have many members. Those with higher education are often members of international breeding or similar professional organisations in the sector.

"I go to all exhibitions anyway because of my job. If is sort of obligatory for us to attend these livestock exhibitions (OMÉK, Farmerexpo, Hódmezővásárhely and Kaposvár) every year. And when we are there, we can have a talk with each other. And then machine dealers come over, we cook, we talk, so we get into a more human relationship, so that afterwards, if I have a problem, I can call them on the phone and they know who I am."

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Advantages and disadvantages of policies

The role of the local government could be primarily to facilitate housing issues and farming, e.g. by improving dirt roads, organising public employment, feeding the employees in the local institutions by buying local farmers' produce, and ensuring the highest possible level of local provision of goods.

"...if we can't convince these young people to do it and adopt this lifestyle NOW, I'd say it's too late. So we are in the last minute, I am sure of it."

Urban and rural lifestyles often clash, especially in the larger urban areas, and especially in small towns with tourist attractions. Consistent local regulation can play a key role in resolving this situation.

"...in the summer there are conflicts between hosting guests and keeping animals. So if there is an older farmer, and he has been keeping animals on the same site for 50 years, then the person who has just built an apartment next door should not say anything. Because he knew what he was signing up for."

Among the many useful elements of the national agricultural legislation, one proposal accurately described the drawbacks and loopholes of the young farmer scheme, offering instead an option that was considered more effective:

*"...I think it would be more useful if they didn't throw 12.5 million into the market many times, inventing bogus criteria. If that's the case, everyone in the good old smart Hungarian fashion somehow gets around these criteria... There was someone who took out a loan of 12.5 million Forints, built a house from it, then the MVH (*Agriculture and Rural Development Office*) went to check, they couldn't show any results, and then they started to pay it back as a simple loan. Or when they already had a prosperous farm, with two thousand cattle in Borsod-Abaúj-Zemplén County. And then they bought an off-road vehicle with it, and it's actually just a matter of paperwork that he received 12.5 million Forints in pocket money... likewise, it's just a matter of paperwork that we're now transferring this many cattle into your name...*

I would prefer a small number of grants, but targeted to the right places. There should be grants for smart, wise business plans, but those grants should be in the order of fifty to a

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hundred million Forints. Because that is how change can be achieved. And with a purpose of use that is no longer in traditional agriculture, but rather in the processing industry, or in livestock farming, or in those sectors that require manual or human labour, which could save the countryside at the last minute."

The use of innovative solutions also sometimes faces legal obstacles in Hungary.

"...the problem with an UAV is that it is not yet regulated for use of airspace, and I can't rent it, I can't officially go to work with it. I can go there as a friend and spray my own, and for a third or fourth friend, but if I want to do this for profit, then if I get caught, I can be fined, so this drone spraying cannot be done officially, with invoice and such."

There have also been some rather sharp and often accurate observations about bureaucracy:

"...the biggest problem in bureaucracy is that there are so many non-professionals behind the desk, and in so many cases they don't know the answer to even semi-professional questions when they should."

The EU's agricultural legislation is constantly changing, but this is perceived very differently by farmers. Some would leave it up to the market to judge the competitiveness of agricultural products and are not overly interested in rural development aspects.

"...I would cut all agricultural subsidies, because we shouldn't keep or grow something only because it's subsidised. So, if a sector is not viable in itself, then it is unnecessary to subsidise it."

Far more typical, however, is the farmers' opinion that the system is being tightened up.

"Obviously it's a bit of a conflict for every farmer in general, the way I see agricultural policy going at EU level, that there are increasing cross-compliance requirements with decreasing subsidies..."

For the banks, farmers are mostly reliable debtors, i.e. they are seen as helpful and fair. However, this is not true for all farmers.

"... primary producers are often in a difficult situation, as everyone has some small piece of land on their name, the structure is completely fragmented, and the banks have a hard time dealing with them, because of the difficult ownership transparency. Apart from this, farmers are generally seen as stable customers by banks, who say that the farmer does not run away,

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does not take his farm, so it's not like a second hand shop that opens and then moves a month later..."

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Future impacts, perspectives

Impact of the activity

As a matter of course, organic farmers highlighted the impact of their activity on biodiversity, soil life and a chemical-free, more liveable environment.

From a socio-economic point of view, practically everyone highlighted the payment of business tax and many highlighted local employment.

"Well, the fact that the business is really growing a little bit, and new jobs are created. When I decided to get into this farming thing, we had two employees, now we have six, so in 15 years it has increased."

Of the social impacts, several people mentioned the shaping of the image of the settlement.

"Not letting land lie fallow on the outskirts of a municipality is a benefit to a municipality, instead of letting its surroundings get into worse and worse shape. Alos, we are an agricultural economy, we use these areas in a more natural way than if an industrial estate were built on the outskirts of the settlement.

The importance of agricultural vocation and support for local events and organisations was emphasised by several people.

"It's not a tourist attraction, you have to work here. Of course, we had fruit offerings, that sort of thing. And that we have to support, say, the church. We're Christians, so we practice the religion and our parents also do. There we had to help with the renovation of the church, that's what we tried to do."

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Future perspectives

Of future plans, many mentioned the importance of livestock and short supply chains for sustainable and efficient farming. Others stressed the need for a long-term view of farming and the need to support young people, especially because of the additional risks posed by weather and selling the product.

"...here, you can expect a return once a year, not every month. By taking advantage of rural development, there will be huge opportunities for young people to develop here in the future, because there are huge grants on the horizon that can be applied for."

Some emphasised cooperation with agricultural universities and the provision of correct, practical information to agricultural students as a future goal.

The social and rural development impacts of public employment are unanimously viewed negatively.

"...this artificial public employment programme, this really is a non-productive activity, it's not sustainable for a long time. When having to get there by eight and quietly sit through a training is seen as a burden, what do you expect from these people? They will probably not be employed. And sooner or later these villages will be ruined."

Impact of the virus situation

Overall, agriculture was less affected than most sectors. Demand for agricultural products remained stable or even increased, output prices rose significantly and orders were simplified.

"...food is needed, so this sector can't really shut down, so we haven't had to shut down, or lay off, so there hasn't been that problem."

There were disruptions to international freight services, some banking and other services. The latter were resolved online in this particular case.

"Back in the spring of 2020, the first wave of deliveries was hindered and we ordered input materials for practically the whole year at once. Because some of it was coming from abroad, and then everyone was scared as to whether it would or wouldn't get here."

"...it made life easier because you didn't have to go in and get the input material, you could place the order online and they would bring it to your house for free. As for the negative side, for example, no financing contract was signed, because it would have been necessary to do banking administration, paperwork and arrange signatures."

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Discussion

In this chapter, we summarise the interviews, comparing their main results with the main findings of the research project document D1 in order to highlight the Hungarian characteristics of the promising practices of heirs.

Family influences (material, financial resources, knowledge capital, mental attachment) are the strongest motivators for young farmers, even if older generations have not directly influenced them in starting their own farming activities. Further vocational training, which is already a consequence of family practices, is an additional motivator. The difficulties of young people to find a job in the labour market, the barriers to rural income and the continuation of family farming are the most important external motivators. The finding of D1 "*Farm succession still maintains a high social value based on continuity*" (p. 82) is also clearly identifiable in the Hungarian countryside, despite the fact that agriculture was collectivised for three decades between 1960 and 1990.

The difficulties in access to land, the competitive advantage of large farms and the imbalances in the local labour market (lack of skilled workers, unreliability of unskilled labour) are considered the most important constraints to farming. The distance between the place of residence and the farm is a consequence of the difficulty of access to land, but also reflects the preference of young farmers (especially those with higher education) and their spouses for urban living and employment.

The land on promising farms is mostly a legacy from the land privatisation of the 1990s, which the parental generation has added to with additional purchases in some cases in varying degrees. The purchase of land by young farmers is constrained by high land prices and the competitive advantage of farms of hundreds or thousands of hectares. The high concentration of land use is the main barrier to new generations entering farming, which also limits the size of inherited land, because the testator cannot buy or rent separate land for the descendant. The less common practice is that the entire parental farm and its land goes to the heir. Succession tends to be gradual, first gaining experience on the farms run by the parents and in parallel acquiring a vocational secondary or higher education and very often gaining work experience and building up contacts as an employee of a large

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agricultural business. The young farmer then undertakes to start his own farming activity, which may be linked for a long time to the farming activities of his parents or of his siblings, who are also heirs. The two indicators described in D.1 are thus valid for the Hungarian case (*"To grasp the phenomenon of succession and its perspectives, two indicators are generally taken into account. Firstly, the percentage of private person owing the farm. Secondly, the share of family labour engaged in family farms' activities" D.*1 83p).

The withdrawal of the young farmer leads to a reduction in the amount of land used on the farm. An examples was given of an interviewee having previously worked on her spouse's parents' farm and the young couple started a new farm based on that. However, increasing farmland through marriage, which was accepted in traditional peasant practice prior to the 1960s cooperative system, was not mentioned even once. The spouses of successful young farmers usually do not take up farming full time. Even the farmer himself often does not manage his own farm on a full-time basis. He is typically employed by a larger agricultural organisation and manages his own farm part-time, even if the farm is larger (over 50 or 100 hectares). This often results in a division of farm labour, land use, machinery use and even ownership, which severely limits the spread of promising practices that can be followed. The state provides assistance to young farmers in the form of grants of up to 10 million HUF, i.e. the price of 7-10 hectares of land, which is not enough to start farming because of the constraints of the grant itself. The state does not support the purchase or lease of land in any other way. Rather, it provides real support to those who need support for their existing farming. The example of successful young farmers can only be followed by a few, due to the dominant role of family inheritance, labour market conditions and the concentration of the entire land market and production. Every year, 50,000 to 60,000 farms, mostly small sized, disappear from the Hungarian agricultural economy, and this land is largely taken over by large organisations. The privatisation of the last portion of land that can be acquired started two years ago. The regularisation and eventual privatisation of 900 000 hectares of land, which has partial ownership and is of considerable size (compared to the 4.7 million hectares under cultivation in Hungary), is required by state regulations, which, according to the interviews, favour the larger owners. In large farms of hundreds or thousands of hectares, succession has also begun, and here access to land is not a barrier to the success of the young farmer. However, this example is even less easy for many to follow.

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Due to the particularities of inheritance in Hungary, the concept of inheritance D.1 can be applied with the above limitations. The statement "'*farm succession refers to the transfer of farms, i.e. managerial control of the farm business and/or farm ownership, between generations is termed farm succession*. *It is a key stage in family farm development and its renewal*' refers less to the fact that succession is not a one-off event that is quickly completed in time, but a complex system of changes and processes, which can be clearly seen on the basis of the Hungarian cases. The fact that farm succession is a multi-faceted, "heterogeneous process that can occur over a long timescale" is also referred to by Handl et al., (2016). The Hungarian cases belong rather to the field of extra-familial succession (Handl et al., 2016; Helms et al. 2018) and strongly support Hand at al.'s (2016) finding that a farm or land transfer is just one stage in the succession process. According to the interviews, knowledge transfer and vocational education in Hungary are almost equivalent to land transfer, thus family transfer has a strong knowledge-based character.

The heirs are typically involved in crop production, and strive to have as large and modern a fleet of machinery as possible. They see this as a way of ensuring the sustainability of the frequent dual income-earning strategy or the duality of a (small) urban flat and a farm in the countryside, but it is also their response to the ever-shrinking supply of skilled labour. Even for cultivation of fields over 100 ha, the employment of one paid employee is sufficient for a sufficiently mechanised farm, while smaller farms do not need external labour, but only family or seasonal workers during harvest.

Due to the concentrated land ownership and land use patterns, labour market supply and constraints, mainly the traditionally dominant crops are grown by farmers who inherited in the region (wheat, maize, rapeseed), occasionally supplemented by other crops (fruit, energy crops, seeds) or livestock.

In examining the situation of heirs, we reviewed how they manage the natural environment around them, their perception of the wider policy and local political environment in which they operate, the importance of innovation, marketing and collaboration in their management, and finally their perception of the future. The following section analyses these findings and compares them with European trends.

Nature and environmental protection issues could become important depending on subsidies, but there are also issues of nature protection that are important for all farmers

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regardless of subsidies. Soil life is the most important of these, affecting the effectiveness of farming, and, for this reason, is a major focus for many. However, especially those who graduated as agri-environmental engineers and organic farmers perform their farming activities in a broader context of nature and the environment.

All respondents have an established view on the policy environment. Although a common criticism is that the system is over-bureaucratic, there is also a tendency to criticise the waste of resources by the different agencies. This, coupled with the fact that farmers are particularly distrustful of each other and of the public administration, poses a difficult dilemma for decision-makers. Farmers expect both clear, simple rules and simple administration, as well as the prevention of circumvention.

Support by local politics is also needed and often perceived by the heirs, although there are also conflicts, partly because of the wage cost push of public employment and partly because of the inflexibility of some municipal measures (a typical example is the issue of local food).

Despite this mistrust, a wide variety of formal and informal systems of cooperation between farmers, as well as between local people and farmers have developed. As it was discussed above, interdependence plays a major role in this respect. Cooperation between local governments and farmers is realised less often in the form of two equal parties, but neither party can forego cooperation with the other due to providing access to land, work opportunities or markets. The arena for formal cooperation between farmers is the professional forum organised at non-local level. Machinery circles and farmers' groups are very rare, and are often formed to achieve the benefits provided by legislation. A specific area of cooperation is cooperation with training institutions; this is the domain of successive farmers, who typically have a higher agricultural education degree.

Marketing activities are considered by farmers only if they sell their products directly to consumers, but this is not necessarily the case, and marketing is often lacking in this case too. Some livestock farmers are an exception, as they actively seek marketing partners at trade events, hoping to reach a more secure market, possibly with better prices.

Innovations are usually aimed at improving cultivation technology, less often at developing a new product. Also within the crop production technology, it is the adoption of already developed technologies rather than the development of new technologies that is typical.

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The heirs are particularly open to innovative solutions, and some of them make use of the methods they have learned at university and in training courses. Innovation is often hampered not by financial constraints but by differences in attitudes within the farm and the family and, in some cases, by regulatory shortcomings (e.g. UAV use). The former phenomenon is pointed out by Van Dijk (2018).

As the overview of the different areas shows, the question of how prepared the testator is to pass on control of the farm is a key determinant of the process. During the preparation of the case study, we encountered several families where the transfer of inheritance was due to unexpected death, and others where it was gradual or was in the process of taking place. The processes are different in the two cases. In the former, the unexpected change forces the heir, the new owner, to make quick decisions, but they do not have to face the fact that either subordinates or partners do not consider them a fully competent decision-maker. In these cases we have often seen resolute technological or sectoral shifts. In contrast, a change that ensures continuity is often the result of a slow deliberate transition, as Polish authors point out (Czekaj (2016), Adamowicz and Szepeluk (2016)). In such cases, both the person who founded, built up and passed on the farm and the heir are carefully prepared for the transfer. One of the possible consequences of a long handover, often reported by our interviewees, is that they got into conflict with the relative (typically their father) who had been running the farm until then, and even with their subordinates. However, as our interviews were conducted with active farmers, it was not common that the succession itself was so long that the potential heir lost motivation and started another activity, as some examples show (Roels, 2018; Korthals Altes & Van Rij, 2005). In addition, some interviews revealed that the heir's brother had another activity and had left the farm, but we do not have more information on the background.

As it can be seen, when it comes to inheritance, heirs most often follow a strategy of renewed conservation, i.e. building on the previous farm, using more modern farming technology to try to stay afloat or move ahead. In addition, many make a complete change (e.g. replacing sheep flocks with other animals, such as cattle) or leave the development of certain new activities (e.g. tourism services, processing) until later. The scarcity of arable land (Kovách 2012, Kovács 2016) limits the possibility of expanding the area of farms. Many of the heirs reported that they had inherited considerable debts in addition to the farm; in

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many cases, the economic boom of the last decade has enabled them to pay off these debts, but this has been a barrier to technological innovation and land expansion. As the relevant literature points out, the majority of farms see the future in intensification and increasing the size of the farm.

In our case study, we also found that some of the farm managers reaching a large farm size also had income other than farming. These sources of income were typically related to agricultural activity.

In line with European trends, we also found that farming remains a male-dominated field, with male heirs and women's roles encompassing administrative activities related to agriculture (Csurgó). There is a slow shift in Germany, according to some studies (Cassidy), but this does not mean that women make up even one third of farm managers. Widows have little word in the management of the farm inherited by their son.

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The list of interviews

code	gender	age	education-al level	occupation	settlement (village, suburban village, small town)	agricultural activity (e.g. goat rearing, cereal pro-duction)	non-agricultural main activity (e.g. cheese making, carv-ing)
HU10A /Int.1	m	32	PhD	family farmer	v	cp	consultant, uni-versity lecturer
HU10A /Int.2	m	n.a.	agricultural technical school	agricultural employee, primary producer	v	cp	-
HU10A /Int.3	m	35	PhD	family farmer	st	cp, lp	university lec-turer
HU10A /Int.4	m	25	MSc	family farmer	sv	cp, fr	controller
HU10A /Int.5	m	28	MSc	Ltd	st	cp, bsz	Managing Direc-tor
HU10A /Int.6	m	n.a.	agricultural vocational school	family farmer	v	cp	-
HU10A /Int.7	m	28	MSc	family farmer	st	lp	-
HU10A /Int.8	m	33	MSc	primary producer	v	fr	Head of De-partment (MVH)
HU10A /Int.9	m	28	MSc	primary producer	st	cp, lp	-
HU10A /Int.10	m	na.	MSc	Ltd	st	cp, bsz	-
HU10A /Int.11	f	24	BSc	Ltd	sv	cp, fr, bsz	-
HU10A /Int.12	m	na.	MSc	primary producer	sv	cp	village consult-ant
HU10A /Int.13	m	28	MSc	family farmer	v	cp, bsz	winery, seedling
HU10A /Int.14	m	28	MSc	family farmer	v	cp, fr, bsz	-
HU10A /Int.15	m	24	BSc	family farmer	v	cp, bsz	-

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HU10A /Int.16	m	39	na.	family farmer	st	cp, fr	-
HU10A /Int.17	m	32	MSc	family farmer	v	cp, lp	crop protection (large-scale)
HU10A /Int.18	m	22	Specialised higher education (FOSZ)	family farmer	v	cp	-
HU10A /Int.19	m	29	MSc	Ltd	v	cp, lp, fr, bsz	-
HU10A /Int.20	m	31	BSc	Ltd	v	cp, bsz	-

Table 3. Interviews

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SECTION TWO

CASE STUDIES ON SUCCESSORS

T5.2 Case study report (Code IE1B)

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Maximising Organic Production Systems (MOPS)

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Acronyms & Abbreviations

CSO	Central Statistics Office
DAFM	Department of Agriculture, Food and the Marine
EC	European Union
EIP-AFRI	EU European Innovation Partnerships in Agriculture
IOA	Irish Organic Association
MOPS	Maximising Organic Production System
OCBs	Organic Certification Bodies
OFS	Organic Farming Scheme
RDP	Rural Development Programme
UAA	Utilisable Agricultural Area
WP	Work Package

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Introduction and Regional Context

This case study revolves around issues of succession within organic farming in Ireland. Although it includes a diversity of organic farmers there is a strong focus on organic farmers engaged in the Maximising Organic Production System (MOPS) Project. Situated within an Irish context, the case study crosses a number of NUTS 3 Regions, part east, west and south of Ireland. It engages organic farmers across a number of Irish counties, namely, Kilkenny, Cork, Galway, Laois, Wicklow, Kildare and Wexford. This case study involves small-scale growers, differing in size from one to three hundred hectares involved in organic farming for different lengths of time, some new and some long-established organic growers. The project focuses on improving productivity and sustainability on farms, while bringing small-scale producers together to better meet market demand that is often met through imported produce. The case study examines how issues of farm succession are dealt with via organic farm enterprises, particular via farms engaged in the MOPS Project funded through the EU European Innovation Partnerships in Agriculture (EIP-AGRI) fund.

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Practice Context: Organic Farming

Organic farming has experienced considerable growth in recent years throughout Europe (Väre et al., 2021). An EU Commission report suggested that the area under organic production increased by approximately 500,000 hectares annually over a ten year span, which represents a coverage of 11.1 million hectares of European Utilisable Agricultural Area (UAA) (EC, 2014). A more recent Eurostat report showed the total area under organic farming in the EU continues to increase, and in 2019 covered almost 13.8 million hectares of agricultural land (Eurostat, 2019). While the organic sector in Ireland is a small component of the Agri-food sector, its development is important in terms of responding to current marketplace demands and meeting increasing broader societal expectations. Recent consumer research from Ireland for example illustrates that there is a rising preference for organic food over conventional food in the Irish market, largely attributed to the growing health consciousness of modern society (DAFM, 2019a). This mirrors a growing consumer trend right across Europe, highlighting the opportunities for increased production of organic food products. Indeed proponents of organic farming point to the economic, social and environmental benefits of organic systems (Väre et al., 2021).

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The competent authority for the organic sector in Ireland is the Organic Unit of the Department of Agriculture Food and the Marine (DAFM). This unit appoints and regulates a number of Organic Certification Bodies (OCBs) who are responsible for upholding the Organic standards as defined by the EU. Established in 1982, the Irish Organic Association (IOA) is the largest and longest running OCB tasked with inspecting and certifying organic producers in Ireland. Other approved OCBs are: Organic Trust; Global Trust Certificate Ltd. (aquaculture only); BDA Certification - Organic and Demeter and the Painswick Inn Project (DAFM, 2019b).

The area of land under organic production has expanded significantly in Ireland over the past few years, largely due to a suite of measures put in place under the Rural Development Programme (RDP) 2014-2020. These support the organic sector, providing €56 million for the Organic Farming Scheme (OFS), while providing area-based payments to registered organic farmers, and the €8 million Organic Capital Investment Scheme, providing grant aid

of up to 60% for qualified young organic farmers for investment in structures and equipment. Today, approximately 72,000 hectares (ha) of Irish farmland is certified as organic, an increase of nearly 50% on the position at the start of the Rural Development Programme in 2014 (DAFM, 2019a). Furthermore, a recent a by the Central Statistics Office (CSO) reveals that the area of agricultural land farmed organically in Ireland increased by 257% between 1997 and 2018 (CSO, 2020). As a result of such expansion, Bord Bia, the Irish Food Board, reports that the organic retail market in Ireland is now worth €162 million, with a further €44 million generated by direct sales (DAFM, 2019a).

However, despite this growth in the Irish organic sector, land used for organic farming in Ireland still only accounted for 1.4% of total utilizable agricultural area (UAA) in 2018, the third lowest percentage among EU Member States (ibid). In response to the European Union's Farm to Fork strategy calling for 25% of total EU farmland to be used for organic farming by 2030, Ireland's new national climate and air roadmap for the agriculture sector, entitled Ag Climatise, sets out an ambitious target of increasing the current area under organic production to 350,000ha by 2030 to address Ireland's organic shortfall (DAFM, 2020a).

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Organic Production Supply Deficits and Opportunities

While the area under organic production has increased in Ireland in recent times, production patterns however, are not fully aligned with market opportunities. The majority of the 1,700 organic farmers in Ireland are livestock producers despite the fact that organic horticulture, tillage and dairy have been identified by Bord Bia, Irish Food Board, as having the greatest growth potential in the domestic market (DAFM, 2019a). Organic horticulture production in particular falls significantly short of what is required, with almost 70% of organic fruit and vegetables imported annually to meet current market demand. There is also a deficit in supply of organic cereals and proteins in the Irish market; further limiting the Irish organic sectors potential to take advantage of the growth opportunities that currently exist. The development of organic production in Ireland in line with market requirements and consumer demand is thus imperative moving forward to ensure long-term sustainable growth of the Irish organic food sector.

MOPS Project Rationale

The organic horticulture sector in Ireland is identified as one of the organic categories with the greatest growth potential, with sales of organic fruit and vegetables already making up 34% of the Irish organic market. This is mirrored in retail data from other countries, as horticulture is one of the strongest performing categories in global organic food sales (Westbrook, 2020). However, as the Irish organic horticulture sector is small, some 70% of organic fruit and vegetables sold in Ireland is currently imported to meet consumer demand (DAFM, 2019a). While it is accepted that on-going importation of some horticulture products is necessary given the range of varieties on offer, and the unpredictability of Ireland's climate, Irish farmers are individually limited by a lack of capacity to meet consistent demand for organic horticultural products due to their small-scale, family-run farm operations. Farm viability is further compromised as farmers are inclined to produce the same crop, harvested at a similar time, causing unwanted surplus and wastage, which undermines economic performance on each farm.

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Origin of the MOPS Practice

The MOPs project started initially when an agronomy group came together to seek advice from a well know agronomist specialising in organic farming in Ireland. This preliminary collaborative process raised many questions from the group including, how they could work in partnership to improve their economic sustainability and in-turn how they could enhance their lifestyle and work-life balance. A key aspect of their initial affiliation, according to one interviewee, revolved around fulfilling the "*needs for the market demand and at the same time give them a living"*, but also, "*in creating an organic farm system that they could "pass onto their families"* (IE1B/Int. 1). In putting these initial aspirations and ideals in place, a group of organic farmers, the Irish Organic Association (IOA), researchers and agronomists have come together as a collaborative unit to initiate and form the Maximising Organic Production Systems (MOPS) Operational Group. The group initiated this Operational Group, which in turn responded to a call from the Department of Agricultural Food and Marine (DAFM) for EIP-AGRI funding. Successful in their bid to establish one of Ireland's first EIP-AGRI Operational groups in 2018, the MOPS group obtained €597,416 in funding from the DAFM to run a three-year project. The initial setting up of the group involved the creation of a legal company limited by guarantee. From the outset, all interviewees were confident that the establishment of MOPS was a group project, with one interviewee suggesting, "*It's a very unified group - very easy to get on with"* (IE1B/Int.4), while another suggested, "*Everything is very much a group decision. I mean nothing really is decided without the group's approval"* (IE1B/ Int.3).

The diversity of the group was commended from the outset of the project, with one interviewee stating, "*Within the MOPS group the diversity of people is unbelievable between range of produce and scale of produces and they're nearly coming from the four provinces of Ireland like"* (IE1B/Int.10).

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MOPS Project Overview

The MOPS project aims to optimize organic horticultural production in Ireland and improve continuity of short supply chains for the national market through the creation of a collaborative cropping system that corresponds to growing retailer demands, in addition to making farms more sustainable through reducing dependency on nutrient imports. A key determinant of the project lies in exploring and moving to more profitable crops, rather than having an oversupply in volume resulting in wastage, which in turn has considerable financial implications for many farmers. To achieve this and increase profits, the project, aims to deliver a tailor made cropping system that is flexible to market demands.

One farmer outlined this when he suggested, "*One of the aims of MOPS has been really just to go through the figures better and actually see what you're doing that is not so profitable and what's more profitable. Because sometimes it's quite difficult when you're actually busy with it to actually differentiate which crop is really making the money and which is not you know. Like I mean just because you're selling something doesn't mean it's making money*". (IE1B/ Int. 4).

To increase profits through the project, market demand are considered at scale with some of the MOPS group concentrating on local, smaller markets while others concentrate on larger markets. This includes one interviewee, who stated, "*MOPS is a brilliant idea but it gives insight into… Like I'd be considered a commercial grower of the MOPS group and then there's other really good independent growers that do a lot of box schemes. They're touching, they're flirting with the supermarket*s" (IE1B/ Int.19). Although the project is focused on increasing profits though short supply chains and enhancing training, many interviewees were quick to point out the additional value of the project.

"More importantly actually than profitability that they actually have a demand for those crops but also that it suits what they have on their farm, it suits their skillset, it suits their employment and what staff they have, their machinery and all the various other things that impacts on the capacity of that farm" (IE1B/Int.1).

Another partner stated, "*I suppose the good thing about MOPS as much as anything else is that we have constant advice and we have also the kind of teamwork. I won't say its teamwork in that we're all exactly on the same hymn sheet but you know the way*" (IE1B/Int.4).

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Motivations and Targets

To achieve the main goals of the MOPS project, it is pursuing the following objectives using the economies of scale from the collaborative production of 11 certified organic horticulture farms around Ireland, of varying sizes and cropping capacity, producing as if they were a single farming enterprise:

(i) Design, develop and implement a series of organic cropping systems for each farm based on its characteristics to provide better continuity of supply;

(ii) Improve structure and efficiencies of short supply chains;

(iii) Improve farm viability by reducing surplus production;

(iv) Determine appropriate cropping systems suitable for each farm based on its characteristics;

(v) Provide a platform for the farmers to formalize inter-trade and supply amongst the group;

(vi) Advise on green cover crop practices to improve sustainable practices and reduce reliance on imported nutrients;

(vii) Establish current and future retail market demands and requirements for organic horticulture;

(viii) Build capacity, via the group to produce a training video to disseminate to the wider community.

In achieving the project aims and objectives, the MOPS group worked with suitably qualified people over the three-year span of the project. The success of this additional support and help was noted by many interviewees, with one suggesting, "*The MOPS project and advisors have been really good for sort of evaluating which crops work best for us and which don't*" (IE1B/Int.9), while another suggested, "*Well the very first simplest thing is because we've had to submit records religiously, records of you know what we sow, when we sow it, how long it took us to sow it, when we harvested it, how long it took us to harvest, how much we made from it, how much is left, how much was spoiled you know all these details. Initially it was a nightmare for us because it's just all this work like capturing everything. But with time we realised it actually was really helping us. We were a bit less stressed. You know you could actually check. You know you could go back a few months. You could see exactly what day was what. Rather than holding everything in your head which I think is what my boss was*

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doing. And he was quite good at it but you know it's hard. He carries everything and the rest of us didn't know the details". (IE1B/Int.9). One respondent felt that the project brought about a huge change in attitude, when he suggested that, "*No it wasn't really upskilling so much as just changing our attitude really to what's important actually this is important*". (IE1B/Int.9).

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Actors Involved in MOPS and Organic Farming

The 11 organic farms participating in the MOPS project are owner operated with a number also involved in land leasing arrangements. Collectively they supply a range of markets including; direct sales (online and farmers markets), wholesale markets, speciality shops, restaurants, private procurement outlets, and supermarket/retail multiples. While all farms produce a year-round supply of crops, they also import organic produce to supplement what is grown on farm (Westbrook, 2020). All farmers involved in the MOPS project are certified organic farmers, with many engaged in multifunctional farming, including training organic growers via an apprenticeship programme. Within the broader context of the interviewees, all are full-time organic farmers, but key stakeholders were also interviewed, namely organic advisory and speciality personnel.

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Style of Farming and Activities Promoted

All farmers engaged in the case study were dedicated organic farmers, although some farmers have a variety of initiatives on farm. A number of farmers were engaged in a variety of enterprises, with one farmer, who was organically farming for nearly seventeen years, stating, "*We have different enterprises - so we were a mixed farm always a mixed farm so we had tillage and livestock and sheep. We're a little bit more intensive now in one area. We've started concentrated in dairying but we also do beef and we do lamb as well. We have another business that complements the farm and it's an organic meat business*" (IE1B/Int. 17). Another mixed farmer stated, "*I have a suckler herd and then I have a tillage sector to it. So yeah it's a good mix. We grow porridge oats and we bring porridge to the market. So we've Ireland's only certified organic Glutton free oat mill on this island*" (IE1B/Int.11). Some farmers converted the farm to organics once they had inherited the land, with one interviewee stating, "*As far as the farming is concerned yeah I started farming in 96 and I stuck with it. My parents were conventional. They were not organic at that stage*". (IE1B/Int.18). In general, most of the farms were converted to organics over the last 5 to 20 years, mainly once farmers either leased or inherited land.

Prior to their engagement in the MOPS project, most of the organic farmers were growing in excess of thirty crops, which one interviewee felt, "*Was interesting and challenging and one could say spreading the risk, or others could argue that's not a very viable option, because its depending on your market but it's very difficult to sell small quantities*" (IE1B/ Int.1). A key aspect of the MOPS project therefore was to explore the cropping system of each farmer, identifying what was most profitable due to an obvious demand, but also that it suited the farmer and his or her skillset. Additional activities promoted by the project revolved around short supply chains, which in turn promoted a variety of activities, including, training, skills enhancement and networking. Involvement in the project did not change the style of farming the project participants were engaged in, however it did allow farmers to explore more efficient methods of organic farming and it encouraged them to connect more readily with other farmers to enhance their current practices. One farmer in particular felt that, "*MOPS has done huge work for the horticulture sector in Ireland you know the organic*

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horticulture sector just in joining the dots you know and making sure this farmer is growing that and this farmer needs it or this market needs it here. You know it makes it worthwhile. There is nothing more disheartening in doing something and wasting a crop or not being able to sell it all. You know its very disheartening to do that as a farmer I think"(IE1B/ Int.8).

Innovation

The on-site research and innovative ideas produced by the farming community often goes undetected and disregarded. Kummer et al., (2017) suggest that innovations produced by organic farmers can be unwisely ignored, despite their significance, which often results in strategic changes on farm. Innovative approaches and transferability of ideas and innovations appear central to the ethos of the farmers engaged in the MOPS project, but also organic farming in general. Innovations within this case study however are not always purely scientific, with surprising results showing the importance of social innovation. "*I suppose the innovation doesn't all have to be highly scientific stuff. I'd say the innovation wasn't what we expected. The innovation has actually come about by just having good record keeping and maybe considering using a database or kind of a gatekeeper is actually quite complicated for a lot of the group, but you know to use some sort of system in order to keep track of things*" (IE1B/Int.1). Other social innovations were also alluded to by respondents with one individual suggesting, "*Like you've had to go on an EIP to get this through your head you know. But they're looking at it and saying of course like this is what we'd be using. Even down to something basic. And it is basic. Its things like WhatsApp. But actually having a WhatsApp group that is telling you that I have X amount of parsnips or whatever available and so trying to reduce your waste. The innovation is more in the approach than it is in an actual piece of technology*" (IE1B/ Int.1). From a slightly more technical perspective innovative thinking in and around climate and weather was also an interesting aspect, with one respondent suggesting, "*The climate side has been one that they kind of laughed at in the beginning and didn't think it was that important. And nobody laughs at it anymore because now they're realising well actually you know that actually understanding what Met Eireann tells you is completely different to what's genuinely happening on your individual farm. So to have a few monitors around your farm, to*

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understand about the frost, to understand relative humidity". (IE1B/ Int.1). Enhancing farm viability was also a key aspect of organic innovative thinking, with one farmer outlining his innovative efforts to increase his income, "*I launched a veg box scheme in 2019. Literally just one night decided to set up an Instagram page, a Facebook page with a logo on it and just put it out there. And I would say within a week we were booked solid*" (IE1B/Int.14). Another farmer had similar innovative ideas to enhance the viability of his farm through organic vegetable growing, "*It means everything in the packaging houses are all packed on tablets, touch screens and there's no paper anymore. All the paper has been eliminated - everything is automated from the order to the payments to the packing to the delivery. It's all on apps and that was a big project for us you know but it meant like thousands and thousands of print-outs and double checking just disappeared literally overnight*" (IE1B/ Int.6). Many if not all interviewees spoke of the innovative ideas that they operationalised, particularly those engaged in the MOPS project, but also organic farmers outside of MOPS were keenly aware of the need for innovation, creating high standard organic produce and in turn local supply chains for product distribution. Ideas and innovations, either social, technological or product innovation were all initiated to enhance the viability of the farm or to increase the work-life balance of the family farm. The issue of innovation was also raised by members of the Focus Group carried out as part of this case study. Members suggested that innovation embedded in organic farming can be the key aspect which will entice younger farmer to engaged in farming, "*It's about this innovativeness of organic farmers and even the collective innovation and the different synergies and how that you know can it play a role in enticing the younger farmer. Maybe the innovative practices in organics, can entice younger farmers into farming but of course obviously into organic farming*". (Focus Group Member).

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Environmental Issues

Environmental issues, concerns and practices are at the heart of organic farming with all interviewees alluding to protection of the environment as a key focus of their individual enterprises. There is broad consensus amongst interview participants that their motivation to farm organically goes beyond purely economic reasoning. Instead, organic farming is deeply rooted in a commitment to society and responsibility to the environment, confirming

previous research (Läpple and VanRensburg, 2011; Moser and Barrett 2006, Mzoughi, 2011; Läpple, 2012). Interview respondents placed a particularly strong emphasis on the value of their organic farming system co-existing alongside the natural habitats of flora and fauna on their land. Indeed, organic agriculture is widely reported to be beneficial to biodiversity protection and enhancement, particularly farmland wildlife (Hole et al., 2005).

"*We wanted to regenerate the land and make it better so we've put in hedge rows, we've put in the mushrooms, we encourage diversity of the flora and fauna in the area… like constantly for almost all of the year you will hear birds and bees and other insects almost constantly. There's kestrels. There's owls. There's swallows all year. We get robins here in the winter. So the bird population here has grown and we would see more of each type most years*" (IE1B/Int. 2).

"*I put a huge value on the input that nature can have on my farm and on my production and on the overall balance of the farm… the way I manage the hedging is that I allow them to grow and allow them to express their own sort of being as it were and they grow. I haven't cut hedges here for maybe eight or ten years. And you see then you have a huge place for the wildlife the biodiversity to live and it allows the hedge to flower or the fruit and there's more food for the birds and its somewhere for mammals to live and for all these things. And these are all positives to the farm like*" (IE1B/Int. 5).

Interview participants were also highly critical of synthetically compounded products like fertilisers; pesticides; herbicides; fungicides; insecticides, livestock feed additives and genetically modified organisms (GMO's). Instead, they manage their land in an ethical and environmentally friendly manner by nourishing their soil for example through the use of natural inputs, and employing crop rotations.

"*My big thing is know your soil organic matter… that's a big difference. It's essential… if you build that that holds the nutrients. It will hold the moisture. It will hold and the health of the soil and then that helps the production you know. But knowing your soil is so important*" (IE1B/Int. 3).

"*The environment is a massive part of it… it's nice that we're contributing to a rich biodiversity. So we do that in lots of ways you know through the green manure that we plant when we're not using certain parts of the farm. You know that really encourages fantastic creatures… just yeah sort of minimal impact you know really respecting the soil and you*

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know the rich diversity of life that was actually in the soil never mind above the soil. Kind of working with nature rather than against it is key" (IE1B/Int. 9).

"*You know your soil is a living breathing organism. You just have to feed it and feed it correctly*" (IE1B/Int. 19).

Such sentiments are in line with the governing European Council Regulation (EC) No. 834/2007 definition of organic production: 'an overall system of farm management and food production that combines best environmental practices, a high level of biodiversity, the preservation of natural resources, the application of high animal welfare standards and a production method in line with the preference of certain consumers for products produced using natural substances and processes'. Indeed, a recent Strategy for the Development of the Organic Sector for the period 2019 to 2025, published by the Department of Agriculture, Food and the Marine, also acknowledges the due consideration given by organic food production to climate change mitigation and biodiversity protection (DAFMa, 2019).

Putting environmental action into practice was evident in the practice of many organic farmers engaged in the MOPS case study, but also via those engaged in broader organic farming.

"*I mean the first thing we did was put an acre and a half and we planted 3000 trees and every year we try to plant 3, 4 or 500. This year we'll be planting 1300 trees on the border. So we're always planting trees. Every year we're planting trees*" (IE1B/Int. 6), while another farmer engaged in MOPS stated, "*We've put in hedge rows. We plant wild flower strips. We have bees on our farm. Part of the organic rotation obviously is to use green manure so you sow green manures, which allows the soil to replenish and to develop better soil structure. These are things you have to do to be organically certified but we'd be doing them anyway*". (IE1B/Int.7).

This strong connection and respect for the environment also arose during the Focus Group, where one individual stated, "*As organic farmers we are subversive because we are kicking the traces. We're saying no we're not happy. You know we want to eat food that is natural, that's produced in harmony with nature that respects nature, that respects the environment and so on. We're not compartmentalizing it and saying here's something that's a good idea because there's lots of money to be made out of it*". (Focus Group Member).

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In all, the MOPS case study, and organic farmers in general, appear centrally focused on environmental issues, including concerns of climate change and climate action. All farmers engaged in the study iterate their commitment to environmental protection of the land, their animals and biodiversity, with one farmer, stating, "*Organic farming gives you a lot of the climate change things, it gives you the animal welfare side of things, it gives you the food coming out of it. So it hits so much of the other targets that are there*" (IE1B/Int. 16).

Environmental awareness amongst the organic farmers engaged in this research aligns with the work of Läpple (2013), who compared attitudes and characteristics of organic, former organic and conventional farmer in Ireland and found a much higher awareness and commitment to the environmental protection of the land than conventional farmers. This commitment to the environment amongst organic farmers with young families, as was the case in this study, can have lasting effects on both the environment, but also the children on the farm. Issa and Hamm (2017) suggest that within a 'socio-psychological context, intentions towards specific behaviours are considered good predictors of the actual performing of these behaviours' (p. 2024). In turn, drawing on the Theory of Planned Behaviour (TPB), which deals with behaviour prediction, but also examines the relationship between what people believe, their attitudes and in turn their behaviours, it is possible to draw some broad conclusions around the longer-term engagement of younger farmers in the field of organic farming. The MOPS farmers and other organic farmers highlighted the engagement of children and young people on the farm and in environmental issues, with one farmer suggesting, "*Trevor was involved with farming for nature so he was in the last six competitors, so there would have been videos done and I actually got the video sent to me from a young neighbour who is seventeen. He's doing a fifth year agricultural project and I told him about the farming for nature thing and so he's talking about that in his class with his classmates*" (IE1B/Int. 12), while another farmer stated, "*I think with organic farming you have your fingers in a couple of different enterprises really you know. So that sort of intrigues people. I mean I know with my own daughters you know they love the crops. They love the animals and gardening and all that kind of stuff and they can see even if you do it on a small scale you get results. Even if it's just growing a couple of rows of potatoes you know you could produce your own food and I mean the younger generation they're the ones that are really great I think you know*" (IE1B/Int. 18). This youthful passion for the environment and

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connection to the land, because of family life on an organic farm can be examined using the TPB. Strong connections to the environment, through organic family farming can potentially lay the groundwork for farm families to consider the issue of succession, and in turn for intergenerational farm transfer to occur. One individual within the case study Focus Group outlined how this occurred in her case.

"*I'm, I suppose not a good example of succession because we wouldn't be typical I guess just on gender. I'm probably the third female farming here in a line so that's probably unusual. Also we converted to organic thirty years ago so it's not like I made the decision myself and I suppose the things that I would value would be very much in line with what my parents with regard to biodiversity and extensive farming. So we wouldn't be I guess a typical situation. We've never farmed intensively or my parents never farmed intensively so I didn't have to make that change myself*". (Focus Group Member).

This response reflects the work of Fielding et al. (2008) who suggest that the influence of past behaviours of those engaged in agriculture may be enough to maintain involvement into the future. Although Läpple and Kelley (2013) highlight economic and social constrains as well as technical barriers for farmers considering organics, however, such barriers may already be overcome for young farmers already engaged in organics via the family farm.

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Networking and Intergenerational Dynamics

The MOPS project is one of the first EIP-AGRI organic projects in Ireland consisting of eleven farmers engaged in creating a short supply chain for their produce. Organic farmers interviewed as part of this study place great value on the collaborative model of the MOPS project, in that it provides them with an ideal forum to engage with each other on an on-going basis.

"*I suppose the good thing about MOPS as much as anything else is that we have constant advice and we have also the kind of teamwork. I won't say its teamwork in that we're all exactly on the same hymn sheet but you know the way… You've somebody to consult and talk to about things you know*". (IE1B/Int. 4).

"*A WhatsApp group came out of it and then there'd be meetings… you would just pick up tips and run things by people and you'd help others as well like no we did that variety and these are the issues we had with that and you know they don't grow well in this kind of soil. You know it's just so nice you don't have to invent the wheel. Like there's this wealth of knowledge and expertise and you can all help each other*". (IE1B/Int. 9).

The intergenerational knowledge transfer and exchange facilitated by the MOPS Project also appears to be a real strength of this particular EIP-AGRI Operational Group. Interview respondents report that the strong cohort of well-established older farmers participating in the project hold an invaluable store of tacit and lay knowledge developed over years of regularized interaction and experience working in the organic sector, that the younger generation have not yet accumulated. As such 'soil-specific' human capital is not easily transferable, communicated or learnable (Laband and Lentz, 1983), interview participants highlight that the MOPS Project provides an arena in which the enthusiasm and ambition of the younger farmer can be nurtured and enhanced under the continued guidance and advice of the senior generation.

"*The MOPS project facilitates a level of communication with new entrants in a very practical and worthwhile way I think*" (IE1B/Int. 6).

"*There's a generation of them there all in their sixties… years and years of experience… It's vital you know that transfer of knowledge… I've said it at multiple meetings… The knowledge,*

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the boots on the ground of going out to a field and looking at a crop and saying that's what's wrong with this crop... I will say my expertise would be in carrots because I've grown up with them. I've seen every single different breed and disease and condition. And I could walk out into a field and I could say that's what's wrong with those or X Y and Z just through years of experience. I couldn't do the same for broccoli or cauliflower. Now I'm learning" (IE1B/Int. 19).

The networking opportunities made possible within the MOPS Project is important as farmers interviewed as part of this study are of the opinion that conventional extension services are not tailored to the needs and requirements of organic production, confirming previous research (Rigby, et al., 2001; Läpple, 2012). Padel (2001) also argue that 'farmers prefer information sources that specifically address the issues from an 'organic' perspective ... to well-established sources that are typical for the agricultural industry in general' (p.52).

"*I think well I think horticulture is completely neglected from Irish agriculture. Its not even considered*" (IE1B/Int. 21).

"*Going forward with more people going into organic there needs to be more resources put into advising the existing organic farmers*" (IE1B/Int. 22).

Creating a short supply chain via the MOPS project, in addition to other project objects resulted in regular networking within the group.

"*I'd be with a few good networks now at the moment and then through the local enterprise as well we're on a few export programmes and we have a Laois producers group on the go as well. So yeah we'd have a good bit of networking going on*" (IE1B/Int. 11).

"*Oh yeah, well like I say a massive amount of positivity and support. It would enliven you, encourage you and you feel energised after talking to these people*" (IE1B/Int. 12).

"*Maybe because I suppose it's a smaller sector and people are relying on each other more. Maybe it's like if you're from a small family and a big family you know you rely on each other more from a small family than a big family. That's how I would compare it to. I presume it does happen at a conventional but I would see it more like I've worked in the sector for over thirteen years now but I would find it very obvious definitely*". (Focus Group Member).

"*Well I think a good example is the work that's being done by NOTS the National Organic Training Skillnet because a lot of the courses that are being run had an awful lot of the farmers engaging in that are non-organic. So we're coming up against people all the time*

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who are not necessarily involved in the organic family if you want to put it like that. I also think the certification bodies play a role in that too because as they start to inform people out there through webinars and so on about what organic farming can do that helps to sort of get the message out there too. So there are different ways there I think that we're all networking". (Focus Group Member).

Networking through MOPS or via organic farmers in general appears strong and plays a key role in knowledge transfer as well as raising issues such as succession and intergenerational farm transfer. Building social networks, according to Herman et al. (2018) is critical and allows organic farmers to become part of a defined group with a clear identification. The MOPS EIP-AGRI project has provided participating farmers with this much needed identification with a defined group, thereby enhancing their networking and longer-term resilience.

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Policies and Institutional Supports

The Department of Agricultural, Food and the Marine funded the MOPS EIP-AGRI project, providing an excellent opportunity for organic farming to highlight its potential at both a national and EU platform. Funding and the success of the MOPS project was commended by many interviewees, however interviewees were quick to point out that policy and attitudes towards organic farming in general was still largely lacking. Many felt that policy and funding is directed towards larger farms, with smaller farmers or horticulturist forgotten.

"*Maybe there needs to be kind of a separate policy for smaller kind of scales or you know even getting people back into working using*". (IE1B/Int.14).

"*I suppose the other thing in relation to MOPS is the smaller horticulture people just don't come in for any funding because unfortunately our system is designed for bigger farmers and a lot of them wouldn't even claim single farm payment or anything because you know you have to have a hector or two and a half acres which some of them wouldn't even have. And the payment for that amount to do the work to pay someone to do the forms and do all that is just not viable. So we've always argued that some of the schemes should be frontloaded more to help small horticultural people*". (IE1B/Int.16).

"*There's not a full policy acceptance of it here in Ireland. You know I think if policy changes then attitudes start to change as well you know. I suppose now we have much more acceptance of environmental practices in farming. So again we have a change in the thinking and acceptance of organics. So I suppose as well as an acceptance via academia acceptances via policy change things and change attitudes too*". (Focus Group Member).

Issues around education via 3rd level institutional training and in turn knowledge transfer via advisory services was also highlighted as below average.

"*There's not much official bodies dealing with organic farming. You know all the effort is put into conventional farming, which I suppose well it's the vast majority of farming*"(IE1B/Int.17).

"*There's only two advisors in Teagasc in horticulture in Ireland you know in pure vegetable production. So it's the weakest sector. But it would be ahead of like… Like there's 400 million*

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or 420 sold in horticultural plants, mushrooms, potatoes and veg in Ireland. Its bigger than the sheep sector" (IE1B/Int.3).

"*Organics is not strong. We're weak in our colleges and we're weak in our third levels. There's no degree course. It's weak so they're not being exposed to it in the academic or in the education. The only place they may get exposed is when they go out working on farms but we're well behind academically and education research you know*" (IE1B/Int. 3).

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Succession: Intergenerational Farm Transfer

One key aspect of this case study was an exploration of intergenerational farm transfer. In light of issues related to a lack of farm succession in conventional farming, an examination of the MOPS project and Irish organic farming in general provides an opportunity to investigate aspects of organic farming, which may lend to enhanced succession practices. Conway et al., (2019) suggests that the farming community increasingly consists of a farm population with a high age profile. They also highlight that this 'greying' of the farming workforce necessitates an infusion of new, or at the very least fresh, 'blood' into farming by means of efficient and effective intergenerational farm transfer in order ensure the production efficiency and economic growth of the Irish Agri-food industry as well as the sustainability of rural society more broadly (ibid). The younger generation are perceived to be eager to embrace smart agriculture, alternative farming practices such as organic agriculture and science-based research to help guarantee a more sustainable, profitable and productive future for farming (Lobley et al. 2009; CEJA and DeLaval, 2017; Ferreira et al. 2020). On the other hand, older farmers are reported to be less competitive in the current marketplace because they are slower to adopt new practices and innovative agricultural technologies (Ingram and Kirwan, 2011; Conway et al., 2020).

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Analysis of empirical data from this study reveals that intergenerational succession, and eventual inheritance of the family farm, is the main route of entry into organic farming in Ireland.

"*I basically went into full-time farming working with my father. And I would have worked alongside him for a number of years and then when I was in my mid-twenties I started renting land from my father at first"* (IE1B/Int. 5).

"*Well I grew up on a farm, so I've been on the farm all my life and interested in the farm all my life. I've never actually done anything else... I went from school on to the farm. My grandfather was a farmer so it's in the family and it would have been I suppose just the only thing I really wanted to do. I suppose getting into the farming then I was kind of happy just working on the farm. I was working for my dad and he passed away in 2003 so I took over the farm then and I started farming it*" (IE1B/Int. 12).

"*My father and mother they were elderly… and going to give up farming so I just started farming four acres of organic veg here. And then after the first year he just made about three quarters of the farm over to me and a quarter to my other brother. So that's kind of where it all started from*" (IE1B/Int.20).

The reasons for this steadfast adherence to traditional patterns of intergenerational family farm transfer is twofold. Firstly, it is clear that interview participants adhere to a deeply ingrained 'rural ideology' that prioritizes the process of handing over the farm within the family, confirming previous research (Conway et al., 2019). Secondly, interview respondents report that there are extraordinary socio-economic barriers and challenges for young people aspiring to embark on a career in organic farming from a non-agricultural background, particularly around gaining access to land, but also. This is largely due to the fact that that entry to farming is predominately by inheritance or purchasing highly inflated farmland, resulting in the level of land transfer by sale being minimal, with less than 1% of the total land area in Ireland being sold on the open market annually (DAFM, 2020b; Conway et al., 2020). Furthermore, the predominant system of land rental is short-term and frequently through informal arrangements which provides little security for those looking to establish or expand their farms (Geoghegan et al., 2015).

"*Land is really costly. And it would be lovely if there was just a bit more flexibility around that*" (IE1B/Int. 9).

"The only way you can look at organic farming or farming in general is first of all you nearly have to inherit ground.. its nearly kind of a prerequisite" (IE1B/Int. 19).

"*Well one of the farms in particular one of the larger farms is all leased land. They don't actually own any land at all. They only lease land of other organic farmers. So the land that they have themselves would be a couple of acres and they'd be leasing in probably about 60 acres elsewhere so that's quite a lot. The smallest farm there is one hector and provides a very good living actually for the two women that own it, a small farm that was given to them by their fathers so that was inherited so to speak*" (IE1B/Int. 1).

"*Most of the farms have inherited land but a lot of them will also be leasing it. I'd say about, I'm just trying to think. Out of eleven five of them would be also leasing land as well*". (IE1B/Int. 1).

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Given the importance of land mobility (i.e. transfer of land from one farmer to another, or from one generation to the next) in achieving generational renewal in agriculture, and the extent to which low levels of mobility can hinder structural development and growth within the farming sector, increasing access to land for young farmers and new entrants across EU Member States is thus one of the European Commission's key priorities in the upcoming Common Agricultural Policy (CAP) reform (Zagata et al., 2017; Dwyer et al., 2019).

Empirical findings from this research are in contrast to those by Lobley et al. (2005; 2009) comparing the socio-economic impact of organic and non-organic farmers in the England, who discovered that a significant proportion have entered the organic farming sector as an entirely new 'career' and are more likely to come from an urban background, suggestive of a new agricultural paradigm. The positive 'new blood' effect of entrants to organic farming from outside the agricultural sector is widely recognised. Such entrants are reported to be the more entrepreneurial, business orientated and proficient in setting up new market opportunities (Sutherland et al., 2015).

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Prevalence of Previous Employment and Experience Outside of Agriculture

Whilst the majority of organic farmers interviewed as part of this study entered the sector through traditional patterns of farm succession and inheritance, it is important to highlight that a large proportion of them travelled extensively and/or worked in different sectors of the economy outside of agriculture, prior to returning to their family farm to embark on a career in organic farming. Interview participants highlight that the 'professional detour' (Errington, 2002) they embarked in outside of farming, in areas such as pharmaceutical, construction and hospitality, had provided them with the ambition, vision and courage to look beyond the conventional farming practices traditionally carried out on their family farm, and convert to an organic farming system in order to ensure the long-term sustainability and viability of their family farm.

"*I got a degree in applied chemistry in Galway. Then went to do a PHD in Cambridge in the U.K and then went into the pharmaceutical and the biotech industry in England for eleven years. So you know I'd be very aware of chemistry, chemicals, biochemistry, the background*

to you know how chemicals work in the environment and potential pitfalls of using them etc" (IE1B/Int.6).

"*I worked around the world. I worked in Germany. I worked in Spain. I worked in Australia… So that's what I was at before I came home and took over the farm… So, I had seen an awful lot of diversity in farming around the world and little small farmers up on hilltops in India and in Nepal and how they were making a living off a very small part of the land. So that put me on a journey towards organic when I seen how they were viable*" (IE1B/Int.11).

"*I did four years in the bank after Edinburgh and then there was more and more helping needed at home so I needed to kind of be at home more so I looked at retaining. Went up to Donegal and did a FAS course up there for a year and a half in stone masonry. And at least then I had a trade that I could be self-employed with and kind of fit it in around the farm… all these things are important rather than just having a very small realm of experience doing what your father did kind of thing*" (IE1B/Int.13).

"I did social science in Dublin and I lived there for a number of years and worked in that area… I worked in that kind of industry in rehabilitation and all that kind of stuff. And then I decided to move back home and took on part of the family farm and I started basically to grow organic vegetables" (IE1B/Int.21).

These findings confirm previous research indicating that many new entrants to agriculture incline to organic farming, as it is perceived to be a more a more sustainable production system (Rigby et al., 2001; Padel, 2001; Lobley et al., 2009; Mayen et al., 2010; Sutherland et al. 2015). These findings also reflect research by Rigby et al. (2001) who highlight that organic farmers are, on average, later entrants to agriculture. Zagata et al. (2017) add that new entrants to agriculture, whatever age are they, are potential innovators, hence the value of an infusion of 'new blood' into organic farming, regardless of whether they are from a farming or non-farming background.

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Organic Farm Sustainability and Viability

Overcoming structural and institutional deterrents obstructing land mobility in agriculture is a pressing matter in contemporary Europe, due to the fact that two thirds of the 10.5 million family farms in the EU are less than 5ha (Eurostat, 2018). As land is the core asset for productive agriculture, securing long-term access to additional land is thus reported to be imperative for those wishing to assemble a farm holding of an efficient size that will increase their productivity and profitability, be they the sons and daughters of farming families or young people from a non-agricultural background (Van der Ploeg et al., 2015; Conway et al., 2020). Zagata et al. (2017) warn however that the limited supply of land available for purchase or secure rental experienced throughout the EU is having a detrimental effect on the economic viability of Europe's small and medium sized farms who do not have substantial financial resources behind them to obtain additional land to develop a sustainable farming enterprise.

Organic farmers interviewed as part of this research, however, report that their previous experience working beyond the agricultural realm has equipped them with a necessary skillset and experience to manage and operate a profitable organic farming enterprise, regardless of the size and scale of their farm holding. Previous research comparing the economic viability of conventional and organic farms in Denmark from 2012 to 2014, Pedersen and Hauge (2016) found that 'the profit of conventional farms has decreased, while organic farmers' earnings have increased' (p.4). Hence, there is great reason to believe that young farmers will have a brighter future within organic farming than conventional (ibid). Small-scale organic farmers interviewed as part of this research have overcome challenges faced by their conventional counterparts around access to land, as well as difficulties in accumulating sufficient capital to compete in scale-driven markets, by becoming involved in niche market farming operations, and identifying novel routes to their consumer base, such as in the form of delivery box schemes, farm shops, farmers markets and on-farm processing facilities, in order to establish a commercially viable farm.

"*We don't have loads of acres and we don't have access to cheap labour. So my feeling was that we needed to do something a little bit different and a little bit more high value at the*

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end and something niche and I suppose that's where I got the interest in organic farming". (IE1B/Int. 5).

Farmers' markets in particular have previously been reported to be an effective channel for selling organic produce/products as the customer base tends to be supportive of the organic ethos (Bord Bia, 2007). Compared to specialised conventional operations, many of the organic farmers interviewed as part of this study were also found to grow a diverse range of vegetables/crops to mitigate the risk of their farm's being exposed to external forces such as challenging and unpredictable weather conditions or in the face of market changes. Furthermore, interview participants highlight that Ireland's green image in the international marketplace provides them with an ideal platform to grow their organic enterprises. Taken together, such activities have made a substantial contribution to the farm income of interview participants.

The most compelling picture to emerge from this study for the future of organic farming in Ireland is therefore one of opportunity. Not only for the development trajectory of existing organic producers, but also in attracting new entrants to the sector to help ensure that it meets the ambitious and challenging growth projections for the industry set out in the European Union's Farm to Fork strategy.

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Social Aspects Inhibiting Organic Farming

Another interesting finding to emerge from the analysis of empirical data is related to the social drivers influencing conversion to organic farming. A number of interview participants reported that their conventional farming peers not only perceived organic farming methods and practices as unnecessary and aversive, but also incompatible with what is needed to earn the social status and recognition as a 'good farmer' within the farming community. The perception that the merits of organic farming do not conform to conventional agricultural criteria within the farming community is highlighted by:

"*I mean there was a stage where you didn't really tell people you were an organic farmer. They kind of gave you a second look as if what's wrong with you*" (IE1B/Int. 18).

"*When I started people kind of laughed at organic farming*" (IE1B/Int. 10).

"*Some farmers think the idea of organics is retiring and stopping farming and quitting and just letting it go…. I've had many's a farmer say to me when I went organic oh your ground will get poor*" (IE1B/Int. 7).

"*They thought he was stone wall mad. How are you going to grow grass, how are you going to, you know you'll lose the whole lot like*" (IE1B/Int. 8).

As the 'audience' (or significant others) for farmers is widely reported to be neighbouring farmers (Conway et al., 2016), such ambivalence towards organic farming is a major concern as it has the potential to become part of the next generation of the farming community's indoctrination, thus averting them from converting to an organic system of farming in some cases. Previous research on farmers' resistance against, and rejection of, Agri-Environmental Scheme (AES) involvement in the United Kingdom (Burton et al., 2008) revealed that the lack of possibilities within Agri-Environmental work to display skills and performance as a 'good farmer'. This is in comparison to conventional farming, where 'tidy and efficient' farming practices (such as evenly coloured fields and straight furrow lines) generate esteem and respect within the farming community, has seen a lack of support for such schemes (ibid). In response to such negativity, organic farmers interviewed as part of this research however appear to be keen to highlight their methods of organic farming to exemplify the merits of this alternative system of farming, not only to conventional farmers, but also to the members of public more generally.

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Furthermore, whilst not clearly evident in this particular piece of research, it is worth noting that older farmers are widely reported to be more 'conservative than younger farmers are and therefore more resistant to organic farming practices' (Fertô and Forgács, p.57). Such hesitancies amongst the senior generation of the farming community to embrace change is also a concern as successors have previously been reported to be socialised into the values, norms and behaviours of the existing family farm business, and as such may be unwilling to go against their elders upon taking over managerial control of the farm, and instead carry on with existing farm practices (Dumas et al., 1995; Sutherland et al, 2012; Conway et al., 2017). Such intergenerational differences of opinion towards organic farming are brought to in the quote below:

"*I remember I did a conversion plan for a farmer in Galway there about ten years ago. And the guy who invited me out he was taking the farm or he was inheriting from his dad. And I*

arrived into the yard and the dad started to walk up behind his son who invited me out. And the son said to me my dad is coming, you are a REPS (Agri-environmental scheme) advisor, you're not an organic advisor. You are not an organic advisor" (IE1B/Int.22).

Gender Issues in Organic Farming

With regard to gender equality in organic agriculture, whilst Padel (2001) and Läpple (2012) previously reported that there is a greater share of women farmers in the organic sector, findings from this study identified the contrary. Analysis of empirical data however uncovers the crucial role women play in the successful management and operation of a labour-intensive organic farming enterprise. They appear to be the 'invisible' or 'silent' partners in the family farm business, however, possibly due to the deeply ingrained patriarchal nature of farming reported internationally (Brandth, 2002; Price and Evans, 2006; Price and Conn, 2012).

"*My wife actually has an Instagram and a Facebook page for the farm here so we put up pictures of the stuff we're doing and diversity on the farm*" (IE1B/Int. 12).

"*My wife manages Human Resources and I manage the production. She manages the people*" (IE1B/Int. 3).

"*At the beginning yeah there was myself and Jenny and my father and we were growing, packing, delivering, answering the phone*" (IE1B/Int. 6).

"*I see an awful lot more women now coming into farming and I think it's a great thing to see. You know the women can do it. Why can't they do it you know. Its been always a male dominated occupation and there's women can do it. My grandmother as most women like her in her era looked after the farm and the kids. She milked the cows like while my grandad went contracting and earning money off farm you know. She managed. So women are well able to do it, probably more able than a lot of men*" (IE1B/Int. 8).

Furthermore, in line with previous research by Price (2010) and Price and Conn (2012), the gender relations of the family farming ideology amongst interview participants still appear to be stubbornly persistent in their adherence to patriarchal inheritance practices and a longing to 'keep the name on the land'.

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"*For me it was a bit easier. I was the only boy. I have five sisters. So, it was probably a little bit easier than if there had have been five boys and one girl*" (IE1B/Int. 11).

Price and Evans (2006) argue however, that such patriarchal inheritance is not only dependent upon the existence of sons, but also 'women's willingness for their son's and brothers to inherit what is largely, in fact, wealth to which they are legally entitled' (p.291).

A number of interview respondents highlighted however that their daughters were becoming actively involved in their family's organic farming enterprise, signifying that there is likely to be an increased number of younger, highly educated women involved in various types of direct sales initiatives and other innovative initiatives linked to organic farming in the future.

"*My eldest girl she studied marketing in DCU so she's just graduated there last year so she does all that side. And then my next girl she does all the social media. Aoife is the social media guru so she looks after all the social media for us*" (IE1B/Int. 11).

"*I mean I know with my own daughters you know they love the crops. They love the animals and gardening and all that kind of stuff. And they can see even if you do it on a small scale you get results. Even if its just growing a couple of rows of potatoes you know you could produce your own food. And I mean the younger generation they're the ones that are really great I think you know*" (IE1B/Int. 18).

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Rural Regeneration

Findings from this study indicate that organic farmers are embedded in their local community, confirming previous research (Lobley et al., 2009). Organic farmers facilitate rural generation in their area by not only creating local employment through their on-farm processing enterprises for example, but also by forming lasting relationship with local consumers by communicating the way in which they produce food in an ethical and environmentally friendly manner through their organic farming methods. Interview participants also identify the value of their role in developing closer connections with the local economy, while maintaining a sustainable agricultural production.

"*We have different things going on here throughout the year. We've different walks with friends and family and the community at different times of the year (now it hadn't happened last year) and big summer barbecues. For the last ten years, we've done a kind of pig on a spit summer barbecue. We raised a bit of money for charity… in the next probably five years it should have more of an impact on the community because we'd hope to open it up more in terms of walks and through the forest and kind of probably tap into a bit of eco-tourism or Agri-tourism and that kind of experiences that people maybe are looking for*" (IE1B/Int. 13).

"*All my neighbours even and people in the area yeah they would know what I'm doing now you know. Yeah people are interested in it and becoming more aware of it. I suppose I'm a beekeeper as well so I sell honey in my local town you know in about four or five of the shops… So yeah that makes them more aware no doubt about it and they're always intrigued with organic farms. You know they like the idea*" (IE1B/Int. 18).

"*We've done some educational stuff with the schools and stuff like that and linked in with people... from time to time*" (IE1B/Int. 21).

"*Well I think if you're looking at the overall context of regeneration you look at organic horticulture and you look at smaller scale farms which are having a huge impact on the local rural area in terms of employment. Like there would be a couple of people in the MOPS farms who were you know farming on 38 hectors and they're employing 20/30 people. So in terms of that context of regeneration certainly organic farming is very viable*". (Focus Group Member).

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Conclusion

This report sought to outline the MOPS EIP-AGRI case study as well as examine the broader practice of organic farming within an Irish context. The case study paid particular attention to issues of succession within an organic farming context, seeking good practice examples of intergenerational farm transfer. The MOPS Operational Group is a three-year project aiming to create a supply chain amongst eleven organically certified farmers, to allow greater access to a demand-driven market. The case study report was developed following a series of twenty-two individual in-depth interviews with MOPS personnel, additional organic Irish farmers, policy makers, organic advisors and members of the Department of Agriculture, Food and Marine, in additional to a ten person focus group and a ten person feedback session. The findings from the case study process was the identified of interesting aspects of the project which directly or indirectly enhance patterns of succession.

Aspects of the MOPS project include, enhanced farm viability, a strong environmental ethos, high aptitude for innovative practices, strong patterns of community awareness, high levels of networking and connectedness, a strong aptitude to embrace challenging farm practices and gender diversity. A combination of all of these issues were prevalent within the MOPS case study, issues which Lobley et al., (2009), DeLaval (2017) and Ferreira et al. (2020) suggest are what young farmers are seeking, namely, smart agriculture, via science-based research an opportunity to guarantee a sustainable and profitable family farm into the future. The following quote in many respects sums up what one Focus Group member felt about the role organic farming can play in promoting farm succession:

"*When they convert over to organics that's often a lot of the reason why they do it is because they're challenged. And they'll say this. That every day I'm sitting on the tractor and I'm challenged to think about what I'm doing on the farm organically and they actually really enjoy that challenge. And some farmers will say to us like when you're sitting around with a group of conventional farmers it was all heads down looking at their feet because you know there was no excitement, there was no challenge and education. So for some farmers that come in that's what they really like. They like to learn and push themselves and to learn more about the soil and learn about all of that. And we're certainly finding that there's a group of*

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farmers who are new into organics but have extensive experience farming conventionally and they're really excited by the prospect of farming organically". (Focus Group Member).

The above key points of the case study were reiterated during the Feedback Workshop, with individuals from the MOPS project reiterating the importance of farm viability within the context of succession issues. Various members of the Feedback Workshop spoke of the extensive funds currently used by young farmers to engage in dairy farming, perceiving it to be financially viable, yet if they were more aware of the financial returns of organic farming they may consider this an option instead. Others felt that an acceptance of organic farming was still questionable; therefore, a strong marketing campaign was needed to convince young farmers of the potential of organic farming for farm viability and sustainability.

Other policy and research personnel present at the Feedback Workshop were also both supportive and complementary of the case study findings, feeling they are in line with current issues within the organics industry. The continuation of the MOPS EIP-AGRI Operational Group was raised at the feedback session, particularly as the project ends in December 2021. Although the funding will cease for this project, members of the group were hopeful that an additional fund would be sought to maintain the chain supply created by the group. Additionally, one attendee at the feedback session, suggested case study members could avail of the NOTS (National Organic Training Skillnet) support system to ensure the current MOPS Operational Group remain in contact. In all, however all members of the feedback session were complementary of the MOPS project feeling it was a positive case study to present as part of Work Package 5, within the RURALIZATION project.

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Appendix 1. The list of interviews

Code.	ENTERPRISE	MOPS	Pseudonym
IE1B/Int.1	MOPS Project Manager	MOPS	Anne
IE1B/Int.2	Manna Vegetables & retail	Organic Farmer	Tara
IE1B/Int.3	Beechlawn Organic Farm Vegetables (MOPS)	MOPS	James
IE1B/Int.4	Vegetables (MOPS)	MOPS	Scott
IE1B/Int.5	Sprout Farm (Vegetables) (MOPS), cereals & beef	MOPS	Andy
IE1B/Int.6	Green Earth Organics Vegetables (MOPS)	MOPS	David
IE1B/Int.7	Cereals & beef	Organic Farmer	Paul
IE1B/Int.8	Cereals & beef	Organic Farmer	Daniel
IE1B/Int.9	Moyleabbey Organic Farm, Horticulture (MOPS)	MOPS	Mary
IE1B/Int.10	Kilbrack Farm, Horticulture (MOPS)	MOPS	Tom
IE1B/Int.11	Merry Mill, Cereals, on farm processing & retail	Organic Farmer	Jim
IE1B/Int.12	Cereals & sheep	Organic Farmer	Kevin
IE1B/Int.13	Cattle & forestry	Organic Farmer	Niall
IE1B/Int.14	Horticulture	Organic Farmer	Pippa
IE1B/Int.15	Cereals only	Organic Farmer	Donal
IE1B/Int.16	Beef & cereals	Organic Farmer	Fiona
IE1B/Int.17	Coolanowle Organic Farm, Dairy, Beef, Poultry, Direct Selling	Organic Farmer	Leo
IE1B/Int.18	Cereals, beef, bees, forestry	Organic Farmer	Paul
IE1B/Int.19	Leo Dunne - Horticulture MOPS	MOPS	Ben
IE1B/Int.20	Vegetables (MOPS)	MOPS	Pat
IE1B/Int.21	Riversfield Farm - Horticulture MOPS	MOPS	Jack
IE1B/Int.22	Teagasc	Stakeholder	Aaron

Table 3: Interviews

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T5.2 Case study report (Code PL2B)

Cydr Chyliczki, Ludwik Majlert's Farm and Rysiny Farm: socially, environmentally and economically sustainable family food production & processing at the outskirts of Warsaw

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Sylwia Dołzbłasz, Krzysztof Janc, Andrzej Raczyk and Robert Skrzypczyński.(UWR)

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Context

The three family businesses engaged in food production and processing that will be described in this case study are located at the outskirts of Warsaw, the capital of Poland (Fig. 1). The city of Warsaw itself is inhabited by 1.8m people, while the population of the entire metropolitan area of Warsaw amounts to ca. 2.6m inhabitants.

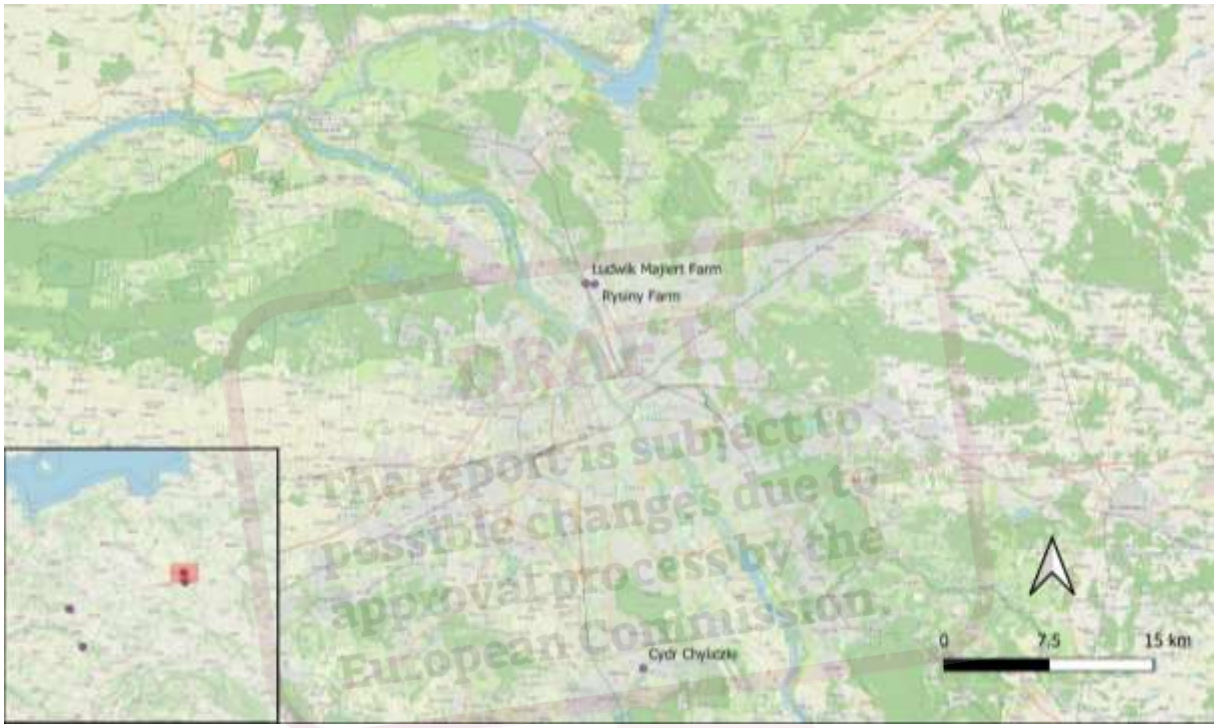

Fig. 1. Warsaw and the location of Cydr Chyliczki, Ludiwk Majlert Farm and Rysiny Farm
Source: own, basemap: Open Street Map

In terms both of its population and functions, Warsaw dominates the settlement structure of Poland. Its population exceeds by far the population of the second largest city (Krakow, ca. 800 000 inhabitants). While such a distribution is not unusual in itself, Warsaw at the same time dominates the settlement structure functionally; for instance, out of 112 central offices – operating at the national level in Poland – only 19 are located in places other than Warsaw (Wałachowski, 2019). Most of other, non-public but also central, organizations or headquarters of companies are located in Warsaw too, which together with the city's role in the national transport system or its share of publication locations, can be considered as a symptom of the socio-economic domination of Warsaw over other Polish settlements

(Zaborowski, 2019). In the context of this case study, it is important to note that Warsaw is also a place where novel, alternative ideas or approaches are more likely to emerge (although, obviously, not exclusively there). For instance, Warsaw is leading the vegan movement in Poland, and it was in fact ranked as the sixth most vegan-friendly city in the world in 2019 (Tilles, 2019). Hence, the success of the cases described here – especially Ludwik Majlert Farm and Rysiny Farm – has to be considered against this background of a city where approach to nutrition is dynamically changing, and where there is significant demand for local, healthy, organic or vegan/vegetarian food.

In the case of Cydr Chyliczki, the third of the family businesses at the outskirts of Warsaw described in this case study, the regional context is important too. Warsaw is located in the Mazovia region characterized by a significant presence of apple tree orchards. In particular, the Grojecki County is relevant here: this is where the apples used by Cydr Chyliczki are collected. In 2011, the apples from this county were included in the list of Protected Geographical Indication products.

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Origin of the practice

Two out of the three firms – Ludwik Majlert and Rysiny Farm – have a shared history of a multigenerational farm, while Cydr Chyliczki is a new businesses set up in 2014 by a father and his daughter.

Ludwik Majlert inherited the farm from his father Jan in 1981 (the farm is today run by his family and the family of his sister). The decision to take over the farm was rather straightforward given the long tradition of farming in the family reaching back to the 19th century. In 1878, Wilhelm Meylert purchased 'Marcelin' an agricultural holding of 130ha where he began to produce milk (sold directly to Warsaw inhabitants) and asparagus (sold partly for export). Over the 20th century, the farm underwent numerous transformations, gradually becoming smaller and smaller, although it was continuously thriving – new crops were introduced, practices for students organized, and the farm's products received awards at fairs. World War 2, however, left the holding completely destroyed and afterwards the majority of its area was expropriated by the new Polish government and devoted to industrial uses. Only a fraction of the original 130ha was saved and this was then further divided into two holdings passed on to two sons of the owner (these divided farms later on became the Ludwik Majlert Farm and the Rysiny Farm). In the 1970s, further blows fell on Marcelin – a newly constructed road and parallel railroad line cut the holding in two and an electrical grid pole was located in the middle of it. After all these interferences, today the Ludwik Majlert Farm and Rysiny Farm operate on, respectively, 10ha and 15ha of land.

An important period for both Ludwik Majlert and Rysiny farms was the democratic transformation period in Poland. In the 1990s, Poland became rapidly open to international food markets and large supermarket chains were quick to exploit this new frontier. Farmers such as the Majlerts saw this as an opportunity and became one of the many suppliers to the megastores popping up in and around Warsaw. The owner of the Rysiny Farm put emphasis in the interview on the role of this period in the development of the farm into what it is today. However, this was a negative role: the interviewee explained how the (lack of) human factor in the cooperation with supermarkets made him resign from cooperation with them. Large chain stores were interested only in one factor – the price of the product – and lacked

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any deeper interest in the food production process, any territorial bond with its origin, or the quality of the final product. From the perspective of the interviewee, it was an automatized, dull and a rather soulless process of market exchange. The interviewee also described negative feelings associated with a lack of any bond with the final customer; trucks would just come, an indifferent driver would take the produce and ask the owner to sign some papers – and that's it. After some time spent supplying the supermarkets, the owners (the current manager and his parents) decided to try and switch to direct sales channels, which soon translated into more local embeddedness and the multi-functional character of the farm that today constitute key elements of the practice.

An important context for both Ludwik Majlert Farm and the Rysiny Farm is also the long history of the family that had been cultivating land in that location. Especially the difficult history of the Rysiny Farm was reported as an important factor in the motivation of the owner to run the farm continuously; he explains that due to the fact that his ancestors were able to persist in the face of 2 World Wars, post-War expropriation, systematic interference from urban infrastructure construction and then the exposition to market competition, then he simply sees no way other than continuing the work they had been doing. No price that developers offer for the land will (and they do offer high prices) convince the farmer to sell the farm; it is so much easier to keep the farm today and a resignation now could be regarded maybe even as an offence to the family history.

Cydr Chyliczki, established in 2014, differs from the two farms described above in that its owners are the first generation who run it. The decision to set up a family businesses around cider was motivated mainly by personal interests of the organizers – a father and a daughter – who had been engaging in home-made cider production already for a few years before establishing Cydr Chyliczki. Their background was not in farming, and so this case combines the notion of completely new entrants into farming (and food processing) with multi-generational farm management and succession.

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Actors

Each of the initiatives described in this case study is run by two families. Cydr Chyliczki is managed by a father and daughter together with a befriended family that has long traditions in apple tree orchards management. Ludwik Majlert Farm is run by the family of Ludwik Majlert and his wife together with the family of Ludwik's sister and her husband. Similarly, Rysiny Farm is managed by the families of two siblings – the successors of the family inheritance.

The difference between the practices lies in the number of family members who are actively working. Ludwik Majlert Farm is a workplace for ca. 15 persons from closer or wider family circle, some of whom help at the field, others work at the store, run the books, manage the website and social media, organize on-farm events or cooperate with restaurants or stores who do bulk purchases. Most of the family members are not trained in agriculture; many of them are students or graduates who treat the work at the farm as part-time job for the summer months and have complementary jobs in the winter months. The seasonal character of the job makes it easier to combine it with one's education or professional career. Cydr Chyliczki, in turn, is at the other side of the spectrum as it is run by more nuclear families (in comparison to the first example) and engage a few family members only. All of our interviews emphasized that the work is very demanding and requires huge seasonal effort.

However, even with such levels of personal input and as much family work as in the case of Ludwik Majlert Farm, there is still a high demand for seasonal labour force, especially for the purpose of working at the field. This is even more so due to the ecological, labour-intensive type of farming with a high level of crop diversification. Ludwik Majlert Farm and Rysiny Farm are therefore almost completely dependent on the seasonal migrant workforce. Warsaw is a very large labour market but there is not much interest in working in agriculture, as there are many positions in other workplaces that are not as physically demanding. Hence, both these farms are *de facto* dependent on the seasonal migrant inflow from Ukraine. The same groups of workers come from year to year, thus creating some stability but the risk of international perturbations is considered as the most vulnerable point by the host of the Rysiny Farm: if the borders were closed now, he would not be able

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to continue at all. Correspondingly, the COVID-19 pandemic was a difficult period from this perspective, although there was still possibility of trans-border mobility – which made it possible for the farm to operate in the last season.

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Activities promoted

A common denominator for each of the three initiatives is the idea of producing (and processing) high-quality products that are embedded in the local ecological and social context while providing appropriate income for the organizers. Each of the practices puts emphasis on slightly different aspects of embeddedness but all can be considered as sustainable – in some cases even post-growth – business models.

Cydr Chyliczki produces cider from traditional apple tree species cultivated in the Grojecki County. The family business focuses on high-end product sold to restaurants and shops. While this type of product is certainly not the most available for all strata of the society, its environmental embeddedness lies in the emphasis of the practice on protecting and reintroducing apple trees that foster the diversity of species in the region. Cydr Chyliczki offers more or less a dozen types of cider (and occasionally other alcoholic products) and continuously experiments with the types of apples and processes used in the production. The ciders from Cydr Chyliczki have received a number of national and international awards.

Ludwik Majlert Farm is offering a wide variety of products – 30 types of crops on 10ha – that are sold directly to customers at the farm. The customers of the store are both individuals as well as restaurants or local cooperatives. While Ludwik Majlert Farm is not engaged in food processing, it does nonetheless offer processed products from befriended local businesses; this way, one can visit the farm as if it were a supermarket and purchase in one place most of the fresh products one can get in the particular part of the growing season. This is indeed the case as the farm is very popular among Warsaw residents; the queues in front of the store reach far beyond the entrance to the building and the production is reported to be very profitable.

However, Ludwik Majlert Farm also plays some social and educational functions. The farm regularly organizes so-called ‘dinners at the field’ – public events when the field is shown around and the food from the farm is eaten together. Other events at the farm are organized for kindergarten and school children for whom a tour at the farm is offered. The owners also regularly prepare and publish educational videos from the farm (https://www.majlert.pl/inicjatywy).

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Fig. 2. One of the 'dinners at the field' at the Ludwik Majlert Farm
Image source: https://restaurantica.pl/wp-content/uploads/2017/06/obiad-na-polu-1.jpg

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The case of the Rysiny Farm follows a similar model as Ludwik Majlert Farm, albeit with some differences. Rysiny combines the store at the farm with an on-site bistro that offers meals prepared from the farm products. Furthermore, there is also a large shop with seedlings and plants run by one of the siblings. The complementary products offered at the farm are e.g. bread, ice cream and a variety of processed products from local businesses.

The Rysiny Farm is not only a farm with a store, but also a meeting place: the open-air bistro, where occasionally events such as concerts are organized, creates good conditions for not only buying fresh products, but also staying for a bit longer. The idea of the owners is to foster social activities at the farm: for instance, some tables are especially set up in a way that encourages conversation between visitors. The organization of events takes this approach one step further – the farm becomes a community centre rather than only a place of food production and sales. This is enabled by providing a variety of products (integration of the supply chain), having a bistro next to the farm, arranging the space in an appropriate way and, finally, keeping the prices low – so that the place is not being gentrified in spite of huge demand. According to the host, this strategy works very well indeed. There are

frequent visitors, new bonds are established, and people often stay longer than only for shopping.

When compared to cooperating with supermarkets – as described earlier – this business model is considered much more beneficial and satisfactory by the owners. The hosts are present at the farm and so can take part in the social aspect of food distribution. In this case, food is not only a commodity, but also a way to forge social connections, feel the presence of a community around it (who, for instance, exchange recipes on site) and feel a territorial identity – a connection to the land which one cultivates. Seeing that people are happy with the food they buy, that they come back regularly: this aspect is very important for the owners. For this reason, the prices at the store or in the bistro are ktpt low enough to enable local residents to come regularly, but also to provide sufficient income for the business. As the hosts explain, the demand is so huge that they sometimes feel overwhelmed – especially on Saturdays when the place becomes much too crowded. A natural reaction would be to raise the prices and thus limit the demand; however, the goal of the practice is not to earn as much as possible but rather to create a place for the local community. Hence the prices are kept low and the owners are not thinking about the expansion: while there are a few small agricultural plots left here and there, the idea behind the practice is that there is a threshold beyond which the business loses its key characteristics that made it so successful in the first place. Therefore, this type of approach can be considered as a post-growth business model: instead of endless growth, there is sufficiency; instead of financial profits only, there are social and ecological profits too; instead of raising the prices as much as one could, there is accessibility and social responsibility; instead of selling the land to developers and purchasing more land elsewhere, there is attachment to the land that cannot be translated into money. We believe that such models should be studied and promoted more broadly, as they provide a possible avenue for escaping the growth dogma that dominates contemporary societies. This case suggests a number of factors that led to the adoption of such model: in this case it seems to be a combination of family history, disenchantment with corporate food supply chains, personal traits and a potential generated by the proximity of a city in which local food paradigm is gaining traction.

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Fig. 3. Bistro at the Rysiny Farm
Image source: https://cdn.natemat.pl/869d743541658fab0ee943846df909fa,800,450,1,0.jpg

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Synergies and networking

The effect of synergies and networking can be observed in each of the three cases. In the case of Cydr Chyliczki, its effect in this context is spurring the interest of local farmers in unconventional (today) apple tree species that were traditionally cultivated in the Grojecki county and the entire Mazovia region. Interestingly, one factor behind the rising popularity of this approach was also the Russian embargo on Polish apples imposed in 2014. At that point, new local or domestic demand for apples had to be found, and this is one of the reason behind the rising popularity of cider that made it possible for the Cydr Chyliczki to achieve its success. Since the production of Cydr Chyliczki is based on local, traditionally-cultivated apple trees, this generates a local demand for such products (some of which is met by purchasing apples from regional orchards). Furthermore, the effect of networking can be observed at the other side of the supply chain: it is mostly Polish restaurants and stores that offer Cydr Chyliczki and thus complete the circle of domestic production, processing and sale.

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Fig. 4. Traditional species of apple trees in the Grojecki county
Image source: https://www.cydrchyliczki.pl

The synergy and networking effects of Ludwik Majlert Farm and Rysiny Farm result, firstly, from their cooperation with other farms and food processors who complement the sales of the products in the on-farm stores. Secondly, given the orientation on local markets and direct sale channels, the operation of these two farms is an important node of local food in Warsaw's restaurants and cooperatives which build their offer on the basis of local food. Yet another symptom of local embeddedness is the emphasis of the Rysiny Farm's host on cooperation with local artisans when any construction work is done at the farm. For instance, the building where the bistro is located today, was renovated in cooperation with local craftsmen and with the use of recycled materials (wooden elements from a destroyed building, metal scrap etc.). While the impact of such an approach is mostly local – unsurprisingly, since the practice is active at the local scale – the rule of thumb adopted by the hosts is worth replicating elsewhere.

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Policies and institutional support

The policy context is considered important by the organizers of all of the three practices – although rather as a barrier than support. From the perspective of Cydr Chyliczki, legal regulations for cider producers have been a significant obstacle; had one of the family members not been trained as a lawyer, they would have had much more difficulty in setting up the businesses. Our interviewee explains that for many small, local cider producers the amount of formalities that need to be fulfilled in order to be able to produce cider is simply overwhelming. While our interviewee recognizes that the production of alcoholic beverages needs to be well controlled, it is still considered as too complicated if more small family businesses are to be set up.

For Ludwik Majert Farm and Rysiny Farm, the main obstacles came from spatial planning policies of the city of Warsaw. The farm suffered significantly from subsequent spatial transformations – the construction of a road, electrical grid poles and a railroad that cut the farm into more and more pieces since the 1970s. Furthermore, the future of the Ludwik Majlert Farm is not clear, as most of its area is devoted in the current spatial development plan to a large road transport node (while the rest of the area is planned as industrial warehouses). In this context, it can be considered rather unusual that the farmers still want to keep the farms. However, the attachment to the land and satisfaction from one's job makes the farmers indifferent to the potential financial gains from selling the land.

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Impact and perspectives

The three practices around family food production and processing provide good examples of locally embedded enterprises that reach beyond the financial dimension into social and/or environmental aspects of food systems. In the case of Cydr Chyliczki, its main added value seems to be the impulse to preserve and reintroduce traditional species of apple trees in the Grojecki county, which is an important territory for apple production in Poland. The product – cider – is then sold in restaurants and stores all around Poland, thus providing a domestic offer for high-end products that can compete with otherwise imported beverages.

Ludwik Majlert Farm and Rysiny Farm, in turn, are much more local in the operation. Their most important impact is providing local, (mostly) organic food to the residents, restaurants and cooperatives active in Warsaw. In doing so, however, they introduce educational, social and cultural functions that complement the productive aspect of the farms. Our field observations and interviews confirm that these two farms are very successful – or even that their hosts see the risk of becoming too popular. This is so because the demand keeps growing but these businesses do not wish to expand. The families feel the connection with the land – the history plays a role in that – and are simply satisfied with the scale of their businesses, which allows them to keep face-to-face contact with customers and create a place important for the local community. The impact of such an approach is that local residents have access to local food, but also can learn a lot about food production, which in turn translates into better awareness of how food systems operate. Finally, the impact of the farms can be also viewed with the lens of ecosystem services they provide: 25 ha of farmland among the urbanized land is an important asset in the context of phenomena such as land sealing, urban heat island, biodiversity or air quality.

What will be the future of these practices? Cydr Chyliczki has been slowly but steadily growing since its establishment seven years ago and claims that there is still some expansion ahead of them. The future of Ludwik Majlert Farm is unclear as it depends on the administration of Warsaw who will or will not build the road transport node planned in the middle of the farm. In turn, the host of the Rysiny Farm is rather optimistic: the next generations (young adolescents today) will be able to choose the future of the farm as, in his

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view, it provides so many possibilities that they will probably be interested in taking over the inheritance. Before that happens, however, the farm works just fine today and there is no need to expand it; rather, one can just enjoy it.

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Annex 1. The list of interviews

Code	Role	Date	Place
PL2B/Int.1	Ludwik Majlert Farm – practice leader 1	16.05.2021	Warsaw
PL2B/Int.2	Ludwik Majlert Farm – practice leader 2	17.05.2021	Warsaw
PL2B/ Int.3	Rysiny Farm – practice leader 1	19.05.2021	Warsaw
PL2B/ Int.4	Rysiny Farm – practice leader 2	20.05.2021	Warsaw
PL2B/ Int.5	Cydr Chyliczki – practice leader	22.05.2021	phone
PL2B/ Int.6	Ludwik Majlert Farm – customer	22.05.2021	Warsaw
PL2B/ Int.7	Ludwik Majlert Farm – customer	23.05.2021	Warsaw
PL2B/ Int.8	Ludwik Majlert Farm – customer	27.05.2021	Warsaw
PL2B/ Int.9	Ludwik Majlert Farm – customer	05.05.2021	Warsaw
PL2B/ Int.10	Rysiny Farm – customer	20.05.2021	Warsaw
PL2B/ Int.11	Rysiny Farm – customer	28.05.2021	Warsaw
PL2B/ Int.12	Rysiny Farm – customer	28.05.2021	Warsaw
PL2B/ Int.13	Cydr Chyliczki – restaurant owner	28.05.2021	Wroclaw
PL2B/ Int.14	Cydr Chyliczki – store owner in Wroclaw	04.05.2021	Wroclaw
PL2B/ Int.15	local NGO representative	30.05.2021	Warsaw
PL2B/ Int.16	local administration representative	27.05.2021	Warsaw
PL2B/ Int.17	local administration representative	20.05.2021	Warsaw
PL2B/ Int.18	academic expert	27.05.2021	phone
PL2B/ Int.19	academic expert	29.05.2021	phone
PL2B/ Int.20	academic expert	30.05.2021	phone

Table. 1 Interviews

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T5.2 Case study report (Code BE3B)

Farm diversification at succession

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Marjolein Spaans (TU Delft)

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Introduction

At succession of a farm successors often evaluate the farm operation and whether to continue in the same way, to diversify or to specialise. An increasing number of successors chooses to diversify their farm income, either by *diversification* which aims at changes in agricultural production and management (like adding production-oriented branches, processing and selling home-made products and the switch to organic production) or by *broadening* which aims at adding non-agricultural activities to the farm company (such as creating farm leisure services like camping sites, B&B overnight stays, workshops etc.). The market for this type of products and services is growing, but there may also be other reasons to choose for diversification and broadening. It may create more employment (for a partner, family and others) and lead to more satisfaction because there is direct contact with the end-users of the farm products.

This case study focuses on diversification and addresses two Flemish farms where at the moment of succession or at the entrance of the new generation decisions were made about agricultural management. They kept agricultural production as main source of income and adapted their agricultural management either by switching from traditional to organic agricultural production (Biohoeve Hof te Muizenhole) or by adding an agricultural branch to the existing organic farm management (organic dairy goats and home processing and direct sales). De Speiboerderij). The two examples are situated in Flanders (Belgium) in the province of East-Flanders in two neighbouring municipalities, Herzele en Lierde (Figure 1).

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Figure 1. Location of the two examples in Flanders (Belgium); municipalities in red
Source: https://www.geopunt.be/kaart

Research is based on analysis of 11 interviews (see annex 1) with relevant stakeholders in both examples, relevant literature (both official and grey), open data available on internet and information on relevant websites. Two meetings have been organised on this case, one to discuss preliminary results to receive feedback to further improve the case study report (May 25) and one to present the final results with an interested public including respondents (June 17).

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Biohoeve Hof te Muizenhole

Local context

Biohoeve (or Organic Farm) Hof te Muizenhole is situated in the sub-municipality Deftinge which is part of the municipality of Lierde (Figure 2). The acreage of the farm is (https://hoftemuizenhole.be) and the soils can be characterised as loamy (http://www.geopunt.be: soil map).

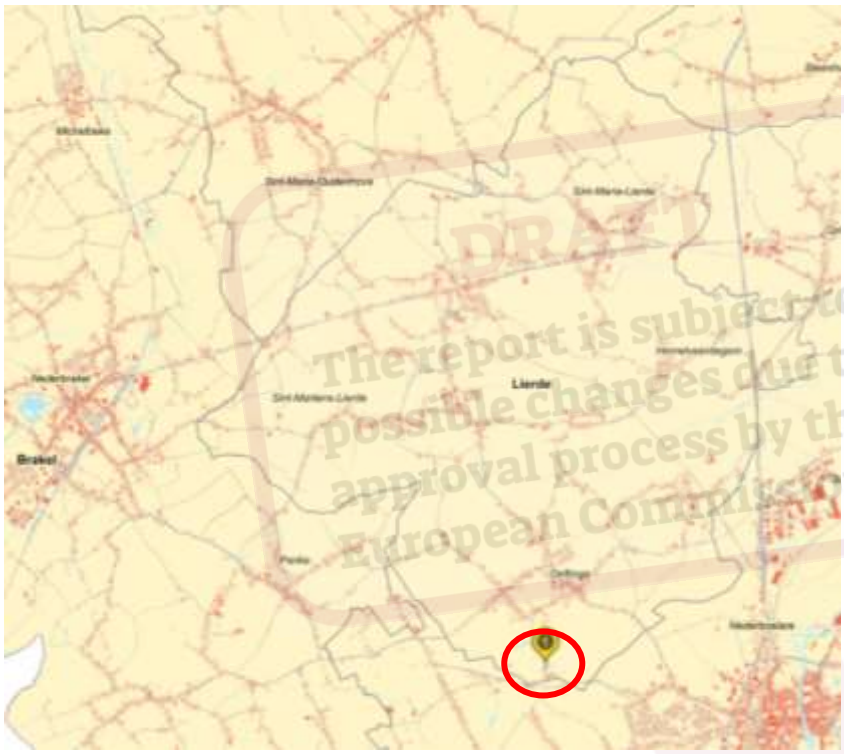
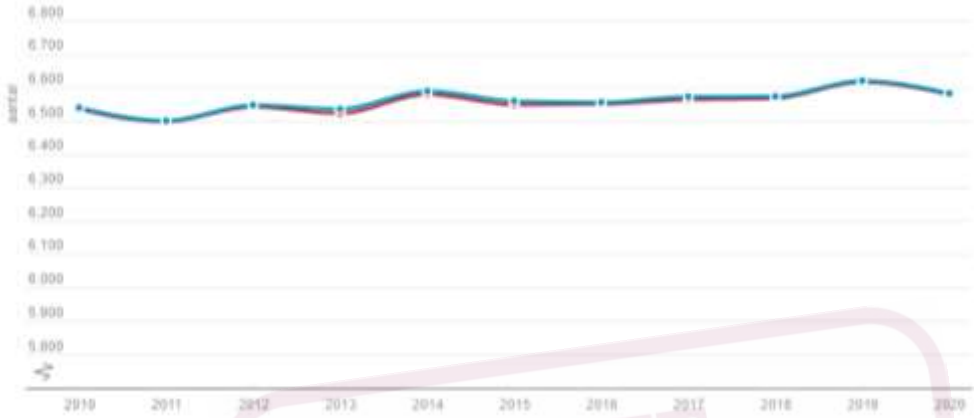


Figure 2. Location of Hof te Muizenhole (circle on the map) in the municipality of Lierde
Source: http://www.geopunt.be/kaart

The Natura 2000 area 'Flemish Ardennes' (total surface 5,548 hectares) consists of scattered pieces of land of which one part is located in Lierde, but not bordering agricultural land (https://www.natura2000.vlaanderen.be/gebied/vlaamse-ardennen, BE3B/Int.5). The altitude varies between 30-95 meters above sea level (https://nl-nl.topographic-map.com). The municipality of Lierde is 2,613 hectares large (http://www.lierde.be/website/5-www/7-www.html). In 2020 the population size of Lierde was 6,582 (Figure 3) with a population density of 2.50 inhabitants per hectare (as compared to 4.88 for the Flemish Region). The

breakdown of age categories compares well to Flanders as a whole (Figure 4). The average household size is 2.38 comparable for the Flemish Region (2.32) (Rijksregister, provincies.incijfers.be). Figure 5 shows data on the employment rate, which is higher in Lierde than in the Flemish Region.



Blue: total number of inhabitants according to Rijksregister and official statistics
Red: official statistics of the total number of inhabitants

Figure 3. Population size Lierde (2010-2020)

Source: various sources 2010-2020 (https://provincies.incijfers.be/dashboard/dashboard/bevolking/

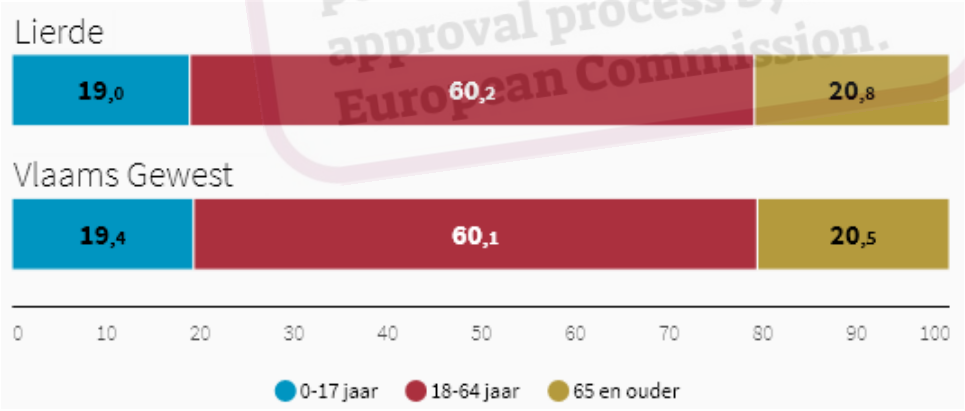


Figure 4. Age categories of inhabitants in Lierde compared to the Flemish Region (Vlaams Gewest) (2020 in percentages)

Source: Rijksregister | provincies.incijfers.be (2020)

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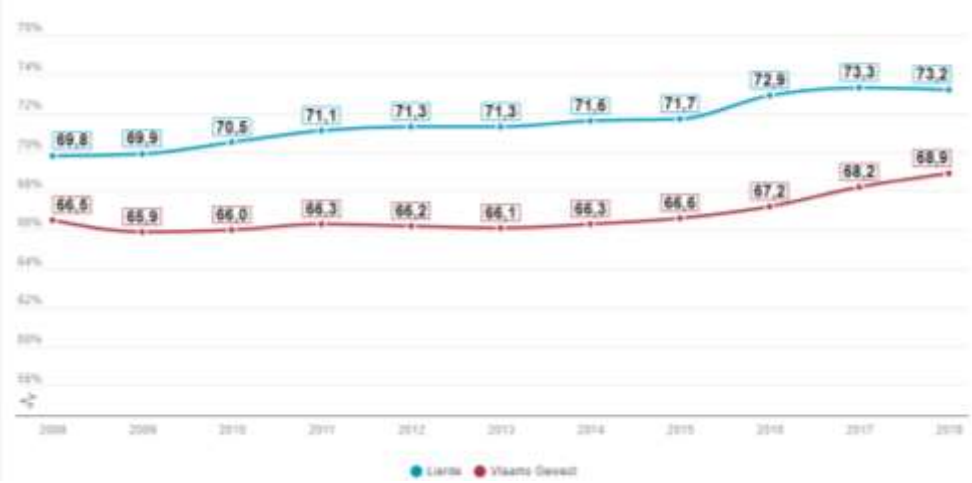

Figure 5. Employment rate for the population of 15-64 years of Lierde (in blue) compared to the Flemish Region (in red) (in percentage for 2008-2018)
Source: VAR/ provincies.incijfers.be (https://provincies.incijfers.be/dashboard/dashboard/economie)

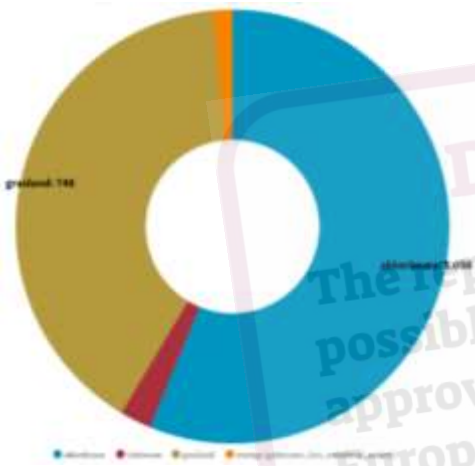

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Figure 6. Acreage (in ha.) in Lierde for arable farming (blue), horticulture (red), grassland (beige) and other (orange) (2018)
Source: Departement Landbouw en Visserij/ provincies.incijfers.be (2018): https://provincies.incijfers.be

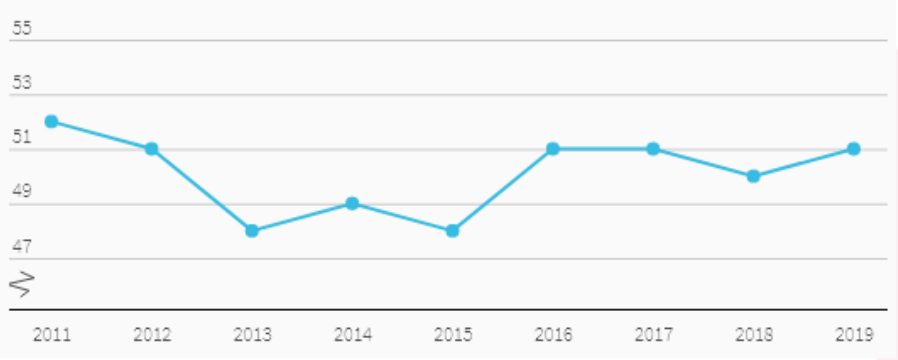

Figure 7. Number of businesses with agricultural production in Lierde (2011-2019)
Source: https://provincies.incijfers.be/dashboard/dashboard/landbouw; Statbel/ provincies.incijfers.be (2011-2019)

In 2020 83.9% of the total area in Lierde was in use for agriculture which is higher than for the Flemish Region as a whole (57.7%) (https://provincies.incijfers.be/dashboard/dashboard/ruimte). Figure 6 shows the breakdown of agricultural land with 56.2% arable land and 40.0% grassland. The agricultural typology map of Flemish municipalities (2016) shows that Lierde is characterized by 'specialisation cattle' (https://provincies.incijfers.be/dashboard/dashboard/landbouw). The number of businesses with agricultural production in Lierde fluctuated between 48 and 52 in the period 2011-2019 (Figure 7). The larger farms have a successor; this is more problematic for the smaller businesses. Of the existing farms in Lierde around 50% are estimated to have a successor who will probably take over in due time. The other 50% will probably be leased or sold to other farmers or investors in land or turned into part-time farms where the successor has another job along the farming (BE3B/int. 5). It is very difficult to take over a farm company: in 2019 agricultural land costed on average €53,899 per hectares in Flanders (https://www.notaris.be/nieuws-pers/detail/landbouwgrond-in-ons-land-kost-gemiddeld-46-778-euro-per-hectare) and the way European subsidies currently find their way to farm companies stimulates large scale companies.

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Origin of the practice

History

Biohoeve Hof te Muizenhole dates back to the 12th century when it was a property of the Sint-Pieters Abbey in Ghent of which it remained property as leasehold until the French Revolution. The farm was once over 160 hectares. In the 17th century, part of the farm was split off as a new court – Hof ter Plancken – whereas 115 ha remained for Hof in Muizenhole. A turning point was the French Revolution in which property of the church was publicly sold to private persons. From that moment on there has been a succession of new owners and tenants with varying acreages (https://hoftemuizenhole.be/ons-verhaal-1/historiek.html).

In 1957 the Charles Depraetere-De Wolf family settled here and ran a mixed farm with cultivation, dairy cows and beef cattle. In 1991 their son Guy Depraetere and his wife took over the farm and transferred it to an arable farm with only beef cattle. He ran the farm part-time aside another job most of the time and worked at the General Farmers' Syndicate ABS (*Algemeen Boerensyndicaat*) as General Secretary and later on as farm company advisor in the field of organic production.

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Current practice

Although son Damien Depraetere did not have an educational background in agriculture but in mechanics and for long did not plan to succeed his father on the farm, he decided to take it over and joined in 2010 (https://hoftemuizenhole.be/ons-verhaal-1/historiek.html, BE3B/Int. 1). The son took a starter course at the National Agricultural Centre (*Nationaal Agrarisch Centrum*) where he discovered his interest in organic farming. During the decision process whether father and son would opt for organic farming, they visited a number of organic farms in Belgium and the Netherlands, used external expertise and called on specialists of Inagro, which conducted a feasibility study on the financial and cultivation part of the switch (N.n., 2010).

The expertise of the father from his work at ABS gave them the insight that continuation of traditional farming would need the farm to keep up with trends as globalisation and scaling up in agriculture. Arable farming with beef cattle would offer little future for a successor unless added value was given to it. The switch to organic farming would give such an

opportunity. It would give added value to the soil, and thus products would have added value for the average consumer who would be willing to pay a higher price than for a traditionally produced product. Father and son also saw the potential that the short chain offers as well as a high demand from industry for certain organic vegetables. They thus combined a different approach to farming by turning to organic with another approach to sales by turning to short chain and now offer a better quality for a better price (https://hoftemuizenhole.be/ons-verhaal-1/historiek.html, BE3B/Int 1).

The current farm covers 93 hectares with grassland and arable land, of which 65 hectares is clustered (N.n., 2012). The acreage did not change upon succession and the major part is in long-term lease. It was converted to organic cultivation in a period of 3 years (2009-2012), after which it was fully certified on the basis of the EU Organic Label. All vegetables and meat are now sold as such. Management focusses on the short chain which means that they try to take out middlemen or intermediaries from the sales process to wholesale distribution and the frozen industry and they incorporated direct sales via their own webshop and vending machine on the farm (BE3B/Int 1, https://hoftemuizenhole.be). Hof te Muizenhole is now one the largest organic arable farms in Flanders (N.n., 2010).

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Actors involved

Farmers and family

The father farmer took over the farm in 1991 and run the farm part-time aside another job most of the time at the General Farmers' Syndicate ABS (*Algemeen Boerensyndicaat*) as General Secretary and later on as farm company advisor in the field of organic production. He is also a member of the local council of Lierde. Based on the expertise of the father on the agricultural context they decided to switch to organic agriculture. They also made use of expertise by the Flemish Promotion Fund for Agriculture (VLAM, *Vlaamse Promotiefonds voor Landbouw*) and expertise by of the Interprovincial Research Centre for Organic Cultivation (*Interprovinciaal Proefcentrum voor de Biologische Teelt vzw*, PCBT). This is part of Inagro, a public-private expertise centre on organic farming. Whereas the father worked part-time on the farm, the farm had to be turned more profitable to give the son a fulltime job at the farm (BE3B/Int 1).

By focussing more on the short chain there is less involvement of middlemen and the farmer can be more in control and receive a higher margin. Switching to organic production also means that the farmer should become more aware of the demand on the market. Where a traditional farmer would put more focus on production and be less involved in the demand side, this is different when focussing on the short chain and producing on the basis of demand for certain products (BE3B/Int 1).

When the son took over the farm he held 70% of the shares and the father/parents 30%. Since then the son took over the other 30% shares of the father. The reason is that in order to be able to obtain support by the Flemish Agricultural Investment Fund (*Vlaams Landbouwinvesteringsfonds*, VLIF), none of the partners can be retired: a retired partner in the company would mortgage the support. That is why it was decided that the joint exploitation would be stopped and that the son would continue as sole shareholder. The government fund VLIF makes grants available for young starters in agriculture taking over an existing farm company (https://lv.vlaanderen.be/nl/subsidies/vlif-steun/vlif-overnamesteun-voor-land-en-tuinbouwers). One of the options was to split agricultural production and sales into separate entities where the father would still be a partner in the sales entity but

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ultimately this was not implemented (BE3B/Int 1). Although the father is formally no longer involved in the business, he is still active and takes care of administration, sales and partly marketing, using his former expertise, while the son focuses on cultivation and innovation in techniques. Dealing with all these issues is considered as difficult to handle for only one farmer (BE3B/Int 1; N.n., 2010).

In addition to the son there is also a daughter in the family. She contributes to the farm in the administration but is not formally involved with shares. When the father withdrew, anticipation of the inheritance upon death of the parents was considered, but was ultimately not decisive in the transfer of the 30% share of the father/parents to the son. The compensation of the daughter will be settled in a later phase (BE3B/Int 1). At succession housing is an issue to be tackled. The parents always lived on the farm, but when the son joined the business the parents moved to a nearby house (zoned as residential), as they considered the main farmer has to live on the farm (BE3B/Int 1).

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Inagro

Inagro vzw is an external independent agency of the Province of West-Flanders. It is one of the Flemish practice-oriented research stations for agriculture and horticulture. Although the Province of West-Flanders is its main sponsor, Inagro is open to all Flemish farmers. One of its activities is advising agricultural businesses on many issues. Since 1998 the Interprovincial Research Centre for Organic Cultivation (*Interprovinciaal Proefcentrum voor de Biologische Teelt vzw*, PCBT) was established. Farmers considering a switch to organic farming can turn to it for tailor-made advice, for which they pay a fee of which part can be reimbursed by the Flemish government (BE3B/Int 3). The PCBT provided tailor-made advice to the Hof te Muizenhole farmers before and after their switch to organic farming.

Other advisory services

Other advisory services or sources of inspiration include:

- BioForum Vlaanderen vzw which is the sector organisation of organic agriculture and food. It offers various advice options for businesses that want to switch to organic food production or are already working on it (https://www.bioforum.be).

- 'Organic looks for Farmer' (*Bio zoekt Boer*) project, which started in 2009 as a collaboration project by the Farmers Union (*Boerenbond*), the General Farmers' Syndicate ABS and BioForum. It supports farmers considering a switch from traditional to organic farming with their questions on legislation, subsidies, management, quality labels, phasing of the switch, etc. opportunities and bottlenecks are jointly looked into (http://www.biozoektboer.be). The father farmer was the spokesperson in this project on behalf of ABS.
- Flemish Centre for Marking of Agriculture and Fishery *(Vlaams Centrum voor Agro- en Visserijmarketing*, VLAM), which is a public-private centre on market knowledge in the field of agriculture and fishery and provides information on marketing and sales (https://www.vlaanderen.be/vlam).

Sales market

An example of sales of Hof te Muizenhole potatoes is their availability at local Bio-Planet shops. The purchase of products is handled by the national Bio-Planet organisation. Whereas focus of Bio-Planet used to be predominantly on organically cultivated products, local production now also receives increasing attention. In this sense 'local' is at the scale of Belgium (with the exception of freshly baked bread). In addition to products with an organic food production quality label, there is also room for products 'in transition towards' organic food production quality label to facilitate (BE3B/Int 4).

Province of East-Flanders

At provincial level the most involved department related to the two examples in this case study report is the Department of Agriculture and Rural Areas (*Landbouw en Platteland*). European policy largely determines the agricultural sector and its impact on rural areas. This European policy is then translated into policy and regulations at the level of the Flemish Region. The province develops policy that is insufficiently covered at higher levels of government and which intends to facilitate business climate and to increase liveability and perceptibility of that rural area. The five Flemish provinces try to harmonize their policy on agriculture as much as possible. Provinces are by far the most important financier of applied scientific research in agriculture and each province has one or more specialized centres. As

Flemish municipalities are relatively small in size, the province also acts as a documented discussion table, where municipalities can turn to with questions and information (BE3B/Int. 2). It also provides information on new forms of agriculture for agricultural businesses (Provincie Oost-Vlaanderen, 2019). It is also the province – more than municipalities – that has a budget for grants for improvements in rural areas.

Municipality of Lierde

Lierde is a small municipality with a limited staff. Amongst its policy fields are agriculture and sustainability (on the basis of a climate plan). The municipality has a predominantly rural character. Actions in the field of agriculture and sustainability include among others planting of trees along roads and subsidies for green manure. Water availability might be a problem in the future and the construction of rainwater wells in agriculture is stimulated. The municipality does not have an active role in stimulating organic agriculture; the Hof te Muizenhole farm is currently the only one in Lierde (BE3B/Int 5).

Lierde integrated its Agricultural council in the broader Environmental council (*Milieuraad* or *Mina Raad*). Different stakeholders have a seat in this council and it serves as an advisory board to the local administration. The Hof te Muizenhole farm was an existing farm turning to organic farming and thus did not need new permits. For additional activities permits will have to be submitted. Recently the owner submitted a permit to construct a wadi to collect rainwater (2 million litres). If that is according to regulations and no objectives will be submitted the municipality will approve (BE3B/Int 5).

There is occasional collaboration between neighbouring municipalities and with the province. An example of collaboration between municipalities is on a plan for wind turbines and the role of citizen participation in this project. With regard to the province of East-Flanders: Lierde is a pilot municipality for the re-use of farms for which province and municipality jointly draw a covenant (BE3B/Int 5).

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Style of farming and activities promoted

In 2010 when the son joined business, the farm switched to organic farming in a 3-years period. The first 40 hectares of arable land were converted in June 2009 and in April 2010 grassland and 8 hectares of tare spring wheat followed as well as the beef cattle. The remaining 22 hectares of arable farming land followed later and the farm was completely working organically in 2012 (N.n., 2010, N.n., 2012).

Arable agriculture

Before 2010 the farm cultivated crops as wheat, potatoes, sugar beets and corn and 40 beef cattle in a traditional way. It changed to organic cultivation of about 10 varieties of potatoes with additional vegetables: winter cereals (triticale, oats, spelled), summer cereals (summer wheat, summer barley), potatoes, celeriac, cabbages (white, red, savoy, pointed, Chinese and turnips), pumpkins, butternuts, maize, grass and clovers. The condition of the soil is important in organic farming. No chemicals are used and the soil structure is preserved by low-pressure tires, tramlines and use of organic fertilization such as stable and green manures (https://www.hoftemuizenhole.be).

Switching to organic farming requires a completely different way of thinking about farming. Compared to traditional agriculture the farmer has to think more preventively and react more quickly. Weather plays a bigger role in organic arable farming than in traditional. If something happens, there is less opportunity to intervene. Weed control is one thing, to prevent it is another. This means other machinery. The son decided on investing in tractors with precision control via GPS-RTK. In addition approved organic agents or systems against insects are used (https://www.hoftemuizenhole.be, N.n., 2010).

Beef cattle

Beef cattle was replaced by another breed. Before the switch they had the Belgian white-blue breed which is common in the Ardennes region of the farm. This beef cattle breed produces good quality and thick steaks, but cannot calve alone, but only via caesarean section with the help of a veterinarian. As this does not fit in the organic and more natural

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approach with less human intervention, this type was replaced by the French Blonde d'Aquitaine breed which completely calves on its own. In 2021 plans are to phase out beef cattle as beef is not considered as a growth market by the farmers. As land is partly located in the hilly areas of the Ardennes some grassland now in use for cattle, will be ploughed and sold as roughage to other farmers. But new ideas to deal with these grassland might further evolve (BE3B/Int. 1).

Sales

It took the Hof te Muizenhole farmers an effort to find their way into the short chain sales market and to find stable partners there. Farmers in organic agriculture which aim at a more direct relation with the sales market also need more marketing insight into the behaviour of customers than is asked from traditional farmers. Potatoes are stored and packaged on the farm. Use is made of sustainable paper packaging with contact details of the farm, which was developed by organic potato growers and partly subsidised by BioForum. After that most of the production goes to retail via wholesale distribution such as Bio-Planet, Delhaize, Carrefour. There is usually still one middleman or intermediary involved, but the chain is shorter and the price more directly in hands of the farmer who is then also more responsible for the quality (BE3B/Int 1).

Another part of the production goes to the frozen industry (celeriac, savoy, yellow turnip, white cabbage). The fact that there are (still) few suppliers to the frozen industry gives Hof te Muizenhole an advantage (BE3B/Int 1). Maize and grass go to their own cattle. Grain is sent to fellow organic farmers and some of it is destined for own use.

Baking wheat is cultivated as well. In May 2021 the Colruyt Group – a retail group with food (a.o. Bio-Planet) and non-food formats in Belgium, France and Luxembourg –, five organic arable farmers, a flour mill and a bakery signed a collaboration agreement to jointly create a new chain for Belgian organic baking wheat to ensure availability of Belgian organic bread in the Bio-Planet stores. The Hof te Muizenhole farmers deliberately chose to cultivate baking wheat as return is considerably higher if products can be marketed for human food instead of animal feed (https://vilt.be/nl/nieuws/colruyt-group-werkt-aan-nieuwe-keten-voor-belgische-biobaktarwe, https://hoftemuizenhole.be). This is another example of a shorter chain approach via collaboration.

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Part of the potatoes is sold via farm sales via a vending machine and a webshop. Webshop customers can collect their delivery on Saturday morning or by appointment. They are sold per 5 kg in a paper bag from August to April along with a limited range of seasonal vegetables (https://hoftemuizenhole.be, BE3B/Int.1). The farm also has its own Facebook page supporting the marketing of farm sales. After the switch the farmers experimented with meat packages on the basis of subscriptions. They collaborated with a local butcher who put together packages after which they were collected by the customers. This did not turn out sufficiently successful and it was labour-intensive. The packages were stopped and meat is now sold via wholesalers on the organic sales market (https://www.hoftemuizenhole.be, BE3B/Int.1).

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Synergies and networking

Relationships with the local community

In general, there is less of a local farmers' community than decades ago: society turned more individualistic, farming has become more mechanised and at a larger scale. Farmers are less in contact with each other locally and the impact of one farm switching to organic cultivation probably does not have a lot of impact on other farmers locally. The Hof te Muizenhole farm is still the only organic farm in Lierde (BE3B/Int 5). Nowadays farmers network via sector related networks and umbrella organisations at different scales. Information and advice via experts is more accessible (through internet and dedicated networks). The fact that the father has been a member of the local council for long and was employed at the General Farmers' Syndicate ABS made local relationships and relations within the farming community easy. Also the direct sales from the farm connects the farm with the local community, as well as online marketing tools via website and Facebook.

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Networking established

Biohoeve Hof te Muizenhole is not directly linked to a larger network of comparable farms or businesses. Occasionally a visit among organic farms is organised to exchange experiences (Delanote, n.d.). As a result of the focus on the short chain, new networks with respect to the sales market have been developed. The recent collaboration on organic baking wheat with the Colruyt Group is such an example. This is also the case with respect to expert advice, cultivation techniques and machinery.

Policies and institutional supports

Use of expertise by advisors on switching to organic farming

Tailor-made advice and available information on switching to organic farming is key in the decision making process of farmers. Services or sources of inspiration such as the BioForum, the Research Centre for Organic Cultivation of Inagro, and the 'Bio searches Farmer' project are very valuable in this process. One of the respondents indicated that on the basis of his expertise in advising farmers in their (potential) switch from traditional to organic farming, his perception is that Flemish farmers are often further in their process on deciding on their switch to organic farming when they engage an advisor than Dutch farmers. Flemish farmers have often already obtained a lot of information themselves before calling in an advisor and focus the advice more on the technical aspects of organic farming, where Dutch farmers use it more as a source of information to decide on a potential switch (BE3B/Int 3).

One of the motivations to switch to organic farming is to secure a future perspective for the farm. There are only a few moments in the career of a farmer when new investments in the farm are considered and a future perspective on the farm is needed. Farmers can then decide to continue in the same way, to diversify or to specialise. Past farm management also plays a role in deciding which future perspective for the farm would suit farm location, acreage, type of agricultural production, market and personal situation best. In the near past this was often not at the succession from father to son or daughter, when there was already a heavy financial burden for the new farmer who also had to become acquainted with the new farm company and often first continued this as before succession. According to one of the respondents an important moment of reconsideration often comes around the age of 40 when the largest financial burden is reduced and when there is still a future perspective for the farmer of another 20 years. A traditional medium-sized arable farm will be more inclined to consider a switch to organic production in view of a future-proof business. Farmers at age (around 60 for example) without a potential successor are not likely to consider a change in business operation like a switch to organic farming (BE3B/Int 3).

Organic farming is a demand market and still a relatively small one, but it does not automatically offer itself to the farmer, who has to actively get involved in this market. It

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requires additional skills from the farmer or expertise by a specialist. Other than knowledge of the market for organic products, a switch also requires another farm management. If the successor does not want to keep pigs for example, how can (s)he organise the farm company such that is remains profitable? Or how can it be organised that two people can earn their living at a certain time (BE3B/Int 3)?

Policies activated, constraints and need of new policies

A switch to organic farming needs careful analysis of its impact on the farm company. Regardless of belief whether organic farming contributes to a sustainable way of living, the other side of the coin is the financial feasibility of the traditional way of farming as compared to the organic one. The successor will have to invest in finding his/her way into the new way of cultivation (incl. new machinery) and the new sales market. Policies which facilitate this process will help successors in taking a considered decision.

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Impact and perspectives

In Flanders and the Netherlands agricultural policy is strongly influenced by European policy. The agro-business complex is strongly industrially oriented, and export oriented. The business climate for farmers is still considered to be conservative and industrially managed in Flanders. In the past many traditional farmers saw organic farming as a sort of betrayal of the agricultural sector but that picture is slowly changing (BE3B/Int 3). In 2019 the average of organically cultivated agricultural land in EU countries was 8.49% with Austria (25.33%), Latvia (22.33%) and Sweden (20.43%) as frontrunners. Belgium's share was 6.85% of which only 10% was situated in Flanders in 2019. In the Netherlands the share of organic crop area was even lower: 3.75% (https://ec.europa.eu/eurostat/web/main/data/database, https://statbel.fgov.be/nl/themas/landbouw-visserij/biologische-landbouw#news). There still seems to fill a gap with respect to switching to organic farming.

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De Speiboerderij

Local context

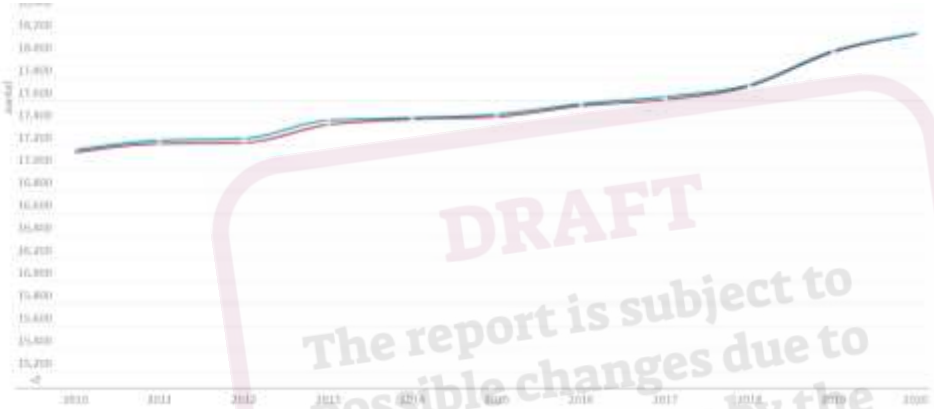
As the previous example De Speiboerderij is also situated in the province of East-Flanders, in Sint-Lievens-Esse which is part of the municipality of Herzele (Figure 8). The municipality of Herzele neighbours Lierde where Biohoeve Hof te Muizenhole is situated. The acreage of the farm is 97.5 hectares (Van Driel, 2020) and the soils can be characterised as loamy (http://www.geopunt.be: soil map).

Figure 8. Location of De Speiboerderij (circle on the map) in the municipality of Herzele
Source: http://www.geopunt.be/kaart

Herzele – as Lierde in the previous example – is one of the municipalities in the Natura 2000 area of the 'Flemish Ardennes'. The total surface is 5,548 hectares and consists of scattered pieces of land. One of the smaller habitat areas is situated near De Speiboerderij farm, but the farm acreage does not border this nature area

(https://www.natura2000.vlaanderen.be/gebied/vlaamse-ardennen). The altitude varies between 35-80 meters above sea level (https://nl-nl.topographic-map.com).

The municipality of Herzele is 4,740 hectares large and counted a population of 18,192 inhabitants in 2020 (Figure 9), which amounts to a population density of 3.84 inhabitants per hectare (as compared to 4.88 for the Flemish Region). When looking at the breakdown of age categories in Herzele the category 18-64 years is slightly larger than the younger and older categories compared to the Flemish Region Figure 10) (Rijksregister, provincies.incijfers.be). Figure 11 shows data on the employment rate, which is higher in Herzele than in the Flemish Region as a whole.



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Blue: total number of inhabitants according to Rijksregister and official statistics
Red: official statistics of the total number of inhabitants

Figure 9. Population size Herzele (2010-2020)
Source: various sources 2010-2020 (https://provincies.incijfers.be/dashboard/dashboard/bevolking/

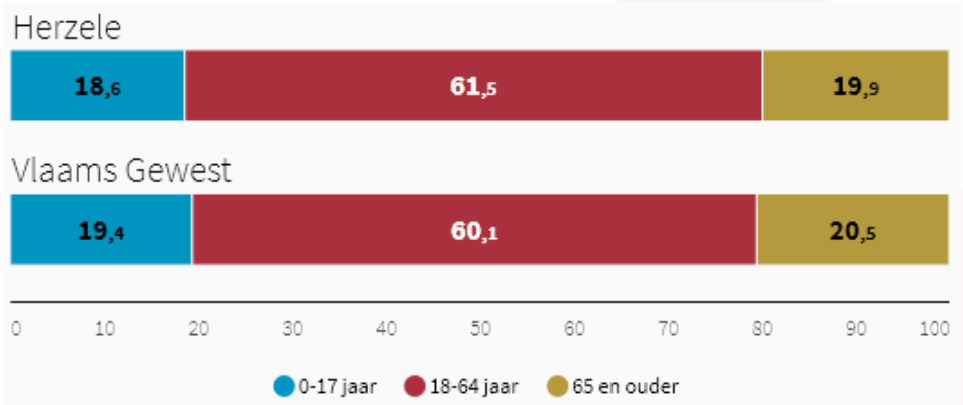

Figure 10. Age categories of inhabitants in Herzele compared to the Flemish Region (Vlaams Gewest) (2020 in percentages)
Source: Rijksregister | provincies.incijfers.be (2020)

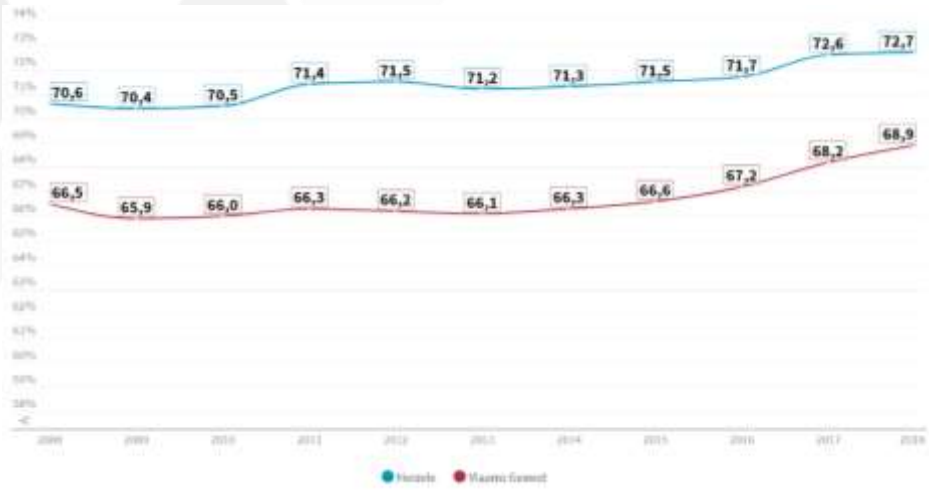

Figure 11. Employment rate for the population of 15-64 years of Herzele (in blue) compared to the Flemish Region (in red) (in percentage for 2008-2018)
Source: VAR/ provincies.incijfers.be (https://provincies.incijfers.be/dashboard/dashboard/economie)

In 2020 74.8% of the total area in Herzele was in use for agriculture which is higher than for the Flemish Region (57.7%) https://provincies.incijfers.be/dashboard/dashboard/ruimte). Figure 12 shows the breakdown of agricultural land with 52.1% arable land and 42.3% grassland. In 2016 when an agricultural typology map was made of all Flemish municipalities, Herzele was characterized as 'specialisation cattle' (https://provincies.incijfers.be/dashboard/dashboard/landbouw). The number of businesses with agricultural production in Herzele decreased from 108 in 2011 to 94 in 2019 (Figure 13). In 2021 there were 4 organic producing agricultural businesses and 8 had home production (provincies.incijfers.be). Respondent 5 estimates that around 40 farms are operated as a main occupation. Most of those farmers are at age and will experience problems with succession. Some farmers are changing their farm management to be able to work part-time aside the farm company, for example switching from dairy cows and beef cattle to arable farming as this is less labour-intensive. Farmers stopping their business most often lease their land to other farmers (BE3B/Int 5).

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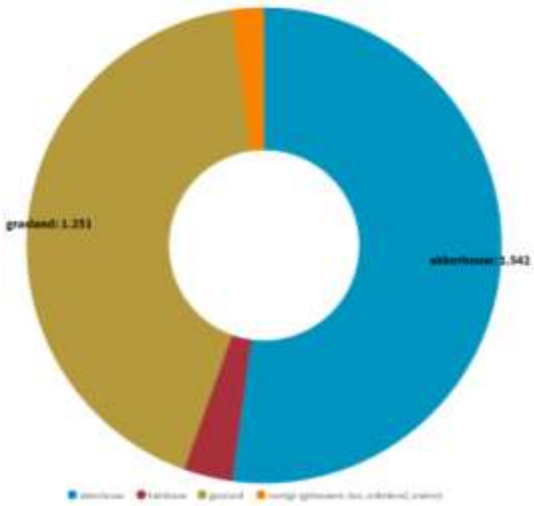

Figure 12. Acreage (in ha.) in Herzele for arable farming (blue), horticulture (red), grassland (beige) and other (orange) (2018)

Source: Departement Landbouw en Visserij/ provincies.incijfers.be (2018): https://provincies.incijfers.be

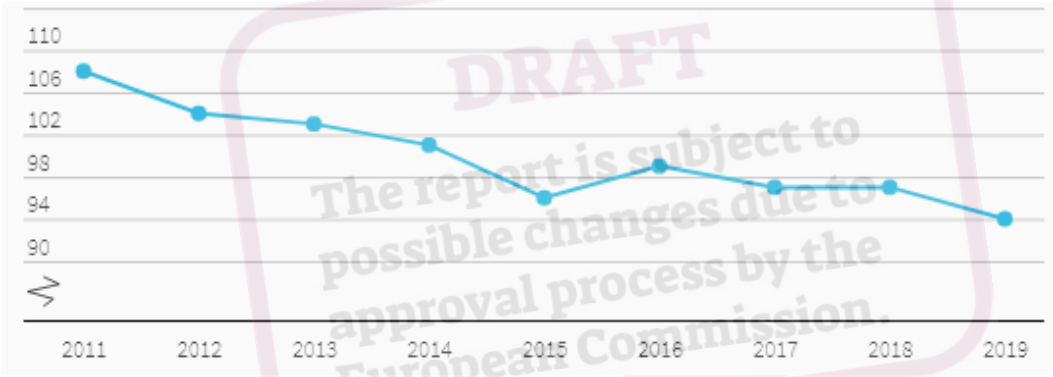

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Figure 13. Number of businesses with agricultural production in Herzele (2011-2019)

Source: https://provincies.incijfers.be/dashboard/dashboard/landbouw; Statbel/ provincies.incijfers.be (2011-2019)

Origin of the practice

History

De Speiboerderij farm has been in the family for over 5 generations (BE3B/Int 1a). Father Wim stepped into his parents' farm in 1983, at the age of 22. At that time it was a mixed farm with arable agriculture, dairy cows and pigs. He stopped with the pigs when he took over. In the 1990s new legislation on manure and crop protection was coming up which made him reconsider the economic and environmental aspects of this farm. In 1998 he decided to change his farm management and to switch from traditional to organic farm management. This was also based on the conviction that organic farming would be better for the environment; the dioxin crisis shortly afterwards strengthened his choice. He then had 60 dairy cows and about 60 hectares for forage harvesting which had to be converted to organic agriculture. An additional motivation was that he was looking for a more labour-intensive approach in which he could involve his brother-in-law as an independent contractor (*zelfstandig loonwerker*). By choosing organic farm management there would be sufficient work for two workers for example on the more labour-intensive weed control. The higher market value – and thus income – of organically produced products justified additional labour force. At that time the time period to switch to organic farming was only 2 years to become a certified organic agricultural business. Nowadays the transition from traditional to organic dairy cattle can be done within 1.5 year (N.n., 2020, BE3B/Int 1a and 2a).

In the period that De Speiboerderij switched to organic production, there was no separate collection of organic milk yet. It was still the pioneer phase of organic food production and at that time mainly dominated by organic horticulturists. Organic dairy farmers usually processed their milk on their own farm; De Speiboerderij also did so at the start. The rest of the milk went to the regular sales market at the cost of traditionally produced milk. From 2000 onwards organic milk was collected separately by a Walloon company because an increasing number of dairy farmers had switched to organic production. But due to the wide spread of the milk producers, this was not feasible and the company stopped. Wim De Middeleer and 24 fellow organic dairy farmers, spread across Flanders, then took the initiative to start the Biomelk Vlaanderen cooperative in 2001. In 2006 a group of Walloon

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dairy farmers joined the cooperative which resulted in the Belgian cooperative Biomilk.be in 2017. Early 2021 20 Flemish and 22 Walloon farmers participated in the cooperative. It has a board with 9 farmers, in which Wim De Middeleer has been responsible for sale of the organic milk since its foundation (N.n, 2020; Van Driel, 2020).

The mother was involved in small scale home production of the organic cow milk and processed it into butter, buttermilk and yogurt. The reason was that at the start of the switch to organic production it was not evident that the sale would be assured. A small farm shop was installed which opened one day a week (BE3B/Int 1a).

Current practice

When succession by son Jasper and later daughter Lore came up for discussion a choice had to be taken between further investments in dairy cows or broaden the farm company with an additional branch. The cow shed was outdated and needed renovation if they would decide on milking more cows. But the sales market for organic cow milk was difficult at that moment, while there was an increasing demand for organic goat milk. They chose the second option as they considered that two sectors would provide more operational security (N.n., 2020; Van Driel, 2020). They also wanted to keep the farm company at a small scale and to ensure work satisfaction for all by giving family members the opportunity to work in the farm company.

In 2012-13 steps were taken in anticipation of the succession the parents converted the farm from ownership by the parents to an agricultural company (*landbouwvennootschap*) to which the production rights and leaseholds were transferred. In 2015 son and daughter joined the company by buying shares from their father. In order to finance that they took a loan for which they received investment aid and takeover support by the Flemish Agricultural Investment Fund (*Vlaams Landbouwinvesteringsfonds*, VLIF). One of the available subsidies by this government fund is support of young starters in agriculture taking over an existing farm company (https://lv.vlaanderen.be/nl/subsidies/vlif-steun/vlif-overnamesteun-voor-land-en-tuinbouwers). Since then they work with three shareholders in the company, each with one third of the shares (BE3B/Int 2a). The father focusses on the cow, the sun on the goats and the daughter took over home production and farm sales from her mother and further extended these activities. She is also responsible for the

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administration and helps with the goats if needed. Brother in law of the father and his son also work at the farm but are contracted and not shareholders in the farm company. SBB – an accounting and consultancy firm – was the advisor of De Speiboerderij on administration before succession and also advised them on the administration of the new branch (BE3B/Int 1a).

The acreage is 97.5 hectares of which 75 hectares of grass clover, 20 ha of wheats, 1.5 hectares of fodder beet and 1 hectare of potatoes. The main agricultural branches are organic dairy cows and organic dairy goats. Home production of around 5% of the cow's and goat milk forms a third branch. The home products are sold in a farm shop on the property (Van Driel, 2020). The acreage did not change upon succession. The agricultural company (*landbouwvennootschap*) only leases land; one quarter of the land is in 'family ownership'.

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Actors involved

Farmers and family

Father De Middeleer has a family of three children, two of whom joined the farm company and will eventually take it over. The eldest son was always supposed to succeed the father and has an educational background in agriculture. As the father did not plan to retire yet, they diversified their farm management with dairy goats in order to create financial room for a next generation and to be able to work on the farm with more family members. The son works fulltime on the farm, the father combines it with part-time work as board member for sale at the organic milk cooperative Biomilk.be (BE3B/Int 1a). The eldest child – a daughter – studied Biology. After graduation she worked part-time for Landwijzer – the Flemish specialised training centre for organic and biodynamic agriculture – and part-time on the farm in the goat branch. After becoming a mother she quit Landwijzer to work fulltime on De Speiboerderij. She runs the farm shop for two days a week. The other days she is busy with processing part of the cow's and goat milk into home sold products and helping with the goats if needed. The youngest son has another educational background and is not interested in joining the farm company (BE3B/Int 1a).

The original farm house is now inhabited by the daughter and her family. The parents live in a house across the road which was built by the grandparents when they left the farm to their son Wim. A second farm house will soon be built on the property for the son so that all family members in the farm company can live on the property, which is considered important with cattle. Getting a permit took time but eventually was granted by the municipality (BE3B/Int.1a).

Organic Goat Coöperatie (OGC)

The goat milk produced by De Speiboerderij is sold through Organic Goat Coöperatie, a Dutch based cooperative. Goat milking came up in the late 1980s. At that time producers mainly home processed the milk into cheese. Because of the growing volume of goat milk since then it was also sold to external processors of the milk. Until early 2009, Dutch and Belgian organic dairy goat farmers were spread over many processors in the Netherlands for

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the sales of their milk. There was great pressure on the price and at a certain point there was even talk of excessive milk, which threatened the price to fall. The association *De Groene Geit* (the organic dairy goat farming association) took the initiative to set up a cooperative for organic dairy goat farmers (https://organicgoatmilkcooperatie.nl/historie, BE3B/Int 4a). About two thirds of Dutch organic dairy goat farmers are affiliated with OGC as well as some Belgian producers. A few years after the start some German farmers also joined the cooperation (BE3B/Int 4a).

OGC has some 25 buyers of the milk, spread over a number of European countries. Milk should meet certain quality requirements. The organic production is certified by SKAL. In addition the quality of the goat milk has to meet the *KwaliGeit* requirements. This is the branch quality assurance system of the Dutch Goat Dairy Organisation (*Nederlandse GeitenZuivel Organisatie*, NGZO). Since January 2021 it was also introduced in Belgium. Milk of each producer is sampled for fat, protein and health of the goats. Milk is collected twice a week at each producer. It is then transported directly to the nearest customer. There is a delivery obligation by the producer and a purchase obligation by the customer. The range of the yearly volume production is between 100,000 – 6 million liters per producer. Often a producer processes part of the milk at the farm, which is allowed by OGC but limited to a maximum of 5-10% of the total volume (BE3B/Int 4a).

New members can only join OGC if there is a guaranteed sales for three years. OGC therefore works on the basis of agreements for 3-5 years ahead. In 2020 the price for 1 litre of traditional goat milk was €0.65- €0.70 and OGC paid €0.90 for organic goat milk. It has become increasingly difficult to start an organic dairy goat farm from scratch, because of the initial investments. Most farms starting with dairy goats switch from dairy cows to dairy goats, or are arable farmers broadening their farm with dairy goats for manure. Combining dairy cows and dairy goats is difficult when handled by one person only as dairy goats are more labour intensive than dairy cows. In the case of De Speiboerderij each branch is handled by another farmer. Certainty about milk sales is a major issue to address when starting a new dairy goat farm (BE3B/Int 4a).

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Local sales market

Apart from sales of farm produced products at the farm shop of De Speiboerderij, products are also sold locally in Herzele. One of the shops is Eco & Fair, which sells products by initiatives contributing to a solidarity and fair world via the shortest possible chain. Recently also locally and regionally produced high-quality products were added to the product range. The decision to enlarge the product range was taken after positive experiences with the pop-up shop Her-Culi with regional products. This pop-up store was a collaboration of Climaxi vzw with Eco & Fair cvba, 't Uilekot vzw, the municipality of Herzele and the province of East-Flanders (BE3B/Int.3a, https://www.climaxi.be/her-culi). The offer of products is in development but will be from within a radius of 15-20 km. As there are many farms producing comparable products as goat cheese, yogurt and butter, but also specific fresh fruits and vegetables, attention is paid to a sufficiently diverse range of products.

A matter which had to be dealt with was packaging of some of the products and transport of products from farm producers to the shop. In the example of De Speiboerderij customers at the farm shop would bring their own bottles and jars to be filled which is not possible at a shop like Eco & Fair. It was the Eco & Fair shop which handled permits requested by the Federal Agency for the safety of the food chain (*Federaal Agentschap voor de veiligheid van de voedselketen*, FAVV) as farm shops often do not need these. The producer sets a price and Eco & Fair adds 30% on top of that. The transportation still needs further attention (BE3B/Int 3a).

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Municipality of Herzele

Although slightly larger than Lierde in the previous example, Herzele is still a small municipality with a limited staff. The Flemish Region is the most involved government tier with respect to regulations and policies in agriculture. The municipality has only limited responsibilities in this field and foremost in issuing permits. Among the municipal actions in the field of agriculture and sustainability are erosion control, collection of agricultural foils and subsidy for green manure and soil decomposition. Also the starters premium is considered an important subsidy; starters (not only in agriculture) can apply for a subsidy for 5% of their first-year investments with a maximum of €625 (https://www.herzele.be/subsidie-startende-ondernemer). The municipality also organises a

number of events to promote local agriculture and products. There is a two-yearly open day on agriculture and a yearly farmers' market (BE3B/Int 5a and 6a).

Herzele has an Agricultural council in which stakeholders from the agricultural sector have a seat. As other Agricultural councils it serves as an advisory board to the local administration (BE3B/Int 5). Mostly the council has to weigh agricultural interests versus the individual owner's interests in its advise (BE3B/Int 6). The province serves a body of expertise for the municipality and has some subsidies available for companies for example on climate actions. There is little collaboration between neighbouring municipalities, only occasionally on tuning permits for cross-municipal farm companies and in informal networks (BE3B/Int 5a and 6a).

Province of East-Flanders

As the Biohoeve Hof te Muizenhole also De Speiboerderij is located in the province of East-Flanders. We refer to the previous example for more information on the role of the province.

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Style of farming and activities promoted

Organic dairy cows

When the father switched to organic farm management this mainly affected the forage production on the land. He hardly had to adjust the stables as the cows are almost year-round outdoor. With 60 dairy cows – a cross between Holstein and Montbéliarde – he had a small-scale farm. He mainly had to make the change from a maize to a grass-clover ration. In order to provide a balanced ration with a low proportion of maize he had to include more leguminous plants which are not labour intensive and have a beneficial effect on the soil (N.n., 2020). In 2017 a huge grass drying shed was built. Since both goats and cows eat hay, the farmers found it useful to dry the grass in this way instead of ensiling it in plastic which makes it also more sustainable. As there is sufficient labour available, the farmers can handle the intensive spring work themselves (N.n., 2020; Van Driel, 2020).

Organic dairy goats

The farmers characterize their style somewhat as 'trial and error'. In the process of deciding on a new branch they did their own research on keeping organic dairy goats and they wanted to find out for themselves if that would work for them. They visited a number of goat farms, consulted colleagues and adapted the construction of sheds and fencing themselves. The son had an agricultural educational background and followed two internships at goat farms. Additionally they made use of the organic farming network of BioForum with exchange of expertise among organic goat farmers (BE3B/Int 1a).

In the beginning it was quite a search, especially in the rearing of lambs. The stable has been adapted several times to further it and now functions properly. Also in this matter they have found their way by trial and error (BE3B/Int 1a). The goat herd now numbers around 650 animals, with 500 lactating goats. Most of them are of the Saanen breed, but there are also crosses with Toggenburger and Nubian. Only limited renovations on the farm were needed to integrate the goat branch into the farm and it only needed a new milking and an automatic feeding system (N.n., 2020).

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The sales market of the organic goat milk is different from the organic cow milk. They follow the same market trends but are disconnected from each other. Overall there is an increasing demand for organic and ecological products. However, there is little choice at the sale: early 2021 there were only 5-6 organic goat milk farms in Flanders and sale via the Dutch based cooperative Organic Goat Cooperation (OGC) the only possibility. Part of the milk production is home processed by the daughter (BE3B/Int 2a).

Home production and farm shop

The daughter processes around 5% of the organic cow and goat milk into products as yoghurt, butter, buttermilk, goat cheese, rice pudding and ice-cream and sold at the farm shop. Raw cow milk and raw goat milk are also sold. In addition, there are also cheeses from Biomilk.be processors in the range. The shop is run by the daughter but if needed the mother helps out. There are no employees or volunteers involved. In addition to the farm shop there are two shops in Herzele that sell their products as well but to a limited extent. The philosophy is to focus is on unpackaged and ecologically produced products. People come to the store with their own bottles to fetch milk, or with jars for some of the other products. If it would have been packed it should comply to regulations of the food agency. There is a rule by the food agency that if only a small percentage is produced at the farm, it does not need to keep a full administration. The intention is not to further scale up home processing and sales. Other than that this would not fit in their philosophy, and it would also add to the additional administrative burden (BE3B/Int 1, N.n., 2020). Home processing is labour intensive, but provides more margin. The added value is not only financial, but gives the opportunity the farmer to communicate with customers and show them where the products come from (Van Driel, 2020). This is considered as an increase of work satisfaction.

Since early 2020 the shop opens an additional day and it opens now two days a week on Friday and Saturday. One of the reasons was to spread the clientele a bit more in light of the Covid-19 measures, but it also generated more customers. This might be a side effect of Covid-19 where customers became more interested in locally produced food, but the additional other day in the week also gave customers more flexibility (BE3B/Int 1a).

The range of products has been expanded since the daughter took over business. Some have been added on request of customers. New products added are different varieties of cheese

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and ice-cream; the latter because the daughter wanted to start this herself. It was difficult to find an appropriate course on how to produce ice-cream professionally. With an amateur course and by trial and error she now produces a number of flavours . Also some additional machinery has been bought for the home processing. The shop and the processing area have not been modified yet, but there are plans to reconsider the logistics as these are not optimal yet: shop and processing area are not adjacent which makes combining the two activities challenging (BE3B/Int 1a).

The farmers do not extensively market the farm sales; it is often on the basis of word of mouth. A sign has been placed along the road indicating the farm shop. The farm also has its own Facebook and Instagram pages supporting the marketing of farm sales. The website (www.despeiboerderij.be) needs further content and elaboration. In addition there are two local shops in Herzele which sell De Speiboerderij products, but this has started only recently (BE3B/Int 1a). Supporting online marketing activities as website, social media take time and sometimes need additional skills.

Among future plans are optimising the logistics of the farm with cows, goats, processing room and shop. Steps have been made in energy efficiency with sun collectors and a wood gasifier. A future step might be to get electricity from manure (BE3B/Int 1a).

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Synergies and networking

Relationships with the local community

Home production and sale has not only been further developed for its financial margin. An additional motivation was contact with local customers and acquaint them with good quality local food products. Participating in a project like Her-Culi with local sales of products and the Eco & Fair also contributes to strengthening relations with the local community.

Networking established

Father De Middeleer was one of the founders of the organic cow milk cooperative Biomilk and is still one of its Board members. Via this network he was also familiar with the organic goat milk cooperative OGC. Being members of these cooperatives provide wide and useful networks. Networking with other goat farmers via internships by the son and via BioForum also proved valuable in finding their way in the new branch.

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Policies and institutional supports

Available information and expertise on new branches like organic dairy goats is valuable in the decision making process for successors. Often farmers find their own way into finding information and use their network in this process. Offering expertise on how to process and produce certain farm products and how to pack and sell them will support successors in taking up this branch more easily. The investment aid and takeover support by the Flemish Agricultural Investment Fund (*Vlaams Landbouwinvesteringsfonds, VLIF*) is helpful in financially supporting successors.

De Speiboerderij was already an active farm working on an organic basis and was already classified as agricultural business. The classification did not need to be changed; the environmental permit had to be adjusted because of the addition of the dairy goats. With goats this was easier than if it had been for pigs. Also the farm production and sales were already in place and after succession they remained sufficiently small scale that they do not need additional permits (BE3B/Int 1a and 2a).

The way Her-Culi project – a pop-up shop with regional products – was set up and subsidised is valuable. Subsidy was given for an innovative initiative. Room was given to try something by giving room to experiment for a certain period. After that it can be evaluated and lessons can be learned. It worked as an incentive to continue selling local and regional product in a more structured way (BE3B/Int 3a).

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Policies activated, constraints and need of new policies

As with the switch to organic farming, a further diversification also needs careful analysis of its impact on the farm company. The specific situation of both family and farm company will be at the basis of the decisions made. How to settle the financial issues in the transfer from parent to child(ren) and how to compensate the child(ren) not involved in the farm, is an major issue to be tackled. Advice on both new agricultural branches and farming management and its financial repercussions will further facilitate successors in taking a considered decision.

Impact and perspectives

Taking on a second agricultural branch spreads risks and creates a financial base for successors when one or more children take over. Insight in the sales market of the new branch is indispensable and certainty in sales at the start is important. De Speiboerderij shows that diversification also attributes to a financial base for more children in which work pleasure for each is important.

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Analysis of and conclusions on the two examples

Biohoeve Hof te Muizenhole and De Speiboerderij are both inspiring examples of farms where upon succession decisions were taken on diversification, either to change to organic farming or by adding branches in the agricultural production. We will summarize the main elements of each before we draw conclusions on a number of issues.

Biohoeve Hof te Muizenhole

When the son took over the farm company, he switched to organic farming and used the short chain principle in sales. Farm management also changed from part-time to fulltime. Although the son is now the sole owner, the father still works on the farm. The farm focusses on organic arable farming of potatoes and a variety of other vegetables and also has organic beef cattle. Upon switching to organic the breed of cattle was replaced by a naturally calving breed. Cattle will probably be discontinued in the near future because of market considerations.

The major motivation for changing to organic and short chain was a financial one: organic farming would give products an additional value for which customers are willing to pay a higher price. With the focus on the short chain, intermediaries are taken out of the sales process which results in a higher price for the farmer. This would result in a more profitable farm company.

When Hof te Muizenhole switched to organic farming the farmers decided to invest in specialised GPS machinery as to avoid labour intensive farming. They became more directly involved in sales and marketing. Potatoes are stored and packaged on the farm. Potatoes and vegetables are distributed via wholesale distribution to retail and the frozen industry. A recent collaboration has been set up in relation to baking wheat: a food retail group, organic arable farmers, a flour mill and a bakery form a new chain to ensure availability of Belgian organic bread. Part of the production is sold via farm sales via a vending machine and a webshop. They experimented with meat packages on the basis of subscriptions, but this was suspended and meat is now sold via wholesalers on the organic sales market.

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These changes require additional skills from a farmer such as specialised skills in organic farming (soil treatment, fertilizing, weed and insect control) and sales and marketing. In the case of Hof te Muizenhole the son had a mechanical educational background which helped in introducing specialised machinery. He is responsible for cultivation and innovative techniques. But a farmer also has to become familiar with the demand side of the market and become involved in marketing and sales of products. This also requires skills in social media and keeping a website. Even though the father formally is not involved in the farm company any more, he takes care of administration, sales and partly marketing, using his former expertise at the General Farmers' Syndicate ABS. The additional fields of expertise make it challenging to be dealt by only one person.

De Speiboerderij

When son and daughter joined the farm company of their father, a new branch was added. De Speiboerderij now has organic dairy cows, goats and home produced products sold at a farm shop. The dairy goats' branch is new and home production and sales were further developed. Other family members work on contract basis on the farm. While the father is responsible for the dairy cows, the son and daughter are so for the dairy goats with the son in the lead. The daughter is responsible for home production and sales as well as for the administration.

The major motivation for adding the dairy goat branch was to extend the financial basis and to allow two successors to join the company. An additional branch as compared of extending the existing one also would spread risks and provide more operational security. They also wanted to keep farm management small scale and to ensure work satisfaction. They made use of little external advice, but used their own analysis and network in their decision-making. Certainty of the sales market for goat milk was crucial. In farm management and logistics they work more on a sort 'trial and error' basis to find their way in efficiently running the farm. This concerns both cows and goats farming and home production and sales.

The major volume of the milk is sold via two cooperatives, one for the cow milk and the other for the goat milk. Only a small percentage (5%) is home produced and sold. Being a member of a cooperative gives certainty in sales and price. The new branch required

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additional skills on keeping dairy goats. The son acquired these by following two internships at goat farms. Further extension of home production also required additional skills, but these were difficult to find. The daughter developed these more or less by herself. Home sales requires additional skills in marketing and social media.

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Conclusions

Interesting issues arising from the two examples are the following:

- The main motivation for diversification at succession by changing agricultural management (switch to organic or adding a branch) is often economic. The future farm company will have to be sufficiently profitable for both parent and successor(s) (in a transition phase) or for successor(s) (in the final phase). This can be achieved by giving agricultural products an additional value for which customers are willing to pay more or by spreading risks to provide operational security. But work satisfaction for the successors was also mentioned as a motivation.
- It is important to take a conscious decision on a future proof organisation of the farm company at succession in which also the division of tasks and responsibilities among parent and successors is included. Diversification is found challenging when only one farmer is involved. When farm management aims at a short chain for example the sales market will bring additional work.
- In both examples the successors made use of available grants by the Flemish Agricultural Investment Fund (VLIF) which supports young starters in agriculture taking over an existing farm company. We consider this a valuable financial helping hand for successors.
- Settling the financial issues in the family with regards to the other siblings who are not involved in the succession, is an important issue to address in the new organisation of the farm at succession.
- New farming management requires choice in approach. For example with regard to organic farming: specialised mechanisation (GPS) to control weed versus contracted labour intensive weed control.
- In the decision process of diversification external advice on sales market, techniques, and administration is useful. In the two examples the farmers' own network were used in the decision process.
- Additional skills on techniques and sales market on new branch is needed, as well as marketing skills (for example on website and social media).

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Annex 1. The list of interviews

Code	Gender	Role	Place and date of the interview
		Biohoeve Hof te Muizenhole	
BE3B/Int.1	male	farmer	Online, 9-3-2021
BE3B/Int.2	male	Dept. of Agriculture and Rural Areas, Provincie Oost-Vlaanderen	Online, 31-3-2021
BE3B/Int.3	male		Online, 1-4-2021
BE3B/Int.4	male	Bio-Planet Aalst shop	Online, 1-4-2021
BE3B/Int.5	male	Municipality of Lierde	Online, 1-4-2021
		De Speiboerderij	
BE3B/Int.1a	female	farmer	Online, 8-3-2021
BE3B/Int.2a	male	farmer	Online, 16-3-2021
BE3B/Int.3a	male	Initiator Climaxi and Her-culi	Online, 18-3-2021
BE3B/Int.4a	male	Cooperative Organic Goat Coöperatie	Online, 18-3-2021
BE3B/Int.5a	female	Expert of Municipality of Herzele	Online, 6-4-2021
BE3B/Int.6a	male	Municipality of Herzele	Online, 8-4-2021

Table 1. Interviews

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T5.2 Case study report (Code IT4B)

Successful agro-ecological and multifunctional successors in Sicily region

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Annamaria Vitale, Mauro Conti, Silvia Sivini (UNICAL)

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Acknowledgements

This report would not have been possible without the enthusiasm and exceptional commitment of the participants to the interviews, focus group, and restitution event. The University of Calabria would like to thank all the interviewees who have shared with us their personal and collective stories, their time, and their future expectations. Our wish is that this research was an opportunity to reflect on the way forward and may contribute to the proliferation of transformative projects of food systems and repopulate rural areas in the years to come.

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Acronyms & Abbreviations

AIAB	Italian Association of Organic Agriculture (Associazione Nazionale di Agricoltura Biologica)
GAS	Solidarity Purchasing Group (Gruppo di Acquisto Solidale)
ISTAT	Italian National Institute of Statistics (Istituto Nazionale di Statistica)
RDP	Rural Development Programme

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Regional context of the practice

General Description

Sicily is the largest island in the Mediterranean Sea and the widest region in Italy. Together with the islands around it (Ustica, Pantelleria, the Aeolian Islands, the Aegadian Islands and the Pelagian Islands), it covers an area of 25.714 square kilometres. It is an autonomous region and has a special status: vertical co-ordination between regional and national authorities is ensured by the Framework Programme Agreements signed between the Regional Administration, the Ministry of Economy and Finance and the Ministry of University and Research. The Conference of Regions and Autonomous Provinces is instead the main interregional coordination mechanism.

Sicily is divided into nine provinces (NUTS 3) and 390 municipalities (*comuni*, NUTS 4). With the Italian Law n. 56 (2014) and the following Sicilian decree (2015, n. 15), three pre-existing provinces are now 'metropolitan cities'. It is one of the most urbanised Italian region, with more than half of its territory classified predominately urban (61,5 percent) and more than one-third (38,5 percent) intermediate.

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Population

Sicily has about five million inhabitants (4.875.290 residents), but the migratory balance, positive until 2014, presents increasingly consistent negative values from 2015, recording a reduction of 33,258 inhabitants compared to 2018. The territorial distribution of the population highlights a significant imbalance between the coastal area (more than 70 percent of the population, high population density) and the non-coastal area, characterized by slow but constant depopulation over the various decades. Palermo, Sicily's capital, is the largest town (647.000 inhabitants) on the island; Catania area has the highest population density (ISTAT 2021).

The structure of the population by gender and age shows that the Sicilian population has a significantly younger age than the Italian one (an average age of 43.9 years against 45.2 as domestic average) and a greater presence of the female component (in 2019 it stood at 51.4

percent of the total, equal to 2.5 million) (ISTAT 2021). However, in 2019, the youth (15-24 years) unemployment rate climbed to over 50 percent and Sicily was one of the top EU regions with the widest employment gender gaps (EU 2020) Despite the increase in the participation of Sicilian women in the labour market, the gender imbalance persists and takes on values that are wider than the national average. In 2019, the gender gap in the activity rate (36.2 percent for women and 58.7 percent for men) is 22.5 points, the distance between the employment rate of women (25.3%) and that of men (45.3 percent) is 20 points, the unemployment rate of women (30.1 percent) is seven points higher than the corresponding value of males (22.8 percent). Nationally, the gender gap is 17.5 points for the activity rate, 17 points for the employment rate and 3.5 points for the unemployment rate (ISTAT 2021). In 2018, Sicily was the second EU region with the largest share of the population at risk of poverty or social exclusion (51.6 percent of the population, a share of 40,7 percent). In 2018, the share of people living in households with very low work intensity was 25.8 percent. In 2019, less than half of the working-age population was employed (EU 2020).

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Agriculture

Land use in Sicily is predominantly agricultural: agricultural land covers 68.5 percent and forestry about 15 percent. Its main crops are grain and vine, olive, citrus, pure and mixed orchards, various traditional mixed agroforestry systems. Some 97 percent of the total area is classified as rural.

The total utilised agricultural area (UAA) is 1.438.680 million ha in 2016. Arable crops are the principal form of land use (41,5 percent of the UAA); 30,6 percent is used for permanent crops and 27,7 percent for permanent grassland.

The vast majority of the Sicilian's farms are family farms of relatively small size (9 ha in average); about 64 percent of farms have less than 5 ha of UAA and only 3.3 percent have more than 50 ha of UAA in 2016. In 2016, the average standard output of agriculture product (SO) per fam was 28.022 euros, below the Italian average (EUR 45.115); more than one-third of the farms have less than EUR 4.000 standard output per year, almost half have between 4000 and 50 000 EUR, and only a small percentage reaches more than 50.000 EUR of standard output per year.

In 98,8 percent of the cases the owner is a natural person and manages directly the farm (84 percent) with only or prevailing family labour. More than half (65,6 percent) of all farm managers is over 55 years, while only 4 percent of farmers are younger than 35 years. However, the majority is relatively young: more than one-third (34 percent) is below 54 years. The percentage of female managers on the total reaches 33,3 percent.

Numerous quality products (PDO/PGI and organic) is the significant mark of the regional agricultural sector.

Sicily is one of the most relevant biodiversity hotspots in the Mediterranean area. It is characterised by an outstanding naturalistic heritage: the surface covered by protected high value natural areas (parks, reserves, Natura 2000 sites) is 502.618 hectares. In addition to 223 SCI, 30 ZPS and 2 wetlands of international interest, Sicily has 238 sites part of the Natura 2000 network, covering 24.8 percent of the total surface area, 56.4 percent of the total forest area (512,121 ha) and 18.6 percent of the UAA. To date 55 Natura 2000 Management Plan for the conservation of biodiversity are in place, in compliance with the Habitat Directive 92/43/EEC (EU 2020b).

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Organic Agriculture

Sicily is among the EU regions around the Mediterranean Sea particularly prone to soil erosion by water because of long dry periods followed by heavy bursts of intense precipitation on steep slopes with fragile soils. In 2016, Sicily was the second Italian region where it was recorded the highest risk, since upwards of 40 per cent of non-artificial areas were estimated to be subject to severe soil erosion by water (Share of erosion by water Sicily was at 43,9 per cent) (EU 2020).

However, Sicily has already achieved the main objective of the “Farm to Fork Strategy” for sustainable agriculture, aiming to ensure 25 per cent of total European farmland is organic by 2030. According to the latest data available (2016), in Sicily 26% of the total utilised agricultural area is used for organic farming (375 000 hectares) (EU 2020). Data processed by SINAB (National Information System on Organic Agriculture, 2020) for the year 2019 show that Sicily is the Italian Region with the highest number of operators in the organic sector (10.596 units).

Sicilian organic agriculture is shaped by at least twelve different agronomic techniques. The use of fewer fertilizers is combined with innovative approaches such as synergistic agriculture, biodynamic agriculture, agro-homeopathy, quantum agriculture, permaculture, agroforestry, agroecology, regenerative agriculture (IT4B/Int.1).

A draft law proposal on organic farming has been submitted to the Regional authority as a collective shared path among civil society actors and sector's stakeholders. As a result of the social mobilisation, a table of discussion has been set up to channel Regional agricultural policies towards agroecology and organic agriculture.

As the national draft law on organic farming approved by the Senate of the Republic on May 20 2021 and will now be discussed in the Chamber of Deputies before the final approval, also the Sicilian draft law aims at promoting biodiversity protection and climate action, encouraging the conversion to organic production of small and medium-sized farms.

However, the proposal coming from Sicilian social actors is innovative in many respects. First, it pursues the aim of developing short supply chains (short range chains, farmers market, neighborhood shops, GASs) as a way to foster local organic production and consumption, including public green procurements.

Second, it provides the establishment of bio-districts, an innovative approach promoted by Italian Association of Biological Agriculture (AIAB): according to the AIAB's definition, "Bio-district or Eco-region is a territory naturally devoted to organic, where farmers, citizens, touristic operators, associations and public authorities realize an agreement aimed at the sutainable management of local resources, based on the principles of organic farming and agro-ecology".

In Sicily four AIAB bio-districts are operative. They involve hundreds of municipalities and tens of thousands of farms. If recognized by the regional law, they could access contributions and foster public procurement to supply public canteens such as school canteens, since in Sicily there are no organic public school canteens (IT4B/Int.1).

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Study Area and Methodology

Agricultural Landscapes and Agro-Systems

The study focuses on generational changes occurred in 15 family farms took over by successors. The investigated farms are located mainly in the territories of three Sicilian Provinces (Catania, Enna, Palermo), as figure 1 shows.

To better understand the style of farming put in place by farmers, in this section we refer to Barbera and Cullotta (2012) analysis of the differentiated landscapes and agro-systems within which the investigated farms operate.

Figure 1. Localisation (in red) of the Sicilian successor's farms (Sicily)

At the crossroads of several civilisations, and thanks to its environmental variability, Sicily has an extraordinary heritage in terms of rural and agricultural landscapes, historically developed around mountains, plateau, and plains along its shores: Greeks and Romans implanted extensive agrarian systems mainly orbiting around crops such as wheat (all over

the island) - Sicily was the 'Granary of Rome' - and olives, while wine production became a major export source during the Roman Empire; the Arab "agricultural revolution" of the Middle Ages introduced ingenious irrigation systems that spread the cultivation of specialised orchards like citrus; exotic plants from America were introduced in the fifteenth and sixteenth centuries.

Annual herbaceous crops—almost exclusively wheat—either alone or occasionally in rotation with forage (leguminous) crops dominate the central hills' landscape The extensive farm crops make up the specificity of the inland hills. Occasionally include scattered fruit trees (olive, almond, carob) and vegetable crops within the matrix of wheat fields. trees (olive, almond, carob) and vegetable crops within the matrix of wheat fields. The open lands also include the polyspecific meadows-pastures.

Among tree crops, the olive tree is the species that significantly characterises both the rural economy and the landscape of the entire island, especially along the coastal and sub-coastal hills, or in more inland areas and the inland mountain bases whenever there are favourable pedological conditions. Illy areas landscape comprises the traditional nut crops, including almond trees in association with other wood species such as manna ash (Fraxinus ornus, F. oxycarpa), that now can only be found on the Tyrrhenian Hills of the north-eastern slopes of the Madonie Mountains. A great number of minor tree species also characterise several of these area (they include pear, apple, peach, chestnut, cherry, persimmon, loquat, citrus and prickly pear trees). These landscapes include: mixed farm crops, arable land, vegetable crops, vineyards associated with planted crops, and in general, crop diversification conditions and small, often unevenly shaped, plots.

Crop varieties such as irrigated fruit tree and vegetable growing are mainly distributed on the plains and along the main waterways, where water for irrigation is abundantly available and there is a particular mild climate, areas where the presence of modern intensive farming systems is widespread (e.g. Catania Plan in eastern Sicily).

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Methodology

Sixteen interviews with farmers and four interviews with key informants and actors involved in different social networks active in the territory were conducted. The interviewees were contacted by the snowball method. As part of the case study, a focus group has been carried out (on June 24, 2021) and a feedback to participants has been undertaken (on July 7, 2021). Due to the epidemic situation, interviews, focus group and feedback were conducted online.

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Origin of the Practice

Farm Transfer Process

Succession is a process that grows up within the family: family farm is passed from parents, grandparents or a close relative such as an uncle or aunt. However, it occurs when successors take over the farm by choice, even if they are not supported by public funds. Successors are not necessarily socialised into farming to develop a 'natural' successor identity and role, although they often experienced practical involvements in farming or in activities related to the direct sale of products since young age. This is especially the case of small farmers' offspring.

Motivations in taking over the farms are related to specific subjective life path. Half of the successors interviewed had already started working in other sectors, delaying the decision of succession.

Conflicts in the handover process are not recorded. Nor do there appear to be conflicts among offspring over the inheritance of the farm: normally, the divisions of the family assets have already been fairly determined, thus avoiding the split-up of the farm. Only in one case there was conflict among siblings.

Only in two cases tensions have arisen due to parental pressure to prevent offspring from leaving a steady well-paid job to become full-time farmers:

"[…] because obviously, like all the southern Italian families above all, who let their child study, what is it that they want? the place behind the desk, nice quiet, with a fixed seat and so on, is'n it?, the classic Checco Zalone movie. On the other hand, with a permanent job I go crazy and I don't… I really miss something …. And I looked at those walls every day and said "but do I have to die in here?" … it was a hallucinating fight it was [when he decides to leave his job and return to Sicily to take over the family business]. I remember that period, however, one of the most stressful periods in my life practically, where I constantly receive phone calls and even my wife was called to convince her not to help the idea" (IT4B/int.7).

"*The intention [was] to continue my studies, studies and then do research, graduate and continue in faculty or continue my passion for agriculture by applying it to the farm, dad thought well instead of diverting me to a permanent job, choosing him for me…. when I*

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returned to Palermo I decided to take care of the farm and that's it, I told him bringing him the letter of dismissal" (IT4B/int.19).

The generational change in the management of the farm is not without problems. It essentially concerns the introduction of innovations that are generally received with skepticism by the previous generation.

Women encounter difficulties in attending and entering what is considered to be a male world, both in the public sphere and in the real world of work. The major problems emerge in the initial management phase of the farm and mainly concern the relationship to be established with the old workers of the farm, who need time to recognize their professional role.

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Actor Involved

Strong and lively social networks and social movements operating in the area study are very supportive and their action is crucial for the successors interviewed:

The association of farmers “Simenza—Cumpagnìa Siciliana Sementi Contadine” plays a very relevant role in supporting organic farmers in enhancing on-farm biodiversity, especially landraces, as many of the respondents underlined. Founded in 2016, it promotes the protection and enhancing of the vast heritage of Sicilian agrobiodiversity as embedded in cultural traditions and local knowledge. To the association belong different social actors social actors (farmers, breeders, processors, advisors, communicators, researchers, chefs and other stakeholders): in 2020 there were 181 firms associated, of which 129 are farms, 13 are mills, 10 are bakery, 3 are small-medium pasta-factory and the rest conduct other types of business (Varia et al. 2021).

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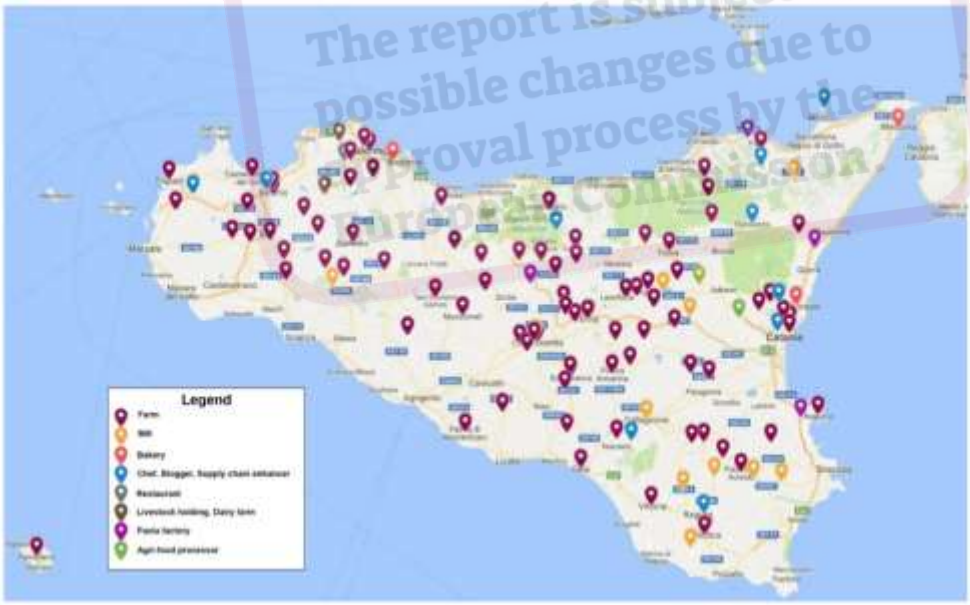

Figure 2. Map of Simenza members (2020).
Source: Varia et. al.

The Sicilian Consortium ‘Galline Felici’(Vitale, Sivini 2017), which is a "galaxy" of producers and consumers associated to Solidarity Purchasing Groups (G.A.S., which is the acronym for the Italian expression ‘Gruppi di Acquisto Solidale), a group of people who decide to reflect

collectively on their consumption and to buy food (but also other products) adopting as choice criteria concepts such as justice and solidarity, which, for them, define the social quality of a product. The consortium refuse to sell to the large supermarket and favor neighborhood shops and GAS, both Italian and foreign, especially in France (IT4B/int.01). It has signed a solidarity economy pact with the non-profit association "Les Givrés d´Oranges" of Lille (France) and others Italian Solidarity Purchasing Groups.

The Simento River Valley Agreement, a process of participatory water management of the Simeto River by a self-organised Participatory Presidium, one of the most relevant Italian experiences. It the result of a huge citizen mobilisations and successful struggles to contrast the Region's decision in 2002 to construct an incinerator in the middle course of the Simeto river, the largest hydrographic Sicilian basin, an area of very high value, in terms of landscape, agricultural, but also archaeological and cultural. Concerns were also linked to the suspected mafia infiltration in the Sicilian waste business. Between 2009 and 2010, thanks also to the involvement of the University of Catania, starts the Community Mapping Initiative, whose work led to the formulation of a local development plan, followed by the establishment of the Simeto River Agreement (Participatory Presidium, University of Catania and 10 municipalities). Among the excellent results obtained in the course of the collective work, there is the creation, with the participation of AIAB, of a bio-district involving farmers (mostly small farms and also some medium farms), consumers, associations and citizens. Short chain involving some municipalities of the Simeto Valley was also supported by the regional RDP (measure 16.4, cooperation) (IT4B/int.2).

The initiative of a group of young women participating in the Presidium has led to the creation in 2015 of the Simeto Valley GAS called "FOODia ca Furria". To date it involves around 14 producers and 40 families. With the technical support from Catania University, the GAS has designed an app of e-commerce to put producers and consumers in close contact, to lean the logistic for the activation of home delivery. The project has been submitted to Banca Etica, the first Italian ethical bank, and implemented through a crow-funding which reached almost 75 percent of the financial resources needed; Banca Etica added the rest (IT4B/int.6).

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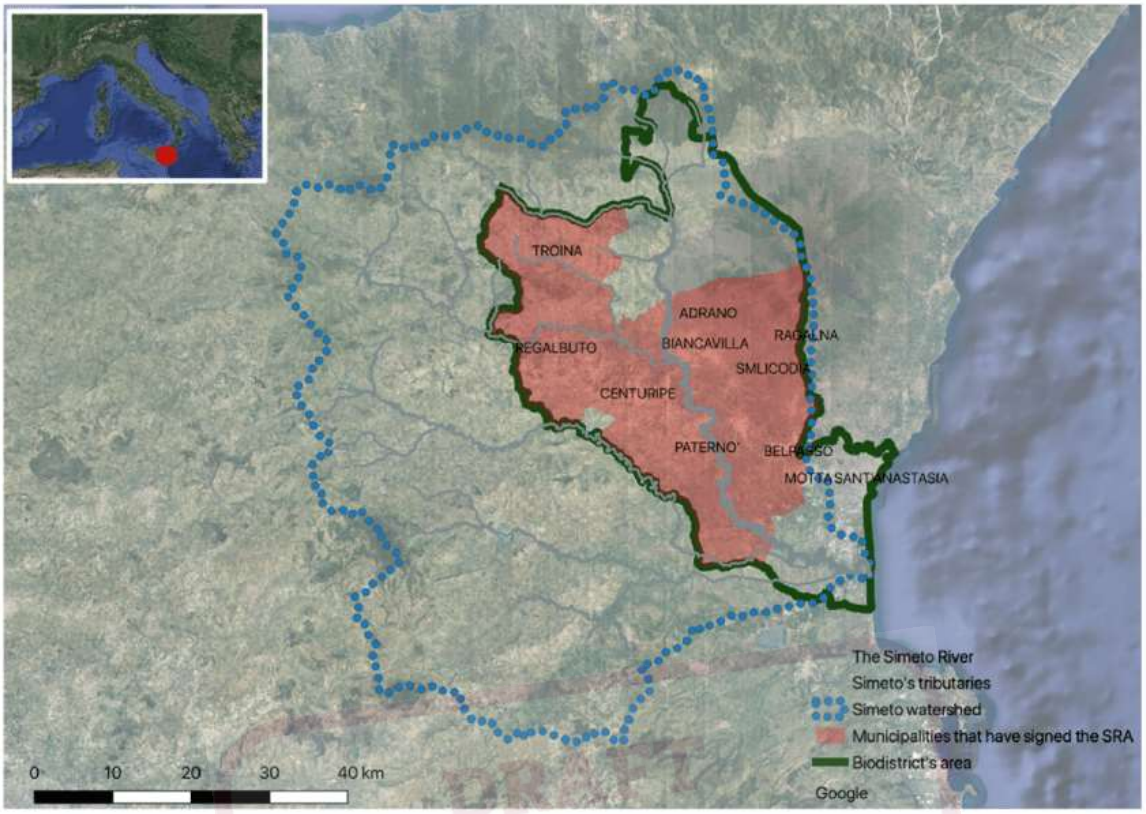

Figure 3.The Simeto River Agreement Area
Source: Mendez, Pappalardo, Farrell (2021)

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In the area is also active the largest Italian public forestry-pastoral farm owned by the Municipality of Troina (EN), a great ethical project located in the heart of the Nebrodi mountains, managing 4.200 hectares of forest subtract to mafia's control after a hard struggle. The mechanism of land renting was controlled by breeders connected to mafia families, they had organized a whole system to grab the land at very low rent prices, receiving also millions of euros from European contributions. Then, in 2013, with the change of municipal administration, this forest resource has become the center of political action, the strategic axis for local development. The new administration transformed the system opting for municipal direct management of the farm, with 115 - 116 Ragusan donkeys, a specie that was at risk of extinction, and 19 *San Fratello* horses, a breed from the Nebrodi mountains, donated by the Sicilian region. There are 8 local youths working in the project (IT4B/int.5).

Style of farming

Innovation: Organic Diversification and Beyond

Sicilian successors choose to adopt strong multifunctional and agro-ecological approaches. The study shows that this is a way to deal with the more relevant problem successors have to face, that is the transfer of farms that are already structured by past generation farming trajectories, a very location and crop-specific land, often dispersed and fragmented agricultural units. The adoption of new models allows them to change farm organization and management, overcoming the constraints inherent in this sort of 'path dependency' and setting new trajectories.

Organic conversion represents the initial major change to the farm system. All the successors manage organic farms, except in two cases that can be however be considered *de facto* organic: three farms inherited were already organic and nine were converted from conventional to organic production by the successors. Eight of these twelve farms have organic certifications.

The remaining ones have mixed systems. In the first case, the process of succession is ongoing and the successors has already started the transition, avoiding chemical fertilizers and pesticides. In the second case, the integrated production is implemented by the use of cover crop technique ensuring sustainable farming compatible with environmental protection. In the third case, part of the farm devoted to produce flours for sale and for pasta is naturally cultivated; in the other section, farmed animals both fertilize the land where they graze and where the forage for feeding the same cows is produced.

Most of them practice polyculture, including multiple cropping. They grow multiple plants and different cultivars in the same farm, according to the size e location of the farm: permanent crops such as citrus, olive, almond, traditional and conventional legumes, vegetables (such as tomatoes or artichokes among others), cereals (wheat, durum wheat and ancient grains). Some of the traditional or local varieties of permanent crops (almond trees, manna tree, 'blood oranges') had already been in the orchards for a long time since they were grown also for family self-consumption. Polyculture allows farmers to diversify the range of agricultural production (olive, grain, vegetables) in order to increase profitability.

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Only one of the farms is an organic specialised dairy farm, producing milk and cheese. The farm has around eighty head of Bruna and Meticcia cattle – momentarily reduced at forty because of covid - raised in a semi-wild state; the cows feed on pasture, their diet is supplemented with local organic hay and a mixture of organic cereal flours (barley, fava beans, soy). Her farm applies also the principles of agro-ecology, as she explains,

"*breeding is an activity in itself, and therefore the management of the pastures, the sowing, the improvement, the stone removal and making sure that the typical tabular essences of this mountain area also remain… in the management of the pastures we intervene with the improvement, year after year, in the management in the shifting of the pastures, all my properties are divided into different fenced particles, so that the animals move from a fence to more without overgrazing"* (IT4B/int.14).

Organic conversion and polyculture are not the sole innovation introduced. As a general strategy, successors innovate by relying on local biodiversity (traditional and ancient crops, indigenous breeds), by internalizing value added activities (food processing, short supply chains, on site and online sales) and by offering new services (educational and didactic activities, recreational activities, social agriculture, production of renewable energy, agri-wellbeing, rural tourism).

As well as with polyculture, diversification is achieved though the rediscovery of traditional and ancient eco-types, especially landraces, that were abandoned because of low yield after the modernization and mechanization of agriculture during the second half of twentieth century. Two companies have focused on aromatic and culinary plants (oregano, rosemary, sage, lavender, thyme, lemongrass, mint, saffron, wild fennel) to be sold as fresh, dried in granular form or processed (sauce, essential oil); two farm on vegetable and fruits.

Six farms grow – together with traditional legumes, vegetables and permanent trees – ancient Mediterranean grains and wheat such as: einkorn (*farro monococco*) suitable for growing in marginal areas; timilia (*tumminia*), khorasan (*perciasacchi*), maiorca, biancolilla, gioia, senatore cappelli, russello, maiorcone, solibam (a mixure of soft grains). In the extensive adoption of these ancient grains a preminent role was played by *Simenza* association.

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Environment and Agrobiodiversity

Since these crops have been adapted to local agro-ecological conditions, they show high level of resistances to stresses, pest and disease than modern cultivars. Moreover, they are competitive against weeds.

As a result, farmers relying on natural system of crop maintenance are lowering the costs of external input requirements (chemical fertilizers, pesticides, fertilizer, herbicide).

"And there we really realized how nature works by itself, that is, the weeds have suffocated compared to these grains that really soared upwards, because the ancient grains have this wonderful power upwards, a root system very strong which is able to destroy weeds" (IT4B/int.13).

"*what immediately fascinated me about the officinalis is that simply with the hoe or with a tractor, therefore an agricultural vehicle, and therefore minimal processing without any type of input, thanks, let's say, to the good exposure of the soil, to the good texture of the soil, to our microclimate that is present in our area, we have, let's say, started to obtain perfumed products without any kind of input"* (IT4B/int.18).

Another way to avoid external input is to use sustainable advanced technology. One of the farm managed by a young farmer growing prickly pears is using the so-called method of "cover crops": leguminous plants grown as non-cash crop for their potential benefits in absorbing carbon dioxide from the atmosphere and transforming it into azote, thus enriching the soil and reducing erosion.

These styles of farming applying the principles of organic and regenerative farming increases the range of high-quality products. Two farmers are directly involved in producing the following Slow Food Presidia under specific production protocols which guarantees traceability and high quality label: honey from the Sicilian black bee, which is an endemic species more resistant to parasites and thermal changes, needing few external nutrition operations on the part of the beekeeper: because the floral essences of the place, its honey is very representative of the Sicilian territory, has a lower concentration of water than other honeys, nutritional properties are more concentrated, and it has a greater quantity of nutrients and enzymes. Madonie Manna, a typical product obtained by the lymph of ash trees (*Fraxinus ornus* and *F. angustifolia*): cuts are made in the trunk, the lymph flowing out is liquid, when exposed to the sun it solidifies and sticks of sugar are formed, skills and

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knowledge to stabilize the product and making it as healthy and clean as possible are very relevant, since the resinous substance could develop impurities. Polizzi Generosa Badda Bean, a local ecotype reproduced for centuries by peasants, a bean almost unknown outside the Madonie Mountains. Madonie Provola, which is a cheese made within one of Italy's most biodiversity-rich areas, the Madonie mountains: its quality derives from the milk, which comes from cows raised in wild and semi-wild conditions in the Madonie pastures.

Other quality products are ancient legumes typical of Enna hills, grown in rotation with wheat according to the organic production principles: the black lentil, a plant that needs few irrigation work, it is very rich in iron and proteins, and improves soil fertility; the Leonforte's fava bean, the Cianciana's red chickpea, the Aidone's cicerchia (grass peas).

Food Processing

Most of the farmers in the study (twelve) conduct in-farm and off-farm food processing, generating added value for what they grow and diversifying products they sale (jams, honey, liquor, extra-virgin olive oil, flour, pasta, cheese). Seven of them conduct or will conduct within some months on-farm processing, closing the circuit from production to sales. Such activities have allowed these farmers to gain control on the whole process and to become autonomous from the pressure on prices coming from strong actors of the value chains.

"this thing [the strong position of the dairies in bargaining the price of milk] every time gave me great annoyance, because of course they knew we had few alternatives we farmers, because a farmer either transforms the milk or has to succumb to these conditions or under the conditions they dictate. So what precisely the realization of the dairy is born from my will to say "I have to continue here I have to try to achieve something else…. I don't like these people" (IT4B/int.14).

"We have had our own company oil mill since 2003, we have our own line of organic products, which we pack both in cans and in bottles, so from this point of view we are autonomous and self-sufficient, and we have actually increased the market year after year" (IT4B/int.16).

"The turning point was the mill, because having the transformation in the farm is what makes you free and gives you the possibility to do everything at low cost, because going on

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behalf of third parties costs, transport costs and costs of invoices that you have to pay" (IT4B/int.10).

Even though they do not have the same level of autonomy, farmers who conduct off-farm processing activities retain all or part of the final product for themselves (flour, artisanal wholemeal pasta, olive oil, vine, almond cream, etc.), maintaining the control on the process and on the marketing activities by innovation. In one of the farm, for example, all the vineyards are IGP and DOC; the farmer has reorganized the olive production chain by registering a brand for her extra virgin olive oil and since now she sells much better than before on the farm she increased the olive grove area by four hectares. Another farmer, about 34 years old, creates a superior quality extra virgin olive oil, taking care of the product from cultivation to marketing: in 2020, his olive oil has had a trail of prestigious awards such as the "5 Bibenda drops" (Italian Sommelier Foundation), the A.I.R.O. (International Association of Oil Restaurants) award as the best IGP in Italy, the inclusion in the Gambero Rosso "Oli d'Italia guide", the Slow Food award, recognition of the "Grande Olio Slow Food 2020".

Another way to regain control over the chain is by networking. Four farms of the study process their food by referring to collective structures or to processors affiliated with the network.

Five farms have successfully combined organic agriculture with sustainable agro-tourism, ranging from simple accommodation with home cooking to full accommodation with meals. They have focused on specific resources supplied by their agro-ecosystem, cultural heritage and culinary traditions to organise various on-farm activities such as special events (i.e. wedding, cooking courses, yoga courses), farm tours to teach sustainable methods of farming and processing employed, outdoor recreational activities (picnicking, swimming), educational activities (farm and ranch work experience, camps, classes, petting zoos, etc.). Three of them have diversified by producing clean energy (photovoltaic systems on the roof).

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Marketing

All the farms have invested in the shortening of the supply chain, which takes different shapes depending on the type of product marketed and the quantity and quality proposed, and tend to diversify their channels. Some farms practice direct marketing to final distributors or retailers, as, for example, the youngest farmer interviewed: she gives her certified fresh product to an organic platform delivering it to France, guaranteeing a higher price than local markets; the product of lower quality is sold to a local processor. Local and urban small retailers specialized in selling typical and high quality products are also used.

Some of the farms interviewed jointly decided to create networks of producers composed by the different actors working within the chain (farms, custodian farmers, mills) to sell collectively their organic products. For example, one of the networks, promoted by Simenza Association, involves a water-powered stone mill that, thanks to an innovative milling technology, supplies high quality Sicilian wheat to pizzerias and bakeries all over Italy; from a rib of Simenza in 2019 an association composed by farmers, custodian farmers and processors has been formed, with the aim of create a basket of products to be sold to a Sicilian retailer. Other two networks, operating within the solidarity economy, have closed the short supply circuits with the involvement of consumers: for example the consortium 'Galline Felici' has strongly supported the creation of a Sicilian short supply chain (FICOS, Filiera Corta Siciliana) among farmers that signed a business network contract to promote their products using an open source platform dedicated to ethical supply chains (the Open Food Network).

The totality of farms sell farm products directly to the final consumers using urban organic small farmer markets, farm sale points, restaurants and pizzerias, chefs using high quality products or chefs working with km0 products. Agro-tourism structures consume their own products for meals. The dairy farm sells part of the milk production through an automated distributor, situated in a central street of the village.

Personal relationships entertained over the years by attending markets, fairs and exibitions or word of mouth prove to be powerful basis for direct sales at local, national and international levels; relationships developed through hospitality in agro-tourisms or through the organization of educational activities seem to be particularly effective. All the farms

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promote their products by social media and by own websites, also using them for formal or informal on-line sales.

COVID Effects

The COVID effects on farms depended on the type of products farmers offer and the channels they use for sales: the most affected were agro-tourisms, restaurant and pizzerias, farmer markets, whose closure was imposed by the lockdown.

However, farm activities were not totally interrupted, and most of the farmers continued to sell to small retailers and to final consumers thanks to the solidification of direct relationship previously developed and intensified during the lockdown.

"And then the experience of the lockdown and home deliveries made me also create a customer base in the Catania area, because it is my catchment area. I have origins in Catania, I have a lot of support there and I organized home deliveries during the lockdown and many customers have remained fond of me, so once a month I continue with my round of home deliveries" (IT4B/int.17).

"*After the covid we have intensified the sale in the small shops, therefore above all the sale of fresh product because, rightly, having the agri-tourism closed, and a lot of product, that is, we focused on the sale of the fresh product, while in normality we did not do it, but inevitably because we used vegetables in the preparation of dishes, vegetables and fruit. And so we focused more on direct sales of fresh products too and we intensified the sale in small shops, but I repeat it was a need, because with the covid also the line of hotels and restaurants, for example, has disappeared, because we make a lot of jams, including the other organic jams with our fruit, and a good part of the .. let's say one of the main channels for these products was precisely the sale in hotels, B&Bs, restaurants, and therefore this portion decreased"* (IT4B/int.15).

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Synergies and Networking

Siblings that take over and manage together the farm tend to cooperate sharing the different tasks, according to their competencies and motivations in being involved. This happens above all in the most multifunctional farms, where the greater range of services offered allows everyone to find their place and to perform their role: agronomists, lawyers, agrichefs, educators, tour operators, managers of the social communication, and so on.

The generation that gives way to the new generation is still active in the farm, also carrying out significant support tasks, such as, for example, some work in the fields with mechanical means; or in direct communication with guests during the various activities carried out in the farm.

Farmers have a central role to play within their communities. They organise social events, promote quality products and biodiversity, organic production and agro-ecological model of farming and consumption; they work on cultural heritage. Significant is the success of an association to which two of the young farmers interviewed belong in introducing the traditional local dessert into the basket of products protected by Slow Food.

Networking is a crucial resource for successors, more relevant than institutions. Most of the successors interviewed are involved and refer to three major Sicilian networks: *Simenza*, which is an association promoting biodiversity; *Galline Felici*, which is a consortium of more than 30 organic farmers; *Simento River Valley Agreement*, a process of participatory water management of the Simeto River, which includes one GAS and one bio-district working for the creation of an alternative food system.

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Policies and institutional Support

Rural Development in Italy is managed on a decentralised basis by the main administrative Regions of the country through 21 Rural Development Programmes (RDPs), setting out priority approaches and actions to meet the needs of the specific geographical area they cover.

In the Sicilian RDP 2014-2020, generational changes in farms (Submeasure 6.1 " Business start-up aid for young farmers") has been promoted through the provision of an incentive bonus of 40,000 euros per capita for young farmers as head of the company, to which it has been added the co-financing of projects to be implemented under complementary measures (support for investments in farm, for the diversification of agricultural activity towards the creation and development of non-agricultural activities, support for afforestation) for the activation of the so-called "Youth Package". The call was launched in May 2017: of 3.189 applications submitted 2.606 were eligible for the technical-administrative analysis; only half of those eligible were financed (48% of those eligible), 35% of which proposed by farmers belonging to youngest age group (18-25 years) and 33% proposed by female farmers (Agosta, Macaluso, Vaccaro 2020).

As for start-up grant, the following critical issues were highlighted:

The RDP measures are not effective in overcoming the various obstacles young farmers have to face before and after accessing the funds they apply for. The transfer of resources occurs only after activities start to be implemented, consequently farmers have to anticipate their own resources. Considerable expenses are also needed for the fees to be anticipated to the technicians who help draw up the project. It implies that young farmers who access the grant need strong financial basis of their own. Or of his/her family, as one of the few young farmer funded by start-up grant says

"And I consider myself very lucky because fortunately the financial strength we had at home allowed me to take a few steps faster than my other peers" (IT4B/int.18).

Complementary measures linked to support investments in the farm are positively valued by informants, however resources allocated are considered insufficient:

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"[it] has certainly favoured a more realistic start-up and this has been positive. It must also be said that there are many applications in relation to the resources allocated, so there are some young farmers who are unable to enter in the list, for which there is certainly a lot of demands, and therefore from this point of view the political decision-maker should pay more attention to the next programming, to insert additional resources to favor this generational change for ... so, I am absolutely in favor of putting more resources into these measures for young people" (IT4B/int.16).

A serious problem concerned a delay of more than two years in the process related to sub-measure 6.1: due to the high number of appeals received after the first provisional ranking (in August 2018) several revisions and preliminary activities were conducted. In this case, administrative timing clashed with the business timing of farmers in implementing the projects.

Bureaucracy is a very important issue for all interviewees. The organic certification system, for example, in many cases is weighed down by the excess of documentation to be produced, which takes time away from the most pressing farm work.

Territorial policies deserve a separate chapter. Investment in rural services is particularly scarce: respondents complain about the lack of network services, which was particularly relevant for online sales during the lockdown; the absence of qualitatively significant services for young couples with children; the lack of an intervention policy on the surrounding conditions of organic production, such as the need to have a sustainable territory that can be "sold" in support of the promotion of organic products.

A good practice put in place by the Region has been the initiative "Terra ai giovani" (land to young farmers) in the wake of Sicily's primacy as the region with the largest number of under-35 young owners of farms. Part of uncultivated or abandoned of land (430 hectares) owned by the Region was granted to young farmers under-41 for twenty years as concession under easy payment terms. The tender call provided the submission of land use and enhancement project. One of the investigated farm conducted by two young people were assigned twenty hectares.

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Impacts and perspectives on rural regeneration

The findings of the study highlight that we are facing a real generational change made by successors. The complexity of the demographic dynamics within agricultural families is reflected in the professional roles of the components, intertwining with the last decades of the Island's economic history: on one side, the older farmers belong to the generation that, between the end of the 1950s and the beginning of the 1960s, remained active in agriculture adopting new agricultural techniques oriented to maximize the profitability of the farm as the sole source of income; part of the following generation, however, switched to organic farming during the 'silent revolution' of the 1980s (IT4B/int.01). On the other side of the spectrum, the exit from agriculture for a job in public or service sectors was matched by the maintenance of the farm – with investment coming from extra-agricultural income - to make it productive anyway, but at a minimum level of profitability when it was not the main source of family income.

Successors, if male or female, open a new chapter in the history of family farming. They are changing the image of the agricultural sector and of the rural life and development: many of them obtained university degrees, including PhD (in two cases), experienced urban life and/or work outside the farm before the choice to be farmer; they look at their farm in a holistic vision and in a completely different approach from their parents, combining tradition and environmental modernity , in a way that is more than simply 'farming without chemical inputs' (Migliorini and Wezel, 2017).

During the succession process in small-medium farms, Sicilian successors choose to diversify their organic production by re-using ancient crops or indigenous breeds, adopting either strong multifunctional approach or agro-ecological approach (Altieri 2018). Drawing on local biodiversity (traditional crops, breeds and landraces), they combine local and scientific knowledge applied to traditional methods and advanced technologies in a way that tend to mimic the inner rationality of agro-systems.

They diversify by broadening the range of agricultural production (goods and services, even with respect to non-agricultural activities) (Henke 2004: 15). These activities, however, are implemented in a multifunctional framework (Ploeg 2008): as a general strategy, they innovate by internalizing value added activities (food processing, short supply chains, on site

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and online sales) and by offering new services (education and agri-kindergarten, recreational activities, social agriculture, production of renewable energy, agri-wellbeing, rural tourism).

Positive results that strengthen the resilience of family farms and rural areas are the following.

First, successors develop the ability to diversify products and processes, thus relying on different sources of income and maintaining a substantial consistency in the various actions implemented.

Second, they improve different on-farm resource, increasing farm profitability and income, which results in the creation of new jobs and services, with positive impacts on local communities.

Third, multifunctional diversification opens new spaces for siblings with specific skills and competencies who want to perform differentiated functions, thus hindering the fragmentation of family farms in the present and future succession process.

Fourth, this model of farming structurally promotes the active role of women in the farm management. Three of the female successors received the "De@Terra Award" issued by the National Observatory for Entrepreneurship and Women's Work in Agriculture, which is headed by the Ministry of Agriculture, Food and Forestry. It was a group of young women that promoted the first GAS in the Simeto Valley.

Fifth, the productive use of local biodiversity has a key role in the reproduction and improvement of local agro-ecosystems, thus enhancing biodiversity conservation.

Finally, these processes of broadening the range of on-farm and off-farm activities are often pursued by, and are productive of, networking, which generates an increase in social collaborative connections among different local actors, thus feeding the regeneration of rural areas.

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Appendix 1. The list of interviews

Code	Gender	Role	Place and date of the interview	Other information
IT4B/Int.1	Male	AIAB member, key informant	Skype, 18.12. 2020	
IT4B/Int.2	Male	Simento Agreement Member, key informant	Skype, 9.01 2021	
IT4B/Int.3	Male	Successors' father		Written Interview
IT4B/Int.4	Female	Successor	Skype 9.02 2021	
IT4B/Int.5	Male	Troina's Public Farm	Skype 12.02. 2021	
IT4B/Int.6	Female	Founders of the GAS "FOODia ca Furria"s, key informants	Skype 10.03 2021	
IT4B/Int.7	Male	Successor	Skype 9.03 2021	
IT4B/Int.8	Male	Successor	Skype 19.03 2021	
IT4B/Int.9	Female	Successor	Skype 20.03 2021	Succession is in process
IT4B/Int.10	Male	Successor	Skype 8.04 2021	
IT4B/Int.11	Male	Successor	Skype 19.04 2021	
IT4B/Int.12	Female	Successor	Skype 19.04 2021	
IT4B/Int.13	Female	Successor's wife	Skype 23.04 2021	
IT4B/Int.14	Female	Successor	Skype 24.04 2021	
IT4B/Int.15	Female	Successor	Skype 5.05 2021	
IT4B/Int.16	Male	Successor	Skype 5.05 2021	
IT4B/Int.17	Female	Successor	Skype 11.05 2021	
IT4B/Int.18	Male	Successor	Skype 10.05 2021	
IT4B/Int.19	Female	Successor	Skype 11.05 2021	
IT4B/Int.20	Male	Successor	Skype 13.05 2021	

Table 1. Interviews

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T5.2 Case study report (Code ES5B)

Slow Succession, Slow Revolution: regenerating the agri-food system in the Catalan Western Lands through agrobiodiversity and local food cultures

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Miquel Correa, Maria Albà, Clara Blasco (XCN)

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Introduction

The aim of this case study is to generate knowledge on the context, origins, social dynamic evolution, political constraints and impacts of farming regeneration processes in the Catalan Western Lands, both in terms of environmental innovation and farm succession (generational renewal). Starting with an inquiry into the "Cultures Trobades" project and the Slow Food movement in the area, mainly aimed at the promotion of agrobiodiversity and local food cultures, we have interviewed 20 relevant actors in relation with the targeted processes of analysis, which provide a variety of perspectives on the topics. A data and desk analysis complement and enrich the study.

Our approach is both pragmatic and scientific. Thus, we consider the interesting results of this study rather a point of departure for further research than an ending point. Nevertheless, we hope that they contribute to revive the reflection on the growing necessity of articulating, consolidating and renewing an alternative agri-food system in the Catalan Western Lands, based upon the principles of environmental sustainability, economic viability and social bonding.

This report is structured as follows. The section "Context: the Catalan Western Lands" describes the regional and local context of analysis, including rurality, land use and the quantity and quality of the farming activity. The section "Farm regenerative agents and practices" presents the type of actors interviewed and describes the farm regenerative processes they have induced, focusing on the promotion of agrobiodiversity. The section "Origins, conditions and drivers of the regenerative practices" traces the origins, drivers and evolution of these processes, including family succession events. Next, the section "Social relationships and networkings" analyses synergies and networking among actors and the local communities in the region. Section "Political supports and constraints" provides an insight into the relevant public policies on farming regeneration in the area and how are they criticized by the actors interviewed. The section "Regenerative impact and future perspectives" describes the impact generated by the practices and future perspectives, as told by the actors themselves. We finally conclude with a summary of the main learnings from the analysis of regenerative practices and how they contribute to a promising alternative agri-food system in the Catalan Western Lands.

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Context: the Catalan Western Lands

The Western Lands is a natural region comprising a vast territory surrounding the inner city of Lleida, capital of the Catalan province (NUTS3) with the same name (Lleida). The province of Lleida doesn't match the natural region of the Western Lands. The natural region includes the counties of Segrià, Noguera, Urgell, Pla d'Urgell, Segarra and Garrigues, all of them in the Autonomous Community (NUTS2) of Catalonia; and the counties of Baix Cinca and Llitera, both in the Autonomous Community of Aragón.

Geographically, the limits of the region are well set: the Montsec mountain chain to the North, separating it from the pre-Pyrenees lands; the plateau of Segarra to the East, which divides the river basins of inner Catalan waters from those leading to the Ebro river basin; several mountain chains to the South (Serra del Tallat, Serra de la Llena, Serra de Prades), separating it from the region (and province) of Tarragona; and the desert of Monegros to the West.

Politically, Catalan governmental authorities have defined a specific area for future territorial development planning, which includes only the Catalan counties in the Western Lands, not those from Aragon, naming it "Terres de Ponent" (term which we translate and use along the document as Catalan Western Lands). Despite not having yet an effective public administrative organisation, the region is defined as one of the 8 functional regions ("vegueries", in Catalan) in the General Territorial Plan of Catalonia, to be developed in the future, overcoming the historical division of Catalonia in 4 provinces (Barcelona, Tarragona, Girona and Lleida). With the new Territorial Plan, the current province of Lleida (NUTS3) should be divided in two "vegueries" or regions: some counties (mountainous areas) belonging to the newly created Pyrenees region, to the North; and the rest of counties belonging to the Western Lands.

Thus, the regional context of this case study is the proto-political region of the Catalan Western Lands. We describe it next, mainly in terms of rurality and farming activity, also highlighting specificities of the Noguera county, birthplace of the Catalan Western Lands Slow Food organization and the "Cultures Trobades" project, upon which the case study has been structured and developed.

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Population and Rurality

The Catalan Western Lands have a population of 367,016 inhabitants (see Table 1)[1], representing a 4.7 % of the total population of Catalonia. The county of Segrià accounts for more than half of the population of the area, being the population quite fairly distributed among the rest of the counties (between 20,000 and 40,000 inhabitants approximately in each county, divided in between 15 and 30 municipalities each). When matched with total area, the resulting population density is 65.7 inhabitants per squared km., much below the Catalan average. Segrià and Pla d'Urgell are the counties with the highest density, but still well below the Catalan average.

The Catalan Western Lands doesn't match exactly with the current official administrative province of Lleida (NUTS 3 region), which qualifies as an intermediate region according to the official EU territorial typology (EU, 2018), and which could roughly be applied as well to the Catalan Western Lands. This qualification is very much conditioned by the role of the city of Lleida, the provincial capital, which makes up approximately for half of the population (of either the province or the proto-political region), and has an important urban character, being the only municipality with more than 50.000 inhabitants. Excluding the city of Lleida, its suburbs and surrounding towns, the Catalan Western Lands have a rather strong rural character. Indeed, up to three Local Action Groups, in the framework of the EU Rural Development Programmes, act in the area: the "Consorci Grup d'Acció Local Noguera-Segrià Nord", the "Associació Leader de Ponent" and the "Consorci per al Desenvolupament de la Catalunya Central". The first includes all the municipalities in the Noguera county, plus 6 municipalities of Segrià; the second includes all the municipalities in Garrigues, Urgell and Pla d'Urgell, plus 14 municipalities; and the third includes all the municipalities of the Segarra county, the easternmost, plus other municipalities from counties out of the Western Lands.

Overall, the Catalan Western Lands have not been losing population during the last two decades (see Table 2). On the contrary, population has grown a 23.3%, with similar figures to the Catalan average (24.2%). Certainly, this global figure is hiding important heterogeneities in time and territory. Most of the population growth occurred during the 2000-2010 decade, partly because a huge influx of immigrants through all Catalonia, and also favoured by an

[1]To facilitate reading, all tables derived from the data analysis are placed in the Appendix.

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economic boom. During the last decade (2010-2020), after the Great Recession, the population stagnated, growing just 0.9% (well below the Catalan average, 3.6%). More importantly, while many counties' figures are around the average, the trends for Noguera and Garrigues are more negative: the former has grown only 12.7% during the period 2000-2020 (half of the Western Lands and Catalan average), including a depopulation phase in 2010-2020 (-2.5%), while the latter has lost population over the whole period (-2.1%), including an important depopulation phase in the last decade (-7.5%). Both Garrigues and Noguera counties have also a negative internal migration rate (residential variations to and from the rest of Catalonia and Spain), much higher than the -0.2 for overall Catalan Western Lands (see Table 3).

Looking at the age distribution of the population (see Table 4), interestingly there is no ageing process overall in the Catalan Western Lands if we take the last two decades in the analysis (population aged more than 64 years-old represented 20.8% in 2000, and 19.7% in 2020), contrary to the overall trend in Catalonia. Nevertheless, there has been an ageing process when looking at the last decade's figures (from a lowest 17.6% in 2010 until current figure close to 20%).

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Land Use, Farming Activity and Food Systems

The Catalan Western Lands have an extension of 5586.0 squared kilometres, representing a 17.4% of total Catalan area (see Table 5). Noguera and Segrià counties are the largest, and take more than half of the total area of the Western Lands. The area is in general made up of plains, since almost 77% of the area has slopes less steep than 20%. The share for the total in Catalonia is almost 45%, hence the Western Lands are relatively flatter than the average, providing in principle a good setup for the practice of agricultural activity.

In relation to the Catalan average on land use distribution (see Table 6), the Catalan Western Lands have a much higher share of farmland (58.2%) and approximately half of the share of forest area (33.5%). The Noguera county is the only one in which forests occupy a larger area than farmland (53.8% and 40% respectively), but still below the Catalan average. There are other important heterogeneities in the area, indeed, which help in explaining the characteristics of the agri-food production systems developed. While in Pla d'Urgell (83.3%) and Segrià (49.8%) the irrigated farmland is by far larger than dry farmland, this is not the

case in the rest of the counties, in which the latter is more important, specially in Segarra (63.5%) and Urgell (49.5%).

Agricultural production in the Catalan Western Lands is oriented to arable crops (70.5%), particularly in Segarra county (98.9%) and to a much lesser extent in Garrigues or Segrià counties (around 60%), where permanent crops prevail (see Table 7). Horticulture production is residual, but it has the strongest share in Noguera county (more than 2%). Figures in terms of agricultural land used by main crop group are very similar (see Table 8), except for Garrigues county, in which the share of land by permanent crops is much higher than its production share, probably signalling a singular low productivity case.

Barley is the prevalent arable crop in the Catalan Western Lands in terms of land used (see Table 9), with maize and fodder being particularly relevant in those counties which have the most irrigated land (Pla d'Urgell, Segrià). For the same reason, but in terms of permanent crops (see Table 10), fresh fruit trees prevail in these counties, while nut trees and olive trees are predominant in the rest of counties of the Catalan Western Lands, being olive trees singularly relevant in Garrigues county, almond trees in Segarra and vineyards in Urgell.

Regarding livestock (see Table 11), pig farming is the most common activity in the Catalan Western Lands, with more than 2 500 holdings involved in the activity, representing a bit less than 50 % of total activity related to livestock. It is the most common activity in all counties, with Segrià and Noguera at the forefront. Cattle farming follows, with around 1 500 holdings, and around 900 holdings raise poultry. Sheep and goat are less represented, with less than 300 holdings each in total in the Catalan Western Lands, as per 2020.

Economically, farming activity in the six counties of the Catalan Western Lands is relatively much important than the average in Catalonia (see Table 12). While the Catalan share of farming activity, measured through the Gross Value Added, doesn't even reach 1%, it reaches almost 24% in Garrigues county, or 11% in Noguera, while it accounts between 4% and 8% in the rest of the counties. Garrigues, Segarra and Urgell follow the Catalan pattern in that livestock farming has a higher economic weight than land farming. Also, poultry is the agricultural sub-sector with higher value added in most of the counties of the Catalan Western Lands and in Catalonia in general, while singularly fresh fruit is the main farming activity in Segrià and pig farming in Noguera.

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Food industry is also economically more relevant in the Catalan Western Lands than in the rest of Catalonia, twofold specifically, with Segarra particularly standing out, with an extraordinary industry share of 71.1%. This is mainly explained because an important food business corporation ("Grup Alimentari Guissona") is established in this county. The company is an example of the prevalence and dynamics of the conventional food system in the Western Lands, since it has established during the last 50 years a strong regional network of farm suppliers through contract farming. Farmers grow grains and feed animals with company's inputs and support, and the company buys the animals, slaughters, processes and sells the meat, also through its own commercial brand and network, which spreads over all Catalonia at low and affordable prices.

Interestingly, Agricultural Gross Value Added has decreased during the last 6 years (2013-19), and it has done so more in land farming than in livestock farming, and singularly in olive oil, which is the dominant crop in Garrigues, and in cereals, which are dominant in Noguera and Segarra (see Table 13). But overall, Segarra and Urgell counties have suffered the more important decreases in Agricultural Gross Value Added, pushed by the particularly negative evolution of livestock farming. On the contrary, Food Industrial Gross Value Added has grown during the same years in all the Catalan Western Lands' counties, but less in Garrigues (2.4%) and more in Pla d'Urgell (18.1%). Since data is nominal, lower prices could be driving these recent negative trends for farmers. This is not further explored in terms of contextualization.

From the point of view of employment, more than 7% of the employment in the region is concentrated in the agricultural sector (see Table 14). Again, this figure is not only much higher than the Catalan average (1%), but the highest among all proto-political regions in Catalonia, so we can definitely qualify the Catalan Western Lands, from this perspective, as the most agricultural region in Catalonia. This qualification works as well if we take into account the total absolute numbers of employment, because out of the more than 32 000 farm workers in Catalonia, approximately a third (almost 11 000) are located in the Catalan Western Lands. Within the Western Lands, some local differences are worth noting (see Table 15). Again, Garrigues and Noguera counties stand out, in this case with the highest share of agricultural employment, in both cases well above the average for the region (beyond 20% the former, more than 15% the latter).

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Natural Environment and the Quality of Agricultural Activity

The Catalan Western Lands (see Table 16) have in total a lower share of natural protected area (21.6%) compared to the Catalan average (31.9%). While Noguera, Segarra and Urgell levels are around this average, the share of natural protected area in Segrià and Garrigues is far below (11.4% and 8.8% respectively), and almost non-existent in Pla d'Urgell (1.5%). Obviously, the limited natural protection in an important part of the Catalan Western Lands has favoured the development of an intensive agricultural production system. This may be particularly true in Pla d'Urgell and Segrià, in which irrigated farmland has contributed as well to the intensive development.

No public available data at the county level exists to account for organic farming land used and production, so it is impossible to aggregate data for the Catalan Western Lands. Nevertheless, data is available at the provincial level (NUTS 3 region) for Lleida, for which the Catalan Western Lands matches partially (the additional Western Pyrenees region is part of the Lleida province as well). Organic farming is growing over all Catalonia from 2000 to 2020, either in farmland (see Table 17) or in holdings (see Table 18), and apparently, Lleida is the region in which organic farmland is most predominant. Nevertheless, it is not possible to extrapolate this fact to the Catalan Western Lands, because data is misleading, in that a huge majority of this organic farmland in Lleida is located in the mountainous areas, where grasslands are more abundant, and this is the predominant type of farmland which is converted to organic. Indeed, Barcelona and Tarragona provinces, located away from the Pyrenees, have even a larger number of organic farm holders than Lleida.

Also in terms of the quality of farming production, and of particular interest for this study, is the data on the land which is cultivated with transgenic seeds, for which maize is allowed. Segrià is the county with the largest transgenic maize farmland (see Table 19), also in terms of share of total maize farmland (around 75%), with Pla d'Urgell and Noguera counties following close (more than 5 000 hectares and around 60%).

Farm and farm holdings structural characteristics

Farm statistics by gender, age and form of management are not available at county level, so it is not possible again to build the aggregate for the Catalan Western Lands. Nevertheless, it is

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worth noting the characteristics at the overall Catalan territorial level, because given the weight of the farming sector in the Catalan Western Lands, they may indicate similar trends to the reality in this territory of interest. More than 75% of farm holders in Catalonia in 2016 are males (see Table 20), despite there is a long-term trend of females being incorporated to the sector since 1995 at least, when they just represented 15% (for a 25% now). The trend for an ageing farming sector seems unstoppable (see Table 21), with 37% of farmers being older than 65 in Catalonia in 2016, while the share didn't reach 30% in 1995.

Of course, farmland is worked also informally by family members, and also not professionally. Thus, the number of farm holders is higher than that of farm workers. In particular, there are 51 137 farm holders in Catalonia, which manage a total of 57 543 holdings, corresponding to 55 022 Annual Working Units (see Table 22). The share of family labor force is roughly 56% in 2016, so the family farm business setup still prevails in Catalonia. Indeed, family labor force is present in almost 90% of total holdings in Catalonia. This fact assigns a high importance to family business succession issues.

Some additional farm system characteristics, on farm holdings' size and property structure, are available for the Catalan Western Lands, despite they are slightly outdated, because they correspond to the last decennial census. Nevertheless, since changes in ownership are not that frequent, we can assume that the figures from 2009 provide a close picture to current reality. To this regard, the Catalan Western Lands farm holdings are in general larger than the Catalan average (see Table 23), and this is particularly true for Segarra county, with almost 60% of holdings with a size larger than 20 hectares, but also for Noguera county, to a lesser extent, with a 40% share. This is associated to the prevalence of arable crops, as shown above. The majority of farm holdings are managed by owners themselves (around 60%, with minor differences among territories), being leasing agreements more prevalent than partnerships (see Table 24).

To recap, the Catalan Western Lands are a proto-political region with no current effective public administration, but partially matched with the official province of Lleida. It is formed by six counties characterized by a strong rural and agricultural character, specially Garrigues and Noguera, comparing to the rest of Catalonia. It presents some heterogeneities in terms of farmland use and economic value, but grains, fresh fruit, poultry and pig farming prevail in general. A few big food business corporations, but also smaller cooperatives, drive and

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control a majority of this production processes through contract farming, and ecological practices seem to be relatively less extended than in other Catalan regions. Family farms are the most common management setup, and ageing is evident, thus succession and successors are key to understand the dynamics of the food system in the region.

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Farm regenerative agents and practices

The promotion of agrobiodiversity and local food cultures in the Catalan Western Lands has been formally driven since 2004 by the Catalan Western Lands Slow Food association, and particularly through the "Cultures Trobades" initiative, starting in 2008. Nevertheless, the sustainability of the initiative is guaranteed through several agroecological farmers, who play the role of supporters to the core group of agrobiodiversity promoters. Moreover, a variety of restaurants in the region have a role not only in indirectly supporting the initiative, but also in influencing its further development and acknowledgement by getting to know the local food products to local society. Interestingly, while some of these restaurants belong to the Slow Food Accredited Network promoted by the Catalan Western Lands Slow Food association since 2008 as well, some others don't belong to the organization. In section "Social relationships and networking among actors and the local communities" we explore further this type of interrelationships among actors, but at this point we describe the personal profiles of the different actors involved in the promotion of agrobiodiversity and local food cultures in the Catalan Western Lands, and the characteristics of their activity (see Table 25 in Appendix with a denonimyzed list of interviewees for a summary).

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Agrobiodiversity promoters: the «Cultures Trobades» core group and the «Catalan Goat» spin-off

«Cultures Trobades», as a collective, produces and commercialises grain and vegetable seeds of local or ancient varieties, and they identify and preserve olive trees and vineyard ancient varieties, amongst others. They have elaborated wine (together with L'Olivera Cooperativa) to disseminate the cultural value of certain vineyard varieties. Sporadically, they offer material coming from the olive grooves collection. Currently, "Cultures Trobades" elaborates and commercialises pasta with ancient wheat varieties.

The core group of "Cultures Trobades" and its "Catalan Goat" spin-off is formed by ES5B3, ES5B4, ES5B1 and ES5B2 and mainly based in Noguera county. ES5B3 set up the initiative of «Cultures Trobades» in the framework of Catalan Western Lands Slow Food association. He has conducted a variety of tasks within this project and has witnessed its evolution. He is a successor farmer since 2013. ES5B3 is currently in charge of maintaining "Cultures Trobades"

olive trees collection and a vineyard collection, and he also supports the management of a fruit trees collection located in a Farming School of the region. He multiplies vegetable seeds and few cereal varieties. Besides, he is a grain producer at Noguera county. Although initially there was not a link between his farm and "Cultures Trobades", he now cultivates a few wheat varieties that were retrieved by "Cultures Trobades" and transforms the raw material into pasta using "Cultures Trobades" branding.

ES5B4 is a newcomer to the Catalan Western Lands. Having a urban background, she decided to volunteer in organic farms through the WWOOF platform. She spent some years in Brasil working on a vegetable garden and collecting seeds. She reached «Cultures Trobades» through a volunteer, specifically helping ES5B1 in different tasks. She maintained regular contact with the core group of «Cultures Trobades» and ultimately moved to Sentiu de Sió (Noguera county). She is combining this activist task with her job as a teacher in a high-school. ES5B4 has conducted a variety of tasks within the "Cultures Trobades" initiative (such as seeds multiplication in the vegetal garden) and she is now rather focused on the process of transforming ancient wheat flavour into pasta and commercialising it through direct sale or through consumers groups.

ES5B1 got involved in «Cultures Trobades» at its early stage and conducted a variety of tasks ever since. He moved to Vilanova de Meià (Noguera county) in 2010 because there was an urgent need to manage the last flock of the Catalan goat, whose owner was retiring. Hence, ES5B1 took charge of the Catalan goat conservation project, while he was also actively involved in the preservation of horticultural seeds. That led to a high pressure put on him and, when he got sick, ES5B2 was there to replace him. He now keeps being part of "Cultures Trobades" core group.

ES5B2 is today in charge of the “Catalan goat” conservation project, which was set up by ES5B1 within «Cultures Trobades» but which now is an independent initiative. He is a new entrant into farming and also a newcomer to a rural area. ES5B2, by joining this project, has found a way to fulfill very personal needs: run away from big cities, engage in a self-managed productive project and engage in community-based and rooted iniciatives. He admits that he initially had a “bucolic vision” of the rural areas and the connection with nature these offer. Yet, he has bumped into the reality (such as difficultes or hardwork) and he actually likes it. He now manages all the processes related to goat rearing (feeding, pasturing and

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infraestructure maintainance) and he also conducts the management measures associated to the conservation of this breed. The farm is “out of the system” because they find this more suitable.

As for governance philosophy of «Cultures Trobades», they have few internal problems because they have a rather free-style approach, where each individual organises his or her work. They meet seldomly and make a very general and basic planification. They don’t usually get mad amongst them, since they are aware that it is not possible to tackle all the tasks and acomplish all the objectives. ES5B3 states that the underlying "Cultures Trobades"'s goal is "to conserve by using", and its dinamization approach is quite genuine: “*the risk when “dynamizing” is expecting other actors to act. We broke up with that idea […], we had to do the work, and not wait others to do so*” (ES5B3). He describes as well the management philisophy of the organization like this: “*We have a way of work which is: you are here doing your things, I am there doing my things, at your pace and at my pace. We have few meetings, we have a rather general and basic planning. We know we can’t do all what we plan to do, and that some things will not work. We try not to get mad with this, and keep going*” (ES5B3). This rather relaxed approach seems to be quite crucial when developing this type of initiative in a context which is not very favourable.

ES5B1 states that, through "Cultures Trobades" initiative, they are trying to revert the deterioration of the “farming, food and human culture” that becomes apparent through the loss of agrobiodiversity. He is currently in charge of assessing seed’s viability and multiplies those varieties whose seeds are aged. ES5B2 pays special attention to the environmental and animal welfare aspects of the Catalan goat project. He conducts certain farming practices, such as limiting the amount of goats per hectare in the forestland, reducing the stabling period, properly managing the manure or other wastes, reducing the use of medicines, etc. In a nuthsell, he tries to manage the goat flock in an “ancestral” manner. ES5B2 defines his utopy as a scenario in which he (or others involved) are able to get by or survive economically only by means of the goats flock and the required land for this activity. They expect the Catalan goat project to be self-sustained, not dependant on subsidies, but they acknowledge this is very hard nowadays.

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Agroecological supporters

The core group of "Cultures Trobades" has found the crucial support of several agroecological farmers in the region, mainly through the purchasing and further preservation and multiplication of ancient local varieties identified previously. Interestingly, these actors don't form a coordinated group, but each one of them contributes in a different manner to the promotion of agrobiodiversity (and, with it, agroecology) in the Catalan Western Lands, shaping a regenerative alternative to the conventional agricultural system.

A first close group of loyal supporters is formed by ES5B5, ES5B11 and ES5B10. ES5B5 is a young new entrant that, after volunteering and working in horticultural projects in Switzerland, has come back to his home town in Segarra county. He has set up a vegetable production in a land owned by a friend, and he plans to apply for the public subsidy targeted to young people entering into farming. ES5B5 produces and commercialises vegetables through direct sale to his 30 costumers in th local county, who are subscribed to his weekly vegetable boxes, but also through a small shop. He opted for direct sale because the margin of this approach allows him to work at a small-scale (4000m2). ES5B5 uses the seeds provided by «Cultures Trobades», but also from other similar initiatives beyond the Catalan Western Lands, and he identifies some advantatges stemmed from cultivating these particular varietes, such as distinctive and peculiar vegetables with high organoleptic quality and adaptability to local climate conditions, beyond his intrinsic motivation for him as a farmer. Hence, despite ES5B5 is not directly involved in researching and promoting agrobiodiversity at large, he is indeed contributing to its conservation by actually using certain varieties and making them known and valued. He also implements agroecological practices and, in order to reduce fossil fuel consumption, he even uses animal power when performing some farm operations.

ES5B11, 43 years old, is a horticultural farmer in Urgell county. Even if he has a farming background, he could be considered as a new entrant, since he did not inherited much land and he started up from scratch after completely changing the inherited productive project, based upon the standard intensive pig farming activity so common in the area. Interestingly, he has been really involved in different initiatives aiming at enhancing a local food system from a communitarian, self-managed perspective. He is part of the farm workers union "Assemblea Pagesa". ES5B11 implements agroecological practices not only in terms of

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farming methods and commercialisation approaches, but also in terms of management measures for biodiversity enhancement. He has in mind concepts such as no-tillage farming, since he stays in touch with different agroecological actors of other territories in order to learn and improve farming practices. Amongst others, he plans to further diversify the production of the farm and would like to rear some animals in order to increase the recycling of nutrients and wastes within the farm. Interestingly, he tries to increment the heterogeneity of semi-natural elements within the farm by creating and maintaining field marging and herbaceous buffer strips. ES5B11cultivates some of the horticultural varities that are being preserved and fostered by «Cultures Trobades». Little by little, he is including more and more varities in his production by acquiring seedlings or seeds. He wishes to produce his own local seeds and seedlings as much as possible in the future. According to his colleague ES5B10, he is very involved in the multiplication and preservation of local seeds, and he has a rather thorough or methodical profile in this regard. ES5B11plans all these challenges on behalf of "self-sufficiency".

ES5B10, 50 years old, is an horticultural farmer that decided to go organic-certified ten years ago and commercialises through local markets. He has inherited much of the land because he is a successor of his uncles's farm, which was rather oriented towards fruit production, as well as fodder grain and maize. He is also part of the farm workers union "Assemblea Pagesa". ES5B10 is implementing some sustainable management practices to increase soil quality, since he stays in touch with different agroecological actors of other territories in order to learn and improve farming practices. He is also and has been gradually changing the orientaton towards what he calls "food for people" (in contraposition with food for rearing animals). ES5B10 is interested in local and reliable seed production mainly because he thinks it is key to ensure one's "independency" from the conventional agricultural system in the Catalan Western Lands. He also remarks the importance of agrobiodiversity in agronomic adaptation terms, and in general terms he is very aware of and critical towards different political and economic dynamics that are hindering sustainable and local food system.

Beyond the close group of supporters, several other agroecological farmers in the region collaborate or have collaborated more or less frequently with the "Cultures Trobades" initiative. They contribute as well to spread the initiative and agrobiodiversity, and provide additional perspectives and activities which complement and enrich the original "Cultures

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Trobades" initiative and approach. We describe as well some of these complementary actors and their practices.

ES5B6, 41 years old, is professionally trained in farm management and based in Balaguer (Noguera county). He belongs to a new generation of Pàmies Hortícoles, a pioneering project in medicinal plants in Lleida and Catalonia, promoters of the association «Sweet Revolution», which spreads the use of plants for medical purposes, and which has had many conflicts with the Catalan Public Administration for this reason. The organization has been run historically by two brothers, with formal participation of their respective sons. ES5B6 is one of the sons, and he has been on and off the family business, but continuously since 2009. Now he is no longer formally involved in the family business, because of disagreements with his father and uncle, and he runs on his behalf part of the agricultural production, separately from the family business. Nevertheless, he is still established in the family properties, and he provides 80% of his production to Pàmies Hortícoles, the family business that sells to the public. Thus, his activity is still intertwinned with the family business. ES5B6 grows 3-4 hectares of a great variety of vegetables and medicinal herbs, and also grows the plants in their initial stage from seeds, under several greenhouses. A total of ten workers are employed. Historically, under the family business, production methods were conventional, and commercialisation was done at whole-sale markets. Nevertheless, he pushed for a change in philosophy, towards organic methods and local markets. This arrived, but according to ES5B6, a bit late. ES5B6 takes special care in implementing biological strategies in the farm and the greenhouse to defend the plants from predators. Beyond the production of vegetables and medicinal plants, he tries to preserve and sell local ancient varieties of seeds. He is really passionate about this activity and would like to promote it further, but it is difficult for him to allocate time and resources to this type of research and development activity. With COVID, according to him, there has been a renovated interested in local seeds and plants, increasing sales at 20/1 and 5/1 respectively.

ES5B7 was born in Barcelona and has been professionally trained in farm management in several cities: Barcelona, Lisboa and Montpellier. His family was not in the farm business, so he can be considered a new entrant. After several years and periods abroad, ES5B7 returned to Catalonia by the end of the 90s, in search of a professional experience that could combine farm management with a social project. He got to know the experience of L'Olivera

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Cooperativa, established at Urgell county, and he didn't had any doubt to enrol when was offered a position. He was not looking for an experience particularly in the Catalan Western Lands, he just cared about the philosophy of the project, which should necessarily promote social values and not only the search of economic profit, as conventional models (or "agroindustry", as he puts it). As the farm operations manager of L'Olivera Cooperativa, Pau takes care of 40 hectares of olives and vineyards (20 and 20, respectively), mostly under leasing agreements. L'Olivera Cooperativa is a workers' cooperative, with a different legal arrangement compared to the traditional agricultural cooperatives in Catalonia, born in the early 20th century as a means of sharing transformation processes and commercialisation by small farmers. The cooperative employs around 50 workers today, most of them with mental disabilities and at risk of social exclusion. This social business orientation is not unique in the Catalan Western Lands or Catalonia in general, but certainly L'Olivera was a pioneer and, since it was set up by the end of the 70s, is a referent among this type of social initiatives (which ES5B7 defines as "values farming", or "social farming", to confront it with "industrial farming"). Beyond the production of olive oil and wine, L'Olivera has historically supported the «Cultures Trobades» initiative, mainly taking care of the prospection, reproduction and inventory of ancient grape varieties. The cooperative sells the products around Catalonia and beyond, historically without a strategy to promote local markets, but this is changing these last years, and they are part of a broader local initiative to promote local products. ES5B7 defines as the big challenge of the initiative "*maintaining the fragile equilibrium between economic production and social inclusion"*.

ES5B8 is 39 years old and he is the successor to a farm family business in Segarra county. His father used to manage the land, mostly as a complementary activity to cattle farming, a common conventional production setup in the area. ES5B8 helped occasionally. Being the activity non-profitable enough to earn a living, ES5B8 opted to work in the construction sector, which boomed in whole Spain during the first decade of the 21st century. After the crisis in 2008, that left many construction workers unemployed, ES5B8 decided to go back to land and manage the family land which was left unattended. Together with other colleagues, they cooperatively started La Garbiana project. La Garbiana started as a worker's cooperative in which the key asset was a mill, and the main activity was the production of flour, which was used to elaborate different types of breads out of local grain varieties, some of them

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preserved by the «Cultures Trobades» initiative. An important innovative component of the project is the reintroduction of the traditional stone-type of mill, for which at the time of the beginning of the project there was no evidence of current use in the Catalan Western Lands. La Garbiana today is not formally organized anymore as a cooperative business. The four colleagues who started the project are still cooperating very closely through strategic commercial relationships regarding the different activities initially established (farming, milling, baking), but they are self-employed and responsible for their own part of the business. As the organic land manager of 70 hectares of grains in dry lands, ES5B8 provides the raw material for the elaboration of the flour and subsequently bread, which they mainly sell at the local store, but also through other small distributors around the Western Lands. They supply as well to some Slow Food Accredited Restaurants in the area (Lo Ponts, L'Antic Forn). Nevertheless, there are some commercial and economic difficulties, because even the organic local market starts to be saturated and prices are low. Also, the philosophy of the common project is to keep it familiar and at a small scale, enough to earn a living, but far from exploiting scale economies as the larger farms and industrial milling companies do. They could opt for growing indeed, because the mill doesn't work at full capacity yet, but they don't want to. Interestingly, ES5B8 recognizes that a majority of consumers don't acknowledge local ancient varieties of their products: only a minority of «nostalgics» appreciates and buys them, but the majority of customers are not willing to pay a higher price for the local ancient variety, as they do with ecological products.

Finally, some agroecological farmers in the area contribute to the diffusion of an alternative agri-food system in the Catalan Western Lands, but are not explicitly supporting the agrobiodiversity initiative by "Cultures Trobades". An interesting example is ES5B15, the farm manager from Cal Valls, a pioneer ecological producer and processor in the Catalan Western Lands. Indeed, ES5B15 is the successor to the owner of the first-ever officially organic-certified farm in Catalonia, which already started to change the production system by the end of the 1970s. Nevertheless, no explicit formal support to the «Cultures Trobades» initiative is provided, despite they have used some local varieties in their farming and food processing activities. Another example are ES5B9, a married couple at their middle-ages who own and run together an agroecological farm in Segarra county since 2013. When they met in 2009, Joan, who had been professionally trained in farm management, was already

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working for the family farm business, which at that time belonged to his father, who managed it rather conventionally. With the arrival of ES5B9a, a trained engineer, and her formal incorporation to the family through her engagement with Joan, a succession process started. The succession was the occasion to start the conversion to organic farming of the more than 100 hectares of grain growned at the different plots of land making up the farm, in a new formal organizational setup, which ES5B9 branded as «Fruits del Secà». Despite being located at the natural region of the Catalan Western Lands, they have mostly grown the busines looking Eastern, as other agents in Segarra county, indeed. As such, when it comes to the preservation of ancient seeds, they have not formally participated in or supported the «Cultures Trobades» project, but rather other Catalan initiatives which promote agrobiodiversity. Through Fruits del Secà, ES5B9 grow more than 200 hectares of grains and pulses, half of which have already been converted to organic farming, in an area in which this process is rather uncommon, so they have been a sort of pioneers and innovators at the local level. They use mainly ancient varieties, some of them local, some not. To the best of their knowledge, they are the unique Catalan farmers to grow two of these varieties, which they have identified, preserved and introduced very recently: the red lentil and the brown flax. They pack part of the harvested product to sell it directly, and they process the other part with an stone-type mill to elaborate flour. They mainly sell the pulses to ecological school canteens, but also to ecological cooperative consumer groups, while they sell the flour to local bakeries. They prefer to sell directly rather than through distributors, and they acknowledge that the local market and small villages are hard to sell, while they got higher appreciation of their product from towns and cities. The new orientation of the family business has been economically successful, guaranteeing its sustainability, and employing both of them (ES5B9b full-time, ES5B9a part-time) plus an external worker who assists in cleaning grains and pulses before selling them.

Moreover, ES5B16, 29 years old, is the administrator, technician and producer of “Tres Cadires”, a cooperative that produces craft liquors from local nuts in Garrigues county. He was born in Belianes, and graduated from a vocational training course on industrial automatization, a field he worked on for some years, first as a technician and then as a robotics teacher in schools. In 2016, while he was still teaching, he founded “Tres Cadires” with his partner, who is the president of the cooperative, and a friend. In 2019 he left his

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other job and dedicated himself exclusively to the cooperative. Even though his uncle was a farmer, his father was not, and he did not inherit any land. Nevertheless, he did take the recipe for the nut wine, the main product of the cooperative, from his father. No formal support to “Cultures Trobades” is acknowledged. Finally, ES5B18, 44 years old, is the owner and only associated worker of Masia Tomaso, a livestock farm in Noguera county. He inherited the land from his uncle, a farmer, but did not start farm until 7 years later, at 29 years old, when he bought the cattle and built a new infrastructure. He studied agroecology in the Farming School of Manresa, out of the Catalan Western Lands, and decided to manage the farm following organic livestock farming ideas and methods. Again, he doesn’t support explicitely the “Cultures Trobades” initiative despite his project is totally aligned with it.

Slow Food Accredited Restaurants’ Network

From a different angle, some cooks in the region are providing direct or indirect support and influence to the “Cultures Trobades” initiative, and agrobiodiversity in general, mainly through the Slow Food Accredited Restaurants' Network in the Catalan Western Lands (which is part of a formal larger Slow Food Accredited Restaurants' Network in Catalonia). Some of them participated in the origins of the «Cultures Trobades» initiative, but have lost connection to the core group. Interestingly, some others which don’t belong to the Slow Food Accredited Restaurants' Network are providing support to the initiative through commercial purchases of the Catalan Goat meat. We describe next some of these agents and their restauration activities, highlighting regenerative characteristics.

ES5B13 is 41 years old. Born in the Noguera county, and initially encouraged by his father to become a farmer, he is indeed a cook and entrepeneur by vocation. He has become a renowned chef, winning international prizes. He was one of the founders of the Slow Food Accredited Restaurants' Network in Spain, and subsequently in Catalonia and the Catalan Western Lands, when the regional sections became independent. His main gastronomic project is the Slow Food Accredited Restaurant “El Dien”, established in his hometown Vallfogona de Balaguer (Noguera county) already in 2006, and in which he got to involve his father. Along with this project, he participates in different business iniciatives, such as a catering service company, a gastronomic advisory organization or another local restaurant. The restaurant “El Dien” is a high-cuisine restaurant based upon the principles of ecological

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and local food. From the beginning, ES5B13 envisioned a restaurant which would be provisioned only with local agricultural products, grown organically. As part of the Slow Food initiative, he was one of the supporters of the «Cultures Trobades» project, since the new varieties preserved and grown through the project could serve as raw material for this Slow-Food type of restaurants. But he and his father started as well their own horticultural organic and biodinamic farming project, about 1 hectare, which today supplies almost 80% of all the raw product they need in the restaurant to prepare the food. They have identitied, preserved and grown different ancient varieties of horticultural products, specially tomatoes, and about 30% of the horticultural production remains withouth being collected, so it is used as natural fertilizer but also as a guide about future growing plans. The project overall has a healthy economy, and employs 12 permanent workers, when counting together the parallel projects that ES5B13 runs together with the Slow Food restaurant. Beyond the promotion of agrobiodiversity and organic farming, the project of “El Dien” presents innovative aspects in they way the restaurant works and how the plats are elaborated. Indeed, as he puts it, “my cuisine is a reflection of the state of my soul”. This means that he doesn’t offer a permanent menu to his customers, but instead he improvises every weekend a tasting menu, mainly based on the available horticultural products for that date, and also depending on the energy that he feels from the suppliers of the remaining products. To keep this energy, indeed, he even labels this products with an adjective in a post-it in the refrigerator. The thorough knowledge that he has on his few suppliers (beyond his own production) facilitates the application of this biodinamic and energetic philosophy.

ES5B14 is 53 years old, and he is the owner of the restaurant “Lo Ponts”, together with his wife, Montse. The restaurant is located in the Noguera county, in an important crossroad where many visitors stop on their way to the Catalan Pyrenées. He entered the restauration business together with his brother in 1984 and by chance, not by any specific motivation or vocation. Nevertheless, after many years running a conventional road restaurant, they changed a bit the philosophy, orientating the business from a local territorial perspective, until 2011, when they finally met the conditions to enrol in the Slow Food Accredited Restaurants' Network. After a progressive change in their philosophy, from their beginnings as a rather conventional road restaurant to a Slow Food certified type in 2011, the “Lo Ponts” restaurant offers daily menus mainly sourced with local products, to reinforce their territorial

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embeddedness. But certainly, not all products are local, and the ecological production is not always a priority. Instead, the focus is on having an excellent tasting quality. They would prefer to source more products locally (meaning local the Noguera county or the Western Lands), but if the expected quality is not met, they source around Catalonia. Acknowledging that in the area where they are located it is very common for a farmer to be part of the conventional system, producing maize to feed animals for the big corporations, they consider themselves as an actor that can influence production transitions towards different products, made with ecological methods and oriented towards human food. Still, for the type of local client that they have, ecological products and local ancient varieties are difficult to appreciate. As an example, they use the bread they buy from La Garbiana, another project analyzed in the case study, which is of a high quality, and that is what they feels that customers appreciate, not necessarily that the bread is made up of an ancient traditional variety. Being part of the Slow Food Accredited Restaurants' Network helps them as well to find raw material of a high quality. They employ 15 workers, mainly from local areas, and have a fairly stable base of customers. Thus, economically their situation is sound, but they acknowledge some problems in hiring, training and retaining local engaged staff.

Finally, two restauration actors and initiatives are worth mentioning for its local impact and involvement with the promotion of agrobiodiversity, despite some differences among them. First, ES5B19, 41 years old, who is the owner and director of the restaurant Cal Xirricló, based as well in Noguera county. He is the third generation of owners, after his godparents opened a small tavern in the 50s, near the local farmers market, and his parents took it over some years later. ES5B19 studied in the school of hospitality and tourism, in Lleida, and he took over the restaurant in 2000 with his mother in a new location. ES5B19 has been slowly introducing new formats of food service to local customers (not keeping only the traditional strong breakfast for which they were known in the beginning), and more importantly, he tries to do a special effort in supplying the restaurant with singular local products. He is, indeed, one of the few cooks who serves the “Catalan Goat” meat, purchased to the core group of developers of this race, stemmed from the “Cultures Trobades” project. On the other hand, ES5B20, 36 years old, is the chef of the restaurant l’Antic Forn, based in Cervera, the main town in Segarra county, and usually known as a rather conservative local community. The restaurant was created in 2000 by his father, and ES5B20 worked there until he was 20. After

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that he left to pursue other interests, namely music, and he came back in 2008, at the start of the financial crisis. At that time, his father wanted to close the restaurant and ES5B20 decided to take it over along a friend who studied cooking. He decided to change the direction of the restaurant and turned it into an Asian cuisine restaurant, but still strongly anchored in the use and promotion of local, ecological and seasonal products. He buys some stuff from La Garbiana, and during the pandemic he has taken the opportunity to introduce some changes in the food service, suppressing the menu format. Interestingly, he will soon offer a "pop-up" food service, but he will do it in the nearby eastern county of Anoia, which is not part of the Catalan Western Lands.

To recap, the array of actors and initiatives described in this section show a rather unarticulated movement towards an alternative agroecological system in the Catalan Western Lands, based upon the principles of agrobiodiversity and local food cultures. In the next sections we explore a bit further the origins, motivations and context, and social connections among actors involved in this long-lasting counter-cultural movement.

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Origins, conditions and drivers of the regenerative practices

In this section we look specifically at the original conditions and motivations under which the regerative practices in the Catalan Western Lands emerged, focusing on the "Cultures Trobades" initiative and the promotion of agrobiodiversity, but also how it evolved and the role of succession events in this evolution.

Origins, motivations, initial favourable conditions and initial constraints

Precedents, origins and first steps[1]

Even though «Cultures Trobades» as an initiative was set up in 2008, we can at least trace some precedents back to 2002, when «Assemblea Pagesa», a farm workers union in the Catalan Western Lands was born as a split-off from the main farm workers union in Catalonia at the time, "Unió de Pagesos". One of the first aims of the union was to organize direct protest actions (2003-04) against the ongoing introduction and spread of transgenic maize seeds among farms in the region, a process which had been taking place since the mid-1990s. This introduction and spread was seen as an important threat to agrobiodiversity not only in the Catalan Western Lands, but also over all Catalonia. These first actions and confrontation acts with the Department of Agriculture of the Catalan Government, which had been favouring the introduction of transgenic seeds, took place during 2003 and 2004, but would culminate some years later.

Parallel to these events, a group of around 20 people from the Catalan Western Lands, including some of the members of "Assemblea Pagesa", organized a field visit to Torino (Italy) in 2004, to learn good practices during the Terra Madre Network Foundation event, promoted by the Slow Food movement to organize and reinforce small-scale farming and sustainable local food consumption. After this field visit, the organization «Slow Food Terres de Lleida» (Catalan Western Lands Slow Food association) was conceived to spread the

[1]This sub-section is mainly based upon Pàmies (2013).

message around the Catalan Western Lands. The initiative “Cultures Trobades” is promoted by Slow Food “Terres de Lleida” only a few years later, in 2008, the same year in which the Slow Food Accredited Restaurant Network is conceived as well, as a project that could reinforce the former.

Interestingly, these initiatives run parallel to the protest actions against transgenic seeds. Indeed, during the year 2008, more than 100.000 people in Catalonia signed a Popular Law Initiative promoted by “Som lo que Sembrem” (We Are What We Sow), a platform made up of more than 200 civic society organizations from all Catalonia, including “Assemblea Pagesa”, who had conceived it. The initiative was presented at the Catalan Parliament in 2009, and aimed at prohibiting the use of transgenic seeds in the cultivation of maize, one of the most abundant crops in the most agricultural region in Catalonia, the Catalan Western Lands. The maize was at the core of the conventional agricultural system in the Catalan Western Lands, as a principal component in the elaboration of feed for livestock farming. The direct protest actions in 2003 and 2004 did not make the desired effect, the new transgenic varieties kept spreading quickly, and in 2008 not even farmers but a broader spectrum of society feared the risk that these varietes would entail for the preservation of agrobiodiversity in the Catalan Western Lands. The popular initiative was rejected by a majority of the Catalan Parliament and it couldn’t even be debated.

Many farmers took active action in both parallel processes originated at the Catalan Western Lands, because they both aim at building an alternative to the unsustainable conventional agricultural system in the region. Moreover, in 2008 as well, it takes place in the Noguera county the first edition of the Food and Health Fair, promoted again by Catalan Western Lands Slow Food association, which organizes several conferences on the topic, and also a farmers’ market in which the local agroecological farmers are the protagonists. Thus, in midst of the most important economic crisis in Catalonia and Spain in modern times (the Global Recession of 2008-09), a countercultural agroecological movement seemed to explode in the Catalan Western Lands. Among the actors introduced in the previous section, we can find some of the leaders of these initiatives: X (father to ES5B6 and leader of the “Assemblea Pagesa” in the early stages), ES5B3 (promoter of “Cultures Trobades”) and ES5B13 (promoter of the Slow Food Accredited Restaurants' Network).

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The first steps of the “Cultures Trobades” project consisted in the prospection, identification and multiplication of traditional horticultural varieties in the Catalan Western Lands. The tasks of prospection and identification were mainly undertaken by ES5B3, through interviews to retiring farmers, and received the financial support of the Noguera County Council. Initial prospects by ES5B3 found out that there were not only interesting horticultural varieties at risk of extinction, but also vineyards, olive trees and fruit trees. Thus, the initial scope of activities of “Cultures Trobades” was soon enlarged to cover these other type of crops. Soon as well these initial prospect activities resulted in the identification of the last flock of Catalan goat, maintained by a shepherd in Noguera county. The identification of this last flock was not exempt of some chance, according to ES5B1. This flock was bought out by “Cultures Trobades”, and turned out to be crucial for the subsequent success in the preservation of this particular animal breed, a task that eventually would be undertaken independently from the “Cultures Trobades” initiative itself.

Already during these first steps a small group of agroecological farmers were providing a key support in the multiplication of the identified ancient varieties. That was the case, for example, of ES5B7, as the production responsible of L’Olivera Cooperativa, for the case of vineyard trees varieties, or Pàmies Hortícoles, for the horticultural varieties. In the beginnings, the role of Slow Food Accredited Restaurants' Network as a reinforcing agent in the promotion of agrobiodiversity seems to be not so important, because the low availability of ancient varities in the local market.

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Motivations

Taking into account the historical context described previously, it is obvious that a purpose of subverting the current conventional agricultural system in the Catalan Western Lands is at the origin of «Cultures Trobades» and the Slow Food movement in general. A statement by ES5B1, one of the core group members, makes it clear to the point: «*We are trying to revert the degradation of farm, food and human culture in this area, which is evident from the lost of agrobiodiversity and indigenous breeds*» (ES5B1).

But there are indeed more diverse motivations which triggered the active participation of farmers in these initiatives aimed at the promotion of agrobiodiversity in the Catalan Western Lands. Other actors higlight a personal dimension as a crucial motivation to

participate in these initiatives. ES5B2, for example, considers himself an «urbanite» who just wanted to flight the city and participate in a self-managed, communitarist and locally-embedded project, to fulfill a personal vital purpose. When he found out about the Catalan goat initiative through ES5B1, he got really enthusiastic about the idea, and started to collaborate in a voluntary basis until finally taking over the responsibility of the project. Similarly, ES5B7 from L'Olivera Cooperativa was searching for a farming project with social values, not necessarily in the Catalan Western Lands, but he happened to find it there. Regarding other agroecological supporters, as ES5B15 or ES5B9, they highlight that the triggering motive for the undertaking of regenerative practices was the own verification that, indeed, the current conventional agricultural system doesn't work, in that, for example, it forced them to use more and more chemical inputs to get rid of weeds, but the grains were becoming more resistant, generating additional expenses; or that there was no way to control the market price for their standard products. Thus, a completely new agricultural model, based on the principles of agroecology, should be the long-term sustainable solution. Some cooks of the Slow Food Accredited Restaurants' Network recognize more modest ambitions in their endevaours and finally, but interestingly as well, many of these initiatives were born under a long and important economic crisis in Catalonia (2008-13), also in the Catalan Western Lands, and the actors acknowledge that some of they acted, at least partly, out of a necessity to do things differently, just because the historical context seemed to be demanding so.

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Initial favourable conditions and initial constraints

Several actors point to the availability of local knowledge in the area as a key resource to set up the initiatives. The Farming School in Manresa, a city in the nearby region of Central Catalonia, and specialized in agroecology, is usually signalled as key agent in providing a solid foundation to the initiatives. On the other side, the core group of «Cultures Trobades» complaints from a lack of knowledge on local ancient varieties from the current farmers themselves in the Catalan Western Lands. As locally specific as it is this knowledge, it is difficult to acquire it through more formal institutions as a Farming School, so this may hinder the generation and further development of the practice, as pointed by ES5B1.

Regarding the specific case of the Catalan goat, both ES5B1 and ES5B2 point to the difficulties of achieving economic viability because of the costs imposed by the necessary breed preservation tasks. Moreover, the type of meat which is best obtained from the Catalan goat is not a well-known product among local society, or even Catalan society in general, so this low level of receptivity by consumers makes it difficult as well to plan for and achieve economic sustainability. This problem of lack of product valuation from the consumers is indeed not unique to food products obtained from ancient local varieties, but it is also shared by some of the agroecological farmers, like ES5B10, despite one would expect that Catalan society is already very familiar with ecological products, and the market usually pays an economic premium. Certainly, it may be the case that this type of food products regarded as of high-quality are more appreciated in big cities than in the more common smaller towns in the Catalan Western Lands.

In a similar vein, ES5B8 from La Garbiana points to the lack of cooperative culture in society as an additional difficulty to undertake collective projects, be it the ambitious initiatives promoted by the Slow Food movement in the Catalan Western Lands, but also minor formal cooperations. Indeed, despite not being a formal obstacle to the development of the promising regenerative practices, cooperative arrangements may facilitate the escalation and impact of these initiatives, something which has proven difficult in this case, because of the mantioned lack of cooperative values. Finally, ES5B4 also points to the prevalence of some traditional and conservative values in the inner communities of the Catalan Western Lands: "*Coming from Barcelona and from a non-agricultural environment is the worse combination that you may find here. And being a woman, too (…) There is a huge difficulty in accepting projects from newcomers*" (ES5B4).

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Family farm succession

Some singular interesting insights arise from the process of farm succession, through which the promoters started to undertake the regenerative practices. ES5B1 makes an interesting point, stating that «*if I had owned or inherited land at that time, I wouldn't have participated in these issues, because I would have focused my time in just preserving my land*» (ES5B1). This points to the crucial role of land ownership and family farming in the setup of this type of regenerative processes, because the opportunity cost of subverting a family farm system

may be pretty high when there is already much land ownerhship or a functioning system to conserve, and it may hinder or slow down a process of change. That is, being a family successor may hinder or slow down the set-up of a regenerative practice, as stated by ES5B1 and other actors, interestingly not only farmers, as ES5B9, or ES5B11, but also cooks, as ES5B20 from l'Antic Forn. They all point indeed to a rather conservative and distrustful attitude of their parents in relation to the initiative to convert the farm towards an agroecological system, or a restaurant towards a modern ecological food service. For example, ES5B9b explains that «*we are still in the process after ten years. It is hard. We have taken it slowly because the pressure of my father, because he had many doubts to see that we were initiating something new that nobody else was doing around here (...) Until he dies we will have arguments, because it's been many years now that he is retired, but him being formally retired doesn't mean that he will not work at the farm or that he will not be there*» (ES5B9b). ES5B11 adds that «*changing family dynamics is complicated, we argued a lot, because they [the parents] don't understand the conversion you plan to do; and they see it as a direct confrontation, because I was saying that their way of managing the farm was aggressive, and I didn't want that. I had to flee home for 4-5 years, then come back and slowly undertake the changes I wanted to set up [ecological conversion*]» (ES5B11).

ES5B10, who didn't suffer himself from this problem, makes as well a harsh statement about the role of former generations, and particularly fathers, out of his observations in the area: «*There are some fathers who want to take decisions on family land until they die [even if formal succession has taken place]. I have seen this.*» (ES5B10). Indeed, ES5B3 explains how even that he runs the family farm, his father still owns the land and keeps the Common Agricultural Policy payments for himself, hindering in this case the economic development of his practice. To this regard, the experience at Pàmies Hortícoles is worth mentioning as well. The succession process in this case has been very slow and complex. ES5B6 recognizes that, even that formally the organization has been equally participated by his father and his uncle at 50%, it is very difficult to take decisions by consense. Moreover, the personal and professional philosophy by ES5B6 and his father, which includes a harsh critique to the conventional system, is not shared with the other part of the family, with whom they share farm ownership. At some point, the family considered the possibility of dealing with the succession process with the support of an external organization. Nevertheless, neither ES5B6

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nor his cousin, the new generations, accepted this option. Finally, Pau decided to become self-employed, out of the family business, but keeping the commercial relationship. This allowed him to keep some degrees of freedom, which couldn't have under the family business. So now, as he puts it, if he ruins his business because he tries new ideas, he is not ruining the family.

Out of the previous logic, pointing to the hindering role of owning land and belonging to a family business as an unfavourable condition to the promotion of regenerative practices, it seems like not being a family successor could favour the generation of these processes, assigning a crucial role to new entrants and newcomers in the set-up of regenerative practices. But many actors, some of them new entrants and newcomers themselves, alert as well of the problems that new entrants face when starting up an alternative farming practice. For instance, they point mainly to the difficulties in accessing land, because of its high price and low availability. Also, the official public aid granted by the Department of Agriculture of the Catalan Government through the Rural Development Program funds, which can be quite generous, is not aimed at land acquisition.

Certainly, some of the actors, including the restaurant managers, express that being the owner of the key asset (either land or a state/commercial establishment to be used for the purpose of the restaurant) is indeed very positive, because it facilitates long-term planning and, as such, the possibility of undertaking long-lasting changes to the current system. The broad time horizon that requires the promotion of agrobiodiversity and agroecology would be favoured in this case by asset ownership, which a successor automatically acquires at a very low cost. Moreover, some actors, such as ES5B15 or ES5B8, describe a smooth family succession process, despite a radical farming system change in the latter.

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Social relationships and networking among actors and the local communities

This section describes and analyzes the social relationships and networking dynamics among the regenerative actors in the Catalan Western Lands, but also among them and the local community. The actors and the local community determine and shape the social dynamics and scope of the regenerative practices, enabling them or imposing constraints on their further development.

Synergies enabled and networking established with other regenerative actors

Figure 1 summarizes the social relationships established among the agents which are crucial in shaping the agrarian regeneration in the Catalan Western Lands. As it has been explained previously, the «Cultures Trobades» initiative was born in 2008 as a project from the Catalan Western Lands Slow Food Association, which occupied a central position in the region since its conception in 2004. But to understand the dynamics and further relationships and development of the initiative to promote agrobiodiversity, it is important to acknowledge the role of the «Assemblea Pagesa», the alternative farm workers union born in 2002 as a split-off from the main workers union at that time in the Catalan Western Lands and Catalonia in general, the «Unió de Pagesos». The «Assemblea Pagesa» played a key role in the protest movement against transgenic maize diffusion in the Catalan Western Lands, and this active claim was adopted by many of the farmers which are at the core group of the «Cultures Trobades» initiative, but also by some of the agroecological farmers supporting the initiative, who are still members of «Assemblea Pagesa». In a similar vein, the Catalan Goat Shepherds' Association, as a spin-off initiative from «Cultures Trobades» which became a formal organization on its own in 2014, keeps this political essence embedded in its economic development.

Interestingly, the group of cooks who took active part in conceiving the Slow Food Accredited Restaurants' Network, another project born from the Catalan Western Lands Slow Food Association, has had a rather weak support to the initiative and its core group of developers, considering the origin of their agricultural raw products' supply, which mainly come from other agroecological farmers or agroecological food processors. Moreover, the relationship of this group of cooks with the Catalan Goat Shepherds' Association is almost non-existent, in that none of the interviewed actors reports buying periodically the Catalan goat meat. Indeed, it is rather other local restaurants which are supporting economically the Catalan goat preservation initiative with systematic purchases of the meat from any of their producers.

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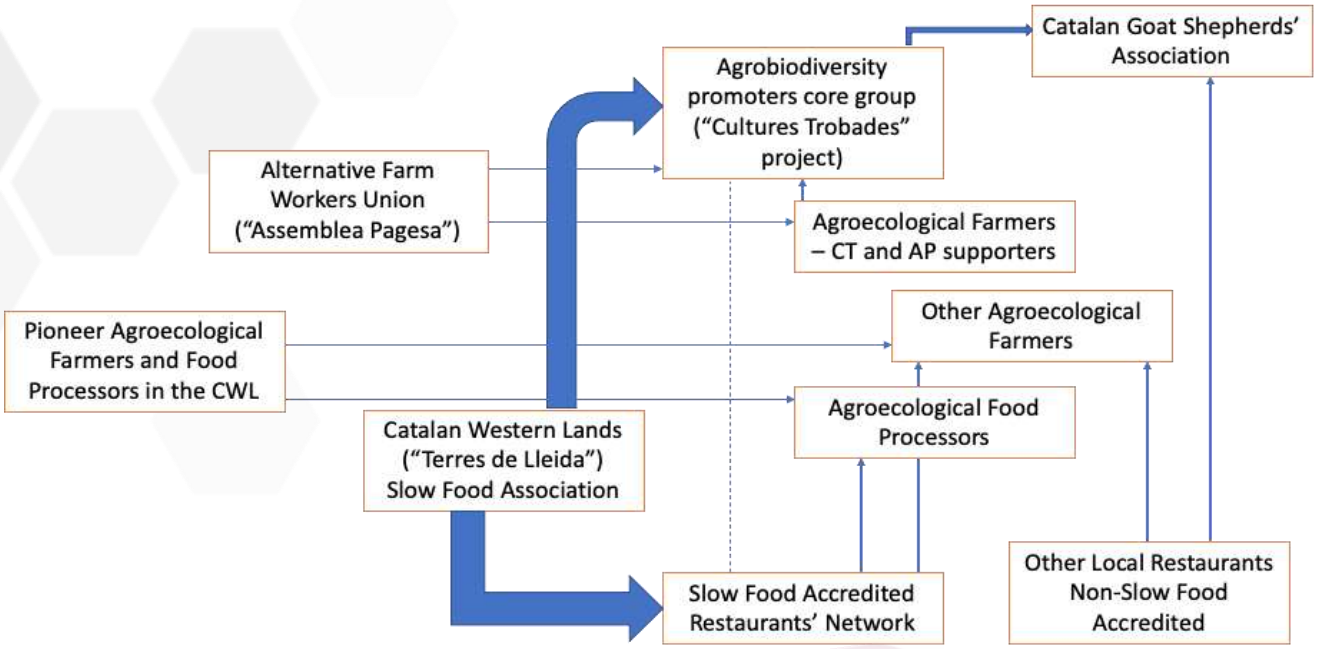

Note: this figure is an elaboration on our own, and it necessarily simplifies the complex relationships among actors. The thicker arrows can be understood as projects or spin-offs from the original organization or group. The standard arrows indicate support from the original organization or group to the destination organization or group. The dotted line indicates a weak relationship.

Figure 1. Social relationships among regenerative agents in the Catalan Western Lands.

The key synergie enabled and networking established, which facilitate the sustainability of the «Cultures Trobades» initiative and the promotion of agrobiodiversity in general in the Catalan Western Lands, is the support provided by some agroecological farmers in the acquisition and multiplication of plant seeds from traditional local varieties, in order to preserve them. Not all agroecological farmers support all of the varieties, because their productive orientation is different. Indeed, the support is quite specialized: ES5B5 and ES5B11, for example, in horticultural varieties, or L'Olivera Cooperativa in vineyards. The social relationships among these actors are based on trust and mutual interest, thus facilitating the consolidation of the initiative and the network, albeit informally most of the time. Beyond the purchase and multiplication of seeds, the agents establish other type of relationships. For example, ES5B6 provides infrastructure for other farmers to use in their planting processes, and ES5B2 leases part of the farm for the seed multiplication process of other «Cultures Trobades» members. Moreover, the land that ES5B5 uses for his horticultural project is a grant from this friend ES5B3.

Some agents mention the small scale of their different farming projects as a crucial dimension to facilitate networking among them, which would be rather difficult with bigger

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agents or companies, even if they would share the same principles. Regarding difficulties, indeed, some agents mention the geographical dispersion of their initiatives as an obstacle for further development of the collective project to promote agrobiodiversity. The dispersion is partially corrected through the use of the same premises in Balaguer (capital of the Noguera county) by «Assemblea Pagesa», the Catalan Western Lands Slow Food Association and «Cultures Trobades», which facilitates social relationships and cohesion.

Beyond the synergies and networking among the core group and its supporters, it is worth mentioning some of the social dynamics referring to the Catalan Goat Shepherds' Association, but also to other agroecological farmers and the Slow Food Accredited Restaurants' Network. Regarding the former, the constitution of an own formal organization by the agents who initiated the preservation of the breed, separated from the «Cultures Trobades» initiative, has implied as well the economical independence of the project, even that the emotional bond and the collaboration remain, as ES5B2 puts it. The economical effort which implies the collective tasks in the preservation of this singular breed, is indeed an important challenge for the promoters, since «Cultures Trobades» was providing key financial support during many years to sustain the project, but also the «Assemblea Pagesa» itself had donated some funds in the beginning to purchase the original last flock of the Catalan goat, which motivated the project. ES5B2 mentions as well the important economic support that two restaurants, including Cal Xirricló, provide with the purchase of the goat's meat.

Indeed, it is in analyzing further the role of the Slow Food Accredited Restaurants' Network, that the lack of articulation, coordination and cooperation among independent regenerative actors in the Catalan Western Lands is more evident. As pointed previously, none of these restaurants apparently purchases systematically the Catalan goat's meat, while the two restaurants that do it, don't belong to the Slow Food Network, and promote local food cultures rather informally. Horticultural varieties from the agroecological supporters may be purchased, but are not at the center of the supply strategy of these restaurants. ES5B13, from El Dien, as the promoter of the Slow Food Accredited Restaurants' Network, but as an actor specifically involved as well in the «Cultures Trobades» initiative, points specifically at the logic of social and economic independence of each project, and generational renewal, as a natural way of evolution for the different regenerative initiatives. This logic may have

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hindered not only some joint common and solidarity efforts, but also a closer commercial relationship among actors, facilitating their economic sustainability. Moreover, as ES5B14 argue, customers at restaurants don't singularly appreciate local varieties, thus not motivating an active strategy to purchase agricultural products based on them and cultivated by the «Cultures Trobades» core group.

The lack of coordination or articulation is mentioned as well by ES5B6, regarding in this case the agroecological farmers themselves, not only food processors and restaurants. He considers that "Assemblea Pagesa", as an horizontal democratic farmers' organization, is rather weak currently, far from the early years in which there was an intense activity, mainly regarding the protests against transgenics. It seems in this case that difficult times motivated the social cohesion, but today the organization doesn't seem to reunite all regenerative agents under the same umbrella. Moreover, the organization has a strong political orientation, which may deter the participation of some agroecological farmers who look for specific technical support. To this regard, ES5B15 points to the crucial role of another organization in the Catalan Western Lands, the "ADV Ecològica de Ponent" (Catalan Western Lands Ecological Plant Health Association).

Finally, but also interestingly, ES5B8 from La Garbiana seems to play a bridging role among the different regenerative practices in the Catalan Western Lands, since his bread from ancient local varieties, some of them retrieved through «Cultures Trobades» is purchased by different type of restaurants, either belonging to the Slow Food Accredited Restaurants' Network or not. Nevertheless, he doesn't formally belong to any of these organizations, and the relationships established are purely commercial.

Relationships with the local community: positive levers, conflicts and constraints

In general, the interviewed actors express many more examples of conflicts, constraints and misunderstandings with the local community, than positive levers in activating the necessary social networking for the long-term preservation of agrobiodiversity and local food cultures. Among these positive levers, it is usually mentioned the increased interest in ecological products among local communities in the last two decades, which has even triggered some

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attempts to build a formal cooperative network of consumers («Xarxa Ecològica de Ponent»), in which some of the actors are trying to be involved. Moreover, the smaller dimension of most rural municipalities in the region facilitates the outreach of the projects through word of mouth. Also, from the point of view of restaurants, they usually regard as positive the relationship with local customers, on one side, and with local producers, on the other side. Indeed, capturing the dynamics of food demand, restaurants play an interesting role in signalling future farming developments or in valuating new agricultural products grown by agroecological farmers.

Regarding the local social constraints, ES5B3 points out that there are few farmers who strongly support the process of preserving, cultivating and multiplying the use of ancient varieties, even among those who belong to «Assemblea Pagesa», the farm workers union more aligned with the practice. There is in general few receptivity, thus the process of promoting agrobiodiversity advances very slowly.

Most of the local traditional plant seeds sold by «Cultures Trobades» are bought by customers who grow the plants for self-consumption, so the impact on the agri-food market is indeed low. Moreover, some plant varieties are difficult and costly to work with, and consequently elaborating a high quality product in this specific case makes it even more complicated to sell it in the local market, because the price must be higher. Then, the product (in example, a bottle of wine) is positioned as a high-standard product, not affordable for a majority of the local society, and this doesn't match with the popular philosophy of «Cultures Trobades».

An additional problem with local actors, as indicated by ES5B3, is the relationship with the organism in charge of the regional qualification of origin for wines («Denominació d'Origen Costers del Segre»). There have been some disputes regarding the proper valuation of the work done by «Cultures Trobades» in relation with some local varieties prospection, identification and documentation. Apparently, the «DO Costers del Segre» has not rewarded economically some material provided by «Cultures Trobades» to which they had formally compromised. This is generating mistrust among the core group of «Cultures Trobades» and, as they see it, reinforces their popular approach to the promotion of agrobiodiversity, as opposed to a for-profit business oriented approach.

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An additional constraint to the further development of the agroecological farming model and the promotion of agrobiodiversity in the Catalan Western Lands, as mentioned by ES5B3 and ES5B10, is the local competition with big companies investing in land acquisition in the area, either investor funds, construction companies or big food corporations driving the conventional animal fattening model through contract farming. These investments increase the price of land and decrease the supply, thus hindering access to land for current agroecological farmers trying to expand their activity. The problem with access to land is also crucial in the specific case of the preservation of the Catalan goat, as explained by ES5B1, for different reasons. First, most of the land in the region is filled with pig manure, making it unsuitable to graze or grow fodder to feed the goats during winter. Second, as it is the case in general, the owners of the land which is available are usually reluctant to lease it. And third, some proper land in the region is currently being oriented towards the cultivation of truffle, which makes the land unavailable for grazing. This last point is particularly interesting, since one of the Slow Food Accredited restaurant owners interviewed points the truffle as a product which is being more appreciated by customers, and thus offering an interesting potential for farmers. The interests of some actors themselves may be here conflictive as well. And all in all, the problem in accessing local land is clearly a source of instability and hinders the self-sufficiency of the preservation project for the Catalan goat.

Also in terms of the Catalan goat preservation practice by local shepherds, ES5B1 and ES5B2 mention as relevant the conflictive relationship with the local city council and the local community of the municipality of Vilanova de Meià (Noguera county). As per the city council, they seem to be more in favour of the conservation of the conventional agricultural production model articulated through pig farming, and they have removed the support they were initially offering to the project, in terms of a public room to have meetings of the Association, or a small financial support offered to local associations in general. Regarding local society, ES5B2 recognizes that the project was not well integrated from the beginning. Locals didn't understand in general what they wanted to do, and there was a lot of skepticism towards the project. The communitarist dimension was difficult to accept, and they were regarded as "those well-educated newcomers trying to show how things should be done". Still regarding the role of local and regional society, ES5B2 points to the lack of long term support, beyond initial integration difficulties and beyond Vilanova de Meià. Indeed,

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initially the project was even sponsored financially by some locals, but the type of support which the tasks of preservation need is long-term, including some voluntary activities, and this is difficult to find among locals. For that purpose, they try to attract new generations to the region, which could be engaged in the practice. Two additional social constraints are pointed by ES5B2. First, the lack of support from the School of Shepherds in Catalonia: they seem to favour goat shepherding oriented towards the production of milk, not meat, as they do, and ES5B2 believes that they may do so because it is more economically viable the production of milk; but then the Catalan goat shepherding activity, oriented towards meat production, is neglected. And second, veganism as a social movement is growing, also in the Catalan Western Lands, and this movement usually includes in the same critique both extensive and intensive livestock farming, and this can clearly have a negative social impact on the project, despite no formal conflicts in this terms with local society are reported.

Interestingly, ES5B11, one of the agroecological farm supporters to "Cultures Trobades", explains that there may be a lack of trust, or maybe too much individualism, in the Catalan Western Lands, but it seems pretty difficult to undertake collective projects based on long-term social supports by the local community. Moreover, the geographical dispersion of those farmers who think on similar lines (prevalence of the communitarist dimension and agroecological perspective), hinders potential collective work among actors (like sharing inputs or knowledge). Indeed, as it was annotated previously in describing the local collective action regarding the protests against transgenic maize diffusion in the region, ES5B11 reinforces the idea that people seem to collaborate just when things are complicated or when there is a huge conflict, not so in more neutral periods.

Additional local social constraints and conflicts are reported by other farmers and by some restaurant owners. ES5B6 recalls that environmental associations in the area have been particularly hostile against farmers in general, more than in other regions, making it difficult to collaborate and establish interesting synergies among actors. ES5B7 points to the promotion of new big irrigation projects in the region, favoring bigger farming companies representing the "agroindustry" model. Moreover, ES5B8 indicates that the potential positive influence of visitors (touristic or seasonal customers) is lower in inner rural areas like the Catalan Western Lands. More importantly, as shared by ES5B20, who is based in Segarra county as well, local communities in Catalan Western Lands characteristic rural areas are in

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general more traditional and conservative, and thus reluctant to the introduction of new agricultural varieties, ecological products or exotic gastronomic experiences, as provided by the regenerative actors in the region. And finally, ES5B15 points to the constraints imposed by neighboring conventional farmers and their use of herbicides and pesticides. To avoid contamination, they need to build biological barriers at the borders of their farms, drawing a metaphore for the socially distanced pathways that conventional and agroecological farmers seem to follow in the Catalan Western Lands.

Political supports and constraints

In this section we look at the role that institutions and public policy have played in furthering or constraining the promotion of agrobiodiversity and local food cultures in the Catalan Western Lands, specifically through the "Cultures Trobades" project, the Catalan Goat preservation initiative, and supportive agroecological and food restauration projects.

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Political supports

In terms of political support, the actors have taken advantage of a number of subsidies and grants offered by a variety of institutions, from the local to the European level. The project «Cultures Trobades» received initially financial support from the Noguera county council, but also from the Catalan Ministry of Agriculture (through the European funded Rural Development Program' grant to support cultivated biodiversity) and "Fundación Biodiversidad", an organization ascribed to the Spanish Ministry of Ecological Transition. The funds from the Noguera county council the Catalan Ministry involved cataloguing of local horticultural varieties, participating in its conservation, and the evaluation of other catalogues, while the project subsided by "Fundación Biodiversidad", on the other hand, supported the initial Catalan Goat breed preservation efforts after the remaining flock was bought by the association, in a grant that had a length of two years.

Beyond the financial direct support to the initiative, many of the actors, both those from the core group of «Cultures Trobades» and other supportive agroecological farmers, report having recieved the specific financial support for a young farmer to set up a farm, provided by the Common Agricultural Policy and channelled through the Ministry of Agriculture of Catalonia. They consider it in general as a useful tool to facilitate the establishment of new entrants, although they also saw some problems with it. ES5B3, for instance, argues that having to spend such a considerable amount of money in so little time, 6 months, is a disadvantage, since at such an early stage of the project, the farmer might still not be sure of which line of production they want to pursue, and as such they might invest in some tools or other assets without being certain of whether they will be used in the future, or whether they will take a change of direction later on. All in all, however, this subsidy is seen in a positive light. Some other farmers, like ES5B9b, have also benefited from the "agrarian improvement plans" offered by the Catalan Ministry of Agriculture, in order to subsidize some of the tools they had to purchase.

At the European level, the LEADER programme seems to be well regarded and received by the actors, not only farmers, but processors and restaurant owners. The perception is that these programmes have helped to develop further economically and socially the rural regions like the Catalan Western Lands, but also it has helped in changing the mentality

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associated to this type of regions. As ES5B7 puts it, there used to be a cultural perception that associated rural regions with a certain backwardness, a view that might still exist in some circles. However, he considers that over the last 20 years, LEADER projects and other rural development initiatives have really helped to revalue rural regions and support regenerative projects such as the cooperative L'Olivera. Interestingly, Slow Food Accredited restaurant owners, such as ES5B13 and ES5B14, have also benefited from such programmes, a fact that showcases the impact that such initiatives have in a variety of fields.

Political constraints

Interviewees identify political constraints that hinder the existence, development and potential impact of different rural regeneration processes. Some of these constraints are very specific to the central object of study, the conservation of agrobiodiversity and the promotion of local food cultures, while others relate to broader, underlying patterns of the local and global food system.

The core political constraint in terms of agrobiodiversity conservation relates to the current legal framework. Indeed, on the one hand, the international treaties say that the *in situ* conservation of agrobiodiversity must be encouraged. On the other hand, European intellectual property law says that those seeds that are not included in an official catalogue can't be marketed. Thus, nowadays, it is illegal to commercialise local seeds which are not gathered in an official catalogue, as it is the case for many varieties preserved by "Cultures Trobades". Apparently, the inscription of local varieties in the official catalogue maintained by the Catalan government since 2012 implies a very demanding definition of agronomic parameters.

Moreover, there seems to be a conflict of competences regarding seed preservation between the Catalan regional government and the Spanish government. The state is trying to unravel the issue by making a register or catalogue of "conservation" varieties, those "without agronomic interest" or "without intrinsic value". It also appears that part of the solution will be articulated through the reform of the organic farming regulations.

ES5B3 states that, in any case, "for the time being, the legal coverage is not secure enough for initiatives like ours". ES5B3 states that "this [the lack of legal security] is a key obstacle and one of the reasons why we have not strongly opted for the commercialisation of seeds

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as a strategy to economically sustain the project. […] Many collectives have encountered serious legal constraints stemmed from a juridical complaint". In spite of this, "Cultures Trobades" is selling and distributing the seeds that they preserve and multiply, and that are still not part of the official catalogue, because their ultimate purpose is for these seeds to be cultivated and for these varieties to be once again part of the food culture of the Catalan Western Lands. Even if by doing so, they put themselves at risk of being fined.

According to ES5B3, the Catalan Department of Agriculture is concerned about the unfolding of agrobiodiversity conservation initiatives and its complex legal coverage. Since there is an increasing number of initiatives, and these are setting up seed commercialisation processes, public administrations implemented a short-term solution: through an agro-environmental measure defined in the current Rural Development Plans, agrobiodiversity conservation initiatives receive funds to contribute to the creation of a seeds catalogue that, in the long run, is expected to provide a complete legal coverage. Thus, the public administration, both the Spanish and Catalan governments, are already exploring different mechanisms with the ultimate purpose of facilitating the legal coverage of local agrobiodiversity promotion.

As for the Catalan goat conservation project, a similar constraint is found, although this has a much more superficial effect on the unfolding of the initiative. The Catalan goat is not included in the official Spanish Catalogue of breeds. Hence, the farms that raise this breed cannot be funded by the Rural Development Program agro-environmental measures targeted to the conservation of local breeds. The genetic particularity of the Catalan goat is excellently proved and documented in a report but, according to ES5B1, "most regional governments block the entrance into the catalogue to other breeds because the total budget is settled and they do not want to further divide it up".

However, the most important political constraints to the development of the Catalan goat conservation project are related to the highly bureaucratic processes and numerous legal demands that the public administration requires to the Catalan Goat Shepherds' Association. Different interviewees complain about such time-consuming processes, which are considered to be out of proportion when taking into account the scale of their projects. ES5B1 states that the Catalan government and the Spanish Estate "should control *the big ones [farmers]*, not *the small ones [farmers]*, who should be self-controlled and organised in a decentralised and self-managed manner". Interestingly, ES5B1 mentions that "public

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bodies are way too paternalistic. The sanitary controls and register are too complicated and detailed [for a small project like ours]. They want to prevent any possible hazard but they end up creating incredibly tedious processes. Instead, [small] producers could be accountable for the hazards as they occur". As a consequence of this type of constraints, as well as the philosophy to deal with them, ES5B1 and ES5B2 have decided to "resist" to some of the sanitary requirements, such as those related to the carcass management or to the animal digital identification. In the line of these perceptions, when asked for policy proposals, ES5B1 concludes that "we would be satisfied enough if the administration let us do what we want to do. We would not even need to be fostered, only slightly protected", while he also outlines the need for an administration that "regulates, instead of fostering, big-scale farms, transgenic experimentation, herbicides and the big stakeholders within the food supply chain".

Different interviewees, particularly those directly linked to the Cultures Trobades initiative, are reluctant towards the Common Agricultural Policy subsidies, which are considered to have a very poor design. Some interviewees consider that the criteria behind these policies are merely based on productivity, while environment and peasantry welfare are not genuinely taken into account. According to ES5B2, "*[about the subsidy's dynamics] the farmer is always dependent on subsidies and, from time to time, he or she needs to increment the hectares or the number of animals in order to render the farm economically viable. There is clearly something wrong. […]. It is a loop: developing an activity that produces a good that does not generate enough income, so being forced to get subsidies in order to survive*". ES5B2 also mentions the link with certain farming sector within the area: "*Cereal producers receive a subsidy, and the underlying hazard is that the imports of north-American cereal reduce the price. Then the local farmers need to get a subsidy in order to be able to offer a lower price. It is contradictory, it does not make any sense, and these dynamics put the farmer in a threating situation*". This perspective is also shared by other agroecological farmers, such as ES5B5, that comments that "*certain international treaties have a very negative impact on some products, such as oranges, almonds or fodder*".

ES5B3 outlines that "*the CAP direct payments are a disaster. I don't receive the direct payments associated to half of the land that I am leasing, because these direct payments are being kept by the landowner. Even if the landowner is my father*." ES5B3 believes this should

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be corrected, but the solution might not be as easy as preventing retired landowners from blocking the direct payments, since this could translate into an increase in the lease prices anyhow. That is why ES5B3 is in favour of a "*farming basic income*" for those agroecological farmers that provide food and that are aligned with certain social and environmental commitments. In similar lines, ES5B5 comments that "*a big deal of the CAP direct payments is channelled towards big landowners; so there's something wrong*".

As for agroenvironmental measures of the CAP second pillar, ES5B3 complains that there is always a delay in the payment, and he also thinks that they are not well designed. ES5B10 outlines some inconsistencies in some CAP instruments. For instance, field margins should be encouraged somehow, but in practice the administration ends up reducing the amount of certain payments because a tree is detected through GIS and hence that surface can't be eligible. Also in relation to CAP payments, while ES5B3 is satisfied with the subsidy targeted to young farmers entering into the farming sector, he also identifies room for improvement: "*I would have preferred not to be obliged to acquire new tools or machinery. […] Plus, one is granted about 36.000€, which must be spent in only 6 months… but maybe one does not know how to better channel this amount in such a short time*." ES5B5 also highlights some limitations in regard to the subsidy targeted to young farmers: "*In order to obtain this subsidy in the horticultural sector, one needs to work on at least one hectare. I believe this is stupid, since I have enough work with only 0,4 hectares. One hectare (in horticulture) for one farmer is an outrage, this would only be possible if one decides to mechanise the practices, get specialised in one product and sell to Mercabarna [wholsale market].*" So, apparently the subsidy targeted to young farmers is not tailored to small-scale horticultural farms. ES5B5 also criticises that "*since the subsidy is paid after few years, one needs to go into debt*".

For the aforementioned reasons and others, the Catalan goat project does not apply for CAP payments. As ES5B2 explains, "*we are not interested in the management and responsibilities that go hand in hand with these payments. We believe these payments to be hindering factors rather than enabling ones. […] The requirements are not suitable for (or consistent with) our activity*". Apparently, the reluctancy towards the subsidies requirements are further exacerbated by the fact that the practitioners do not have land security. As ES5B2 explains, "*for instance, if we decided to be "inside" [officially declared as a farm] we should build a concrete tank to manage goat manure. Yet, the farm is not ours, thus for us it is very complex*

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to make investments on it. Plus, we consider this requirement to be unnecessary, since in our case manure is well managed through other practices. […] The payments do not compensate." When asked how CAP payments should be allocated, ES5B2 answers that these should ensure that "*projects like ours become viable, without adding extra requirements or responsibilities beyond the management measures that are need to ensure a favourable conservation state of the breed*".

Also related to the impact of public policies in the viability of small-scale farms, ES5B2 states that "*nowadays it is not possible for us [Catalan goat project] to be viable, taking into account that we do not rely on public subsidies: the price that our product may have in the market is ridiculous*". Further elaborating on the constraints stemmed from the market dynamics, ES5B2 outlines that "*in the goat rearing sector there is a clear tendency towards stabling and milk production. As a consequence of this, the goat meat is only a derivative and its price in the market is very low. This has a direct negative impact on the viability of my project, which is based in a small amount of grazing animals and whose main product is goat meat*". In line with ES5B2, ES5B11 also considers the low selling prices (compared to the high costs of production) to be a constraint. Again, ES5B3 also criticises that the administration is allowing the imports of low-price products, and links this hindering factor with the fact that the administrations do not have a comprehensive planning for food production. He concludes that the food system should not be ruled only by market dynamics, but requires public intervention to adjust prices.

Going beyond those political dynamics that have a direct negative impact on Cultures Trobades initiative and the Catalan goat conservation project in particular, some actors also outline other policy constraints that currently hinder the regeneration of the farming activity in the Catalan Western Lands. For example, the constraints related to the bureaucracy are mentioned by many actors, both farmers and processors or restaurant owners. ES5B11 mentions the highly bureaucratic processes as important policy constraints. For instance, he considers that public administration should further work on offering infrastructures, such as processing premises, to farmers and other collectives, and he highlights this should be easy for the users in terms of bureaucracy and administrative requirements. ES5B10 also considers that some public subsidies are not tailored to small-scale farming, since in some cases the amount granted is not worth it, taking into account the workload associated to

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bureaucracy. ES5B9 also mentions similar constraints in the process of applying to certain public aids: "*the requirements are not clear and the process ends up being messy*" and considers that there is not enough support for agroecological initiatives. ES5B9 has also had political constraints when trying to re-use and transform a pre-existing livestock farm into organic, since the local authority is not enabling the process. ES5B14 complains about a lack of support during COVID19 and that public administration has not cared about self-employed workers. Together with ES5B13, they identify self-employed conditions as a constraint. Finally, ES5B6 also has found policy constraints when it comes to the dissemination of ancestral knowledge associated to different varieties of medicinal plants, having received judicial complaints indirectly coming from the regional government, presumably in coordination with the pharmaceutical industry, according to him. This has had a negative emotional impact on them and their project. ES5B11 is organic-certified but he is very reluctant towards this certification because of at least three reasons. First of all, it is highly bureaucratic. Secondly, it does not include all the criteria that should be included. Finally, the need for an external certification clearly shows that the local community (consumers) has not a relationship with the local farmers. Actually, he is considering the idea of not being certified next year. In the same line, ES5B6 even states that "*CCPAE is our main enemy, at least in emotional terms, because of the bureaucracy this represents*". In a nutshell, different interviewees consider that the controls of the certification process should not be a burden for the farmer. ES5B13 mentions that the certification costs should not be paid by the organic farmers, indeed.

In relation to the prevalence of the pig farming activity in the Catalan Western Lands and Catalonia in general, different constraints are highlighted. ES5B10 comments that large amounts of public money are invested in making small technological improvements for a production model that is polluting the water and the soil, and that the main issues of this sector are not being challenged (huge investments for irrelevant improvements). Also, pig manure dejection is having an impact on land prices, as ES5B2 and others mentions. ES5B10 mentions that a big part of the CAP budget is invested in indirectly perpetuating this pig industry, for instance by subsidising fodder production.

Analysing the overall effect of current conventional system and public policies in the farming and rural regeneration in the Catalan Western Lands, ES5B3 observes that "*the setting up of*

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alternatives is much slower than the degradation made by food capitalism" and that "*we need policies, not only optimistic narratives or speeches*".

Attitudes towards the institutions and cultural constraints

After discussing the current institutional support and constraints, we find it suitable to further describe the different views and attitudes that the regenerative agents in the Catalan Western Lands expressed in regards to public institutions and policies, since they can be signalling some specific singularities in the region.

Indeed, there is a rather generalized reluctancy towards the public administration among some of the regenerative actors in the Catalan Western Lands, which translates to a negative view and distrust of policies and even the subsidies and funding opportunities they provide. While opinions vary depending on the actor, there is a generalized sense that public administrations are completely detached from the day-to-day reality of producers, a view that is echoed by some restaurant owners, such as ES5B13: "*the administration is very far from the reality […]. They put obstacles instead of facilitating our task*." According to different actors, this detachment entails that the policies promoted by public administrations are thus not suited to their needs and realities. Even when institutions promote relevant projects, their efficiency might still be hampered by such detachment from the territory: when discussing an initiative by the Catalan Ministry of Agriculture to create a catalogue of horticultural varieties in Catalonia, ES5B3 argues that, while he positively values the project, "*you have to be very patient because it's something that is being designed in offices and they have no idea*".

Despite being perceived as disconnected from reality, public institutions are often not seen as naïve by the actors, but rather as having their own agenda and interests. Both ES5B2 and ES5B3, from the core group from «Cultures Trobades» argue that the administration only values the productive dimension of agriculture, supporting an agroindustrial model that favours the quantitative expansion of agricultural production and does not take into account the inherent value of the products. Some other actors, such as ES5B10, see the Department of Agriculture as a group of people that only manages subsidies but that are not capable of actually fostering the farming sector in a genuine manner, seeing it instead as a mere bureaucratic machine. According to ES5B1, "*the institutional structure and action is ruled*

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solely by economic interests", while other criteria (presumably the cultural, social or natural ones) are not successfully integrated within public policies. In the same line, ES5B7 states that "*public policy have typically supported agroindustrial model. These have aimed at growing in magnitude, not in value*".

This contrasts with some of the discourses in favour of local and even agroecological production that politicians and institutions have incorporated over the last years. ES5B3 argues that these discourses, although becoming more frequent over the last years, are not translated into practice: institutions keep promoting an agroindustrial model over the agrecological one. To this regard, and to foster agroecology and reverse the current intensive agricultural system in particular, ES5B3 would suggest the public administration to explore green public procurement: "*Instead of paying subsidies, it would be interesting if the public administration bought the production of new entrants that have an agroecological approach, and channel that food towards public uses such as schools and hospitals. […] The best enabling policy would be to foster this semi-public sector*". This idea is also mentioned by ES5B5: "*local food chains are somehow fostered, but public administration should be more proactive by ensuring that public spaces consume local and organic food*".

The contrast between discourses and actions, the alleged hidden interests of institutions and the continuous support for an agroindustrial model, in detriment of more social and environmental sustainable models, have sparked distrust in some of the actors. ES5B11, for instance, openly expresses his distrust in public policies, a feeling that is shared, even if not as explicitly, by many of the other agroecological farmers and restaurant owners interviewed. This distrust is translated to a general scepticism and often avoidance of subsidies, as was already mentioned before. ES5B6, for instance, expresses his reticence to be dependent on subsidies, a feeling that ES5B2 shares, arguing that farmers should be able to support themselves instead of having to rely on external funding. ES5B1 broadens and complements this aspect by stating that "*efforts must be invested in a "bottom-up" manner [...]. If there are few people eager to get organised and act, there is not much to do, even if public policies were well defined*".

Interestingly, many of the actors also expressed a generalized disenchantment not only with public institutions, but also with certain cultural changes and societal behaviours. Indeed, some actors recognize that in some cases the constraint being highlighted has a cultural

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origin, rather than a political one. For instance, as ES5B7 comments, "*if one, as a professional, believes that the more cows you manage or the more land you have the better, then one is in a model of economy of scale and not of economy of value. And I think understanding that is the key*". Also going beyond the administration, there is disillusion towards the current democratic system in general. ES5B11 exemplifies this when he mentions the legislative popular initiative Assemblea Pagesa organised in 2009 to ask for the regulation of GMO use: "*the interests of big industries and the shameless politicians destroyed a popular initiative. […] What we can find behind all this [the administration] is a huge pression coming from big corporations that are growing throughout the region. The peasantry is not taken in account […], another example of this would be the Segarra-Garrigues canal. Huge infrastructure for 4 o 5 big companies*".

Individualism was also brought up in a number of interviews as being a major issue and driver of some of the problems discussed. ES5B11, for instance, considers that, even though the construction of collective projects by agroecological producers would have positive impacts both for the territory and for the farmers themselves, the creation of such collective projects is hindered by individualist notions. In this case, as he argues, "*it is not so much a critique of the administration, in this case, but rather a critique of the individualism that we all carry.*" ES5B8, on the other hand, believes that farmers themselves and not so much the administration are partly responsible for the devaluation of their products. As he puts it, "*the administration is there but the administration is all of us. [...] In the end, the peasantry needs an administration to go and complain to because of the low prices of the fruit. Well ... if the price of fruit is as it is, if the price of cereal is as it is, maybe it's because we don't believe enough what we're doing. Because I don't think it's the administration's fault that the apple that's coming in from the Italian tyrol comes in [...] I don't know, it must have something to do with the administration. But in the end it's something of the peasantry. What happens is... If a farmer doesn't believe in what he does, well... They let it go down*". This view represents only an extreme version of some of the views shared by other actors, but it still remains important to consider. It seems, after all, that agroecological projects and producers might struggle not only with institutional constraints, but also with cultural aspects of the societies they are embedded in.

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Regenerative Impact and Future Perspectives

Despite the lack of stable coordination among actors, the difficulties of the local context, and the lack of stable support from the local and regional public administration, the regenerative practices analyzed in this case study have generated relevant impacts, have interesting and promising future perspectives and in some cases and under particular contexts could be considerer as a role-model and source of inspiration for other regenerative projects in European rural regions.

Regenerative Impact

The initiative "Cultures Trobades", triggered in 2008 by some members of the Catalan Western Lands Slow Food association, and supported by several agroecological farmers and restaurant owners, aimed at promoting agrobiodiversity and local food cultures in the Catalan Western Lands. It aimed so in a certainly complex geographical and historical context, but more than 10 years later, a variety of positive impacts in terms of agricultural and rural regeneration can be described.

From the agri-environmental point of view, central to the development of this promising practice, the success is evident. Many different ancient plant varieties in the region have been identified, either horticultural material (more than 300 plants), olive trees, fruit trees or vineyards, and some of them have been purchased and multiplied by agroecological farmers, either the core group of "Cultures Trobades" or other supporters to the initiative. Moreover, a traditional animal breed, the Catalan Goat, which was coming to extinction in the early 2000s, has been regained, with more than 200 animals managed by four different farms, and supported by already associated breeders since 2014, even if it still lacks official recognition by the Spanish authorities. Certainly, as ES5B3 explains, the adoption of new varieties has been a rather slow process, singularly for the vineyards: it is just nowadays that 8-10 wineries have started to plant a particularly relevant variety which was already indentified more than 10 years ago. And also, nothing guarantees the long-term sustainability of these partial

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successes so far. But the impact in terms of agri-environmental regeration can't be underestimated.

Additionally, this generation of local knowledge that has come with the preservation efforts of ancient plant varieties and the Catalan goat, has been transferred to society through thematic gastronomic fairs and technical workshops, in collaboration with local city councils and farming schools. Singularly interesting to this regard is the fair devoted to the Catalan Goat, organized for more than 10 years now. All in all, an important impact in terms of cultural regeneration as well.

The expanded agricultural biodiversity has partially turned to economic diversity in the farming activity, including nursery farming. Certainly, a majority of seed sales are destinated to grow for self-consumption, but still a relevant share is purchased by agroecological farmers or nursery farmers, increasing their agronomic portfolio. To this regard, ES5B5 mentions that the task developed by "Cultures Trobades" is crucial, in that it allows farmers like him to purchase new types of seeds which otherwise he wouldn't have access to, and to provide an added value to his customers stemming from these varieties. Interestingly, ES5B1 and ES5B6 mention that coinciding with the COVID19 pandemic, the sale of ancient seeds, either online or through agricultural and food fairs, has increased a lot (approximately four times the previous demand).

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While the economic impact of the "Cultures Trobades" and Catalan Goat preservation projects themselves is rather low in terms of investments and job creation, this is higher for many of the agroecological farming initiatives, food processing projects and restaurant services which provide direct or indirect support to the promotion of agrobiodiversity in the region. For example, the cooperative L'Olivera, with more than 50 workers in a municipality of only 100 inhabitants, contributing as well to the settlement of some of these workers in the municipality, or the ecological food processor Cal Valls, providing as well more than 50 workplaces in its central location in the Catalan Western Lands. Some of the restaurants interviewed, both belonging to the Slow Food Network or not, easily employ around 10 to 15 workers to provide their services.

Moreover, in terms of social and cultural impact, all the regenerative practices have shown, and are still showing, alternative development pathways to the current conventional system predominant in the Catalan Western Lands, raising conscience and awareness among the

local population. This is not only true for the core "Cultures Trobades" initiative, but also for the agroecological supporters and the food restauration projects in the framework of the Slow Food movement. For example, as ES5B6 puts it, they feel like are contributing to social and cultural regeneration with their rebellious attitude, as a protest against the conventional agri-food system in the Catalan Western Lands and Catalonia in general. They are helping in opening new ways of thinking and practicing farming activity in a region where the opportunity cost of doing so for successors is high, because of the facility to run a conventional farm. In similar terms, ES5B7 explains that they are a referent of the social agricultural model in the Catalan Western Lands, an agricultural system with social value added, locally embedded and of small scale. Thus, they are providing socioeconomic diversity, showing that it is possible to «escape» the conventional system, and the condition of «*economic slavery*» or «*strong dependency*» that comes with it. Instead, with this agricultural model, they show that farmers can decide upon their lives, shaping a broad and deep concept of citizenship, from which conventional farmers are excluded. Also in terms of systemic change, ES5B9 explain that, contrary to the predominant model in the region, they are pushing towards an agricultural model which provides food for humans, not for animals. Even the engaged restaurant owners feel that, with their business philosophy prioritizing local, seasonal and ecological products, they are not only raising awareness among local society, but also triggering production changes towards agroecology by some local farmers.

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Future Perspectives

Looking backward to the intense early years of Slow Food in the Catalan Western Lands, in which the protest actions for the diffusion of transgenic maize in the region were coincidental with the birth of initiatives like "Cultures Trobades" and the Slow Food Accredited Restaurants' Network, many actors acknowledge that this energy is rather different today. Thus, looking forward, the initiatives of agrobiodiversity and local food cultures promotion are regarded as entering a consolidating stage, characterised by a rather slow progression than an accelerated growth process.

ES5B3, talking about "Cultures Trobades" recalls that financial supports were very important in the beginning, and these have gradually disappeared. This makes it difficult to plan strategically ahead for a long-term. Nevertheless, he and other members of the core group of

"Cultures Trobades" envision different aims in the near future, like reaching economic stability and consolidation through a well functioning onlinke market place for seeds and a stable catalogue of varieties, but also documenting and publishing the material collected during the last decade in relation to the preservation of olive trees, vineyards and the Catalan goat. More specifically, an effort should be done with the preservation activity in relation to fruit trees. And regarding the Catalan Goat, ES5B2 envisions indeed a growth of the flock, from current 200 animals to 300, reaching about 180-200 breeding females, to reinforce the reproductive capacity of the breed.

Both the core group members of "Cultures Trobades", but also the Catalan Goat breeders and the agroecological farmers, call for a replication of some of these processes by successors and new entrants in the Catalan Western Lands, in as many municipalities and counties as possible. So far, most of these initiatives have taken place in the Noguera county, so there is room for replication in other local contexts. ES5B6 highlights that there is also the need to reinforce the self-sufficiency and independency of the process of preservation and promotion of agrobiodiversity, keeping it out of the control of the big companies, at least for the local traditional varieties.

Certainly, as pointed by ES5B7, some projects and initiatives such as the cooperative social farming by L'Olivera in Urgell county are quite unique in their historical and geographical contexts, thus generating a warning against replication. But at the same time, in general terms, this social agricultural model can be a referent, and represents a different way forward for the agrifood system, also in the Catalan Western Lands. ES5B7 recalls as well that regenerative processes such as fostering agrobiodiversity and local food cultures are slow by definition, because changing the agricultural system or structure is also a cultural change, which usually doesn't happen overnight.

Nevertheless, change needs to be triggered by some agents, and to this regard, successors and new entrants play a key role in the development of future regenerative projects introducing new agricultural varieties and new food cultures. Moreover, many actors, including restaurant owners, observe that local society is also changing and demanding more sustainable food products and production methods, so this is a good opportunity for agroecological farmers, food processors and restaurant managers themselves to push further for change. In this collective effort for change towards the predominance of the

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agroecological system in the Catalan Western Lands, ES5B7 notes that cooperative attitudes are crucial, despite the difficulties acknowledged by many actors in previous cooperation efforts in the Catalan Western Lands (as, for example, in the development and consolidation of a network of ecological producers and consumers in the region). And finally, ES5B8 recalls that an active and entrepreneurial attitude by new generations will need to be enforced, without waiting for the public administration support.

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Conclusions

This report has documented the context, origins, social dynamics, political constraints and impacts of several farm regeneration processes in the Catalan Western Lands. At the core of the study is the «Cultures Trobades» project, promoted in 2008 by the organization «Slow Food Terres de Lleida» (Catalan Western Lands Slow Food association), with the aim to prospect, identify and preserve the use of local ancient seeds and animal breeds, after acknowledging a threat to agrobiodiversity from the dominant conventional agricultural production system in the region, based mainly upon livestock farming and controlled by few food business corporations through contract farming.

We have interviewed 20 relevant actors in relation with the targeted processes of analysis, including agroecological farmers and local restaurants, some of them part of the Slow Food Accredited Restaurants' Network, acting as supporters to the core practice, and which provide complementary and additional perspectives to the case. A data and desk analysis complement and enrich the study. A particularly successful initiative within the «Cultures Trobades» project, regarding the Catalan goat, is given specific attention. Moreover, the succession processes in family businesses are singularly analyzed.

The main results, outcomes and conclusions from this case study are:

- The succession process seems particularly suitable for the adoption of regenerative practices and innovations such as new agricultural varieties, agroecological methods or local food cultures. Nevertheless, in a family business, the role of the former generation (usually the father) is still very present and relevant after succession, and their conservative attitude can hinder or slow down the adoption of these practices by the new generations, which apper to be more entrepreneurial in spirit and less risk-averse.
- Self-management, self-employment and independence are strongly valued among the participants in the «Cultures Trobades» project, but also among agroecological supporters in the area and some of the managers of Slow Food Accredited Restaurants' Network. This seems to facilitate creativity and autonomous development of the initiatives. At the same time, together with extended individualism, it might hinder the development of formal cooperative structures or

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even the coordination among the participants in the different regenerative practices in the Catalan Western Lands, despite a sense of communitarism is pursued in many of them, indeed.

- Many participants report a lack of agricultural and food education in local society, and together with a rather conservative attitude of some inner rural local communities, they make it difficult for the public to appreciate the added value of these regenerative practices, and thus generate further economic revenue and guarantee their economic sustainability. For example, while the economic premium for ecological products is well established, this is not always the case with the willingness to pay for products made from local plant varieties or animal breeds.
- The public administration has not been very supportive, in general, to the regenerative practices in the Catalan Western Lands, despite some financial support is provided for the promotion of agrobiodiversity and agroecological conversion. Moreover, it has usually been an obstacle according to some actors, including for legal complexity reasons. Participants in the «Cultures Trobades» project, but also agroecological supporters and Slow Food Accredited Restaurants' restaurant managers in the Western Lands, have been used to not expect much from the public administration, contributing to a feeling of dispair and political disaffection which already engendered protest actions against transgenic diffusion in the mid-2000s.
- Despite the lack of stable coordination among actors, the difficulties of the local context, and the lack of stable support from the local and regional public administration, the regenerative practices analyzed in this case study have contributed to the diversification of the agricultural system in the Catalan Western Lands, orientating it towards human food consumption instead of conventional animal feed. This fact has proven particularly relevant as a resilient factor during the COVID19 pandemic crisis and the disruption of major food industry chains. Moreover, the practices have raised and disseminated local knowledge and they have contributed to improve the preservation of the natural environment and farmlands in particular. And last, but not least, most of the actors involved in these regenerative practices have shown alternative development pathways in the region, which have

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been not only inspirational to other initiatives, but also have generated higher social conscience among the population.

Our approach to this study has been both pragmatic and scientific. Thus, we consider the interesting conclusions of this study rather a point of departure for further research than an ending point. Nevertheless, we hope that they contribute to revive the reflection on the growing necessity of articulating, consolidating and renewing an alternative agricultural system in the Catalan Western Lands, based upon the principles of environmental sustainability, economic viability and social bonding.

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Appendix 1. Statistical Data

Territorial Unit	Population	Population Density (pop./sq. km)
Garrigues	18 873	23.7
Noguera	39 132	21.9
Pla d'Urgell	36 737	120.4
Segarra	23 318	32.3
Segrià	211 840	151.7
Urgell	37 116	64.0
Total Western Lands	**367 016**	**65.7**
Total Catalonia	**7 780 479**	**242.3**

Table 1. Population and Population Density in the Catalan Western Lands, 2020, by county
Source: Catalan Statistics Institute (Census) and Cartographic Institute of Catalonia.

Territorial Unit	2000-2010 (%)	2010-2020 (%)	2000-2020 (%)
Garrigues	5.9	-7.5	-2.1
Noguera	15.6	-2.5	12.7
Pla d'Urgell	26.6	-1.7	24.5
Segarra	27.3	1.6	29.4
Segrià	24.5	3.0	28.2
Urgell	20.3	-0.6	19.6
Total Western Lands	**22.2**	**0.9**	**23.3**
Total Catalonia	**20.0**	**3.6**	**24.2**

Table 2. Population Growth Rates in the Catalan Western Lands, 2000-2020, by county
Source: Catalan Statistics Institute (Census).

Territorial Unit	2000-2010	2010-2020	2000-2020
Garrigues	-2.94	-2.51	-2.7
Noguera	-0.88	-1.74	-1.3
Pla d'Urgell	2.82	-1.88	0.7
Segarra	-6.68	-2.68	-4.9
Segrià	0.31	0.36	0.3
Urgell	0.85	0.96	0.9
Total Western Lands	**-0.14**	**-0.37**	**-0.2**
Total Catalonia	**-0.49**	**0.11**	**-0.2**

Table 3. Net Internal Migration Rates (per thousand) in the Catalan Western Lands, 2000-2020, by county
Source: Spanish Statistics Institute (Residential Variation).

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Territorial Unit	2000 (%)	2010 (%)	2020 (%)
<15	13.2	15.0	15.5
15-64	65.9	67.4	64.8
>64	20.8	17.6	19.7
			Western Lands
<15	13.6	15.3	15.0
15-64	69.0	68.2	66.1
>64	17.3	16.5	18.9
			Catalonia

Table 44. Population Evolution in the Catalan Western Lands, 2000-2020, by age
Source: Catalan Statistics Institute (Census).

Territorial Unit	Total Area (sq. km.)	Area with slope < 20% (sq. km.)	Area with slope < 20% (%)
Garrigues	797.7	583.0	73.1
Noguera	1 784.1	973.3	54.6
Pla d'Urgell	305.1	304.7	99.9
Segarra	722.7	585.5	81.0
Segrià	1 396.7	1 282.4	91.8
Urgell	579.7	562.7	97.1
Total Western Lands	**5 586.0**	**4 291.6**	**76.8**
Total Catalonia	**32 108.0**	**14 294.0**	**44.5**

Table 5. Total Area and Orography in the Catalan Western Lands, 2019, by county
Source: Cartographic and Geologic Institute of Catalonia.

Territorial Unit	Forests (%)	Dry Farmland (%)	Irrigated Farmland (%)	Total Farmland (%)	No vegetation (%)	Urbanized (%)	TOTAL (hectares)
Garrigues	37.9	35.9	18.2	54.2	3.8	4.1	79 777
Noguera	53.8	23.8	16.2	40.0	3.7	2.5	178 407
Pla d'Urgell	3.0	1.6	83.3	84.9	5.4	6.8	30 514
Segarra	30.8	63.5	0.6	64.1	1.8	3.4	72 272
Segrià	20.3	17.5	49.8	67.3	6.1	6.3	139 666
Urgell	15.7	49.5	26.9	76.5	3.3	4.5	57 966
Total Western Lands	**33.5**	**30.5**	**27.7**	**58.2**	**4.1**	**4.2**	**558 595**
Total Catalonia	**63.8**	**17.4**	**8.5**	**25.9**	**3.5**	**6.8**	**3 210 797**

Table 6. Land Use in the Catalan Western Lands, 2019, by county
Source: Catalan Government - Department of Agriculture.

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Territorial Unit	TOTAL (Tones)	Horticulture	Arable Crops	Permanent Crops
Garrigues	195 545.8	0.6%	63.3%	36.1%
Noguera	623 510.5	2.1%	84.6%	13.4%
Pla d'Urgell	668 413.6	0.7%	82.5%	16.8%
Segarra	126 502.8	0.1%	98.9%	1.0%
Segrià	1 419 139.3	0.7%	55.6%	43.6%
Urgell	325 025.1	1.2%	77.3%	21.4%
Total Western Lands	**3 358 133.0**	**1.0%**	**70.5%**	**28.5%**

Table 7. Agricultural production in the Catalan Western Lands, 2019, by county and main crop groups
Source: Agricultural Production Statistics (Catalan Government).

Territorial Unit	TOTAL (Hectares)	Horticulture	Arable Crops	Permanent Crops
Garrigues	37 786	0.2%	24.7%	75.2%
Noguera	69 294	0.8%	89.6%	9.6%
Pla d'Urgell	26 881	0.6%	83.7%	15.7%
Segarra	43 520	0.0%	97.5%	2.5%
Segrià	88 970	0.4%	52.1%	47.5%
Urgell	40 828	2.2%	76.9%	20.9%
Total Western Lands	**307 279**	**0.6%**	**69.7%**	**29.7%**

Table 8. Agricultural land in the Catalan Western Lands, 2019, by county and main crop groups
Source: Agricultural Production Statistics (Catalan Government).

Territorial Unit	Total Arable Crops (hectares)	Wheat	Barley	Maize	Fodder	Other
Garrigues	9 329	11.4%	40.6%	15.4%	22.3%	10.3%
Noguera	62 095	19.0%	44.4%	17.3%	10.5%	8.8%
Pla d'Urgell	22 509	10.5%	14.8%	33.1%	33.4%	8.2%
Segarra	42 439	30.2%	54.6%	0.1%	2.0%	13.1%
Segrià	46 362	6.5%	34.0%	24.5%	19.6%	15.4%
Urgell	31410	19.6%	46.4%	8.7%	11.0%	14.3%

Table 9. Arable crops land in the Catalan Western Lands, 2019, by county and main arable crop
Source: Agricultural Production Statistics (Catalan Government).

Territorial Unit	Total Permanent Crops (hectares)	Fresh fruit	Almond	Vineyard	Olive	Other
Garrigues	28 400	4.8%	21.4%	2.1%	70.8%	0.9%
Noguera	6 673	44.9%	23.1%	4.8%	22.1%	5.1%
Pla d'Urgell	4 215	86.7%	4.7%	0.0%	2.0%	6.6%
Segarra	1 077	0.0%	51.3%	8.4%	38.3%	2.0%
Segrià	42 255	52.0%	12.7%	4.3%	23.8%	7.2%
Urgell	8 535	20.5%	28.5%	14.7%	34.9%	1.5%

Table 10. Permanent crops land in the Catalan Western Lands, 2019, by county and main permanent crop
Source: Agricultural Production Statistics (Catalan Government).

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Territorial Unit	Pig	Cattle	Poultry	Sheep	Goat
Garrigues	193	164	126	48	34
Noguera	697	324	271	80	64
Pla d'Urgell	286	108	90	14	13
Segarra	286	124	115	29	35
Segrià	790	719	231	99	67
Urgell	310	136	83	28	24
Total Western Lands	**2 526**	**1 575**	**916**	**298**	**237**

Table 11. Livestock Farming Holdings in the Catalan Western Lands, 2020, by county and main type of livestock

Source: Agricultural Production Statistics (Catalan Government).

Territorial Unit	Land Farming (% TOTAL Agriculture)	*Main crop (% TOTAL Agriculture)*	Livestock Farming (% TOTAL Agriculture)	*Main livestock (% TOTAL Agriculture)*	TOTAL Agriculture (% TOTAL Economy)	Food Industry (% TOTAL Industry)
Garrigues	29.1	*7.4*	70.8	*57.8*	23.7	19.7
Noguera	52.2	*17.8*	47.6	*22.0*	10.9	21.3
Pla d'Urgell	54.7	*26.3*	45.3	*26.4*	7.1	32.8
Segarra	31.7	*24.3*	67.7	*41.2*	4.4	71.1
Segrià	70.8	*52.2*	25.0	*10.6*	4.1	27.9
Urgell	46.5	*14.0*	53.4	*34.9*	6.8	24.4
Total Catalonia	**37.6**	***9.2***	**55.5**	***16.2***	**0.9**	**12.8**

Table 12. Agricultural Gross Value Added by main activity in the Catalan Western Lands, 2018, by county

Source: BBVA Economical County Yearbook. Note: main crop is olive oil for Garrigues, grains for Noguera and Segarra, and fresh fruits for Pla d'Urgell, Segrià, Urgell and Total Catalonia; main livestock farming activity is poultry for Garrigues, Pla d'Urgell, Segarra, Segrià, Urgell and Total Catalonia; and pig for Noguera.

Territorial Unit	Land Farming	*Main crop*	Livestock Farming	*Main livestock*	TOTAL Farming	Food Industry
Garrigues	-23.1	*-40.8*	-1.3	*-0.3*	-6.6	2.4
Noguera	-5.7	*-29.6*	-2.4	*-4.6*	-5.3	15.1
Pla d'Urgell	-16.2	*6.0*	-1.3	*-4.3*	-10.7	18.1
Segarra	-59.1	*-61.1*	-8.8	*-11.7*	-31.7	6.8
Segrià	-7.2	*-3.4*	-5.0	*-8.6*	-5.1	8.7
Urgell	-24.1	*-1.4*	-15.5	*-18.3*	-19.6	15.6

Table 13. Agricultural Gross Value Added growth (%) by main activity in the Catalan Western Lands, 2013-19, by county

Source: BBVA Economical County Yearbook. Note: main crop is olive oil for Garrigues, grains for Noguera and Segarra, and fresh fruits for Pla d'Urgell, Segrià and Urgell; main livestock farming activity is poultry for Garrigues, Pla d'Urgell, Segarra, Segrià and Urgell; and pig for Noguera.

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Territorial Unit	Total Farm Workers	Relative to All Employment (%)
Metropolitan Region of Barcelona	3 047	0.1
Girona Counties	4 394	1.5
Tarragona Land	2 583	1.2
Ebro River Lands	3 702	6.9
Western Lands	10 833	7.1
Central Counties	4 480	2.9
Pyrenees and Aran Valley	1 577	6.6
Penedès	1 461	1.1
Total Catalonia	**32 169**	**1.0**

Table 14. Agrarian Employment in Catalonia, 2020, by region

Source: Catalan Labour Market Observatory (Self-Employed and Salaried Affiliation to Workers' Social Security Regime).

Territorial Unit	2012 (%)				2020 (%)			
	Agr.	Ind.	Con.	Ser.	Agr.	Ind.	Con.	Ser.
Garrigues	22.2	20.3	12.9	44.6	21.8	21.1	10.4	46.7
Noguera	16.3	16.6	10.2	56.8	15.6	17.7	10.1	56.6
Pla d'Urgell	10.6	22.5	9.3	57.7	8.4	28.0	8.2	55.4
Segarra	10.1	48.6	6.0	35.3	7.5	52.8	4.3	35.4
Segrià	5.3	8.4	7.1	79.3	4.8	8.2	7.1	79.8
Urgell	8.4	25.8	10.1	55.7	7.7	26.9	8.0	57.4
Total Western Lands	**8.0**	**15.1**	**8.0**	**68.9**	**7.1**	**14.6**	**6.4**	**69.2**
Total Catalonia	**1.2**	**15.9**	**6.4**	**76.5**	**1.0**	**16.2**	**7.5**	**78.0**

Table 15: Employment structure by sector in the Catalan Western Lands, 2012-2020, by county

Source: Catalan Labour Market Observatory (Self-Employed and Salaried Affiliation to Workers' Social Security Regime).

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Territorial Unit	Natural Protected Area (hectares)	Natural Protected Area (%)
Garrigues	6 999	8.8
Noguera	57 218	32.1
Pla d'Urgell	466	1.5
Segarra	23 142	32.0
Segrià	15 887	11.4
Urgell	16 900	29.2
Total Western Lands	**120 612**	**21.6**
Total Catalonia	**1 023 862**	**31.9**

Table 16. Natural Protected Area in the Catalan Western Lands, 2019, by county

Source: Catalan Government - Department of Agriculture.

Territorial Unit	2000	2010	2020
Barcelona	25.5%	12.9%	17.5%
Girona	19.0%	18.0%	19.4%
Lleida	41.7%	59.1%	53.9%
Tarragona	13.8%	10.0%	9.1%
TOTAL Catalonia	**10 827**	**83 506**	**256 983**

Table 17. Organic Farm Land in Catalonia, by province (NUTS3 region), 2000-20

Source: Catalan Council on Organic Production, 2020.

Territorial Unit	2000	2010	2020
Barcelona	19.3%	23.1%	33.9%
Girona	14.7%	14.9%	12.1%
Lleida	32.4%	35.4%	26.9%
Tarragona	33.6%	26.6%	27.1%
TOTAL Catalonia	**327**	**1 247**	**3 367**

Table 18. Organic Farm Holders in Catalonia, by province (NUTS3 region), 2000-20
Source: Catalan Council on Organic Production, 2020.

Territorial Unit	Non-modified	Transgenic	TOTAL	Transgenic (%)
Garrigues	586.9	813.2	1 400.2	58.1
Noguera	4 694.5	6 094.5	10 789.0	56.5
Pla d'Urgell	2 862.6	5 230.4	8 092.9	64.6
Segarra	27.4	11.3	38.7	29.2
Segrià	3 119.1	9 272.8	12 391.9	74.8
Urgell	1 356.6	1 534.2	2 890.8	53.1
Total Catalonia	**18 288**	**29 690**	**47 978**	**62**

Table 19. Conventional and transgenic maize farmland in the Catalan Western Lands, 2018, by county
Source: Agricultural Production Statistics (Catalan Government).

	1995	2005	2016
Males	84.6	81.0	75.2
Females	15.4	19.0	24.8

Table 20. Farm holders by gender, Catalonia, 1995-2016 (%)
Source: Spanish Agricultural Structures Survey, 2016.

	1995	2005	2016
< 25	0.3	0.6	0.1
25-34	5.4	4.8	3.1
35-44	14.2	13.4	11.0
45-54	23.5	23.1	21.5
55-64	27.0	25.2	27.2
> 65	29.5	32.9	37.2

Table 21. Farm holders by age, Catalonia, 1995-2016 (%)
Source: Spanish Agricultural Structures Survey, 2016.

	2013	2016
Holdings (%)	89,4	88,9
Annual Working Units (%)	58,3	56,4
Total Family labor force employed		
Holdings (%)	32,2	34,8
Annual Working Units (%)	41,7	43,6
Total Salaried labor force employed		
Holdings	59 097	57 543
Annual Working Units	56 045	55 022
TOTAL Labor force directly employed by the holding		

Table 22. Farm holding and Working Units by form of management in Catalonia, 2013, 2016
Source: Spanish Agricultura Structures Survey, 2016.

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Territorial Unit	<1	1-2	2-5	5-10	10-20	20-50	50-100	>100
Garrigues	1.1	9.4	22.4	24.6	23.8	15.2	2.6	0.8
Noguera	1.9	4.9	14.2	17.2	21.8	25.5	9.9	4.6
Pla d'Urgell	2.3	7.9	19.5	24.4	24.1	16.5	3.9	1.4
Segarra	0.6	3.1	7.9	11.2	20.3	36.0	14.7	6.3
Segrià	3.3	8.6	21.2	21.6	23.3	16.8	3.9	1.3
Urgell	1.2	6.9	17.0	20.9	20.2	24.0	7.3	2.4
Total Western Lands	**2.1**	**7.4**	**18.5**	**20.8**	**22.6**	**20.4**	**6.0**	**2.3**
Total Catalonia	**3.0**	**14.7**	**24.5**	**18.8**	**16.3**	**14.9**	**5.1**	**2.7**

Table 23. Number of holdings per used agricultural land (UAL), 2009 (%)
Source: Agricultural Census (Catalan Government), 2009.

Territorial Unit	Owned	Leased	Partnership
Garrigues	66.8	23.4	9.7
Noguera	54.1	28.4	17.5
Pla d'Urgell	52.9	33.3	13.8
Segarra	61.6	20.9	17.5
Segrià	65.2	25.0	9.8
Urgell	58.3	19.1	22.6
Total Western Lands	**60.2**	**25.0**	**14.8**
Total Catalonia	**57.5**	**30.8**	**11.8**

Table 24. Land property structure in the Catalan Western Lands, 2009 (%)
Source: Agricultural Census (Catalan Government), 2009.

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Annex 2. The List of Interviews

Code	Interviewee Pseudonomy	Gender	Role	Place and date of the interview	Other information: county; regenerative practice(s)
ES5B/Int.1	ES5B1	Male	New Entrant	On-line; 20/12/2020	Noguera; Agrobiodiversity
ES5B/Int.2	ES5B2	Male	New Entrant	Vilanova de Meià; 23/12/2020	Noguera; Agrobiodiversity
ES5B/Int.3	ES5B3	Male	New Entrant	La Sentiu de Sió; 23/12/2020	Noguera; Agrobiodiversity, Agroecology
ES5B/Int.4	ES5B4	Female	New Entrant	La Sentiu de Sió; 23/12/2020	Noguera; Agrobiodiversity, Agroecology
ES5B/Int.5	ES5B5	Male	New Entrant	Torrefeta; 23/12/2020	Segarra; Agrobiodiversity, Agroecology
ES5B/Int.6	ES5B6	Male	Successor	Balaguer; 13/01/2021	Noguera; Agrobiodiversity, Agroecology
ES5B/Int.7	ES5B7	Male	New Entrant	Vallbona de les Monges; 13/01/2021	Urgell; Agroecology
ES5B/Int.8	ES5B8	Male	Successor	Tarroja de Segarra; 13/01/2021	Segarra; Agrobiodiversity, Agroecology
ES5B/Int.9	ES5B9a, ES5B9b	Female & Male	Successors	On-line; 18/02/2021	Segarra; Agrobiodiversity, Agroecology
ES5B/Int.10	ES5B10	Male	Successor	Gerb; 20/04/2021	Noguera; Agrobiodiversity, Agroecology
ES5B/Int.11	ES5B11	Male	Successor	Castellserà; 20/04/2021	Urgell; Agrobiodiversity, Agroecology
ES5B/Int.12	ES5B12	Male	Successor	On-line; 18/05/2021	Segarra; Agrobiodiversity, Agroecology
ES5B/Int.13	ES5B13	Male	New Entrant	On-line; 19/05/2021	Noguera; Slow Food Accredited Restaurant
ES5B/Int.14	ES5B14	Male	Successor	On-line; 20/05/2021	Noguera; Slow Food Accredited Restaurant
ES5B/Int.15	ES5B15	Male	Successor	On-line; 22/05/2021	Pla d'Urgell; Agroecology
ES5B/Int.16	ES5B16	Male	New entrant	Arbeca; 26/05/2021	Garrigues; Ecological Food Processor
ES5B/Int.17	ES5B17	Male	Successor	Alcarràs, 26/05/2021	Segrià; None
ES5B/Int.18	ES5B18	Male	Successor	Àger; 26/05/2021	Noguera; Agroecology
ES5B/Int.19	ES5B19	Male	Successor	On-line; 27/05/2021	Noguera; Local Restaurant, Non-Slow Food Accredited
ES5B/Int.20	ES5B20	Male	Successor	On-line; 28/05/2021	Segarra; Slow Food Accredited Restaurant

Table 25. Interviews

Note: Interviews 1-5, 9-12, 16-18 by Clara Blasco; interviews 13-15, 19-20 by Miquel Correa; interviews 6-8 by Clara Blasco and Miquel Correa

T5.2 Case study report (Code FR6B)

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Training in “nature professions”: a driving force for the rural regeneration of “Pays Coutancais”

Nicole Mathieu

with the collaboration of

Viviane de Lafond and Blandine Veith (CNRS)

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Context

Regional context

Manche department (Nuts 3) in which this promising practice was selected has been chosen because of its interesting properties when trying to find the new capability of a territory to face the multi-crisis – ecological, social, economic and cultural – which characterizes the first two decades of 21th siècle.

Three reasons legitimate this choice and explain our hypothesis on the relation between rural regeneration and local combination between the population settlement model (dispersed/centred habitats), agriculture and farm systems, practices and social representation of individuals inhabiting the territories as well as of politicians, professionals and associations in charge of the "territorial governance".

First, despite the general trend so called RURBANIZATION and its correlative "peri-urbanisation" (rurbanisation) this department still have keep the structure of settlement inherited from the French Revolution: based on the "commune"' level and a hierarchical distribution of "chefs-lieux" (head of places) so that distances between towns; burgs, and villages are regulated by a principle of "just" proximity (Mathieu, 1996, Mathieu, Leblanc, 2020).

This is why – second reason – Manche is still a "rural" dominant department (density: 83,5 inhabitant/km2) where still exists a network of towns ("little" or "medium" for the French "territory management" policy) so that it could be heuristic to question the category of 'rural" and "urban" among local people, farmers and non-farmers, newcomers and natives or long time inhabitants. Who identify himself as rural or urban? What materiality or sociality distinguishes rurality from urbanity? These questions are easier to deal when a visible difference between towns and countryside remains and when local population still understands the relations between them. It gives also the opportunity to check the vocabulary – richer in French than in English - used to name and characterize each living place and type of space.

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Thirdly Manche specificity is to have a strong and diversified agriculture. With 73% of the space devoted to agriculture, Manche gives a large place to products from the land. First of all, it is milk: a herd of 246,000 dairy cows raises the department to the first national rank and provides raw material for well-known labeled products (cheese and cream). It is also meat: bovine (61,500 tons in 2017, 1/3 of regional production), pork (63,500 t., More than half) and sheep (50,000 heads) of which 10,000 are raised on salt meadows. Renowned, the Mont Saint-Michel country lamb has the PDO label. It is also the vegetable production of the sandy soils of the Val de Saire, the region of Créances and the polders of Mont-Saint-Michel which provide 165,000 t. of vegetables per year. Leading department in terms of volume for leeks, turnips and cabbages, the carrots and leeks from the sands of Créances have acquired a sign of quality. Finally, described as the "homeland of the horse", the Manche is home to the largest number of equines nationally (21,300), among which trotters and gallopers ensure an international reputation.

Behind these productions arises the future of a profession. In four decades, the loss is close to 27,000 farms (from 38,000 in 1970 to just over 11,000 in 2010). In the productivity race that began in the 1960s, small dairy farms disappeared to intensive and “productive” expansion. Over the period 2000-2010, 4 young people settled for 10 departures. And despite public aid, the end of milk quotas has caused the installation curve to plunge again. Conversely, the Organic Agriculture labeling continues to gain ground even if it remains marginal compared to so-called conventional structures: 593 labeled farms in 2019 for 24,189 ha (5.5% of the UAA). However, the resulting dynamism for processing (142 labeled units) and distribution (64 sites) shows new avenues that testimonial illustrate. Map X illustrates this land use and farming diversity (Atlas de la Manche, 2018, Madeline, 2020) combined with a strong orientation on agro-industries with international and local size (well-known cheeses, cider etc.)

So that it offers the possibility to check what roles are playing in the “rural regeneration” the agricultural dynamic compared with the “rural” inhabitants dynamic as we know that in France, except very few ancient industrial rural areas, there is no more rural population decline from the 1970th years.

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As a final point, the fact that Manche looks like a big peninsula bordered by the sea on three sides gives the opportunity to take in account the littoral dimension from the rural regeneration' point of view as well for the ecological transition perspective.

The promising practice context

It is not so easy to delineate a "context" frontier in our world where mobility affects individuals, families and collectives through long and short travels and when administrative decoupages always change in order to be more adapted to the best economic and societal governance. Coutances' case study choice in Manche department was based on the idea that we should not separate the question of rural regeneration - linked (or not) with successful entries of a new generation of farmers (successors or new entrants) - from the territorial background in which these social phenomena were embedded. But in what territorial decoupage the case study had to be decided? The pragmatic and by stage approach followed to arrive at this choice deserves to be recalled.

Preceding the choice of the "promising practice" in Community of Communes Coutances Mer et Bocage for WP5 CNRS team yet had a long term knowledge of two research field (terrain) included in it. The first one was Canton de Gavray as this level – the canton regular mesh inherited from the administrative system of French revolution - has been a strong methodological tool for following rural societies changing trends and "re-composition" (Mathieu, Duboscq, 1985). The "small town" of Gavray, a rural commune having less than 2000 inhabitants, with all the public facilities and shops of a "chef lieu of canton", attractive for farmers and rural neighbourhood with its weekly calf fair and biweekly market became from the 1990th[1] one area of continuous observation of the (rural) locality in order to identify and characterize "milieu rural change" in time and space (Mathieu, Robert, 1998). Initiation to research traineeship for UMR Ladyss students were organized around key issues like farms and dairy industries facing milk quotas, successors and new entrants in agriculture, non-agricultural jobs, newcomers and foreign residents (called locally "horsains"), rural towns and municipal politics, role women in rural areas in crisis, new rural

[1] Gavray Canton has been part of a "Comparative Local Diagnosis" established for the Commissariat au Plan

poverty, etc. Gavray canton attracted other researchers for a thesis (Jaime Escribano, 2006) or for a survey on immigrant women in Normandy (Chambron et al, 2009).

But as CNRS team does not separate “Ruralisation” - that is to say rural dynamics’ issue - from the Rural Urban Relations question (Rural and Urban Relations Observatory), the field of research was widened as much as the notion of "Pays" rose in the political sphere[1]. “Pays” de Coutances became the second research area for analysing rural canton, communes and villages’ transformation in link with the transformation of the capital City giving its name to the pays. Though slowly declining (- 1 % between two inter census from 1982 to 2018) Coutances, a middle town (9705 inhabitants in 2020), still organizes the neighbouring territories nearly with the same mode as the Von Thunen model of urban/rural relations though an increasing mobility (endogenous and exogenous) has disturbing effects especially because of the proximity (about 30 Kms) of the others small sized but more dynamic like Granville and even Villedieu-les-Poêlles (both with a more important station on Paris-Granville line). Head of the “arrondissement” administered from the central state by a “sous-préfet” and situated in the centre of the peninsula Coutances is a a high catholic place (bishopric) with a dense past and heritage testified by one of the most beautiful Gothic cathedral of France. For this it was rejected to be the “Capital” of Manche in 1790 when National Assembly created the Department. But though less developed than St Lo the capital it remains an attractive place for surrounding local people looking for its administrative, commercial and cultural functions (Cf. “Under Apple trees Jazz Festival”). “Country of bocage but also coastline, Coutances is a popular holiday destination thanks to its seaside resorts, such as Agon-Coutainville or Hauteville-sur-mer, both labeled “Family Plus” and to its long sandy beaches; Pays of Coutances has many heritage treasures: from the Gothic cathedral of Coutances, to the lime kilns of Regnéville-sur-Mer, passing by the manor farms, the castle of Gratot and that of Pirou, the abbeys of La Lucerne, Hambye and Lessay, churches and chapels, gardens and parks…” (Coutances Tourism, www.tourisme-coutances.fr).

[1] The Pays is a French administrative category of spatial planning designating a territory presenting a "geographical, economic, cultural or social cohesion, on the scale of a “basin of life or employment” in order to express "the community of its members' economic, cultural and social interests and to allow the study and implementation of development projects. This statute was created in 1995 by the Orientation Law for Land Use Planning and Development (LOADT), known as the Pasqua Law of February 4, 1995, reinforced by the LOADDT (known as the Voynet Law) of June 25, 1999.

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What can be extracted from all the observations we did and papers we published before entering in Ruralization project that are useful to understand some of the main features characterizing the promising practice context? It is obvious that though it never has been a specialized investigation the physical context and landscape of Gavray' canton and Coutances' Pays was always present (Mathieu, 2006[1]). A strong contrast opposes:

- the hilly landscape (Appalachian relief) of the bocage marked by the deep gashes of the Siena and Vire rivers; the churches of the villages and the city are always perched on the heights to be seen from afar, while the villages nestle near dams along these rivers, a landscape also marked by the marquetry of plots of meadows (more and more planted with corn) surrounded by hedges themselves planted with oaks and beeches (hedges often pulled up by farmers to enlarge their plots and enhance mechanical work), also typical with its so-called bocage communal paths (some of which are classified but including many are eaten away by farmers who no longer use them)

- the sandy plains of the coastal communes where the rivers flow into majestic "havens" (La Vanlée, Lessay…) covered and discovered with the extent of the tides which reveal the landscape of "portholes" where mussels and oysters are cultivated. There the market garden crops are cultivated on recent land taken from the sea (polders) while protected by dunes weakened by climate change, the "salines" drowned during high tides are the domain of the sheep of "salt meadows" so prized by gastronomes and restaurateurs. During summer time, many cars registered in other French departments than Manche (50) and often in foreign countries (many English, Germans, Belgians) invade the modest tourist facilities that are scattered along the coast while the villas, themselves modest, are left empty from the last week of August due to rainy and windy weather in the region.

But the main contribution of the research that we have carried out from 1990th until the beginning of the Ruralization project lies in bringing to light the functioning of these local rural micro-societies, the transformations that are taking place within them to respond to economic, ecological and social changes, in short, to new sustainable issues to which they must adapt. Living in the midst of people and places in the ethnographic way of "participant observation" is the heart of the method that we have used to the point of – as Nicole Mathieu did - standing for municipal elections in her commune of residence St Denis le Gast. But we also started with questions organizing our surveys with individuals, families, groups

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in civil society and of course political staff, whether elected or professional in charge of territorial management.

Among our results we would like to pinpoint some of them that are directly linked with both the general question of the project: - what is rural, ruralisation, rural regeneration?-, and the WP5 specific request: - Do newcomers, generational renewal of farmers (new entrants or successors) contribute positively into the diverse “transitions” (agro-ecological, low carbon energy, biodiversity, sustainability…) that are necessary to reach and construct sustainable milieu rural (and urban) to inhabit for them as for the others.

- The first "social fact" to note is the resistance of rural municipalities to demographic decline, whatever their size (See Table 2 and 3 in Annex 2). The demographic stability of the administrative territory comes from the fact that the slight increase in the population of rural municipalities and very small towns compensates for the small but continuous decline of the town of Coutances. This development is based on a positive immigration rate while the particularly low birth rate accentuates the significant aging of the population. This slowly but regular increasing trend of the small rural communes and burgs population is sufficient to compensate the continuous decline of the number of farms and farming active population. The peculiar settlement (dispersed habitat) of the bocage, the ordinary and diverse “natural” aesthetic of landscapes, proximity from all continental places to the seaside, the old agricultural buildings of high quality mixing stone and rammed earth which has been re-appropriated by lovers of old stones and peasant architecture fleeing the standardization of suburban housing, all those properties explain the “rural” attraction of nonnative population (French but mostly English and German) as well as the return to the native land when they retire.

It was therefore important to explore both the reasons for which these newcomers settled in this rural environment as well as the way in which they "inhabit" in the proper sense (Mathieu, 1996) by introducing their lifestyle and their cultures but also how they were received by the "locals" for whom their place of birth and their family origin were the mark both of their identity and of their legitimacy of belonging to this rural micro-society with precisely identified names (*lieux-dits*). In the article entitled "Who is a 'stranger' in French

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rural communities? For whom and for how long?" (Mathieu, 2006) the survey carried out in Saint Denis le Gast highlights the different categories of newcomers, those that are accepted by local rural dwellers, those that are rejected and in general the time taken not to be treated as a "Parisian" which is the very sign of the closure and inhospitality of this local "community"[1]. It is obvious that the demonstration, made at that time, of the existence of cleavages between locals and to varying degrees, newcomers. We were in the presence of a local "fragmented" society far from the idea of "community" with a tendency to fall back on "sweet home" or "between oneself"[2] while being satisfied when "living together" with times of frequentation of markets, local events such as flea markets (organized one a year in every commune organizes one a year), the feast of communal associations, the communal ball of July 14 and its fireworks or regional well known fairs (Lessay fair or Saint luc in Gavray) etc.

Later, with the rise of the ideology of "return to nature", "animal welfare", healthy food, "revegetation" to fight against the erosion of biodiversity our interest focused on the analysis of "relationships with nature" and "ways of living" (Mathieu, matieu, 2012) to be observed in our territory of continuous observation of the Pays de Coutances. The issue of a conference at the Chateau de Cerisy: "Garden foods in urbanized societies" gave us the opportunity to conduct a survey on the place of gardens and vegetable crops in the Coutances region. Was cultivating a garden a fashion or a social movement, new or old, anchored or not in the question of healthy food and proximity or even in that of even partial autonomy in food? This survey made it possible to renew our knowledge of the different categories of inhabitant considered being "rural" and in particular that of farmers for whom the question of their relationship to places and to nature seemed to us insufficiently studied. What was our surprise to find that while farmers (apart from retirees) had completely

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[1] Abstract of this article: "In France, researchers and political discourses actually underline an uprising anti-immigrant, anti-ethnic and even racialism thinking and practices demonstrating them-selves exclusively in urban areas. But this phenomenon is never related with rural areas though, analysing case studies in different rural regions, we noticed that "hostility" against foreigners and ethnic could be also observed. Based on a long-time observation of a rural community – Saint-Denis-Le-Gast- located in Normandy (Cotentin) the paper is an attempt to identify who are identified and named as a "stranger", by whom, in order to foresee towards what kind of local society (fragmented, gated, community minded etc.) was going on and how long an individual, a household have to be excluded before being considered as a member of the civil local society." (Mathieu, 2006, p. 18).

[2] It was also observed through the survey Immigrate Women in Basse Normandie (Cerf, 2009) where a Kabyle' network was discovered showing straight relations between Kabyle men and women originated from the same villages and installed in towns and villages of Manche in diverse activities like restaurants, doctors, bars and shops, camping management etc.

abandoned cultivating a plot for their own food while, on the contrary, the number of vegetable gardens had continuously increase. And this, whether among the “natives” locals or among newcomers just arrived or since a long time, whether it is among the old ones as among the young households, the abandonment of "*courtils*" (local name for gardens) share places within the small towns-centers or private plots adjoining the houses and isolated farms holding only 'at the age of the gardener or the gardener and his or her inability to do the gestures for "land cultivating" (Mathieu, Molnar, 2016).

We can therefore understand the interest shown by the CNRS team in the RURALIZATION project and in particular in the WP5-T5.2 “Case studies on promising practice of rural newcomers, new entrants and successors”. It allows us to revisit this field of research and especially to deepen it. It is first of all because the project gives us the opportunity to study categories of "rural" inhabitants who were not sufficiently studied in previous research. These are first of all the young people targeted by WP4 but who must also be part of this case study. These are also the farmers for whom we must not only deepen the conditions of their installation as successors (family or in other legal forms) or new entrants without agricultural, peasant or rural background, but also their capacity to adaptation to the current challenges of agro-ecological transition as well as that of their place in French society and in particular in their neighborly relationship with rural inhabitants who are not farmers.

It is then because the new survey is at a historical "turning point" where several events seem to be the precursors of social, economic and environmental changes which will upset relations between town and country, even in rural micro-societies. The beginning of the second decade of the 21st century is that of the Covid pandemic, of worrying signals in relation to climate change (extreme temperature contrasts, floods, worsening coastal erosion, etc.), of uncertainty and even political and economic climate crisis calling into question territorial governance etc. At the same time, however, tendencies appear and / or are confirmed which favor what is now called "rurality": return to nature, preference for life in the countryside, development of teleworking which favors working at home, etc.

That is why as WP5 of Ruralization is led at this specific time we decided to choose the more recent administrative decoupage Coutances Mer and Bocage (CMB) as the territorial frontier for choosing and studying the selected promising practice (The Coutances Nature Trades Campus). Interesting by its name each “Community of Communes” (NOTr ley august 2015)

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must cluster the number of communes necessary to reach a total population near 50 000 inhabitants which is the optimal governance size for the French last territorial reform ley. In this new delimitation Coutances Mer et Bocage (CMB) gathers 48 communes and 46.981 inhabitants (Cf. carte) and gathers “continental” and “littoral” municipalities under the chief head of Coutances. It gives the possibility to enlarge the survey on what is rural and what is rural regeneration and at the same time to measure the perturbation (positive and/or negative) produced by the new territorial governance on the current agricultural and rural challenges.

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Coutances Nature Trades Campus: a promising experience for rural regeneration?

Circumstances of the choice

Previous research therefore provided a solid basis of knowledge of the functioning of local rural micro-societies in the Pays de Coutances and, to a certain extent, of its development trends since the 1990s. But we had to choose the promising experience with relevance, that is to say by trying to identify a practice that brings about a change at the height of this "moment" when a more radical change was necessary to face the worsening crises (environmental, social, public health, economic...). Certainly, some existing key avenues of evolution could be developed: did fleeing even more from the atmosphere of large cities during a period of lockdown lead to what has been called a new "rural moment" where the preference for " countryside ", contact with" nature "and" living "already spotted (" the unloved city, Salomon Cavin) was becoming a heavy trend? Was it necessary to focus on portraying these young newcomers choosing the inhabitancy mode (*mode d'habiter*) in a rural area and as a profession that of "peasant"? Was the enthusiasm for gardening and self-production of food among rural inhabitants a weak signal of a change in behavior and the emergence of individual and collective "ecological" responsibility? But these ultimately banal practices weakened the character of innovative "promise" required to achieve the concept of "rural regeneration".

We had to focus our case study rather on a more complex social fact or rather on an experience carrying more complexity and whose effects are not only social but territorial, driving a transformation of all categories of inhabitants than they are farmers, rural and even urban. The choice therefore fell on the Coutances Métiers de Nature Campus, which made it possible to link both the question of dreams and the future of young people (the Campus subtitle is: pupils, apprentices, adults), that of farmers of the conditions of their installation (successors and new entrants) in a period when ecological constraints (reduction of pesticides, animal welfare, biodiversity, reduction of GIES ...) are more pressing and finally that of the place of agricultural education in agricultural policy in France and in Europe or

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rather the place of education in nature and sustainable development in territorial policy itself.

To these theoretical considerations we must add practical circumstances which strongly weighed on this choice. It was first of all when achieving the survey on the dreams of the future of young people (Cf. WP4) that made us aware that we had very little knowledge - apart from that concerning young people in difficulty of the Missions Locales Rurales (De Lafont, Mathieu, 2003) - on rural youth and this at all ages of their development from primary school and college until their installation in working life often linked to household and the arrival of the first child. It was by carrying out this survey in the Pays de Coutances case study that we pinpointed some differences between young "active" people (farmers, often temporary employees in shops and supermarkets, determined young women setting up their business in a rural commune of less than 2000 inhabitants, young men and women accepting low-skilled jobs to stay "in the country" close to their parents etc.) and young "school" (Cf. Teachers and students of the college of Gavray) more intensely penetrated by new ideologies ranging from "happy sobriety" (Pierre Rahbi) to "animal welfare" including of course the fight against climate change. But above all counted the meeting and exchanges with Edgar Leblanc (interview 1), a neighbor of the village of Livée in Saint Denis Le Gast, historian by training, who spent most of his career at the Ministry of Agriculture as Inspector of Agriculture, then after his retirement devoted himself to writing academic articles, participating in the Rural History Center of the University of Caen and directing an Encyclopedia of Agricultural Education. Writer of the historical part of the work *1968-2018 50 ans de savoir-faire* (Campus Coutances, 2018) he undoubtedly played a role in the choice of the promising experiment and became in a way a discussing-expert to check the added value of our case-study Education to nature as a driver of rural regeneration.

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From the agricultural high school created in 1968 to the Campus Coutances Métiers de nature

A French specificity: the dominant role of Ministry of agriculture on education

To understand the innovative character of the Lycée Agricole de Coutances, created in 1968, it is important to situate it in the legislative history of agricultural education, the legal form

of its establishments and the missions assigned to them over time and according to the problems that French Agriculture and Society had to face. The agricultural orientation laws of 1960, 1962 which built a legal apparatus on which should be developed a strong agricultural economy responding to European and global challenges did not pay much attention to the issue of educating farmers. Numerous establishments of various statutes which had been created from 1920 were left and among us only stayed Rural Family Homes (*Maisons Familiales Rurales*) and Household Schools for girls. The existing or created public agricultural establishments took the names (high school, college) and the territorial model of the reform of National Education and its school map without going back on their missions. The new law of 1980 enshrines the objectives of the previous laws: "to increase the competitiveness of agriculture [...] by strengthening its export capacity" (art 1) and assigns to education, continuing training, research and development as a priority objective "to increase the productivity and competitiveness of agriculture, agro-food and agro-energy industries" (cited by Leblanc, 2020).

With the laws of 1984, accompanying the laws of decentralization, there is a real break with the conception of the previous laws. They create the basis of the administrative, financial and pedagogical autonomy of the agricultural education establishment. "Undoubtedly, establishments are now legally and practically capable of intervening in their environment and have become major" actors "in their territory (Leblanc, 2018). The law of July 19, 1999 strengthens and broadens this model by transforming Agricultural high schools (*Lycée Agricole*) in Local Public Agricultural Education and Training Establishment (Etablissement Public Local d'Enseignement de Formation Professionnelle Agricole).

The text below illustrates the extent of this renewal which affects both the "profession" (*métier*) of new farmers facing sustainable development and agro-ecological transition but also young people and inhabitants of the countryside through the objectives of rural and territorial development.

"Public education and vocational training in the professions of agriculture, forestry, nature and territories aim to provide, by associating them, general training and technological and professional training in the professions of agriculture, forestry, aquaculture, processing and marketing of agricultural products as well as in other trades contributing to their development, particularly in the areas of services and development of agricultural, rural and

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forest space, water management and the environment. They contribute to education for sustainable development, the promotion of health and the implementation of their principles, as well as the promotion of the diversity of agricultural production systems and awareness of animal welfare. They contribute to the personal development of pupils, students, apprentices and trainees, to the raising and adaptation of their qualifications and to their professional and social integration

They fulfill the following missions:

1 ° provide general, technological and vocational training, initial and continuing;

2 ° participate in the animation and development of the territories;

3 ° contribute to the educational, social and professional integration of young people and to the social and professional integration of adults;

4 ° contribute to agricultural and agrifood development, experimentation and innovation activities;

5 ° participate in international cooperation actions, in particular by promoting exchanges and hosting of pupils, apprentices, students, trainees and teachers.

Public education and vocational training in agriculture, forestry, nature and territories are organized as part of lifelong education, along the lines of initial training and continuing training. They constitute a component of the public education and training service. They participate in the public service of digital education and distance education ... They report to the Minister of Agriculture. They are provided in accordance with the principles of secularism, freedom of conscience and equal access for all to public service. They also participate in the fight against gender stereotypes and in the health promotion mission ... The regions are involved in the implementation of the missions provided for in 2 ° to 5 "(Hervé Savy, Dictionary of Agricultural Education, 2921).

Coutances Agricultural High school: a pioneer for pedagogical renewal and rural social innovation

At the starting point of the Lycée Agricole de Coutances (LAC) there is a history of access to land for “public use”. On April 15, 1964, the Coutances Hospital (formerly Hôtel Dieu) sold the Quibouquière farm and the Bois des Vignettes to the town of Coutances, which represented a total area of 52 ha extending over several municipalities contiguous to the

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town. The extract from the deed of sale mentions that the request for this acquisition by the town of Coutances comes from the fact that it "envisages the creation of an agricultural school [... on the land of] Ferme de la Quibouquière, which, because of its situation and its nature corresponded to the necessary requirements for establishing such an establishment "(1968-2018, op cited, p 31). The town of Coutances immediately conceded the land by donation to the Ministry of Agriculture, which allocated by Decree (December 1965) the land for the construction of the LAC as well as the "civil personality" to the future establishment. Site work began in 1967 to achieve '"an exceptional architectural ensemble in an exceptional setting" (1968-2018, op cited, p 32). Standing at the top of the Quibouquière hill, the LAC faces the town of Coutances and overlooks Bois des Vignettes. The site is vast and not fenced, the volumes of the buildings are imposing but low (administrative buildings, buildings for classrooms and laboratories, documentation center, Socio-cultural center, CFPPA building, interns' accommodation, official accommodation, sports complex...) but arranged in a green setting in the manner of Normand dispersed habitat, access is via a private road and traffic is rational to access these dispersed places. The events of May 68 having led to delays on the site, the start of the school year was postponed to November 1968 (for low numbers: 58 pupils (boarders) including a single girl divided into 2 classes (4 ° and 2 °).

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This historical reminder calls for two remarks which outline the originality of this establishment at the very moment of its creation.

First remark: With the opening of the LAC, Manche department has the particularity of being the only one to have two public agricultural high schools on its territory. This is not without significance. This presupposes that the city of Coutances wanted to reaffirm its central position in the department (it could have been the capital). This also assumes that Coutances, well known for its urban heritage and its cultural aura, defined its identity as the pole of an agricultural and rural region dense in farmers, farms and various nourishing products, also rich in rural communities of bocage and seaside with whom she forged many relationships. Convince the central administration or even the Region to derogate from the rule = 1 high school per department[1] had to demand that the mayor of Coutances but also

[1] The agricultural high school of Thère, previously titled National School of Dairy Industries, was created in 1954 and bears the name of Saint Lo from which it is however distant of more than 10kms.

the surrounding municipalities hardly fight and find arguments to justify this not so legal arrangement. This also supposes that there was support from local farmers and above all, as one of the interviewees said (FR6B/Int.5), the support of young peasant unionists who dreamed of making agriculture a “renewed” profession anchored in local and national society. This is why from the start, the LAC stood out for its position in the heart of the city, its specialization in teaching agriculture and market gardening and for its desire for openness and innovation.

Second remark: The pioneering character of the LAC is also due to its first director, Claude Jactel, a graduate in philosophy and professor of literature, who is the first director of a public agricultural education establishment not to be an agronomist engineer, "which is not without arousing some disputes and greed." (1968-2018, op cited p. 33). This "newcomer" of the time founded in 1965 the National Union of Public Agricultural Education. Passionate about pedagogy and thinking in the spirit of 68, he is a pioneer of multidisciplinarity[1] and advocates a free and fraternal relationship between teachers and students as well as with all the staff of the establishment. The LAC is a place of training and also a place of life. The students (85% of them are native and 80% are children of farmers) receive general education equivalent to that of National Education but at the same time follow biological and technical training which prepares them for the Agricultural Technician Brevet (BTA) or the Agricultural Baccalaureate D '. Interns for the most part, they appropriate the space and the socio-cultural center where their free time introduces them to “Socio-Cultural Education.” The teachers (young people just graduated from their university) also reside on site with their children. The farm adjoining the Lycée is preserved and a project to build a new farm is part of the shared reflection they have undertaken to build a common project whose goal is "to educate by giving meaning to what has been learned" (op cited, p. 36) There is a utopia community atmosphere in the settlement area.

[11] Cf. The testimony of B F. professor of History and geography (1969-2007) enhancing the experimental way of multidisciplinary studying of the “milieu” through a a pair of teachers (natural and social science) and collective field internships. She also notices that though the libertarian spirit of the first years decayed “but there remained a taste for educational innovation, multidisciplinarity and field studies which lasted for a long time.” (Op. cited p.51-52).

Continuous innovation

Continuously innovate, extend training offers, link practical workshops, teaching and research to make LAC a CAMPUS, complex system where Nature ethics, Cultivate differently, Employment for young people, Education for Sustainable Development come together.

Since that founding moment of an unexpected and innovative image of an agricultural school, many events have taken place within and outside it. It would take too long to list them, especially since, on the occasion of the 50th anniversary of the LAC, which became Campus Coutances Métiers Nature in 2017 the actors involved not only took stock of the institution's history but defined its prospects facing the future and facing the great change necessary for the agro-ecological transition and the effective implementation of sustainable development in rural and urban areas and in city / countryside relations (1968-2018, op cited).

Let us content ourselves with highlighting the main changes that have taken place since the first years of the creation of the LAC. It is first of all the extension of training "centers" keeping certain autonomy in their objectives and their audiences but which, because of their interactive functioning, are gradually building a composite institution which is nevertheless recognized as unique. The Lycée with its administrative offices, its classrooms and collective meeting rooms, its annexes (boarding house and kitchen, sports complex, socio-cultural center) is the center. With his successive directors, he continues by amplifying his orientation towards an interdisciplinary and finalized teaching. The natural sciences (ecology, biology and even genetics) are introduced very early in the curricula, while in the social sciences an important place is given to economics, to the holistic study of environments and to case studies as well as '' exchanges with European countries (Italy, Germany, Poland). Teachers who constantly keep abreast of advances in research in their field make a close relationship between teaching and creative practices providing the "trained" with motivation and well-being in the choice of their future profession, and their place of life.

We can find the same state of mind at the CFPPA which is aimed at adults and especially young farmers (successors or new entrants) who wish to settle in lands near or further from Coutances. The important thing is to support innovation and the right choice of profession for young (or less young) adults through training. Moreover, depending on the needs and

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opportunities, a high school professor teaches at the CFPPA and reciprocally professionals from the CFPPA or from agricultural and horticultural farms (detailed below) can find themselves teaching in the high school classes. And it can even "go further" as expressed by biology teacher Michel Le Guillois, who became a trainer in Zootechnics at the CFPPA. As part of the aquaculture sector created to meet the local training needs of Manchese and Norman oyster and mussel farmers, he succeeded in setting up a "marine culture" laboratory and a hatchery. *"Our initial objective was to respond to a demand for training for applicants for installation. We went much further: the CFPPA of the Lycée Agricole de Coutances trains shellfish growers and future shellfish growers and carries out experiments for them."* (Opus cited p. 110-111). A little later the new director, reproduced the same "promising practice" by entrusting one of his adult trained at CFPA with the creation of a Professional Farming Certificate "Peasant Boulanger" (FR6B/Int.21). As said by the newcomer "Young shepherdess"[1] trained at CFPPA in 2009, the success of this establishment is due to its construction of "professional, realistic, solid and viable projects". She becomes mayor of the municipality of Lessay (belonging to CCMB) since the election of 2020.

Knowing how to anticipate new professions which provide employment for the younger generations, as well as constantly adapting training offers to the reality of the territory and to the evolving needs of acquiring new skills of local workers having to do with "nature", "living" plant and animal, the landscape and the quality of food products, these are the principles of action that can also be found at the Learning Training Center (CFA) created and installed at the opposite of the CFPPA and close to horticultural greenhouses and to the new farm created on wasteland (a former landfill) and by clearing part of the Bois des Vignettes. Innovation and improvement of local knowledge go hand in hand. To demonstrate this, it is sufficient to list the wide range of options offered by the CFA: landscapers (JEV Gardens and green spaces); in Horticulture: flower growers, nurserymen, market gardeners, vegetables; in breeding: cowherds and breeding employee, groom and horse groomer (Cf. passion for horses in the region), machinists and tractor drivers....

But the heart of LAC's innovation and pioneering character are its lands - one could almost say its "lands in the city". It is from the experiments and technological innovations carried out in the horticultural farm (created in 1995) that the excellence of the Lycée's horticultural

[1] Cf. The Film 2019 by Delphine Pétrie : Sophie Maubé : *Quitter la ville pour la campagne, Jeune Bergère*.

training is recognized regionally and then nationally. Extending the greenhouses, a Botanical Garden became the place for experiments in plant and landscape creations in which the high school students participate each year through a concourse in which the public has the right to vote. At the instigation of the President of the French Dahlia Society, the garden lengthened (1500 m2 in 1993 2 ha in 2009) and gave a place of honor to this "prince of gardens". It became one of the most beautiful collections from France of dahlias; its presentation in landscape scenes during a Festival of Dahlias and Gardens (the first one in November 1996) gave to it great notoriety both with the national and regional authorities of culture and agriculture and with a local public such as come from afar[1].

A same emphasis on land and sustainable innovation can be pinpointed when we look at the “High school” new farm. Deliberately oriented towards diversification, the farm breeds several species of animals and experiments alternative and ecological models like outdoor pigs breeding. From 2008 she volunteered for the total conversion to organic. Moving out of standardized models, renovating the production tool with pragmatism, producing differently, these are the principles on which its practices are based. For a respondent involved in the farm, it is "*the beginning of a response to societal issues*"(FR6B/Int.9),. It is understandable why the new name given to the LAC in 2017 is that of “Campus” referring both to the agricultural Latin word of "field" and to the term used by the Universities to illustrate the relationships between teaching, research and local social link.

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[1] « The primary interest of this flower festival is in fact its raison d'être: the training of young people. All training! Technical education of course but also the transmission of a certain philosophy ... good humor, love for a job well done, respect for others ... The garden then becomes a space where education for citizenship happens quite naturally”

2020-2021: A shared style of work with the ambition to serve the agriculture of the future in connection with the territory of the Coutances Pays

Continuity or new breath? A decisive turn

At this stage of our analysis we must state that the Campus Coutances choice as a promising experience for rural regeneration is yet legitimated by its origin and insofar as everything that has happened since the LAC creation clearly shows the originality and the avant-garde quality of the style of activities of the actors involved. It is obvious that over the years a complex and ambitious educative system has been constructed by personalities sharing values and committed in developing a novel agriculture sustainable through an innovative link between ecological, economic, societal and cultural knowledge anchored in the Coutances Pays diverse territories. But as the beginning of the second decade of 21° century looks like a turn initiating perhaps radical change or mutation we must now ask the question again: Is Education for Trades of Nature as it was conceived and has evolved a relevant and effective driver for rural regeneration? Are the current conditions in promoting (or pursuing) this style of activities still favorable? Do not new ideas, a new breath, spread among the members of the Campus and their partners to face new trends, some of which are so critical?

It is therefore to these questions that we must now answer while concentrating our questioning on the more precise ones suggested by the problematic of WP5. In other words; what role does education in the Coutances Campus way play - today and in the future - on the installation of young people (women and men) in agriculture (or other "nature profession") whether they are successors issued from farming families or not, or whether they are newcomers with a previous non-agricultural occupation or without a profession, whether they have an agricultural or rural origin, even distant, or whether they are "urban by stock"? But this question of installation must not be dissociated either from that of access to land (smallholding) or from that of the production model (agro-ecological, concerned with the food quality of products, etc.).

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A second question, less obvious when examining the scope of the past innovations of the LAC, remains to be asked: does education in trades likely have a positive effect on the "rural" in its definition which does not assimilate it to "agricultural"? Certainly "Rural Animation", "Anchoring in the territory" were promoted among the pioneering objectives of the LAC. But what Rurality, what Territory was it? As stated in the § "Context of the Practice" a strong social break has developed between farmers "locked" in their problems and their isolation both geographically and from the point of view of local sociability on the one hand, and, on the other hand, the "rural" inhabitants who are not farmers or shellfish farmers, a large number of whom are "nature practitioners" in their gardens and vegetable gardens and if only because they live in rural areas where physical phenomena are more daily sensitive than in urban areas. When renewed and/or adapted to the novel critical challenges of the Ruralization, will Education to Nature be able to reduce the emerging gap between the rural and agricultural worlds?

These main questions have organized our survey, the type of actors we wanted to interview and the questioning grid that was behind our semi-structured interview done in person and lasting from 1 hour to 2:30 (See Interviews list in Annex 1).

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The Campus' Actors: continuity for the shared values, renewal of innovations for a better adaptation to the younger generation needs

Our investigation, which began at the end of 2019, obviously focused on what in popular "local" language was called "The agricultural high school of Coutances". All the Directors of the establishments responsible for the three types of learners who make up the Campus subtitle – "pupils, apprentices, adults" - Lycée, FPA, and CFA were interviewed. Their points of view on the period they lived and on the future of the practice in which they were engaged were supplemented by those of their assistants (or secretaries) as well as by those of several teachers or trainers, the interview of the students or former students having been limited by the repetition of lockdowns. The observation of horticultural and agricultural farms and the interviews of their directors were obviously central points of understanding not only of the state of renewal of the teaching / practical relations but also for checking our hypothesis of a new breath affecting all the Campus actors towards the political utopia of

building sustainable (regenerated) rural “milieus” (territories) sustainably reconnected with Coutances city.

From all these interviews (FR6B/Int.3, 20, 21, 19, 9, 14) first emerges a first statement proving that the promising practice not only keeps its previous promises but renews them. Indeed, all the actors involved in the Campus, whether they belong to the old team or whether they are new (recent) comers, whether they are "foreign" to the Pays de Coutances or even to Manche’ department or whether they were born in one of its municipalities, stayed "in the country" or "returned" to this country which they had left for their studies or to find work corresponding to their training and then to exercise their profession in a “Big Town” or in distant countries like Senegal ..., all these actors share the same enthusiasm and the same commitment for values that are common to them. Thinking and acting for a Sustainable Rural Future (which is called in our project “Ruralization” or “Rural Regeneration”) requires working daily in a network around apparently contradictory goal:

- ensuring the **continuity** of previous innovative and successful experiences by making them progress in such a way that they are adapted to new realities;
- In an anticipatory and forward-looking state of mind, imagine and **create** new social innovations and in particular by deepening what it means to "put oneself at the service of a territory and its sectors" (Cf. the strategic plan of the establishment project ").

As an example of "innovation in progressive continuity" we could cite the common desire to promote “teaching methods and practices in the service of greater success for learners” by moving from multidisciplinarity to inter or even transdisciplinarity (especially FR6B/Int. 20). Or we could use the expression of objectives to be achieved heard from all the interviewees: "*Innovation and permanent adaptation of our practices towards an agro-ecological model*"; or "*put the learner at the heart of our training system and education* "; or even" *evaluate our systems to engage in a process of continuous improvement in the service of users and our partners* ". As a concrete practice we can also mention is the remarkable effort done by the three centers to continue to reach learners (scholars, apprentices, adults) coming from local familial farms and potentially successors as the proportion of farmers’ sons learners was strongly and regularly decreasing (from 80 % to 27 % in the year 1998-1999). Through deepening the knowledge of the local young’ desires for installation in “nature professions” and through offering adapted training options, they tried to compensate the dominant trend:

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attraction of urban inhabitants and without any rural or farming culture to use their educative organic and market gardening specialties.

During our investigation, the invention of new practices to overcome the weak points of the innovative complex Campus system and/or to anticipate those which might arise was observed and confirmed by the in-depth reading of the interviews. These new innovations (based on the deepening of what “new relations with nature” means) almost all concern the question of how to “put oneself at the service of the territory.” Therefore “Putting oneself at the service of the territory” cannot be limited the service of sectors "or" to create an educational and working community in the broad sense "but to forge relationships of real sharing with local partners at all levels who manage the territories of this territory and especially with their rural inhabitants, whatever their nature, their status and age. To illustrate this type of practice, renewing in depth the previous one, we choose to present two kinds of exemplary experiences in progress among all those that exist. The first one was spotted in the agricultural and horticultural farms of the Campus. In both cases, the aim of the experiment is to create or develop practices that respond, as closely as possible, to the new needs of the inhabitants of the "territory" of the CMB community of municipalities. Thus among the new experiments launched on the agricultural farm we can notice that one which aims to reach the gardening inhabitants of the "territory" whether they are rural or urban (but also potential farmers tempted by the greening of their living and working environment) through testing the creation of a new species of hedge composed only of small fruit trees which would meet both environmental objectives: hedges’ reconstitution which contributes to the fight against biodiversity erosion and climate change deregulation but also to that of self-producing and/or self-consuming "healthy" and "local" food products. In the same sense, the development of the sale (at competitive prices) of "organic" greenhouse products (vegetables, fruits, plants and processed (transformed) products, etc.) is a response which takes into account the emerging aspiration of less fortunate inhabitants to "eat differently" food products "grown differently".

Also illustrating the invention of tools that strengthen and/or renew the Campus's relationship to its home territory, we can cite the example of experiences that aim to link trainers and teachers, elected representatives of rural communities, young people or less young aspiring to settle on the land of the territory in a common "nature" and / or "rural" project.

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This is the case of the "Biopousse" experiment which links CFPPA training with the municipality of Lingreville and some of its market gardeners to build and maintain a training space in organic market gardening techniques on a “land” which is tending to pass from private property to a "common good"(FR6B/Int.19). This is also the case for the project to create a "test space" open to all citizens where the conditions for creating a "sustainable environment" would be discussed and tested, "environment" not being defined only by its physical dimensions (of nature) but also by its social dimensions (local societies and inhabitants). We can also mention the support of an elected representative of a rural municipality who is also a teacher at the Campus given to "natural and peasant" projects such as that of the association entitled "Food supplies, Places of art and peasant and rural practices".

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Reactions face to Coutances Campus and effectiveness of its renewed “promising practices”

Farmers, “Nature” Enterprises: diversity of point of views on Coutances Campus, a same aspiration to a renewal

Seen from the point of view of the actors involved in the Campus, we have therefore just seen their ability to respond in the 5 main points of innovation (CFPPA, LAC, CFA and the two farms) to one of the main promises of rural regeneration: train young people by giving them a taste for the profession of farmer concerned with environmental issues whether they are future successors or new entrants, extend this eminently practical training to other professions which concern natural resources, innovate to reconcile obtaining fair income with an awareness of the effects of their practice on the natural environment, finally tend to not dissociate this conception of the "profession of nature" from a solidarity with the most deprived (Cf. solidarity days for all learners) and with the emerging developed countries (cf. exchange with Madagascar).

But what is the scope of this set of actions? Evaluating on farmers the direct and indirect influence, strong or not or even rejected was the main focus of our survey. Of course, in the choice of our interviews, we had to take into account those advised by the Campus "involved actors" who appointed us former students and particularly successful installations. But we also tried to reach virtually random farmers who were not reported and for whom the response was not predictable. The survey was carried out among about fifteen farmers. It should be noted that in this sample, which is far from being representative, we interviewed as many women as men.

First result: among all the farmers interviewed, it is undoubtedly the young, and sometimes not so young, newcomers who affirm the positive and direct impact of the Campus' action. This is obviously because, living in the city and tired of a first job which did not satisfy them, they chose to become "peasants" and to benefit from the training courses of the Campus which allow them to settle on small surfaces. Installations are predominantly achieved in

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market gardening farms, but the Campus is also reaching out to new people installed in breeding there also for small herds due to lack of easy access to land (FR6B/Int.12, 23).

Thus, in parallel with the drop noted previously in the percentage of pupils who are the sons of farmers compared to those who had no family farming background, it seems that the promising Campus experience is benefiting more and more this generation - without origin nor agricultural culture - determined to settle in a rural environment (small town, close to nature, doing an activity in relation to the land and the living). Sometimes the interviewee recognizes that in this choice there may be the influence of a childhood spent in a Norman "country" quite far from the “Manchese" one where she was able to settle (FR6B/Int.16) but most of them have no ties, neither peasant nor rural. Because they are open to inventing and finding the job that suits, Campus training brings them both technicality and monitoring their adaptation to this new life project. This can even go further, as in the case of this goat-herd installed for 2 years in organic conversion with sale on the markets of processed products. He explains his installation by an event - the death by cancer of his young sister - which convinced him of a radical change in his inhabitancy mode in all its dimensions: way of working and producing, way of moving, care for what we eat and consume, care also for others (human and non-human). His wife nurse fully supports him in his decision - in high season he works 17 hours a day - and helps him in the preparation of cooked products. As for the son, after having visited several agricultural high schools with his father, he chose the one in Coutances to take a BTS and he already sees himself working with his father and succeeding him.

Should we conclude from this that the Campus training courses affect local farmers less and less and especially at this time when the retiring farm manager must ensure his succession? Or is the drop in the number of these "sons of farmers" trained by the Campus simply explained by the drop in the number of farms to "take over" at the time of succession due to the generalization of allocation of land for retirees to existing farms for which the expansion of land (and therefore quota rights) is the only solution not to disappear? Finally, is it not a phenomenon to be attributed to the preferences of "indigenous" farmers hostile to the "left" trade union movement which advocates "peasant agriculture", direct sales and AMAPs for "conventional" training of the Agricultural College of Thère / St Lo?

To have a solidly established answer to these questions we would have needed a longer survey exclusively focused on this issue and not on the direct effect of Campus’ training. We

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will therefore content ourselves with extracting from the interviews assertions which give the beginning of an answer to these questions.

First of all, none of the young successors that we met showed hostility towards the LAC of which they knew the "organic" orientation without changing their choice for Lycée de Thère which is the first high school created in St Lo, capital of the department. Moreover, many of those who are or have made their organic conversion went for their installation training in Thère because they do not believe in the educational role of this compulsory training which only gives them the right to receive subsidies. On the other hand, for their organic conversion, they use the advice of experts outside the Chamber of Agriculture and the information found online and on social networks (all the farmers encountered consult their mobile phones and computers for their information).

Among the farmers more advanced in their careers, some did their training in Coutances and others in Thère but they do not give an explanation for this choice which distinguishes them from the positions of the youngest.

A final case deserves to be reported to show the subtle mental change taking place in the young generation of local successors. The need for autonomy and to give a personal meaning to their work - which coincides with the spirit of Campus training and that of new entrants with no agricultural background - also characterizes most of them. Let us take the example of the one who succeeds the farming couple who locally supported the creation of the LAC (FR6B/Int.5 and 6). After higher education and obtaining a job as an engineer in the Paris region, he decided on his own to take over the farm from his parents who had reached retirement age. Certainly, he respects his father's “post 68”’ values on which the farm has been built: "Stay in the country" "Farmer / worker solidarity" "Peasant agriculture" "Home at the farm" "Direct sale of farm products" (His father is at the origin of the creation in Coutances of a shop "the Coutances Farm" which sells local products for a healthy diet). But he introduced into “his” farm a new conception of peasant activism more oriented towards the transformation of products (he created a workshop for processing the meat of his animals), on the use of digital technology (for communication with customers), social link with the local inhabitants ... Finally, he plans to find by collective subscription the financing of a "mobile slaughterhouse" to get out of the dependence of farmers for the slaughter of their animals (FR6B/Int.13).

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It is therefore very difficult to distinguish between the direct and indirect influence of Campus action on 'rural agricultural" and "nature trades" regeneration. Here again the example of this nursery company created by a Belgian newcomer, environmental activist, who settled in one of the rural communes of the canton of Gavray (FR6B/Int.7) illustrates our statement. During his interview, this business manager recognizes the important role played by the Lycée de Coutances in the choice of the staff he has recruited in the first years of its development: "*You need people who know botany even if they work in offices, a fortiori in nurseries and the sale of their products* "(FR6B/Int.6). For him, the training received in Coutances among the majority of his staff is strength for the reputation of the company and the 3 branches (2 in France in the Bordeaux and Ile de France regions, 1 in Iraq) created when developing the company. This analysis was confirmed by his son who succeeded him two years ago (FR6B/Int.17). The latter did his horticultural studies in Angers high school rather than Coutances and considers that the location of the head office in a rural commune "*where we are close to nothing and far from nothing*" could appear a handicap. But he is attached to it because "*despite a life marked by the many trips that his job requires*" it is *"here"*, in the "*ecological*" house of his childhood, in this "*natural*" atmosphere which characterizes the "*country*", surrounded by his "*local*" staff who reflect this atmosphere, that he manages to "*revitalize*" its energy "and" *organize the future of the company* ".

We can therefore conclude from this part of our survey that the direct and indirect effects of the Campus promising experience are mixed when analyzing the reactions of rural people exercising a "nature profession". But we can also pinpoint that the emergence (or even the deepening) of a "eco-consciousness" and aspiration for a sustainable "inhabitancy mode" takes place in parallel with this experience without being neither directly nor indirectly linked to it.

Elected actors and territorial professionals: weakness of power on agricultural policy

Let us start from the observation already mentioned above: The institution and the style of activities of the Campus Metiers Nature de Coutances have obtained and still obtain very strong support from elected politicians at several levels.

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At the national level this support is all the more important when these elected representatives combine elective mandates and ministerial functions. Thus Stéphane Travert elected to the National Assembly of a Manche department constituency where he was born was Minister of Agriculture under the Macron presidency. It closely follows the "progression" of the Campus centers and the events organized there. He reinforced the agricultural professional influence on local farming.

But inversely, Philippe Bas with a similar position -Quaestor of the Senate, Senator and departmental advisor of La Manche, Former Minister and Secretary General of the Elysée Palace - dedicates himself to the development of Manche' rural tourism and heritage rather than to the problems of agricultural renewal.

There is therefore at this level of elected officials in connection with rural territories an difference of understanding of what rural is and consequently of what "rural regeneration" is.

With regard to the elected representatives at the "territorial" levels: Department Council, Community of Municipalities and mayors of rural municipalities, their interviews reveal another problem related both to the status of their powers and to the territory in which they exercise them.

Among elected officials and professionals of the Departmental Council, only those who are specialized in agricultural issues have the possibility of dealing with issues of access to land, farm successions and new installations. But their power of action is relatively limited due to the difficulties encountered in applying the action programs of institutions such as Safer or Chamber of Agriculture which respond neither to the action of economic and trade union lobbies, nor to the new aspirations of the agricultural youth.

At the proper level of "local" authorities the situation is even worse except for those who are at the same time elected and teachers in Coutances Campus (FR6B/Int.14, 19). In fact, politicians at this level (FR&B/Int.10, 11) do not legally have official powers to manage the agricultural sector and therefore do not influence the attitudes and choices of their "citizen" farmers. Of course, they can act by allocating subsidies to replant the hedges in the name of restoring the Bocage and protecting biodiversity. But their success depends on the goodwill (and economic interests) of the farmers whose "ecological fiber" is clearly less developed than that of the rural inhabitants who take care of their gardens and the typical landscape of the bocage (sunken paths, oaks and ash trees in the hedges and in plots, birds, squirrels,

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deers etc.). Greening the countryside is only at the margin in their hands. All that remains for them is the hope that the new legal arrangement, the Territorial Food Project[1], the aim of which is to re-territorialize food systems through alliances between urban and rural territories will enable them to renew relations with the local agricultural world by contributing to its "agro-ecological transition.

Rural inhabitants, newcomers and natives (local), social and environmental associations

To assess the impact of the Lycée Agricole de Coutances and its style of nature education on the non-agricultural population of our rural territory, we interviewed a certain number of "rural non-farmers" in order to test their knowledge of the promising experience that we had chosen to study. In doing so, it became possible to highlight their interest in agricultural issues as well as how they understood what is “rural regeneration”. We needed to understand the reactions of young working people, couples in the middle of their careers and their lives, and elderly people living at home or in retirement homes. We also had to reach various trades typical of the jobs offered to young women and young men in rural areas: local businesses, partial jobs in supermarkets, personal services in the medico-social fields, crafts and building trades.

The results of this survey are both surprising and convergent. First observation: all the respondents, regardless of their age, whether they are natives, not originally from but settled for many years, whether they are newcomers most often urban but sometimes having a rural origin, whether they are a return to the countryside at the time of retirement or to change activity, whatever their level of training, all of them show an attachment to this “*rural*” living and working environment where Villages, Bocage and Mer are always “*near*”. The vegetable garden and the weekly markets are part of this well-being and of the reasons to "*stay here*" even if, named or recruited by chance in such or such rural commune, "*one did not think to settle definitively*". To illustrate this determination to “*anchor one’s life in the countryside*", we can cite the example of this young woman born in a coastal village of Coutances Pays who, after having deliberately chosen to interrupt her studies after her college

[1] PAT in French Cf. T62 report

years, undertook a beautician training with the intention of opening a Beauty Institute that she succeeded to set up in Gavray "*because this rural center is at a sufficient distance from the towns where this type of establishment already exists*" (FR6B/Int.8). Moreover, this taste for rural life ends up being contagious as for example in case FR6B/Int.2: this young woman born in the country (municipality of 226 inhabitants) found accommodation in the Parisian suburbs and work in Paris (medical secretary); there, she married a "*Parisian who knows nothing about the countryside*"; they had two children but "*the apartment they own is small, raising children in the city becomes difficult*". The return to the country is done "*by reason*": his mother will be able to look after the children and pamper them when they are at work; they rented a house with a garden in Gavray, she was a "*home help*" for several elderly patients, he was recruited as an IT specialist in the "*big local town*". Family life becomes so pleasant that the husband's parents came to settle in Gavray. Despite their modest salaries and the cost of their two cars, essential for the work, the fourteen years old couple sealed their plan to live in the countryside by purchasing a "*house*" in property and with a garden! Rural non-farmers therefore seem as "*rural place attached*" as native farmers and newcomers who claim to be "*peasants*".

The second finding resulting from this survey is even more unexpected and interesting. Certainly, these inhabitants know that there are agricultural schools where future farmers are trained, certainly also they consider that the rural environment they inhabit is marked by the presence of farmers, often their neighbors and whom they see crisscrossing the departmental roads from the top of their tractors. But, with the exception of mixed couples (agricultural worker together with a non-agricultural worker), almost all of the respondents declared that farmers form a separate category that they exclude or who exclude themselves from the society they call "rural". For them, they are not "real" good neighbors because they do not clean the roads after the passage of the cows, do not associate with anyone outside their families as their work is so demanding in time... Moreover their relationship to nature is different from theirs: they no longer cultivate a vegetable garden, tear up their hedges and modify the hedgerow landscape by planting corn in huge plots, are not very concerned about the maintenance of their embankment and the circulation of water which erodes the paths and increase the risk of flooding... In short, two separate worlds, indifferent to each other now make up the rural micro-societies of the Pays de Coutances and CMB territory.

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To conclude this section of this case study we would like to underline two important points. The first one is this dichotomy which runs through almost all the answers of the interviewees: the "rural" of some is not the rural of others; one definition emphasizes agriculture, the other rural society reflecting the very particular settlement system of the department and of the new CMB Community of Communes. The second refers to the evaluation of nature education as a motor for rural regeneration. We have shown that the education style of the Campus has a certain direct influence on the settlements of young non-native farmers but also an indirect effect on the territory through the jobs created in professions of a nature other than agriculture (landscapers, nursery workers, etc.) but the most important contribution of our analysis is to have shown that education in nature as a factor of rural regeneration is not the monopoly of agricultural education. The idea cuts across all social categories. Educating children from an early age in the gestures of caring for nature, its nourishing and environmental functions is considered as an essential activity in several "rural schools" depending on the Ministry of National Education. The project of the director of the nursery and primary school in Gavray is a magnificent illustration of this (FR6B/Int.22). Education in caring for nature becomes the corollary of caring for others. It is easier to put it into practice in rural areas.

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Conclusion: what is rural regeneration? What lesson can be drawn from the role of nature education in this regeneration?

At the end of the analysis of this case study based on the hypothesis that nature education as it was conceived and implemented by Coutances Campus, we must conclude by answering the central question of the project: what is rural regeneration?

During our survey, the answers to the question: what is “rural” for you?, were obtained with ease and spontaneity, as the term “regeneration” did not give rise to comments except for a few elected officials who knew the emerging use of this expression "urban regeneration" in the high political and scientific sphere of "all urban". There, in fact, "urban regeneration" seemed to be able to reinvigorate the meaning of the dominant but now commonplace “urbanization” by giving a temporal dimension to those in vogue but static "smart city" or "intelligent city".

The answers to the “rural” question confirmed our initial hypothesis: the definition of rural and “rurality” varies with the “people” interviewed as well as with the “places” they spontaneously designate because knowing and inhabiting them. For some people, mainly farmers and retirees from agriculture, “rural” or “from the countryside” was equal with “agricultural” while for others, native local inhabitants or newcomers, “rural” does not refer to "agricultural" but is rather associated with this settlement system, the characteristics of which were given above: a town named Coutances well distinct from the "countryside" with its small towns and rural communes. Some of them are in "Bocage" (FR6B/Int.11 which affirms the equivalence between Bocage and Rural) and others along Sea shores are more difficult to designate as “rural” except when their capital (a "Burg") are obviously placed "inside the land".

The ambiguity or even the duality of the concept of "rural" must therefore be taken into account if we want to answer the "central question of the project". This dichotomy also exists among the actors involved in the promising Campus experience since the dominant

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words (equivalent?) are those of "nature", "agro-ecology" and with a poorly defined meaning that of "territory".

“Ruralization” perhaps because it intuitively refers to the opposite dominant and irreversible Urbanization was a word that looks understandable so well accepted. Indeed, groping and in a step-by-step approach, almost all of the women and men who responded to us have expressed the desire of change, the need to adapt in thought and in action to the new problems they have to face. But they did not know precisely what could be the driving force of a real social and global renewal. For some farmers, this should be more research by INRA on issues of reduction of phytosanitary and animal management to face the rise of the promotion of “eating without meat” and the ideology of “animal welfare”. But as seen before no consensus could be detected among farmers.

As for elected officials, they grope in the choice of a political perspective of "regeneration" (a word they do not pronounce) between the grants obtained by the project "Small towns of tomorrow" where the rural is considered as a system of settlement or those becoming from environmental policies mostly targeted on a particular problem: the energy renovation of housing, the management of water as a "common good" taking more and more importance for individuals and local authorities. Powerless, or almost, on everything related to agriculture and therefore on the implementation of a policy of "agro-ecological transition" (apart through the acquisition of a skill on the aid to “hedges replanting”) they try, without too much believing because of the weakness of the financial support, to launch a Territorial Food Project on the scale of the CMB, hoping that by this means meeting more the needs of "consuming healthy food, organic and produced nearby”, they will find the opportunity to act in connection with the “world” of local farmers.

In short, no one says with a clear conscience what a rural regeneration would be. Perhaps it is because there is no consensus neither on what rural is nor on what a real change could be, the respondents struggle to speak of or even to define what rural regeneration is.

That is why, without a clear answer from the respondents on the meaning attributed to the term "regeneration", our conclusion is based on a deductive interpretation of what has been said implicitly when observing, interviewing, and confronting all the discourses and documents we had collected.

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Therefore, we offer our answer to the question "What is rural regeneration?" by drawing it from the results of the hypothesis we have chosen to test: education in nature at any age, through learning the gestures of work conscious of its effect on nature (the abiotic and plant life and animal) and on others, what we also call the culture of “cultures of nature” (Mathieu, 2016) is probably the most powerful “regenerative” force of this turn of the 21st century. Indeed, in the idea of rural regeneration as it is put into practice in the Campus, supporting the new generations in their hope for change is something very important. Whether they are successors, newcomers, destined for nature trades (“green trades”), to create a small business or an artistic, cultural or service association, whether they accept low-skilled and low-paid jobs (personal services or cashier for example) if only to “s*tay in the country*” or “*live in the countryside*” more “*close to nature*” etc., the young people we met aspire to give meaning to their life and their "*way of living*". The ethics to which they aspire is not reduced to environmental issues; it is also the requirement of a new relationship with the society in which they want to live. The sentence that ends the interview with one of them, who is nevertheless "successor" of a family farm (FR6B/Int.13): "*it is we who will change society*" could have been pronounced by more than one young woman or young man being investigated.

Faced with social inequalities, Covid, all these problems which confirm the multi-crisis character of the period of their youth (late since employment and life as a couple with children are in their thirties), part of this generation which calls itself rural, affirms that it will change the "society" where they are, in the village or the borough where they are "established" even if it is the fruit of chance, of opportunity. Neighborhood is appreciated in “physical” terms, but it is also done in a network interspersed with collective times.

It is the new utopia of the generation that is bringing about the renewal. This new utopia is to adapt one's behavior and actions to the new context of environmental transition and sustainability. This renewal is not achieved only by the stereotype of the “new peasants”, but by ways of working and living on the land. It is the emergence of an ethic of inhabiting it, a certain relationship to nature, places and others. Especially since these new aspirations of young people join those of the oldest by giving the social bond the momentum of the possible.

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This generation does not link the question of sustainable development to the agricultural question alone, but also to the relationship with cultural and artistic activities, all kinds of collective activities which are a matter of anchoring oneself in the territory. As for the question of local development, this youth sees it as a new contract between the inhabitants and the elected officials. Young people propose initiatives that open up the field of local development as it is conceived by local authorities. We can cite the example of this director of a rural school (nursery and primary) under the supervision of National Education; who, supported by a municipal councilor teaching at the Campus, interprets education in "*nature trades*" by creating small vegetable gardens and flowers "*grown*" by children ranging from 2 ½ to 10 years old.

Through its direct and indirect impact, nature education, Campus de Coutances style, is therefore undoubtedly a lever for rural regeneration because it has anticipated and continues to develop what the new generation aspires to. But, attentive listening to interviews, in particular with non-farm rural dwellers of all ages, leads us to give other content to what they might have called a desire for "rural regeneration". Indeed, the problem often evoked by them that encounters "rurality" is this break which emerged in the 1980s and which continues to deepen between two worlds which are nevertheless neighbors: the "world" of farmers and the "world" of rural people.

Related to our case study, this would give the question: what is rural regeneration? - another perspective, more ambitious but also more uncertain - It would be defined as a kind of reconciliation between all the separated bodies, a new way of "remaking society" in this myriad of small towns, villages where, as we said at the start, the tendency is to withdraw into oneself and into one's home. This is true between neighbors of plots who, however, do not speak to each other because they do not have the same profession and the same local origin. Can education through nature trades be a lever for reconciliation between all separate parts of societies, between farmers and rural dwellers, each locked in his "sphere"? Is education sufficient to make this reconnection between behaviors and points of view that currently do not work between groups and individuals of diverse origins? Is a so-called "happy" peaceful cohabitation possible between the different categories, when they do not aspire to be truly united? Observing the moments of collective events: the dahlia and garden festival at the Campus, the "Courant d`art" salon in Gavray and even the weekly markets,

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which are nevertheless so lively, does not seem to give a positive answer to the question asked. They only show the existence of a temporary, superficial sociability, or else they bring together only partial "communities".

What is the weight of education through the culture of nature if we give to "rural regeneration" the meaning of a regeneration of the societies themselves, of a mutation of these "municipalities", micro-societies whose inhabitants keep the name even when it no longer exists administratively because they have merged with a municipality more populated than it? Can education by putting on the new clothes of nature become "popular" again, by reestablishing the links between all categories of society: rural, urban, here or elsewhere? This total regeneration is an uncertain prospect even if it remains an aspiration of a few individuals and families that we interviewed. This aspiration is also found among elected officials who make the terms of “cohabitation”, “connection”, and above all “proximity” at the heart of their conception of politics. This is in line with the political utopia of sustainable development aimed at reconciling the social and the environmental aspects, however, so often entering into contradiction. There are places where education and society go hand in hand, the Coutances campus is one of them, and others are emerging. Rural regeneration taken in this sense can only be partial, without broad convergence. This aspiration does not seem to have found its form of action yet. There are leads that are sometimes individual, family or associative, there are leads for communities (PAT for example), weak signals of a possible profound change that we are not sure will happen.

So if we admit that all regeneration occurs in time and step by step, if we also admit that there is rural regeneration when partial changes take shape in the concrete, we can conclude that education in nature coupled with the particular settlement system of the Pays de Coutances will weigh heavily to build in a utopian sense new ruralities where "agricultural" and "rural" will have only one meaning and which will be sustainable rural areas in lasting relationship also with the city of Coutances, already a model through its Campus. This construction is in gestation.

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Journal and magazines

Ouest France Daily Journal dépouillé de mars 2020 à Juin 2021 en particulier les Pages Coutances

Manche Mag le magazine du conseil départemental de la Manche parution tous les 2 mois dépouillé de 2020 jusqu'au n° 73 Août-Septembre 2021

Le Mag Coutances Mer et Bocage Toute l'actualité de votre communauté de communes de 2020 au n° 8 Juin 2021.

Diverses

May 1992: introductory research course, canton of Gavray (Manche), farms and dairy industries facing milk quotas, non-agricultural jobs, new settlers and foreign residents, rural towns and municipal politics, role women in rural areas in crisis.

Jaime ESCRIBANO, doctoral student in geography at the Faculty of Geography and History of the University of Valencia (Spain) Public services in rural areas under the supervision of Javier Esparcia February 2006-2009; Discussion of the subject: September 6 and 19, 2006; Preparation for the field survey (canton of Gavray) September 23-25, 2006; Valencia 2009: participation in the Jury for the defense (rapporteur).

In 2009 Nicole Chambron for a five-day investigation in the canton of Gavray

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Annex 1. The list of interviews

Code	Gender	Role	Place and date of	Other information
FR6B/Int. 1	M	Key informant,	St Denis le Gast– 27/11/2020	
FR6B/Int. 2	F	Inhabitant newcomer	St Denis le Gast – 17/02/21	
FR6B/Int. 3	M	Key informant, Actor involved, came back	Coutances – 25/02/2021	Campus nature
FR6B/Int. 4	M	Farmer, successor	St Denis le Gast – 15/03/2021	
FR6B/Int. 5	M	Actor involved	Coutances – 16/03/2021	retired farmer
FR6B/Int. 6	F	Actor involved	Coutances – 16/03/2021	retired teacher - farmer
FR6B/Int. 7	M	Local nature entrepreneur	Hambye – 13/03/2021	
FR6B/Int. 8	F	Local entrepreneur,	Gavray – 19/03/2021	
FR6B/Int. 9	M	Key informant, actor involved	Coutances – 13/12/19	Campus nature
FR6B/Int. 10	M	Local mayor	Gavray – 22/03/2021	
FR6B/Int. 11	M	Politician	Coutances – 25/03/2021	CMB, local representative
FR6B/Int. 12	M	Farmer – New entrant	Gavray – 29/03/2021	
FR6B/Int. 13	M	Farmer - Successor	Coutances – 30/03/2021	
FR6B/Int. 14	M	Actor involved -	Gavray – 07/04/2021	Campus nature
FR6B/Int. 15	F	Key person, environmental network	Coutances – 04/05/2021	
FR6B/Int. 16	F	Newcomer, NGO, rural cultural association	Gavray – 13/05/2021	
FR6B/Int. 17	M	Local nature entrepreneur - successor	Gavray – 25/05/2021	
FR6B/Int. 18	F	Newcomer - Inhabitant	Gavray – 29/05/2021	
FR6B/Int. 19	F	Key informant, actor involved	Coutances – 04/06/2021	Campus nature
FR6B/Int. 20	F	Key informant, actor involved	Coutances – 04/06/2021	Campus Nature
FR6B/Int. 21	M	Key informant, actor involved	Coutances – 04/06/2021	Campus nature
FR6B/Int. 22	F	Key informant Local,	Gavray – 08/06/2021	schoolteacher
FR6B/Int. 23	M	New entrant - farmer	Cerences - 15/03/2021	Goatherd-

Table 1. Interviews

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Annex 2. Statistical Data

Municipalities	Belonged to the Bocage coutançais community	Geographic code	Population in 2018	Population in 2008	Variation (%)
Agon-Coutainville		50003	2790	2820	-1,1%
Annoville		50015	662	605	9,4%
La Baleine	yes	50028	96	93	3,2%
Belval	yes	50044	318	305	4,3%
Blainville-sur-Mer		50058	1637	1590	3,0%
Brainville		50072	213	187	13,9%
Bricqueville-la-Blouette	yes	50084	548	536	2,2%
Cambernon	yes	50092	699	698	0,1%
Cametours	yes	50093	423	409	3,4%
Camprond	yes	50094	409	359	13,9%
Cerisy-la-Salle	yes	50111	1023	1024	-0,1%
Courcy	yes	50145	593	537	10,4%
Coutances	yes	50147	8454	9436	-10,4%
Gavray-sur-Sienne	yes	50197	1963	1847	6,3%
Gouville-sur-Mer		50215	3198	3032	5,5%
Gratot		50219	661	660	0,2%
Grimesnil	yes	50221	60	70	-14,3%
Hambye	yes	50228	1127	1176	-4,2%
Hauteville-sur-Mer		50231	690	633	9,0%
Hauteville-la-Guichard	yes	50232	469	449	4,5%
Heugueville-sur-Sienne		50243	526	551	-4,5%
Lengronne	yes	50266	420	450	-6,7%
Lingreville		50272	1015	942	7,7%
Le Mesnil-Garnier	yes	50311	226	220	2,7%
Le Mesnil-Villeman	yes	50326	235	223	5,4%
Montaigu-les-Bois	yes	50336	227	232	-2,2%
Montcuit	yes	50340	187	194	-3,6%
Monthuchon	yes	50345	685	594	15,3%
Montmartin-sur-Mer		50349	1356	1292	5,0%
Montpinchon	yes	50350	524	557	-5,9%
Muneville-le-Bingard	yes	50364	699	653	7,0%
Nicorps	yes	50376	399	423	-5,7%
Notre-Dame-de-Cenilly	yes	50378	634	690	-8,1%
Orval sur Sienne		50388	1155	1232	-6,3%
Ouville	yes	50389	448	440	1,8%
Quettreville-sur-Sienne		50419	3187	3035	5,0%

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Regnéville-sur-Mer		50429	738	833	-11,4%
Roncey	yes	50437	797	799	-0,3%
Saint-Denis-le-Gast	yes	50463	526	541	-2,8%
Saint-Denis-le-Vêtu	yes	50464	626	604	3,6%
Saint-Malo-de-la-Lande		50506	477	426	12,0%
Saint-Martin-de-Cenilly	yes	50513	179	217	-17,5%
Saint-Pierre-de-Coutances	yes	50537	410	395	3,8%
Saint-Sauveur-Villages	yes	50550	3593	3323	8,1%
Saussey	yes	50568	462	501	-7,8%
Savigny	yes	50569	448	372	20,4%
Tourville-sur-Sienne		50603	781	736	6,1%
La Vendelée		50624	472	412	14,6%
Ver	yes	50626	376	368	2,2%
Total CCCMB			**47841**	**47721**	**0,3%**

Table 2. Detailed figures per municipality - Community of Municipalities Coutances Mer Bocage
Source INSEE - Séries historiques de population (1876 à 2018) https://www.insee.fr/fr/statistiques/fichier/3698339/base-pop-historiques-1876-2018.xlsx

Municipalities		Population in 2018	Population in 2008	Variation (%)
MUNICIPALITIES >5000				
1	COUTANCES	8 454	9 436	-10,40%
MUNICIPALITIES > 2000				
3	CM	9 175	8 887	3,24%
1	CB	3 593	3 323	8,10%
4	**TOTAL**	**12 768**	**12 210**	**4,57%**
RURAL MUNICIPALITIES				
12	CM	9 693	9 466	2,40%
32	CB	16 926	16 609	1,91%
44	**TOTAL**	**26 619**	**26 075**	**2,09%**
49	**TOTAL GENERAL**	**47 841**	**47 721**	**0,3%**

Table 3. Community of Municipalities Coutances Mer Bocage – Population
Source INSEE - Séries historiques de population (1876 à 2018) https://www.insee.fr/fr/statistiques/fichier/3698339/base-pop-historiques-1876-2018.xlsx

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T5.2 Case study report (Code DE7B)

CSA Hof Pente GbR - Success through community, education and ecology

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Janna Albrecht, Kati Volgmann, Florian Ahlmeyer,
Richard Dembowski (ILS)

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Abstract

Problems/Opportunities

The promising practice addresses the lack of understanding of and commitment to agriculture and food production. Through shared responsibility and the great competences of the management team, a regional food supply with organic farming is created near Osnabrück.

Results

CSA Hof Pente stands for community-supported agriculture in a cooperatively organised form. 350 members receive seasonal and regional food produced on the farm through a membership. They also feel collectively responsible for the faming, as the decisions are discussed openly at regular meetings. They act not only as consumers, but also as producers. Many members also enjoy the atmosphere and social community at the pick-up-day and use the farm for local recreation.

The farm offers a wide range of education for sustainable development. There is a kindergarten and a school, where teaching and learning takes place. The educational offers are directly linked to the (agricultural) activities on the farm (apprenticeships, internships, seminars), but also indirectly through the experience of nature, agriculture and nutrition.

The farm practices biodynamic agriculture, which protects the climate, soils and resources (strict Demeter guidelines). In particular, the contributions to soil care (e.g. cultivation by horses) and to biodiversity (diversity on the farmland) stand out in particular.

Recommendations

This practice shows how a rather small farm contributes to regional and seasonal nutrition, biodiversity and local community. Even if the farmland size is rather low (37 hectare), there are many jobs created per hectare.

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Context

Regional context

The CSA farm Pente is located near the small village of Pente, which belongs to the municipality Bramsche, in close proximity to the city Osnabrück in North-Western Germany. Bramsche is situated in the district of Osnabrück (Landkreis Osnabrück) in the south of the federal state of Lower Saxony,which borders the federal state of North Rhine-Westphalia. CSA is an abbreviation for Community Supported Agriculture, which means, that the farm works in close partnership with its customers and the surrounding communities. According to the German network of CSA farms, the customers, who are members of a CSA association, decide collectively about the crops and products[1]. Organic goods produced are not sold on the free market, but only distributed among the members. This concept is also called solidarity agriculture.

In addition to farming, the CSA farm in Pente also offers various activities for the local community, like a kindergarten, a school and the possibility to visit the farm. For the analysis of the regional context, the following municipalities are taken into account: Bramsche, Belm, Wallenhorst, Neuenkirchen and Merzen (in Lower Saxony) as well as the cities of Lotte and Westerkappeln (in North Rhine-Westphalia). Due to a lack of data availability, in some cases the entire district of Osnabrück is analysed.

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[1] Netzwerk Solidarische Landwirtschaft 2020: Was ist solidarische Landwirtschaft? Retrieved on 10/08/2020 from https://www.solidarische-landwirtschaft.org/das-konzept

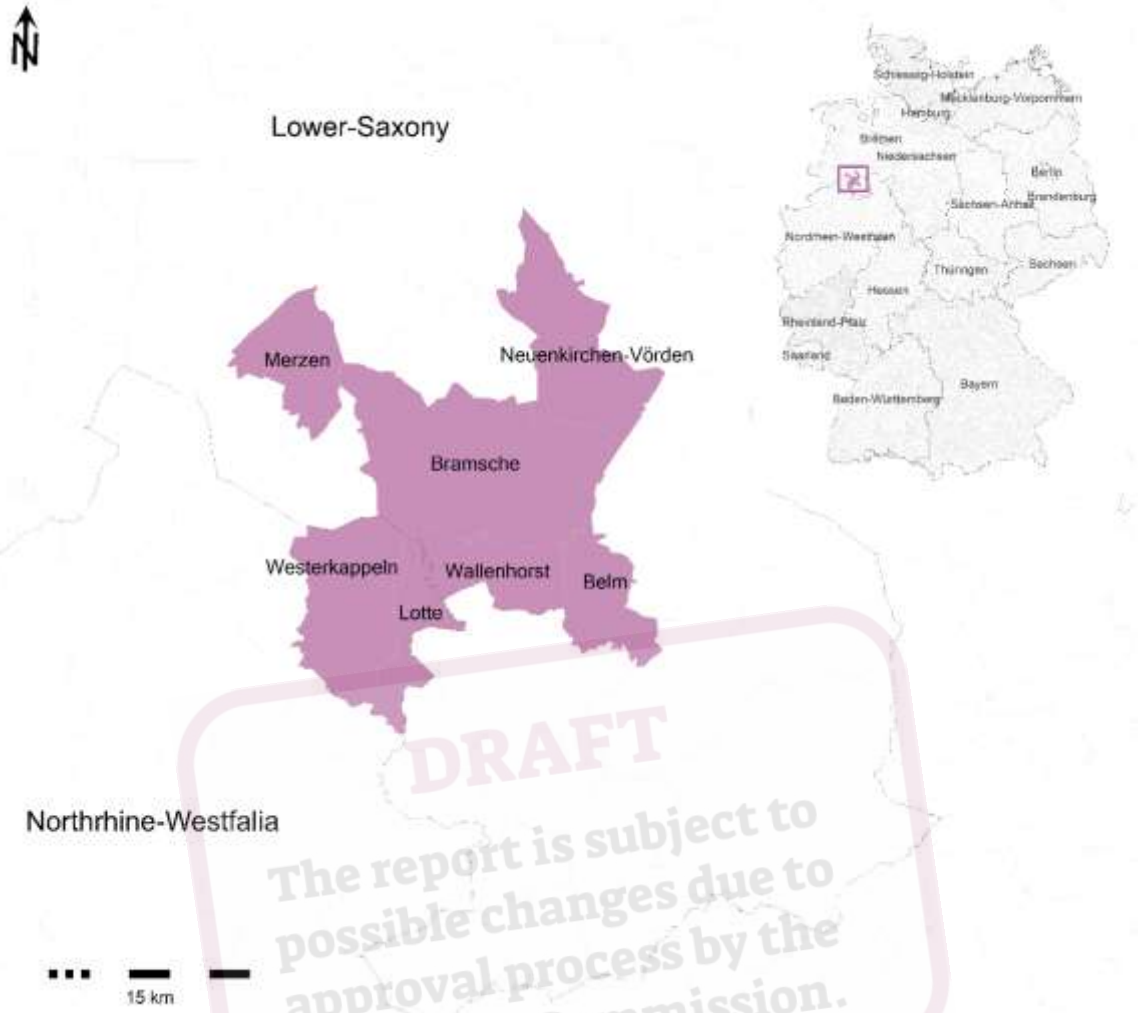

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Figure1: Study Area
Source: own illustration, created with RegioGraph

Geography and nature conservation

The elevation of the surroundings of Bramsche is predominantly below 100 metres above sea level. The municipality is located on the river Hase, which crosses the region in a north-south direction, and on the artificial Mittelland Canal, which crosses it in an east-west direction. The village of Pente is located at the crossing of those two water bodies. Although the area is comparatively rural with fields, forests and small villages, there are only few

conservation areas for nature. Only about 5-6% of the area are protected under the Natura2000 directive (Bundesamt für Naturschutz 2019)[1].

The most important interregional traffic connection for the region is the motorway A1, connecting Bramsche and its surroundings to the cities of Bremen and Hamburg to the north, as well as Münster and the metropolitan area of Rhine and Ruhr to the south. The federal roads B68 and B218 cross the region in a north-south direction and connect Pente with Bramsche and Osnabrück. Theres is also a rail station in Bramsche.

Demography

The region of Bramsche (not the entire district) had about 101,508 inhabitants in 2018. Between 2008 and 2018, the number of inhabitants was more or less stable (-627 inhabitants in total). The age structure of the population roughly corresponds the age structure of the district of Osnabrück and the federal state of Lower Saxony. There is a slightly higher share of children between 0 and 14 years and of people between 30 and 64 years than on the federal level of Lower Saxony (children 14.7% vs. 13.6% and adults 48.2% vs. 47.4% respectively). Accordingly, the share of young adults between 15 and 30 years (16.5% vs. 17%) and of people older than 64 (20.5% vs. 21.9%) is a little lower (Statisches Bundesamt 2018b). This indicates a high share of families (see Table 1).

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Name	Population	Area [km²]	Densitiy [Population/km²]
Belm	**13,750**	**46,64**	**294.8**
Bramsche	**30,952**	**183,39**	**168.8**
Merzen	**3,859**	**53,05**	**72.7**
Neuenkirchen b Bramsche, Hase	**4,549**	**57,63**	**78.9**
Wallenhorst	**23,081**	**47,17**	**489.3**
Lotte	**14,135**	**37,69**	**375.0**
Westerkappeln	**11,182**	**85,83**	**130.3**
Total study area	101,508	511.4	198.5

Table1: Population of the study area
Source: Statistische Ämter des Bundes und der Länder 31.12.2018

[1] Estimated value based on Federal agency for Nature conversation 2019: conservation areas in Germany

The population density of the region is at 198.5 inhabitants per km². This value is higher than the average of Lower Saxony of about 167.3 inhabitants per km². There are various differences within the region. The rural municipalities in the northwest of the region (Merzen and Neunkirchen) are very sparsely populated. The municipalities closer to Osnabrück have more inhabitants per km² (see Table 1).

About 6.6% of all pupils leave school without a degree in the district of Osnabrück. This value is comparable to the value for the federal state of Lower Saxony (6.3%). A more significant difference can be found in the share of young people graduating from school with an entrance qualification for universities. While on federal level an average of 32.7% of the graduates do so, in the district of Osnabrück only 23.6% obtain the qualification. The share of female graduates is high in both cases (55.7% in Lower Saxony, 57.3% in Osnabrück), which is a general trend in Germany (Statisches Bundesamt 2018a).

Economy

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About 130,000 people are employed in the district of Osnabrück (Statisches Bundesamt 2018c). Only about 1.7% of empolyees work in the primary sector, compared to 1.9% on federal state level. The more rural districts of Ammerland (6.1%) and Cloppenburg (3.9%) have much higher shares.

The share of agricultural land is nearly 50% in the municipalities of Wallenhorst and Lotte, while the share of agricultural land in northern municipalities is much higher - Merzen (72.8%) or Neuenkirchen (81.4%) (Statisches Bundesamt 2018d).

In the Osnabrück district, 38.9% of all employees work in the secondary sector, differing slightly from Lower Saxony with 29.4 % respectively. In the last decade the number of employees who work in the secondary sector increased, while the share of total employees working in the secondary sector decreased. This seemingly contrary development is due to the increase in number of employees overall (Statisches Bundesamt 2018c).

Looking at the employment rates in the tertiary sector, Osnabrück (59.4%) has a significantly lower share than the federal state of Lower Saxony (69%) (which is already low compared to other federal states). The independent cities of Oldenburg (88.3%), Osnabrück (81%), Wilhelmshaven (78.3%) and Delmenhorst (76.5%) have very high employment rates in the tertiary sector. Within the tertiary sector especially administrative and educational work as

well as health and insurance only play a minor role in the district (about 40%, federal average 44.7%). In terms of transport, communication and tourism however, the district of Osnabrück has higher shares than the average of Lower Saxony and Weser-Ems (Statisches Bundesamt 2018c).

The absolute value of the GDP of the district is at about € 10,900 million, which corresponds to 3.8% of the GDP of the federal state of Lower Saxony (Statistische Ämter des Bundes und der Länder 2019).

The unemployment rate of the statistical area is about 4.3%. The share of employed 15 to 64 year-olds is slightly higher than the Lower Saxony federal level (64.4% vs. 61.1%). In the Osnabrück district, the proportion is even slightly higher (65.9 %) (Statisches Bundesamt 2018c).

Agriculture

In terms of agricultural land in the district (143,266 hectare), the most import crops are plants for a green harvest with about 34,859 hectare (24.3%). This is much higher than the shares of the Weser-Ems region (13.8%) and Lower Saxony (4.3%). In comparison to other districts in the greater region, winter wheat (126,000 tons per year) and barley (158,000 tons per year) are important crops in the Osnabrück district also regarding (Statisches Bundesamt 2018d).

The average size of a farm in the district of Osnabrück is about 47.52 hectare. This is clearly smaller than the average size of farms in the statistical region of Weser-Ems (about 55.67 hectares) and also below the federal average (about 68.75 hectares). The share of large farms with a size of 100 hectares is about 10.4%.The shares of large farms both in the statistical region (15.1%) and in the federal state (21.9%) are significantly higher (Statisches Bundesamt 2018d).

About 2.5% of farm businesses in the district of Osnabrück are run ecologically. This is almost exactly the same value as the share for the statistical region of Weser-Ems. The federal average of Lower Saxony is higher (3.4%). Concerning the ecologically cultivated land, the share in the district of Osnabrück (2.4%) is slightly lower than the share of Weser-Ems (2.4%) and clearly lower than the federal average of about 3.4%.

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There were 2,777 farm businesses in the district of Osnabrück in 2010. 2,405 were at least partly owned by the farmers who run the business (Statisches Bundesamt 2018d). This corresponds to a share of about 86.6%, which is slightly higher than the average of Weser-Ems (84.5%) but slightly lower than the average of Lower Saxony (88.2%). At the same time, 2,071 out of the 2,777 farms leased the land (74.6%). The lease fee was about 418€ per hectare, which is much higher than the average lease fee of the statistical region (348€ per hectare) and the federal state (307€ per hectare).

In 2016, there were a total of 2,465 farm businesses in that district. 274 of them were managed by partnerships, which equals about 11.1%. This share is slightly lower than the shares for Weser-Ems (13.5%) and Lower Saxony (12%). Farm ownership by legal persons is very uncommon not only in Osnabrück, but also in the whole of Lower Saxnoy. Only 12 farms in the district of Osnabrück were run that way (0.4%), which is only slightly lower than the values for Weser-Ems (1.2%) and the federal state (1.1%). As to be expected, the most popular form of running a farm in Lower Saxony is the individual enterprise. Especially in the district of Osnabrück, where the share of individually run enterprises is about 88.4%.

In 2010 there were 9,861 people working on farms in the district of Osnabrück. About 51% of them were family members of the farmers. This share is slightly higher than the shares for Weser-Ems (48.9%) and for Lower Saxony (48.5%). This finding fits to the slightly higher number of individual enterprises in the district. In return, the number of permanent workers in the district (13.2%) is slightly lower than the average of the statistical region (16.4%) and the federal state (15.7%). In terms of seasonal workers, the share of the district is at 35.8%, which is very similar to the values of Weser-Ems (34.6%) and Lower Saxony (35.8%). (Statisches Bundesamt 2018d).

In 2010, 60.2% of farm owners were 45 years or older, which is a higher percentage than the in Weser-Ems (58.5%) but lower than the federal state of Lower Saxony (62.2%). Of these 1,672 farm owners, 542 had already established a succession.

Interim conclusion

The area around the CSA farm in Pente can be defined as a semi-rural area rather than a completely rural one. Although agriculture plays an important role and the share of agricultural land is quite high, there are more densely populated areas that can be described

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as rather urban. Especially the south of the area, close to the city of Osnabrück, can be characterised that way. The age structure is relatively young because of families living there.

In socio-economic terms the area gives some different impressions. On the one hand, the educational level and share ofn the federal state GDP are comparatively low. On the other hand, the unemployment rate is lower than the average of the surrounding. It seems that the area around the CSA farm and probably the whole district of Osnabrück concentrates on certain economic branches, especially in the secondary sector.

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Origin of the practice

Origins of the idea

The farm Hof Pente in Northern Germany has been a family farm for over 450 years. In 1988 the farm converted to an organic Bioland-farm and 20 years later, to a Demeter-farm. In 2011 it became a community-supported farm (CSA Hof Pente GbR).

The following section focuses on the last farm succession within the family.

The current farm operator sees the impulse and idea for education, agriculture and community rooted in his own childhood and youth. He grew up on the farm that he later took over. His father was a full-time director of an educational institution (Volkshochschule Osnabrück), worked in the field of rural adult education and ran the farm more as a sideline business (or hobby). His parents (especially his mother) were very interested in dialog process support, a communication method based on mindfulness, presence and mutual respect, used in social, educational and therapeutic work. Agriculture, education and communication therefore played an important role in the early life of the current farmer. (DE7B / Int. 2)

The current farmer studied agriculture, did a PhD (in the field of ecological agriculture and food culture) and hold a teaching degree. During his studies he got a deeper insight into Waldorf pedagogy and biodynamic agriculture. He has also spent some time abroad, which inspired him as well (DE7B / Int. 2).

Initially, his vision or goal was to establish community-supported agriculture on his farm. It was also important to him that his work was meaningful overall (DE7B / Int. 2) (for more on the motivations see section “Promoters, motivations and targets”).

The idea was also supported and implemented by his wife, who is a gardener and Waldorf teacher. His parents were still living at the farm and helping out sometimes. Especially the father needed to be convinced of the new approach. Since the farmer gave seminars at the time he came up with the idea, he was in touch with many young people who were enthusiastic about new ideas and sustainability. At the time, a few apartments were rented out on the farm. The tenant, a beekeeper, and his wife supported the farmer’s family at the beginning as well. The farmer applied for and received subsidies from The German Federal

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Environmental Foundation (Deutsche Bundesstiftung Umwelt). They were beneficial at the very beginning and were mainly used for communicating the idea to the public.

At an early stage, the mayor of Bramsche also made a positive commitment to the project, which was important for any planning and approvals in cooperation with the administration (DE7B /Int. 2).

Although the idea was not taken seriously and was viewed rather sceptically by local politicians and possibly other farmers of conventional agriculture, the local population in the immediate surroundings reacted positively. Since the farmer and his wife were a long-established and well-known family in the local network (as opposed to being newcomers in the region and field of agriculture), the local community had a basic trust towards the changes made at the farm. Already on the first event, when information about the idea of community supported agriculture was given, the necessary number of members was recruited (DE7B /Int. 2).

The members of the CSA farm pick up their products on Fridays. As the members perceived this weekly event as an opportunity to bring their children to the farm and let them get in touch with animals, nutrition and agriculture, the idea of a kindergarten came up quickly from the members. This idea met with approval among the farming family, as they have a pedagogical background and appreciated the connection of agriculture and education. Thus, a kindergarten was established at the farm one year after it established community-supported agriculture. As the children grew older, the idea of a school came up and was established, too. The school needed a development plan for a new building, which posed a major challenge for the school foundation as German building law does not permit the construction of educational facilities outside of settlement areas. But through the close link to agriculture and a general support by the mayor, the construction project was carried out. Thus, the farm has developed into a place of education, agriculture and community (DE7B/Int. 2).

Promoters, motivations and targets

After his training as a teacher and in agriculture, the farmer could not imagine working in conventional agriculture. A conventional teaching job using traditionally teacher-centered, non-participative methods was not an option for him either. He was looking for a lively living

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and meeting space. He and his wife got to know community supported agriculture. It was important for them to understand agriculture not only as mass production, but rather as a new way of doing busines, a cultural impulse and a different kind of togetherness.

To them, it is about meaningful activities with purpose resulting in their context. For the farmer, a meaningful context arises from the interrelationships with nature. Agriculture offers a lot of space for this. The educational aspect is understood in a similar way. Kindergarten and school should be places where activities are relatedto a meanful context that can be experienced directly. In his opinion, agriculture is very suitable for this approach. He wanted to create an educational place where meaningful togetherness is possible, where creativity and the social aspects of togetherness are emphasised(DE7B/Int. 2).

In this case the initiator is the farmer himself, with his wife also strongly supporting the idea. At the beginning, the biggest supporters were the family members. Financially, funding from the Federal Environmental Foundation contributed to the start (for other actors, see the section “Actors”, “Synergies and networks”).

Constraints and conflicts

The farmland is rather small and the buildings and infrastructure were not in the best condition, so some investments were needed in the beginning (DE7B/Int. 2).

For favourable conditions see section “Resources activated and adaptability”.

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Actors involved

Description of actors involved

At the beginning, the family played a crucial role in the implementation of the idea. The farmer's wife has the same educational background (agriculture and teaching) and similar goals. The farmer emphasizes that they developed the farm together. Furthermore, some of the tenants living on the farm property, especially the beekeeper, also accompanied and supported the idea (DE7B/Int. 2).

Public relations were done consciously from the beginning. The new approach to agriculture also aroused the interest of the media. Several television reports, newspaper articles and radio contributions were published. This contributed to the publicity of the CSA farm.

The German Federal Environmental Foundation funded the CSA Hof Pente for about three years: "The focus of the funding was on the one hand to test a model communication and education concept at the CSA Hof Pente and on the other hand to network, multiply and further develop this approach" (CSA Hof Pente GbR).

Of course, the members also play an important role. Currently, the CSA Hof has 350 members who purchase their products from the farm.

Even if the farmer himself is perhaps the driving force that represents the farm publicly, he strongly emphasizes the importance of his wife, the family and the constantly growing team of employees. Here, too, clear and open communication and good cooperation is emphasized (for more on this, please see section "Synergies and networking").

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Style of farming

Resources activated and adaptability

Since this promising case is a farm succession, access to (mostly rounded) land and the farm was given (DE7B/Int. 2). Due to the fact that it was a succession within the family, there was already an existing network of the family and it may have been an advantage because the local community had a basic trust towards the family and was not as sceptical about a new idea (DE7B/Int.2).The expertise and knowledge of the successors that they had through their an agricultural and educational background was very helpful (DE7B/int. 2, DE7B/int. 36)

The communication was very deliberate and targeted. At the early stage the local press was informed, there were events on site and support from politicians (DE7B/Int.2). The German Federal Environmental Foundation founded the farm with 100,000 €, which was mainly used for communication and marketing. Furthermore, a small loan was needed to install greenhouses and infrastructure, because the farm was not in good condition.

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Farming approach

There are basically three core aspects that define the CSA farm Pente: Community, education and ecology.

The community aspect is clearly expressed in the community-supported agriculture, which is a cooperative business form. Private persons/households acquire a membership of the cooperative and pay a membership fee for a year. In return, they pick up locally produced, seasonal vegetables, eggs, bread and meat on a pick-up day each week (on Fridays). The membership fees are invested in machinery and wages for the employees, seedlings or seeds. Currently, the farm has about 350 members. It is furthermore important that members partake in decisions through their membership. These are openly discussed at regular events. This also makes the members feel jointly responsible for what happens on the farm. Thus, they are then not only consumers, but also producers.

The communal aspect is also expressed in the fact that the farm is a social meeting place. Many members appreciate the nice atmosphere on the pick-up day. They enjoy meeting people and connecting with each other. Over the years, friendships were established and new initiatives have been founded. Many of the members bring their children, too. They can

play with other children on the farm site and get in touch with nature and faming. Adults enjoy the farm site for local recreation, for example by having coffee (from the café run by members) or sitting in the sun. For many members from the city of Bramsche or Osnabrück this visit in the countryside has become a part of their weekly routine (DE7B/int.16, DE7B/int.16).

The educational aspect is expressed by the fact that the farm is a diverse place of education for all ages. On the one hand, there is a kindergarten and a school, in which teaching and learning take place in the sense of "Action Education": "It is deeply rooted in the ideas of Waldorf education but freed from the conventions and limitations of a conventional school structure. It responds to the current environmental and educational crises" (Coghill 2021). The education in the kindergarten and the school is very closely linked to the (agricultural) activities on the farm. Moreover, there is a high demand for training and internships at the farm site and seminars are offered in adult education (for more on the pedagogical concept see section "Networking").

Education for Sustainable Development is practiced on many levels at the farm. "ESD is a process that through experience creates an awareness for the future, for the impact of decisions and action today have for tomorrow" (Federal Ministry of Education and Research). In other words, the kind of education offered enables people to think and act in a way that tackles the challenges of our future. This is done through the direct educational offers mentioned above, but also through the direct experience of nature, agriculture, and nutrition of all members (DE7B/Int.2, DE7B/Int.3).

The theme of ecology is expressed through biodynamic agriculture, in which the climate, soils and resources are preserved. The farm produces under strict Demeter guidelines. Numerous individual measures for the organic farming are implemented of which the special care of the soil needs to be mentioned in more detail. This implies that chemical fertilizers are not used and, as specialty in Pente, the soil is cultivated by horses. Secondly, great importance is attached to biodiversity. This means that the cultivation is strongly fragmented as many different types of vegetables are grown on a small area, which is beneficial for the local flora and fauna (Interview Hartkemeyer).

All processes are linked to the 17 „Sustainable Development Goals" of the United Nations (CSA Hof Pente GbR).

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In order to perpetuate the efforts of the farm, the community foundation Hof Pente was established. It serves the promotion of landscape conservation, nature conservation, education and civic engagement. The property of the foundation (land) as well as the lease proceeds are used permanently for this purpose. “It secures organic farmland through land acquisition, promotes the further development of cultivation methods that protect the soilsuch as horse work, initiates campaigns, provides information and gives a voice to organic farmers. In addition, the foundation initiates educational projects with an action-oriented educational approach.” (CSA Hof Pente GbR; author’s translation)

Innovation introduced and transferability

After the farm succession, the first step was to transform the farming according to Demeter principles. For more on this see next section “Environmental issues”.

In addition, the new cooperative form of community-supported agriculture was chosen. "In this concept, the food from the farm is no longer sold on the market, but flows into a transparent economic cycle that is organized and financed by the members.[…] All marketing costs are eliminated. In this way, members and producers shape the farming and food culture together and share responsibility for food production and landscape development" (CSA Hof Pente GbR; author’s translation).

There are opportunities to get to know farm life and the work with plants and animals for all members and especially for children. This creates a meaningful transparency for all participants (CSA Hof Pente GbR).

The greatest innovation is the establishment of the farm as a place of education. The consistent combination of agriculture, nature conservation, community and education is unique. The boundaries between these fields become meaningfully blurred. Not only is the farm a place of education, but the pedagogical concept behind it was highlighted, especially during the stakeholder workshops. More on action education see section “Synergies and Networking”.

The CSA farm Pente sees agriculture and sustainable development as an engine to drive innovation and transformation. Therefore, the farm has many national and international partnerships and consults other interested institutions (CSA Hof Pente GbR).

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Environmental Issues

CSA Farm Pente farms under Demeter principles, implementing many measures to protect and revitalise the soil and biodiversity.

Biodynamic agriculture is the first official organic agriculture and dates back to the basic ideas of Steiner. He was looking for social and just ways of farming. The goal of biodynamic farming is:

- agriculture as active care of nature,
- the production of healthy food,
- the development of new forms of social coexistence (CSA Hof Pente GbR)

The idea that the farm is considered as an organism involving cosumers is central (CSA Hof Pente GbR).

A specialty at the CSA farm Pente is the usage of horses for cultivation of the farmland and foregoing the usage of large agricultural machinery as much as possible.

Since the owner of the farm has an academic background, he maintains good relations with research institutions. The environmental effects of the activities at the farm were evaluated in several studies.

In a research project on true cost accounting, all internal and external costs (e.g. as environmental impacts/costs) were taken into account. This study quantified the "true costs" of agricultural production and evaluated them transparently based on recognized models (CSA Hof Pente GbR). The results show that the CSA farm Pente generates a benefit compared to conventional farming, which generates a detriment (DE7B/int. 2, Kreisel 2019).

Furthermore, there was an ornithological study, which examined how the conversion to biodynamic agriculture affects bird diversity. It was found that the diversity of species has increased significantly (DE7B/int. 2, Hammerschmidt 2016).

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Synergies and networking

Relationships with the local community

The local community was strongly involved from the beginning by communicating openly and transparently. This is one of the farmer's basic principles. For example, the press was involved at an early stage. The local community reacted mostly positively to the new idea. The members were all acquired at the very first information event. This was also due to the fact that the farming family was locally known and connected regionally (DE7B/ Int.2).

A good community is very important to the farmers and valued by the members themselves. On the farm, all members have the opportunity to use the common facilities on the farm site, e.g. the communal kitchen as a café or the school auditorium for making music together.

Synergies enabled

The individual characteristics of the farmers facilitated the creation of synergies. The fact that both farmers have an agricultural and a pedagogical background was advantageous for combining education and farming. From the beginning, the farmer had strong connections to young people through his professional activity. Since the farmer has an academic background, he appreciates research and being involved in research projects (More about this can be taken from the next chapter).

Some of the former employees of the CSA farm Pente have started their own CSA farm in the region. They have used the CSA farm Pente to gain experience and imitated the idea afterwards.

Networking

In many interviews, it was emphasized that the farmer is a very skilled networker. He is a good listener and talented at recognizing commonalities and using synergies (DE7B/Int.3, DE7B/int.7, DE7B/Int.40). He always tries to integrate the actions and activities of the farm into larger processes and the societal context. Thus, he actively seeks new networks and

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partnerships (DE7B/Int.2, CSA Hof Pente GbR). Accordingly, the farm, he and his employees are active in many networks.

A few significant networks are briefly described below.

The farmer, together with three other people, founded the working group „Action Education“ (Handlungspädagogik) (DE7B / Int. 2). Action education aims to allow children to participate in everyday activities and actions of adults rather than educating them using frontal teaching methods. The meaningful actions of adults are deemed worthy of imitation by the children. The child, who lives in the surrounding of these activities, then practices self-education (AG Handlungspädagogik).

Der CSA farm Pente is a cooperation partner of the UNESCO Nature and Geopark TERRA vita. The UNESCO Nature and Geopark TERRA vita is “the first German, large-scale protected nature reserve in the UNESCO-sponsored, worldwide Geopark network” (TERRA.vita 2021). It mainly focuses on the following issues

- Nature conservation and landscape preservation
- Sustainable tourism
- Education and communication
- Sustainable regional development

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Within the framework of educational work, the park aims to teach the conscientious handling of the environment and natural resources. For this purpose, the park cooperates with various organizations that provide education for sustainable development and enable an experience of nature. One such organization is the CSA Hof Pente (TERRA.vita 2021).

The CSA farm Pente is a practice partner of the Organic Food System Programme of the United Nations Environment Programme (UNEP) (CSA Hof Pente GbR).

As already mentioned, the CSA farm Pente is involved in research projects, as the farmers both have an academic background. It is actively involved in the research project series “nascent”, in which contributions and the potential of transformative economic forms in the food sector are investigated. This project is funded by the German Federal Ministry of Education and Research (Antoni-Komar and Rommel 2021).

The aim of the project "Transparenz schaffen" (“creating transparency”) is, on the one hand, to enable and support farmers and companies in the food industry to establish contacts and learn about consumer expectations. On the other hand, the project aims to raise more awareness for their production methods and to introduce the products to consumers as well as the whole region. This project is funded by the EU and managed by the Chamber of Agriculture (Chamber of Agriculture in Lower Saxony 2021).

The figure below shows a more detailed overview of the various networks.

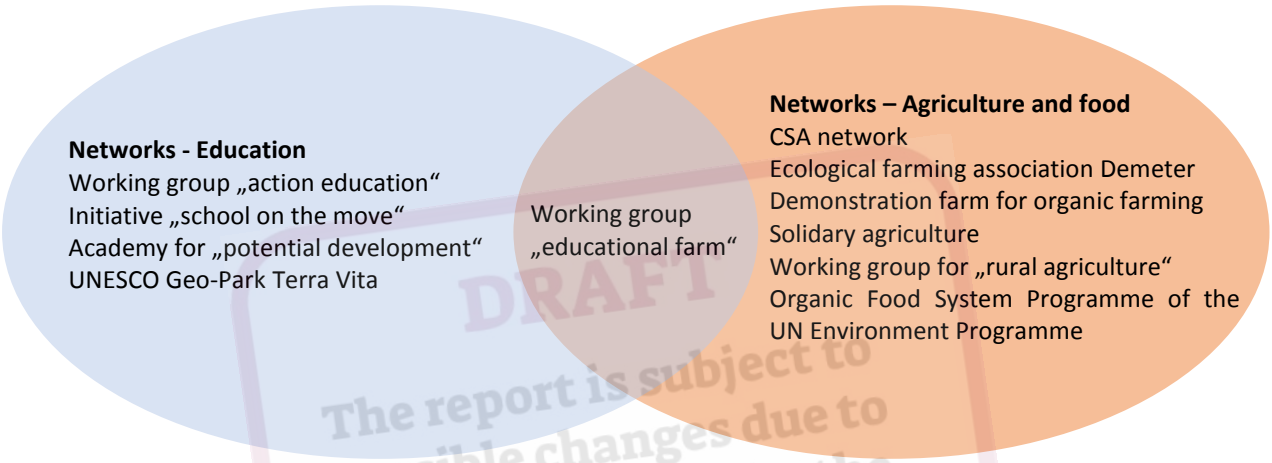

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Figure 2 Networks of the CSA farm Pente
Source: Own illustration based on (CSA Hof Pente GbR)

Policies and institutional supports

Policies

For the construction of the school it was necessary to retrace a landscape conservation area and to draft a development plan. In the matter, CSA Pente faced difficulties with the interpretation of the building law as to whether a school serves the purpose of agriculture. However, his was finally approved after a controversially led discussion of the local politics. The mayor, who was appreciating the CSA farm Pente, positively influenced this process.

It became clear that the definition of "agriculture" must be rethought in legal terms (DE7B/Int. 2).

The interviewed persons demanded that conventional agriculture (intensive factory farming, monocultures) should receive less financial support and agriculture should be rethought towards small-scale, regional supply structures (DE7B/Int. 3, DE7B/Int.6).

In addition, access to land should be easier (DE7B/Int.3, DE7B/Int.16).

Institutional support

As mentioned in section “Actors involved”, the German Federal Environmental Foundation funded the CSA Hof Pente for about three years, mainly for the purpose of communication.

Moreover, the mayor of the city of Bramsche supported the farm, which was advantageous for formal processes.

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Impact and perspectives

Impacts on rural regeneration and generation renewal

The CSA farm Pente is not just a farm, but a holistic organisation that implements sustainability principles conceptually and practically in an examplary manner. It combines and transforms farming, production, trade, consumption, nutrition, early childhood education, school education, vocational training, culture and community. It comprehensively implements the 17 Sustainable Development Goals of the UN. All stakeholders (the employees, the members of the cooperatie, the parents of the kindergarten, the trainees and interns, the teachers and parents of the school children) participate in the development process of the farm and the learning place CSA farm Pente. In this way, learning together and from each other is promoted and developed as the basis of all processes.

Through all these efforts, the farm and its philosophy are compatible with overall societal transformation processes.

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Economic impacts

THE CSA Hof Pente creates a new, regional food supply system that strengthens the regional cycle. It fosters resilience, as the newly established food supply is independent of global market developments. Especially during the COVID19-pandemic, the members did not had to fear to be affected by global gridlock and border closures.

Compared to conventional farming, the CSA farm Pente creates many jobs per hectare of farmland. Approximately 20 people work on 36 hectares of farmland. Before the succession, the farm did not even provide a livelihood for one family. The costs and risks that a farmer would otherwise bear (e.g., weather extremes and crop failures) are now shared by the community. The same applies to the benefits.

Environmental and ecological impacts

The CSA Hof Pente has a positive impact on the environment. If the internal and external costs are monetised, the organic farming results in a positive benefit (Interview Hartkemeyer). The organic farming is carried out according to strict Demeter principles. The

cultivation of the soil with workhorses is particularly noteworthy. In this way, the soil is neither compacted nor altered as much as it would be through cultivating with large agricultural machinery. In addition, there is a great variety of vegetables grown. More than 50 varieties are cultivated on a small scale on a fairly small area. This promotes biodiversity, especially bird diversity, in the immediate surrounding. This was confirmed in an ornithological study (DE7B/Int.2).

In addition, many people are educated on the farm with regard to sustainable development.

Social impacts

CSA Hof Pente is approved as an educational institution and in the course of time a kindergarten, a school and training places have been estabished. These offers enhance the conventional education system. Action-oriented learning based on real-life, ecological issues is firmly anchored on the farm.

A place of encounter was created, strengthening social cohesion. In addition to the products, many members seem to appreciate this the atmosphere at CSA Pente in which they can socialise. Most members are pleased about the possibility of contact and exchange to other members and the farmers, which they are however not obliged to take advantage of. Families enjoy having their children experience a "storybook farm" and connect directly with healthy eating, organic farming and community. The shared responsibility and the opportunities for co-design and participation strengthen the sense of belonging and social cohesion.

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Perspectives

Many interviewees see great potential in the CSA farm Pente and in the concept of community-supported farming. The farm has developed very positively for about 10 years. Moreover, the number of CSA farms is increasing overall. Since the founding of the CSA farm, other farms in the region have been founded according to similar principles, in part by former employees. There is therefore a great potential for transfer.

In order to secure the future of the farm and a sustainable agriculture, the joint foundation was founded. Land worth about 210.000 € was donated by the CSA members, the farming

family and a retired farmer from the neighborhood. The objective is to secure the acquisition of organic land, to further develop soil-conserving cultivation methods and to inform and support organic farmers in representing their interests (CSA Hof Pente GbR).

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Annex 1 – The list of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview
DE7B/Int. 1	Stephan Richter	Male	researcher	Via phone; 18.09.2020
DE7B/Int. 2	Philipp Hertz	Male	farmer	Via phone; 06.10.2020
DE7B/Int. 3	Marco Hoffmann	Male	partner from a network	Via phone; 13.10.2020
DE7B/Int. 4	Simone Diederich	Female	farmer	Via phone; 05.11.2020
DE7B/Int. 5	Marco Maur	Male	partner from a network	Via phone; 16.11.2020
DE7B/Int. 6	Christine Reinhard	Female	local practicioner	Via phone; 09.12.2020
DE7B/Int. 7	Eric Kaiser	Male	partner from a network	Via phone; 09.12.2020
DE7B/Int. 8	Jonas Kunze	Male	local practicioner	Via phone; 09.12.2020
DE7B/Int. 9	Ralph Schiffer	Male	partner, practicioner	Via phone; 16.12.2020
DE7B/Int. 10	Ulrich Lehrer	Male	partner from a network	Via phone; 18.01.2021
DE7B/Int. 11	Peter Bürger	Male	educator, practitioner	Via phone; 20.01.2021
DE7B/Int. 12	Juliane Neustadt	Female	educator	Via phone; 22.01.2021
DE7B/Int. 13	Alexander Freud	Male	local politician	Via phone; 22.01.2021
DE7B/Int. 14	Gabriele Scherer	Female	researcher	Via phone; 27.01.2021
DE7B/Int. 15	René Unger	Male	employee	Via phone; 28.01.2021
DE7B/Int. 16	Paul Drescher	Male	(regional) politician	Via phone; 10.02.2021
DE7B/Int. 17	Max Schultheiss	Male	educator	Via phone; 11.03.2021
DE7B/Int. 18	Daniela Achen	Female	practicioner	Via phone; 22.12.2021
DE7B/Int. 19	Gabriele Walter	Female	member	Bramsche, 12.03,2021
DE7B/Int. 20	Alexander Adler	Male	member	Bramsche, 12.03,2021
DE7B/Int. 21	Stephanie Kaufmann	Female	member	Bramsche, 12.03,2021
DE7B/Int. 22	Susanne Rothstein	Female	member	Bramsche, 12.03,2021
DE7B/Int. 23	Nadine Friedman	Female	member	Bramsche, 12.03,2021
DE7B/Int. 24	Heike Schweizer Steffen Wurfel	Female, male	member	Bramsche, 12.03,2021
DE7B/Int. 25	Janina Hirsch	Female	member	Bramsche, 12.03,2021
DE7B/Int. 26	Susanne Eisenberg	Female	member	Bramsche, 12.03,2021
DE7B/Int. 27	Lisa Friedmann	Female	member	Bramsche, 12.03,2021
DE7B/Int. 28	Lisa Bader	Female	member	Bramsche, 12.03,2021
DE7B/Int. 29	Sophia Vogt	Female	member	Bramsche, 12.03,2021
DE7B/Int. 30	Jennifer Bader	Female	member	Bramsche, 12.03,2021
DE7B/Int. 31	Yvonne Hoffmann	Female	member	Bramsche, 12.03,2021
DE7B/Int. 32	Daniela Weiß	Female	member	Bramsche, 12.03,2021
DE7B/Int. 33	Leonie Eichel	Female	member	Bramsche, 12.03,2021
DE7B/Int. 34	Barbara Eisenberg	Female	member	Bramsche, 12.03,2021
DE7B/Int. 35	Sara Frei	Female	employee	Bramsche, 12.03,2021
DE7B/Int. 36	Lena Fuhrmann	Female	farmer	Bramsche, 12.03,2021

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DE7B/Int. 37	Barbara Konig	Female	member	Bramsche, 12.03,2021
DE7B/Int. 38	Laura Kluge	Female	employee	Bramsche, 12.03,2021
DE7B/Int. 39	Claudia Bar	Female	member	Bramsche, 12.03,2021
DE7B/Int. 40	Marcel Freitag	Male	partner from a network	Via phone; 07.04.2021

Table 2. Interviews

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T5.2 Case study report (Code FI8B)

Vital agriculture and forestry in Uusimaa region (The ELINA Uusimaa project)

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Acronyms & Abbreviations

CAP	Common Agricultural Policy
EDR	Economic Dependency Ratio
ELY	ELY centres are regional bodies of the Finnish state administration for Economic Development, Transport and the Environment issues
EU	European Union
NGO	Non-government organization
PDR	Population Dependency Ratio
UAA	Utilized Agricultural Area
WP	Work Package

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Introduction

This case study report presents the development actions for farms in southern Finland during the projects Elinvoimainen maatilatalous Uudellamaalla - ELINA (Vital Agriculture and forestry in the province of Uusimaa, ELINA I) and Elinvoimainen maatila ELINA II HUMKS (Vital Farm, ELINA II). This case study is one of 30 RURALIZATION WP5.2 case studies. The detailed guidelines for these studies and reports were presented in WP5 Task 5.2 input paper in July 2020 (Sivini, Vitale, & Kovach, 2020).

The farmers' advisory organization Proagria Etelä-Suomi (Proagria southern Finland) has been responsible for administrating both projects. The ELINA I project was implemented in the province of Uusimaa between 1st November 2015 and 31st December 2018. At the same time, Proagria Etelä-Suomi had a similar project covering two other provinces. The ELINA II project started in 1st November 2018 and it will be finished till the end of 2021. ELINA II HUMKS was implemented in a larger area of five provinces in southern Finland.

In these projects the operating circumstances and profitability of farms are developed by organizing information events and training to farmers. The training is a type of professional updating education for farmers. Also people who are just planning to be a successor are allowed and welcomed to participate in events and training. The trainings of the projects are focusing on farm investments and generational renewal issues and improving the profitability and competitiveness of farms taking into account also environmental management aspects.

Although the later project, ELINA II HUMKS has operated the province of Uusimaa too, the main focus in this case is in that province and in the ELINA I project. To get a better understanding about the context of farming development actions, this report features an outlook to the regional features of the practice. The outlook is based mostly on statistical data about the geographic, demographics, social, economic and the labour and livelihood features of the Uusimaa region.

The analysis of this practice in this case study was deepened by the qualitative data collected by interviews in 12 semi-structured in-depth interviews. The interviews were done between 29th September 2020 and 18th December 2020. The Interviewees were farmers, agricultural

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advisors and experts, consultants, local and regional administrative officers and specialists of farmers' union. The additional information was gathered from the project documents. The focus group discussion about this case study was held online on the 22nd of April with the board of the Proagria Etelä-Suomi. The preliminary results were discussed in a webinar on the 14th of June 2021.

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Context

Regional and local features

The Finnish administrative structure has three main levels: the national (state), the regional (provinces) and the local (municipalities). The state takes care of the national administrative tasks. At the local level municipalities are in charge of the actual provision of basic services for their inhabitants. The municipalities have created many common organisations for specific tasks that ask for pooled resources (e.g. special healthcare, rescue operations, vocational education). The municipalities have a right to collect income and real estate taxes and the state provides a special subsidy to finance part of the tasks. Business development, rural/urban development, business consultancy services etc. are not obligatory for the municipalities, but they are actively engaged with these activities (Kuhmonen & Ruuska, 2020).

The province of Uusimaa differs from other regions in Finland by many aspects. It is a somewhat special case for the rural development activities too. It is the most populated province of Finland with 1.7 million people and with the biggest and the capital city of Helsinki. About 31 % of Finnish inhabitants live in the province of Uusimaa (Statistics Finland, 2021).

The total land area of Uusimaa is 9,098 km². That is about three percent of total land area of Finland. Inland waters cover 470 km² and seawater 6,491 km² of the total area of Uusimaa (LUKE, 2020a). The topography of Uusimaa is quite continuous, shelving downwards from inland towards the Gulf of Finland (**Errore. L'origine riferimento non è stata trovata.**).

There are roughly five main types of landscape: the Salpausselkä ridges from south west to north-west, the rocky highlands in the middle part of the province, the region of lakes in the west, the river valleys in the east and the coastal archipelago in the south. The archipelago zone of the Gulf of Finland borders the province in the south. The province of Uusimaa has over 6,300 km of sea coast including almost 11,000 islands and islets (Rinkinen & Kuusisto, 2012).

The greater part of the area of Uusimaa belongs to the northern coniferous forest belt. Even if Uusimaa is the most populated province of Finland, forests and bogs cover about 60 % of the area. The forests are mainly the conifer and mixed forests. The coastal area is more wooded than the inland cropping zone that is a mosaic of lakes, wooded moraine ridges and

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fields on the west side of the province (Rinkinen & Kuusisto, 2012). The utilized agricultural area (UAA) of Uusimaa is about 20 % of total land area (Figure).

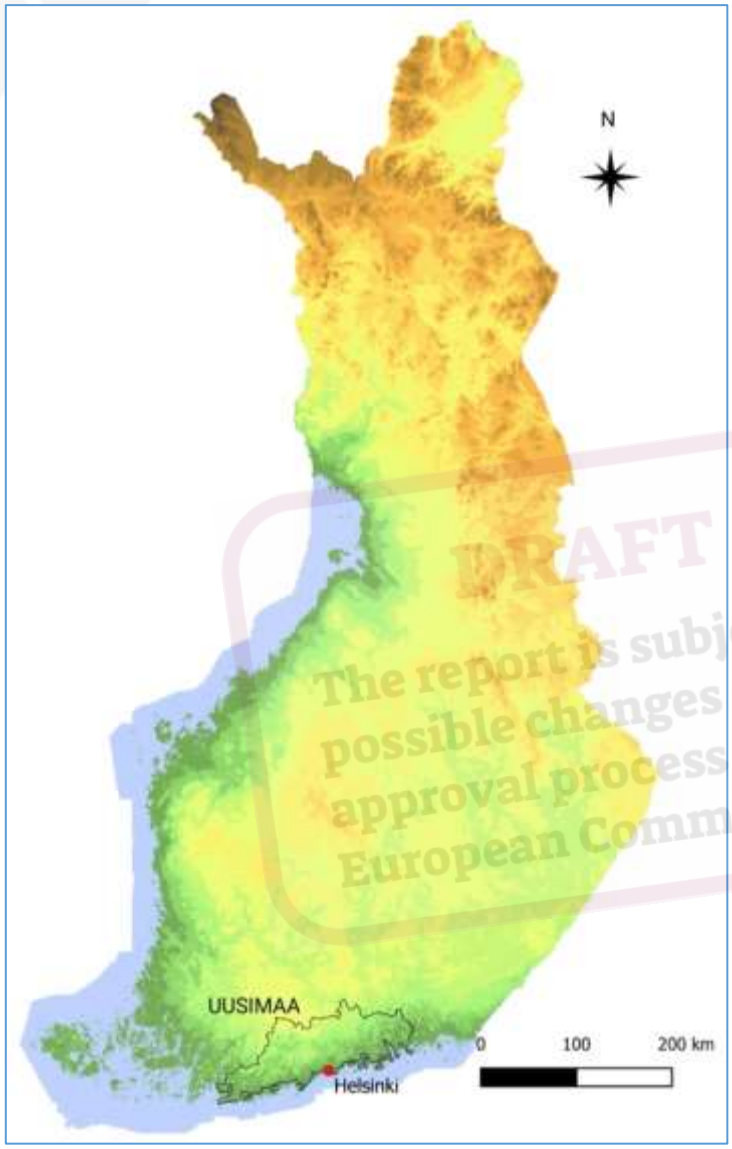

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Figure1. The relief map of Finland.

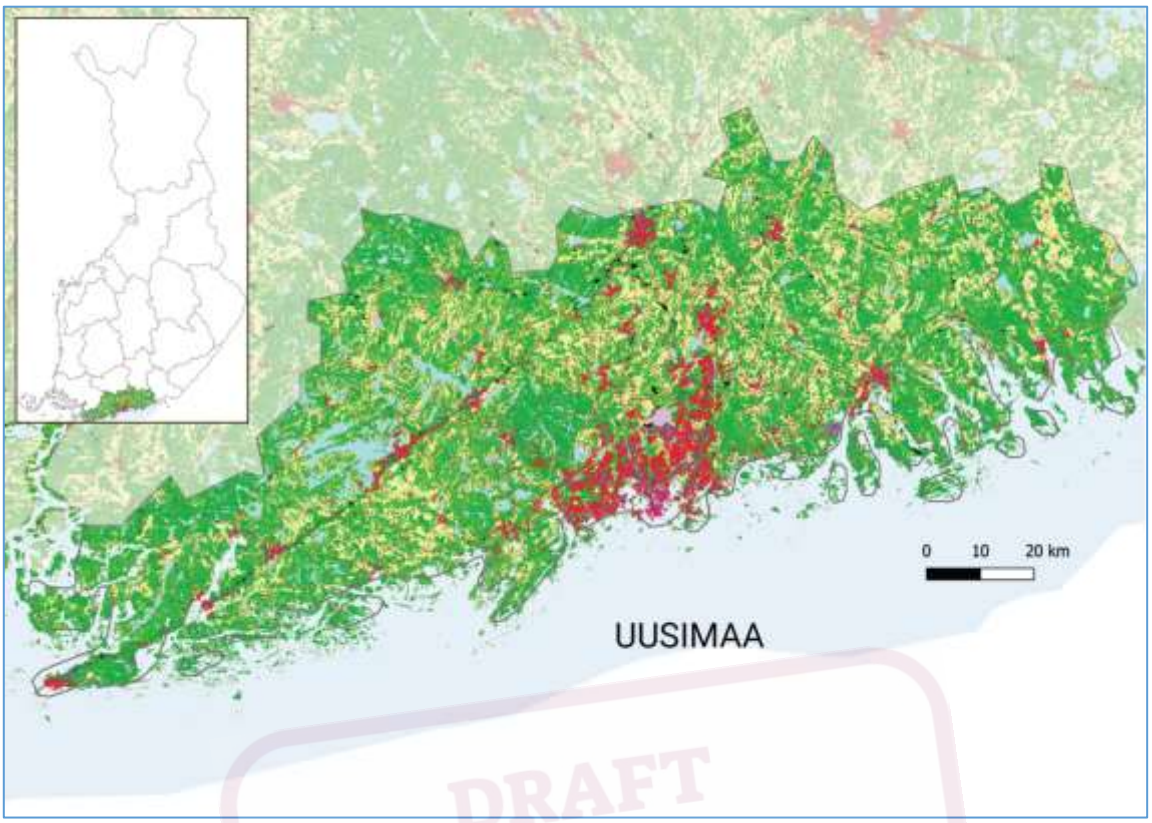

Figure 6. The Corine Land Cover (2018) area of the province of Uusimaa Finland.
Source: Finnish Environment Institute

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In the province area of Uusimaa there are 98 Natura 2000 areas. Their total area of is 169,306 hectares. Over half of that total area is waters. In addition, six other Natura 2000 areas are situated by minor parts in the province of Uusimaa. Of the Province of Uusimaa Natura sites, there are 74 sites that are listed under the Habitats Directive (SAC), 20 sites listed under both the Habitats and Birds Directives and 4 sites only under the Birds Directive (Helsinki-Uusimaa Regional Council, 2020b).

The population of the Province of Uusimaa was 1,689,725 in 2019. The population has grown 21 % since the year 2000 while in the whole Finland the growth has been only 7 %. The population is ageing also in this area of the highest population density in Finland. The average age of the population of Uusimaa is 41 years, about two years less than among all Finnish citizens. The number of retiring age population, 65 or more years old people, has grown 84 % in last twenty years. The working age population is now about 14 percent higher than in 2000. At the same period, the birth rate has not been that high, the growth of population of 0-14 years has been only 8 percent and the share of that age category is lower than retiring age population (Figure). The transitions between age categories are not that dramatic that

are among the whole Finnish population where only the category of 65 or more years has grown in last twenty years.

The population density of Uusimaa was 185.7 inhabitants/km² in 2019 while the province with the second biggest density, Varsinais-Suomi had 44.9 and the whole Finland 18.2 inhabitants/km². The whole province of Uusimaa is not that highly populated though. In the urban-rural typology nine of 26 municipalities are categorized as urban, nine as rural areas close to urban areas and six as rural heartland areas. The typology used by Statistics Finland is available in small grid format (GIS) with seven categories and in municipality level format with four categories (Helminen et al., 2014; Kuhmonen & Ruuska, 2020).

There are 26 municipalities but 70 % of the inhabitants live in the three biggest cities Helsinki, Espoo and Vantaa. In Helsinki, the population was 653,835 and population density 3,051.7 inhabitants/km² in 2019 while the smallest population was in the municipality of Pukkila, 1,860 inhabitants and the most sparsely populated municipality Lapinjärvi had only 7.9 inhabitants/km². In rural areas1 live 7.5 % of the whole Uusimaa population but on the other hand there are ten municipalities where over 90 % of the people live in rural areas. Nine out of 26 municipalities had the population predominance of males while females had predominance at the provincial level (51.2 % vs. 48.8. % for females). The biggest difference in balance is in Helsinki, 52.5 % of the population are females (Statistics Finland, 2021).

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[1] The classification system is implemented using a nationwide 250 x 250 m grid of cells. Each cell is categorized into one of seven classes according to the certain criterias. The details: http://stat.fi/meta/kas/kaupunki_maaseu_en.html.

Municipality[1]	Population 2019	Population density people/km²	Average age, years	Inhabitants in rural areas, %	Foreign background, %
Askola (M)	4 943	23.3	41.8	**98.9**	2.8
Espoo	**289 731**	927.7	38.6	0.1	**18.1**
Hanko (M)	8 199	69.8	**49.5**	98.5	4.6
Helsinki	**653 835**	**3 051.7**	40.8	0.0	**16.5**
Hyvinkää	46 470	144.0	43.6	1.4	6.2
Inkoo	5 386	15.4	46.0	97.1	4.4
Järvenpää	43 711	1 164.4	41.0	0.0	5.9
Karkkila	8 714	36.0	46.0	98.8	6.2
Kauniainen	9 797	**1 663.3**	42.9	0.0	8.4
Kerava	36 756	**1 200.0**	41.6	0.0	11.8
Kirkkonummi	39 586	108.1	40.2	7.5	8.8
Lapinjärvi (M)	2 606	7.9	**47.8**	98.1	5.7
Lohja	45 965	48.9	44.7	20.4	4.6
Loviisa (M)	14 772	18.0	**47.9**	**99.0**	4.4
Myrskylä	1 882	9.4	47.2	**98.6**	3.7
Mäntsälä	20 721	35.7	41.3	81.6	3.5
Nurmijärvi (M)	42 993	118.8	40.1	0.4	5.4
Pornainen (M)	5 035	34.4	40.3	91.1	3.0
Porvoo	50 380	77.0	42.9	11.2	7.3
Pukkila (M)	1 860	12.8	45.2	98.5	3.0
Raasepori	27 536	24.0	46.5	96.5	5.3
Sipoo (M)	21 170	62.3	41.5	3.9	5.4
Siuntio (M)	6 145	25.5	42.4	73.7	5.8
Tuusula	38 599	175.8	41.5	0.0	5.8
Vantaa	**233 775**	980.7	39.3	0.0	**20.6**
Vihti	29 158	55.9	41.8	21.7	5.7
Uusimaa, total	**1 689 725**	**185.7**	**40.8**	**7.5**	**14.2**
Finland, total	**5 525 292**	**18.2**	**43.2**	**27.0**	**7.7**

Table 5. Key figures of the population of the province of Uusimaa in 2019

[1] (M) = Predominance of males in population

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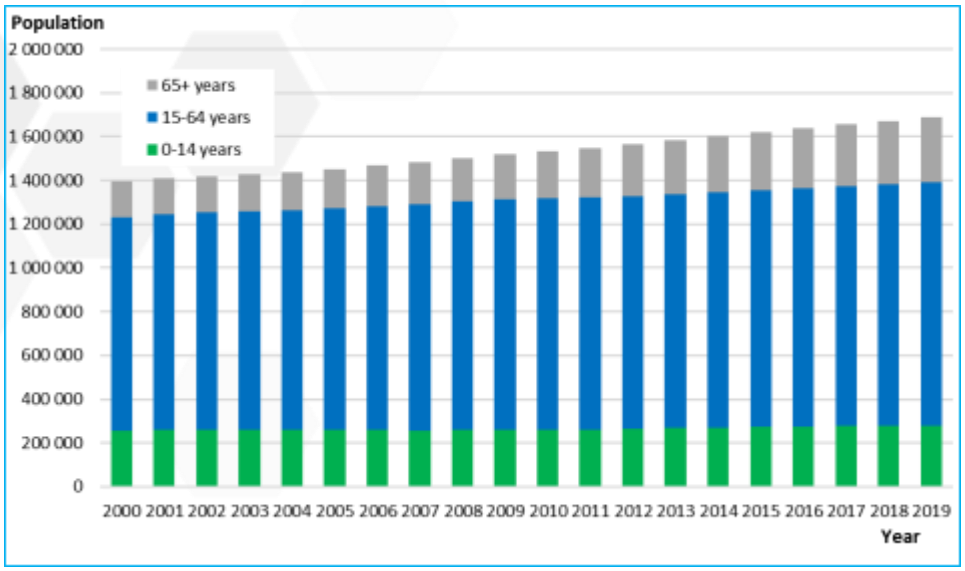

Figure 7. The population of the province of Uusimaa by age groups, years 2000-2019.
Source: derived from Statistics Finland (Population structure).

The population growth of the province of Uusimaa has been based on increased intermunicipal migration from other parts of Finland to Uusimaa which has been getting even stronger recent years. Also the positive international migration has grown the population of the Uusimaa region. The capital region and the three biggest cities of it have the most international population in Finland. The natural increase in population is still positive, but it has decreased recent years (Figure).

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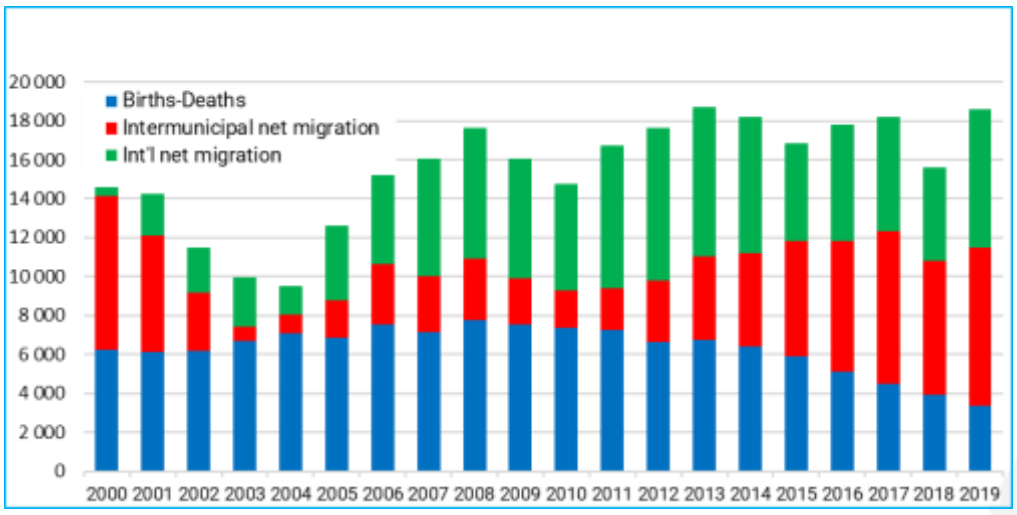

Figure 8. The migration and natural change of population in the province of Uusimaa, years 2000-2019.
Source: derived from Statistics Finland

There are still both winners and losers among the municipalities of Uusimaa too. From the year 2010 there are ten municipalities that have suffered from depopulation, most heavily the town of Hanko in the south-western corner of Uusimaa (Figure). On the contrary, there are six municipalities that have grown their population over ten percent in recent ten years. By absolute numbers the cities of Espoo, Helsinki and Vantaa have together increased their population by 140,767 people, 89 % of the total increase in Uusimaa between 2010 and 2019.

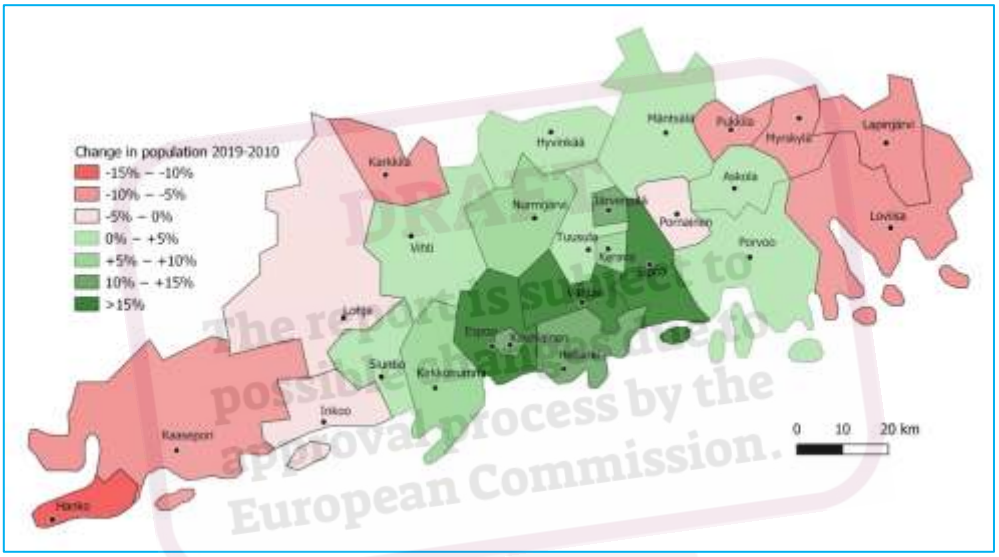

Figure 9. Changes in population between 2019 and 2010 by the municipalities of the province of Uusimaa.
Source: derived from Statistics Finland

Education

The education level of the Province of Uusimaa is higher than on average in Finland. The share of people with tertiary level education is about seven percentage points bigger than among the average citizens of Finland. The education with tertiary level qualification is more common among females than males, like it is at national level too (Table). The education level is not equal between the Uusimaa municipalities. In the smaller municipalities that have suffered from the depopulation the share of people with tertiary level education is notably smaller than in big cities and in the municipalities close to them.

Persons aged 15 or over		Helsinki	Uusimaa province	Finland
Without upper secondary qualification	Total	23 %	26 %	26 %
	Males	25 %	27 %	28 %
	Females	22 %	24 %	25 %
With at least upper secondary qualification	Total	77 %	76 %	74 %
	Males	75 %	74 %	73 %
	Females	79 %	73 %	75 %
With tertiary level qualification	Total	44 %	39 %	32 %
	Males	40 %	35 %	28 %
	Females	48 %	43 %	36 %

Table 6. Population aged 15 or over by level of education in 2019

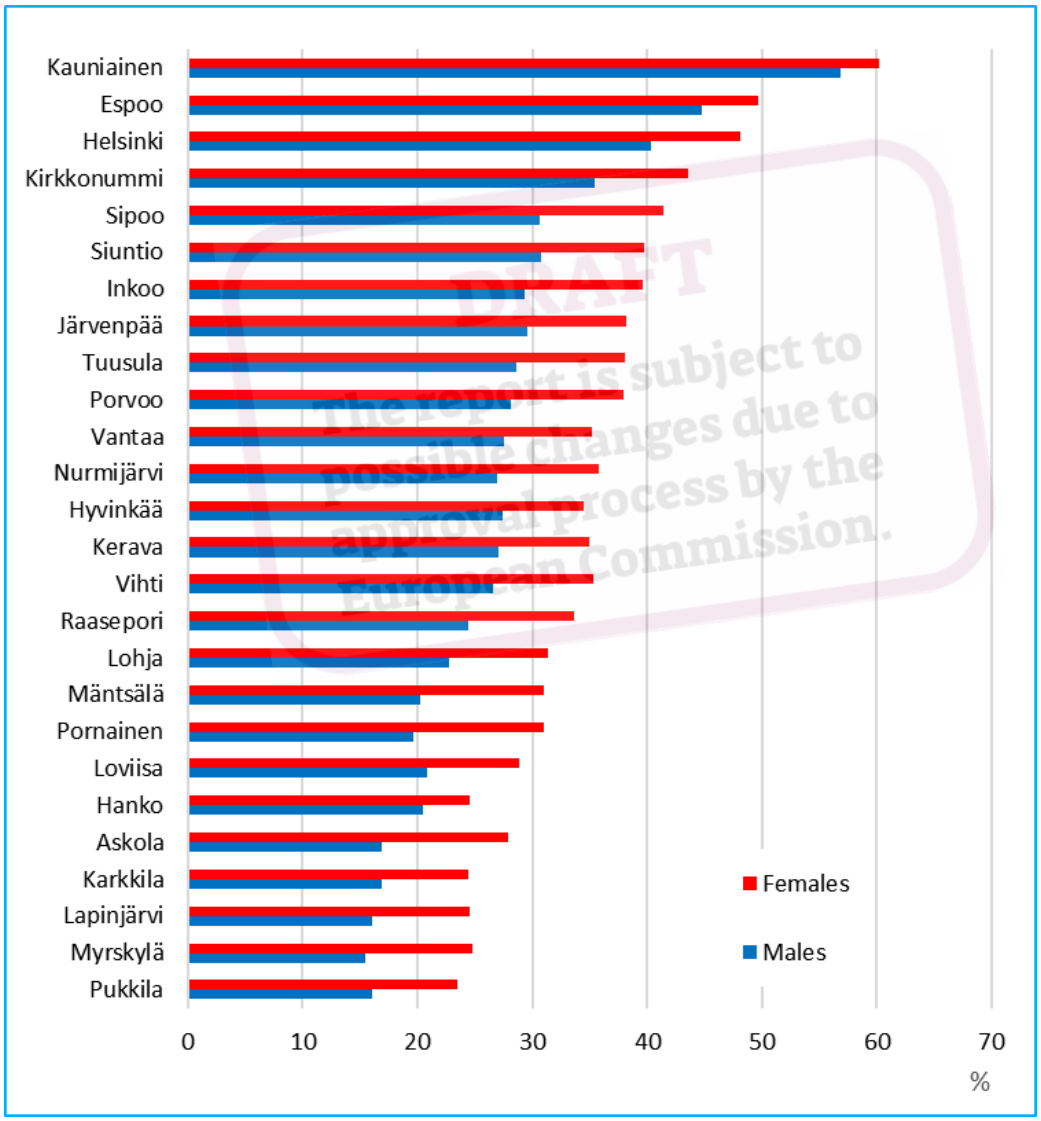

Figure 10. The share of people with education of tertiary level qualification, by the Municipalities of Uusimaa, year 2019.
Source: derived from Statistics Finland

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Labor

The labor force of the province of Uusimaa was 870,203 people, 33 % of the total labor force of Finland and 52 % of the population of Uusimaa in 2018. The number of employed was 797,737 people, 48 % of total population and 72 % of working age (15-64 years) population. Due to increasing population, the labour force of Uusimaa has increased 7 % in last ten-year period. Still, the population is aging and so the PDR has gone upwards in Uusimaa and the EDR has not much improved. It is better than in the total population of Finland though (Figure 65). Also, the unemployment rate is lower than in national level. In recent years, the difference in the unemployment rate between Uusimaa and the whole Finland has slightly decreased. (Figure).

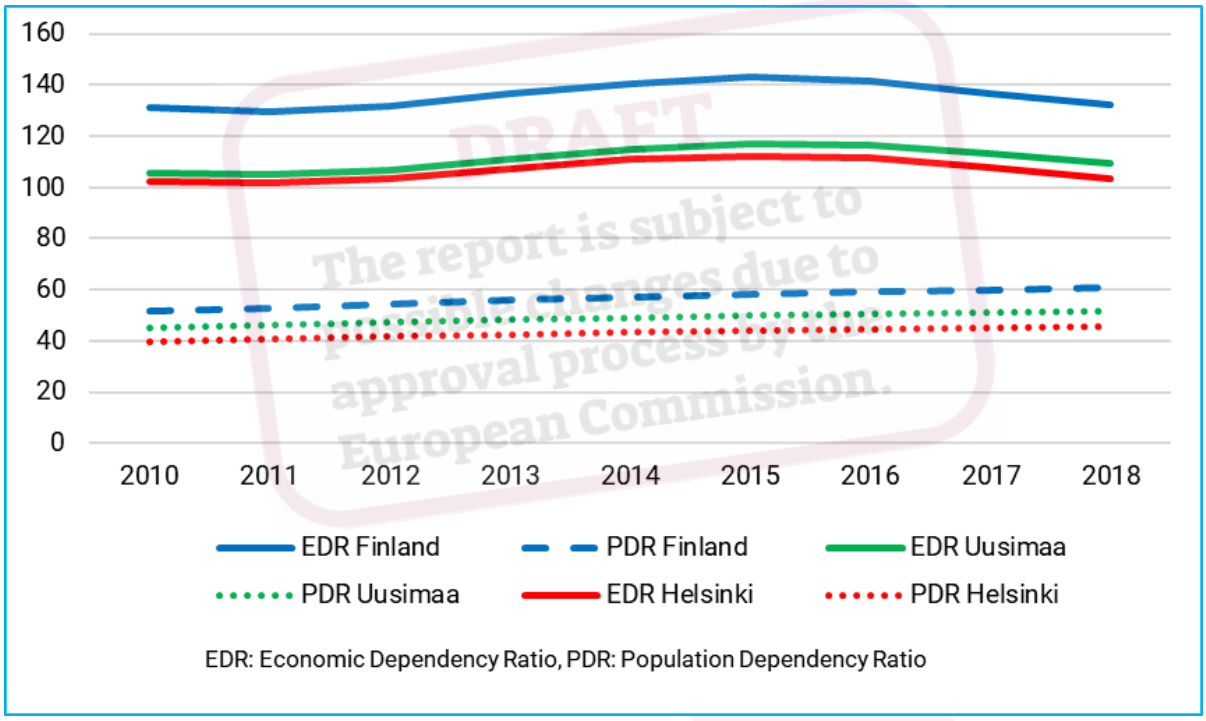

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Figure 11. Economic and Population Dependency Ratios 2010-2018.
Source: derived from Statistics Finland.

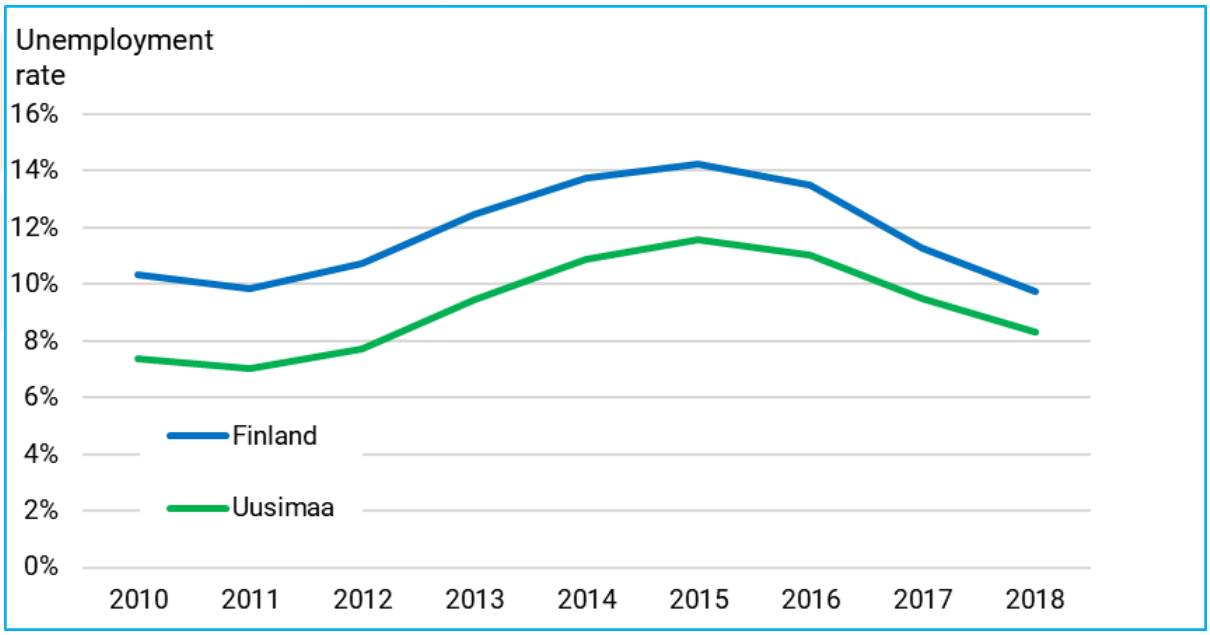

Figure 12. Unemployment rate in Uusima and Finland 2010-2018.
Source: derived from Statistics Finland.

Only about 0.5 % of the employed labour force of Uusimaa worked in the agriculture, forestry and fishing professions in 2018. There are still eight municipalities, Askola, Inkoo, Lapinjärvi, Loviisa, Myrskylä, Pornainen, Pukkila and Raasepori where the primary sector employs relatively more than on average in the other parts of Finland. In the province of Uusimaa, the service sector is a bigger employer and industry professions smaller than among the whole labour force of Finland (Table 32)1. In all three big cities, Helsinki, Espoo and Vantaa the service sector employs over 90 % of the employed labor force.

	Uusimaa province	Finland
Agriculture, forestry and fishing	0.5 %	2.7 %
Industry	8.6 %	13.6 %
Private and public services, administration	90.9 %	83.7 %

Table 7. Labor force by industry in 2018.
Source: derived from Statistics Finland (Population, Employment).

[1] Division by industries derived from Employment Statistics of Finland (TOL 2008). Industry includes B. Mining and quarrying, C. Manufacturing, D. Electricity, gas, steam and air conditioning supply.

The province of Uusimaa had 117,376 establishments of enterprises, about 29 % of Finnish total in 2019. Those enterprises employed 4.9 staff-years on average, while in Finland it was 3.8 staff years per enterprise. The biggest employers by staff-years are in the three biggest cities Vantaa (7.7 staff years/enterprise), Helsinki (5.5) and Espoo (5.2) while in the small municipalities of Pukkila and Pornainen the enterprises employed only 1.4 staff-years per enterprise on average. About 69 % of the establishments and 81 % of the employees of the enterprises are in the three biggest cities of Uusimaa. The population and the economic and administrative activities are highly centralized to those cities and very nearby municipalities. (Statistics Finland, 2020b).

Agriculture, multifunctional farming

The utilized agricultural area (UAA) of Uusimaa was 181,201 hectares in 2020. It is about 20 % of total land area which is much more than on average in Finland where the share of UAA is only about 7.5 % of the land area. There were 3015 farms in Uusimaa in 2020, over half of them locate in the six municipalities of the outer zone from the metropolitan area; Lohja, Raasepori, Mäntsälä, Loviisa, Porvoo and Vihti.

The animal husbandry has decreased in Uusimaa, only 11 % of the farms had farmed animals in 2020. Over half of the farms are for cereals production, but the share of other type of more undefined plant production farms have increased (LUKE, 2020b). In fact it is the only type farms that have increased recent years (Figure). Some of them have moved perhaps towards more passive and not that productive use probably because of the agricultural profitability and market reasons and by the agricultural policy incentives.

In 2019, there were 402 organic farms, 13.1 % of all farms and 15.1 % of UAA of the province of Uusimaa. In Finland, of all farms, the share of organic farms is 10.7 % of total farm number and 13.5 % of UAA. The number of organic farms of Uusimaa has increased 29 % in recent six years (LUKE, 2020; Ruokavirasto, 2020b). The greenhouse production and the production of outdoor vegetables had about 4 % of the farms of Uusimaa.

The number of active farms has been going down in the province of Uusimaa but the average size of farms (UUA/farm) has been growing. In recent decade, the average UUA/farm has grown over ten hectares to 60 hectares/farm (Figure). It is about ten hectares above the average Finnish farm size.

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The average size of organic farms is even bigger, 68.1 hectares with total area of 22,362 hectares of organic farming. The biggest organic farm in Finland is in Vihti, Uusimaa with over 1,500 hectares of UUA (Laurea ammattikorkeakoulu, 2020; Ruokavirasto, 2020b).

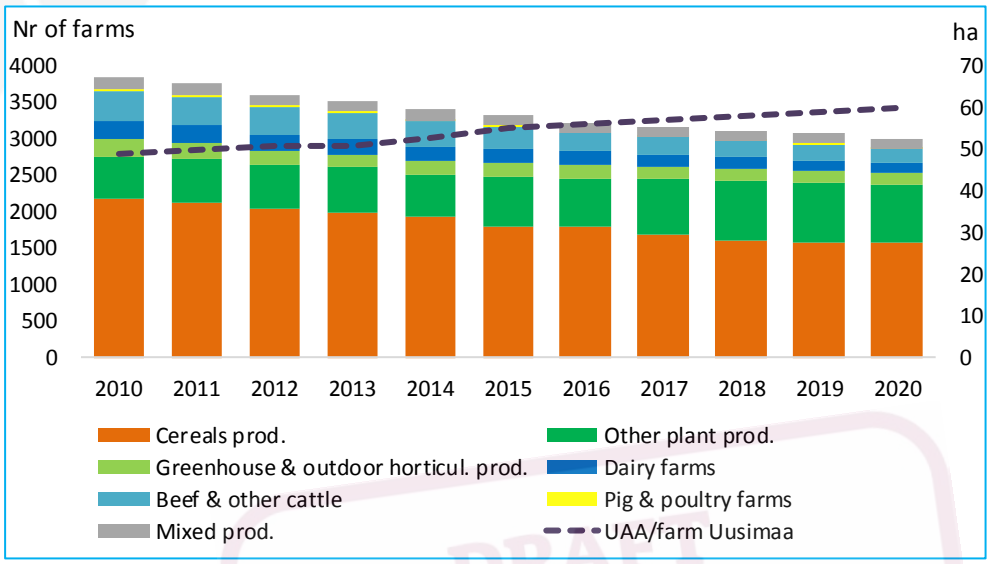

Figure 13. Number of farms and average cultivated area (ha, UAA/farm) in Uusimaa.
Source: LUKE (2020)

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Over one third of the farms in Uusimaa have diversified their enterprises to other line of businesses. In most cases, the other business means producing some services like contracts for machinery works. Different kind on industrial works, e.g. subcontracting is a typical additional business for the diversified farms too. The other businesses alongside the farming are more common in Uusimaa than on average in Finnish farms. At national level, 29 % of the farms were these so-called diversified agricultural and horticultural enterprises in 2016.

Private persons own 85.8 % of the farms in Uusimaa in 2019. Less common were farming syndicates (8.4 %), heirs (2.4 %) and limited companies (2.2 %). The ownership structure by the legal form has been quite stable for a long time. The share of farming syndicates and limited companies has slightly risen but not significantly.

Males dominate farming in Uusimaa. Females were the main farmers only in 17 % of the farms. The average age of farmers is 53 years, about the same as an average farmer's age in Finland. About 19 % of the farmers are 65 or more years and only 15 % of the farmers are under 40 years old (Ruokavirasto, 2020a). From the statistics of active farms in EU-terms, i.e. farms that are eligible for EU's income support, we find that the share of farmers at retire-

ment age, persons of 65 or more years old has risen quite sharply in last five-year-period since 2014. A big cohort of farmers has slid to retirement age during the period and perhaps many of them not having a successor (Figure).

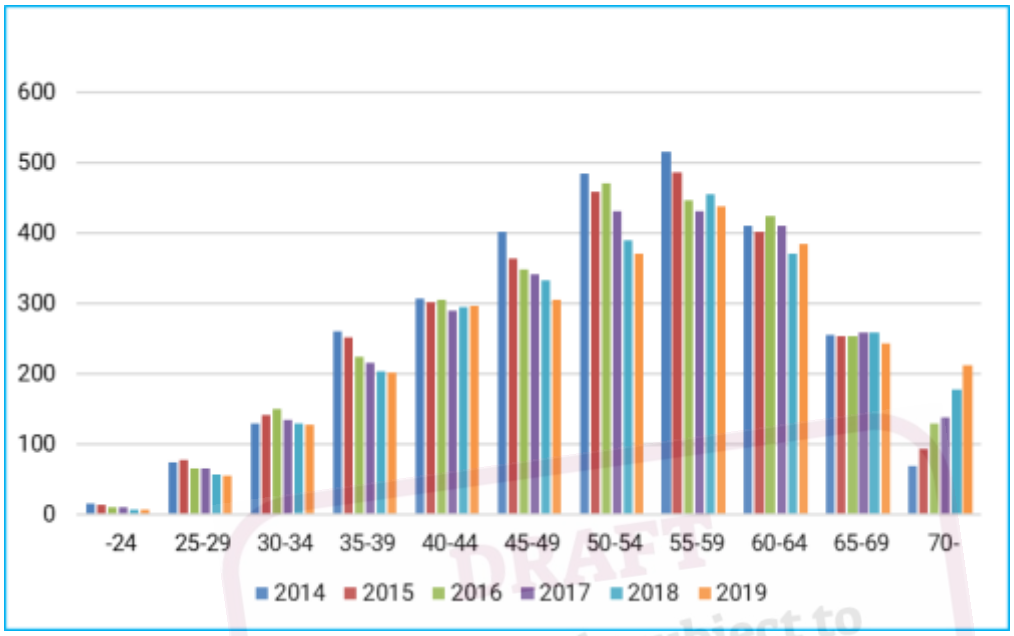

Figure 14. Number of farmers on private owned farms by age category in 2014–2019.
Source: (LUKE, 2020).

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The last CAP-reform gave new incentives to continue farming or even start farming as a new entrant in an older age when age constraints were removed also from Pillar II subsidies. These subsidies, like LFA-subsidy are of great economic significance in Finnish agriculture. The age of 40 is one limit for a starting aid of young farmers and for extra income subsidy of young farmers. In Uusimaa, their number has decreased 18 % since 2014, meanwhile the number of farmers 65+ years has increased 40 %. It is evident that these changes affected partly by the agricultural policy too.

Many farms do not have a successor in this region of many alternative jobs but it does not mean that the farmland of those farms with retired farmers would be abandoned. Other farmers usually rent or buy that land and continue to cultivate. In 2019, 57 % of the farms cultivated rented farmland alongside their own land covering 35 % of the total UAA of Uusimaa (Ruokavirasto, 2020a). Due to that structural change the ownership or occupancy of arable land has become more concentrated.

Cultivated area (UAA) of the province of Uusimaa was 181,294 ha. About 55 % of the UAA was covered by grain crops, mostly wheat and feed barley and oats. Malting barley covered about 15 % of the areas for grain crops. Fodder grassland covered 20 % and various nature management fields and fallows covered 15 % of the UAA. For the rest of the UAA, the main areas were covered by rape, broad bean and caraway. In last five years the cultivating area of grains, especially wheat, rye and malting barley has diminished while the area of grass-lands has grown.

For the agricultural production there are some natural advantages (e.g. climate, field structure) compared with many other parts of Finland. However, the province of Uusimaa is growing fast in other business areas and there are many alternative and competitive jobs for the potential successors of farms. Full-time farming has not been that attractive any more. Some manifestations of that kind of development may be e.g. the reduction of farms with animal husbandry and the changes of use of farmland.

On the other hand, the province of Uusimaa is more densely populated than other provinces of Finland and thus there are perhaps better prospects for local food markets. It has been realized already in the demand for organic products and in the density of organic food processing enterprises (Laurea ammattikorkeakoulu, 2020). According to Aitojamakuja.fi database, there are 166 enterprises that sell local farm products on the farm or by some other alternative more local market than the centralized food processing and delivery system. That voluntary based database does not necessarily cover all the farms with such businesses. Still, according to the statistics of structural development of agriculture, the mainstream of the food system that e.g. Kallio (Kallio, 2018) describes in her study, have not much changed. The number of small farms has decreased and the number of medium-sized and large farms has increased constantly and the interaction between farmers and consumers is quite thin.

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Rural tourism and leisure time visitors

There are not available any detailed data of tourism or rural tourism at the local municipality level of Uusimaa. Some information is available from the tourism report published by the Helsinki-Uusimaa Regional Council with twelve of the municipalities of Uusimaa (Helsinki-Uusimaa Regional Council, 2020a). The Statistics Finland has published some experimental

statistics of the capacity1 of rental cottages by the region that can give some more information about the rural tourism and leisure time visitors. From the various online booking services can be found only a few rural tourism enterprises but that probably indicates more the decentralized marketing challenges than the actual number of such enterprises in Uusimaa.

In general, tourism is an important business in the province of Uusimaa. About the half of the demand for tourism in Finland is focusing on Uusimaa. The direct tourism income to Uusimaa was five billion euro in 2018. One third of the tourism income came to the capital of Finland, Helsinki.

At the end of 2019, there were 271 leisure time rental cottages in Uusimaa1. It is only 2 % of all rental cottages of that kind in Finland. The main areas for tourism activities of that kind are in Lapland, north-eastern Finland and in the lake district of Central and eastern Finland. However, spending the leisure time in one's own rural apartments is likely popular also in Uusimaa since there are over 40,000 free-time residences, about 8 % of all free-time residences of Finland and most of them probably only for their owners' use, not for rental or business purposes (Statistics Finland, 2020a).

In general in Finland, nine out of ten free-time residences are in rural areas. Urbanization and ageing of the population probably increase the free-time accommodation in rural areas since urban people spend more time in their free-time residences than rural people. 69 % of the owners of the free-time residences have the permanent residence in some other municipality and 38 % further in some other province (Pitkänen & Strandell, 2018).

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The project's practice context

The analysis of this practice in this case study was deepened by the project documents and by the qualitative data collected by interviewing 12 people (5 females, 7 males) in semi-structured in-depth interviews. The interviews, of which 3 face-to-face, 1 by phone and 8 by Microsoft Teams were done between 29th September 2020 and 18th December 2020. The Interviewees were farmers, agricultural advisors and experts, consultants, local and regional administrative officers and specialists of farmers' union. The focus group discussion about

[1] The statistics on rental cottages include only cottages that are announced on the largest Finnish online market places. Link to the homepage: http://www.stat.fi/tup/kokeelliset-tilastot/vuokramokkitilasto/index.html.

this case study was held online April 22nd with the board of the Proagria Etelä-Suomi. The preliminary results were discussed in a webinar on the 14th of June 2021.

In the case of the ELINA, the realizer of the development projects is an association called Proagria Etelä-Suomi (Proagria southern Finland). It is one of the regional associations in a nationwide organization that provides expert services and know-how to develop competitiveness in agriculture and rural businesses. That organization is an experienced actor in these kind of rural development actions and consulting farmers. That organization is big enough to carry the financial and operational risks of bigger development projects of this kind and to ensure the expertise needed for the special professional issues of the trainings and other project actions.

The ELINA I project was implemented in the province of Uusimaa between 1st November 2015 and 31st December 2018. At the same time, Proagria Etelä-Suomi had a similar project covering the provinces of Kanta-Häme and Päijät-Häme. In this first period of projects, they had two partner organizations that shared some of the total project funding by the voluntary agreement. Still, the Proagria Etelä-Suomi was mainly responsible for implementing and administrating the projects.

The ELINA II project started in 1st November 2018 and it will be finished till the end of 2021. ELINA II HUMKS was implemented in a larger area of five provinces. Besides Uusimaa (NUTS3: FI181), it covers the provinces of Etelä-Karjala (FI187), Kanta-Häme (FI184), Kymenlaakso (FI186), Päijät-Häme (FI185). In the project area, there are 63 municipalities and three regional ELY[1] Centres who are responsible for the public administrative control of the projects.

In these projects the operating circumstances and profitability of farms are developed by organizing information events and training to farmers. The training is a certain type of professional updating education for farmers.

The regional context and the structural development of the province of Uusimaa give rational reasons for the projects like ELINA. Also, the project plan of the ELINA I project has some text for reasoning this project, written in October 2015 (ProAgria Etelä-Suomi ry, 2015). The project was seen necessary for the reasons mentioned below.

[1] ELY centres are regional bodies of the state administration for Economic Development, Transport and the Environment issues.

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- The number of farms was likely to decrease over one fifth in next five years, weak liquidity and profitability accelerates the decline
- decreasing subsidies for the new period of CAP, the delayed payments of subsidies, decreasing market prices of grain, the decreasing market price of milk, at the same time increasing costs
- The need for a new information and know-how is essential especially in the big turning points of farm enterprises.
- The farmers who decide to continue farming need to grow the farm size and to improve the productivity
- Have to get more competence for managing the turning points, for handling the economy, for improving the profitability, for improving the abilities of entrepreneurship.
- Have to get more competence and know-how for bigger investments, in some cases for diversifying or rationalizing the business, for creating better operating circumstances for the farming in the future.
- When the size of farm increases, the investments and farm successions become more challenging. A need for better abilities for the management of the farming business.
- Changes of operational environment by economics, politics and administrative issues make the decisions of continue farming or not more difficult. Therefore the successors need early guidance with investment plans and at the time of planning the change of generation.
- A need to increase the collaboration between farmers
- To share the machinery investment costs
- To improve the availability of farm labor

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- To improve the nutrient circle of manure by cooperation between plant production farms and animal husbandry farms.
- A need to activate the transfer towards organic farming
- A need to soil enrichment actions and to improve the nutrient utilization to reach more economic and eco-efficiency

The ELINA projects may not be that unique as such because partly similar type of training projects for farmers and potential successors has been implemented also in other parts of Finland. One thing that make the ELINA projects special though is that they are focusing on farming issues also on the province of Uusimaa which is the only urban area by the urban-rural typology of Finland. Another special thing is the richness of themes concerning farming issues that they have under the same "ELINA's umbrella". Also the large geographical area with several provinces for project actions makes ELINA somewhat different from other projects.

"Many of the farmers in Uusimaa are part-time farmers. Therefore we thought that they might need some training. Also, the stakeholders and partners in cooperation, e.g. in food industry have communicated that farmers need training in some issues, like how to cultivate some new plant species or in some cultivating methods." (FI8B/Int.2).

"One thing that stands out in Uusimaa compared with other parts of Finland is the location near to metropolitan area. Perhaps the social and economic structure has developed faster there than elsewhere. On the other hand, when we look at the deep rural areas of Uusimaa, it is not that different from other rural areas of Finland. They have similar basic needs concerning their entrepreneurship and operating circumstances" (FI8B/Int.4).

"The metropolitan area, urbanization and many alternative jobs affect agriculture in Uusimaa. Especially in the central parts of Uusimaa the agriculture must be adapted to to other activities in the society. The value of land is high because of the alternative options for the land use. Because there are the alternative jobs and high value of land, there are not that many full-time farmers. When you are not a full-time farmer, you do not necessarily have the education for farming and you know the cultivation technique only by the know-how of your home. I mean, the investments in farming are not that high when you are not a full-time farmer" (FI8B/Int.7).

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"There are one and a half million residents in that relatively small area… in addition to farming, the farm entrepreneurs have possibilities to many other side businesses or to paid work. On the other hand, the natural circumstances make it possible to have efficient agricultural production both in plant production and in animal husbandry… On the other hand, the population pressure is likely bigger than in other parts of Finland… the spatial planning and the land use for other purposes may be limiting things [for the farming operations]" (FI8B/ Int.8.)

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Origin of the practice

The original idea of ELINA project was made together by the regional development network. In the centre of that network belong the Proagria organization, regional farmers' union, ELY centres, regional food industry (dairy industry, cereal processing industry), finance sector and active local farmers. The key actors for starting to throw ideas around this project were still the regional farmers' union and the regional Proagria organization.

That network has a strong experience of previous development projects. They recognize the current challenges in agriculture. They are used to utilize the public funded rural development projects as one tool for finding solutions to these challenges. The former model of separate small development projects for various lines of productions in farming was rejected in ELINA project. The focus was now more in farm management and economic issues and for instance the environmental issues were wanted to study more from the environmental management or from the eco-efficiency point of view.

"It [the idea] was born in the previous EU-funding period...since 2014, our agricultural development projects were designed fully separately for three different production sectors. One type for dairy farms, one for beef production, one for grain and other plant production farms…When these projects were coming to the end, we decided to change the concept and started to focus more on the managerial aspects of farmers. Of course, those managerial issues included the environmental management and other things too. We thought that those issues are cross-sectional for every production sector… So, in the starting phase we shared the experience from the previous projects, coordinated our knowledge about the future needs of development. Based on that information, we built this project…We had a strong background in these development actions…we have a strong food industry here…plus the farmers that participated the previous projects who told us the needs of future development actions…and ELY centre of course… and the regional farmers' union too and perhaps some banks too. We have done it together with stakeholders and with the actual target group [farmers]" (FI8B/ Int.5.)

"And there is always some people who say that hey, we have already seen that production side of our work. Please, not that any more, give us now something about the management. And the economy is something we should have in a better shape [in farming]" (FI8B/ Int.1).

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The idea was tested and improved on the grounds of the feedback from stakeholders and farmers that have participated in previous development projects. The low number of young farmers to ensure the continuity of farming was one of the concerns. It was just one of the many focus points of that project. Actually, all the actions made in that project were meant to create new abilities for farmers to meet future challenges and to ensure the continuity of farming in Uusimaa.

"In the previous project, we got the feedback and demand from the customers [farmers] that they need more information about environmental aspects of farming and better managerial abilities to handling the farming business…. The successions of the farms of Uusimaa have delayed and we get the feedback of that and we try to increase and activate them more actively…We have tested the ideas by giving a draft version of the project plan and asking the feedback from the steering group in the previous project where the members are farmers and stakeholder representatives" (FI8B/Int.1).

*"The profitability of farming and the faith in the future are the first things that come to my mind. Also, the knowledge about facts that encourage farmers to invest. Of course these projects like ELINA which is a training project, are based on the idea that there is a huge need for the development because the world is changing and new information comes from everywhere. Somehow the new information should be handled in the practical field of enterprises and get abilities to implement it"(*FI8B/Int.9).

The planning process is participatory which is possible by the well working network with permanent actors and organizations with longer cooperation history. The members of that network know and trust each other.

The targets of the project ELINA I was mentioned briefly in the project plan:

- to develop the know-how of the farm entrepreneurs to improve the profitability of farms and to contribute the overall success of farming
- to utilize the newest research findings to improve the know-how of farm entrepreneurs

These targets are focusing on promoting the farm investments, regeneration and collaboration. The focus is also supporting the operational actions of dairy farms, plant production farms and organic farms by sharing the information.

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The ELINA I project in Uusimaa was meant to collect 352 farmers to various theme days, 170 farmers to 34 workshop sessions and to meet 30 farmers in their farms in more private training sessions. Also 18 domestic and 2 study trips abroad were in the project plan (ProAgria Etelä-Suomi ry, 2015).

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Actors involved

The main operations of the ELINA project were the training sessions for the farmers. The training sessions were either theme days for the bigger number of participants, group meetings and discussions, personal training on farms in some limited cases or study trips. The main actors of the training sessions were the participating farmers. The original goal was to reach 774 participants during the ELINA I Uusimaa project. After all, they could not reach quite that many persons. In all, 566 individuals participated in the live training sessions. On the other hand, many farmer participated in more than one session. Many farmers participated e.g. the theme days online and they are not included the number of participants (Proagria Etelä-Suomi, 2019). Thus the project actions reached quite many farmers.

The main personnel resource for the project came from the Proagria Etelä-Suomi. In all, 52 people from that organization. Only two of them worked full-time for that project, others only some days or hours as an expert or trainer in various training sessions. The core personnel, who involved more closely to the planning and implementing of project actions, was under ten experts.

"I would say that under ten people belong to that core group who work more actively [in this project].Those who have many tutorial groups to lead and those who participate more to planning and organizing the events. In addition, there are more occasional people who just come to give a lecture or training in some event. After all, it is quite a small team, two or three people who have the main responsibility of planning the actions" (FI8B/Int.2).

Besides the Proagria Etelä-Suomi, two other organizations were closely involved in the project. They worked in a project by the partnership agreement with the Proagria Etelä-Suomi by doing some of the tasks of the experts in theme days and group training sessions. One of those organizations was the Central union of Proagria centres of Finland, a national actor of the Proagria consortium. Six experts from that organization worked part-time for the project (Proagria Etelä-Suomi, 2019). The other partnership organization was Työtehoseura TTS with three experts' part-time work for the project. TTS is a non-profit corporation that offer the training and development services to its customers. It is one of the biggest and oldest private organizers of vocational education in Finland.

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The project had a wide network of stakeholders consisting of some agricultural companies in dairy and meat processing and grain processing industries, local and regional agricultural public administration, Farmers' Union, Farmers' Social Insurance Institution and Financial institutions. The ELINA project staff followed the other ongoing agricultural development projects in their region and made cooperation with many of them. Most of those other projects were working with water or climate issues in agriculture, some with the special issues of young farmers.

With the cooperatives of farmers, the project staff could allocate the project events better both spatially and by the actual challenges of some group of farmers. By that cooperation it was easier to find the farmers how might need the training to win the economic or other challenges that they have already or that are probable in the near future. The commercial actors in the training sessions have an important role too. They have the expertise on their own business to share. The younger farmers get to know them in group training sessions finding ways to benefit from the cooperation too.

The cooperation with all stakeholders when organizing farm succession trainings updates the know-how of all members of that network in that complicated matter. So, ideally after that the communication and sharing knowledge with farmers is easier to everyone in that network (Proagria Etelä-Suomi, 2019).

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Style of activities promoted

In the ELINA I Uusimaa project the main focus was to develop the operating circumstances and profitability of farms in the province of Uusimaa. That was made by organizing the educational training events and other promoting events in various themes to support the original goals of the project. The training was a professional updating education for farmers. Also part-time farmers or people who are just planning to be a successor were allowed and welcomed to participate in events and training.

The training of the projects was focused on farm investments and generational renewal issues and improving the profitability and competitiveness of farms taking into account also environmental management aspects. The main target groups were dairy farmers and plant production farmers in the province of Uusimaa. The training sessions were seminars or some other kind of public event with experts giving presentations about special themes, discussions and trainings with smaller group meeting and study trips. From the good experiences of previous projects and from the demand of farmers, the individual training was included in the project plan bearing in mind the limitations of the funding rules for the projects like that. After all those individual trainings did not come true in that project. That was possible by the farm advisory services of the CAP (Proagria Etelä-Suomi, 2019).

The actions of the project were divided into four work packages: WP1) the investments and transfers of the farm to the next generation, WP2) the collaboration between farms, WP3) Improving the abilities for the entrepreneurship, WP4) the environment. The actions of WPs 1-3 were allocated to all farms no matter the farm production sector. The actions of the WP4 were allocated only to dairy farms and to plant production farms. In the WP1, the target was

- To increase the reasonable investments in the region
- To increase the collaboration between farmers in investment actions
- To speed the farm transfer to next generation
- To ensure the continuity of the farming and living after the transfer to next generation has been done

By the training events, seminars and study trips the participators got the up-to-date information about the facts that must be considered in the farm succession process. In the public

training events, the participants were encouraged to join smaller training groups to develop their individual future plans and to continue the succession process with the peer support in more intimate and confidential environment. In a public event it is not possible. The idea of the study path from the public wake-up events to more private study groups is functional. It is important to get people to think about the succession process proactively in a good time. In the urban region like Uusimaa, the big share of part-time farmers makes it challenging to reach all the people who are in need of that information.

"About this farm succession theme, we have these public events that are more like general information sessions with this theme. People are nowadays quite difficult to reach at the day time. Therefore these sessions are in the evenings. The participants get some basic information about the farm succession, just to have a clue what one should take into consideration in that process. It is not appropriate to go deeper to anyone's personal things in those events. People don't like to discuss it in a public event. It is more like a short moment of interaction where people get some basic information. Hopefully they start to think about it proactively because sometimes the process may take years" (FI8B/Int.4).

"It is typical for projects of this kind that only the active farmers participate in project actions, the farmers who participate in other actions too. There is plenty of supply for these nowadays and therefore they cannot be in every action. That is the case especially if you are a part-time farmer and the actions are in the daytime" (FI8B/Int.12).

In the WP2, the target was

- To make the production more effective and more cost competitiveness by increasing the collaboration
- To improve the logistics of manure (organic fertilizer to use in plant production farms)

The WP2 proved to be not that attracting to reach enough participants for the study groups. That plan didn't come to anything.

In the WP3, the target was to improve the management, economy and operating circumstances of the farms. In that study module, they had seminars and general training events. For instance, a seminar that focused on the components for the more efficient use of grass-

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land in animal husbandry concerning soil water resources, soil fertility and selection of the appropriate plant species to various conditions (Proagria Etelä-Suomi, 2019).

In addition, the study trips and group meetings were vital part of this module. For instance, the young dairy farmers had study group meetings to improve their farm management abilities. In one study group, the farmers familiarized themselves with the Holistic Management approach including the environmental management issues. Two study trips were made abroad to Ireland (them: plant production) and England (theme: organic farming)

Environmental aspects

The environmental aspects of agriculture were taken into consideration mostly in WP4 which was focused on dairy farms and plant production farms. The project actions promoted the economic and farming techniques of organic farming. The farmers were encouraged to transfer for organic farming.

The project actions for the dairy farms were taken in a tight collaboration with dairy industry. Their main target was to ensure the supply of milk of good quality for the industry in that region where the number of dairy farms has decreased quite rapidly.

For the plant production farms the project actions were targeted to improve the soil fertility, the efficient nutrient cycle and the environmental efficiency of plant production. One of the main things was to emphasize the interconnection of eco-efficiency and cost-efficiency of farming. The grain and plant processing industry of the region has incentives to ensure the supply of plant raw materials for the industry. Thus one target of this work package was to promote the cultivating of some special plants. The farmers of that area have incentives to find alternative plants for cultivation because the normal grain production has been very unprofitable.

*"We have taken the environmental aspects of plant production into consideration. We have the study groups of soil fertility where we focus on the soil structure and the catch crops. Also, we focus on carbon capture in farming and on the actions that improve the farmers' ability to adapt to climate change" (*FI8B/Int.2).

The farmers could get to know these facts in seminars, in smaller study groups, in field days and in study trips. Some study groups organized visits to each other's' farms to see how the

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production is organized in practice and to have peer support to their daily work. One popular seminar focused on the matters of climate change and the carbon balance of the farming; how to adjust the farming operations to changes that the climate change may take to farming and how to increase the carbon capture and storage in agricultural soil (Proagria Etelä-Suomi, 2019).

While the soil fertility and the eco-efficiency with economic aspects got the main attention, the aspects of caring the landscape or the biodiversity came to training sessions more like the by-themes.

"The aspect of biodiversity is somehow easier to adapt with the animal husbandry farms because they always have the grasslands and pasturing in their crop rotation" (FI8B/Int.1).

"we talk about catch crops, not only some rye-grass but many others too, some even very exotic ones. The farmers have made experiments with them and that encourages them to increase the biodiversity on the field" (FI8B/Int.2).

The theme of water pollution control in farming was brought to the training sessions mainly by the collaboration with other development projects that focused on those issues (Proagria Etelä-Suomi, 2019).

The development and training projects were seen as a good tool for promoting the organic farming and for supporting the organic farmers by sharing the information on new research results. The opinions about the organic farming were contradictory. None of the interviewees resist the promotion of the organic farming as such but some of them were worried about the future of the organic farming from the farmers' point of view.

The increase of organic farming has not yet much market incentives. When the incentive comes mostly from the subsidies, it will not encourage the farmers to develop the organic farming practices as much they would with incentives that come from market demand. Some of the interviewees feared that the reputation of organic farming may collapse if the producer price difference between the organic farm products and other farm products remains that marginal as it is or if the premium is even lower after the increase organic farming area.

"The area of organic farming has grown strongly in the Uusimaa region and perhaps the growth will continue if the difference of the profitability remains. On the other hand, the

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markets for the organic products are still limited and the market price variation can be quite strong. So, the attitude towards the organic farming is contradictory" (FI8B/Int.7).

"Well, there are very good organic farms and very bad organic farms. Many farmers have chosen it due to subsidies and some of them have grown to very big size… My personal opinion is that it is better to have smaller farms that can keep the fields in a good condition for the plants than to have too big farms that cultivate only because of the subsidies. When other farmers see that kind of farming with no real production, they never even consider the transfer to organic farming on their own farm. They don't want to grow any weeds on their fields" (FI8B/Int.10).

"We have not had too much information about the organic farming but bit by bit or actually quite soon there arose some communal groups to promote the organic farming and to share information about the cultivating methods that some farmer had experimented. For the beginner in the farming, it is a vital thing. These kinds of projects are good tools for it" (FI8B/Int.10).

"In Finland the difference between the organic farming and ordinary farming is quite small and after the ordinary farming has implemented the principles of carbon and regenerative farming, the difference may be even smaller…The EU has big targets to grow the areas of organic farming but can those products find their right position in the food market and how can they stand out from the other products? Are those subsidies seen legitimated still in the future and are the market prices higher? We've already seen that the market prices of organic products have come closer to ordinary products. Not only in Finland but elsewhere too" (FI8B/Int.12).

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Innovativeness and replicability

This kind of training project for farmers as such is quite a typical tool in rural development in Finland. Many farmers and stakeholders are used to participate or organize or have been involved such events in other ways. Still, many interviewees have noticed that in the ELINA project the focus of organizing the training sessions was more on smaller group training sessions and sessions outside typical lecture halls than before. The inspiration of the power of

peer support and peer learning were seen positive or even innovative way of developing something new.

"We have seen new ways of collaboration…they develop new solutions for the more effective use of one's own working time, many kinds of unique equipment to save their time for some stage of their work. When they participate in the study group and notice some farmer having invented such an equipment, the other one wants to develop such a thing further for himself. … They copy the new methods from each other" (FI8B/Int.1).

"Farmers have for instance started to develop many kinds of new sowing methods for the catch crops but it is difficult to say if the idea came just from one training session or from somewhere else" (FI8B/Int.2).

"Anyway, it encourages you if you see others and hear their stories and you notice that others have the challenges of same kind than yourself and you are not alone with your challenges" (FI8B/Int.6).

The agricultural researchers have come closer to farmers to share their knowledge and to test their methods more often in practice with farmers by the training projects.

*"I believe that this practice has come to stay that in development projects don't try only to collect huge amounts of people to some general training session to hear some outsider experts. It is just a fact that the farmers can learn new things from each other, partners share their know-how and experience. Perhaps that is something new, not only in the ELINA project but a change in general thinking. Since we have had the LUKE [Natural Resources Institute Finland] working with us in these development actions together with Mustiala [an educational institute of agriculture and forestry] we can see the actions where the researches, advisors and farmers together explore new things on the edge of the field" (*FI8B/Int.5).

The peer support helps farmers to see the future perhaps more positive and thus it may have an activating impact on farm successions. On the other hand, the ELINA project was not seen much new and innovative things for activating the farm successions.

"The actions for activating farm successions and investments have been quite slim. The focus has been more on group sessions, on development actions of actual production and on environmental issues" (FI8B/Int.7).

"Perhaps they should have focused it [the project] more precisely to certain type farms. It was more in a general level at all farms... I think that the farm succession matters were not

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emphasized so much, those issues did not jump out to my eyes. Of course, the farm business development actions included the continuity and the farm successions but those issues could still have got more attention" (FI8B/Int.8).

The promotion of farm successions is a complicated task. The succession process includes many technical, economic and juridical aspects but also many social and mental aspects. The ownership of the farm creates strong emotional ties between the family and the neighborhood. It also justifies survival strategies of a family which further strengthens the ties between family and the spatial location of land they own (Silvasti, 2010). Also, the agricultural policy and the general prospects of farming and the structural development of the society affect the attraction of farm ownership and entrepreneurship.

Many organization provide some pieces of information or services needed in the farm succession. One strength of the project like ELINA is that by the project these pieces of information with various aspects are collected together and they are made easily available for the farmers. Usually the technical, economic or juridical issues are still the routine part of the farm succession. The mental part is complicated and perhaps more difficult to handle and can take time. That part is perhaps more difficult handle in training sessions too.

*"If there is something that is difficult, it is the mental issues. It is after all perhaps the most difficult part. After we can talk about the economy, it is much easier when we have the numbers to talk about and to find a solution by them. The mental part is the most difficult stage. Somebody needs more time and some people just don't fit together to settle the things. Those issues are the human side of the process and if we think about the role of the project of this kind in it, we have only the position of a persuader… There is no solution for every succession case and in those cases we just have to admit it, no succession for this farm and then some other path will open. It is human life. On the other hand, why it is not necessary for this structural development too" (*FI8B/Int.4).

Some discussions arose from the spatial and content variation scope of the project. The idea of the ELINA projects was to collect many themes and many kinds of farms to under the same umbrella and administration of ELINA and offer more or less the activities of the same kind in many provinces. That structure has some advantages but also some disadvantages.

"If some project operates in the area of many provinces, how much can it focus on the special challenges of Uusimaa… If we notice some certain elements inside the big project area that

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might need some special development actions, the funding authority can say that you have that ELINA project for all needs and then no other operations cannot have funding because we have the ELINA" (FI8B/Int.3).

"One of the problems was that we tried to build a too big project because the financial limits always exist. We have no unlimited resources of funding and we have to be realistic to see what we can do with the resources we have or what we have to do and what we have to do even without the public funding" (FI8B/Int.5).

The implementations of the training events have not differed much from other similar type projects that have been in other parts of Finland too. This operating model of the ELINA project is quite easy to replicate elsewhere. It just needs an organization that has big enough human and financial resources to organize the events and other actions and to carry the administrative, financial and human risks of the operations like this. Naturally, this kind of project would be difficult to implement without existing and well-functioning stakeholder network and without the trust and previous cooperation between the organizer and the farmers of that area.

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Synergies and networking

The ProAgria organization is a national network of experts in farm advisory and rural development tasks in Finland. The roots of that organization go as far as 1797, over hundred years before Finland became independent. The organization is owned by the Finnish farmers by the membership of voluntary based associations (ProAgria, 2020). The organization is well-known and widely spread in Finnish rural areas by their 9 regional associations and their employees who nowadays make more like consulting work among Finnish farmers. To that organization belongs also the Rural Women's Advisory Organization which is a nationwide expert organization and an extensive women's network in the rural areas.

The organization has a wide network with various operators like farmers union, food industry, farm machinery industry, financial institutions, rural administration, agricultural research and educational organizations of agriculture. The original idea and the content of the ELINA project were designed together by the regional development network and the network was utilized in implementing the actual project tasks. The organizational network was used for informing farmers about the project events. Thus the information about the trainings was spread by many channels.

Some specialists of that network, from the food industry for instance, were used as a lecturer or trainer in the project training sessions. On the other hand, some interviewees stated that the diversity of the trainers could have been still more diverse.

"It seems that that the trainers have come mostly inside Proagria. Perhaps they have the expertise needed because this operating area is so wide. One strength is though, when this project has operated in the Uusimaa region, the experts of the central union have been available than it could be further from the metropolitan area…Concerning the stakeholders, perhaps their expertise could have been used more that is available in this region" (FI8B/Int.7).

"They have the expertise of agriculture inside their own organization, no doubt. Still, I think that some other kind of expertise could have been used more because the challenges in agriculture seem to become so complicated that they need so many kinds of expertise and know how there" (FI8B/Int.9).

The project promoted the mutual networking of farmers but also the networking of farmers and agricultural researchers for instance. It was possible due to seminars and especially due

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to smaller study group meetings. The study groups were commended as a well-functioning and positive practice in every interview. It was seen as a flexible way to build interesting content for the training sessions and the discussions could be focused on those issues that are important and meaningful just to those certain members of that certain group.

"Definitely the small group actions have been the best practice. That was tested already in the previous projects. The peer learning and the possibilities to discuss even about the private things of each other's' farms in those groups is the best practice. The training sessions on the edge of the field function well too and one thing I want to highlight is the practice of study trips" (FI8B/Int.5).

*"Small groups yes… but also the study trips are good. When you have the people together in that bus or plane or elsewhere in that group, there always comes good ideas. Somehow those occasions raise the team spirit and the pride of being an entrepreneur. That exchange of thoughts may be very meaningful" (*FI8B/Int.8).

"I'd like to highlight the small group actions. It is meaningful to the networking of farmers. I'm not sure but I think that the ELINA project has been one of the leading operators to promote it" (FI8B/Int.12).

Regarding the promotion of farm successions, the project actions were seen to serve it by the networking of farmers and by the networking of the possible successor and the advisor. The project work promotes the networking inside the organization with the big number of employees. Advisors with various expertise get to know each other better which helps to serve the succession farms anticipating and more comprehensively.

"When you can meet those young possible future farmers earlier in the project events they already get to know the expert before (s)he later comes to make the calculations for the succession process. After that it is somehow easier to catch the successor so that s(he) is not left alone" (FI8B/Int.1).

"This project work increases the consciousness of each other's expertise" (FI8B/Int.4).

"For the sector of the dairy farms there has been a need and a desire to promote the practice that the young future successors of dairy farms are in a focus to support and spar them already before they make the actual transfer of farm ownership to the next generation. I feel that it has been strongly involved in the Elina project" (FI8B/Int.5).

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"As far as I know, they had a group of Future… something. Anyway they had young people in that group who were just planning the farm succession. They discussed the questions of succession and visited others farms to have background information for their own investment plans. I have the impression that it was a good group and I think they continued cooperation later, so that it is still working" (FI8B/Int.6).

Some comments arose about the poor networking with possible new entrants of farming and with more general rural development projects, rural people who are not farmers and the society outside the farming business.

"I think that in the projects they could bring out more apparent the alternative that the farm can be transferred to the next generation so that the successor is someone who is not inside the family or relative" (FI8B/Int.10).

" I wonder if it could be possible to combine these various operating models so that we could get some hype to some village. To get the farmers and everybody else there working together for livelihood and entrepreneurship. When the general livelihood can be developed there, the new generation of farmers would enjoy staying without longing for services somewhere else. The community spirit has disappeared in many places" (FI8B/Int.10).

"By this kind of project we could participate more in the media in these issues…We should improve the communication inside this business, with farmers who are just starting their business, with other farmers, with the society and with stakeholders" (FI8B/Int.11).

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Policies and institutional supports

The common rural and agricultural development activities in Finland are typically implemented in development projects that are based on the CAP's pillar II funding. The financial support for these non-profit rural development projects is applicable to the public or private corporations, such as educational institutions, associations and cooperatives.

The main public financial sources for the rural development projects are the European Union and the state of Finland. In some local projects, also the municipal administrations may be one of the sponsors. The development organizations, associations, enterprises, municipalities and people can apply public funding to actions that improve e.g. the profitability of farming by training the farmers or that support the development of various other sources of livelihood, skills and services in rural areas. The rural development funding gives wide opportunities to various actions.

The development activities are typically training and development projects that are implemented and administered by the provincial level organizations. The public funds for them are funneled through regional ELY Centres or regional councils. Many of the more local projects are funded by local Leader groups too. In those cases, the implementing organization is usually a local actor. Depending on the project type, the private participants of the project or private organizations, e.g. farm or other enterprises, finance some share of the costs too.

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The budget of the project ELINA Uusimaa was 388,888.89 €. The availability of public funding made it possible that project, no doubt. That is the main institutional support for the actions like this. Of the total funding 10 % came from the participants and other private sources and 90 % from the EU and the state of Finland. The ELINA project could operate quite flexible by the project plan and with many themes under the same project. The practice of the small group meeting gave some flexibility to adjust the contents of training sessions.

Some of the interviewees had ideas for developing the project practices. The short operating time of the projects was seen to be problematic. There are so many short-term projects that the practice in general may suffer from the problem of credibility. It always takes time to build a new project, to market and to make the operations and the operations known to the target group. Sometimes the challenges that the project has been made for, are quite complicated. In rural development operations, the target group is not so easily reachable either,

for example for spatial reasons. Also the possibilities to deviate the project plan were seen inflexible and bureaucratic.

"A negative thing is some kind of exhaustion of projects among the farmers. I mean that when we have these projects of two to three years with only the new name but only somewhat different than the earlier project. It is more and more difficult to keep the farmers in motion with it. If the project could continue at least the time of the funding period, the practice would be more perseverance... You must fix the operative frames very strictly before the project and if you notice that it doesn't work it is quite bureaucratic to change it" (FI8B/Int.8).

The very limited possibility for an individual farm by farm training was meant as the weakness of the development project practice. It was seen confusing that there is a simultaneous practice of the farm advisory services of the CAP.

"a farmer can have individual training and advice through the NEUVO subsidy system…I don't know if it has been thought thoroughly that why do we have to have two separate subsidy mechanisms to develop the abilities of farmers?" (FI8B/Int.9).

The interviewees found something to fix in the CAP and the food system regarding the farm successions. Even though e.g. the start-up aid and the additional direct payment for young farmers were seen positive for the farm successions. Many of the plant production farms cannot reach the start-up aid though due the bad economic figures of their farm. Some interviewees mentioned as a negative political decision for the farm successions that Finland had to give up the early retirement scheme for agricultural entrepreneurs after 2018.

The poor profitability of farming and a weak competitiveness against other business branches and jobs were seen quite commonly as the main reason for the low attraction of farm successions. None of the interviewees saw any dramatic change to the structural change in agriculture; the number of farms continues to decrease and the average size of the farms continues to grow.

Even if the province of Uusimaa has potential for an increasing demand for local food, there still is no bigger move to change the use of farmland for the plants that could give a better profit. The prospects were seen more positive in the central and western part of the province though. The agricultural subsidies alone cannot ensure the vitality of farming and to

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give enough incentives for farm successions and investments. The subsidy system was seen even to have some features that can cause the stagnation for the farming.

"The potential for increasing consumer demand is significance here. The question is that how many farms can grow those special plants. It is not a business of every man. We have the direct selling farms and areas under small fruits, seasonal vegetables and such products. If we think about the more traditional farming, there we can see more living after the agricultural policy and the subsidies" (FI8B/Int.3).

"One challenge is the decrease of animal husbandry that can partly happen due to policy. It is considered as a worrying phenomenon. It is not a good thing that the farms give up the animals continuing the plant production very passively" (FI8B/Int.5).

*"The structure of animal husbandry keeps developing but the younger people don't see that so attractive than before… The development opportunities for the plant production are more limited after the succession and since the subsidies have capitalized in the price of land you have to have very good other premises if you want to have opportunities to develop your living there" (*FI8B/Int.7).

"I believe that the farmer really would like to earn the money from the products, not by the subsidies. I mean, the appreciation for that work could be bigger if the money comes from products. Nowadays we have the quasi-farming too, if I can call it like that, because the preconditions of the subsidies drives using the fields for grass that is not used to anything" (FI8B/Int.10).

"This [central part of the province] is along the good and lively routes, so is the western part of the province…When we go to the eastern part of the province, there are less jobs and inhabitants. They don't have such possibilities to develop the farm, only by the traditional farming and they don't find the business partners that easily" (FI8B/Int.11).

One problem that complicates the cooperation of the farm stakeholder network comes from the data protection legislation.

"I don't if it is possible nowadays due to data protection regulations but at one time the Farmers' Social Insurance Institution could list the addresses of the farmers who were approaching the retirement age and we could contact them" (FI8B/Int.4)

Various stakeholder representatives and administrative officers know farms that are in the succession phase of the farm life cycle but they cannot share the information. With the more

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open discussion possibilities, the farm succession process could start faster and the successor could have early support for her/his succession plans. The political guidance is seen to be oriented too sectoral too. It does not take into account the diversification of farms.

"The political guidance is too sectoral. The Ministry of environment does its jobs but only for the environment, the Ministry of agriculture does, or its job is to improve the conditions for the livelihood. The Ministry of economic affairs comes into farming through energy issues and the Ministry of environment too. The ministry of transport and communications comes when we discuss the digital network. These ministries don't have any coordination regarding the agriculture" (FI8B/Int.11).

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Impact and perspectives

The development and training projects like ELINA have many positive impacts on social capital in rural communities. By the project training sessions it is possible to provide farmers with new findings from research concerning farming practices. Due this know how farmers can improve the profitability of their farming business and improve the eco-efficiency of their actions too. Vice versa, some of the experts interviewed in this case study mentioned that they learn too when meeting the researchers and the practical experts, farmers in project events. By the project actions in lecture halls or on the edge of the fields, the researches, too, have a good way to meet farmers and to increase interaction with practical operators.

Farmers get to know what kind of expectations the consumers and society outside the farmers' communities have for agriculture and food production regarding for instance the environmental issues. By these trainings, the farmers can have new practical tools to meet these expectations and improve their operating possibilities from the economic point of view too.

On the other hand, some interviewees of this case study mentioned that these projects could be used more to inform the surrounding society, and the farmers themselves, about all the good things that farmers already do for the nature and landscape and for the sustainable use of natural resources and for the safety food production. The closer interaction with media and the other members of the society would perhaps increase the comprehension and appreciation for rural professions and professionals and the desire to develop and keep rural areas lively. The communication and interaction are important especially in regions like the province of Uusimaa where the vast majority of people work in other professions than farming and forestry and where the urban life style is dominant.

After all the farmer's work is very independent and lonely and getting even lonelier when the number of farms is decreasing and the size of farms are getting bigger. The mental workload and the personal and economic risks are getting bigger too. One important aspect for the training sessions is that farmers fresh their thinking not only with some experts or researchers but also together with other farmers. The peer learning and peer support and the promotion for collaboration and reasonable investments by the small group actions and study trips seemed to be perhaps the most successful parts of this project. The bigger semi-

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nars and webinars served the idea of networking and sharing information and helped the project operators to guide and to encourage farmers to participate in small group actions.

All interviewees of this case study emphasized the small group training practice of the project. By these group meeting sessions the contents of the training could be focused on issues that were interesting and relevant just to those farmers who decided to join the group. Flexibility in building the contents of the meetings by the participants' needs, inside the bigger themes of management and environment worked well. All the challenges of each farm cannot be taken into discussion in group sessions though. Some issues may be even so sensitive, regarding the farm succession or a decision for some agricultural investment, for instance, that they must be discussed more private. There is a need for personal training, too, but the opportunities for that are limited in public funding projects.

The interviewees were mostly surprised about the question concerning the equality of genders in rural entrepreneurship. It seems that the equality matters are not any problem. It is natural that women participate actively in farm management and development actions. The participation in farming works and decision making of farms is obviously shared in a way that fits the best of the daily actions of each farm, no matter the gender. Women participate in the project actions as well as men, too. One of the agricultural experts (a female) interviewed in this case study, stated that she has had to check her attitudes of women's role in modern agriculture when meeting those modern farmers in training sessions and on farm visits. Still, the project like ELINA can activate the women participation even further.

The fresh ideas and encouragement that farmers could have by the meetings served the goal of rural regeneration. One good idea for emphasizing that goal has been the efforts to build the groups of successors e.g. in dairy farming. The number of animal husbandry has decreased rapidly in southern Finland. Therefore, the efforts to increase the opportunities to peer support and encouragement is important in that group of young farmers.

In the project sessions, the farmers were encouraged to take the environmental aspects into account proactively. The incentives for this thinking come by the economic facts, by the benefits of eco-efficiency. The actions for improving the carbon balance, the biodiversity or for protecting the waters were introduced to farmers by the practical methods for the better soil structure, better utilization of inputs, better cost-efficiency and better market income by the more diverse plant selection and by the regulations of the subsidies.

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All those actions can be seen to improve the operating opportunities, the continuity of agriculture and the generation renewal in the province of Uusimaa. The juridical, economic, financial and other concrete advice to the farm succession process serve the rural generation, no doubt. The results are hard to measure. The option of not having these kind projects is not comparable and some of the results may be observed later by the materialized investments, new farmers or changes in the use of farmland.

Still, the challenge of the low number of farm successions and the better attraction of other professions, somewhere alternative use of land is a fact. For many potential successors or especially for new entrants it seems to be hard to find enough economic incentives or even economic possibilities to choose the career of a farmer. Through the interviews and other information sources and the analysis of this case study, it seems evident that the income and investments subsidies, tax reliefs or other public operations alone cannot solve the problem. The food system does not give enough economic incentives. More incentives from the market income and better profitability of farming are needed. Also, the goal setting for the rural professions and their relation to natural resources must be clarified by the political decision makers and by the population in general to value the rural areas, rural operators and inhabitants better than we do nowadays.

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Annex 1- The list of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview
FI8B/Int.1	Ju	F	b, c	Hämeenlinna 29.9.20
FI8B/Int.2	Ma	F	a,b,c,d	Teams 29.9.2020
FI8B/Int.3	Pe	M	g	Teams 5.10.2020
FI8B/Int.4	Pi	M	d,e	Hämeenlinna 29.9.2020
FI8B/Int.5	Ro	F	c	Teams 5.10.2020
FI8B/Int.6	Ka	M	a,d	Phone 3.11.2020
FI8B/Int.7	La	M	a,d,g	Teams 12.11.2020
FI8B/Int.8	Vu	M	a,d	Keuruu 20.11.2020
FI8B/Int.9	Ku	M	f	Teams 2.12.2020
FI8B/Int.10	La2	F	e	Teams 10.12.2020
FI8B/Int.11	Ee	M	a,d,g	Teams 11.12.2020
FI8B/Int.12	Pe2	F	b	Teams 18.12.2020

Role of the respondents:

a rural newcomers, new entrants or successors;

b promoters and actors involved in promising practices

c key informants on promising practices;

d Local entrepreneurs (especially in the main important sectors operating in the context analysed)

e Key persons in local communities, social networks or social movements;

f Local/regional politicians involved in the definition/implementation of policy measure related to rural newcomers, new entrants or successors;

g Responsible persons of local employers' association, farmers organisation and trade unions

Table 4 Interviews

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Case study report (Code HU9B)

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Wine Community of Mór Wine region

Adrienne Csizmady, Bernadett Csurgó (MTA TK)

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Context

Next to the good location and the consequently good employment opportunities, the area has good natural resources, too, being part of the Vértes Hills. The area is looking back to a long history of wine producing, but since the early years of the new millennium (around 2004-2005 onwards) a quality tourism has also risen. After decades of being a popular destination of hikers, the so-called “hikers in boots” (who, according to locals, do not contribute to the local economy, since they only come and go, but don’t use any local service or facilities), in the past decade and a half, a high-quality catering industry has started to emerge, focusing on wine-making and high-class tourism with comprehensive services (restaurants, various kinds programs, including food and wine festivals, handicrafts).

The Mór wine region (Figure 1: N°9) is located in the north-western part of Hungary in the northern part of Fejér County. It is one of the lesser-known wine regions of the country's 22 wine regions, but its popularity has grown significantly recently.

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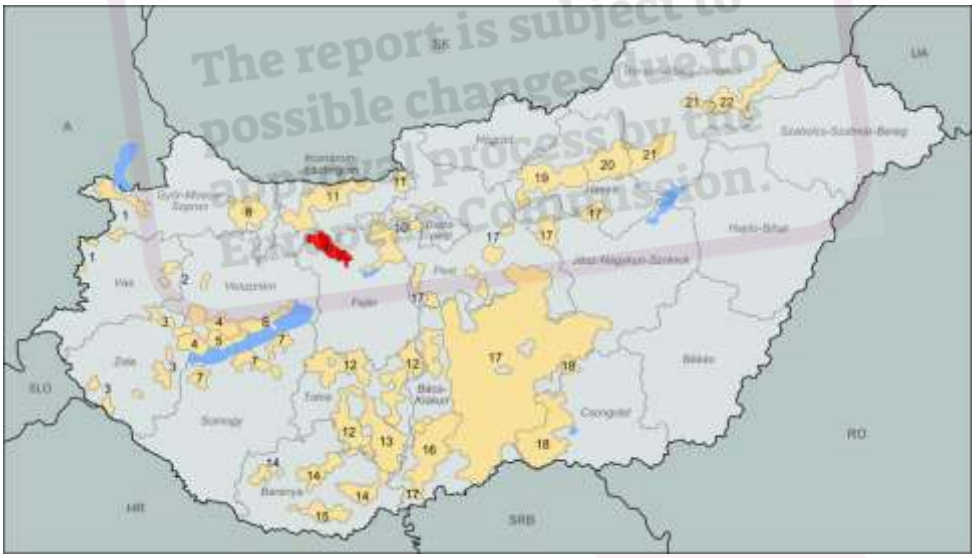

Figure 1 Geographical location of the Mór wine region
Source:
https://hu.wikipedia.org/wiki/M%C3%B3ri_borvid%C3%A9k#/media/F%C3%A1jl:Wine_regions_Hungary_(M%C3%B3r).svg

The region is a predominantly rural area, with villages and small towns belonging to the Mór micro region. (Figure 2) The area is relatively well located, it is well accessible, lies close to cities Székesfehérvár (about 30 km) and Győr (about 60 km), and takes about an hour to get there from the capital Budapest (about 60-80 km). Due to the proximity of the region's

settlements to these big cities, the villages has become a very popular place to live over the past 20 years. This increases the population of the settlements. Villages are among the more densely populated villages in Hungary. (Figure 3)A significant part of the people living here work in the nearby big cities or in Budapest.

Figure 2. Geographical location of the villages of Hungary
Source: Country Report Task5.1.: Ed.: Balcsók (2020)

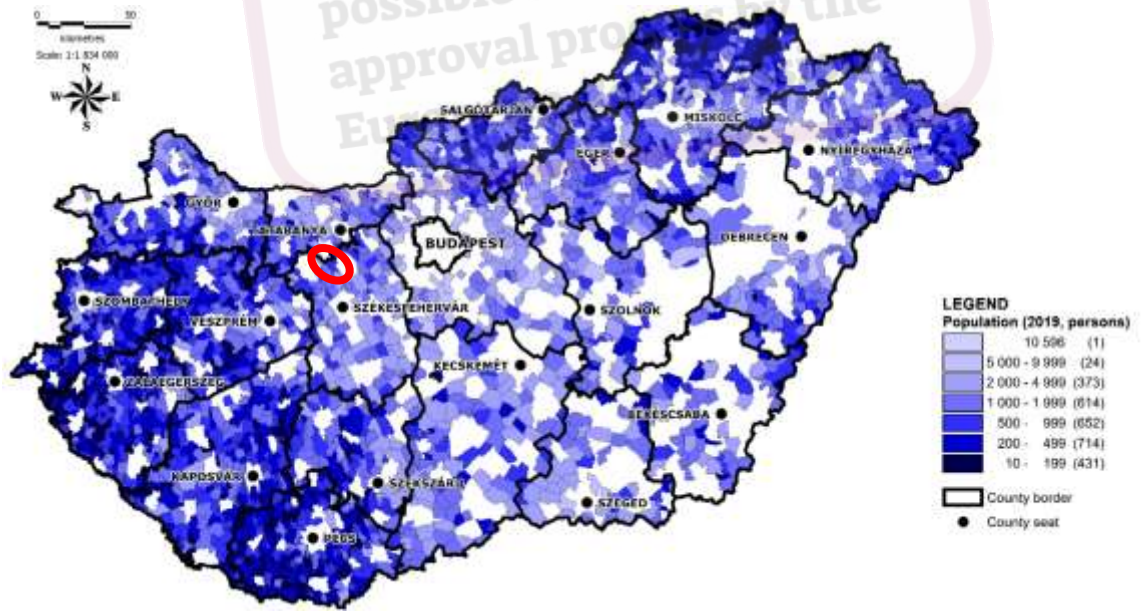

Figure 3. Distribution of villages by population (1 January 2019)
Source: Country Report Task5.1.: Ed.: Balcsók (2020)

The geographical position grants relatively good conditions on the labour market, as it offers good employment possibilities – many people of the region are involved in the automotive

industry in the neighbouring cities (Alba Industrial Zone in Székesfehérvár – Philips Industries, Alcoa, Denso Manufactoring Ltd., Videoton, the Audi factory in Győr, or smaller companies supporting – among others – the automotive industry in Mór).

The agricultural sector is significant both in Fejér county (20%) and in the Mór (19%) wine region compared to the national (25%). (Figure 4) Mór micro region contains 13 settlements. Mór wine region is located in Mór micro region with 6 settlements.

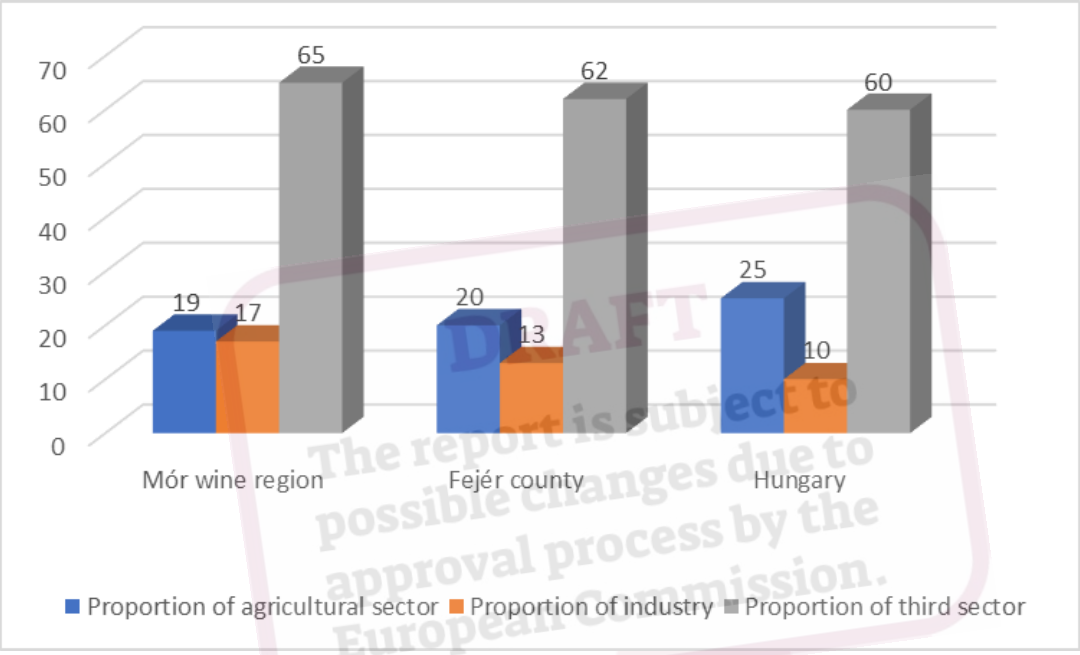

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Figure 4. Distribution of sectors

At the regional level, the largest proportion of land users grow crops (37%), followed by agricultural crop production (32%) and viticulture. The proportion of people working in fruit growing is only 5%. Within agricultural activity, the size of the vineyards is important at both national and regional level. In Fejér county 15% of land users belongs to viticulture and 1.6 times more in the Mór micro-region (25%). (Figure 5-6) The number of organizations engaged in agricultural activity increased (by a third), that of individual farms decreased sharply (to less than half) in the first 10 years of the millennium, the process has continued ever since in Fejér county (GSZÖ 2016) However, the total area of agriculture has only changed insignificantly, in the opposite direction. The changes meets the national trends.

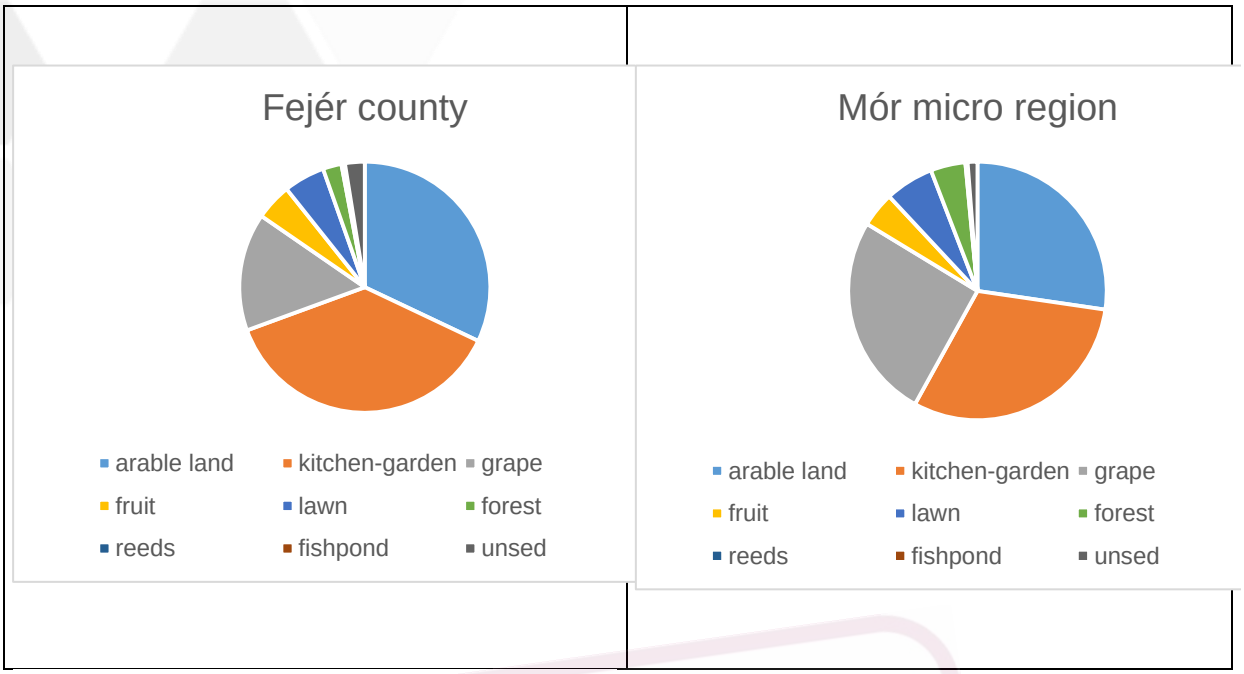

Figure 5-6. Number of land users by type of cultivation
Source: Agricultural census 2010

Nationwide there is a shift in the direction of temporary work with large regional differences; in Fejér County this is average. There is a discrepancy between the family farms and farms in terms of both permanent and fixed-term employees: the former used fewer workers than the national average, the latter more. While farms employed temporary workers fewer days than the national average, family farms employed much more: a third of these workers worked at least half of the year, compared with only 5% nationwide.

The difference is smaller for permanent employees, but Fejér County also ranks above the national average in the highest category (225 days +) for family farms and farms. In 2010 line with the national trend, a negligible proportion of farmers had an agricultural degree, almost 80% only had practical experience, 10% do not even had one; this ratio was even worse for unpaid work. It is encouraging that the proportion of people with an agricultural qualification has increased since 2010. 40% of the farm managers have an agricultural education in 2020. Younger farm managers have more likely a higher qualifications than older farmers. (Agricultural census 2020)

The age composition of the county's farms corresponded to the national average in 2010: it was a strongly aging structure. It has changed to 2020. The proportion of managers under 40 years of age was 10% in 2020. (Figure 7)

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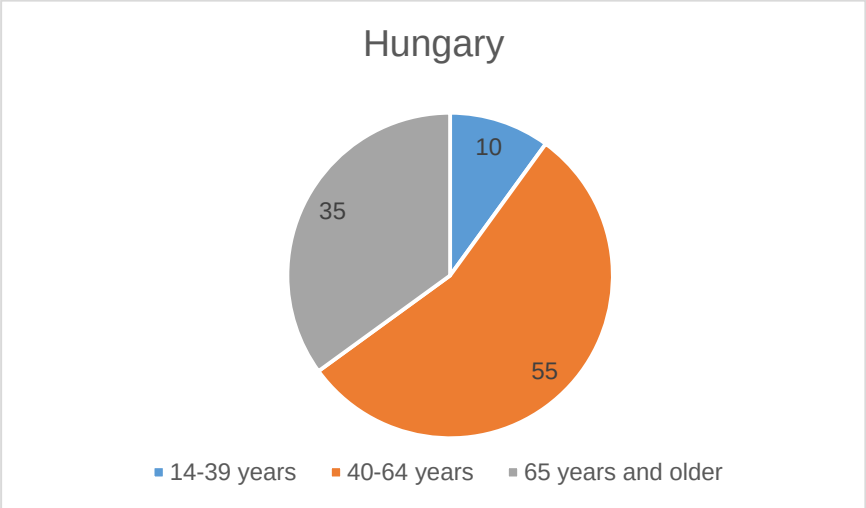

Figure 7: Distribution of farm managers by age group (%), 2020
Source: Agricultural census 2020

Most farmers do not know or have not yet thought about what will happen to their farm in the next few years. It is particularly interesting that this is 51% among farmers over 65 years of age. Farmers who are already planning a handover usually plan to hand it over one of the family members. (Agricultural census 2020)

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Description of the practice context (physical, economic, social, cultural, political and administrative).

The Mór wine region is one of the smallest but not less famous wine region in Hungary. It contains six settlements: Mór, Pusztavám, Söréd, Csókakő, Zámoly, Csákberény. (Figure 8)

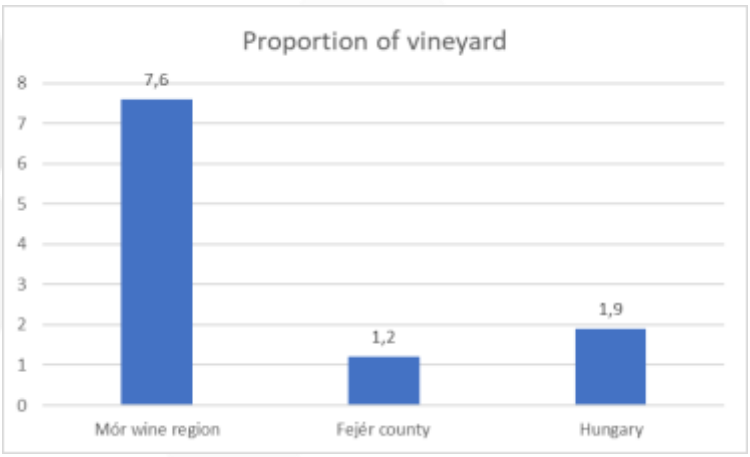

Figure 8. Distribution of sectors

There is a difference in size between the settlements, the smallest is Söréd with 6 km^2 with 555,500 inhabitants, and the largest is the district town with 14,000 inhabitants in Mór on more than 100 km^2. In contrast to Csókakő and Mór, which are more densely populated than the national average, the population density of Zámoly and Csákberény is 30-50 inhabitants/km^2. Half of the Mór wine regions area is under Natura2000 protection. (TSTAR 2019)

The phenomenon of the aging society also affects this area. Although the number of young people is growing a little faster than the national average, still the population of some settlements is aging faster: the age group 65+ in Mór city has doubled in the last 10 years. (TSTAR 2019)

In the last 10 years, domestic migration into the wine region has also lagged behind the national and the district average. However, there were big differences between settlements: in Mór 36%, in Csókakő 73% of the population moved in the last 10 years. Outmigration is below the national average, and in this respect the settlements of the area are more similar. (TSTAR 2019)

The employment rate is slightly higher and unemployment significantly lower than the national and district average. The proportion of industrial workers or industrial companies in the district is above the national average and is outstanding in the wine region (CENZUS 2011) Only the settlement Söréd is more agricultural shaped: Half of the companies belong to the agricultural area (compared to the national 25%) (TSTAR 2019)

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Origin of the practice

Origins of the idea

The Mór wine region is one of the smallest but famous wine region in Hungary. Its history goes back to historical times, but since 1996 the Hungarian wine law has classified the vineyards of Mór, Pusztavám, Söréd, Csókakő, Zámoly and Csákberény as a wine region. Grape and wine production played a major role in the life of the settlements in the Vértes and Bakony valleys in the past times. It had a fundamental impact on the livelihood, the enrichment of people and the development of individual settlements. During the time of socialism, large-scale grape and wine production became dominant. It was only after 1990 when the case of the wine region came back to local decision-makers and individual farmers. Wine Community of Mór wine region was founded in 1995. It works on 600 hectares of vineyard, it has 82 members in five settlements (Mór, Csákberény, Zámoly, Csókakő, Söréd). The central settlement is Mór, which is a little town. The Wine community is a public body that operates according to the Wine Community Act of 1994.

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Promoters, motivations/targets

The main goals of the Wine Community of Mór are the followings: the coordination of the activities of the wine producers belonging to the wine region, the promotion of the interests of wine production in the wine region, the raising the quality of wine production, the improving the marketability of their products and introducing and enforcing advanced origin and quality protection, the promotion of planting advanced vineyards. The Community founded an Association called Ezerjó Wine-route Association, but the formal relationships among farmers do not work very well, so the Association became inactive but the formal network and many activities stated by the Association such as open cellars, festivals etc. have remained. The informal network and the strong relationships among actors remained. The Community organizes and supports the heritage based events in the region.

There are many family businesses among the wineries, where there has been started a generational change.

Actors involved

Farmers

Most important actors of the case are wine producers, farmers in Mór region. They are mostly successors but there are some newcomers too. We also with other key actors are belonging to the wine based development and networks of the region.

Winemaking has a long tradition in the region, almost each family has a connection to the wine and land. During the socialism locals kept winemaking as a hobby or "secondary job" but the knowledge and practice have remained. So now mainly the generation of grandchildren continue the family tradition and develop enterprise from the hobby and family activity. After the change of political system and as a result of land privatization some locals also started to make wine and develop enterprise, now the generational change also has started in these families. So the region and this practice represent the case of successors however there are some newcomers too.

Our case study mainly focuses on the successors, the new generation of farmers who have always lived in the region and have worked or participated in the family business since childhood and take over or will very likely take over the management in the near future.

Most families had long experience in wine, were involved in viticulture before the change of political system in the 1990§s too. Wine was produced by the state farm during the socialism in the region.. In addition, almost all workers had small vineyards as a hobby garden, where they produced wine on a small scale mainly for self-provisioning.

"In 'Szentbékkálla' there was also a small family cellar, which was managed with an area of a few tenths of a hectare. It was one of them. My other grandfather worked in the mine, but they also had a little piece of grape since I've known it ... they really appreciated it too."

After the system change, the state viticulture was privatized. Several families saw a market opportunity and bought a wine-growing area to expand their small business.

"It was a thriving industry in the mid to late 1990s and early 2000s. It worked well. Wine consumption per capita was relatively high in Hungary. State-owned companies were

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practically non-existent until the mid-1990s. The markets were taken over by private companies. You could see that this is a developing sector, there is a rationale in this story. "

Based on their previous experience, some of which go back several generations, they began to work as a family farm business, mostly with the involvement of their relatives. The typical farms are still small today: the grapes are grown on the surrounding areas, which are approximately 5-25 hectares in size. The factory - cellar and grape processing machines - is usually located on the ground of family home.

"Three generations. Grandparents - even in socialist times - were busy with viticulture in very small vineyard at the Balaton from the 50s to 90s. My grandfather on my father's side was doing a winemaking apprenticeship somewhere in a kind of fast lane and worked there on the winery in the socialist cooperativ in 'Zánka'. (…) And my father also decided to work in viticulture. (…) He graduated as a winemaker technician in 'Budafok' and went to 'Badacsony Winery', then to another company and then to 'Mór'. So the family came to 'Mór'. "

The vast majority of our interviewees joined the family businesses as a second generation winemaker with appropriate professional training. Although their ambitions came from the family, but they deliberately developed the businesses independently. They are the successors.

"It was a really family motivation, I received impulses, so to speak, and as a child I enjoyed going to the vineyard. (...) I also received encouragement from the family, which I have not regretted that I started in this profession, and then I continued it and even in college I saw fantasy in it."

The appearance of the younger generation is already noticed by everyone.

"Almost all wineries now have such young people between the ages of 30 and 50. You can say that we have almost completed a generation change".

There are some newcomer farmers in the region. It is important to see the differneces between successors and newcomers so during the analysis we also focus on the characteristics of newcomers.

The young managers of the wineries have different educational backgrounds (e.g. economy, mechanical engineer). Their families were never involved in farming nor in viticulture. The newcomers had any previous knowledge of viticulture.

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"There was nobody in the family [who had experience with agriculture], we were a classic middle-class family, nobody cared about it, they didn't go anywhere near the country".

They studied different professions e.g…economics, engineering…before they started their wine business and moved to the region However, they came into contact with viticulture during their studies, e.g. during internships. Some of them even spent this time in this wine region too.

"(...) then I decided that I wanted to know more about wines because it's great!"

ll of these interviewees emphasise the processes of how they started to be interested in wine production. The interest went beyond the hobby, they learned more and more about wines and the technologies and some of them attended courses and training at different educational levels or even enrolled in college.

"And after something really changed and I put all my time and money into this training".

Apart from a few internship semesters or wine tastings in the local wineries, they had no personal connection to the region. They decided in favour of this wine region above all because the location has good natural potential in agriculture and viticulture, and the wine region is centrally located and easy to reach. The beauty of the landscape and the rural idyll were also decisive factors for the newcomers to start their practice there.

“I liked the landscape when I first got on Route 81… and I still remember how I felt when I saw the ‘Csókakő’ hill, the castle, (…) Even today, I feel what I felt when I first saw this landscape (…) Lord, that's beauteous! ".

Initially they decided to lease a cellar and commuted between their city apartment (mainly in Budapest or in other nearby cities) and the cellar. After a few years some of them bought the cellar and moved to the settlement. They started farming in small vineyards, but in recent years the vineyards have expanded and the previously leased land could be bought mostly with EU support. Lately most or all of the land belongs to them. Compared to other vineyards, newcomers cultivate smaller, 3-4 hectares large areas.

„(…) just a small territory belonged to the cellar, 3000 m2. We are not that that big today either. So we have 3,5 hectares”.

The farms are family businesses and only a few, 1-2 people work in the wineries who are not family members or friends. The shortage of seasonal workers is worrying. Some of the new

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wineries try involve the local younger generations to make them familiar to viticulture. They established a school garden and a model farm where they show the younger ones how the winery and viticulture work until harvest.

"There are now two young people (...) who worked here twice in November and January and they said that they were interested (...) in accompanying the whole process. That's all we can now enter, so if someone is interested, we will show them. Then we can recommend them to get a series of grapes that they can cultivate, harvest, spray and make wine out of them all year round. For example we have just small things in this area. "

There is a concept of expanding the vineyards and expanding the cellar in the future, but not on a large scale. To expand the gastronomy, larger rooms for guests for wine tastings or guest houses are planned. Some of them want to expand the territory through concerts and performances, which brings the community closer together and increases customer base.

"It's such an outdoor garden, in the middle of our vineyard. We want to develop these where a concert, even a small theatre performance or a reading evening could take place. So it would have a bit of such community-building power. "

Some of the farmers established the hospitality venues of the wine region. One of them is a typical success story. After buying a farmyard (and two more, later on) the farmer opened their own catering business, with a guest house and a restaurant. The place became famous among business people from Germany, Spain and Italy, the majority of their guests are foreigners lately. The facilities offer comprehensive services – accommodation, food, tourist programs, and offer wines from local producers from the TDM.

There are other actors involved in the life of wine makers. There are local people working in fields related to wine-making such as the members of different organisations like “Touristic Destination Management (TDM) Association of the Mór Wine Region”.

Other key actors

TDM Association of the Mór Wine Region” (touristic destination management), has been in the catering industry since the regime change. She was born there, and her family used to have a vineyard and produced wine, which they sold in the neighbouring towns and villages. Erzsike has a German minority background, speaks good German, moreover, she moved

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temporarily to Germany with her (German) husband. After the regime change, in the '90s, they returned to Mór, they bought a farmyard (and two more, later on) and opened their own catering business, with a guest house and a restaurant. The target group was primarily German businessman, her husband's business associates – whenever they came to Hungary, they stayed over at their place. The place became famous among business people – not only from Germany, but also Spain and Italy, the majority of their guests are foreigners. Erzsike and her facilities offer comprehensive services – accommodation, food, tourist programs, and offer wines from local producers from the TDM.

Mayors are important actors in our case. For example one of the village mayor, originally a vet from Békéscsaba, he moved to the village in 2006. He had no particular reason for opting for the village, he had been looking for a peaceful place and beautiful nature, not too far from bigger cities. He became the mayor in 2010 – people were dissatisfied with the previous mayor, the major concerns being that he had always ignored the village and its inhabitants. In 2010, a small team was organized and he was responsible for finances, but the candidate for mayor stepped back and he agreed to run for it instead. He emphasizes that they work together as a team ever since, this is their third electoral cycle, and they had agreed to do the work voluntarily, which means that the payment they receive as employees of the municipality is directly transferred into the budget of the village. He does not work as a vet any more, but he has his own farm, producing milk and meat products. He is the only farmer in the village who has received the ecolabel. He plans on opening his own small gourmet restaurant with specialties.

Another village mayor has always lived in the village, and worked as an accountant before he was elected in 2010. He has history of involvement in local politics in the family – his father and even his grand father used to work for the local council. He was a football player, and he got involved into local politics through a football issue back in the late 1990s. He became member of the council in 1998 and worked in several areas, mostly finances. He owns a vineyard and produces wine for own use, as a hobby. As a mayor, and a pastime wine-producer is in touch with all producers in the village. As a mayor, one of his greatest aspirations is to improve the high quality catering and tourism services in the village.

Rural managers have also very important role in the region and int he Wine Community – Uncle John worked formerly in an agricultural cooperative in Komárom city, and has been

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the rural manager of the Mór region for 22 years. He studied agricultural engineering in Nagykanizsa. Andrea is born into a family that has worked in the agriculture for generations, and has a degree as a plant breeder. They have an office and their job is to help farmers with administrative work, they give advice and information to farmers, application for support, or they issue the primary producer certificates.

Tourism entrepreneurs have also crucial role in the region. For example, Szófia who is a caterer and owner of a restaurant in Mór. She grew up in a nearby village and moved to Mór in 2007, to become a manager of the restaurant, when an opportunity opened up for her to own the place. The restaurant worked as a local pub during the ’70s and ’80s. When Szilvia took over, the it functioned as a traditional tavern, but she decided to invest into it, renovate the place and entirely change the menu. They opened again in 2008, right after the economic crisis, and even though it was a place for locals, the new restaurant attracted many international travelers, who passed on the road in front of the restaurant. She offers only local wines from Mór, she has an agreement with a circle of producers. According to her, her guests explicitly look for local specialties both in food and wine. Next to the restaurant, she also runs a canteen for a factory in Mór. She is very committed about offering local qualities for her customers, this is where her local patriotism meet her professional views.

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Style of farming/activities promoted

Resources activated/adaptability

Because of the aging of farmers in the region there are more and more land free for sell or rent. So in this region there are enough land to start new business or develop the existing one. We can say there are enough natural resources for young generations to start business in the region.

The new generation obviously wants something different from previous generations. The effects of globalization can also be felt here. New methods and new techniques will inevitably appear on farms. The only limitation is the financial resources.

"Well, I now see such a rejuvenation in the winery. The generation change is as good as underway: Everywhere in the families you can find exactly the person who takes over this winery. And that will certainly bring further development, because the young man will no longer do the good and satisfying that the ancestors did. You will definitely be innovative. "

The family business works with seasonal workers, as there are tasks that they cannot solve on their own. This requires capital or credit that was not very available in the 1990s. The activated family-related resources solved the families' low start-up capital.

They almost exclusively employ full-time family members, and seasonal work is also organized on a neighbourly basis. Typically, men do the physical and wine-related work, while women do the administration, marketing, and hospitality. They recruited and recruit nowadays too their seasonal workers from the area: At harvest time, it is mainly pensioners with whom they have been working for years. Young seasonal workers who do not belong to the family can hardly be found and afforded. Agricultural work is becoming less and less attractive for young people. According the interviewees the majority of wineries are experiencing the same difficulties. The biggest problem the permanent labour shortage in agriculture, and the lack of central cooperative storage capacity hinders the quantitative growth of the wineries.

“(...) you get help through acquaintance. When harvesting, we usually work with 14-15 people when there is a manual harvest, of which 2-3 people are the men doing the movement, so emptying the pots on the tractor, which is the harder work. (...) The pickers, on

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the other hand, are typically over 60 years' old, so fresh retirees, but also older, so there are also 70 plus pickers who are still active and like to come to the harvest. "

Most of the wineries practice traditional farming, but they strive to minimize their environmental impact (limiting the use of chemicals) and some are experimenting with the use of solar energy. Wineries have limited resources for development so they have to use alternative solutions to maintain ecological and economic sustainability. According to interviewees, the solution is to reduce the cultivation area in parallel with the mechanization. In addition to supplying a wide range of consumers, an increasing range of quality wine and wine tourism is inevitable.

"Well, where do we practically sell? We're practically everywhere from grapes to hospitality. So we sell quite a lot of grapes as fruit, we sell cider, we sell wine in bottles, we sell wine in plastic bottles, we sell bottled wine. And we also sell wine to hospitality. From this point of view, everything is included, from the grape to the glass tasting to the wine tasting."

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Farming approach/activities promoted

However the human resources are missing very much, especially the agricultural workers with knowledge on grape cultivation. Only some older local workers experienced in the cooperatives and state farms during the socialism can provide labour force for the local enterprises. Some winery collect workers for the harvest from 100 km far regions while some of them try to find alternative solution for labour force demands such as invitation of friends and relatives for the harvest or provide the harvest as team building program for companies. However other works in the grape land are made by the owners and family members.

Newcomers brought a new perspective on local viticulture with the start of ecologically sustainable cultivation in the wine region. The switch to fully organic farming is on the way. Lately they have not been using any chemicals, just the natural ones that are approved for organic farming. Some of the wineries only produce organic wine. Unfortunately, few locals have adopted this approach as this type of farming is more expensive than the traditional one.

"It has to be innovative in something, especially in terms of sustainability and cultivation in the vineyard. Of course, we also strive for organic farming, the region is lagging behind. There are some economies that think that way, I trust that more colleagues will think that way. "

Innovation

All of the interviewees emphasized that the wine production needs innovation and creativity. Other connected activities such as promotion of wine, events etc. also need creativity and innovation. During the pandemic the consumer access became very difficult so many informants emphasized that their innovation help them to find and create new channels to reach their consumers or find new ones. Innovation mostly appears in personal or farm level in the narratives, but some winemaker said that they try to develop innovative practices and initiatives in local or national and international level. For example, the promotion of the special wine and grape type (ezerjó) of the region represents several innovative forms of activities from the special type of wine production (ezerjó aszu) to the organization of the society for Ezerjó in the world.

To get well known, you need marketing. Although they stepped up their marketing activities, their reputation initially spread from people to people even nowadays. Small wineries of the region still serve local and neighbouring needs.

"Our main profile in the past few years was the pub market, where we delivered wine to the brim. This is the pub segment, this is quite a narrow segment so since then we have tried to open up to hospitality, restaurants, shops and businesses."

They have to be diverse and present in a wide variety of markets in order to be able to sell their products and so that the family can make a living from the family business.

"We don't deliver to multinationals, it's not a route for the size of our company. On the other hand, the share of sales from the house is quite high, so that local or local buyers in particular should have it as river or bottled wine. So now I can say that all in all this is such a great mess, very, very many areas have very, very many parts."

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The winemakers played a significant role in marketing the wine region as the newcomers brought innovation and more new ideas. They linked wine consumption to local natural values and used it as a marketing tool to attract more visitors.

"Actually, the goal is to make quality wine and promote the landscape."

All newcomers cultivate the trademark grape of the region, for which it is famous. This helps to maintained tradition and at the same time it makes the cellar and the region more popular to tourists. The newcomers take actively part at the local and national wine festivals and competitions, which is a good marketing tool and strengthens the local identity too.

“I think if someone moves in from the outside, they may not be wearing the bags I see on them and may not even notice. And that applies to both winemaking and much."

Newcomers may not have local roots, but they strive to build a well-functioning local network. They care about local values and traditions and fully identify with them, despite having no personal connection prior to the practices.

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Environmental issues

Environmental issues became more and more important for the winemakers of the region. Many of them emphasized the negative effects of climate change, e.g. hot summers result decreasing quality of grapes. Environmental issue also seems a generational question: Older farmers use a kind of modern but ordinary cultivation method with more chemicals while young farmers focus more on environmentally friendly cultivation methods and some of them have started organic production. Some of the informants emphasized that organic production is more difficult and sometimes more expensive but it is much closer to the traditional way of cultivation and many times the quality of grapes is much more better. However, others emphasize that they cannot change to the organic way of production because they are afraid that it can cause quality reduction. We can say climate change and environmental issues are a contested issue with generational aspect in the Wine community of Mór.

The case studies have shown that various dimensions of sustainability are becoming increasingly important in the Mór wine region. Most wineries work as traditional family farmers, and only a few wineries strive to have the least possible minimal environmental

impact. One reason for that is affordability - since organic farming is complicated, expensive and burdens farmers with increased administrative loads, only a few wineries can afford it. Moreover, the consumer demands are more explicitly pushing for local goods and less for the ecological labels. The producers therefore opt for “hybrid” methods, which means that the use of environmentally harmful agents is minimized. For all these reasons, applying for the title of organic farm is not a priority for the farmers.

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Synergies and networking

Relationships with the local community

Wine producers in the region and especially in settlement level have a strong informal network. They help each other and organize common events, represent the region together. Nevertheless, the case of Ezerjó Wine route Association demonstrates that most of the farmers are not open for formal organization they prefer the informal relationships they do not want to follow strict rules and especially to do regular activities. The lack of formal organization result that it is more difficult to achieve synergies between actors. Synergies develop only spontaneously and not in a organized way. Sometimes many activities (programs, selling) are run in parallel without cooperation.

In recent years a number of NGOs have been set up to bring together families who are involved in viticulture. They are building a strong network to make the area better known for its hospitality and wine and are involved in organizing local wine festivals, for example. Some of the interviewees play an important role as head of the local area "Hegyközség". They are trying to unite the new generation who regard quality development as a matter of prestige.

„A new generation has emerged who already interested in quality wine production. They already know that the name and reputation of the wine region matters in sales as well. (…) As for local events, we can see a unity of almost all winemakers. So, here we have a common goal that everyone can benefit from."

The city's development policy also rely on local conditions: Community investments increasingly rely on the elements of local culture as resources. The local government – in cooperation with local businesses – intend to make Mór not only in connection with the traditional spring and autumn events, but also a wine tourism destination throughout the year.

"Basically we have good relationship with the local government. They invest significant resources of organizing wine-related events. The leaders of the city are aware of the fact that supporting local values can attract people to Mór. They organize events and performers who can contribute to the growth of wine sales".

Maintaining sustainability could rely mainly on cultural and social pillars. At the same time there is a strong interaction between tourism, hospitality and wine. The change is triggered

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by the changed consumer needs mainly of the middle class. Therefore, the area is moving towards consumer-generated sustainability and involves a generation change, which is also associated with technical innovations. The motivation to work in agriculture is generally decreasing, and farmers are trying to make up for the labour shortage through mechanization and the use of innovative methods. Maintaining local identity and local networks plays a key role and closely related to economic success and social sustainability. The local cultural and economic network between farmers and other entrepreneurs in the field of tourism compensate for the vulnerability of family businesses. Together they are better able to survive and together they also contribute to the development of the image of the place, which has an impact as an important factor for the sustainability.

Synergies enabled

Wine producers of the region are strongly involved in winemaker networks in Hungary. They have good relationships with winemakers in country level, they are networking with producers from other wine regions and some of them also participate in international networks too.

Locals try to use local synergies. Farmers in decision-making positions (e.g. mayor, village farmer) try to combine different agricultural areas (wine, cattle breeding) to promote products together in order to win more customers (e.g. free cooking class with local ingredients).

Local farmers in hospitality business try to involve other local farmers to become supplier.

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Networking established

Wine producers are important actors in local society they are involved in many local activities, they participate in local development planning processes especially which focuses on tourism and/or local heritage based development. Most of the local inhabitant has connection to wine and vineyard, so winemakers are regarded as a kind of protector of local heritage and identity and also as an important sector of local economy.

There is a local association to help maintain sustainability. The Tourism Destination Management (TDM) is a special tourism management system that is promoted from above but organized from below and performs full management of a specific travel destination. Its mission is to provide services on both local and regional levels, and cover different roles in various areas of tourism. The aim of the association is to bring tourism entrepreneurs, civic associations and the community together in order to promote important tourist attractions in the region and emphasize local products and services.

In the wine region local winemakers have been in very active contact with one another for a long time. They know that an active community, a conscious community building on the basis of identity is important. They are aware of the strong interaction between tourism, hospitality and wine. However, it is common for even established collaborations to get stuck at times, as has happened recently. In such cases, the community freezes and hopes for outside help to solve the problem. The farmers just seem to be waiting for something to happen to attract tourists but they think less in small steps, in steps that they could take. A change in the daily routine is often overlooked, the external miracle is more to be expected. Even though many of the members criticize the organization for not being active enough and not representing the joint interests properly, it is at the moment probably the only forum, which holds the different segments of local tourism together (wineries and other businesses).

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Policies and institutional supports

Institutional support

There are many policy funds and supports for individual farmers to develop their farms and enterprises. However, there are very few funds for the networks of farmers. An important problem that agriculture and rural development funds are mostly separated and because of the rules many times farmers must not be involved in local development projects (it is prohibited by the project rules).

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Impact and perspectives

Impacts on of the practice on rural regeneration and generation renewal

Case of the Wine community in Mór proves that agriculture can be attractive for the young generations. Many local farmers continue the family business. Winemaking is an innovative activity and alongside farming, there are many additional activities from tourism to marketing.

Perspectives

Winemakers are important actors in local society and the local economy. They have a key role in heritage-based development and in the image building of the region.

There is a generation change in long-standing family wineries and are several newcomers to winemaking. New generation promotes ecological sustainability. The newcomers came to the wine region with no previous connections.. often link innovation to the preservation of local traditions. Both newcomers and locals and especially the young generation have a very strong local identity. It is important to them to preserve local traditions and promote local wine, continuous participation in local events and festivals. They have also made it their business to train young people. On the one hand it serves the marketing of wines and on the other hand creates the new generation of farmers and more environmentally conscious consumers. They think long-term and, in addition to winemaking, are also committed to hospitality in order to make the winery more economically successful. The successors follow international and national trends and perceive the changes toward sustainability very strongly, they are ready to apply the latest methods and innovations.

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Appendix 1. The list of interviews

Code	Interviewee Pseudonym	Gender	Role	Place and date of the interview	Other information
HU9B/Int.1	Ádám	M	farmer	online, 26.02.2021.	newcomer, yong farmer
HU9B/Int.2	Karolina	F	farmer	online 01.03. 2021.	newcomer, young farmer
HU9B/Int.3	Mária	F	farmer	online 05.03. 2021.	successor, old farmer
HU9B/Int.4	Árpád	M	farmer	online 08.03. 2021.	successor, Young farmer
HU9B/Int.5	Csongor	M	farmer	online 16.03. 2021.	successor, Young farmer
HU9B/Int.6	Andor	M	farmer	online, 24.02.2021	successor, old farmer
HU9B/Int.7	Iván	M	farmer	online, 01.03.2021.	successor, old farmer
HU9B/Int.8	János	M	farmer	online, 01.03.2021	successor, old farmer
HU9B/Int.9	Tibor	M	farmer	online, 01.03.2021	successor, young farmer
HU9B/Int.10	Alvin	M	farmer	online, 18.03.2021	successor, young farmer
HU9B/Int.11	Erika	F	tourism	online, 24.02.2021	n.a.
HU9B/Int.12	Lajos	M	local government	online, 25.02.2021.	n.a.
HU9B/Int.13	János	M	agricultural administration	online, 02.03.2021.	n.a.
HU9B/Int.14	Gyula	M	local government	online, 05.03.2021.	n.a.
HU9B/Int.15	Szandra	F	tourism	online, 11.03.2021.	n.a.
HU9B/Int.16	Máté	M	farmer	online,01.03.2021.	successor, young farmer
HU9B/Int.17	Szabolcs	M	farmer	online,02.03.2021.	successor, young farmer
HU9B/Int.18	József	M	farmer	online,02.03.2021.	successor, old farmer
HU9B/Int.19	Béla	M	farmer	online,02.03.2021.	successor, old farmer
HU9B/Int.20	István	M	farmer	online,11.03.2021.	successor, old farmer

Table 1. Interviews

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Case study report (Code IE10B)

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Farm Partnerships as a promising practice

Anne Kinsella (Teagasc)

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Acknowledgements

Thanks to all the interviewees, participants in the focus group and the public conference participants who gave generously of their time and their expertise for this research project. This report would not have been possible without your perspectives and insightful comments. I hope it can provide a useful resource for our collective project team in informing their work.

I would also like to gratefully acknowledge the assistance of my Irish regional team colleague Louise Weir in National University of Ireland, Galway who gave generously of her time in conducting interviews for inclusion in the case study. Her ongoing guidance and encouragement were invaluable as was the support of our other regional colleagues in Ireland and UK, Maura, Kate and Kim.

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Acronyms & Abbreviations

ANC	Areas of Natural Constraint
BPS	Basic Payment Scheme
CFGS	Collaborative Farming Grant Scheme
DAFM	Department of Agriculture, Food and the Marine
FADN	Farm Accountancy Data Network
GLAS	Green, Low-Carbon, Agri-Environment Scheme
IFAC	Irish Farms Accounts Co-operative
MPP	Milk Production Partnerships
RFP	Registered Farm Partnerships
SFPS	Succession Farm Partnerships scheme
TAMS	Targeted Agricultural Modernization Scheme
UAA	Utilisable Agricultural Area
WP	Work Package

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Regional and Local Context

The low level of young farmer entry into farming and the consequent rising average age of farmers is viewed as problematic in an Irish context for the future of Irish agriculture, so that farm partnership have been identified as an example of a promising practice that may provide the first step of engaging in the process of succession and inheritance. They perform a key role in improving, not only the structural demographics of Irish farms but also the social aspect, while also addressing many other current challenges facing Irish farmers, including land fragmentation, smaller farm size, financial viability, rural isolation, and farm safety.

Farm partnerships come under the umbrella term 'collaborative farming, providing one possible means by which farm succession and inheritance can be facilitated to take place in a more timely and collaborative manner. In the most general terms, a farm partnership is where two or more farmers come together and make an agreement to share their farm resources, to include land, labour and capital. By doing so, they can enjoy the many benefits deriving from this collaboration, to include not only economies of scale for the farm business perspective, but also improved work-life balance. Other arrangements considered collaborative farming include contract rearing, share farming, cow leasing and long term land leasing.

Forms of collaborative farming, particularly farm partnerships, have been identified as an important step towards farm succession and inheritance. Commins and Kelleher (1973) (and later Gasson and Errington, 1993) refer to the succession process as a 'ladder' of responsibility which steadily over time is ascended by a young farmer entering a business. The process of retirement and succession is generally a gradual one, that follows clear phases. In the first phase, the farmer shares the workload with the successor. Following on from this, management is slowly passed over to the successor, The final phase is when eventually the successor becomes the sole operator. This middle phase, of management passing over to successor over time, is likened, by Gasson and Errington (1993), to a farm partnership.

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Irish farmers can avail of a number of financial supports and incentives aimed at encouraging and maintaining the development of farm partnerships. One strategy for change, developed in the Irish policy context, is the promotion of farm partnerships across all farming systems. The rationale behind farm partnerships is that they incentivise a new set of working arrangements between the older 'retiring' farmer and the (usually) younger 'successor' farmers, providing more options for younger farmers to enter farming in an active and productive way, with recognised status and responsibilities and agreed sharing of the farm profits (Macken Walsh and Roche, 2012). Farm partnerships create more opportunities to maximise efficiencies and profitability in a number of ways, through combining farmer expertise, experience and resources, while also convincing older farmers of the benefits of earlier farm transfers. The benefits associated with encouraging farm transfer and having young farmers involved in the farm enterprise have been widely cited. Potter and Lobley (1996) have coined the terms 'succession, successor and retirement effects'. These describe the processes whereby an identified successor, or lack thereof, can significantly influence the original holder's level of interest and investment in the farm as they approach, what should be, their own retirement from farming. The successor effect refers to the positive impact, which a successor can have on a farm once he or she becomes actively involved in the decision-making processes and in the day-to-day running of the farm. On the other side of the coin, the retirement effect as a rule, has a negative impact on farms. This stems from the process of semi-retirement, if there is no successor present, where a farmer tends to de-intensify and liquidate assets. The contention is that a farm partnership could promote the successor and succession effect together, creating an environment for shared decision-making and control, and at the same time stifling the negative outcomes of the retirement effect (ibid).

Both the Department of Agriculture, Food and the Marine (DAFM) and the Department of Finance in Ireland offer a number of financial benefits and support for farm partnerships, to help to not only encourage but also to maintain their development. Such benefits include the Collaborative Farming Grant Scheme (CFGS) and the preferential stock relief for registered farm partnerships. These supports have ensured that all registered partnerships members are catered for in the implementation of farming support schemes such as

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the Basic Payment Scheme (BPS) , Targeted Agriculture Modernisation Schemes (TAMS) and Green, Low-Carbon, Agri-Environment Scheme (GLAS) .

Registered farm partnerships (RFPs), of which there are now over 3,000 such arrangements in Ireland, comprising just over 2 per cent of the Irish farming population, are just one of a number of collaborative farm business arrangements. All of the main farming enterprises can enter a farm partnership: dairying, beef, tillage, sheep and other enterprises such as horticulture, pigs, poultry and goats, it has been predominantly dairy farms that have availed of the scheme and its incentives to date.

As well as addressing many other current challenges facing Irish farmers, they perform a key role in improving not only the structural demographics of farms but also the social aspect. The main focus of the study was on RFPs which are becoming increasingly popular in Ireland, identified as critically important to the future development of agriculture and are associated with wide-ranging economic and social benefits. RFPs are formally registered on the Department of Agriculture Food and the Marine (DAFM) Register of Farm Partnerships[1].

RFPs provide a framework where farmers can work together in a formal business arrangement, where the profits of the business are shared among the partners. Teagasc, the agriculture and food development authority, supported by the Department of Agriculture, Food and the Marine (DAFM), developed the farm partnership model. Template agreements have been produced with the farmers needs and requirements foremost, so as to allow farmers to enter the arrangements with confidence. The formalised nature of RFPs play a key role in family farm succession planning, with the young farmer getting the opportunity to become involved and also, most importantly to be formally recognised in the farm business at an earlier stage, while the existing farmer is allowed to remain active in the farm business. In this way, the older farmer maintains his farming role while also taking on a new role as a mentor. He provides support, advice, experience and imparts his knowledge to the successor. In addition, a Collaborative Farming Grant Scheme Grant aid of 50% is payable on the establishment costs of setting up an RFP. The maximum spend that is grant aided is €5,000, providing a maximum grant of €2,500. A farmer can only be a partner in one RFP at any one time and the RFP agreement is for a minimum of five years.

[1] A Registered Farm Partnership must operate to certain conditions as set out in SI 247 of 2015 and the associated requirements for registering farm partnerships.

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Succession Farm Partnerships scheme, a newer initiative, were developed in more recent years[1] with the main objective to encourage the transfer of farm assets to the next generation of Irish farmers, to assist succession through a partnership structure while also providing a level of protection for the transferors. One main benefits of participation, especially from the successor perspective, is that the farm is transferred to successor at the end of a specified period (not exceeding 10 years). Farmers and successors can enter into a partnership with appropriate profit-sharing agreement. Transferors are thereby allowed under the scheme to retain 20% of farm assets. This is a criteria that has been seen as critically important in allowing the retention of a portion of the assets. An annual tax credit of €5,000 is available, for a maximum of 5 years, this credit split between the partners on the same ratio as the profit sharing ratio in the partnership.

In December 2015, the Irish government announced an income tax credit (subject to EU approval) to encourage the transfer of farms within families (i.e. the SFPS). A new register was created for farm partnerships in which one partner is a young trained farmer. Some of the key criteria that must be met, include at least one person being identified and defined as "the farmer" and at least one member of the farm partnership must have been engaged in the trade of farming, consisting of at least 3 hectares of useable farm land. An appropriate qualification in agriculture is a further criteria, which at least one other member of the succession farm partnership must hold such a qualification. They must hold an entitlement to at least 20 % of the profits of the partnership and have not reached 40 years of age. This person is defined as the "Successor", and the young trained farmer reliefs as available will apply to this farmer.

The "Farmer" must enter a Succession Agreement to either sell or transfer at least 80% of the farm assets to which the partnership applies to the "Successor(s)" within 3 to 10 years of applying to register a partnership to avail of the tax credit. A clawback of tax credits claimed will apply where farm assets are not transferred as specified in the Succession Agreement. In order to avail of tax credit and be eligible for Young Trained Stamp Duty Relief on the date of

[1] In December 2015, the Irish government announced an income tax credit (subject to EU approval) to encourage the transfer of farms within families (i.e. the SFPS). A new register was created for farm partnerships in which one partner is a young trained farmer.

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the transfer, the Successor must not have reached their 32nd birthday on the date of registration as a Succession Farm Partnership.

One key criteria, seen by many as one of the most important elements is the completion and submission of the business plan (Teagasc My Farm My Plan Booklet) which must submitted to Teagasc for certification, with partnership registration office requiring a copy of the Teagasc certificate for registration purposes. It has been identified as a promising practice especially for dairy enterprises, which further incentivise a new set of working arrangements between 'retiring' & the 'successor' farmer with further opportunities to develop the structure on other farm systems and in the West region. It provides more options for younger farmers to enter farming, and to farm in a more productive way.

In order to form a succession farm partnership, farmers need to have a current partnership on the existing DAFM register of farm partnerships to form a Succession Farm Partnership and to avail of the incentives under the scheme. In addition to the other benefits of forming a partnership, including preferential stock relief, the support of the collaborative farming grant and ensuring that all registered partnerships members are fully catered for in the implementation of CAP Schemes (such as BPS, ANC, TAMS[1] and GLAS); there are a number of other benefits specific to entering a Succession Farm Partnership agreement. Some of the benefits include a tax incentive to the partnership of €5,000 for up to five years during the Succession Agreement term until the identified successor(s) reaches the age of 40. Other benefits include the efficiencies gained from the certainty provided by having planned succession within the business. The scheme is designed to encourage the successor to become invested in the enterprise as early as possible to be fully ready to take over when the time is right. The importance of having a valid will in place that reflects the wishes of the participants in relation to how one wishes their estate to be "passed on" is also stressed as part of the agreement, as it reflects the succession pathway and agreement. This is an important and necessary addition as should a farmer pass away during the term of the succession partnership, the partnership is dissolved and the normal rules apply, as per the succession act, in the transfer of the estate[2].

[1] Targeted Agricultural Modernisation Scheme

[2] If the partnership remains active at the end of the term of the succession partnership agreement, the partnership will revert to the main DAFM register of farm partnerships and will operate under the rules for the main register

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Farm Partnership practice in a West of Ireland context – an overview of the region and practice context

Putting the farm partnerships in context, requires us not only to examine the practice on a farm system basis but also in terms of the economic, social and cultural impacts of same, in addition to the regional variation on the uptake and impact deriving on the ground of this promising practice.

In selection of an Irish region, within the national context, to gain further insight into the practice of Farm Partnerships, the case study research concentrated in the West region. Twelve interviews across farmers and key informants were conducted, with each averaging one hour duration. All farmers interviewed to inform the case study were selected from the West region. Although a few of the key informants, some of which had a dual role as a farmer also, were based outside the West region, they were advised that region of focus for research purposes was the West region and were cognizant of this in their responses. While RFPs are more prevalent in the Southern and Eastern regions of the country, owing to the predominance of larger and more viable dairy farms, the West region was chosen so as to gain some further insight and perspectives into how the promising practice is availed of and utilized by somewhat smaller and different farm systems. It was also important to identify any opportunities that may exist for further development of the promising practice and related policies on the ground, as applied to this region. In order to gain a better understanding of the region in which research is focused, it is important to put the farm system, income and household demographics of the West region in perspective, and how better targeted or more focused policies and incentives may assist.

The West Region, which is region of focus of this research, is a NUTS Level III statistical region in Ireland. It is located on the western seaboard of Ireland with the Atlantic Ocean to the west and consists of Galway City, which is the regional capital, as well as the counties of Galway, Mayo and Roscommon. It is predominantly a rural region, with only one third of its population living in an urban centre.

Drawing on the latest Teagasc National Farm Survey data 2019, which provides Irish data to the Farm Accountancy Data Network (FADN) of the European Commission, we can determine the regional variations in farm income. By doing so, gain a better insight into the

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region of research interest and the more regionally focused policy interventions that maybe identified or required. The 2019 survey, based on a random sample of 827 farms, is nationally representative of just over 92,500 farms. Regional data from the Teagasc NFS are presented for NUTS regions in line with EU methodology, with eight regions presented at NUTS III level. The West region, the region on which this case study is focused, comprises of counties Galway, Mayo and Roscommon. The percentage of the national farm population located in the West is 18.5 per cent. This region has an average farm income of just over €16,000, the second lowest farm income of all eight regions. This is of course reflective of farm composition in this region, with a higher prevalence of drystock farms and smaller farms generally. Farm income varies widely by region, driven by farm system, scale profitability and direct payments.

However, this average farm income conceals quite a lot of variability of income across the farms in the region. While farm income is just over €16,000 on average, the majority of farms in West, that is 43 percent of farms, have a family farm income less than €10,000. Of this, 22 percent actually have a farm income of less than €5,000. A further 25 percent earn a farm income of between €10,000 and €20,000. Reflecting on the incidence of off farm employment, the percentage of farm holders with an off farm job is the highest in the West region, with 46 per cent of holder having an off farm job. This is of course reflective of the persistent low income on drystock farms, which are most prevalent in the west, so that farming households are required to supplement their farm income by securing alternative employment.

Of the total grazing livestock units, cattle comprise the highest proportion averaging 32.1 livestock units (LU), or over 70% of total LU, while sheep livestock units make up a further 20 percent of total LU. As alluded to earlier, this is reflective of the importance of drystock farming in this region, with dairy farming much less prevalent than it is in other regions.

In the West, the average age of the farm holder is 60 years of age, while 51 per cent of households in this region are classified as demographically viable, (that is, the percentage of farm households, which have at least one member less than 45 years of age). This is the second lowest demographically viable region nationally, with only half of farm households having a “younger” household member. Of the Total labour units employed on farm, family labour units comprise 98% of total labour, at 0.94 labour units.

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Putting Farm Partnerships In Context On West Of Ireland Farms

The issue of financial viability of a farm partnership is a crucial aspect. If the partnership cannot sustain the farm and provide a reasonable income for those involved, it is unlikely to be viewed as a feasible and sustainable option, regardless of its capacity to encourage farm succession to take place.

Owing to the predominance of mainly drystock, that is cattle and sheep farms in the western region, even with a tax incentivised reliefs and financial supports, cattle farms on the lower income end of the scale, would still struggle to reap any economic benefit from entering a farm partnership. For their dairy counterparts, these higher income farms receive more value from the farm partnership and its tax reliefs. Farm viability plays the largest role in whether or not to enter a formal farm partnership, and collaborative farming arrangements in general, are if they viewed as an option for farmers. Regardless of any other factor, farm income and the future viability of the farm is the key to contemplating entering such arrangements and the ultimate success of same. Another most important issue is the residual income of the transferring farmer, should they opt to transfer the farm prior to death.

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The issue remains, that policy at both EU and national levels has not apparently been sufficiently innovative to alter the established dynamic of low rates of transfer and an ageing farming population. The issue is particularly evident in the Irish context, where the vast majority of farm transfers are made via inheritance, and generally take place within families. This has culminated in a particularly stifled land market and very limited pathwaysto entry for young farmers (Hennessy and Rehman, 2007; Matthews, 2014). From an economic competitiveness perspective, the notion of engaging younger farmers in agriculture as a policy priority also implies their intention to actively farm in a productive way. The ability of a farm to generate enough income to support both the farmer and the successor is paramount if the partnership is to be sufficient to maintain two households.

In this regard, there are strong correlations with the type of farm system involved and the income deriving, with additional discussion and data analysis undertaken by Leonard et al, 2017, which provides additional insight into the benefits but also potential limiting factors of farm partnerships. The majority, that is over two thirds of farm partnerships in Ireland, are predominantly Dairy system farms, with the majority of dairy farms located in south and

eastern parts of the country. The tax incentivised farm partnership scheme is more financially benefit to successors who gain farm income from joining the partnership, as they benefit from tax relief so that in general farmers engaged in higher income systems, most often dairying, benefit more.

While the introduction of a farm partnership scheme is seen as generally a positive step towards improved land mobility and land access, while also providing the first step in the discussion towards possible succession, it is what is termed as a "successor-centred policy". Hence, it does not adequately address the other "older" parties be catered for in any farm succession and inheritance process. In terms of the SCFG (Support for Collaborative Farming Grant Scheme), this provides a minor incentive as it alleviates some costs associated with the setting up of a partnership. The research undertaken by Leonard et al , 2017, illustrating a clear picture of the income components of a farmer and their successor and how they would be affected by policy change. The findings from this research would indicate that there is a rational economic path to be followed towards farm partnership for larger and more financially viable farms, which in turn may facilitate quicker hand-over of farms from an older generation to a younger one. The rationale for undertaking farm partnerships to encourage the exit of older farmers is not apparent, and the merits of the tax relief scheme are otherwise not sufficiently appealing to promote extensive up take at the present time.

While the SCFG eliminates half of the associated costs of set up, this may not be a sufficient incentive to enter a collaborative arrangement. The recommendations from Leonard et al (2017) would be for more wide-ranging enquiry into the ways in which the tax relief scheme would generate broader appeal, along with a series of recommendations on how this would be implemented.

In the case of cattle farms, there is potentially an argument to be made for creating a scheme that provides an economic incentive beyond tax relief for farms of this nature. This would in turn have financial implications that would require more extensive research. Additionally, the consultation of individuals who fully understand the practical and administrative aspects of introducing new schemes is advised at the early planning stages of scheme rules and details. This could be realised in the form of small stakeholder groups participating in the design of such policy initiatives to ensure that issues of collaborative farming interacting with future policy change are minimised. This is a theme also emerging

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from the case studies and focus groups with the involvement of farmers in such stakeholder groups in design of policy key, with “not one shoe fitting all”.

Case studies indicate that farm partnerships are to some extent a suitable means by which to expedite farm succession and inheritance; however, this statement comes with some caveats. The suitability of a partnership depends on the individual farm level situation, and also on what expectations the farmer/successor has for a partnership.

Based on the findings from this case study research, deciding to enter a partnership based solely on an economic rationale is best suited to dairy systems, while cattle rearing farms may have a propensity to focus on benefits such as the gradual transfer of control and increased leisure time afforded to partners. These wider non-economic benefits that could potentially be generated through farm partnerships, which could in turn bring a shift in mind-set about the value of earlier farm transfer, require further research and wider dissemination of information on same. This is especially important in the case of farmers’ operating systems where budgetary constraints are present.

“But I think to me the more stakeholders that can get informed and put submissions in to help the design of those incentives that are there, I mean ultimately, it’s a huge challenge for agriculture to reduce the average age of those farming and I suppose what we don’t want is for areas to be not farmed” (John).

In summary, facilitating a sector-wide increase in farm succession and inheritance will require a higher level of understanding of different farm systems and the way in which partnerships as part of this process can aid these farm businesses in the first instance, and thereby facilitate more timely farm transfer. Based on the results from this research, current policy does not provide a suitable financial benefit for farms that face higher levels of income uncertainty (in this case cattle rearing and sheep systems). Finally, as the farm partnership scheme is still somewhat in its infancy on cattle and sheep farms, an appraisal of the scheme is required to ensure it is effective in encouraging farm succession and inheritance and what additional policies may assist further in incentivising the process.

“I think the incentives are really important and the design of those incentives is probably the most critical thing.”(John)

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Partnerships Facilitating Succession and Inheritance

The transfer of the decision-making responsibilities can be a contentious issue for farm successors, with older farmers retaining control over decisions until they exit farming. A farm partnership provides an avenue for more formal sharing of responsibilities between the farmer and successor, thus reducing the possibility of a successor becoming frustrated over time (Errington, 1998). This transfer of responsibility can benefit the farm by allowing young farmers bring new ideas to the business.

A critical issue in partnership arrangements is how decision-making and risk assessment are shared. While risk reduction has been outlined in many research projects as a benefit associated with farm partnerships, entering a partnership can be surrounded by uncertainties given that it is even still a relatively novel form of arrangement, particularly within the Irish context and on drystock farms in particular.

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Financial incentives/Tax reliefs

Changes introduced as part of the introduction of the last CAP reform embraced the concept of multiple payment thresholds to registered farm partnerships across all CAP Pillar I and Pillar II schemes. The concept that farmers entering into a registered farm partnership should not be in any way disadvantaged when compared to farmers operating in their own right have been embraced by policy makers and was seen as a most important element for inclusion. Addressing the multiple payment aspect from the retiring farmer and successor perspective is key to the continued and growing interest and uptake of farm partnerships. The key is that policies need to be refined to address the farm system, in addition to the farm itself and its setting within its environment as well as being cognisant of the regional concerns.

Technical issues can still arise that cause problems for farmers obtaining their multiple payments, but in general many of the issues as cited at the start of the scheme have in the most part be ironed out. The Support for Collaborative Farming Grant Scheme (SCFG) introduced to cover 50% of the costs incurred in entering a farm partnership has proved a most beneficial and important incentive and in starting the initial conversation and encouraging discussions. This grant aims to cover some of the legal, financial and advisory

fees associated with setting up a collaborative farming arrangement and the maximum payment is €2,500. Those in a Department of Agriculture, Food and the Marine (DAFM) registered farm partnership can also avail of stock relief in two ways, with young farmers receiving 100% stock relief for the first four years after setting up as a farmer. Other partners can avail of an enhanced stock relief at a rate of 50% on their share of the increase in stock value. Farmers can also benefit from a higher investment ceiling for the Targeted Agricultural Modernisation Scheme (TAMS) and multiple payments under GLAS, ANC and the Organic scheme.

Previous Disincentives For Farm Partnerships

In Ireland, there have been policy changes in recent years to facilitate the promotion of collaborative farming and allow multiple payments to farmers farming in registered farm partnerships. While limits on payments previously seen as a disincentive, the introduction of multiple payments to all farmers in the partnership is now seen as a major incentive for participation. Unlike the GAEC[1] system in France, formal farm partnerships have not been a prominent feature of Irish agriculture and policy makers have not generally facilitated collaborative forms of farming.

A Teagasc study of Milk Production Partnerships (MPPs), "Facilitating Farmers Establishment of Farm Partnerships" identified many benefits of Farm Partnerships. Such benefits including: their use as a strategy to develop larger farm enterprises/increase scale by managing two previously independent enterprises together. Partnerships have helped to increase farm efficiency by consolidating land and facilities. Efficiencies also assisted by developing new management strategies and business plans.

Another benefit as outlined in previous research by Macken et al, and in the case studies and focus groups who participated in this research was, particularly in the case of less viable farms, is that partnerships facilitated off farm work and could allow for one or both of partnership to continue to work off farm while sharing the on farm work load and both having free time. So although the viability of the farm holding itself could be seen as a limitng factor in entering farm partnership arrangements the benefits to such arrangements

[1] groupement agricole d'exploitation en commun

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in having more free time could also be put forth, in addition to benefits of sharing decision-making.

One key aspect of the added benefits of farm partnerships to the farmer themselves was the isolation aspect, reduced by engaging with others through the partnership and in attracting others into the area and on farm. So while there was often distrust among farmers in initially engaging in the process and the suspicion, as it were, on partnering with another farmer or a successor, this disincentive became a major incentive. The partnership had added social benefits. In the research case studies as conducted to inform this report many referred to the improved on farm safety and this was a benefit also highlighted by Macken et al.(2012). Many noted the improved farm health and safety aspects, the improved mental health of farmers through engagement and decision making, while others improved on farm safety through the application of innovations on farm and even just having that extra pair of eyes in spotting hidden dangers before they may lead to health and safety issues on farm.

The needs of various family members and partnership farmers are facilitated through partnership engagement, be it off farm work or in house family care needs and other responsibilities in allowing farmers to share the work load and take time out as needed, while knowing that on farm decisions are being made and the farm is being looked after. This also was seen to have added mental health benefits through better work life balance and improving farmers' quality of life.

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Fieldwork Results Analysis

Farm partnerships in a rural regeneration context were identified by majority of respondents as having positive and ongoing benefits in terms of the social relationships in terms of social cohesion between the partnership farmers themselves and in the successor farmeroften returing to the area to continue in the farming business. This was identified as being a most important factor in re generation of rural clubs, to include sports clubs and in putting together a team. In terms of the environmental safeguards, to include not only care of landscape, biodiversity conservation and climate change, but also encompassing the wider health and wellbeing of the farmers' themselves and in their interactions for the wellbeing of nature.

From an economic perspective, the fieldwork identified many benefits of partenrships with regard to increased innovation and efficiencies, increased production capacity and the financial incentives and supports available, especially for successors. Working "smarter" in the application of technologies on farm rather than "harder" was cited by many successors as the way forward and in not only leading to increased efficiencies but also a better work life balance. The benefits to the wider rural and urban centres, in terms of farmers sourcing their farm inputs and shopping locally and so contributing significantly to the wider rural and local bio economy. The linkages between farming and off farm work, and in how the recent COVID19 pandemic and the opportunities for remote working and its positive impact on the farm were also to the forefront in discussions. Some antidotal stories of city dwellers who began working remotely now in pursuit of sites and houses locally and hoping to return to rural life.

From policy aspect, the current farm partnership scheme and its add on, particularly for young farmers and successors was praised in the main. However some referred to a lack of dialogue with farmers in certain farm systems or regions and that "one shoe does not fit all". While more were critical of the red tape involved in accessing some of the schemes. There were many suggested policy changes, some of which related to additional incentives for the retiring farmer, based around the previous early retirement scheme but tied in more with

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farm partnership template. Farm partnership participation was seen as encouraging earlier inclusion by the successor in the decision making process and in co-governance.

In terms of gender balance and the role of women both on farm and in social role, their contribution in particular to new ideas in terms of farm diversification was seen as hugely important to rural regeneration. Although women may not always be included in the formal partnership arrangement, they have always have had a most important role in terms of the book kepping and finacials and in sourcing further opportunities not only off farm but on farm through farm diversification to include farm tourism, farm shops and value added projects.

The young and older farmers learn also from one another through engagement in the partnership, developing new skills and new competences, while the older farmer maintains his mentoring role and retains his sense of place. The skills and abilities of each partner are to the forefront and each utilizing their best skills further enhance on farm efficiencies and economies of scale.

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Origin of the Practice

The origins of the idea for many of the case study respondents was to enter the partnership discussions as a means of starting the succession conversation. One young farmer, Jack summed it up as "*well, that's Irish farming for you, we don't talk about land, we don't talk about it*" (IE10B/Int. 1) and went on to reference that although he was not involved in the initial succession discussion that "*they must have had a conversation about it alright*". (IE10B/Int. 1). So he was not included in the initial discussions where he was identified as the successor, "it was done on a bit of advice that he'd gotten from their accountant at the time … if "X" had to go into a nursing home and the state could take the land off him, apparently" "*so, there was a fear*"(IE10B/Int. 1). In this instance, the decision to enter a partnership and identify a successor was mainly resulting from "fear" of losing farm assets, should long-term care be required in older age. Another young farmer, Tim, explained that the origin of the idea from his perspective to enter into Registered Farm Partnerships, was *that his father "was* too young to retire so the partnership was the fairest way for the two of us" (Tim). Adding that he himself "*was barely thirty and I was big into it and he wanted to get me involved*" (IE10B/Int. 5)

For another participant in the case study, Brid (IE10B/Int. 2), the succession conversations began when her husband was reaching pension age, with her soon to follow the pension path, so they were discussing "*.. you know, what'll we do? …. we wanted to put in a new milking parlour, so, .. decided the best route to go around that, to get the grant and the best available grant was to go into partnership with him*" (the son) (IE10B/Int. 2). So that the origins of the idea in this instance, initially sparked upon reaching pension age and in identifying that successor, with the partnership route identified as the best means of obtaining the best financial incentives, by means of grants for the successor. This was the same reason that was cited by another of the young farmers, Matt (IE10B/Int. 3), he as "*an only son, - yeah, i always wanted to come back*" (IE10B/Int. 3). He had "*always wanted to go for a while and come back, it's a nice area. I've been lucky enough to be able to source work*" off farm. "*So, the main reason, being completely honest about it, for the partnership …. was the Young Farmers Scheme*". He was in his mid 30's and there were "*a couple of different grants*" he could apply for, including the "young farmers grant" and the "TAMS grant" which

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would allow him to build a shed. A third reason for entering the partnership (and as a young farmers) was … "*I could get some entitlements as well for the land. So, they had a scheme called the National Reserve, and any young farmer coming into the National Reserve would not get a huge amount*" (Matt) but could get some additional entitlements. This young farmer mentioned that he could have "*just gone on the herd number*" (Matt) and that he really did not need to go into a partnership but the formal nature of the partnership was the chosen option.

Danny (IE10B/Int. 4), another young farmer "*always had an interest in farming, I suppose from a young age we were brought out on the farm*"(Danny) This was one resounding theme that ran through many of the respondents with regard to the importance of growing up with a farm business and fostering a love for the land in addition to an understanding of the business. Danny was also mindful of the viability of farming and in earning an income to sustain him going forward "*I suppose, I always knew growing up, …it wouldn't be sustainable for me to stay at home on the farm, so I knew I had to start … quota was still there….. quota was still a problem with dairy farming and also land, our land is very broken up" (Danny) Owing to the fragmented nature of the holding in addition to quota he "knew dairying wasn't going to be the way to go*" (Danny) so he had to get a second job off-farm. He continues to farm "*evenings and weekends and I suppose running the farm with my father. Well, I suppose it's more him telling me what to do*"(Danny). This was cited by others in that being in a partnership often means that in early stages the older partner in the business can still be the one steering the business but as trust and confidence grows the reins are slowly but surely passed over.

Danny was encouraged to "get a good education and see a bit of the world". He "*always wanted to farm at home". He stressed the importance of "the best thing we could do was try and get a system that worked for us*".(Danny) For these farmers', this decision involved getting "out of the cows" and "*launched into dry stock*", to include beef and store lambs, the main reasoning for lambs was "*more over the grassland management sort of side of things …..and it's worked well for us*" (IE10B/Int. 4).

Danny, who is in a registered partnership, said it was when he returned home after his travels that "*the serious talking was then about succession and what was the best way to do it*"(Danny). While he and his Dad, did not "*really know what was the best way to do it*" so

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that they sought out advice and guidance from IFAC[1] and Teagasc. Like many of the other respondents, "*I suppose nothing really changed with the registration or the formal partnership, we were still running things the same but I suppose it was done more so for tax purposes and a slow transition*" (Danny). He just wanted everything to be "*set in order in case anything ever happened and …this is what you're going to ge*t" (IE10B/Int. 4). This respondent, and many others, mentioned that seeing things happen on their/other family farms down through the years made them more aware of having things "settled" before parents/transferors pass and not relying on the assumptions of whom is getting what and not on basis of what "*you think you're getting … you could be getting*" Danny (IE10B/Int. 4).

Another young farmer, Joe, who is in partnership on a more sizable farm, was a beef finishing and sheep farm but decided to "go dairying ". Joe nicely summed up the thoughts of other farmers who participated in the case study, saying "*I think most of these partnerships need to be designed in a way that you know everyone is being fairly treated, even with your parents of course*"(Joe). He mentioned that while he was "never really a good man in school so I always wanted to go farming". He went to agricultural college, " *travelled the world*" and then "*decided that I wanted to come home to dad's farm even though he didn't maybe want me home but I gave him no choice, we formed the farm partnership the following year*". So in this instance the farm partnership provided the perfect opportunity for Joe to farm alongside his farm in a formal arrangement. ((IE10B/Int. 6), Alan (IE10B/Int. 9), a key informant, cited the origins of the idea being most suited to those that wish to enter into farming or stay in farming. The Irish partnership model used was based on the GAEC system in France, in co-operation with a number of actors. So that " *actually basing it on something that was real and happening in another country. ....there was a view amongst an awful lot of people here in Ireland, farmers, that that could never happen in Ireland because we didn't have that kind of background*" (IE10B/Int. 9). However, "*by putting the proper .. pieces together in terms of having proper legal agreement that people could use…*"(IE10B/Int. 9) was hugely important Having "*everything clarified*", as regards taxation, all the EU regulations and all the different schemes and "*how to fit those into the partnership*" was key. By getting all those elements right, "*it meant that when people did get involved in the*

[1] Irish Farms Accounts Co-operative, was founded.1975

partnerships, confidence grew… And now it is part of landscape or has been part of the landscape and accepted I think reasonably well." (IE10B/Int. 9)

In responding, Joe, (IE10B/Int. 6), like many of the other young farmers, said that the main reason for the origins of the partnership idea on their farm "*was to draw the grants but I suppose that was my theory on it but dad actually wanted into the farm partnership as there was a succession plan*"(Joe). So that the origins for the idea for the younger and the older partners comes from slightly different perspectives, with Joe summing it up "It was more him who wanted it for the proper reasons and I wanted it for subsidies". It was seen as a means of "*addressing at a young age*" and referring to himself as "*not a great person for maybe leaving things off, I sort of like everything organised as such" and "you need to know that you're going to be safe and 10 years' time if you decide to get married or anything like that*". So having a formal plan in place to secure ones future is most important for younger farmers.

Philip, ((IE10B/Int. 10), both a farmer in a family partnership and a key informant, sees a "*significant difference between farm succession and farm inheritance*". From his perspective, he has "*always been the identified successor*" (Philip) on his family farm with other family members "*were given the opportunity as well to farm ….would have been delighted if they did as well, but they had no interest*"(Philip). Like the majority of the young framers identified as the successor, Philip also "*went off to agri college*" and further education. "I've always been the identified successor, it was just a matter of when and what the process was"(Philip). For him and his family "*So, the logical thing was a farm partnership, because I wanted to be involved in the farm, I wanted to have a bit of decision making on the farm*". He added that "*we had lots of conversations around it and obviously the grants and schemes were a help and support to try and incentivise particularly Dad to get into it. I think he was keen to get into it, but he said 'Sure, we're going fine at the minute'* " (Philip) but with a little encouragement from his identified successor the farm partnership route was further discussed and acted upon.

The origins of the partnership idea on many farms according to William ((IE10B/Int. 11), another key informant who is also a part time farmer, was in his opinion more inclined towards dairy farms, as they have higher income and more likely to be full time so have more to gain from the tax relief element and the other incentives. These higher income,

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more productive farms also are more likely to have a successor. William made reference to a valid point in relation to "*land transfer taxation being a concern*" for many in relation to inheritance, when in fact it should not be, in many cases tax arising was minimal. These misconceptions, he felt was because so many lower income farmers were not in contact with professionals, whereas their dairy counterparts "*had very close contact with their solicitors, their accountants, their farm advisors*". Because they are full-time and earning higher income "they were more likely to be interacting with professionals around the management of their money going forward whereas the beef farmers it was generally something part-time or their son or daughter hadn't come home yet as of such"(William). This was an interesting angle, one that could be further developed with regard to the partnership scheme and how the ideas surrounding how to make more accessible to other groups of farmers. The farmers "*in the loop*" as it were, are aware of partnerships and the benefits of same, whereas those "in the outer circle" may need to be targeted in other ways, so as to encourage them to engage.

Orla, (IE10B/Int. 12), a key informant and a "retired" farmer, was reared on a farm "*in an era where there was no carers allowance, there was no support ..there was just nothing… just make your living*". While her family farm was not transferred utilizing the "official" partnership route "*and "we didn't go into the partnership on paper, but I suppose we very much work as a partnership with him*". Orla sees one of the origins of the partnership idea for many stemming from the co-operation aspect. "*They do work, of course they work*" and when her son was " *busy otherwise, I was able to step in there and we sit down, we talk*."or "*maybe I'll take a run up the field to make sure the cattle are okay*". So that partnership encourages communication, co-operation and joint decision making, even if in an informal rather than a formal partnership arrangement.

Successors and Partnerships - The Motivations And Targets

From a motivational perspective, for one interviewee (IE10B/Int. 2), she cites the main motivation was the "*grant for a milking parlour, it was a big investment and the more money we got the better*"(Brid). Despite this incentive being the main motivating factor, one limiting factor was the ease of securing the grant. "*Even though now I have to say we got*

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awful trouble getting the money. But eventually we got it...would never apply for the agricultural grant again, ever"(Brid). The difficulty and obstacles in securing grants was an issue that was referred to by a number, the amount of paperwork "redtape" that had to be overcome, in dealing with individuals in a number of departments.

While Jack himself (IE10B/Int. 1) was not involved in the initial succession discussions *"there was no talk of farming whatsoever or doing anything on the farm whatsoever*"(Jack) , when he became involved on the farm he however started to think about the options and was indeed looking into the future. "*I looking into how to make money farming and there was three options if I wanted to be selfish about it*"(Jack). This interviewee (IE10B/Int. 1) outlines the three options as "*one, was to lease it and get a couple hundred euro an acre for it or whatever, option two was to plant it and option three was to go milking cows*"(Jack). For many young farmers options one and two are often the most viable options in addition to maintaining an off farm job. While with option three, to enter dairy farming, there comes the opportunity to earn higher farm income. In this instance Jack outlines that "one year later "*we'd set up a partnership and I was milking cows*"(Jack). So his motivational target achieved within one year.

(IE10B/Int. 4), "*It was 2014 we started to get the ball rolling… six years into it now, and it has worked well now, in fairness*"(Danny). The assistance of Teagasc and IFAC were noted in "*very good at getting everything in order and doing it the right way like, do you know?*"(Danny). One of main motivators being the Young Farmers Scheme, which has been of great assistance in *"trying to get younger farmers*". Grants for building also a big motivator and "*it's trying to …to hand over the land sooner*". Another motivation "*Even the conversation. Even if there isn't a partnership, just to know…* "(Danny). He made reference to the low numbers of young farmers in the industry "*it's really stark and I see a lot of people, I see a lot of farmers and even around here that are dad's age and older and their sons have walked away from the farm, ...they're never going to come back*"(Danny). Where "*there's no grá*[1] *for the land*" , "*that's no reflection on them, It's just it was never in them, even growing up*"(Danny) so that these individuals are not going to return to the farm. So by motivating the process earlier in ones life cycle, through partnership and other collaborative

[1] Grá is gaelic for love

arrangements, and instilling a respect and understanding of the industry may be the impetus required.

Matt (IE10B/Int. 3) says that "*between the jigs and the reels, I'm in a partnership*" he with a 20% share. His motivation for taking a low percentage "*and the reason I wanted to take a low percentage is for tax reasons, because if the farm makes profit, I have a full-time income, so any profit I'm getting out of the farm is being taxed at the higher tax bracket*". This motivation is one that taken on board by many successors who have an off farm job, being in the farm partnership is security enough in the shorter term and knowing that this 20% share can lead to an increased share in the future. This was described well by Matt "*Now, I suppose an offset or a side effect of that then is the fact that my parents were willing to enter partnership with me, signaling for the future that succession-wise I'll be getting the farm at some stage*"(Matt). That partnership "*was a five-year partnership, and it expired, but we are renewing it, and we're going to keep the partnership for another five years again*". Another motivation for Matt in the partnership "*was to avail of the young farmer grant*"(Matt). While his Dad is still relatively young, in his late 60's "*so, he has no intention of retiring really, but he does need my help at the same time. So, it's kind of a nice balance where I'm not taking any great money out of the farm, I got a small little hand in it*"(Matt). He is helping out on Saturdays and evenings,"*it gives a bit of security that the farm will probably come my direction in the future as well. So, it works pretty well in that re*gard". (IE10B/Int. 3). Tim (IE10B/Int. 5), was motivated into the Partnership as it was the "*fairest way*" because both he and his father could continue farming, while both "*working full time off the farm too*". Through the partnership process, it facilitated the sharing of the workload and the profits.

For Joe (IE10B/Int. 6), succession was something his Dad wanted to address, through partnership it was easier way to have it all formalized. Main motivation for this farmer was "*we decided to go dairy farming last year. We're in our second year*", with main motivation for this change "*Purely because of sustainability, I wouldn't have been able to be full time farming, … I wouldn't have been able to drive the business like I liked, my father bought an awful lot of land and I wanted to do something similar*"(Joe). So he was motivated firstly by financial and in wanting to buy more land. "*so that wasn't going to happen out of beef farming and with dairy farming like already I would say we're in a better position*"(Joe). It

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would have been a mutual decision "*the figures that we were doing with the beef didn't stack up compared to … …(relative)..who was dairy farming*"(Joe). The information was sourced from this relative x, came together and began dairy farming, "*But we would say it was the best move that our farm has made in 30 years*". (IE10B/Int. 6).

For one key informant (IE10B/Int. 7), the motivation encompasses the future viability of the farm while providing the stepping stone to succession and "*to encourage younger people to come onto the farm business and to become a part of the business planning whether it be financial or physical, rather than just being at home ….now a real part of the business process*"(David). Partnerships have really encouraged a succession pathway and " *a bit of thought to be put into what was going to happen and what was the next step…as a gradual progression for both the young person and the parents in that the parents had time to adapt and maybe to step back out gradually and the young person had an opportunity to build up and to gain experience under the guide of their father or mother*"(David).

John referred to the young farmer capital investment scheme and in allowing a double ceiling in that scheme for registered farm partnerships, as "*a carrot*" and "*it certainly is a driver of partnerships where the investment ceiling in that scheme is doubled for a partnership, so it encourages parents to form a partnership with their qualified*[1] *son or daughter*"(John) . So while "that was the carrot initially, those partnerships tend to continue and you start that formal transition from the parents to the son or daughter."(John). Through this process there is a gradual transfer of management and decision-making. Those incentives are critical, "*because farmers being farmers unless there is a carrot at the end of it they probably won't interact with it*"(John). Situations where maybe a son or a daughter already had a herd number and went into partnership with their parents was once a de motivating factor, but owing to most welcome policy changes they now can get multiple payments.(IE10B/Int. 8),

William (IE10B/Int. 11), saw "*farm partnership is more suited or friendly towards the dairy farms…it can look quite regional as well*". Alan (IE10B/Int. 9), made a most valid point in that in the introduction of collaborative arrangements and schemes one often gets "*only one chance*"(Alan). He added that for partnerships "*but it also does highlight that you can bring in something new and it can take off even if there's a resistance there for historical reasons*

[1] Minimum Level 6 education qualification

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and so on"(Alan). With the "*bigger number of partnerships that are registered here in Ireland are family partnerships, but the same would apply in France*". Partnerships within a family context, " *it's a brilliant pathway to succession". Like previous respondents, Alan noted the importance of "training people, getting them involved at young age, for someone who could end up in farming if they're reared on a farm, they need to be involved at a young age*". One does not "*suddenly decide –'I want to become a farmer', but sometimes it does happen …*"But main motivation for partnerships and their success is "*by and large success with people will be because they're involved, being involved*"(Alan). So it a decision process, getting successors involved at various stages, not a decision that's made just at a point in time.

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Actors Involved

Ireland has indeed been fortunate to have quite a number of actors involved in the farm partnership scheme development and refinement. Irish farmers, both in family and non-family partnerships, have been supported by Registered & Succession Farm Partnership Schemes.

The successful outcome of the partnership template and formal process has involved firstly in-depth and ongoing research ,which was supported by a number organisations to include the following:

- Teagasc, (the agriculture and food development authority), supported by
- Department of Agriculture, Food and the Marine (DAFM) – (both developed farm partnership model)
- Department of Finance
- Revenue Commissioners
- Law society
- Solicitors, Accountants (IFAC), and other legal/financial professionals
- Farm Management Specialists & Farm Collaborative Specialists
- Farm Advisors and Farm Consultants
- Various co-operatives
- Farming representative bodies

Template agreements were- produced with farmers' needs and requirements foremost, so as to allow farmers enter partnership arrangements with confidence.

A model partnership agreement was developed, with the input of Revenue producing a booklet on the taxation of partnerships and the Law Society approved the partnership.

In2015, with the last round of CAP, a lot of time was spent by a number of professionals ensuring "*that farm partnerships were registered farm partnerships with the Department of*

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Agriculture, were included in the young farmer scheme, the national reserve, the ….the ANC ..which is the disadvantaged area one."(John) was key

(IE10B/Int. 9), a key informant, referred to research on collaborative arrangements in other countries on partnership type arrangements, and Irish farm partnership was based on this "*the model that we used, we based it on the GAEC system in France .....outcome of doing a lot of research and getting the farming organisations, the Department of Agriculture, the cooperatives, all kinds of farming bodies, the Revenue Commission, and the legal end of it as well. Getting all of that if you like cooperating and happening there*" (Alan).

It was based on something that was "*real and happening in another country*" (IE10B/Int. 9)). While there was a view amongst many that this "*could never happen in Ireland because we didn't have that kind of background*"(IE10B/Int. 9).However, by putting the proper templates in place and legal agreements, clarity on taxation and on the EU regulations and schemes it meant that when farmers got involved in the partnerships, "confidence grew"(Alan). So that "*now it is part of landscape or has been part of the landscape and accepted I think reasonably well."(*Alan).

Additional background information has been alluded to earlier in the report, with relevant references listed as appropriate.

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Farming Activities

Main Constraints and Obstacles Identified

One constraint identified in the case study was that there was "*no understanding of why things were done the way they were done*"(Jack). While for others , like Brid, it was "*the red tape*". "*a lot of paperwork, a lot or red tape, put every obstacle in our way that you can imagine…they din't make it easy for the farmers now I can tell you*"(Brid). She went on to add "*Yeah, and then you read on the paper oh they didn't spend the money because people didn't apply for it*"…"*if you're computer savvy alright its half the battle*"(Brid). "*It's heading down towards factory farms*"….*that kind of scale builds more scale, more money buys more ..You'd be priced out…it's a fine balance whether its going to pay for itself or not, like*" (Danny) in referring to converting to dairy and entering partnership.

Others made reference to farm no longer belonging to the farmer, "*its not like when I joined the farm, it was a family farm and it was run by the family. Now its more external like the Bord Bia and like ….everybody is telling you what to do now and you can only do it this way and you cant do this..*"(Brid) She added, "*we're trying to work with the environment like…and we'll do the best we can like…<u>But like, I don't know, they seem to be going backwards instead of going forward</u>*"(Brid)

For Joe, "*land would be an issue and that's competitive*" with access to land one of main constraints. "*Yeah, I feel like theres <u>armchair farmng is probably the biggest constraint</u> to young farmers*" (Joe).

Another constraint is often the mis conception of not being able to get out of a fram partnership. It can be a "*really nice trail period for any farm family , or non faily farm partnership to trial the relationship and see hows its going to run"…it's a really nice way of starting off that whole process and giving confidence to the farmer about their own land..*" (Philip).

John identified one constraint of farm partnerships that has since being turned around and is now seen as "*a big win*"(John). However initially "*if there were two herd numbers in the partnership both had to qualify individually for both to qualify"…your herd number qualified and mine didn't you didn't get paid either, so it was really negative*" (John) This situation has now been resolved for benefit of all parties. This was also echoed by Alan "*the biggest initial*

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problem was to get rid of all the disincentives because in Ireland up to then every time there was a new EU regulation or a scheme brought out of any type, a partnership here in Ireland was treated as if it was the one farm"..so it was a no no"(Alan). This was another constraint catered for to turn it into a positive.

"*There a lot of mis conceptions around farm partnerships*"(Philip), with one of the issues mentioned being ownership. "*so, farmers have this perception that if youre in a partnership you're handing over half of your ownership*"(Philip). This is an important mis conception to address and resolve for the future as "*that's a big deterrent for any farmer*"..."*such a crucial separation is, that word – management, not ownership*" (Philip). The major constraint on drystock farms for farm parterships was viability of farm business "*not making enough for one, let alone two people to farm*" (William). Realistically a farm partnership was not seen to suit these situations, where these farms "*trying to make ends meet or its nearly a hobby rather than a business and its difficult"..."so no real benefit.."* (William)

"*Biggest issues to communication breakdown has been assumptions*" (Philip) Yet again this proves to be an ongoing constraint and that assumption that "*someone is getting the farm*" (Philip) and then they dpny get the farm. Addressing those assumptions very early on was seen as key "*that's where policy has a huge role to play in providing that framework for people to have those conversations*" (Philip), whether that be through hiring professionals or incentivizing further through CAP payments.

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Favourable Conditions

Regarding the favourable conditions, one of the benefits of partnerships was seen by John as "*I think for most young people they're not actually concerned with the ownership of assets initially. A lot of it is done to very practical things like*"(John). "*We work well together, we have our moments..we have a lot of moments…..every family does, but its like everything its forgotten about.."(*Danny). For him the partnership was working well and "*the big thing about the partnership was succession rights and inheritance*"(Danny) He added "*In Ireland we have a funny relationship with the land*"(Danny)

For Joe"*collaborative farming is really starting to work and I think Irish people may be changing their mentality an awful lot compared to what they would have been maybe even 10 years ago*" (Joe). "*Theres not going to be anyone in rural Ireland otherwise. If you take farming out of rural Ireland , thers nothing else like, in the majority of the areas*"(Joe). The links between farming, the promotion of farm partnerships and rural regeneration was seen as a main strength.

Farm partnerships were seen as a solution to easing the increased requirement and demand for labour on dairy farms. The ease of approaching "*the subject of joining a registered partnership rather than starting the conversation can I take over the farm*"(David) was cited by majority as one of main strengths of a partnership, as a conversation starter. . by going into the partnership it was seen as having "*broken the ice"(David).* *By continuing to work together it will hopefully be a positive experience "and then from there you can move on to the next stage".."so it's a good stepping stone along the succession pathway*". (David)

Favourable conditions for the older farmer were also identified, "But in the normal course, a 70-year-old farmer won't be computer literate and if they have a son or someone to do that end of things, … I think it's a hand in glove situation, that it's absolutely ideal (Orla) and others referred to the younger farmer staying on, helping in terms of paperwork. "*bringing skills into the farm that their parents don't have*"John) and in "young people interact with social media and..stuff like that ..even see webinars this year and last year"(John). The learning from the younger farmer on aspects such as grass measuring, financial planning also referred to. "*the challenge is to get the parents to allow them to use them and to recognize the value of them*"(John) "*that depends a lot on family circumstances..the lifetime of a partnership is very family dependent*"(John).

Each individual farmer in the partnership "*being treated as an individual farmer and therefore did not lose out*" (Alan) was a change with major positive consequences. Not losing out when entering such arrangements is key. Giving clarification is so important and "*its important that you won't get caught*"(Alan) out by taxation implications etc. The importance of trying to encourage "*whoever you are going into partnership with, to try and get them in early and encourage them …asking a lad to come into a partnership at 40, you know , in my view is a bit late"*(Orla) The role of partnerships in encouraging this step earlier is most favourable. Completing the farm plan was also seen as a positive and in having to be

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certified but this "*can be an obstacle and a tough one for the older farmer*"(Orla). "Theres enhanced benefits too and this is very attractive if people would be wise enough to avail of it…50% relief"(Orla

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Farming Approach/Activities Promoted

One main benefit identified is that partnerships have given successor an opportunity, to not only increase scale, but also to improve efficiencies. With efficiencies, in most cases, driven by improved technologies, working smarter rather than harder. The opportunity to increase scale has led to increased viability for the partnership holding, while also bringing succession conversation to the forefront.

Innovation introduced/innovation transferability

The older farmers, seen as more traditional type farmers, were often not confident about exploring new technologies. However, as confidence grew through engagement with successor, older farmers were more keen to embrace new ideas and reap the benefits.

Some of the entrepreneurial elements identified, was in many cases even though one partner may be ultimately in charge at the early stages of the partnership, mentoring the successor, the successor is often seen to be advising in the in the background and to be focusing on forward planning and decision affecting the longer term.

Innovation within the enterprise in terms of technical efficiency identified as being very enterprise dependent. Even if a young person comes in that's highly skilled and knowledgeable and they revolutionise the farming system, in a beef and sheep system scenario, it was highlighted that in most cases there would still not generate sufficient income to sustain the parents and the successor without another support. The emphasis in this situation focused more on off farm work supporting the household income, not all farm income focused.

Innovations on farm often require a larger initial outlay, but in the longer term make farming life not only more efficient but more comfortable, so impacting also on farmers' quality of life.

This study reveals that intergenerational succession, and eventual inheritance of the family farm, were assisted and facilitated by partnerships. Successors are brought into business earlier than what would otherwise be the case, to avail of the financial incentives cited as the main driving force for many. The change in mind set through partnership and the building of trust has benefitted intergenerational transfer and exchange of knowledge

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between older and younger farmers but also has had many positive effects on the uptake of new technologies, through availing of grants and financial incentives focused towards younger farmer, leading to increased innovations on farm.

Environmental Issues

Environmental issues were discussed at great length by many of the interviewees, highlighted as a most important element for the sustainable future of farming. A number of policy incentives and environmental schemes discussed, attributing to the increased knowledge and awareness of environmental issues, so that farm partnership was not seen as the only contributing factor for increased awareness of environmental issues.

Partnership participation was heralded by many as a positive with one key informant (IE10B/Int. 12), who was also a farmer, summing it up as follows "…*you see you could have an older farmer saying "That's the way I did it all my life and it's good enough*"(Orla) "*And where the younger people will be more climate change alert in every aspect of life and they will take that into the farming world as well. And that itself is very good. It's great.* ."(Orla).

Blaming environmental issues on the farmer was also an item that was discussed, with (IE10B/Int. 12).adding "*Now I get very annoyed sometimes where everything is kind of thrown on the farmer and they say he's the cause of everything. Now I don't agree with that."*(Orla). A key informant and a farmer noted that "*Yeah, definitely there is an environment aspect to it and a positive one."*(William). With reference to older farmers being linked to certain practices "*..I've seen older farmers kind of tend to disregard the environment.... and there's a level of some sort of emotional attachment as well in terms of they view all of these practices are now becoming out-dated as them, it's linked to them, who they are and how they were as, you know when they were young*" …. (William).

Another key informant, saw the positive environmental impacts of partnerships as "a given", and that " *You can see particularly younger Farmers are a lot more environmentally focused, and I think it's partly because of the training, … they have a better sense of the value and the importance of environmental issues and biodiversity management and climate change*" . (Philip) (IE10B/Int. 10).

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Increased environmental awareness is part of every farm partnership and the incentives are there as well through the various grants and schemes to support that, including environmental schemes such as AEOS, GLAS and predecessor scheme REPS, with the younger farmers pushing more to participate in these schemes with the older farmers supportive but often holding back because of a fear of the not knowing what is involved and increased administration and paperwork involved, often taking "an extra bit of pushing"(Philip) from the younger participants side.

Another theme that emerged in relation to the environment was with regard to "*the perception of other people in the area*"(Philip) and also the perception of fellow farmers in joining and participating in environmental schemes. IE10B/Int. 10 sees this as one area "*where young Farmers are having a big impact on the environmental and sustainability issues on farm*." (Philip)

The combination of different age and different education through partnerships was seen to have a positive influence on the environment. While the younger generation are seen to be more environmentally focused and scheme driven, the older generation are not too far behind. " *Look in fairness, the older generation they've probably become a bit more savvy and into their environment and that* .." was how David summed it up. IE10B/Int. 7 adding that "*in terms of the knowledge and the innovations and the technologies that they've learned in college is… a lot of these people coming home to farms now are well educated, they've been given great opportunities in the agricultural colleges and I think those technologies will drive the increase in environmental benefits*" (David).

IE10B/Int. 6, on the other hand, saw things somewhat differently "*I actually think the environmental schemes are a hindrance to farms .. my father says differently but he loves his schemes … he doesn't mind sitting back and just claiming the money and do it whatever way they want to do it*". This younger farmer could see other opportunities to "*make more money without them*"(Joe). However, that said, he was most cognizant of farm being close to a river so "*like we don't go near it with fertilisers, we don't go near it with the slurry tank, we just don't do it*". .."*sure like there's no benefit to it like the ground is not top quality*"(Joe). He had taken on board various farm practices like "*we're sowing in clover now in paddocks to help to reduce our nitrogen build but again that's economical rather than environmental*"(Joe). He and many other of the respondents were seeing the linkages

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between sound environmental practices that were also economically beneficial to the farm. Using all electric power for milking equipment, water heaters rather than going with oil was a innovation seen as good for the environment "*we felt like oil was going to be banned and not to spend that money on that equipment" (Joe) and other means by which "we're trying to future proof ourselves ….our policy would be sort of looking to see ahead not to be spending money unnecessary*" Joe, (IE10B/Int. 6),

So the link to environmental for many was "*saving money like, most …I suppose are saving money is why we do them but they're environmentally friendly that's the thing, yeah*." Joe, (IE10B/Int. 6), in referring to low environmental, low emission slurry spreading, which he has been doing for the last 10 years, for reasons of added nutrients rather than purely environmental.

For most, including Jack, "*the majority of farmers are very much aware of the environment, the impacts on the environment.*" (IE10B/Int. 1). "*Any of those schemes that, in fact that give you free money, they don't suit Irish farming*. " *…….They suit the armchair farmers; they suit the part-time farmer. I'm a part-time farmer myself but I'm working off (farm) as well. But if you have somebody who has a nine to five job and they've got land at home and they run the bare minimum of stock on it to keep…it's tying up that land where somebody else could make more use of that land. I'm not saying .. but more use, better use*." (Jack). On the environmental side of things, "*you're enticing guys by paying them to do certain things and guys are doing it for the money, they're not doing it for the sake of it. They're doing it, they do the bare minimum to get the maximum money out of it. .....And they keep demanding money every year for it*"(Jack). He added "*At the same time, I think farmers in general are acutely aware of the environment, the damage that it's doing to it, the damage they can do to it and how to look after it. ......Now don't get me wrong, there's guys that'll still spread slurry on a wet day and that kind of thing but the majority of farmers don't" …..Yeah, and there's always one or two, like I've done things myself and I've gotten it wrong*" (Jack). The idea that farmers still qualify for such schemes while not adhereing to certain rules was referred to "*You've got guys who don't . manure or who don't grow grass on their land all year. But like they still qualify for those same schemes, the GLASs, the REPS*" (Jack)

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Interview (IE10B/Int. 3), "*Well, we'd be very conscious, I suppose, of the environment – leaving the grants aside, we're not intensive farmers. We've quite a low stocking rate, we don't spray, for example, we don't cut back hedgerows. That's not with any incentives, that's just…That's your own core values". So that ones value system was seen as most important, with being environmentally aware innate in many farmers*."(Matt). IE10B/Int. 3 said that "*well those grants anyway are, they're directing us to more environmental measures now, to more efficient farming, carbon neutral farming is the next thing on the agenda" . ….But I'd look at organic as well*" . He said "*I'd be aware of the options.. one of the options could be to lease it*"(Matt).

Another interesting point raised was with regard to the less efficient farmers with one saying "*We don't want to try and get the absolute umpteenth out of farming. We could have twice as many cows if we wanted to, we have the amount of land to carry them, but we just don't go there*" (Matt). Owing to the farm location " *we'd be aware of the impact – I'd be a bit more aware than dad would be*". . but they are in environmental scheme AEOS.. "*...but that's just… we would be environmentally aware, I suppose*" (Matt).

IE10b/Int. 4 "*There's schemes coming with it but sort of something dad has always been very much into it….sowed …trees just in a corner of non-productive land on our own bat, like, you know? We do our best to, I suppose, look after it"* …(Danny). He made reference to previous REPS environmental scheme as "*that was a good scheme there, the REPS schemes were very good. They're gone*" (Danny). "*They're talking about bringing them back but I suppose off our own bat, out of the REPS schemes, we sort of followed on and we were putting up bird boxes and ……Looking after it as best we can because you're only a custodian of it*" (Danny). This was echoed by many of the farmers, that despite the incentives they endeavor to look after the land as best as they can for future generations.

"*Like one thing I know about farmers, if there's a scheme going, if they have to spend money, they'll spend it to do it and do it right and if there's a benefit of it then, that's the bonus*" (Danny).

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Synergies and Networking Relationships

Relationships with the local community

One of the key advantages of farm partnerships, was in not only in retaining a successor on the farm, but also retaining these young farmers in the wider community. Some of the advantages cited were not only in relation to the social aspects of maintaining a younger more vibrant rural population through the establishment of successful farm partnerships, but also the knock on effects of this in the wider rural economy. The spin off services not only included the local co operatives, but also the wider local shops and services. William summed this up as follows "*obviously a successful farm partnership means the retention of a younger farmer in the community so you have your knock-on effect*" William (IE10B/Int. 11). The social connections the younger farmer has with the community through his more active involvement on the farm are strengthened Especially for those who grow up in the rural community and are from a farming background, as "*its not like you're being transplanted somewhere else, you're there so you have your social connections as well*" (William) described it. So that being from the rural area already makes it easier to re integrate and get involved with local sports clubs, like GAA (Gaelic Athletic Association), walking club and other local groups. These are just some of the many examples of the "*various facets of positive impact that come with the retention of a younger person in a rural area*" (William), and the "ripple effect of it". The general feedback in relation to partnership establishment and the relationships their formation infers on the local community was distinctly a most positive impact.

One respondent (IE10B/Int. 12), made reference to the sense of community and the rural connection, referring to " *even going along the road, ….when I'm driving, but you look and …the odd time, you might see ….something and you'd be inclined to stop and maybe if there's a house nearby, bring it to their attention. It's just the natural thing to do*".(Orla). So that sense of community and looking out for one another was to the forefront. Partnerships and on far

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Synergies enabled

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This study reveals that intergenerational succession, and eventual inheritance of the family farm, were assisted and facilitated by partnerships. Successors are brought into business earlier than what would otherwise be the case, to avail of the financial incentives cited as the main driving force for many. The change in mind set through partnership and the building of trust has benefitted intergenerational transfer and exchange of knowledge between older and younger farmers.

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Policies and institutional supports

Policies activated; constraints; change/ need of new policies

In terms of policy, many made reference to farm viability being the main limiting factor, with John summing it up as "*I suppose they're very important from the point of view of if every farm partnership improves that succession pathway from one generation to the next, they're certainly a very important vehicle. It's, the work has to go in to make them relevant to those smaller farmers. That's the key thing, like I said the whole area of the profitability of the enterprise, the farmers would see that as too much of an obstacle to going in to partnership.....they dismiss it as being an option because they see the farm as being very small or unviable*" (John).

In this instance many "non viable" farmers may dismiss it as an option rather than seeing it as an avenue to partnering with another more viable larger farms and leveraging that to drive on his own farm enterprise. "*So, you know, from that point of view people would maybe see it as not relevant, that's why people have favoured this joint herd number option……But it doesn't necessarily promote the succession inheritance side of it*"(John)

" *I don't think… the Minister for Agriculture….. I'm not too sure they're too bothered about suckler farmers, I think there is ……..and I think the suckler farm herd could be the one that'll have to suffer as part of climate change action. But, we'll see." O=I show Matt summed it up and the farmers in the West not being prioritised in policy. One solution put forth was* "IE10B/Int 2) "*So, you know, it's really… I suppose ask the people what they want*" (Brid).

Institutional support

Institutional support was seen as quite strong by the majority and they cited the assistance of a number in the process, including DAFM, Teagasc and IFAC. Further details are contained under "Actor" heading and throughout the report.

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Impact and Perspectives

In analyzing the impact and the perspective of the practice we have to gain some understanding of what is "rural regeneration" . Is it a "generational renewal" or indeed a rural area "regenerated development"?

Impacts of The Practice On Rural Regeneration And Generation Renewal

In the West of Ireland, some did not see farm partnerships as having the potential of keeping families and people on the land "*No. I don't think so. I think the answer for farming… There will be no more farm families. And I'll see it in my life like so in the next 30/40 years .. it will become business orientated.*" (Jack). *Where a company comes in and rents large blocks of land together or farms them as a dairy farm or a tillage farm or whatever. And gets your xxx labour to work on it possibly. ….The family farm, it's romantic and everything, but it's not real. Well, like I don't think I'd want any of my kids farming. ..Like it's lovely, I love when it happens but if you're dependent on it… Unless you can make a good wage at it where you're getting this for an 80-hour week as opposed to…Breaking even. "* (Jack). "*This is going back to us talking about putting value on time which we don't because we just spend all the time on the farm*". (Jack). "*Yeah. No, unless we can get a well based wage out of it there's going to be no more family farms in Ireland for sure. Mmh. Look, if you just look at, drive down your own local road and look at how many farms there was 20 years ago or 25 years ago maybe, and see how many farms there is in it now like. How many farms have been .. leased] out?..S****o, there you go and then try and make a prediction for the next 20 years and that'll scare you. "*** (Jack)

" ***if we don't go niche, then I think beef farming will be gone in 10, 15 years, it just won't sustain itself.*** *My advice, I don't even know if it's advice –* ***I'd be worried about the state of farming, I really would. I don't know how we'll compete with the South Americans.*** *And ultimately, the likes of you and me going into a supermarket, a****re we willing to pay and extra euro or two euros for a steak out of an Irish farm?*** *Some people are, and some people aren't. The advice would be to try and get a market for a more niche product. ….."* (Matt). ***" I***

mean surely it has to be in everybody's mind, 'I've got to pass this on.' *… Now you can argue that farmers are very fit and active and healthy, and they are, … when they come to pension age because there's better diets and there's better ways of living for them now than there was 50 years ago.* ***But there's a lot of farmers on the other hand who, because they're living alone, …… but they wouldn't be able to look after themselves if they live alone ….*"(Orla)**

Perspectives

One of the recurring themes was in relation to viability of farming, summed up well by one respondent, as follows "***The small farmer in the West of Ireland will be gone in ten years.*** *….I've been 46 years here. I can see the amount of people that have out of milk for a start off. And people renting land, it's not viable to keep it, it's not viable to raise stock on it and they'll go and get a job, they have their weekly wage and they'll rent the land so they have money coming in and they have no trouble. And they're not working seven days a week. .....that is the situation and I can see in ten years' time,* ***I can't see any small farm, any small farmer…Surviving. .....Somethings going to suffer and the farm is going to suffer.*"(Brid).**

"*Like the last four or five years they've been pushing expand, expand, expand, get big, new lads get in, new entrants, new entrants, new entrants*." (Danny). This was in relation to dairy and in comparing it to drystock systems. For Joe "*I feel like there probably needs to be more effort put into share farming rather than leasing because leasing really only helps farmers that are already set up in my opinion*" (Joe). "***Yeah, like the age profile of farmers is getting, I think it's getting very serious*"** Joe.

For others, "*the standard partnership can go on and there's no commitment to transfer any assets in that, you're forming in partnership, you're putting your son or daughter on the herd number, they're getting to share the profits of the farm so they're being incentivised within the system*" (John). Another respondent, Alan "*Yeah. But I'd say if you were to come up with incentives, new incentives to some things that are not there really is… It's an incentive for people who qualify as farm managers to get involved in a partnership or shared farming or some arrangement, right*? (Alan). He believes that is there was "*a decent incentive there, it*

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certainly would help hugely" (Alan). Smaller levels of grants, like installation aid that was previously available for Irish farmers, and in how it was implemented and in comparing this to similar schemes in France which could be implemented in Ireland. "*A grant and the level of grant depended on the part of the country you were in, how viable the type of farming. So, if it was a mountainous area, you would get a much higher – or an area where they're finding it more difficult to get farmers to farm it at all. You got more grant aid or a bigger grant"* (Alan). Another incentive referred to by a number of respondents was with regard to "*a subsidised loan*" for young farmers starting out on their farming career path.

For Philip, "*So, in general,* ***like when I'm reading these definitions, I see succession as a really positive thing*****"** (Philip). *"It's shared management and it's someone else involved in the farm*" (Philip). *" So, I suppose that's, when it comes to partnerships, I think partnerships, everything to do with succession is positive. Inheritance can have its connotations, but I think partnership is a really good entry route into succession*" (Philip).

The general principal of a partnership is positive for many reasons, be it family or non family, and is one way of bringing up the succession conversation and their focus on the topic, with many older farmers when asked "***what did he think of succession? And the reply was 'I'm not dying yet.' So, that's their thoughts on succession, whereas I'd say 'Well it's actually a positive thing.'***"(Philip) and in "*allowing shared management*".

For others "***obviously a successful farm partnership means the retention of a younger farmer in the community*** *so you* ***have your knock-on effect, we'll say rural economies, the co-op, even just the general spin off,*** *the economic impact of local shopping, local services…*(William). "*There's the usual kind of economics spin-off and socially as well*" (William).

"*So* ***you have your social connections as well if you are a younger farmer and therefore, you're possibly more likely to be involved with things like the GAA or a walking club or local groups.*** *So, there's various facets of positive impact that come with the retention of a younger person in a rural area*" (William).

The subject of viability was broached by IE10B/int 12 as follows, "How I would read it now is ….**because if it's not viable for a man on his own, it won't be viable for two. Now, it could be viable… if there were two non-viable farms trying to get together. Now, that's a big ask"** (Orla). However there are positives with regard to successors with an off farm job

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becoming involved in the partnership "***that the son, through his profession, would be able to invest money into it*** *....And that that money invested into it then, maybe more land would come on the market and they'd be able to* ***buy the land and expand the farm and make it viable through expansion****.* ***Because if it's not viable, the only way to become viable is through expansion. And whether that's to expand into dairy or whether it's just to expand into …or whatever type*****"*** **(**Orla).

For those that enter farm partnerships, "*Oh yeah, it has to be strategic. Definitely. And it has to be well thought out. But for those who's in it,* ***if it's successful, success breeds success. And if they see it as successful, more will get into it*****."** (Orla)

With regard to any issues or conflict in setting up the Farm Partnership some referred to putting a plan in place and a time frame as to when it will pass to successor but that sometimes this maybe more paper based and that the older farmers stay involved. "*You know the way after so many years you have to put down an age when you are signing over, but sure a lot of people just farm away with it. They still have their father involved*" (Tim). This was however seen as a positive outcome "***The way I look at it he will be involved as long as he can..... think that is a great thing about family Farm Partnerships that you he still has somewhere to go and good for him too that he is not sitting at home on a chair looking at four walls….****Yeah, but I won't let him*" (Tim).

In relation to successors (or potential successors) " ***they've either taken over the farm or else they've moved on and gone somewhere*****"** (Jack). "*So, the farmer wasn't ready to retire in his 40s or 50s obviously. So, he keeps going until he's 60. The* ***son has gone about his business, gone somewhere else and so it goes to the grandson. Now that kind of changed, the dynamic of that has changed because people are having kids a bit later*****"* (Jack).** This is a most important point and also linked in with the assumption that a successor may think they getting the farm while a different successor may in fact have been already identified. **"***Yeah, like I'm not saying retire but hand it over to the next person, let them be fully in charge and be helping out, be working but… There's a… As it stands, see I think it's kind of irrelevant because farming now and farming in 30 years' time is going to be completely different anyway*" (Jack).

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"***If I could change things … I suppose … well the partnership works well for us. And access to land is probably the biggest thing.....I think older farmers, especially if they have no … takes succession off it. Partnerships outside of the family is very rare***...(Danny). **Non family parterships work well in other countries, including** New Zealand; … "*now it had started in Ireland but like everything in Ireland, it's very slow to take off and people are wary, and I suppose it's very hard to get a good partnership outside of your family.*....."(Danny).

From a policy perspective, "*some more tax breaks for the retiring farmer, more tax breaks for the younger farmer, and I'm not trying to make it all about money either, but …There needs to be more of an incentive to give land accessibility to younger farmers*...(Danny). For another, John, he saw ***"scope maybe for a cap type payment that families, to engage in succession planning****, that they would be, you know,* ***they would be eligible for a once-off payment to cover so many hours or legal fees and so many hours of tax advice…. think it would be hugely rich for the family*** *because* ***that discussion, the idea is the people in the room are trying to work together to get the best outcome for the family***" (John).

The positives and the fact farming is a passion for so many was however also seen by some as a passion they could not walk away from, in relation to family and the ties to the land. "*And it has to be, it has to be a passion, and that's the only ……..But it is a passion. It is a passion of mine.....At times you'd love to walk away from it."(*Danny)

Regarding the incentives "***when we do look at incentives, the thing that concerns me about incentives sometimes…is that we'll get a buck or a return on what the incentives are"*** **(Alan).** Another issue referred to was in relation to when a new scheme is brought out ***"that it's the unintended consequences……o****r what's going to happen. Now,* ***sometimes they're not teased out enough"*** (Alan).

Another point raised was regarding some goof incentives that are put on paper ***"someone comes up with the idea of an incentive and next thing it gets watered down and it becomes worth nothing really worthwhile****. And it would be* ***far better off to give a small number of incentives that are big and do it on a competitive basis even.....Make an impact"***(Alan).

This is a most valid point in that "*giving a small bit of money to a whole lot of people is of no value……..because what that will do ……..it will incentivise more quality people to want to make their future in farming*" (Alan).

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The difference between farming now and in the future was a topic discussed by a number. "*As it stands, see I think it's kind of irrelevant because* ***farming now and farming in 30 years' time is going to be completely different anyway....****Like there'll be very few.* ***It's going to be more business based****. They'll be big organisations with employees as opposed to family farms*" (Jack).

For Danny, "***Do you know, …., what am I doing and why am I doing it,' but the good days are better than the bad and there's more good days than there is bad days, you know that sort of way. When you see your product at the end of the day and what you produce is good top quality*****" (Danny). So the pride of the farm and Irish produce was referred to by many as giving them the impetues to continue farming. Its "****Done to the highest standards, like. It is good, like. Do you know? …..and even on the bad days, you've land to walk and clear the head….That's a lot of it, like. I love just coming home in the evening and just to go out on the farm, like,…, it blows away the cobwebs*" (Danny). **"****Like over the last three years* ***since we've gone into partnership there has been a lot of changes, even a mind set change. …….There's a bit more trust in play, imparted on me, and it's… it was a pure subconscious change, I think…****There was no conversation around it like. He just feels a bit more confident*." (Philip).

While majority were complimentary of DAFM and its efforts in the partnership scheme development, others would like to see the department work and co –operate more closely with other sections. " ***but the Department of Agriculture is the sum of many parts. I would like to see more cooperation between the various sections of the department in relation to this, in relation to implementing the schemes that do come.*** (John). That said, it was added to by one respondent "***it's still more beneficial in the partnership*****"** (Jack).

The opportunity to make a life in the locality was refered to by another as "*They could* ***build a house in their own locality at home, make a life there, get involved in the community there, do their bit of farming and be able to work from home.*** *And* ***broadband is the absolute, it's the modern-day road*****"** (John). Rural broadband was an issues that was discussed also at great length as part of focus group, "*you know to get somewhere if you can link up and you have quality that you can work and we can have the Skype call and the Zoom call and whatever and you can do your work that way that's hugely important going forward*" (John).

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DAFM was commended on efforts in removing many of obstacles in relation to farm parternships and the interaction with other schemes. However there was still issues remaining with regard to age limits, with TAMs grants also referred to. For John "***a lot of those obstacles were removed the last time but you know, if you give people an easy out, they'll take an easy out***" (John). In this comment he was referring mainly in relation to joint herd numbers "*I personally would like to see the* ***joint herd number option maybe removed and that formal partnerships would be supported on the register*** *because all the information is there, it's freely available and there is a grant at the moment, a set up grant*" (John). His point was to encourage additional farmers to join up and go one step further than the joint herd number option. "***Some of those arrangements are very loosely formed. .....b****ut a lot of them are set up to obtain more money without necessarily going the route of tackling succession and putting a process in place whereby management and decision making,.....what succession actually is?.....(*John). A number referred also to mis conceptions around succession and what is actually means and also the succession inheritance debate and the differences. For John "*I find the word 'succession', farmers associate that with transferring land*" (John). This is an area for further discussion and clarification and ensuring that farmers that are contemplating entering a formal arrangement are aware of the rules and regulations.

Philip referred to "***Behavioural nudges.....****again it was* ***that slight little nudge****, or* ***that prompt that got people thinking about 'Actually maybe I should think about this'***" (Philip). The importance of understandable language and clarity was alluded to " And it's designed in sort of a more positive easy approach that it's not, you know not getting into any of the heavy things, but '*What do you need to talk about?' and 'How do you need to talk about it?' That type of language*" (Philip). "*it's very hard to say* ***'We need to talk about succession.' That just doesn't work***." (Philip)

In family partnerships "*I think there's probably an element of pride as well……'Oh your son is working with you now on the farm as well' type thing. So, for Dad that has helped, you know? And sort of boosted his confidence in it and maybe a bit of pride in it*" (Philip). For Philip the " ***disagreements - maybe a misunderstanding of values****.....*" (Philip), in that sharing similar values is key in lessening disagreements. Issues arise where "*farm family's communication is fully broken down due to this, and it makes it very complex to get it back*

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on track" (Philip). One reason for this, alluded to , was possible mismanagement at the beginning of the process where there wasn't someone to sit down with that farm family and to layout a plan for the next five or ten years. The values is also hugely important "*What's your values? What do you see out of this farm in the next ten years?' You know all of this I think should be ironed out before anyone gets anywhere near signing on the dotted line for a partnership.* "(Philip).

The quality of life aspects were pointed out by Jack, "***I think you're getting a good balance ..you're putting value on your family and on your own time***" (Jack). He continued, in summing up how most farmers in West of Ireland may feel, despite by many as seen as having lower incomes with less intensive and fragmented farms "*Yeah, no I'm* ***awful happy with the way things are. I have a lovely lifestyle at the moment. I'm not busy and yet I'm making a weeks' wage. I'm very happy with it. ...****I'm not going to…* ***I'm never going to be a millionaire****; you're not going to see me buying a new car every year or anything but I'm content with the way things are. So, I'll keep my mouth shut and keep going. I think that's probably****… That's the measure of success isn't it rather than a fancy car***"(Jack).

Indeed the quality of life aspects and the contentment one feels in ones profession is a pinnacle in measuring ones success. In how many other careers does one hear such words mentioned so often in conversation, as happiness, passion, contentment, pride in ones produce?

Impact

The formalised nature of RFPs play a key role in family farm succession planning. Young farmers are getting the opportunity to not only become involved, but to be formally recognised in the farm business at an earlier stage while the existing farmer is also allowed to remain active in the farm business, with added role as a mentor to the successor.

RFPs perform a key role in improving, not only the economic viability and the structural demographics of Irish farms but also the social aspect. Financial supports have incentivised, and thereby encouraged, earlier conversation towards succession. With positive impacts in terms of productivity, innovation and environmental benefits.

The development and refinement of practical guides, for example those developed by DAFM/Teagasc and the Teagasc Transferring the Family Farm Clinics have disseminated

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information to a wider audience, providing useful guidance and advice. Farmers have been supported through process of obtaining relevant information , through the various stages in how to set up a partnership, in addition to provision of information on partnership dissolution and other important information should the partnership not be successful.

Discussion groups and networks of partnership farmers have developed, supporting farmers in partnerships while also providing an avenue for others to seek out information and encouraging others to look at it as a real option.

Opportunities for further collaborative arrangements, for example contract rearing arising from the growth in farm partnerships, has resulted in additional benefits accruing to the wider agricultural systems and the rural community in which they reside, leading to demand for additional services and in supporting the wider bio economy.

Farm Partnerships not only introduced new skills and specialisations, but have also allowed occupational preferences of the individual farmers, so as to enhance the operation of the farm.

Another most important benefit to the wider rural economy was the fostering of new diversification activities, by partnership bringing in new expertise and business interests and with opportunities seen through a different lens. This was a theme that very much came to the forefront in the case study research, as conducted as part of this Ruralization project, and the benefits to the wider rural economy of add on policies to the partnership schemes.

Some suggestions included the introduction of an additional scheme to encourage not only farm partnership of farmers but also in collaboration with other rural dwellers, thus making the land available to others for diversification opportunities.

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Main outcomes

From an administration point of view, successors are keen to utilise technology and apps that make tasks more manageable. Herdwatch for example, allows farmers to access livestock details, conferring a huge advantage.

Additional facilities on farm, with new sheds and camera systems most often mentioned. Broadband, and the lack of in many rural regions, was key to farmers up-take of technology such as calving cameras and increased use of farm related apps. Less of a link was identified

on cattle farms in terms of technology, with dairy farmers being the predominant users of such technologies.

Uptake of “big time” technology was not to forefront on farms in West, where farms were often identified as not being “big enough” to justify large investments in technologies. One such example, in spreading fertiliser and to put a GPS unit on the tractor. Successor had used this overseas, and were seen as important as precision technology in cutting down on waste, but the outlay for smaller farm size would not justify the spend.

Improved facilities on the farm included fencing, keeping it in good working order and for grassland management in paddocks. By reducing the size of the paddocks assists in more efficient grazing and easier livestock movement, more appropriate for a “one man” operation. A new shed made a “huge, absolutely huge difference”, in terms of the reduction in time, and the labour saving aspect.

Innovation, in terms of successors making decisions, for example with regard to breeding and in bull selection, selecting best quality or more suitable bulls. It can be an argument point but that “just wouldn't be happening if it was solely older farmer” and also allows an influence on decisions like fencing.

Some were keen to focus on the “female side” of the farm business and the potential opportunities. The skills, and indeed potential skills, that females have often under-utilised on farm, were seen as very complementary to male counterparts in farming situation. With so few of farming population in Ireland being female, the opportunity of engaging more females in farm partnerships and utilising these different talents and different way of thinking. The added potential of engaging with this cohort and getting farmers thinking in a more industrious and business way was identified. The time constraints that farmers are so often under was an area of focus, where innovation and selling new ideas to farmers was an uphill struggle when they don’t have the time to engage.

The older farmers, seen as the more traditional type farmers, were often not confident about exploring and implementing new technologies, for example low emissions slurry spreading or in agri tech. However when confidence grew through engagement with successor in partnership and the results of innovation were evident, older farmers were more keen to embrace the new ideas a lot more and reap the benefits. But the initial uptake was mostly steered from the successors side initially.

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The additional knowledge gained from successors furthering their education and on farm knowledge from outside the family farm was also important. The successor effect, is further strengthened, when younger farmer comes in with additional ideas from outside the farm gate. If they just learn the practices from their parents, theres a tacit knowledge element that of course is important to transfer but the added knowledge gained from outside farm gate also most important.

Farm Partnerships are seen, to not only introduce new skills and specialisations, but also allowed for occupational preferences of the individual farmers, to enhance the operation of the farm. Another most important benefit to the wider rural economy was the fostering of new diversification activities, by partnership bringing in new expertise and business interests and with opportunities seen through a different lens. This was one theme very much to the forefront in the case study research as conducted as part of this Ruralization project and the benefits to the wider rural economy of add on policies to the partnership schemes. Some suggestions included the introduction of an additional scheme to encourage the partnership of farmers but farmers with other rural dwellers and making the land available to others for other on farm diversification opportunities.

Partnerships reduced isolation in farmers' working lives and improved farm safety. One key aspect of the added benefits of farm partnerships to the farmer themselves was the isolation aspect, reduced by engaging with others through the partnership and in attracting others into the area and on-farm. This had added social benefits. Many noted the improved farm health and safety aspects, the improved mental health of farmers through engagement and decision making with others, and improved on farm safety through the application of innovations on farm and even just having that "extra pair of eyes" in spotting hidden dangers before they cause issues.

The needs of various family members and partnership farmers were facilitated, be it off farm work or in house family care needs and other responsibilities in allowing farmers to share the work load and take time out as needed, while knowing that farm being looked after. This also has added mental health benefits through better work life balance. Workloads shared and application of new technologies on farm to cope with the extra work involved in upscaling, assisted further by the partnership engagement process. Farm partnerships were

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seen, to not only introduce new skills and specialisations, but also allowed for occupational preferences of the individual farmers, to enhance the operation of the farm.

Another important benefit, as outlined in previous research by Macken et al, and in the case studies and focus groups who participated in this research for Ruralization project, was particularly in the case of less viable farms, is that partnerships facilitated off farm work and could allow for one or both of partnership to continue to work off farm while sharing the on farm work load and both having free time. So although the viability of the farm holding itself could be seen as a limiting factor in entering farm partnership arrangements the benefits to such arrangements in having more free time could also be put forth.

Another most important benefit to the wider rural economy was the fostering of new diversification activities, by partnership bringing in new expertise and business interests and with opportunities seen through a different lens. This was one theme that very much came to the forefront in the case study research as conducted as part of this Ruralization project and the benefits to the wider rural economy of add on policies to the partnership schemes. Some suggestions included the introduction of an additional scheme to encourage not only the partnership of farmers, but of farmers with other rural dwellers, and making the land available to others for other on farm diversification opportunities.

One overarching theme was in relation to the incumbent farmer verses the incoming partnership partner/successor and in relation to how one is thought of. If moving into an area, most often the case one does not really care what other people think, or similarly if you've had to assume control at an early age, you're probably going to have a bit more independence around doing things in your own way. One example given is in relation to muti species swards, no one would have got multi species swards a number of years back as they would have worried about the neighbours possibly looking into field and mistaking these muti species for weeds. But this is now becoming more the norm, but it is "still only the more innovative farmers".

A lot of farmers would have been used to working on their own so that now working with another in the partnership was highlighted as predominantly a positive. In the partnership they have to work with another person, they have to listen to their ideas and, in most instances, this was identified as a positive, in that there is at least two heads solving a

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problem or dealing with an issue rather than one person. This all encourages further innovation.

While profitability is most important, other means of improving profitability through availing of other skills that brought into the mix through partnership, to develop a new enterprise on the farm or introduce other innovations.

The dairy expansion, although viewed as a positive in national context, in west it was viewed by many quite differently. The push for expansion, new entrants to dairy and being locked into a system and large investments in facilities was of concern to many and its impact on rural areas.

The small farmer in the West of Ireland was identified by many as something that may not survive, and have disappeared over next decade unless additional policies are put in place. Many farms in the region have left dairy as their farm scale was not sufficient and the increased numbers that are now leasing land out to neighbouring dairy farmers , as it is often not viable to keep it. The non viable nature of cattle and sheep farms and in raising stock meant that an off farm job was a necessity to supplement farm income. The loss of these predominantly small farms would not only mean farming suffering but rural areas also which very much depend on farmers spending in the local area. The survival of farms was akin to survival of rural areas. If farm partnerships, or a combination of these with other policies adaptations can de accelerate or halt this process it is seen as inferring positive outcomes.

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Well, I suppose it's more him telling me what to do"(Danny). This was cited by others in that being in a partnership often means that in early stages the older partner in the business can still be the one steering the business but as trust and confidence grows the reins are slowly but surely passed over. This is another most positive outcome.

Often a lack of openness in having the succession conversation sooner. But each farm and family situation is different, each can only do what is right for them. Farm partnerships were seen as assisting in this process, so as not to end up in the situation where families think well it is going to be my farm, not his/hers. So that a little bit of a stepping stone through the partnership process assists.

"It's praising the effort, it is. Not to undermine them in any shape or form."(Orla)

One of the main benefits identified was that partnerships have given an opportunity to the successor, to not only increase scale but also to improve efficiencies. With those efficiencies in most cases driven by improved technologies, working smarter rather than harder and the opportunity to increase scale leading to increased viability for the partnership holding.

Farms quite often skip a generation and this was seen as being facilitated by the partnership in that successors are brought into partnership earlier than what would otherwise be the case, with the main reason for this being to avail of financial incentives, Young farmer reliefs and other grants.

Main Recommendations

Formalised farm partnership arrangements should be encouraged and incentivised more, as standard partnership and joint herd number options more inclined to go on "informally" with no commitment to transfer any assets. Some arrangements are very loosely formed, incentivised more within the system

Scope for a "CAP type" payment for families, to engage in succession planning, where farm families eligible for a once-off payment to cover prescribed hours of legal fees, tax advice, meeting with agricultural advisor and solicitor. Would be hugely beneficial for the farm business discussion, so as to work together to get the best outcome for the family

The Department of Agriculture, Food and the Marine seen by some as "the sum of many parts". Recommendation to see more cooperation between the various sections of the department and with other departments in relation to implementing the schemes and future schemes (though DAFM has to be commended on amount of work and effort they have devoted to RFPs process etc already)

An integrated and cross sectoral policy response, to include more linkages, not only between and within departments, but also across actors so as to facilitate further rural regeneration

Some additional tax breaks for "Retiring" farmer, so as to give additional incentive for land accessibility to younger farmers (Non family partnerships – quite rare in Ireland so that access to land still a big issue for new entrants)

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More focus on share farming rather than just land leasing incentives, as this seen as assisting those farmers already set up rather than successors and younger farmers

Rural Broadband and development of the network seen as absolute priority "the modern-day road" for farming, for remote working and for rural diversification

Definitions of farm partnerships, and schemes within farm partnerships, need some revisions as some mis-conceptions and mis-information on the subject matter of different aspects, including some "scepticism". One area that seems to be causing some confusion is with regards to age limits and the definition of young farmers, which is different for different schemes and for national and EU policies. Many farmers often lose out on receiving grants as a result of submitting applications for scheme after a certain age deadline, and owing to timing issues. Succession farm partnerships begin at 32 years, other scheme young farmer is 35 years whereas 40 years often cited as a young farmer for others. One recommendation that was discussed at the feedback session was on ideas of addressing this, with one idea put forth being the development of a fact sheet with age limits and rules regulations on various schemes. This was actioned with Teagasc farm financial colleagues and a factsheet to pull all the relevant information together and to somewhat address this issue will be forthcoming to ensure farmers remain "within the window" of opportunity to avail of grants

Further integration of schemes and policies with "less redtape" Start-up grants/Installation aid for young farmers with grant levels possibly linked to region/and or farm system

Funding and incentives to have a more long term focus with additional benefits for retiring farmer. And to incentivise further uptake by integration with other elements, or by engaging other rural dwellers

Low-interest loans/funding, in addition to policy supports already there, so as to enable a greater number of successors to participate in partnerships. Also for the on-going success of farm partnerships

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- Better rural agency links, with on-going progression and opportunities, both on and off –farm, and in the wider community, including on-going mentoring

- Younger farms want some "certainty" if they are devoting time and financial resources on the farm, and hence the importance of knowing if they the identified successor rather than actually taking control of the land assets was seen by many as the most important element. Providing more reassurances of the future for such Young farmers should be a focus of future schemes.

- Land market was another subject matter of importance in this debate. When land goes on market it tends to be larger farms that purchase, and in particular incorporated farms. Hence, the tax they pay on same if purchased by the company, is 12% on the principle of the payment. Whereas if a smaller farmer purchases the same land, and is not incorporated, they have to pay additional taxes in form of income tax, USC, PRSI etc, and it becomes extremely difficult. This is an issue that needs to be addressed if smaller farmers are to have any chance in the competitive land market, where land is also being purchased by many in the non- farming community also, and to put smaller farmers "on an even keel".

- More focus on the non viable farms, looking with a broader focus and with ideas as to how to expand the ideas around farm partnerships to these non-viable farms. Big driver of farm partnerships include the double TAMS grant ceilings, which are excellent incentives, but favours enterprises that are investing in farm capital.But many drystock farmers don't reap these benefits. Need to look at additional incentives and options to further facilitate this cohort of farmers.

- Revenue did make changes to tax credit available, in that it can be used against total income, that is both farm and off farm income. However, this clarification came after the initial scheme set up, so that many drystock farmers maybe unaware of this important incentive and in how it can be applied to them as part of a farm partnership arrangement. So again, ensuring framers aware of any such amendments or updates and in their application is key, particularly in an era of increased remote working and possible additional off farm opportunities so that poli-

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cy updates need to "grab that opportunity" while it is still there. At a time when "future" farmers maybe still at home having returned home from urban centres as a result of COVID19 restrictions and in availing of these options under a farm partnership arrangement

Indepth research has already carried out on this subject area, with research recommendations and findings already in the public arena and also forthcoming. These research outcomes need to be further integrated with farm partnership database, and to utilise that in identifying where "the holes" maybe in policy and the lost opportunities in not reaching intended targets. Metrics system should be developed or a process put in place to measure outcomes of the practice and to put value the social impacts also

Some caveats:

Need for an off-farm job; labour division; quality of life; service availability including rural broadband

"Convinced that a lot of young people farming today that would not be farming if they had not gone into a Partnership….they saw a future. Theres a very fine balance between leaving home for a job and staying farming" Wise words of a well informed, key informant

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How this can become an even more promising practice? …some in their own words…..

Successors, the actors enabling this innovation have co-operated and worked well together but there are opportunities for further linkages

Farms and the rural areas in which they operate vary in farm enterprise, viability, capacities and opportunities so that a more regionalised and adapted policy framework would be hugely beneficial

Farm Partnerships have been built on a solid foundation, with farmer to the forefront and actors working towards a common goal, responding to multiple needs of different farmers at

different locations and in different farming systems is not an easy task. No "one shoe fits all" so that further refinements and adaptations are required

Additional funding types to include funding for farm diversification, for community groups working in collaboration with farmers, and possible linkages with Leader and other funding streams and with co-operative schemes

- *"The family farm, it's romantic and everything, but it's not real. Well, like I don't think I'd want any of my kids farming."* (Jack)
- *"Yeah, look I suppose as I say if we draw those lines, I think we've two very distinctive or different types of farming either side of that line and I suppose like the dairy ones in the south and … they're gone to such a scale now, where they can be viable for two people to farm full-time. Maybe go north of the line it might be difficult to be viable for two people to full-time stay at home but what I feel it does do is it gives both members of the partnership an opportunity to go and work part-time*" (David).
- Like there's probably enough work there to occupy one person full-time but maybe it's not viable. So, if they could share the work and spend some of their other time working part-time it could be viable to keep the farm going, work together while also having the opportunity to work off farm as well. So, there is potential maybe in that sort of scenario (David)
- *"Now there's not many women at home. ..You know, like if I were on my own in the village here, I mean there's no one at home doing farming. The only one at home is myself and another neighbour. And everyone else is working*" (Brid)
- West of Ireland farming is diverse so that no one policy fits all , "*Oh, absolutely. I mean if you take Galway alone, I mean you have Connemara and the hill farmers. ... So, we have a very diverse type of land here in Galway*." (Orla)
- … "*As it stands, see I think it's kind of irrelevant because farming now and farming in 30 years' time is going to be completely different anyway.(*Jack)

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"But I think to me the more stakeholders that can get informed and put submissions in to help the design of those incentives that are there, I mean ultimately, it's a huge challenge for agriculture to reduce the average age of those farming and I suppose what we don't want is for areas to be not farmed" (John)

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The following resources are also helpful:

www.agriculture.gov.ie/farmingsectors/newfarmpartnershipregister/

www.teagasc.ie/rural-economy/farm-management/collaborativefarming/registered-farm-partnerships/

Teagasc, Succession Farm Partnerships, Factsheet

https://www.teagasc.ie/media/website/rural-economy/farm-management/Fact-Sheet-succession-farm-partnerships-September-2018.pdf

The following resources are also helpful:

https://www.teagasc.ie/rural-economy/farm-management/collaborative-farming/succession-farm-partnerships/

The Land Mobility Service Annual Report (2015), Land Mobility:Working Towards a Shared Future, The Land Mobility Service,Ireland.

Teagasc, Registered farm partnerships https://www.teagasc.ie/rural-economy/rural-development/diversification/registered-farm-partnerships/

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Annex 1: List of Interviews

Code.	Interviewee (Pseudonomy)	Gender	Role	Date of the interview	Other information
IE10B/Int.1	Jack	Male	Farmer	Phone 7 April 2021	
IE10B/Int.2	Brid	Female	Farmer	Phone 7 April 2021	
IE10B/Int.3	Matt	Male	Farmer	Phone 8 April 2021	
IE10B/Int.4	Danny	Male	Farmer	Phone 9 April 2021	
IE10B/Int.5	Tim	Male	Farmer	Phone 13 April 2021	
IE10B/Int.6	Joe	Male	Farmer	Phone 14 April 2021	
IE10B/Int.7	David	Male	Key Informant	Zoom 15 April 2021	
IE10B/Int.8	John	Male	Key Informant	Zoom 19 April 2021	
IE10B/Int.9	Alan	Male	Key Informant	19 April 2021	
IE10B/Int.10	Philip	Male	Key Informant	21 April 2021	
IE10B/Int.11	William	Male	Key Informant	21 April 2021	
IE10B/Int.12	Orla	Female	Key Informant	24 April 2021	

Table1. Interviews

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SECTION THREE

CASE STUDIES ON RURAL NEW COMERS

Case study report (Code IE1C)

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Remote work as a promising practice to attract newcomers to rural areas

Louise Weir, Maura Farrell,Aisling Murtagh (NUIG)

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Acronyms & Abbreviations

CPD	Continued Professional Development
CSO	Central Statistics Office
EC	European Commission
ETB	Education and Training Board
EU	European Union
IDA	Industrial Development Agency of Ireland
MaREI	Science Foundation Ireland Research Centre for Energy, Climate and Marine
MODAM	Mol Oifig Digiteach Árainn Mhór
NUTS	Nomenclature of Territorial Units for Statistics
SMEs	Small Medium Enterprises
TEFL	Teaching English as a Foreign Language
WDC	Western Development Commission
WP	Work Package

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Context

Promising practice case study on remote work and rural newcomers

One area the RURALIZATION project is concerned with is how newcomers can be facilitated to relocate to rural areas. Remote work can act as a tool facilitating bringing new people to rural areas. This case study will focus on the remote work movement in the rural west and southwest of Ireland context as a promising practice to facilitate rural newcomers. Counties included were Donegal, Mayo, Galway, Clare, Kerry, Cork. These areas fall into a NUTS 3 category. It looks broadly at how the remote work movement facilitates rural newcomers, assessing constraints and favourable conditions, as well as specific activities in local communities. It will look at aspects of this movement in relation to facilitating newcomers from three different interconnected perspectives:

1. Local context: The rural remote work environment

Remote work as a tool to support rural newcomers is embedded within the wider rural remote work environment. A supportive environment for remote work needs multiple favourable conditions and faces barriers to overcome. This makes understanding this broader enabling environment important. Remote working newcomers and wider rural remote work depends on similar resources (e.g., co-working spaces, broadband, stability of remote work/remote work careers). But newcomers potentially also have extra needs that will facilitate their arrival and long-term staying in rural areas (e.g., housing, visas for non-EU workers). The remote work environment also supports the wider, more organic movement of newcomer remote workers to rural areas.

2. Local community activities: Actively encouraging rural remote working newcomers

To fully embrace the potential and capture the potentially significant local impacts of remote work, different actors (e.g., Grow Remote and its local chapters, Digital Hubs, community groups, local government agencies) within communities in Ireland have taken a proactive approach. Communities in specific places can use remote work as a tool to help alleviate depopulation by attracting newcomers. This can involve promoting remote work alongside the lifestyle and services their community offers (e.g., Arranmore Island, Co. Donegal). Some local chapters of Grow Remote have organised open days inviting people to come and experience what the local community offers through the 'Town Tasters' approach (e.g.,

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Dingle, Co. Kerry). These activities are important to analyse as part of how the rural remote work movement facilities newcomers.

3. The newcomers: The nature and experience of rural remote newcomer

It is also important to build a picture of the newcomer perspective to begin to understand wider drivers of rural re-location. For example, depending on the personal circumstances of newcomers (e.g., individuals, couples, families), different favourable conditions may facilitate or constrain rural relocation. This potentially makes different local factors important (e.g., potentially two remote jobs needed, local schools and local amenities as important for families). It is also important to understand how newcomers engage with the rural areas they now live and work (the economy, community, local services etc.) to get a picture of the newcomer impact on rural regeneration.

Profile of Case Study Region

The profile of these rural areas is an important backdrop to assess and appreciate the impact of the practice of the remote work movement in facilitating remote work as a social innovation in rural areas.

Ireland's settlement structure can be expressed as a **predominantly rural country**. Based on the CSO urban/rural classification, over the 2011-2016 period the overall population of rural areas increased, but at a lower rate to urban (1.7% versus 4.8%). These trends varied from county to county which shows further detail and greater variation. For example, in the 2011-2016 period some counties experienced minus growth (Donegal -0.3%), no growth (Mayo 0%, Sligo 0%) or very low growth (Roscommon 0.1%, Leitrim 0.1%, Tipperary S.R. 0.1%) Morgenroth (2018). Table 1 shows the variation across county.

	1991-1996	1996-2002	2002-2006	2006-2011	2011-2016	1991-2016
Border	0.2	1.0	2.1	2.0	0.3	1.2
Midland	0.3	1.6	2.9	2.4	0.7	1.8
West	0.5	1.3	2.2	1.5	0.4	1.3
Dublin	0.6	1.0	1.4	1.4	1.1	1.2
Mid-East	1.4	3.1	3.8	2.3	1.1	2.9
Mid-West	0.4	1.2	1.6	1.0	0.3	1.0
South-East	0.4	1.4	2.2	1.6	0.5	1.3
South-West	0.5	1.0	1.8	1.4	0.8	1.2
State	0.6	1.3	2.1	1.6	0.7	1.4

Figure 1. Variation in population change across counties. - Source: Morgenroth, 2018, p. 17

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Issues of service and infrastructure still plague rural areas. The WDC express concerns regarding infrastructures (WDC, 2016), while Murtagh et al., (2020) trace the unequal access to broadband and note that rural dwellers in Ireland are generally speaking more distant from services than their urban counterparts. For most services distances are three times greater. Comparing different areas of Ireland, they demonstrate that overall the data reveals an ageing population, but with the greatest increase in highly rural/remote areas. Average age increased from 39.6 to 41.2 from 2011-2016 and there were more men than women in rural areas. Age dependency (people outside of working ages 15-64) is also higher in rural areas of Ireland than urban with highly rural/remote areas showing the highest overall dependency ratio (see Murtagh and Farrell for more detailed analysis). The workforce trends also reflect more favourably for urban dwellers than rural dwellers. Those living in Ireland's cities have higher disposable income than other areas. The difference is biggest in highly rural/remote areas. Looking at the median household income it was €46,458 in cities, but €29,424 in highly rural/remote areas (Murtagh et al., 2020). An analysis of income by sector reveals a dependency on particular sectors for income in rural areas and with future trends away from employment in agriculture exposes a vulnerability of the economic fabric of rural areas. It shows the highest proportion of income comes from public service, education and health in all area types. The second highest sector by income earned for the three types of rural areas was wholesale, transport and accommodation, then followed by industry. Agriculture, forestry and fishing made up greater proportions of income earned in rural than urban areas (Murtagh et al., 2020).

In the context of these trends this promising practice case study investigates emerging signals of newcomers as remote workers to interrupt these patterns. This case study is concerned with newcomers as a means of addressing challenges in rural areas, for example economic diversification and population renewal. It is important from a policy perspective to understand what is a newcomer in order to put policy supports in place to accommodate this transition to rural areas. While not a 'new' phenomenon to rural areas, return migration is an important in rural areas as it impacts population renewal. Rural newcomers is not a term defined in Irish policy but research identifies a number of groups that would fall under the broad concept of newcomer such as national/international migrants, asylum seekers, newcomer entrepreneurs and second-home owners (Murtagh et al., 2020). Newcomers

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bring benefits of cultural diversity (Woods, 2018) while Farrell et al. (2012) argue return migrants can also occupy a key place in rural development and rural society, particularly in the areas of small business development and enterprise.

In contrast to spatial patterns relating to international migration, Morgenroth (2018) finds internal migration by county to have a significant variability over time with both positive and negative trends displayed (see Murtagh et al., 2020). In the context of influencing place preference decisions by newcomers, Morgenroth (2018) identifies a number of important drivers such as house prices, local labour market (employment opportunities and wage-levels of jobs), local amenities and infrastructure. This positions rural areas favourably in terms of appealing to newcomers. National implementation of European Union initiatives are important to facilitate the economic and social integration of newcomer migrants, refugees and asylum seekers in Ireland.

Outside of traditional routes to rural development to increase place attractiveness (for example the LEADER as well as the Rural Regeneration and Development Fund (DRCD, 2018a) and the Town and Village Renewal Scheme (DRCD, 2018b), a number of different campaigns have emerged in Ireland which relate to attracting newcomers to rural areas. For example, the Look West campaign was launched in 2004, which aims to target individuals and businesses potentially interested in re-locating to the western region of Ireland (Sligo Champion, 2004). It is operated by the WDC. Look West capitalises on the importance of quality of life to choice of location. The economic opportunities in the west are also a key focus of the campaign (e.g., the LookWest.ie platform features a jobs board, skills register and a start-up and investment guide for the region). Bottom-up community-led initiatives are also important to support newcomers in rural areas. Mol Oifig Digiteach Árainn Mhór (MODAM) is a digital hub on Arranmore, an island off the coast of Donegal. It is a result of community and business collaboration, as well as public funding support (The Irish Times, 2019). Grow Remote a national social enterprise has been a driving force to promote relocation to rural areas through highlighting the potential of remote working to enable this transition.

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Diversifying the rural economy

The AGRI Vision 2015 report (Department of Agriculture, Food and the Marine, 2004), highlighted the fact that many rural dwellers are not linked to agriculture and that in order to improve the standard of living and quality of life in rural communities opportunities must be created so that the rural economy can develop agriculture in conjunction with much needed alternative enterprises. O'Donogue et al, (cited in social economic review, 2015) highlighted possible drivers of rural job creation as social enterprise and social services (e.g., childcare and elder care), tourism, 'green' products and services and cultural and creative industries.

With the on-going challenges facing traditional rural sectors, including agriculture, the future success of the rural economy is inextricably linked with the capacity of rural areas to innovate and to develop new opportunities that create jobs and income in rural areas. In response to notions of rural decline (McManus et al., 2012) rural resilience literature posits rural communities as 'active,' and 'proactive' about their future (Skerratt, 2013), developing processes for building capacity and resources. Remote rural regions are described as challenged in terms of distance to core markets, dispersed economic activity and population, which also impacts network development, as well as limited services alongside higher cost of delivery (Naldi et al., 2015; Atterton, 2016; OECD, 2018a). Lack of quality broadband in rural areas is a considerable barrier to the diversification and growth of the rural economy in Ireland. Case studies show that several large firms have moved out of the Southwest of Ireland as a result of poor broadband speed and quality (ECORYS, 2010:237:241). Across Europe the secondary and tertiary sectors are now the main drivers of economic growth and job creation in rural regions however, the previous strategy in Ireland of relying on 'global demand' and foreign direct investment (FDI) has led to a widening of the development gap between urban and rural areas. One of the major problems faced by the government in trying to develop and promote sustainable rural communities is the restricted opportunities in secondary labour markets in rural areas (Socio economic review, 2015). The negative ripple effect of removing public services in rural areas, for example the closure of 139 rural Garda stations in 2012 and 2013, pose a significant threat to the quality of life for rural dwellers and the sustainability of our rural communities (Socio- economic Review, 2015). The removal of resources from rural areas will make it difficult to maintain viable

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communities. Employment, diversification of rural economies, adapting to demographic changes and supporting young people to stay in their communities are key challenges for rural areas.

These regions also have innate regeneration potential. They often hold strong natural resources which can provide a basis for new economic activity, such as nature-based amenities and green energy (Atterton, 2016). An important trend influencing regeneration in remote contexts is that digitisation is changing how being geographically distant in rural places impacts development, offering opportunities to overcome some traditional distance-dependent limitations, as well as opening up potential new opportunities (Murtagh and Farrell, 2019). Copus and de Lima (2015, p.6-7) observe a shift in understanding how distance impacts social and economic relationships with physical distance, being located close or remotely in space, as less important where there is now 'relational proximity' and other ways that connect us being elevated such as social or cultural closeness/similarity.

However, access to broadband often means the ability of a region to overcome challenges and harness social and economic opportunities in remote rural regions. Equally, the rural digital divide can impact other types of rural regions, but because of the particular challenges in remote areas, poor broadband access means particular new opportunities cannot be unlocked. For example, McCann and Ortega-Argilés (2015) outline the central role of wireless information communication technology (ICT) to provide connections to less remote regions

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Origin of Practice

Digital technologies and remote work

Digital telecommunications have transformed everyday lives and how businesses operate. The potential benefits of digital telecommunications for rural areas, from a rural economic development perspective, have much to offer. Literature suggests that access to broadband provides opportunities for rural businesses, opening up new markets and address other rural challenges such as connectivity and accessibility (Philip et al, 2019). The benefits that information and communications technologies (ICTs) can bring to SMEs, micro-businesses, home based businesses and the self-employed in rural areas have been explored, for example, Galloway et al., 2011; Pant and Hambly Odame, 2017. The necessity of broadband to enable remote work is not only essential for remote working but also to provide employers with confidence that their remote team can perform in an environment dislocated from the office.

A report by the Western Development Commission has traced the evolution of remote working in Ireland (WDC, 2020). Remote working in Ireland had a limited dip into remote working since its official emergence in 1990's. It was officially given government support in 1990's with a number of activities outlined to promote e-working. This was subsequently followed with the setup of an a e-Work Action Forum and produced the report, e-Working in Ireland: New Ways of Living and Working, while in 2003, the Department of Finance issued a circular on pilot schemes to promote e-Working in the Civil Service (WDC, 2020). Data on remote working compiled by the WDC from the National Census suggests that pre-COVDI-19, in 2018 that 18% of workers, worked from home on some basis. For those who indicated they sometimes worked from home, 35% reported that they worked from home 1 day per week, 13% reported they worked from home 2 days a week while 11% reported they worked from home 5 days per week (WDC, 2020). In recognition of emerging trends (namely improving technology, the transition to a low carbon economy) and an increase in the demand for, and incidence of remote working, the WDC in conjunction with the Whitaker Institute in NUI Galway, prior to the outbreak of COVID 19 established a working group to investigate the potential of remote work. This led to the establishment of the WDC-NUI Galway Whitaker Institute Expert Group on Remote Working. These activities coupled with a

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growing awareness at national level that the business sector is becoming increasingly mobile and business leaders are working independently such that there is a the need to be creative and collaborate in order to support, evolve and grow the Irish business sector, led the Government, in 2019, to publish the Remote Working in Ireland Report which pre-dated the current COVID-19 crisis and was part of the Government's commitment to promote more flexible working generally. This document sets out the potential "to widen the talent pool across Ireland, stimulate regional growth, lessen accommodation pressures in cities and support the transition to a greener economy. This potential has been highlighted in the Government's nine Regional Enterprise Plans for 2019-2020 and the Climate Action Plan" (DBEI, p.6 2019).

The research report highlighted a dearth in data relating to remote working in Ireland but did identify are a number of Government, independent and industry led initiatives and programmes aimed at facilitating and promoting remote work. Research for the Remote Work in Ireland report identified that for the adoption of remote work practices to be successful, employees must be assisted with the right supports and training. It acknowledged the work of organisations in conjunction with Education and Training Boards (ETBs), the IDA (Industrial Development Agency of Ireland) and the Training Learner's Skillnet. Of relevance to rural areas, the Department of Rural and Community Development in partnership with the WDC are collaborating to develop and promote a network of enterprise and remote working hubs along the Atlantic corridor with the purpose of rural regeneration.

The policy landscape in relation to remote work has transformed since the outbreak of Covid-19. The national uptake of remote work highlighted the agility of the workforce and the potential benefits to rural areas. A National Remote Work Strategy with objectives to support employer and employees has been published which support the new Irish rural policy document 'Our Rural Future' for rural areas. The future of development in rural areas in this document is underpinned by technological connectivity and the objective to create a rural environment, both physical and social, that is conducive to remote working. A number of key actions in the remote work strategy have been identified to support this rural vision. These include objectives to legislate to provide the right to request remote working, introduce a legally admissible code of practice on the right to disconnect (this has been

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enacted); invest in remote hubs; accelerate the National Broadband plan, review tax arrangements, and to mandate that 20% of the public sector employees will be home or remote working (DEBI, 2021).

Advances in policy and Government strategies has begun to strengthen the foundation for remote work in Ireland, however in the absence of data and research, questions remain about the specific circumstances under which remote working's potential can be maximised for rural regeneration. Engagement in the digital society is widely assumed to be ubiquitous, yet throughout this transformation social, economic and territorial divides remain between those who are digitally connected, skilled and those who are not. The capacity of rural areas, in terms of territorial and community capacities, must be considered in this process to promote and transition to remote work in rural areas.

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Actors Involved

Remote work

Remote work means jobs are not tied to a fixed location. Work is done remotely to the traditional workplace, be that at home, in a co-working space or even as a 'digital nomad' where workers regularly change location. More commonly referred to in earlier discussions as 'telework' or 'e-work', remote work is not a recent idea and has been discussed in policy domains in Ireland for more than 20 years, as shown by Hynes (2014). However, recent years have seen growing employer acceptance of remote work and increasing numbers of remote jobs available. The Covid-19 pandemic has also created a necessity for remote work, catapulting society into the normalisation of a previously exceptional work practice.

The rural remote work movement in Ireland

An active remote work movement in rural areas is an important part of rural economic and demographic regeneration. The benefits of remote work to rural communities goes beyond re-population, but also helps improve employment and retain the existing population.

A diverse range of actors who wish to capture the benefits of remote work for rural areas form part of Ireland's rural remote work movement. This can involve community groups, but also state agencies, such as local authorities and enterprise agencies. 'Hubs' that provide broadband access alongside co-working space are also an important actor. County Donegal has been noted as a leader in the rural remote work movement in Ireland. For example, remote work is a strategic priority of Donegal County Council, with activities led out of its Economic Development section. It works to promote the county and its offering in relation to lifestyle and remote work (Grow Remote, 2020b). It ran a public consultation in 2020 to feed into the development of a remote work strategy for the county (Donegal County Council, 2020). Regional and national level actors are also important (who may also have a more local presence), such as state/semi-state agencies e.g., the Western Development Commission, Enterprise Ireland and the Industrial Development Authority (IDA) Ireland.

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Grow Remote

The non-profit, national social enterprise, Grow Remote forms a central part of the rural remote work movement, both nationally and locally. Established in 2018 as an informal group of community actors, Grow Remote saw the potential of remote work as a community development tool. Central to Grow Remote is building a "bridge between remote work and local impact" (Keogh, 2019, p.2). It works to bring together remote workers, businesses and communities. Grow Remote is a volunteer-run organisation, but in 2020 received funding to hire a general manager, its first full-time role (Grow Remote, 2020c). One of the key structures of Grow Remote are local groups or 'Chapters'. This structure helps to create the crucial missing link identified by Grow Remote between the growing number of non-location dependent jobs and local places. The majority of the over 120 Grow Remote chapters are in Ireland, but the organisation has also expanded to have an international presence in 17 countries (Grow Remote, 2020c). In Ireland, chapters have also begun to emerge in urban areas, but the majority are rural. Grow Remote supports local chapters by providing resources, training and wider support. Online communication platforms are an important engagement tool such as Slack and Facebook groups. Chapters are hosted on the ChangeX platform.

Businesses that are remote employers are also an important actor part of the rural remote work movement. Grow Remote also provides an important 'bridge' between employers and communities such as through its jobs platform, but also between employers and employers, such as those more and less experienced in employing a remote workforce.

Remote work and rural newcomers: A dual pathway

Local community activities: Encouraging rural remote working newcomers

Two of the core goals identified by Grow Remote (2019) as motivating communities to focus on remote work is to increase local employment and improve local engagement of remote workers. A third core goal identified by Grow Remote (2019) as motivating communities to better harness remote work is to support repopulation.

Focused activities in communities also aim to capture the fuller potential they hold for remote work to attract rural newcomers and support repopulation.

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Arranmore island re-location campaign, Co. Donegal

A community faced with youth out-migration for education and work, declining employment in traditional industries, the Arranmore Island Community Council launched the 'Coming Home' campaign in 2017 (Arranmore Island Community Council, 2019). However as described by Begley (2019), the lack of employment opportunities was a barrier. Secondly, lack of high-speed broadband also limited the potential for remote working. This led to the emergence of the MODAM digital hub project, which launched in 2019. This community run initiative has drawn on a range of resources, including funding from the Department of Rural and Community Development via Donegal County Council. The partnership with Three Ireland has provided the technology supporting superfast connectivity and bandwidth at the MODAM hub (Three Ireland, 2019).

While the Coming Home campaign initially focused on targeting the diaspora, the Arranmore Island Community Council has also identified potential for a number of types of people to work on the island, because of MODAM and the high-speed broadband. The holidaying diaspora can now extend their break home by working remotely, or the digital nomad who continuously combine travel and remote work (Begley, 2019).

The Arranmore campaign shows it is also not a simple process of place promotion results in re-location. Newcomers may need help from the local community (e.g., local Grow Remote Chapter), such as to find housing and source VISAs (Grow Remote, 2020b). Emerging from the Arranmore campaign two families have moved into the area, also resulting in five new children starting in the local primary school. Facilitation is ongoing with two further families (Grow Remote, 2020b). These numbers do not reflect the interest this campaign generated from targeting the Irish diaspora (Irish Central, 2019). This suggests there is further untapped potential, but perhaps some key ingredients are missing.

Dingle Digital Hub

The Dingle Creativity and Innovation Hub (Dingle Hub) is a community enterprise initiative supported by Enterprise Ireland, eir, Údarás na Gaeltachta, Kerry County Council, Net Feasa and the Dingle Business Chamber. It grew out of a response to diversify its economic base which was largely dependent on agriculture and tourism.

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The Hub is located at the Údarás na Gaeltachta Business Park in Cuilín, Dingle, in a specially fitted-out office facility underpinned by 1Gb fibre broadband from eir. There are 24 spaces available to support new business formation, comprising of co-working spaces, dedicated offices and hot desks.

The Hub manager joined the Grow Remote movement to establish links with a wider remote working community. To generate community awareness of the hub and link potential remote workers with the hub the Dingle Grow remote Chapter developed the concept of a Town Taster. The notion centres on letting newcomers come to the area and get a feel for the towns culture and to meet the locals. It was hosted in a local bar which contributed to the local economy and created synergies with local businesses that were invited to attend on the night. This concept of 'Town Tasters' has been replicated in other local Chapters.

The digital hub has acted like a springboard for a community transition into green energy projects. The hub now performs as an enterprise hub and aims to foster an ecosystem type model to facilitate the creation of diverse companies with all-year, well paid jobs on the Dingle Peninsula. The Hub has successfully won competitive bids for funding for different projects primarily through the networks it has proactively developed (the details of the hub are expanded in section "Physical resources").

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Loop Head Together

Loop Head Together is an initiative formed during 2020 to support the vitality of the economy, communities and environment of the Loop Head Peninsula, Co. Clare. It is formed by over 20 local community-based organisations that unite the 10 electoral districts of the three most western parishes of County Clare – Kilballyowen, Carrigaholt and Kilkee, and stretching from Moyasta to Loop Head Lighthouse. In addition to this the group have opened their discussion up to the world through the medium of whats app. Digital connectivity is one of nine strategic areas the groups considers necessary to regenerate its area. It is a large pro-active group with an ethos of working in partnership and collaboration with our neighbouring communities, counties, external agencies and state bodies. The driving force behind this initiative is the deep concern felt throughout the peninsula at the level of ongoing population decline, a trend at odds with the average situation in County Clare and nationwide (Loop Head Together, 2020).

It has developed strategic partnerships with Clare County Council and a University in Finsbury. This collaboration has reaped rewards toward the development of a community action plan, underpinned by a desire to transition to a greener community.

The role of these groups in the remote work movement in Ireland and the constraints and favourable conditions that they encountered in facilitating remote work is discussed throughout the report. The primary themes that emerged as constraints are outlined in the next section.

Constraints

Participation of volunteers in the community groups in a wide range of tasks, including spending time going door to door to spread information or recruit new volunteers, grant-writing and encouraging new members to the group, while a critical part of facilitating sustainable adoption of this process, similar to other community initiatives, poses ongoing challenges.

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Volunteer burnout.

A key challenge was resourcing the significant, time-consuming and resource heavy logistical, coordination and engagement channels to community-based work, which are not often fully appreciated by funding bodies " *It is a full-time job now really*" (IE1C/int. 17) Resources also need to be made available for the co-ordination of collaborations, for on-going evaluation, for the extra additional costs involved in engaged research, and for not-for-profit community groups engaging in research projects. Only then will the huge community resource, capacity, expertise and enthusiasm be tapped into and maximized to co-create acceptable, sustainable and viable solutions. The feelings of each participant as a community actor is well represented by this comment "*But yeah taking away the risk of burnout really. Yeah. Because people can only give so much*" (IE1C/int. 22).

Funding

Current funding for local community development is linked to state level procedures requiring in some instances match funding and is also competitively based. Skerratt and

Steiner (2013) note that current funding mechanisms for rural community development community favours the 'project'- or 'committee'- literate, whilst its short-termism does not achieve the longer-term outcomes required. The issue of funding was echoed throughout the interviews. "*There has to be a long-term mentality. I mean if I look at the finances of this now with Covid we were gonna hit anyway but you know this year we'd be 100 grand more in debt than we were at the beginning of the year. And having said that I get you know 20 grand from Leader to create the plan, the strategy so that's 20 grand less that I have to be in debt. And from Loop Head tourism we have a project which is worth you know 30 grand over a year. So that 50 grand enables me to then leverage and get more debts out from the bank. So thanks to that help I can actually get you know I don't have to go off to do a project to get the debt. But once you've senior people with expenses there's a certain cost if you have your own company and you have to pay salaries and stuff. And when you hit hard times you know the current structure I mean you probably wouldn't. If I did this commercially it wouldn't have happened ..you know it would not be sustainable on the current commercial set-up. There's no way you could afford a senior person to be in these roles*" (IE1C/ int. 16).

Funding for community development initiatives are now delivered through different themes, e.g. Climate transition in order to align community development to national and EU policy objectives. To source funding groups mentioned their struggles to mould community plans to existing funding streams as an ongoing challenge "*So there's a challenge in that like to try and find a place to hook them on*" (IE1C/ int. 18). The short-term nature of funding was also a concern for the sustainability of any of these initiatives "*Basically the money runs out at the end of June 2022. So we're a year and a half in and we've a year and a half to go*" (IE1C/ int. 18).

The current funding mechanisms do not generally make provision for supporting community development activity and, in many cases, specifically exclude such support. If similar projects are to take place in future and if the critical role of local communities is to be acknowledged and encouraged, clear funding mechanisms need to be provided to resource some core staff on the ground with community development, engagement and project management skills, and to cover administrative costs.

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Style of Activities Promoted

Technology is a key condition to enable remote work, but human, social, cultural and political resources also emerge as part of the conditions facilitating the newcomer as remote work. Rural remote work as a newcomer is facilitated as part of a diverse system of interconnected linkages. Some of the drivers discussed below are more general to the remote work environment while other are specific considerations in relation to newcomers are also outlined.

Resources

Broadband

Broadband availability or strength consistently emerged as an obstacle to remote work however the accelerated role out of the National Broadband programme will begin to respond to this challenge.

Participants are acutely aware of the need to engage with technology in order to ensure that they can perform as a remote worker, that communities are not left behind but equally cognisant of its connectivity potential to link with external places and spaces. From the newcomers perspective access to broadband was linked to decision-making related to location choice and also the impact on individual's ability to work from home. Comments such as "*So that was one. So you know if this beautiful place where I am didn't have broadband sadly I would have had to you know let it go* (IE1C/ int. 6)" and "*Definitely. Yeah. Its major. We wouldn't be able to be there if we didn't have internet*" (IE1C/int. 11) capture the theme of responses in relation to the importance of broadband.

The issue of consistency of connectivity emerged as an issue among remote workers "*But there are still a lot of areas. And even ours its at an acceptable quality for video messaging, emails, da-da-da but when you get into maybe more live streaming and stuff like that it wouldn't even be strong enough. So that's still kind of a little bit of a challenge alright*" (IE1C/ int. 14). Other respondents pointed to the spatial unevenness of digital telecommunications infrastructure "*That is one of the obstacles we have in certain areas. There are some black spots you know*" (IE1C/ int. 21). It also impacts work performance for example "*One lady when Covid struck her broadband was terrible where she lived so she had to drive her car and*

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park outside the resource centre because they've good Wi-Fi and sit in her car and work from there. Yeah it is patchy around the area." (IE1C/ int. 4).

In addition to the physical implications of poor connectivity there is also a level of frustration surrounding the issue "*You know this issue came up yesterday because I've an awful problem with broadband ..And it was just a dead end because I got through to technical support and he said no you need to get through to customer care. I said no customer care said to ring technical support. No he said we don't deal with 4G broadband issues. I said customer care told me to ring you*" (IE1C/ int. 7)

From a regeneration perspective broadband is linked to more than the remote job. Remote workers are a diverse group. They range in age profile, may be single individuals, they may have a spouse that also requires a job or have families which have a wider impact on the community. The broader impact of a lack of technology was one of the triggers for Arranmore to address the issue of technology in their area. *"One of the triggers I suppose for that there was a family moved from the States actually a few years back and they moved to Arranmore and they put two children into the secondary school. And the person in the family had worked in financial services so they needed a good broadband connection. So at the time that wasn't available. It just wasn't reliable enough for them to do their job properly so they had to move off the island again to Galway it was at the time. So that sort of opened our eyes and said okay if we don't get this sorted this is going to be a big issue down the road because of the trends you know towards working from home and being able to bring your job with you*" (IE1C/ int. 8). Arranmore group established an arrangement with a national broadband provider, Three Ireland, which has transformed the whole Island. The Arranmore community of 469 people sees connectivity as a lifeline to reinvigorate their economy, culture and unique way of life. Until now, the lack of connectivity has restricted the ability to establish or develop businesses on the island and made working remotely from the island almost impossible. Three Business has provided local businesses, workers and visitors with state-of-the-art technologies including high speed connectivity, broadband+ and improved bandwidth. This connectivity stimulated a collaboration with Arranmore Business Council and a digital hub has been created to facilitate remote working, meaning islanders and can capture the potential of remote work. The wider implications of this connectivity enabled the medical centre to do video consultations with doctors on the mainland, saving patients a

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potential overnight trip to Dublin, as well as improving connectivity at the local school to enhance online learning tools, something that has been unreliable to date.

Loop Head as a grass-roots initiative has digital transformation as one element of its community agenda. To position themselves as attractive and viable places for remote work local community groups have been proactive in their approach to connectivity. For example, Loop Head Together, have been proactive in leveraging broadband services by conducting local surveys and approaching Internet providers with a critical mass for a customer base (Loop Head Facebook, 2021). This group, using WhatsApp as their medium of connection, enlisted residents to record their broadband strength. The results were compiled within two days and all areas across the entire peninsula were measured. Armed with this information the group have adopted a proactive business model approach to secure better services from the private sector. "*So what we're doing on Loop Head is getting a connection. And we don't have enough people yet but once we have 200 people lined up we contact three of the service providers and we say over this next year we're moving 200 people to one of you and away from the other two, what can you commit to*" (IE1C/ int. 16).

Another group carried out research within the local area through downloading an app to gauge broadband connectivity "*But we did a little bit of action research around it. We got the local community involved to just use an app on the phone just to check the signal strength. And then we collated that information and we shared it with the broadband officer for the county and also a company called Cellnex who are I suppose partnership is the wrong word but they work in conjunction with Coillte. So basically we're in ongoing contact with both of them but Cellnex are now looking at a number of different sites in the area with a view to putting in infrastructure which then would allow for the Eirs and the Threes and the Vodafones of this world to have their networks on this communication mast* (IE1C/ int. 18)

Local innovations such as this are occurring outside state agency bodies, responding to barriers that remote workers are encountering, and are fast-tracking the process of connectivity to ensure that their communities do not miss out on opportunities afforded by remote working. The roll-out of high-speed fibre under the National Broadband Plan is a key aspect to addressing issues of connectivity in rural Ireland. National Broadband Ireland has responsibility for providing this infrastructure. However, there is a legacy of scepticism surrounding the actual level of provision "*she covered a story specifically about our*

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connectivity because fibre had come to Burtonport and had stopped in Burtonport and we made the argument that you know it's only three miles. Why can't they come just another three miles you know"(IE1C/ int.17) . Grow Remote have recently engaged in a partnership with National Broadband Ireland (NBI) which suggests the needs of local places will be brought to the decision making table. According to Keogh "*It's one that is needed if we are to accurately identify challenges and build solutions that fulfil the potential of rural Ireland*".

Human resources

Remote working skills: People must be willing and able to work remotely. Keogh (2019) highlights how effectively working remotely is itself a skill. This does not just need the employee to adapt, so must the employer. This requires employers to do more than facilitate remote work through having a clear policy that allows for it, but also to build a remote work culture (Irish Rural Link, 2020, Galway Chamber, 2020).

Human resources in terms of training are required to enable remote employees and employers to operate effectively but there is also a need to upskill rural communities in the competencies required for remote work so that they are ready to take advantage of the opportunities which will be opened up to them. Philip et al (2019) makes reference to the 'second' digital divide whereby digital divides are more about differences in skills and usage than the 'does/does not use Internet' binary.

Through Grow Remote and community groups a range of different avenues to upskill local communities and advertise Jobs to local communities exist. In collaboration with key partners, Grow Remote activities include a training programme for remote workers and remote managers (Grow Remote, 2020a). Grow Remote local chapters, through local meetings, actively identify skill gaps within their communities and organise training to address this gap. Grow Remote have also been responsive to enabling and facilitating females back to work. A number of female parents identified children as the reason for leaving or not returning to work, however Chapter leaders are also noticing a barrier in the approach women were taking to remote work in comparison to males. "What we were finding as well is that women in particular would if they read the job spec and they saw some terminology on it that they didn't understand they wouldn't go for the job. Whereas if a guy saw it he'd just go ah I'll go for it anyway" (IE1C/ Int.4) . In addition to this Grow

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Remote Chapter leaders identified a skill set deficit due to taking time off to mind children. To address this feedback from the local community the Chapter leader sought out local businesses to ascertain the skill set required to obtain employment "*So then with Grow Remote they were full-time permanent jobs. They don't kind of promote the kind of gig economy or anything like that. But I was thinking I need to peel it back a little bit more just to make it a little bit easier for people. They can't just go from nothing into these technical jobs. So I was trying to see is there any kind of other work especially when Covid came along, was there any kind of other work that people could get. So I heard there was a guy in Kinvara and he got really busy during Covid with online work. And he was teaching English as a foreign language. And when China went into lockdown he was bombarded with work because the Chinese parents were getting their kids extra grinds in English and they were paying for extra English lessons. And he was teaching four-year-olds in China*" (IE1C/ int.4). This was followed with a partnering with the local rural development company to provide a course for local women to become TEFL teachers. This facilitation by Grow Remote to bridge the gap between employer and employee and provide the necessary upskilling of remote workers is changing the landscape of remote work and rural employment structures.

Grow Remote operate an online Job Clubs at different times which are aimed at the existing rural community "*There's actually a Grow Remote jobs club meeting at 1 o'clock today that I'm going to go to where they're trying to encourage say local people to apply for remote roles maybe customer entry roles*" (IE1C/ int. 8).

The online skills module offered by Grow Remote and the proactive community focused courses provided by the different community groups address this issue of 'digital exclusion' (Park, 2012). In the context of rural areas where other exclusion issues already reside these actors have a vital role to play in the social cohesion of local areas.

Remote work also brings health and safety issues when remote working, not only for the employee but also the employer. In the absence of the traditional workspace which is regulated by industry standards, remote workers also need to be educated in these aspects. Remote workers in this study highlighted different elements linked to self-care. The need to have appropriate equipment, for example an ergonomic chair and table was one example "*So that's probably the biggest thing I could say for self-care at home. I know there's a lot more research now coming out about even how you should sit. You shouldn't actually sit at a*

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90 degree angle, that you should actually be leaning back at a 120 or even further" (IE1C/Int. 24).

Cultural resources

A supportive culture for rural remote work has a number of facets:

Knowledge and Awareness: Improving local awareness of remote work opportunities is needed. Part of Grow Remote's work involves making remote work opportunities visible. They achieve this through a dual process, online and through local chapters. This involved the creation of an online Remote Jobs Board (Remote Jobs Ireland, no date), alongside wider seminars that support finding and being ready to take up (e.g. IT needs) remote work (Grow Remote, 2020a). Through the local Chapters, leaders were central to provide visibility of remote work and to promote the potential of remote work for local communities "*letting people know in the area that there is remote work out there available to them. So I was getting people coming to me looking for work and then I'd kind of sit down and chat with them and see what their skills were and then look up online and look at all the different recruiters that were in the remote space and see if there was any jobs that would suit the people that I was meeting on the ground*" (IE1C/ int.6) The effectiveness of Grow Remote in this aspect was clear throughout. "*And then I saw the Grow Remote stuff and that really was like this is gonna be a brilliant idea… So I actually had been actively looking at the same time as well so I could you know based on my experience from what I was seeing on jobs boards and watching what was going on in the Grow Remote community with people applying for work and things like that*"(IE1C/ int. 24).

The role of Grow remote in bridging these gaps has been acknowledge "*I think where Grow Remote play a key role that is unlikely to be paid by the state is in you know managing and sharing knowledge around the cultural impact of the shift in remote workings. The soft supports that very often people will look for when they move to like those town taster sessions you know where is the school, where is the local GAA club, where is the shop, where is the really nice place to get coffee. All that kind of soft information that you know where's the best place to buy a house that people value and can be kind of given in those kind of settings that Grow Remote can support*" (IE1C/ Int.5).

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Employer shift: Greater numbers of jobs that are not currently remote could be. This requires employers to facilitate remote work through their workplace polices. The building of a remote work culture also feeds into the strength of human resources supporting remote work. Grow Remote has been engaging employers to not only stimulate this process at employer level "*I think the other aspect of it is because they work with an awful lot of very kind of nimble and early stage companies that have embraced remote that they're very good at sharing learning in terms of you know up and coming technology*" (IE1C/ Int. 5) but to also support employers in this process. Grow Remote have collaborated with Laois and Offaly Education and Training Board, IDA Ireland and Solas to create two online training programmes designed to upskill prospective and current remote workers and frontline managers in remote working policies and best practices "*And then in the context of more you know kind of structured supports they're working with the Laois/Offaly ETB in terms of remote courses and remote courses in supporting managers better, introducing remote work"* (IE1C/ int. 5). A Grow Remote Chapter Leader expressed a belief that shifting the mindset of employers is happening and possible "*You train managers. The tech companies that come into the local authorities and this is happening so we'll show you how to. And then you come down right down to your local solicitors, your local accountants who've had to do this and you know train. It's a culture change. The question is asked can you change a culture,. Yes you can*" (IE1C/ Int.7).

Supervision of remote work is a challenge, and many people in supervisory or management roles reported high stress levels (WDC, 2016). This highlights that more work needs to be undertaken to support employers to enable them to have a remote team.

Lifestyle ambition: If remote work can be leveraged to combat rural depopulation, it also needs the existence of a population that wants to re-locate to rural areas. Anecdotal evidence suggests a trend exists where remote workers move from urban areas to rural locations driven by for example by lower costs of living and rural quality of life (Galway Chamber, 2020).

The motivating factors collected from the newcomers that participated in this research compound this anecdotal evidence. Quality of life centred on issues related to benefits offered by the rural environment "*I love that you know its quiet and yeah its surrounded by nature and you know you don't hear much traffic at all. It's what I was craving you know that*

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peace and quiet" (IE1C/ Int. 6), to spending time with children "*Probably number 1 was a different lifestyle just to have more time with our kids when they're younger*" (IE1C/ Int.11).

To capitalise on personal ambitions of potential newcomers, community groups have been undertaking surveys. Online surveys was the most popular form of survey method mentioned (perhaps reflective of COVID-19 restrictions). "*So it wasn't difficult for us to get a cohort. And we sent out our survey to anybody who was living away, for people who were interested in moving back who were not interested in moving back, just anybody who was part of the diaspora and asked them what it was that they needed to move back, what was the thing that was stopping them from moving back. And we got the data back*" (IE1C/Int.16). This proactive approach allows communities to identify gaps between place resources and newcomers desires.

Economic resources

The jobs created by remote work are a central resource to support rural remote working.

Remote work availability: The availability of remote jobs is increasing. While the exception and not the rule, all jobs with some companies are no longer linked to a specific location. Companies embracing a completely remote workforce include Shopify, Buffer and Git Hub. More commonly, employers embracing remote work retain a blend, where employees work remotely some of the time, or some employees work remotely all of the time. This trend is reflected in the experiences of the participants with one nothing that "*even thanks to Covid as well in a sense all your regular jobs boards such as Indeed and Glassdoor and stuff like that they've now obviously they've distinguished between jobs.. Like even my reach now say if I left my job and changed careers or did whatever a lot of the work I could now comfortable travel to Limerick because I wouldn't have to go five days a week*" (IE1C/ Int.24). However this still seems to be in a transition stage as the same participant noted that some remote jobs are not full-time remote positions "Because there's a problem that does come up quite often still is you have a lot of jobs that are temporary remote but what's worse is there's a lot of companies and they're putting their jobs up on jobs boards. You'll see they'll say remote but the minute you start spending your time going into the job description to read it you'll read through it and then towards the end or else if you're lucky at the start you'll see temporarily remote in the description. So that's a bit of a downfall there when

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you're looking" (IE1C/ Int.24). Grow remote, on their Jobs Board, have created a 'Tips' section to prospective employees to guide them in the process of searching for employment. A 'query' function also exists for users to engage with the wider remote work community on their Slack platform (https://growremote.ie/irish-remote-jobs-board/).

At a local level groups have created local websites which act as a 'landing' page for any interested newcomers. These websites provide information on remote jobs and jobs available with the locality. Local groups are also organising employment workshops in their areas " *I suppose we're trying to put in place a few different supports and helps to help them to find a job locally. Very simply we'll say when people engage with us we get them to link in with our social media channels. So plane and simple. So when we see posts coming up, now seasonal work we will put up there from time to time but you know kind of proper jobs you know full-time jobs or whatever we will post those on social media so that they can keep track of those and see what's going on. But for example now on Wednesday this being the month of enterprise in the county we've organised a few different events and one of them is an employment workshop. So we have someone from Grow Remote*" (IE1C/ Int.18). Initiatives such as this are linking perspective remote workers with jobs.

In the context of attracting newcomers to address issues of population decline and to stimulate generational renewal it emerged that having a job before making the decision to relocate was a priority. This reinforces the power of remote work in mobilising newcomers to relocate to rural areas. It also highlights the need to support the awareness of remote jobs and to incentivise employers to develop remote work policies as people will not relocate without employment "*definitely yeah. I definitely wouldn't have been taking on a challenge like that without having an established business that wasn't relying upon a local area as well. I think that would add just another level of stress to it if you were moving to the area*" (IE1C/ Int.25)

Precarious work: Rural remote working can be inhibited by the precarious nature of work. This is not unique to remote work, but if rurally located where other jobs options are limited it becomes more of an issue than in urban areas where job options tend to be more plentiful. Looking beyond the remote job to remote work as a career option is an issue. Also in rural contexts when considering remote work to combat depopulation, the re-location of

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families is also a consideration – relocation may depend on the availability of more than one job.

Some respondents discussed the issue of job progression or having to accept a lesser role in order to secure a remote job. "*So you know companies can be flexible to a degree but you need to be on site for some things especially if you're managing people or dealing with other departments and that. So yeah. So the job pool is kind of limited as well. So you might have to take a side-step or a step down as well*" (IE1C/ Int. 10). Employees in more established positions or later in their career stage, felt that this was less of an issue and in fact accepted a trade between a work-life balance. "*Now I am fortunate because you know I'm kind of taking a step back. I don't have manager responsibilities but I'm still a consultant. I'm getting nice fees and work nine months in the year .. so I'm kind of a step down but you know a step up in my work/life balance*" (IE1C/ Int.10). However, remote workers are not a homogenous group and from a generational renewal perspective rural areas also require young newcomers as remote workers. The concern of job progression and the need to be seen was especially felt by remote workers earlier in their career "*lot of the young people have expressed concern to me about working remotely from Arranmore and not being seen in the office… And they're saying about well if I'm not there I'm missing out on you know training opportunities and you know networking*" (IE1C/ Int. 17). Access to mentors, training and knowledge transfer for career development was also highlighted as a potential challenge for remote workers "*I think equally there's a challenge for early stage workers, those that are just finishing college or just finished school and are starting their careers. It's important that they have the facilities to develop a professional network to kind of learn through peer learning in workplaces or from the more senior people in workplaces. So that knowledge transfer and the scope to develop their careers is very important. I think remote working probably suits those better in mid-career stage where they're well-established, they understand their job, they kind of know a lot of what they need to know and occasional refresher or CPD would keep them ticking over*" (IE1C/Int.5). These findings are commensurate with a report by the WDC of remote workers during COVID. The cohort who showed greatest dissatisfaction with remote working were those in the 18-30 age group. In the NUI Galway-WDC Survey Phase II, 24.7% reported that they would not like to continue to work remotely or only to work remotely several times a month (McCarthy, 2020).

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The negative implications of this on take-up of remote work by young people was considered a two-fold issue. Firstly, rural areas will only attract older retiring remote workers "You know let's face it. I mean normally when people come to my age and they're able to set up a business anywhere they want their kids have grown up. So if I fell in love with Loop Head I would come here but I would be occupying a house with no kids. And that's fine. We need those kind of people too. But then what happens if all of the houses are occupied like that" (IE1C/ int. 16) and secondly a divide in the remote working community linked to quality of jobs "*Its very important that remote workers are not seen as second class citizens so that they have equality of voice and opportunity and that they're able to apply for promotion and that they don't end up in a situation where you have an out of sight out of mind situation so that they miss out on opportunities by not being in the room. And that really has to come from the leadership in organisations*" (IE1C/Int. 5).

Place offering: For rural areas to benefit from the remote work trend, they must be seen as attractive places to live and where remote work is possible. Remote workers are not a homogenous group and vary in profile and needs. Attracting newcomers requires having the necessary resources in place to accommodate the different type of newcomers. Many of the respondents had prerequisites for their choice location. These ranged from the availability of schools, a shop, medical services for example.

"*So all the services. There's a little hospital. There's you know the county council offices. There were lots of reasons why Arranmore was a good fit in terms of its location as well*" (IE1C/ Int.11).

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Social resources

A remote work culture is usually intangible and experienced through what are often unwritten behavioural norms and expectations. Some organisational cultures are more conducive to remote working and many IT and tech companies have a long tradition of remote working for many of their staff. However, other organisations have more traditional cultures which are in-person or on-site based with remote working being rarely used or expected in terms of norms and practices.

The early days of Grow Remote grew from anecdotal evidence and early feedback surrounding issues of lack of awareness and isolation "*We had a notion at that stage where*

the CSO was reporting a quarter of a million remote workers in Ireland and we're like oh we'll bring them together because the biggest issue for remote working is isolation and when they all come together they'll be stronger within their communities and other stuff will roll out of that and then they can tell their communities about remote rolls" (IE1C/ Int. 1).

The operation of Grow Remote lends itself to creating two forms of remote working communities. Its online communities which are multi-layered with numerous entry points (ChangeXplatform, Slack community, Facebook) and a physical community through local chapters. In the context of RURALISZATION it is noteworthy to reflect on the adopting a definition of community that largely restricts itself to rural communities as geographically defined and having locality-specific services (due to the definitions in the policy we review) but also acknowledge that other types of 'communities' interact and are, indeed, embedded, at this level in multiple ways. These might be communities of practice, as well as online communities of interest and social networks. Therefore communities can be understood as geographically and socio-culturally open systems (Wilson, 2013) and building resilient communities must involve a process of multiple pathways at a range of scales (Skerratt and Steiner, 2013). Wilson reasons that 'striking the right "balance" between communities and their scalar interactions with the global level is key for maximization of community resilience' (2012 p.1218).

Remote Work is posited as a mechanism through which rural issues of depopulation can be addressed. However, rural areas vary widely in terms of their accessibility, connectivity and remoteness. Within rural studies literature, rural isolation is a recurring theme and issues of social exclusion are well documented. Newcomers to rural areas in this study commented on the challenges of finding a 'way-in' to the community. References to being a "blow-in" was referred to during the interviews. Rural areas by their nature do not have the same opportunities for interaction as urban centres, for example shopping centre, coffee shops, and finding a 'way-in' to a community can be a challenge for remote working newcomers. Without family ties or children attending local schools one respondent recounted the experience of being a newcomer "*Well no I think in general my family would have been blow-ins in Waterford so its not like I ever felt like I was from there anyway. But I think its not… I think some people can find it more difficult than others maybe. Like I know someone who lives in quite a remote area and everyone else who lives in that area is all related so*

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they're all cousins. And she finds that quite hard because you know you can infiltrate a friendship group maybe and become friends with people but its never quite the same as a really tight knit family group that you're not going to break into or you know you're never gonna be their family" (IE1C/ int. 9). Rural areas must provide a good quality living environment in order to ensure that newcomers become 'stayers'. One community actor framed the dilemma facing rural communities that want to capture the opportunities presented by remote working "*how do we get the community amenities for the remote working needs but how do we get the remote worker that also stimulates the community amenities*" (IE1C/ int.16).

Communities and local level actors are aware of this challenge and the need to translate newcomer to stayer in order to achieve sustainable regeneration of their areas. The Dingle group initiated the concept of a "Town Taster". The concept is to allow potential newcomers to get a flavour of a place. While, this has been used in other locations, for example in Valentia, Co Kerry and in a local Chapter in Barcelona, other chapter leaders were keen to point out the importance of "*know whos your audience*" (IE1C/ int. 2). They agreed in principal with the need of finding a means to integrate newcomers however the respondent was cognisant of responding to the needs of a place, its offerings and the needs of its community "*I think it is important though too of like you have to kind of test the assumptions and ..okay well why did the town taster work in Kerry, why were they doing it, how did they do it. And so you know there is a rigor. You can't just say oh well let's just you know cut and paste and do that in Clare and its gonna be as successful. Again I think you know you've gotta look and say who's the audience, what are they interested in, you know would this idea work or do we need to adapt it or do we need to do something entirely different*". Examples of other initiatives by Chapters include organising gatherings at a local venue that has a space for informal social activities such as an evening of music or earlier for a game of chess. "*We did try an after work sort of thing on a Thursday or a Friday. The pub itself has geared itself to sort of early evening music and stuff like that. They're more targeting I'd say my cohort of people you know that you have kids, I'm not gonna go out and drink ten pints but I'll go out and have a cup of coffee in the evening and play a bit of music. Or people come there to play chess. They do like a 2 to 4 on a Thursday the cappuccino*

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sessions which were filmed by Prime Time as part of a program they were doing on Grow Remote" (IE1C/ int. 4).

Rural communities have an integral role to play in the integration and embedding of newcomers into a local place. The presence of different clubs were mentioned as pathways to getting to know the locals "the swimming community there is actually groups now that are doing it for the last few months now. There is different groups. There's a few of them. You know there's an older group in the local town that go. There's a few lads I've actually found that I didn't realise were living in the area that aren't too far off my age group. So I was like yeah I'm hanging out with a few of them and they go in swimming and stuff. So there is that that brought a bit more of a social aspect to hanging around here and stuff like that. Other than that like the only things I can really do here, I wasn't too keen on it because I have a tendency to get injured but I joined my local GAA club again" (IE1C/ int. 24).

The community level at which the remote working movement is operating enables adaption to local vagaries which can ensure that this social innovation can benefit rural areas through embedding newcomers into local communities.

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Political resources

Political resources will underpin the success of this practice. Rural areas suffer from a legacy of service deficits and this issue was reflected in the findings. While remote work enables newcomers some rural areas are not feasible options. Remote workers with families identified the necessity of a school and a GP for example in their location choices, while another respondent noted that there was no female GP in a 60 mile radius. Connections to the 'ear' of a politician had proven to reap rewards for local community groups. Remote work may not be attractive to everyone or may be more attractive at different life and career stages. This caveat points to the importance of other supports such as schools, childcare services and facilities being in place to ensure that rural areas are attractive to all types of remote workers. Local politicians and national level policy makers hold the keys to unblocking these obstacles "*And there's kind of I suppose you know when you have say for example the likes of the county council or Rionn na Gaeltachta and then the ear of the department of community and rural affairs as well it's pretty powerful like the type of influence that a small tiny community can have*" (IE1C/ int. 18).

Physical resources

Physical resources are integral to remote working. The most used remote work location for employees was working from home, but for others there is a desire to separate work and home or to have a blended arrangement to facilitate video-conferencing or meeting rooms. House size can also impact the option of home workspace therefore co-working spaces are important to respond to different arrangements. The infrastructural requirements for work location spaces should be informed by local specific need.

Co-working spaces

The remote work location for some employees may be working from home, but for others the idea is still to separate work and home. Co-working spaces are important to facilitate this, and also to overcome other issues that arose in relation to remote work in rural areas.

The community groups in this study have mobilised local resources to establish hubs in their local areas. Some have operated as a social enterprises where the hub space provides for other community needs; enterprise centres which support remote workers and enterprises; while others just provide co-working spaces and hot-desk spaces.

Arranmore community group took advantage of a local building to establish a local social enterprise hub. The design of the building lent itself to facilitating accommodation, which is now facilitating tourism around digital nomads and corporate events. The repurposing of the building has also addressed the issue of underused building within the community. "*And there's a wee bit of accommodation upstairs above the digital hub…it wasn't purposefully built in. It just so happened. And I probably should have told you this. The space that we got was part of an existing building and this was something that I found fascinating and it actually got pointed out by one of the journalists at the time. The downstairs of the building is a restaurant and next door was what people used to call the pool room and it was a room where there was pool tables and gaming machines and so all the kids hung out and they came and ate ice-cream and played their computer games and what not. And upstairs was eight bedrooms obviously bed and breakfast which was belonging to the restaurant. So the pool room had become defunct because there was no kids about to use it anymore and it just wasn't viable anymore. So I had gone to the owner and I spoke to her and I said is there any*

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chance we could possibly because it ticked all the boxes. It was right beside the ferry. It was right in the middle of one of the main sort of parts of the island where you've got schools and shops and bars and what not so I thought that's the best place for it to be. And they were open to the fact that they would give us that space. And it just so happens now that the kids who used to play in there in their gaming machines and play pool are now working in that space" (IE1C/ Int. 17). On a smaller scale another group gathered the community to clean up an old building "*was an existing Údarás building. They just basically kind of painted it up and changed the desks and chairs. Because you know they were conscious of the fact that we didn't have any co-working space in the village here and it was just repurposing of an existing property*" (IE1C/ Int.18).

Remote work in some hubs can be part of a **wider community agenda** such that these hubs have become hives for knowledge transfer, synergies and innovation. Co-working spaces or hubs can facilitate an opportunity space for innovation to occur. This is a feature that was experienced by the participants, with one recounting an issue they had encountered being solved by the remote working community within the co-work space "*You can come in a room and you can turn around and say to somebody listen I've got this problem and you work in this industry, is there any chance you can come up with a solution for me. And these sorts of things are going on in digital hubs. And that in itself is something totally different again outside of what the benefits is to our community you know*" (IE1C/ Int. 17). Dingle Hub, Kerry emerged from a desire to diversify the local economy which had an over dependence of tourism and to position itself to take advantage of broadband "*No the hub there was a conversation at one of our lovely festivals here in kind of December 2016. So it was Other Voices and the Ireland's edge conference at that a group of local business people got together and they said look broadband is coming. you know it had the potential to be a game-changer for places like Dingle. We're really too heavily dependent on tourism. We need diversification, what do we do*" (IE1C/ Int. 22). The hub started out as a digital hub and used this as a springboard to develop partnerships with key stakeholders. For example, relationships were formed with local groups, local businesses, academic institutions and state agencies all of which provided resources such as training, awareness and information. This broad spectrum of stakeholders has created an open-ended transfer of knowledge which has resulted in the co-creation of a strategic local development plan for the area. It

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also acts as a hub for community initiatives. When a local group identifies a potential project for the area the hub functions to make connections with relevant stakeholders to gather information, provide training to locals and ultimately realise the plan "*I think what we're seeing is that the hubs have a role to play in just providing that kind of institutional memory and capacity for projects. We had a wonderful project here the skin project which really facilitated bringing together a load of groups. It was about short supply chains. And it was with Teagasc and they had a researcher on it who facilitated all the meetings, brought a load of working groups together in the area, food production, tourism and heritage with the aims of encouraging you know agri tourism businesses, new businesses around that*" (IE1C/Int.22). The success of the hub in Dingle has meant that it is now moving to larger and more modern premises as they want to ensure that remote workers have a good quality work environment but also that they meet standards required by companies to have a remote working team. "*So when we started it was enough to have access to the wonderful broadband that we had and people were very happy with it, I'm delighted with myself sitting in my drafty building. But I think expectations are higher now. And if companies are supporting their employees to go into hubs they'll expect a certain standard just from the physical building alone. I think we have the plans in place working closely with Úadaras na Gaeltachta to re-develop the old hospital here and there would be an enterprise space in that. And I do think yeah. And I think policy is going to support that. It is supporting it to put the capital infrastructure in for rural areas to have you know that physical space to support people*" (IE1C/ Int.22).

Hubs in rural areas were shown to perform a number of roles. They addressed issues of **isolation** by providing a space to engage with people "*to be able to network with other groups and to be able to mix and chat and I think that's really important for you know your mental health and your working day. And we spend a lot of our time at work so I think its really important that you can down tools at some point during the working day and actually chat to a real live person not on zoom*" (Focus group). Others felt it structured their day and was better for their mental health "*Because working from home is very insular. And I think a lot of people found that over lockdown that it can be a bit depressing not leaving. Like you could get up in your pyjamas, work all day and just go back to bed. And I think some people did that over lockdown and it's not good for their mental health*" (IE1C/ Int. 9).

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This suggests that hubs can respond to the needs of different communities and reflects a theme that emerged during the focus group regarding **co-designing** with communities "*I know there's a thing just on that. I mean with the county councils wanting to do hubs or whatever there's some lovely samples like the Porterhouse in Galway where a lot of local people got involved in making that. But I think you know spending six months if anyone does want to do a hub spending six months getting to know the people in the community first and then getting the community to co-design the hub with you. That goes so far in you know making it a community hub and then it really is a welcome you know for other people.* (IE1C/ int. Focus Group). There was also a strong feeling toward the role of community in supporting the promotion of remote work in their communities "*Because communities very often are acutely aware of their own decline particularly when that decline is a population decline. And so communities can, like as one of the other speakers mentioned there about the hub in Skibbereen communities can come together and they can create hubs. They can demonstrate that they are innovators in their own right and that they are prepared to support networks of remote workers. So communities can play a role in supporting remote working but also in demonstrating that they want to see this as a social innovation, they want to adapt this and they want to help it, utilise it to help them regenerate themselves you know."* (IE1C/ int. focus group).

Place for **social integration**. Newcomers to rural areas can find making connections to place a challenge, especially as rural areas are considered 'tight knit'. Working in a co-working space provides an opportunity to meet people from a diversity of backgrounds "*And I think there is that apprehension you know particularly for my husband whose you know I'm originally from Ireland, he's English and he's kind of going oh my God am I gonna be mocked in rural Ireland with my English accent. And the existence of a hub that has loads of English people and American people and people from all over the world in it was a real signal that you know the community was trying to attract people to come in from outside. So I think that is a huge positive*." (IE1C/ int. focus group). While another participant joined a hub as a means to get to know local people and find out what was happening in the community "*And as it turned out the house that I was moving into did have good broadband but it was good to join a hub I found moving to a new place for a number of reasons, so to meet people, to get involved in community initiatives*" (IE1C/ Int. 9).

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The need to attract young people to rural areas is one of the cornerstones for generational renewal. Providing options such as remote work opens the potential for this. However, it was felt that for young people remote work can be less attractive as an option as it impacts their need for **social connections**. It was regarded that hubs addresses this obstacle by allowing social interaction, so young people can still have an "*office romance"* (IE1C/ Int. 9).

Co-working spaces also provide an opportunity to accommodate the needs of **different types of remote workers**. For example, some may be renting or in shared accommodation, or in a house that would not have space for an office. This is an important aspect when advancing a policy for remote workers "*And we have the space for me and my husband to have a separate room each to work from and we need a separate room. Like realistically there are days when we can just be on calls all day. There's no way we could share a room you know. The issue is if for example for any reason we had to move finding a house that can not only accommodate the family in terms of living space but accommodate two workers that's a lot to ask for. That's a big house you're looking for. And that's where I go back to you know if there's more localised co-working spaces that's less of a concern for somebody who is either looking for a house to buy or rent*" (IE1C/ int. 12).

Hubs not only provide spaces for remote workers they can also provide a space for workers in the short term. One group noted that when family members were hone for a funeral they extended their stay as they could remote work from the hub "*I think our first sort of long-term use of it, when I say long-term use I'm talking about three or four days of the hub was because there had been a bereavement on the island*" (IE1C/ int. 17).

Local groups are also focusing on using hubs as part of their **tourism** strategy with the added objectives of exposing younger people to a better quality of life, a new way of working and building relationships with place "*we were aiming to do was trying to get people to think about spending more time here by the beach. So you know for example a friend of mine she is a lawyer in Chicago and she's a partner in a law firm there. And you know she moved to Chicago and she's had two children since and they're starting to grow up there. She always tries to get home every year for two weeks of the year so they can spend time at home with their granny and granda and enjoy the benefits that she had growing up. But its only two weeks of the year and it's the only two weeks that she gets with regards to holidays to be able to do that. But like everybody whether they be in America or whether they be in other*

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parts of Ireland or London or wherever the thing is the kids all have a summer holiday but they're only getting to spend sort of two weeks of that holiday on Aranmore. What we were of the thinking was that if these children came back and spent more time in their community they're gonna start to build relationships. They'll know their cousins better. Make new friends. See what it is to live in the place that their heritage is from" (IE1C/ Int. 17).

Multiple benefits accrue from hubs, as one local community volunteer noted, "*your Trojan horse is your digital hub*" (IE1C/ int. 17). It was commented that the impact of the hub at the community level in facilitating remote work and newcomers has an immediate impact across all sectors of the community, "*from that comes improvement in education, new business opportunities because there's more people on the ground, come new employment opportunities because people can apply for a job which they ordinarily could never have applied for because they live on an island. And that's a major problem. There's a lot of people who are qualified on Arranmore but the jobs aren't available to them. Unless they move to a city they'll never be able to take that job. But once those jobs become remote all of a sudden that opens up the employment opportunities for people*" (IE1C/ int. 17).

Occupancy is vital for the viability of hubs. Therefore local groups and hub managers are conscious of hub design, function and letting arrangements. Use of hubs by local remote workers will generate revenue to local restaurants, however corporate lettings brings remote workers for short term stays which can spread revenue across a number sectors within the community. Additionally a recent document by the Regional Assemblies of Ireland has proposed a range of match funding opportunities for ERDF projects that will deliver additional co-working hubs of scale within or in close proximity to Designated Regional Growth Centres and Key Towns as defined by each Assembly's RSES and prominent rural communities. This could involve – but wouldn't be limited to – encouraging private sector companies to provide an element of match funding for these type of REDF projects or possibly removing the 20 per cent for these type of REDF projects that provide a sizeable economic uplift to a geographical area (Regional Assembly, 2020). This co-operative approach between public and private partners was also raised in the focus group discussion "*Part of me thinks as well though with regard to social innovation part of this responsibility may lie with employers of remote workers as well. And especially where an employer actually has an opportunity where there's multiple employees that are working from the same area. I*

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think there could be an opportunity for them to link in with the community to look at the idea of you know looking at a remote working hub or innovation hub or whatever those scenarios there" (IE1C/ int. Focus group).

Hubs in rural areas have the potential to respond to issues that exist in relation to remote work but can also act as catalysts for community and enterprise development but there must be policy and financial support. The government have provided funding of €5m to support the development of hubs and the Western Development Commission are creating a register of all hubs to create a national registry and develop a centralised booking system. This not only signals confidence in the practice from an employer's perspective but also ensures that remote workers can expect high quality work spaces which will serve to harness the potential associated with digital nomads and remote workers that extend holiday stays with family. Hubs have evolved into ecosystems for community and enterprise development. However, the delivery of hubs at a local level require community input as community groups are best placed to assess the type, purpose and objectives of the hubs and community.

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Innovation

Innovation is key to creating opportunities and solving problems in the rural economy. Innovation is a multi-faceted concept that links to new products and processes, as well as their adaptation and transfer. It is about improving how things are done, as well as addressing problems.

Innovation in the context of rural areas is linked to the individual or active groups within the process of the system of innovation in rural areas. From this perspective the remote work movement engages multiple forms of innovation to enable remote work and remote workers.

Business innovation –one of the goals of Grow Remote is to fill the gap between employers and places. By first connecting, and then creating collaborations between co-working managers, freelancers, nomads, remote workers and remote working companies, through various channels of communication and information distribution, Grow Remote has created a space for interconnectivity which has open the jobs pool for employers and employees.

Digital innovation – The setting up of 'Chapters', as part of the Grow Remote initiative, is done so through free to use technology platform called ChangeX, where any local community leader can get trained up online on how to go about building a remote working community in their local area. This makes it possible for people living in rural communities to have instant access to secure remote working jobs. This helps tackle issues such as depopulation, limited employment opportunities and out-migration in rural areas. This model of delivery is the formal structure of Grow Remote however at a local level Chapters have adapted to respond to user preferences and to reach more remote workers to grow the local chapter "*ChangeX is fantastic for community and cause building. If I'm honest and kind of critical in a constructive way the platform itself can still be sort of wonky. Like we kind of go through the motions of you know if you're interested you sign up and you become a member and you know you're sort of tagged within that community. But we also kind of recognised how people wanna communicate. We have a Facebook group, we have WhatsApp, we have Slack and those are kind of the tools that people are using for communicating. And frankly that's where you know we're constantly having more people join the chapters*" (IE1C/ Int. 2). The ChangeX platform facilitates the first entry point but the fluidity of the Grow Remote structure enables agility at local level to facilitate the heterogeneity of users at different levels.

Social innovation – remote work can be conceptualised as a social innovation however visibility of remote work opportunities in rural areas, couple with issues of isolation is an emerging theme of remote workers. The interaction of these issues were considered barriers to capturing the potential of this innovation "*And that's the biggest problem of remote work is to feel isolated and then people don't wanna do it*" (IE1C/ Int. 6). Grow remote addresses this issue by providing different platforms for different actors (remote workers, companies, and local communities) to come together to explore and understand the possibilities of remote working. This model of employment requires all stakeholders to work together to enable local communities to thrive. Grow remote also operates an interactive Slack platform which allows instant connection to other remote workers which reduces the issue of isolation while additionally grows the remote working community "*I think as well some of*

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the communication now you know using slack I think is really effective because the sway its set up with different channels you know if you're interested in events, if you're interested in you know just the whole move from an urban area down to a rural area, if you're interested in policy you know there are different Slack channels set up and you can always add more" (IE1C/ Int. 2). Creating outlets for communicating, sharing success stories, challenges, and water-cooler chat is vital to creating a remote work community.

Innovative governance: Innovative governance or organisational innovation is also identified by OECD (2014) as particularly important and key to the broader understanding of innovation relevant to rural contexts. Ray (2006) considers governance mechanisms to affect rural development. Local communities should be involved in shaping development actions and how they are implemented. This also depends on local resources and values which can be likened to human and cultural capital "development is contextualised by focusing on the needs, capacities and perspectives of local people…the adoption of cultural, environment and 'community' values within a development intervention" (Ray, 2006, p.278-279). The different actors in this movement had novel approaches to the organisation of their structure. Grow Remote is made up of a National structure overseen by a diverse Board of management, it is then supported by community groups called Local Chapters across the country. Grow Remote provide an online package to guide individuals to become Chapter Leaders to start a local Chapter (https://www.changex.org/ie/growremote) and individuals are required to undertake a module on how to become a community leader. There are now over 130 local community leaders established across Ireland. Although there is a guide to support the start-up of a local chapter the form of that chapter is directed by the local agenda and they determine what stakeholders they need to engage to mobilise remote work in their community. A community council is elected by the entire Arranmore community by private ballot. If the nominated individual agrees to become a member they serve on the council for a number of years. Re-election after a number of years ensure there is no burnout and new people can bring new ideas for community development. Loop head is centrally driven but has forty local groups as stakeholders in its make-up. Additionally, the group divide the community agenda into nine interest groups. These groups are then linked via WhatsApp and this WhatsApp link is public to the world.

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Networks and Synergies

Building synergies and enabling networks are considered integral to the success of sustainable approaches to rural regeneration. A range of different approaches have been recorded, Woods (2005, p.146-8) for example outlines the approaches with the process of rural regeneration as being "characterised by small, community-led initiatives drawing on indigenous resources" where the state is more of a facilitator versus projects often driven by external investment; while in the context of small town regeneration, Powe et al. (2015) observe it calls for a many different stakeholders to be involved that possess diverse, complementary knowledge and resources to tackle this multidimensionality. Furbey (1999) argues particular priority should be attached to community involvement while it must also work on empowerment and building capacity within communities to enable effective involvement (Furbey, 1999). In the context of regeneration it is argued that multiple stakeholders are required both from within and outside the rural area.

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Grow Remote

Grow Remote strategically pursues collaborations and alliances with all key stakeholders involved in facilitating remote work, that is with Government Departments, state agencies, organisations, employers and employees and local communities in order to link enablers to place.

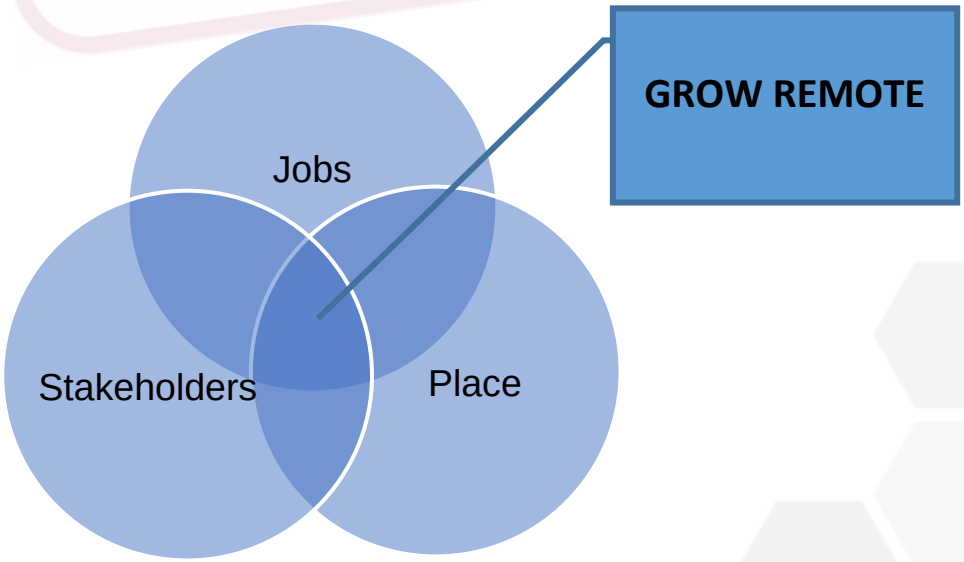

Figure 2. Grow Remote Dynamic

Viewing remote work in a social innovation context, Grow Remote illustrates the dynamics and importance of translocal networks to capture the benefits of this innovation. The key to the success of this social enterprise in enabling the social innovation of remote work to reach local rural areas involved establishing networks both at local and extra-local levels. Being part of such networks "allows them to mobilise ideas, resources, and support in other contexts to the benefit of rural regions" (Fink et al., 2017, p.10). Social entrepreneurs bridge spatial, social and cultural disconnections between rural communities and the wider world as they act as intermediaries connecting different 'worlds' that generally are disconnected (Murtagh and Farrell, 2020). Grow remote's operating structure at a national and local level has enabled these translocal networks to develop. At a national level Grow Remote has developed relationships with key stakeholders that influence regional and rural development in Ireland. For example the Western Development Commission, Enterprise Ireland, IDA, WDC, NACEC and SOLAS. These networks with key stakeholders have enabled the group to influence strategy formation. For example, Grow Remote participated in meetings hosted by the Joint Committee on Community and Rural Development outlining the state of remote working in Ireland in 2019; it co-created an open document with its remote work community to make a submission to the Department of Business, Enterprise and Innovation's public consultation on its guidance issued in relation to remote working during COVID-19. It has partnered with National Broadband Ireland (NBI) to influence the delivery of high-speed broadband. The partnerships according to Keogh is "reflective of the collaboration that's happening across the public, private and voluntary sector, it's one that is needed if we are to accurately identify challenges and build solutions that fulfil the potential of rural Ireland" (Keogh, 2021a). These networks ensure that the local rural agenda as informed by locals in its local chapters, is part of national dialogue and emerging national strategies or objectives are transmitted back to the remote working community through its Chapters. To further embed itself with key stakeholders and to stimulate new synergies Grow Remote has established an advisory panel (these two developments occurred post data collection). The aim of the panel is to help the social enterprise with its mission to "bridge the gap between remote employers and the communities and talent who are searching for them" (Keogh, 2021b). To meet this aim the panel is made of representatives from the public, private and community sector. The impact of Grow Remote through their

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networking was recognised across the interviews "*Ah yeah they're doing a tremendous amount of work. Unbelievable. Like they're lobbying the government and they're talking to all the multi-nationals you know and they're looking at policies around kind of hiring remote*" (IE1C/Int. 4).

Grow Remote also target employers to generate synergies between organisations and remote workers. To create a platform for this exchange Grow Remote created an employer partnership programme. Through this it offers a range of partnership, corporate membership and engagement opportunities for employers and organisations through its network. It identifies remote employers such as Shopify, HubSpot, Ebay, Automattic and Glofox on its partnership registry (https://growremote.ie/).

There were numerous examples of host Chapter leaders not only linking people to remote jobs but also facilitating newcomers. A jobs seminar to spread awareness of remote work led to the identification of someone who wanted to not only work remotely but also to relocate "*Actually I had a guy on a virtual coffee last week he is originally from Tipp but he's living in Canada and himself and the wife want to move back. And they kind of said Mayo/Galway maybe. So this webpage they go into and they enter in whatever information they have that they want you know if they do know where they want to go if they've any particular stipulations and we're matching that information back out to the chapters*" (IE1C/ Int.1).

The local embeddedness of Grow Remote through its chapters has ensured that the concept of and potential of remote work has been disseminated among local communities. It is argued that the local embeddedness of social entrepreneurs makes it more likely that novel ideas will gain the support of local decision makers and communities, while also part of the social innovation is changed attitudes (Richter, 2019). Local Chapter leaders are pivotal in bringing key local actors together and establishing local remote working communities who can readily respond and adapt to challenges specific to that place.

Grow Remote provide an online package to guide individuals to become Chapter Leaders to start a local Chapter (https://www.changex.org/ie/growremote) and individuals are required to undertake a module on how to become a community leader. There are now over 130 local community leaders established across Ireland. Although there is a guide to support the start-up of a local Chapter the form of that Chapter is directed by the local agenda and they determine what stakeholders they need to engage to mobilise remote work in their

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community. For example one respondent noted the integration of an academic research institute to aid in an education programme. "*Like we set up on ChangeX which is a platform for you know I suppose bringing people together. But then we had our first in-person meeting here in Ballinasloe and I had invited you know some of the local partners as well. So we also had NUIG actually were down as well. … She looked after the adult education.* ." (IE1C/ Int.3). The interconnectivity of these networks create a space for synergies and knowledge transfer across and between local communities, private and public sectors and education institutions. One of the 'meet-ups' hosted by a Chapter leader captures the diversity of these networks "*So we had NUIG down and we had remote workers from the company Shopify down. And we had someone from the enterprise training board down as well. And then we also had someone from LEO down and from the jobs club and some of the local businesses. So that kind of thing. And people who you know were trying to find out more about remote working. So we launched it and then after that we've had local meetups typically usually down in the Shearwater hotel for a coffee. We'd be very accommodating you know. They just come. They don't have to book or anything*" (IE1C/ Int. 3). This collaborative approach to establishing networks and local Chapter's adaptive capacity highlights the innovative nature of this group, a feature which was remarked upon during the interviews "*No it's a very innovative organisation. It doesn't seem like there's anything quite like it elsewhere. And the chapter structure as well seems very important for that kind of local linkage*" (IE1C/ Int. 2).

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Community-led initiatives

Access to and engagement with education institutes has a role to play in enhancing social cohesion, through education pathways, rural community engagement with gateway research groups and the potential for research-informed programmes of rural development. Grow remote have developed links with the ETBS to develop skill packages for remote workers. The Dingle HUB have partnered with , ESB Networks, North East & West Kerry Development (NEWKD) and MaREI, the SFI Centre for Energy, Climate and Marine in a collaborative arrangement to develop Dingle Peninsula 2030 plan. Partners actively collaborated with each other and with the local community, schools, business, transport and farming sectors to support and enable the broader societal changes required for a

sustainable transition. The role of MaREI institute was integral to the process of this collaboration. With the skillset from the academic institute they not only facilitated the process but also recorded the collaborate process. This has resulted in the production of 'learning briefs' that provide best practice guidelines for collaborative arrangements (MaREI, 2020).

Community participation and leadership are understood theoretically to play significant roles in resilience (see Norris et al., 2008). To harness this it is necessary to develop relationships with local communities.

These elements were particularly prevalent in this case study. According to the community actors in this case study there were some key elements underpinning their success. These were related to community engagement, animation, capacity building and community empowerment. The issue of trust was central to engagement, "*Now one of our main rules and I can't use this rule, it's not PC anymore but I'd normally try and get drunk with people very quickly…Because it's part of the Russian culture is they'll never do a deal with you unless you've at least got very drunk with them one night because they know that you'll say certain things when you're sober… I think still going out and having the craic with someone is so important because that's where they'll really figure out whether it's worthwhile giving you the time of day*" (IE1C/ Int.16). Another core element was community authorship, to establish a community driven agenda "*Finding a solution to rural communities you know its communities first and foremost. If I had to give somebody a takeaway for anything that I would say no matter how long I speak for (and I could talk forever) but the thing is with regards to communities you know nothing's gonna work unless you bring the community along with you. They have ownership. They have to have input. You can't just tell them this is what you're gonna have and this is what's gonna work for you. It doesn't work like that. You have to go to them and find out what they need. You have to find out exactly what's going on there for the island. You can't turn around and tell them what's good for them. They'll tell you what's good for them and then you need to assist them in delivering that*" (IE1C/ Int. 17).

Another participant presented an analogy to explain the difference between traditional 'project' type approach to a community authored approach, suggesting that the community approach has more potential to grow and be dynamic rather than a static one dimensional project "*and I use this analogy of like if you take a kind of a child's pyramid on a table like for*

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me that's the project approach. You can take a lot of effort and you turn it on its side and you've moved a bit but it has no necessarily momentum. Whereas if you take the idea of a ball or a globe once you give it momentum it grows and snowballs. So what I'm hoping is that the community authoring by just saying let's go through a process of figuring out what we want. So instead of you know and I'll make it personal. Instead of the Healy-Rae's telling us what we'll get we'll be telling the Healy/Rae's" (IE1C/ Int. 23). Community groups also had a pro-active solution focused mindset when approaching agencies for help within their communities (IE1C/ Int. 8).

The digital economy offers many advantages to rural areas but latent issues linked to social, economic and territorial digital divides continue to create challenges for the adoption of this technology to capture its potential. This posed an obstacle to Arranmore to gain community support. In Arranmore an issue of generational digital divide emerged "*But to turn around and say to somebody in Arranmore who is say 65 or 70 who has never set foot in a digital hub you know they're gonna have the questions like why are you gonna put Arranmore all over the television*" (IE1C/ Int. 17). Additionally, a lack of awareness of its role in traditional sectors "*What benefit is it gonna be to me because I'm a fisherman or what benefit is it gonna be because you know…*" emerged as the community group aimed to gain community buy-in. This reflects the deeper complex issues linked to capacity to adapt (Folke et al. 2010). To address this the group adapted their approach to engaging the community. To respond to this the group developed Internet Of Things solutions to everyday challenges to animate the community in terms of the potential of technology. This involved developing an elderly care package designed to use technology to solve problems in everyday lives.

"*we thought the easiest thing would have been a kettle but there was some people turned around and said to us no I put my toaster on first thing in the morning and they didn't want it plugged into their kettle. And we said right fair enough. So there was wee small things like this they started shaping how they wanted the thing to go..We also put in IOT solutions in the environment. So we had you know rainfall monitors. ..We also put in IOT solutions with regards to people counters by the ferry…. Even for example the likes of the education end of things where you know we've got an air quality monitor for example and the secondary school students can access the data to that as part of a project that they might be working on*". These measures allowed the group "*to get the community to buy in*" (IE1C/ Int. 17).

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With many of the challenges now facing rural areas originating outside the rural area (for example climate change, globalisation) it is argued that resources required to respond these challenges lie both within and beyond the rural boundary. Actors within the remote working movement are acutely aware of this "*So its first of all breaking down the parish boundaries..And now it's like okay you know the solutions are not all gonna come from here*" (IE1C/ Int. 16).

Studying networks is crucial in understanding empowerment dynamics because networks 'provide access to resources necessary for the concretisation of ideas' (Clegg et al., 2016, pp. 281–282). The actors in the remote work movement activated networks at local level through community engagement and at national level through strategic alliances and collaborations. Through the different innovations to establish these translocal networks the remote work movement, Grow Remote and community groups, have played "a role in shifting flows of power" (Clegg et al., 2016, pp. 281–282). Commenting on the effectiveness of Grow Remote one respondent noted that "*From my point of view where Grow Remote made a huge amount of difference is as a non-profit. Its community engagement I think is far more reactive and vibrant than probably any you know structured state agency or for profit agency would be because you know its very much driven by passion and its to be commended in the amount of work that they've done in the growth that they've seen over a very very short space of time*" (IE1C/ Int. 5).

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Policies And Institutional Supports

The concept of remote work is a social innovation thought to have potential to support more balanced, sustainable development. As the diversity of resources outlined above show, harnessing the potential with this social innovation depends on a multitude of factors. IN the context of attracting newcomers as remote workers to diversify the rural economic base the evidence of community action is clear, but communities do not hold all the card. The remote work policy environment, the availability of schools, broadband and housing are impacted by different areas of national policy.

Broader remote work policy context

In order to attract and retain staff many organisations are implementing new work practices recognised as flexible working arrangements (CIPD, 2019; Berkery et al, 2017; Onken-Menke et al, 2018) however, the policy space supporting and regulating remote work is just developing in Ireland. There are new issues created by remote work, such as pay rates (locationless employment but not locationless pay rates e.g. GitLab (fairly) tailors pay rates to locations), issues of being a remote employee to a company outside of Ireland, tax, insurance and health benefits, jobs pool.

Tax issues were raised from remote workers who were hired by companies outside of Ireland. To retain the position the employee adjusts the contract "*just in the case study if you are you know its not meant to be you know I'm not meant to be working with them directly the whole time because there's tax implications for working with a German company the whole time. So you know its not full-time or its not permanent. Like we're taking it on a three or six month*" (IE1C/ Int 10). Another employee of a company external to Ireland highlighted the lack of holistic understanding of legislation in Ireland in relation to remote work when one is employed by an international company "*Yeah it's kind of difficult. So while I am considered an employee of the company by the company I'm actually self-employed because the laws are that you can't be employed by a company that doesn't have an entity within Ireland. So they'd have to be a legal Irish entity to employ me so they can't employ me so I'm an independent contractor which means I'm basically self-employed as far as the Irish government is concerned so I have all of my taxes and my own accounting to do and my*

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husband is the same" (IE1C/ Int. 12). The same respondent commented that because of the employment status bestowed on her by the Irish Government she could not, without further tax implications receive the perks of her remote employment, such as health insurance "*its gonna be taxed like income so therefore I don't really get my health insurance covered you know. .which I find it funny because they are an EU company and the whole EU no borders thing you'd think*" (IE1C/ int. 12). This highlights a gap in legislation in Ireland in relation to remote work and undermines the advantages associated with remote work and the potential of rural people to consider themselves part of a global talent pool. From a company owners perspective despite the promotion of remote work he could not hire an employee outside of Ireland as an employee (IE1C/ int. 13).

Housing and accommodation

The most pressing constraint and issue discussed through the interviews, focus group and the feedback session related to policy and regulations relating to national planning policy and the provision of accommodation. Remote workers identified finding accommodation as the most difficult part of their relocation and most identified planning regulations that will impact house builds in rural areas "*Maybe what we should be looking at is employing let's say a thousand people in Ireland instead of looking at one company employing a thousand people. Like we would have a thousand companies employ a thousand people and it is as beneficial as a single company employing a thousand people. IN fact it's more beneficial because a thousand companies employing a thousand people is way more risk tolerant than a single company employing a thousand people*" (IE1C/Int. 20). Another element that emerged with the actual availability of housing from the existing housing stock. These rural areas have high scenic amenity value and as a result there are a significant number of houses that are summer/holiday homes. Community groups have been attempting to put remedial measures in place. This has involved, firstly assess the housing stock that is available "*So what we did was we put together a database of houses that were available for rent and houses that were available to buy and sub-divided. we decided that we'd gather information on those that were in each case ready to move into and needing repair before they could be lived in*" (IE1C/ Int. 17) and secondly some were trying to lever funding from the Department

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to incentivise owners to refurbish houses in disrepair "*kind of I suppose talking around potential solutions to try and trigger some of those houses that need to be refurbished and we'd hope to kind of make recommendations in the right places before too long for a pilot scheme around that to see what we can trigger at low cost and figure that into the long-term market*" (IE1C/ Int. 18).

The feedback session deliberated on the issue of planning and housing stock and a consensus emerged that a cross-sectoral response to remote work would force policy cohesion in order to fulfil a policy objective of remote work.

Institutional support

It is argued that social enterprises are best placed to deliver initiatives but equally this shift in allowing social enterprise to fill this gap is criticised, with some suggesting that this vision has been little more than a smokescreen for the dismantling of the welfare state (Taylor-Gooby and Stoker, 2011). This decoupling of responsibility was commented upon during the interviews "*The local authority has a long way to go, a long long way to go in recognizing its responsibility ..A more progressive perspective on engagement in revenue. And that's not being flippant*" (IE1C/ int. 20).

There is evidence of development agencies in the case study area supporting the remote work environment. Traditionally development agencies looked toward Foreign Direct Investments as economic drivers but without typical economies of scale rural areas are less successful with attracting such investment. The Western Development Committee are acutely aware of this shifting landscape and its potential consequences for rural areas "*FDI by its nature tends to be one large company in one large town in one large area. .The challenge is that FDI is very very hard to land in smaller towns and towns in and around 10,000 people. Where remote work changes that is that it allows for a kind of diluted form of FDI. So you can have people that can work for multinational companies and do so from their own village or town*" (IE1C/Int. 5). Additionally, it has been actively responding to these emerging dynamics. For example, The WDC developed an initiative the Atlantic Economic Corridor which sought to create a strategic co-ordinated approach to developing and managing hubs along the West Coast of Ireland (WDC, 2020). The impetus for creating a

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national network of hubs is to not only provide spaces for remote workers but to also ease the transition for employers to hire remote workers. The success of this has led to this evolving into a national registry of hubs. "*The benefit of the network furthermore is for large companies that they don't want to deal with the situation where they have 100 individuals spread across 100 hubs and they're dealing with 100 invoices every month. So they want things like centralised building, centralised services so that we'll also be introducing the capacity to use for want of a better term like a kind of a credit card system or a hub card system were you can go in and use a printer or office services in one hub, you can go and then use the same card. You know so there's a shared services approach across the board*" (IE1C/ Int. 5). In addition to this the WDC are part of a research consortium that have been conducting research surveys on remote work during COVID.

Enterprise Ireland is the government organisation responsible for the development and growth of Irish Enterprise. They provide funding and supports for different types of companies and at different stages of development. There is a growing awareness at national level that the business sector is becoming increasingly mobile and business leaders are working independently such that there is a the need to be creative and collaborate in order to support, evolve and grow the Irish business sector. The support of Enterprise Ireland for a social Enterprise such as Grow Remote reflects this shift in focus. Grow Remote secured funding from Enterprise Ireland through its established synergy with the Western Development Commission. WDC provided match funding for the funding application submitted by Grow Remote. It secured €500,000 from the Regional Enterprise Development Fund, which it will use this fund to hire a further ten people for the organisation "*I think from the point of view of the WDC in Grow Remote we have provided match funding for Grow Remote. And part of that was around their proposal to Enterprise Ireland for support*" (IE1C/Int. 5).

Newcomers or return migrants bring their own external knowledge and networks to bear on the rural social context (Murtagh and Farrell, 2019). According to Farrell et al. (2012) migrants can return with various forms of social, cultural and financial capital, enhancing local economics through self-employment and business development. Further evidence is provided by Atterton (2016) who observes that in-migrants are more likely to partake in entrepreneurship than locals and that they also may have a head-start as part of translocal

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networks. There was evidence of this impact in the case study areas. Two pathways were identified during the research. Recognising an increased demand for 'cool' food, generated by newcomers to the area, a newcomer as remote worker set-up a food-truck business. This not only provided a second income, provided employment for a local person, it also provided a service for the emerging remote working community. "*And we had a chat last year. And her brother is a qualified chef and basically the three of us set up. So we also have a cable and co. food truck here on the island which was voted in the top twenty food trucks in Ireland this year*" (IE1C/ Int. 19). A spouse of a newcomer as a remote worker relocated to the area with no employment and subsequently developed a local Vermouth, using the gorse growing outside in their field. (Irish times newspaper article (https://www.irishtimes.com/life-and-style/food-and-drink/the-mermaids-putting-valentia-island-on-the-map-for-vermouth-1.4555882). This entrepreneur was supported by the SuperValu Food Academy network (https://supervalu.ie/real-people/food-academy-programme).

Enterprise programmes for start-up businesses provide opportunities for the creative industry to develop remote work opportunities, provide a supportive role to remote working in Ireland as they can respond to the need for a second job, promote the attractiveness of the area and also enable supports for facilities and services that arise from newcomers.

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Impact on Rural Regeneration and Future Perspectives

Impact on rural regeneration

Remote work has the potential to support territorial cohesion and act as a counterforce to urbanisation. Job location is no longer the leading driver of where people live, personal circumstances and quality of life ambitions can be prioritised in location decisions. Remote work as a tool for regeneration is multi-dimensional and integrated within communities. It has the potential to develop mutually supportive measures that assist with alleviation of a number of aspects of decline.

Economic impacts

Creating a culture where remote work is the norm can help connect businesses to talent and skills they cannot source locally. Keogh (2019) for example points to an example of a rurally located SME that harnessed new digital development opportunities by sourcing remote talent, developing the business and still employing 150 people locally. This report has also shown newcomers as remote workers to have an impact on the diversification of the rural economy in terms of new businesses start-ups for example Cable Cart Food Truck. The Newcomers also generate revenue through buying local and supporting local industries. Local businesses were also stimulated to respond to the needs of the newcomers. Comments like 'There was fancy gin' being served in local pubs "real cappuccinos' and a new local bistro opening reflect this transformation. Newcomers also used their skillset to promote or add value to areas. For example a journalist wrote free promotional material for local businesses (IE1C/ int. 11).

Changing the rural jobs narrative: Keogh (2019) remote work changes the narrative around jobs available in rural communities, away from the more traditional and visible roles such as teacher, publican or farmer. It opens up opportunities in areas not normally part of the rural jobs narrative such as ecommerce (e.g. Shopify), social media marketing (e.g. Buffer) and software development (e.g. GitHub). This also applies to making remote work visible for women.

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The impact of diversifying the rural economy through remote workers was captured by one of the interviewees. Not only do remote workers support local shops but when areas are presented with shocks, like COVID, the diversity of wage earners in a rural area ensures that local businesses and communities can still be supported "*Or Covid where you know maybe a lot of factories, lot of restaurants are out of work, I still have money. I can still go to the shops. I can still spend. I can still buy. Obviously its nice for me that I can still splurge on a box of chocolates or something. But then the local businesses where I'm spending that money also benefit. And I do think that's interesting. I do think its beneficial when its not all farmers right, so its not all cattle farmers and you know if something was to happen to that particular industry then the whole area is depressed and the knock-on affects to like schools and cafes and all the other businesses in that area are affected because of that one industry. And when you've got someone who's working for like a U.S company, a tech company. Now I can't support the local economy on my own but if you have that mixed use of people where maybe I honestly don't know people in the area but like you know if I look down the hill and I look at a house like potentially there's someone over there who's also working for a different U.S company or something working from home. But equally well next door you know there's a farm*" (IE1C/ Int. 13).

Grow Remote have also been responsive to enabling and facilitating females back to work. A number of female parents identified children as the reason for leaving or not returning to work, however Chapter leaders are also noticing a barrier in the approach of women to remote work in comparison to males. "*What we were finding as well is that women in particular would if they read the job spec and they saw some terminology on it that they didn't understand they wouldn't go for the job. Whereas if a guy saw it he'd just go ah I'll go for it anyway*". In addition to this Grow Remote Chapter leaders identified a skill set deficit due to taking time off to mind children. To address this feedback from the local community the Chapter leader sought out local buseinesses that matched the remote worker profile "*So then with Grow Remote they were full-time permanent jobs. They don't kind of promote the kind of gig economy or anything like that. But I was thinking I need to peel it back a little bit more just to make it a little bit easier for people. They can't just go from nothing into these technical jobs. So I was trying to see is there any kind of other work especially when Covid came along, was there any kind of other work that people could get. So I heard there was a*

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guy in Kinvara and he got really busy during Covid with online work. And he was teaching English as a foreign language. And when China went into lockdown he was bombarded with work because the Chinese parents were getting their kids extra grinds in English and they were paying for extra English lessons. And he was teaching four-year-olds in China" (IE1C/Int.4). This was followed with a partnering with the local rural development company to provide a course for local women to become TEFL teachers. This facilitation by Grow Remote to bridge the gap between employer and employee and provide the necessary upskilling of remote workers is changing the landscape of remote work and rural employment structures.

Environmental impacts

As Europe moves legislatively and culturally towards a greener society and engages in the transition economy, remote work offers to play a significant role in this process. Grow Remote and others promote remote work as an advantage to reduce the commute time which impacts quality of life, this simultaneously reduces the negative effect emissions. A counter-balance to this was raised in relation to home heating and driving to hubs as rural areas lack public transport or renewable energies at domestic household level. However, the respondents in this research revealed a keen awareness of the environment and had deep value for the natural resources that were available in rural areas. This reflects the ambitions in their decision-making, linked to the rural environment, for moving to rural areas.

Social impacts

Newcomers attracted by place-promotion campaigns have been successful. The exact number of newcomers is not known. However, there are some figures from Arranmore which attracted five families, Grow Remote chapters linked to Valentia Island which used the concept of 'town taster' saw a direct translation of remote worker to place "*And that was one of her ideas was to showcase the local community and bring people down and show them around and what not. That sort of developed a bit further then. So the guys in Valentia used this framework. And off the back of the event that they ran two new families moved to the island. And like on an island the size of Valentia*" (IE1C/Int.1). While figures may seem small the impact of newcomers on rural areas with declining populations have a significant

impact on a community. The arrival of newcomer remote workers has a direct impact on the social and economic fabric of communities "*But yeah evidence. I just love looking to areas like Dunquinn and seeing the amount of kids and the amount of new families that have moved back into it. It's just fantastic. ..Because that would have been an area that had 50% holiday homes so you know you can imagine its impossible then to run a business back there for the full twelve months of the year. So you now it didn't have a shop and its pub was open you know about two days you know in the summertime. ..But those holiday homes have been taken on by I can count you know how many families have gone back there in the last year alone and as I said filling the school not to mind the GAA teams in the Gaeltacht like they're fielding you know two under twelve teams or it was under twelve last year and they've all moved up now*" (IE1C/Int.22). These impacts are directly attributed to remote working community "*And it is because remote working can do it. And actually, the community in Dunquinn I really admire them so much. They have some great leaders I suppose there. But they started with a remote working community I think seven or eight years ago*" (IE1C/Int.22).

It is well documented that rural areas are areas imbued with local history, heritage and culture all linked to a sense of place which has a role to play in developing community capital. The impact of newcomers on community fabric can raise issues. This study has found numerous instances where newcomers have supported local culture and heritage. For example, in Irish speaking areas in Dingle the children of newcomers have joined Irish speaking schools "*I saw in the school recently as well like they're pretty much all Irish speakers or you know the families that have moved in are learning Irish to support their kids which is you know a really big deal in the community here as well. So its very very positive and I love to see it happening*" (IE1C/Int. 22).

Social Cohesion

The remote work movement actors have been instrumental in helping rural communities build capacity, stimulate innovation, increase participation and assist communities to ensure that they can be full actors in creating new pathways for their own regeneration. Grow Remote through digital platforms, local Chapter get-togethers not only nurture a remote working community but facilitate direct links with local communities. They have successfully

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employed a diversity of measures to embed newcomers, for example through town tasters, draughts sessions, community participation in groups, provision of services or social settings. Community groups have been instrumental in building social and community capital. They have also been instrumental in the development of co-working spaces and hubs. These spaces provide connection opportunities for remote workers and also through the classes or training provided in these centres allow for social integration and embedding of newcomers with the existing rural community. Newcomers have also had an impact on the social cohesion of the receiving place. There were numerous examples where newcomers as remote worker had supported communities' activities, for example coaching a local team, joining local clubs, developing websites for local areas; or children of remote workers adding much needed numbers for local schools. One of the recurring influencing decision factors to return to the rural area was linked to family. This is significant in the context of support for the aging population in rural areas. One newcomer was exploring the possibility of opening a mens–shed to respond to a lack of facilities for older men in the area "I mean my dad and I'm like here will you go to a yoga class and he'd be like what, what are you talking about. And I think when I see my mam and dad like my mam is like oh well I've plenty going on. I'll meet my friends for coffee. I'll go to whatever. But my dad like he doesn't have as much going on so I'm like yeah you'd like to see something for the men especially I think too (IE1C/ int. 14).

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Resilience

The RURALIZATION process is built upon the concept of resilience. Resilience is understood as the capacity of individuals and communities to proactively adapt to constant change through processes of building capacity and resources. Ashmore et al., (2017) develop a framework which depicts the conditions under which resilience emerges. Their conceptual framework is constructed from dimensions they consider necessary to achieve strong resilience, Fig 1. They suggest that social resilience is supported with the availability and development of capitals, the ability to proactively engage and exercise human agency, and place-based characteristics such as social memory and previous community engagement, termed 'sense of place'.

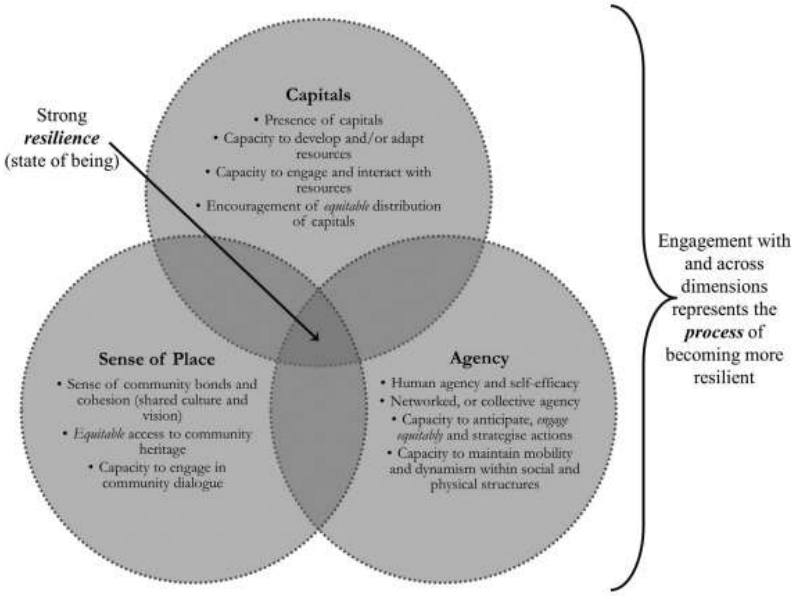

Figure 3. Dimensions of Social Resilience from Ashmore et. al. (2017).

The results of this case study have revealed the interdependencies between agency and resources and that the actors involved in the remote work movement in Ireland are integral to mobilising community capitals and external resources to create the conditions necessary to support social resilience. With so many dimensions, linked to independent elements the findings support the notion that resilience should be thought of not only as an outcome, but also as a process (Wilson, 2012; Magis, 2010).

The ability to transform and adapt is linked to the concept of resilience (Murtagh and Farrell, 2019). The transformative capacity of the remote work movement is reflected in its ability to capitalise on the crisis presented by COVID-19 as an opportunity to catalyse change. Their deliberate actions in mobilising remote work to regenerate rural areas has directly impacted in shifting the economic base of the rural areas. In the social-ecological resilience context transformation means capacity to transform economic, social and environmental aspects of the existing system that is not supporting resilience. Working to engage local communities, create remote work communities across all scales, making strategic alliances and collaborating with strategic stakeholders has had a transformative impact across a range of diverse phenomena such as "shifts in perception and meaning, social network configurations, patterns of interactions among actors including leadership and political and power relations, and associated organizational and institutional arrangements" (Folke et al., 2010, p.5).

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As a social innovation the impacts of remote work are difficult to measure. A key information noted that finding a way to measure other impacts, like social cohesion, will be an important step to placing a value on this innovation. "*If you were to measure the impact of remote working you can obviously measure the number of jobs but the other thing to measure is time.. So when you give time back to people I think that should be captured and predominantly can be used in two ways. It can either be used for professional development so at an individual level of where they do CPD and learn a new skill or you know learn to play the guitar or learn to do something that's of benefit in a non-monitory way. And as well as that it can also be of benefit at a community level. So if they're involved in training their local team, if they're part of the tidy towns committee you know I think there are significant benefits for rural and regional areas in that increased time that people will have just in the locality. And I think ultimately it will have an economic benefit but it also has a very important societal benefit.* ***And I think I think one of the challenges we'll face is how to capture that benefit and measure it and acknowledge the fact that remote working plays a very important role in that as well*** "(IE1C/ Int.5).

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Future perspectives

Remote work is not a panacea for diversifying rural employment. It is not an option for all jobs. It may not be attractive to everyone or may be more attractive at different life and career stages. However, acknowledging this is not to undermine its importance. The wide ranging positive impact of remote work found during this research aligns to other reports that suggest it is a key and important emerging **opportunity** and an option rural areas can tap into (e.g. Kennedy, 2018; Keogh, 2019).

Remote work movement

The remote work movement is effectively **facilitating** remote work in rural areas and also **attracting** remote work newcomers to rural areas and **collectively** the actors involved in the remote work movement are building rural resilience- through networks; innovations; integration and shifting the economic base of rural areas.

The remote work movement has carved out a space outside of traditional institutions and power arenas enacting changes in the absence of decision-making powers. However it is built on an army of volunteers and the sustainability of the movement into the future must be considered. The future of Grow Remote was discussed during interviews and the public feedback session. Suggestions centred on linking it to existing structures like local authorities but this progressed to broader questions around the community ethos of the organisation. It was acknowledged that in a very short timeframe Grow Remote grew from a conversation to a WhatsApp group in 2018 to a national social Enterprise with over 60 Chapters, 130 remote communities and numerous partnerships across public and private sectors. It has also grown an international base in four different countries. This success was attributed to the **bottom-up** approach that it operates. Grow remote has been central, through its blended approach of raising awareness of the companies hiring remotely and upskilling communities, to bridging the gap between remote work and local communities and place. Its structure and innovative digital connectivity enables its success. It was suggested that it can remain as a key stakeholder as a national social enterprise at national and local level if a remote working policy was developed. This would give a **direct mandate** to Grow Remote. It was highlighted that the recent funding secured to employ more personnel signals government commitment to the organisation and the discussion group were confident in its future. Community groups have been pivotal in generating community support for remote work and for transiting the newcomer to stayer. **Novel governance** structures are in place which should support the longevity of these initiatives. There were proposals for government funding to **invest** in communities rather than projects.

This research process identified that although the actors involved in this movement are inextricably linked to the success of this practice, newcomers as remote workers is a dual pathway and at present the actors enabling this social innovation are currently delivering this transition through two separate systems. The researchers raised this as a topic for discussion during the public feedback session. This was widely accepted and following the presentation it emerged that the different actors identified other approaches that they were interested in applying in their local contexts. A need for connectivity between the actors in the movement was considered imperative. A '**hackathon'** for brainstorming was one suggestion to facilitate this connectivity.

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Broader remote work perspectives

Broadband is fundamental to the enabling of remote work. To enable effective remote working, including teleconferencing, high speed broadband is necessary. To be truly locationless mobile coverage also needs to be addressed.

Additional investment in **training** and **skills** and legislative reviews to ensure that current regulation is fit for purpose. Employers and employees need a supportive policy environment to enable remote working. Training and skills development are essential. Training for managers, as the skills for overseeing remote colleagues are completely different to managing a team in an office, and training for remote workers is also required to ensure that staff are supported in learning to work in this new way and environment.

Awareness and visibility of remote work needs to be promoted at national, company and community level.

A national **policy** for remote work would ensure that a remote first approach was adopted across different policy departments but also infiltrate company policies. Grow Remote, suggest that employers must adopt 'remote-first' recruitment policies, such as advertising jobs as location-agnostic. This would embed a remote work culture rather than a 'add remote work and stir'.

Social infrastructure supports, in terms of interaction and connection, are imperative to create a sustainable work environment for remote workers

Incentivise employers to have remote work policies

Terminology surrounding 'remote' work was a theme during the interview process but particularly evident in the public feedback session. The definition of remote work is ambiguous however, as legislation is moving forward the concept needs to be developed to enough it does not limit its application. The use of the term 'remote' is attached to negative connotations. Suggestions such as locationless, or placeless were made.

In relation to future remote work expansion many believe that a hybrid approach will emerge. The challenge is to ensure that the culture enables **job progression** and an equally engaging and positive experience for employees who are remote as those who are on-site.

Workspace for remote work is expected to be a blended approach. Some will continue to work working from home, but for others there is a desire to separate work and home or to

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have a blended arrangement to facilitate video-conferencing or meeting rooms. The infrastructural requirements for work location spaces within the community should be informed by local specific need and co-created with the community.

Potential to use Hubs as **multi-functional** spaces for rural communities to accommodate local social enterprises. This also aids occupancy levels and generate revenue.

Newcomer

To attract newcomers to rural areas there is a need to shift the perception of rural areas as something lesser than urban environments. **Place promotion** campaigns will have a key role to play in this. To facilitate newcomers to rural areas government needs to respond with a **coherent policy** to address the current housing crisis (build and availability) in rural areas and to put actions (policy and related incentive schemes to refurbish buildings) in place to provide services that will cater for the diverse range of newcomers. **Community** will be key to transitioning newcomer to stayer in rural communities.

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Rural regeneration

Remote work can facilitate workers to work anywhere, however this promising practice hinges on people relocating to rural areas. A recent study of remote workers in Ireland found that over 90 % of remote workers wanted to remain remote working. Promising for rural areas was the finding that 24% of the respondents would consider relocating. Findings note that the highest proportion of those considering relocation currently reside in the Dublin region, the main urban centre of Ireland. Specific to this research, the respondents in this national survey identified areas that overlapped with this case study region, including two counties that are predominantly rural. The top three regions respondents would move to are: 1. Outside Ireland 2. West: Galway, Mayo, Roscommon 3. South-West: Cork, Kerry (McCarthy, 2021).

Rural Ireland is a valuable natural resource with much to contribute to Ireland's future social, environmental and economic development. However it faces significant challenges in terms of job creation and an ageing population, ensuring the natural capital and biodiversity of rural areas is protected and encouraging young people who have left to return and settle in

rural areas. Remote work presents itself as a social innovation that can have a significant role in responding to these opportunities and challenges. This case study has identified the multiple resources required to facilitate remote work, the approaches taken by the actors to activate these resources and obstacles that impede its use. The actors involved in the remote work movement, in a community-driven capacity have proven that they are best placed to deliver this innovation and that this social innovation can aid rural regeneration.

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Appendix 1. The list of interviews

Code.	Interviewee (Pseudonym)	Gender	Role	Place and date of the interview	Other information
IE1C/Int. 1	Mary	Female	Key informant/national organisation	Zoom; 30/10/2020	1.13.18
IE1C/Int. 2	John	Male	Key informant/local actor/Newcomer	Zoom; 06/11/2020	1.03.51
IE1C/Int. 3	Ann	Female	Key informant/local actor	Zoom; 11/11/2020	47.22
IE1C/Int. 4	Louise	Female	Key informant/local actor	Zoom; 12/11/2020	42.12
IE1C/Int. 5	Pat	Male	Key informant/regional development	Zoom; 19/11/2020	54.04
IE1C/Int. 6	Nora	Female	Newcomer/remote worker	Phone; 25/11/2020	56.02
IE1C/Int. 7	Martin	Male	Key informant/local actor	Zoom; 26/11/2020	Part A (36.17); part B (60)
IE1C/Int. 8	Paul	Male	Key informant/local actor	Zoom; 10/12/2020	1.05.16
IE1C/Int. 9	Joan	Female	Newcomer/remote worker	Zoom; 10/12/2020	55.43
IE1C/Int. 10	Maria	Female	Newcomer/remote worker	Zoom; 15/12/2020	58.25
IE1C/Int. 11	Laura	Female	Newcomer	Phone; 18/12/2020	34.11
IE1C/Int. 12	Patsy	Female	Newcomer/Remote worker	25/02/2021	1:05:46
IE1C/Int. 13	Will	Male	Newcomer/ Remote worker	26/02/2021	1:06:20
IE1C/Int. 14	Kate	Female	Newcomer/Remote worker	01/03/2021	53:30
IE1C/Int. 15	Megan	Female	Newcomer/Remote worker	05/03/2021	55:00
IE1C/Int. 16	Paul	Male	Key informant/local actor	05/03/2021	1:15:05
IE1C/Int. 17	Tommy	Male	Key Informant/ Local Actor	08/03/2021	1:42:17
IE1C/Int. 18	Meabh	Female	Key informant/ Local Actor	08/03/2021	1:07:12
IE1C/Int. 19	Faye	Female	Newcomer/ Remote worker	09/03/2021	58:27
IE1C/Int. 20	Molly	Female	Newcomer/ Key Informant	09/03/2021	1:04:35
IE1C/Int. 21	Tim	Male	Newcomer/Remote worker	10/03/2021	1:00:49

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Code.	Interviewee (Pseudonym)	Gender	Role	Place and date of the interview	Other information
IE1C/Int. 22	Debbie	Female	Key informant/ Local Actor	11/03/2021	1:00:00
IE1C/Int. 23	Maura	Female	Newcomer/ Remote Worker	15/03/2021	1:09:56
IE1C/Int. 24	Mike	Male	Newcomer/ Remote Worker	16/03/2021	53:10
IE1C/Int. 25	Jack	Male	Newcomer/ Remote Worker	22/03/2021	40:46

Table 1. Interviews

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Case study report (Code PL2C)

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Artystyka: an ecotouristic farm that shows how art, local engagement and mutual respect can help newcomers take roots in a rural community

Sylwia Dołzbłasz, Krzysztof Janc, Andrzej Raczyk and Robert Skrzypczyński (UWR)

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Context

Artystyka is located in South-Western Poland, in a mountainous region of the Klodzko Valley near to the Polish-Czech border. Briefly explaining the characteristics of this region is important for understanding the context of the case study. The Klodzko Valley is in fact a dale, i.e. it is surrounded by mountains from each direction with some more easily accessible passes from the North (leading toward Wroclaw, the regional capital some 120 km to the north), the South (PL-CZ border in Boboszów/Dolní Lipka) and the West (PL-CZ border in Kudowa-Zdroj/Nachod).

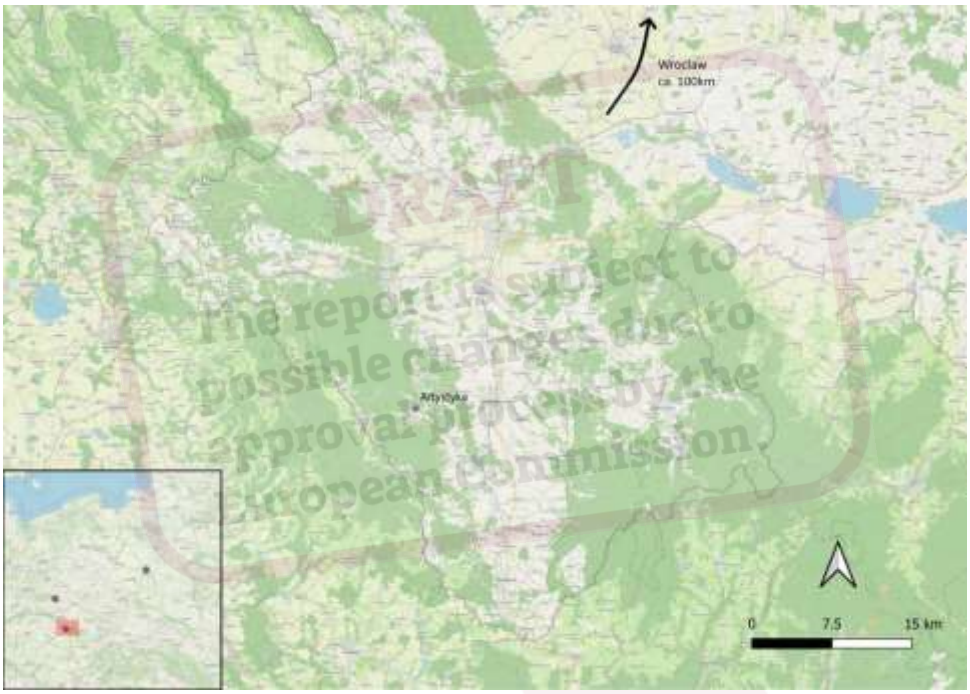

Figure 15. The Klodzko Valley and the location of Artystyka
Source: own, basemap: Open Street Map

The Klodzko Valley, just as the rest of the Lower Silesian voviodeship, is today located in Poland, but historically was also part of other political entities. What is relevant for the current context is that prior to the World War II, the region was part of Germany and it became Polish in the process of border shifts that followed the end of the WWII. While this transition is surely not the only factor here, it is a good reference point for analysing the processes of depopulation that have had a significant influence on the current situation of the region. The comparison of the demographic data from the pre-War (19th and the first

four decades of the 20th century) with the post-War period (since 1945) shows that the number of inhabitants decreased in each village; for 70% of them the by more than 50%, and for 16% by more than 90% (Latocha, 2017). At the turn of the 21st century, however, some symptoms of socio-economic and demographic renewal were observed: in some villages the trend of depopulation was halted or even reversed, there was an increase in the issued permits for house construction, old houses started being renovated, new touristic infrastructure was constructed and some new civil society organizations were established. The processes of local renewal were, however, associated mostly with non-agricultural functions as housing (sometimes temporal) and tourism were the dominant functions of the spatial redevelopment initiatives (Latocha, 2013).

Artystyka is an example of such redevelopment of a former, abandoned farm into an agri-touristic facility. It is located in Nowa Bystrzyca, a village inhabited by 277 persons and located ca. 5 km west of the municipality seat, the town of Bystrzyca Klodzka (ca. 10 000 residents). Nowa Bystrzyca is located already in Bystrzyckie Mountains weaving at between 380-580m a.s.l. along the road from Bystrzyca Klodzka to the Spalona pass (811 m a.s.l.). In terms of its functional character, Nowa Bystrzyca is not only an agricultural village, but also an industrialized one, as for instance cardboard and furniture are still being produced in the manufactures therein. The village has some basic social infrastructure – a football field, a playing ground, a village cultural centre – as well as a church and a basic grocery store. Access to other types of infrastructures is possible in the town of Bystrzyca Klodzka located 5km down the valley. Artystyka, however, is located at the other end of the village: in fact, it is a bit at its verge, further from its core, as the motivation of the hosts was to seek a slightly secluded place, although still close to the village.

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Origin of the practice

Artystyka was established in 2005 by a pair of newcomers from the city of Wroclaw just after their graduation from university, where they both had been studying Arts. Already during their studies, they began to look around the Lower Silesia region for a rural house to buy and move to – which in the end took them 2 years. The funds required for such a purchase came from family savings, or in fact, from the savings of their grandmothers who were eagerly supporting Krysia and Kajetan in their vision to find their place in the countryside. The motivation to move out was a combination of several factors: a plan to work as artists (which requires sufficient space for the workshop), a desire to run a creative and community-enriching space, limited financial funds, higher housing prices in Wroclaw and a general preference for living close to nature over in the city. At the moment of moving out the idea was to combine locally-embedded agritourism with professional work in ceramics and sculpture. Later on it turned out that the latter did not materialize, at least not as a main source of income – but the initiative turned out to be very successful nonetheless.

The beginnings of the practice were marked by intensive renovation of the house, which was necessary for it to be habitable. One characteristic anecdote from this period told by the hosts is how during the first winter (2005/6), which was remarkably cold, all the neighbors were claiming that after such a difficult start the newcomers will surely give up quickly and move out. The house was in a poor condition, there was no floor (only a hard earthen floor), and the only source of heat was one fireplace in the living room that generate around a small zone of bearable temperatures. To the surprise of the neighbors, the newcomers stayed – but this anecdote illustrates one observation made during the data collection for this case study, namely that the personal traits of the newcomers, such as perseverance in the initial period, play a role in the success or failure of such initiatives.

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Figure 2. Organizers of the practice moving to Nowa Bystrzyca in 2005
Source: https://shoutout.wix.com/so/baNcUEGL4 [Accessed on 31/05/2021]

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Actors Involved

The main actors of the practice are the pair – Krystyna and Kajetan – who established the farm and have been running it for the last 16 years. However, just after moving to Nowa Bystrzyca, the newcomers also made some steps towards creating an organizational structure that would help them in taking roots in the local community; together with a group of friends, most of whom were based in Wroclaw, they established an Association "Artystyka" that played an important role in the development of the initiative. The establishment of the association is considered a crucial step by the hosts today: without it, it would have been much more difficult – or impossible – to apply for grants and contests addressed to NGOs, provide remuneration for workshop leaders, communicate with local administration etc. Therefore, the members of the initiative – who helped prepare grant applications, co-organized events, etc. – could can be considered as supporting actors of the practice.

Although the key role in the practice is played by Krystyna and Kajetan, they have been closely cooperating with various members of the local community who also supported them in various ways. Local library, cultural center in Bystrzyca Klodzka, a regional museum in Klodzko or selected officials from the municipality advised, co-created or promoted the activities undertaken by Artystyka. Hence, these are also considered as supporting actors – although to a lesser extent than the members of the Artystyka Association. The interviews gathered for this case study generally indicate a friendly, open stance towards newcomers; however, we also repeatedly heard that the will and perseverance of Krystyna and Kajetan was exceptional and that it was that factor that helped them find their way around any problems on the way. This suggests that it was the combination of appropriate, friendly reception and the personal motivation of the newcomers that helped establish local connections quickly.

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Activities promoted

Since the early days of the practice, the hosts have been organizing a number of social, cultural or artistic activities with and for the local community. While many of them have been organized since 2005, here we will describe three examples of such activities that illustrate the process of taking roots in the local community.

The first example shows how spatially-defined artistic projects can balance local specificity with new perspectives for a mutually-enriching dialogue. In 2009, Krystyna and Kajetan organized an 'exhibition' of art works made by regional artists in the public (and semi-public) spaces of Bystrzyca Klodzka. The initiative was called 'Secret spaces of the town' because the works were 'hidden' in the urban tissue of the town – and local youth residents were the guides showing visitors around this open-space exhibition. Sometimes it was a local square, sometimes an inner yard – in any case, each work was referring to a selected aspect of the local context (as interpreted by the artists) and a person who would like to discover them would need a guide from the local community. The residents engaged in the initiative quickly and durably; as Krystyna explains, some residents spontaneously helped in preparing the works, senior residents soon started to keep an eye on the works from their windows or when sitting at benches nearby and the adolescents-guides were inviting tourists they met in the city – 'come and see something cool!' – even a couple of months later (the works were kept there, albeit some of them got destroyed, and one even stolen). There are probably a few factors at play here, but still the initiative was considered very successful by all the persons who referred to it in our interviews. Another consequence of the project was that in the following year one of the editions of art biennale in Wroclaw took place in Bystrzyca Klodzka as its organizers had been inspired by what their saw in Bystrzyca Klodzka a year earlier. The organizers invited i.a. the hosts of Artystyka to work as 'local curators' in order to represent local actors in the process; nonetheless, tensions appeared as some artists proposed works or performances that were considered as arrogant by local residents. Krystyna and Kajetan had a difficult, mediating role in that tensions, but they were able to 'take the side' of the local community thus legitimizing their role as local representatives in the eyes of the community. This case also proves that the same type of activity – an artistic intervention in the town – can yield different results in the same community depending on

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the approach taken by organizers. 'Soft' aspects such as communication style, sensitivity to the context or symbolic appraisal of the organizers can be decisive in such case – and the hosts of Artystyka seem to have been able to navigate these challenging waters successfully.

The second example of a locally-embedded initiative that helped Artystyka take roots in the community is a 6-month series of workshops called 'A three-faced woman' organized for women from the area in 2011. The idea behind this project came from Krystyna and another member of the Artystyka Association – a female psychologist – who wanted to create a space for reflection, development and dialogue of local women in different sphere of their lives: personal, professional an relational. While the content and form was with the help of a few others persons from the Association, the content and form of the workshops was prepared with local women in mind. As one participant recalls (PL2C / int. 4), the women who joined the workshops came from very different backgrounds: it was a possibility to meet persons whom they might have hard time meeting otherwise, understand each other's perspectives (e.g. a woman who works at a job with a woman who works at home), discuss one's needs vis-à-vis cultural demands, and create conditions for a sisterhood instead of competition. The workshops lasted six months and seem to introduce a novel, feminist perspective into the region where this perspective had been marginal or non-existing. According to the interviewed participant, the workshops helped her realize that her understanding of her role in the society had been shaped by the patriarchal culture – and this was the first step towards freeing oneself from the demands that such a culture had placed on her. Moreover, the workshops left a long-lasting trace in the region: in 2016 and 2020, when the Polish government, respectively, attempted to and introduced draconian anti-abortion law, some of the women who had first met at the workshops in 2011 formed the backbone of local Women's Strike (*Strajk Kobiet*), i.e. the movement of resistance against these regulations (and against the patriarchal culture of Poland in general). Although the protests of the Women's Strike in 2020 were the largest since 1989 in Poland, they concentrated mostly in large cities; hence, organizing a local protest in Klodzko was even more demanding, as there were fewer protesters and the persecution by local police and authorities was even more fierce. Nevertheless, the bonds developed at the workshops organized in 2011 turned out to be strong enough to lay foundations for organizing the protest in these adverse conditions (which is confirmed by the fact that a group of women

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who had met at the workshops continued to see each other in the months following it). Yet another long-lasting effect of organizing the workshops was that one of the organizers from the Artystyka Association continued to cooperate with a local NGO afterwards as a result of forging local bonds during the organization of the workshops.

The third, final example of a project that combines novel perspectives with the respect for the existing context are workshops on the preparation of cosmetic from local ingredients organized regularly at the Artystyka farm. While the first two examples were related to social or cultural issues, this one illustrates how the practice approaches the environmental context of the area. The idea behind the workshop is very simple: preparing hand-made cosmetics from locally available plants (Fig. 3). This simple idea is, however, a result of the approach taken by the organizers who do not want to create another 'generic' slow-life agri-tourism; rather, they try to respect the environmental context of the area where they live. The advantage of such an approach is that the participants are encouraged not only to get to know the local context more consciously, but also to develop knowledge about local plants and their practical uses. As a result, local vernacular knowledge and external needs of the participants are combined in order to find new uses for the plants from the region.

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Figure 3. Searching for ingredients during the cosmetics workshops
Source: https://www.artystyka.eu [Accessed on 31/05/2021]

In general, Artystyka organizes many more types of events than the three described in more detail above. Bread making, yoga, responsible fashion, kung fu, tai-chi or mindfulness are other themes of the workshops taking place at the farm. While these workshops are mostly (but not exclusively) attended by visitors from outside the area, there are also a number of events addressed directly to the local community such as clothes swaps, concerts or community events. Artystyka also made an attempt at creating a 'forest kindergarten', i.e. organized classes for children from the area. A few families joined the initiative, although in the end it lasted only one season because parents had diverging visions of how the classes should look (which, however, is often the case with such projects).

Food and ecotourism

In terms of the 'agri' part of agri-tourism, Artystyka is focusing rather on local, small-scale production for their own needs based on permaculture principles. The rationale behind food production in this case is to have some fresh, high-quality ingredients for the meals prepared for the guests staying at Artystyka. Although the organizers do not want to make food production a part of Artystyka's educational programme, it seem that it plays such a role to some extent as the garden attracts attention of the visitors due to its experimental character. An example of that is the Walipini greenhouse (Fig. 4): a partly-underground greenhouse that allows for extending the season in the climatic conditions of this mountainous area.

Figure 4. The Walipini greenhouse at Artystyka
Source: https://shoutout.wix.com/so/baNcUEGL4 [Accessed on 31/05/2021]

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Even if 'showcasing' the experiments in food production is not their explicit goal, the hosts of Artystyka clearly place ecological awareness building among the visitors high on their agenda. A study of Polish ecologically-oriented agri-tourism farms conducted by Barwicka (2019), who assessed accommodation facilities in Poland defining themselves as ecotourism against various criteria of 'ecological tourism', showed that Artystyka was the closest to the model eco-tourism facility of this type in Poland. There are many ways in which Artystyka encourages their guests to think and live with consideration given to environmental issues: reducing water consumption (all the water comes from on-site wells), providing vegetarian or vegan meals only, composting (and, obviously, segregating other types of waste), pointing the attention to the impact of cosmetics ingredients on the water cycle (grey water is cleaned on-site in a biological plant), generating heat (thermal solar collectors and a wood-gasifier installation) or explaining the role of ducks kept at the farm in order to keep snail populations in check. While such knowledge might be obvious for rural dwellers, the urban-based guests explain that it is vital for them to be exposed to such practices. Furthermore, they confirm that such experiences leave a mark on them, as they change their behaviour towards more 'ecological' after coming back to their urban lives. Even if the practices of the rural life are not directly applicable in their cities, the general attitude towards resource conservation can be altered – which then translates into specific practices relevant to the urban context. Finally, we also spoke to some guests who at some point after their visit (or visits) decided to move to the countryside themselves – often to the Klodzko valley too – and they report to have been inspired in a large part by their visits in Artystyka.

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Synergies and networking

The role of Artystyka in creating synergies and networks can be considered in (at least) two spatial perspectives: local and supra-local.

In terms of local networking, Artystyka plays a role in the social and cultural life of the area, contributing to establishing local networks in the process. Organization of the workshops (especially the 'Three-faced woman' workshop that lasted for 6 months), events (e.g. the 'Hidden spaces of the town' event that engaged many actors), exhibitions in local museums or community activities (such as clothes swaps or the forest kindergarten) are all examples of activities that helped in developing local networks and identity. We have no data related to the exact impacts of these actions; however, the interviewees from the region did mention that Artystyka – a practice that originated beyond the 'local' – helped them in establishing new *local* relationships.

Artystyka has also been an important node for the processes of supra-local networking, not least because of its 'double' life: the hosts were still keeping relations with their former place of residence while developing new ones in the Klodzko Valley. This process enabled establishing various regional networks of people who either visited Artystyka, took part in the workshops or cooperated with them in the organizational work. Some examples were already mentioned: members of the Artystyka Association who then began working with local NGOs, artists from Wroclaw who organized art events in Bystrzyca Klodzka or guests who decided to move to the region after visiting Artystyka. At some point, Artystyka even became a movie set for a Polish cinematic production, with Nowa Bystrzyca as the background for the story. Over the 16 years of their activity, there were indeed many occasions for supra-local actors to get engaged in one way or another in Nowa Bystrzyca or the Klodzko valley.

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Policies and institutional support

The first entities that the organizers contacted upon arrival to Nowa Bystrzyca, were: local library, Snieznik Local Development Fund (a regional NGO collecting funds for local development projects), two museums operating in the region and municipality officials. Simultaneously, the organizers set up the association 'Artystyka' together with a group of friends from Wroclaw, and to some extent from other places, which played a key role in applying for local development grants provided by national and international bodies.

In most of their early development, Artystyka worked in close cooperation with local authorities. The relation is described as generally positive, since the municipality was open to the projects such as the 'Secret spaces of the town' in Bystrzyca Klodzka, which required consent to work with heritage objects of the town. One respondent from a local cultural institution mentioned that the bureaucracy of the local administration was a barrier to some extent; however, in her/his view the perseverance of the organizers allowed them to overcome it.

Where the respondents did face a barrier, however, was in their applications for funds from the EU disposed by regional and national agencies. The hosts recall numerous unsuccessful attempts to acquire funds that could support the renovation of the farm buildings from the Agency for Modernization and Restructurization of Farming within a programme that at that time had a 2% success rate. Further formal barriers appeared when it turned out that even though the hosts were running an agri-touristic farm, they could not receive support for its development because one cannot be at the same time an artist and a farmer (for reasons related to two separate pension systems for persons officially registered as artists and farmers). The respondents report a strong feeling of frustration due to the misunderstanding of their specific situation by the agency officials and a huge amount of time dedicated to preparing documentation in line with the unclear demands of the agency. After three years of such attempts, the couple gave up and decided to take a regular loan for the renovation – and this is now one of the reasons they shifted their focus from social animation activities onto the eco-tourism business they are running.

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Impact and perspectives

The impact and future perspectives of Artystyka need to be considered against the goals that the organizers set themselves. The idea behind the practice is not as much to do something exceptional, have a thriving business, or instigate some particular changes in the area; it is rather to simply live a good life. The hosts of Artystyka have their idea of a good life and social activity, ecotourism or 'slow life' are part of that; however, these are not really goals in themselves but rather elements of a wider vision of one's life.

For this reason, this practice can be considered both as a good, promising one, as well as a rather 'normal' one in the sense that it does not aim to achieve any specific, concrete objective. Moreover, in terms of the organizational structure, an agri-touristic farm is a very frequent type of initiative of rural newcomers both in Poland and other parts of Europe. However, it seems that this case illustrates how such a practice, driven by personal motivations, can be successfully embedded in the local context, and thus bring numerous benefits for local development.

With time, the emphasis of Artystyka owners shifted from local activism towards running the business in a 'healthy' way that secures sufficient free time for personal and family life of the owners. The initial period of establishing local relations can be thus also considered as a temporal approach that serves as a basis for embedding the initiative in the local context. From this perspective, one could think of an evolution of the practice – from a 'niche', towards a fully developed, active practice into a subsequent stage of 'slowing down'. However, there are also alternative scenarios: some of our interviewers marked that it was generally possible to make a living off the social or cultural projects (for which, however, professionalization of the Artystyka Association would be required) and so, theoretically, it was possible for the practice to develop more into a non-governmental, local organization acquiring funds from grants rather than into a business based on the income from tourists (even if environmentally- and socially-embedded). It is of course a question of what the newcomers want, but in theory such a practice could continue working along these lines.

Nevertheless, the model chosen by the owners of Artystyka seems to be both viable and beneficial for the local community. First of all, the practice saved a run-down farmhouse and

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a barn and renovated it with respect to the cultural context, but with adding or replacing some elements in order for it to be functional today. Then, there were manifold direct impacts for the local community – knowledge generation, awareness building, skill development, etc. – of all the activities undertook by Artystyka since 2016 (described earlier in text). Some indirect impacts also occur: establishing relationships in both local and supra-local scale, attracting new residents to the region, promoting the region, or contributing to cultural shifts or innovations (as exemplified by the Women's Strike).

The main factor for this success behind these activities seems to be an ability of Artystyka to combine honest respect for the local context with a willingness to introduce new perspectives that genuinely improve the life of the community. Of course, there were a number of 'hidden' factors at play here: for instance, having access to initial funds needed to buy the house was of crucial importance for them to start in the first place. Other characteristics, such a relative openness of local authorities combined with the perseverance of the newcomers, access to competences needed to acquire external funding (made possible by the Artystyka Association), or the cooperation with local actors such as the Snieznik Local Development Fund were instrumental to the success. It seems that all these elements are generally reproducible or existing in other contexts, although the human factor (i.e. personal traits) is to a large extent beyond the influence of any policies or authorities. Other factors, however, are – and building on them as well as reducing barriers describe in the case study will most probably help newcomers that decide to run an agri-touristic farm in taking roots in the local community with social, environmental as well as economic benefits.

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Figure 5. The farmhouse in 1926 and today
Source: https://www.facebook.com/artystykaeu-116613731689119/photos/832907033 393115 [Accessed on 31/05/2021])

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Annex 1: The list of interviews

Code	Role	Date	Place
PL2C/Int.1	practice leader	15.03.2021	Nowa Bystrzyca
PL2C/Int.2	local NGO representative	18.03.2021	phone
PL2C/Int.3	local NGO representative	19.03.2021	Wójtowice
PL2C/Int.4	local museum representative	05.05.2021	phone
PL2C/Int.5	local library director	14.05.2021	phone
PL2C/Int.6	community centre director	04.05.2021	phone
PL2C/Int.7	workshops participant	05.05.2021	MS Teams
PL2C/Int.8	workshops participant	27.04.2021	MS Teams
PL2C/Int.9	workshops participant	05.04.2021	phone
PL2C/ Int.10	local administration representative	20.03.2021	phone
PL2C/ Int.11	local cultural facility representative	09.04.2021	phone
PL2C/ Int.12	member of the 'Artystyka' Association	09.04.2021	MS Teams
PL2C/ Int.13	practice leaders' university colleagues	29.03.2021	MS Teams
PL2C/ Int.14	guest	04.05.2021	MS Teams
PL2C/ Int.15	guest	30.04.2021	Wrocław
PL2C/ Int.16	guest	28.04.2021	phone
PL2C/ Int.17	workshops participant	29.03.2021	phone
PL2C/ Int.18	guest	27.03.2021	MS Teams
PL2C/ Int.19	academic expert	29.03.2021	phone
PL2C/ Int.20	academic expert	30.04.2021	phone

Table 1- Interviews

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Case study report (Code NL3C)

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The redevelopment of empty farm stables for commercial purpose

M.C.J. (Maarten) Koreman (TU Delft)

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Acronyms & Abbreviations

AGA	Annotated Model Grant Agreement
CA	Consortium Agreement
CO	Project Coordinator
DoA	Description of the Action
EB	Executive Board
EC	European Commission
EU	European Union
GA	Grant Agreement and General Assembly
KoM	Kick-off Meeting
PM	Person Month
PO	EC Project Officer
RIA	Research and Innovation Action
SAB	Stakeholder Advisory Board
WP	Work Package

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Context

Short description regional context of the local context of the practice.

In the Netherlands, there are too many farm stables. Since 2000, the number of farmers who have livestock has been reduced by around 50% (Centraal Bureau voor de Statistiek [CBS], 2020; Lesschen et al., 2020). The reduction of the number of farmers who have livestock is a result of the continuous upscaling of the size of farms. This ongoing trend is not likely to change drastically over the coming years. Furthermore, the Dutch nitrogen crisis and a governmental focus on a more circular agriculture are likely to cause a further reduction of the amount of farm animals in the Netherlands (Ministerie van Landbouw, Natuur en Voedselkwaliteit [LNV], 2019, p.37; Stokstad, 2019). This means that many farm stables will no longer be used to house livestock (Gies et al. 2016; Gies & Naeff, 2019; Gies & Smidt, 2020). In the past decade, there is already an ever-increasing number of farm stables which are left empty. Since they hardly have any value for retired farmers, they may dilapidate or even serve as a location for illegal activities, such as an XTC-laboratory (Schotman, 2016; Backx, 2020). The empty farm stables thus make the Dutch countryside less beautiful and less safe.

The most problematic category of outdated farm stables is those that were built between 1965 and 1993. During this period, asbestos was a common material in constructing farm stables (Gies et al., 2016). This carcinogenic material is no longer allowed in Dutch construction. Farm stables which were built before 1965, which were generally made of more sustainable materials, often have heritage value. These stables are likelier to be redeveloped into housing or have already been demolished in an earlier period. Farm stables which were built from 1993 onwards are generally larger, healthier and more adaptable for modern techniques and stricter requirements on animal welfare. Hence, the farm stables from the period between 1965 and 1993 are the most problematic category of farm stables on the Dutch countryside. As more farmers retire, agricultural scale-up and a decrease of farm animals continue, it is likely that many of these farm stables will become empty (Gies et al., 2016).

The municipalities of Raalte and Boekel, in which the subcases of this promising practice are located, are both located in regions that already have a relatively high number of empty

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farm stables and which are likely to experience a further drop in the need of farm stables over the coming decade (Gies & Naeff, 2019; Gies & Smidt, 2020). Boekel is located in the Northeast of Brabant, a region in the southeast of the Netherlands with traditionally many pig farmers and many mink farmers. Within the former category, many farmers are currently quitting their farm operations as a result of the Dutch policies to solve the nitrogen crisis (Van der Storm, 2020). In the latter category, all mink farmers have been forced to stop in response to perceived role of minks in spreading Covid-19. None of the mink farmers will receive permits to re-open again, since mink farming was already planned to be forbidden from 2024 onwards (Winterman, 2020). Hence, it is to be expected that a lot of farm stables in Boekel and the surrounding areas will lose their agrarian function.

Raalte is located in Salland, a region with traditionally a lot of dairy farmers. The municipality is also likely to see an increase in the empty farm stables during the upcoming decade (Gies & Schmidt). The quick reduction of the number of farms also leads to a loss of jobs and perspectives for both young farmers and young workers in the industries that used to make products for farmers. Therefore, it is important to investigate examples of the re-use of farm stables for other commercial objectives. If this is successful, it may create new opportunities for young people who live in or want to move towards rural municipalities.

This research report investigates the promising practice of re-using outdated farm stables for commercial purposes. It investigates the origins, development and effects of two sub-cases in which a former farm stable has been turned into a commercial property. Mouthoeve in Boekel is a former dairy farm which has been redeveloped into a commercial shopping mall. The Green East in Raalte is a former experimental pig farm which has been redeveloped into a Business and Research center for innovative start-ups in the circular economy. This research describes how the ideas for this re-use were developed, the obstacles in realizing the practice, the role of policies in this process, the impact on the local community and the amount to which they were successful in attracting young rural newcomers, the likely future developments of these sub-cases and their transferability to other places. The research is based on an analysis of grey literature, 23 interviews with relevant stakeholders, a feedback meeting in which relevant stakeholders who had not yet been interviewed could provide feedback and give additional input and a final public event in which the results of the

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research were presented and discussed with relevant stakeholders and other people who were interested in the results.

This report categorically analyses the important elements in the assessment of the practice of re-using outdated, empty farm stables for commercial purposes. First, it describes the context in which this practice takes place, by looking into physical, economic, social, cultural, political and governmental aspects. Second, the report describes the origins of the practice by explaining the origins of the idea, the involved practitioners and the motivations behind each sub-case. Third, the role of other relevant actors and stakeholders is discussed and analyzed. Fourth, the report analyses what actually happens in the sub-cases by looking into the type of activities, the innovativeness, the transferability and the environmental aspects that result from the practice. Fifth, the synergies and networks which are created as a result of this practice are analyzed, by assessing the relationship of the practitioners with the local community, within their own business locations and with other stakeholders. Sixth, the report describes the role of policies and policy makers by analyzing the policies towards and the institutional support for each sub-case. Seventh, the impact and perspectives of the practice are described, by an assessment of the impact of both sub-cases on the revitalization and regeneration of the countryside and by analyzing their future perspectives. Finally, this report concludes with the most important lessons which can be drawn from this case study.

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Context of the practice (Physically, Economically, Socially, Culturally, Politically, Governmentally)

The empty farm stables in the Dutch countryside are on the one hand a symptom of the changes in the agricultural sector, and on the other hand a surprising feature in a country where there seems to be a general lack of buildings. The empty farm stables may reinforce ideas on a deteriorating and depopulating countryside, even if this is not actually the reality of some rural areas. The Netherlands has in general a clear lack of available housing space for all sorts of functions. The government, political parties, scholars and social groups would like to increase the focus on creating more buildings to meet the urgent demand for functions such as housing and business parks. First, there is a clear lack of housing available,

with shortages estimated at 1,000,000 homes by 2030 (Boelhouwer, 2020). Second, in some areas, manufacturing companies are looking for space as well to locate activities (Vollebregt, 2020). To leave farm stables empty and in a deteriorating state, not only increases the likelihood of a less attractive countryside with more crime but is also hard to understand in a country which seems to be in need to re-use every available building for other purposes.

The empty farm stables and discussions on how to potentially re-use them go together with fundamental shifts in the Dutch rural economy. On the one hand, the number of farms and the number of people who are working in agriculture is continuously declining (CBS, 2020, Koster et al., 2020). Farms are still scaling up and many farm stables do not meet the requirements of today in terms of health, adaptability to modern techniques and animal welfare rules. These are the farm stables that are likely to become empty. Meanwhile, the rural economy is also diversifying. The number of companies in rural municipalities such as Boekel and Raalte is increasing (CBS, 2021). These companies also require locations, sometimes beyond the already available business parks and retail space. Empty farm stables may form an alternative for these companies.

The empty farm stables also show the social context of the Dutch countryside. The discourse of the countryside as declining is reinforced when outdated farm stables are left empty and deteriorate. Apart from the discourse, empty farm stables are also undermining the safety on the countryside. The liberal Dutch drugs policies and cuts on the budgets for rural policing have already attracted a huge number of criminals to the Dutch countryside (Wiegant, 2017). Empty farm stables are often used as drugs laboratories. Farmers are either harassed by criminals or, if they are in financial problems, see no other option than to cooperate with them (Schotman, 2016; Backx, 2020). This development is destructive for the livability of the Dutch countryside. If it becomes easier for farmers to re-use farm stables for other purposes, it may also help to reduce criminal activities on the countryside.

The empty farm stables also show the cultural-political debate on the future of the countryside. There are conflicting views on the function with the areas outside cities and villages should have. Originally, agriculture and, to some extent, nature conservation, have been the most important functions of these areas. The many farm stables and lack of other functions of the countryside showed the dominance of agriculture. Some want this situation to remain. Nonetheless, there are also arguments being made for increasing the number of

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residents and/or businesses in areas outside of the cities and villages (Van Rossem, 2020; Van der Meer et al., 2021). The WP4 research also shows that Dutch young people have a clear preference for living in these areas. Currently, relatively strict rules often prohibit the re-use of empty farm stables for residential and/or business functions.

Finally, there is a governmental context for the empty farm stables. The exact policies on empty farm stables differ between provinces and, especially, between municipalities. Raalte and Boekel are relatively flexible in their policies and thus experimental in dealing with empty farm stables (Respondent [R]1, R2, R3, R4, R5, R8, R9, R10, R14, R15, R16, R17, R18, R19, R20, R21, R22). This also invokes discussions on whether it is fair to have flexible rules in one municipality and very strict rules in another. In small rural municipalities, favoritism from local politicians to certain citizens could be a risk of flexible rules for the re-use of empty farm stables (R11, R12).

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Origin of the practice

Origin of the idea

The investigation into the practice of re-using empty farm stables for commercial purposes is based on two subcases: The Green East in Raalte, in the eastern province of Overijssel and De Mouthoeve in Boekel, in the southern province of Noord-Brabant. Although both subcases are based in empty farm stables, there are also some differences between them.

The Green East is based in a former experimental pig farm of Wageningen University & Research [WUR] and is located half a kilometer outside Raalte. After WUR ended the activities on the farm and decided to sell it, a local company bought the farm (R14, R15, R16, R22). This company, which is active in the glue industry, had just come up with an innovative idea to use glue in agricultural production and some other innovative business ideas in the agricultural sector. They were looking for a location for the research and development of their products. The empty farm stable of WUR, which had been used to do research before, immediately seemed a suitable location (R14, R22). However, it was too large for the activities which the local company had in mind. Therefore, it came up with the plan to attract other innovative businesses and/or start-ups from elsewhere who might be interested to rent office and/or laboratory space (R15, R16, R18, R21, R22). Moreover, the location could serve as a place for education to students from applied universities and vocational schools in the region. This plan was developed as The Green East, which opened in early 2018 and which indeed houses companies from entrepreneurs who were previously based elsewhere (R14, R15, R16, R22).

The Mouthoeve is based in the empty stable and outbuildings of a former dairy farm in the outskirts of Boekel. This dairy farm was located next to the residential area of Boekel, especially after new houses were built in the 2000s. Therefore, the municipality bought the farm in the early 2010s with the plan to give the initial farmer the opportunity to continue his activities at another farm, located further away from the village (R1, R2, R3, R5). In 2015, a local entrepreneur, who has a tree nursery, bought the farm and developed a plan to re-use it for catering services and a mall with craft shops. The idea was to attract new and existing entrepreneurs for whom the existing rent in the existing retail space in the villages and surroundings was too expensive to start-up a small shop. Mouthoeve was thus focused

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on entrepreneurs who were looking for cheap and small retail space, preferably being specialized in a specific craft (R1, R3, R4). In early 2017, Mouthoeve was opened. Currently, it hosts 20 companies. For example, there is a craft nut shop, a flower shop and a hairdresser. Besides the shops, there are some other small companies, such as a yoga studio and a home furnisher. These are sometimes also located in the outbuildings of the former dairy farm (R1, R8, R9, R10).

Promoters, motivations/targets

The Green East was initiated by a local company with a development plan. This company bought the farm from WUR. Besides them, the Raalte municipality, Overijssel province and OostNL, a governmental agency which focuses on stimulating the economy in the eastern provinces were involved quite soon (R14, R15, R16, R22). These actors were necessary in making sure that the plan was within government rules and to attract other innovative businesses. The main motivation of the practitioner was to realise a useful and inspiring location for their own businesses and other innovative businesses, which would also attract young people to the region, either through educational activities or as employees of one of the companies in the building (R22).

The Mouthoeve was initiated by a local entrepreneur who wanted to both earn money and create something exciting for the village. Besides him, the Boekel municipality was the most important actor. This is because the municipality was both selling the property and had to decide whether the plan to create a location with shops outside of the village center would be allowed (R1, R2, R3, R4, R5). After the governmental permit and the reconstruction of the site, the shop owners were also involved in the development of the Mouthoeve (R1, R8, R9, R10). The practitioner had been looking out for a longer period for an opportunity to buy and redevelop a location which would combine catering services and shops, although he initially was thinking of a wellness related project. Creating something which would be reacted upon enthusiastically by most villagers was important for the entrepreneur. Besides that, he also wanted to live on or near the site and to make money out of it (R1). The municipality also allowed him to build a house next to the Mouthoeve (R1, R3).

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Actors involved

Description of actors involved

The practice of The Green East has multiple actors with differing backgrounds involved. First and foremost, the local company which bought the farm and re-developed it into a location with laboratory and office space (R14, R22). Second, the companies which rent office and/or laboratory space at The Green East (R18, R18, R19, R23). Third, the municipality of Raalte, which has to decide on building permits and which types of business are allowed at The Green East (R14, R15, R15, R22). Fourth, the province of Overijssel, which makes guidelines for what is allowed outside villages and cities and which helps to attract suitable business through OostNL (R14, R15, R16, R17, R22). Fifth, the educational institutions in the region, which had to decide if and how much of their education they would organize at The Green East (R14, R22).

The practice of the Mouthoeve also has a wider group of actors involved. First, the local entrepreneur who bought the former dairy farm and re-developed it into a location with craft shops, a bar-restaurant and some other small businesses. Second, the retailers who are renting space at the Mouthoeve and their employees (R1, R8, R9, R10). Third, the villagers and surrounding inhabitants, who now have another business location in their village, which may both be a source of nuisance and an addition to the local services (R1, R3, R4). Fourth, the municipality of Boekel, which is in charge of permits and has to decide which types of activities are (not) allowed at the Mouthoeve (R1, R2, R3, R4, R5). Fifth, other local entrepreneurs, who may on the one hand be happy with an addition to the local business community, but on the other hand be afraid that new competitors settle in this new business location with small (craft) shops (R3, R11, R12).

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Style of activities promoted

Farming approach and activities promoted

Since this practice re-uses former farm buildings for commercial purposes, it is clearly related to developments in the agricultural sector. The practice acknowledges that the current trends in Dutch agriculture invoke a diminished need for farm stables. The scaling-up of farms and the diminished opportunities for animal-based farming means that throughout the country, there are abundant farm stables (Gies et al., 2016; Gies & Naeff, 2019; Gies & Smidt, 2020; Koster et al., 2020; Lesschen et al., 2020). Especially the older, outdated farm stables need to either be demolished or re-used for residential or commercial purposes. To maintain the countryside as a place of production and not just of consumption, it is interesting to re-use the farm buildings for commercial purposes (Koster et al., 2020). In some cases, these buildings seem suitable as a location for businesses that cannot find a place in business parks or within villages or cities. In these cases, the re-use of farm stables for commercial purposes is an interesting opportunity to strengthen the local economy and regenerate the countryside.

Both investigated sub-cases show examples of regeneration that would not have happened without the practice of re-using former farm stables for commercial purposes. Raalte, where The Green East is located, has the ambition to attract more highly educated young people or to enable local highly educated young people to find work in the region (R15, R16, R20). Therefore, it needs suitable jobs for these groups. The Green East attracted multiple promising businesses in sectors such as agrotechnology and pharmacy. These companies offer jobs for highly educated people and caused the re-location of multiple employees in or around Raalte (R21, R22). Hence, The Green East is actively contributing to the regeneration of the countryside. Moreover, the organized educational activities may motivate more qualified people to relocate in the region.

In Boekel, the Mouthoeve attracts young and female entrepreneurs who would not have started a business or located elsewhere if the Mouthoeve did not exist. The available retail locations in the village have higher rents because they are larger than the locations in the Mouthoeve. Furthermore, they have less flexible lease contracts. This turns out to be a threshold for beginning entrepreneurs who are not sure if they will succeed or lack

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investments to cover the high costs of starting-up a business. For these entrepreneurs, the Mouthoeve proofed a perfect location to begin their shop (R1, R8, R9, R10). Some of the shop owners in the Mouthoeve had been looking throughout the region for a perfect business opportunity and chose the Mouthoeve specifically (R8, R9). This means that the re-use of this former dairy farm stable for commercial purposes added businesses by young and often female entrepreneurs to the village which otherwise would not have opened. Moreover, the businesses in the Mouthoeve also offer jobs to employees from the village and/or the wider region (R1, R8, R9, R10). Therefore, the practice directly contributes to the regeneration in Boekel.

Attention for architecture and authenticity is an important aspect in the re-use of former farm stables for commercial purposes. If it has to attract multiple businesses and to contribute to regeneration, it seems important that people are proud to work in this location. Both The Green East and the Mouthoeve seem partly attractive because they focused on rebuilding the farm stables in an authentic way. Entrepreneurs and their employees in The Green East relate the attractivity of the location to the beautiful surrounding and the combination of modern facilities with authentic details in the building (R9, R10, R14, R18, R19, R21, R22, R23). Multiple entrepreneurs in the Mouthoeve mention the beauty and specific atmosphere of the location, which distinguishes it from an ordinary shopping mall or Highstreet (R8, R9, R10). For these entrepreneurs, the unique character of the Mouthoeve was an important motivation to choose this as a location for their business.

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Innovation introduced/innovation transferability

This practice is mostly innovative because it gives new and surprising functions to former farm stables. In the Netherlands, there are quite strict planning rules on what type of activities are allowed in what type of locations and buildings (Needham, 2014). In most cases, re-using a former farm stable for commercial purposes would not be allowed. In most municipalities, shops should be located in designated areas in the city and village center. Businesses should be located in designated business parks, especially if they are producing goods (R6, R7, R13, R17). These conventional ideas make it difficult to re-use a former farm stables for commercial purposes. There are exceptions, such as group accommodations,

agrarian contracting companies and caravan storages, which are sometimes located in former farm stables outside villages or towns. However, the types of businesses that are located in The Green East and Mouthoeve are unlikely to get a permit in most Dutch municipalities (R1, R2, R3, R4, R5, R6, R15, R16, R17). Boekel and Raalte are both known regionally for their alternative and more flexible approaches on permits (R7, R17). These municipalities and the entrepreneurs of the investigated sub-cases are innovatively altering the existing status quo on the functions of former farm stables. This makes them useful locations to test the feasibility of the re-use of empty farm stables for commercial purposes.

The investigated practice seems quite transferable. It seems likely that there are more opportunities for the re-use of empty farm stables for commercial purposes. This could also go beyond the standard use as group accommodation, agrarian contracting company or caravan storage (R1, R5, R16, R20, R21, R23). The Dutch agrotechnological sector is at the forefront of the upcoming global changes in agriculture and the number of start-ups in the Netherlands keeps increasing (Koster et al., 2020). In combination with the renewed popularity of rural areas as a place of residence, this may open opportunities for the re-use of empty farm stables for commercial purposes. Meanwhile, the success of Mouthoeve shows that former farm stables are a good location to host (craft) shops, especially if this is combined with a bar-restaurant (R1, R9). This formula could also work in other villages than Boekel. If regional and local governments become more flexible, the practice of re-using empty farm stables for commercial purposes may thus expand.

However, the effects of this expansion are unlikely to have a large impact on the problem of empty farm stables. In fact, there is already a surplus of office and retail space (Ossokina et al., 2017; Remøy & Street, 2018). This makes it unlikely that a wide re-use of empty farm stables for commercial purposes is feasible (R6, R7, R13, R17). The enormous amounts of (upcoming) empty farm stables could only slightly be reduced by the specific and contextual opportunities for a successful re-use for commercial purposes. Demolishment and re-use for residential purposes are the likely destination for the vast majority of empty farm stables (Gies et al., 2016; Gies & Naef, 2017; Gies & Smidt, 2020; R13, R17). Nonetheless, it would be helpful in certain cases if commercial re-use is an option. This requires a different approach from regional and local governments than what is currently conventional. They have to be supportive when giving permits and consider whether the potential

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environmental damage of commercial activities in a former farm stable outweigh the continuation of agricultural pollution or deterioration.

Environmental issues

The re-use of empty farm stables for commercial purposes has both positive and negative effects on the environment. The practice causes that the use of existing buildings is prolonged and less new buildings are being built (R13). Besides that, it makes it likelier that outdated farm stables will no longer slowly deteriorate. Instead, they are refurbished in such a way that environmentally unfriendly materials such as asbestos are being removed. Furthermore, feasible opportunities for commercial re-use may lead to a reduction of the livestock in the Netherlands, which may reduce environmental pollution.

The latter two advantages are clearly visible at The Green East. When the local company bought the experimental pig farm, there were two very old and environmentally unfriendly stables left (R14, R15, R16, R20, R22). A local pig farmer used to lease these stables. However, the new owners decided that these stables were not creating a good atmosphere for their innovative business environment and that they were making it more difficult to expand the office spaces in the future. Consequently, the lease contract was not renewed and the owner of The Green East unilaterally decided to demolish the outdated farm stables, which had a lot of asbestos in the construction (R14, R22). Normally, this would be a costly operation for a farmer and would only happen if the government would subsidize. In this case, the new owners paid to demolish the stables and later received a permit to connect two office spaces, between which the former stables were located, instead (R14, R22). Local citizens are happy because they now have less nuisance from the pig farm and a more beautiful landscape (R15, R16, R20).

However, there are some negative environmental effects of this practice too. First, the settlement of more businesses outside business parks and village or town centers may increase the amount of traffic in remote rural areas. This would lead to more pollution (R6, R7, R13). Second, this practice may lead to more buildings in the areas outside villages and towns. Without the opportunities for commercial re-use, it is likely that more empty farm

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stables will be demolished. The wider options to re-use farm stables, may lead to less open space in a country which already has a lot of buildings (R13, R21).

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Synergies and networking

Relationships with local community

A successful re-use of farm stables for commercial purposes requires a good relationship with the local community. Without that local support, a municipality is unlikely to apply rules flexibly enough to give a permit (R1, R22). Therefore, it is understandable that both subcases seem to have a good relationship with the local community. In the example of The Green East, local villagers, entrepreneurs and politicians seem to be proud of the project (R15, R16, R20, R21, R22, R23). As businesses in The Green East are attracting highly educated employees and are working on a more circular and/or healthier economy, it makes sense that most people support the project. Moreover, The Green East has been created by a successful family business from the village, who already had strong contacts with the local population, entrepreneurs and politicians. Nevertheless, the newly attracted businesses, who are the actual rural newcomers, describe that they feel very welcome and supported in Raalte (R18, R19, R21, R23).

The Mouthoeve also has a relatively good relationship with the local community in Boekel, despite some initial doubts among certain villagers. Both the owner and local entrepreneurs describe that these doubts considered the feasibility of Mouthoeve as a place were shop owners could make money (R1, R8, R9, R10, R11). Moreover, local retailers had concerns about the creation of a new shopping street in a village which was already experiencing shop vacancies. The low rents at Mouthoeve were also likely to give potential competitors an unfair advantage (R11, R12). After Mouthoeve actually started, these concerns diminished or evaporated. Most local citizens seem proud of such a beautiful location in their village, which has also strongly increased their opportunities to buy local (R1, R2, R3, R4, R5). Most entrepreneurs experience not too much competition from the (craft) shops at Mouthoeve, as they are focusing on different target groups (R3, R11, R12). The flower shop used to have competitors in the village center, but it is so popular among the local community that its competitors struggle to attract enough customers (R8). Despite initial doubts, there seems to be sufficient support for the development of Mouthoeve in the local community of Boekel. This is important as it helps the entrepreneurs in Mouthoeve attract local clients,

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while allowing the local population to enjoy the potential benefits of having this innovative shopping center in their village.

Synergies enabled

Within the investigated locations, quite some internal synergies are developing. In The Green East, businesses with comparable interests and necessities are located together (R14, R19, R21, R22). Since the businesses are active in different sectors, they are not direct competitors. However, agrotechnology and/or protein processes are part of most companies. Furthermore, many of these companies need laboratory space and specific facilities which The Green East offers. According to one of the entrepreneurs, this proofed very useful in the Corona lockdown. Sometimes, specific materials were delivered which needed to be refrigerated. When company employees were absent due to Corona restrictions, employees of other companies would place these materials in the fridge. They did so because they had sufficient knowledge about the type of delivered products themselves. Hence, the right procedure was followed, and the delivered products were not spoiled (R19). Although the Corona lockdown has also diminished opportunities for social events, it is likely that these things will develop in the future (R14, R18, R19, R21, R23). This shows that there is a clear internal synergy between most companies within The Green East. They seem to be close enough to help each other out if necessary but are working in different markets, which makes sure that they are not competitors to each other.

The entrepreneurs in Mouthoeve have a strong internal synergy. In consultation with the owner, they developed an own retailers association, of which they are all members (R1, R8, R9, R10). This association organizes activities such as a Ladies' night and decorates Mouthoeve in the Christmas period. There is even a Mouthoeve coin which consumers can buy or use as a gift and which can be used only in Mouthoeve shops. The association was created to make sure that entrepreneurs within Mouthoeve cooperate and are able to channel their concerns professionally to the owner of Mouthoeve. Apart from organizing activities, the association has a say in which types of entrepreneurs are attracted to vacant shops. If a new entrepreneur is active in the same market as an existing entrepreneur, the association could decide against allowing this new entrepreneur. Such a decision would be

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made together with the owner. As a result, the retailers association helps to avoid potential conflicts between entrepreneurs working at Mouthoeve (R1, R8, R9, R10). Besides the association, entrepreneurs also describe that they are used to forward customers to each other when they think that they may be interested in their products (R8, R9, R10). There is thus a clear synergy between the entrepreneurs at Mouthoeve. The fact that they are located close to each other, cooperate in promotional activities and have an organized voice when issues with the owner arise, helps them to grow stronger.

Networking established

Local networks are also important in this practice, especially for rural newcomers. The Green East received local support from the beginning onwards. Some entrepreneurs are part of the local business association (R20, R22). Moreover, both the province of Overijssel and the municipality of Raalte are supportive of The Green East and regularly try to help by attracting potential entrepreneurs through OostNL or by showing some flexibility when applying rules (R18, R19, R22). Most entrepreneurs in Mouthoeve have also become part of the local business association. This has led to stronger connections between the new shop owners of Mouthoeve and the existing shop owners in the village center. The popularity of Mouthoeve among the local community improved as a result of this (R8, R9, R10, R11, R12). Besides that, there are close ties between the owner of Mouthoeve and the municipality of Boekel. In case of potential problems, they have always created a workable solution together (R1, R2, R3, R5). The connection of the rural newcomers in these cases to established networks of entrepreneurs and governmental actors helps them to strengthen their business and integrate with the local community and regional structures which they became part of.

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Policies and institutional supports

Policies activated; constraints; change/need of new policies

Both examples are supported by their local municipalities, which themselves are known for their flexible approach towards building rules and permits. The municipality of Raalte was immediately supportive of the plans for The Green East. It was helpful when providing the permit to refurbish the former experimental pig farm for commercial purposes and this is still the case when new permits are required (R14, R15, R16, R17, R22). The supportive approach can also be related to the net contribution of The Green East to the area. A pig farm with relatively few jobs and quite some pollution has been replaced by a multi-company building in which innovative businesses are creating jobs for highly educated employees (R16, R20, R21, R22). The most recent permit allowed to demolish two old pig stables without any subsidies and to create a new building where the current businesses can expand their operations (R14, R18, R22). This means that even more jobs will be developed. From this viewpoint, it makes sense that the local and regional government are supportive of the practice.

Meanwhile, the institutional support from educational institutions in the region has been disappointing for the businesses in The Green East. Initially, it was the plan that students from these institutions would visit The Green East regularly to get practical lessons on topics such as agrotechnological innovations (R22). However, this turned out to be complex and it was not profitable for the organizing entrepreneurs (R19, R22). Hence, the educational activities have been reduced. Currently, the cooperation with educational institutions is rather related to providing internships (R22). This shows that not every plan from the initial phase of The Green East has been realized successfully. The educational activities proofed complex. Not only were there concerns on the profitability, but there were also different approaches to the educational aspect for the entrepreneurs in The Green East. For some of them, this was an important opportunity. For other entrepreneurs, regularly having many students at the premise would disturb them while they were working, without having a direct positive impact on their business operations (R14, R18, R19, R21, R22). Hence, the lack of progress of the educational activities may also have prevented internal disagreements between the different entrepreneurs at The Green East.

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The developments at Mouthoeve exemplify the approach of the municipality of Boekel, which is regionally well-known for its lack of or flexible approach towards rules (R1, R2, R5, R8, R9, R13). The municipality, who were also selling the former dairy farm, were immediately positive about the plan and were quite helpful when they provided permits for the type of allowed shops (R1). Initially, there were stricter rules on the amount of retail shops and the amount of 'craft' shops that were allowed at Mouthoeve. For example, most shop owners had to regularly organize workshops in the beginning to fit within the permit. Afterwards, these rules became less strict. It is currently no longer required to regularly organize workshops. Such activities have therefore diminished. The entrepreneurs of Mouthoeve are happy about this flexible approach, which according to them makes Boekel an attractive municipality to start a business (R1, R8, R9, R10). There are only some concerns about the high costs when permits have to be altered (R1, R9). In general, the flexibility of the municipality seems to make Mouthoeve a possible and suitable place to start up a business.

Among the other shop owners in Boekel, there seem to be more complaints about the way the municipality dealt with Mouthoeve. Some think that the flexibility was also necessary since the municipality had to sell an outdated dairy farm on the edge of a village (R12). The fact that new shops were allowed inside Mouthoeve conflicts with the stricter local visions on where shops are normally allowed. The municipality wants other shops to stay in or relocate to the village center, where a huge area redevelopment is about to take place (R2, R3, R4, R5). For some local entrepreneurs, the contrasts between this policy and the generous permits at Mouthoeve show that the municipality is fickle. Furthermore, they fear that the expensive area redevelopment in the village center will lead to higher rents in shops (R11, R12). Consequently, the gap between rent prices in the village center and in Mouthoeve becomes so large that it will lead to more empty shops in the village center. The municipality and the entrepreneurs at Mouthoeve are much less concerned about this (R1, R2, R4, R5, R10). These differing vies also reveal an important risk of the institutional flexibility in Boekel. Once certain entrepreneurs get the feeling that their competitors can profit from flexibility while they cannot themselves, the trust of some entrepreneurs in the local government could evaporate. If a municipality has flexible planning rules and an individual approach to permit applications, it seems important to at least be as transparent

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as possible on how and why they make certain decisions. This could prevent rumors among the local community that the municipality is giving unfair advantages to certain entrepreneurs.

Institutional support

There has been some indirect or direct institutional support at both locations. The Green East has received some regional funding which was specifically focused at rural development. Furthermore, the OostNL governmental agency helped to attract potentially interested entrepreneurs (R16, R17, R18, R19, R22). Mouthoeve has not received direct financial support from institutions. However, as part of the final permit to redevelop the former dairy farm, the new owner also received a permit to build a house for himself on the premise. This would normally have been a difficult procedure but could now be considered as a trade for the purchase and redevelopment of the former dairy farm (R1, R3). Although financial support from institutions helped to realize the projects, especially in the case of The Green East, it does not seem to have been essential. The motivations of the main practitioners were not just financial, and it is thinkable that they would have developed their plans even without financial support or an extra permit from institutions. However, the political support for their projects was essential for the realization (R1, R22). This shows that financial support from institutions may help the commercial re-use of empty farm stables, but it is the political support in a complex spatial planning context which eventually leads to the realization of plans to redevelop an empty farm stable for commercial purposes.

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Impact and perspectives

Impacts of the practice on rural revitalization

Both examples seem to have a positive impact on the revitalization of the countryside. The Green East has the clearest positive impact. The location and the businesses which are active at The Green East are clearly an addition to the local business landscape (R15, R16, R20). Potentially interesting businesses which may create many highly qualified jobs are now coming to the area. This also clearly widens opportunities for highly educated young people to either stay in Raalte or to come to this area (R14, R18, R19, R21, R22, R23). As a result, the countryside in the municipality of Raalte is partly revitalized as a result of the establishment of The Green East.

Mouthoeve also seems to have quite a positive effect on the revitalization of the countryside. The livability of the village improves now that more diverse shops are available (R2, R3, R4, R5, R11, R12). Young and female entrepreneurs, who may normally not have found the budget or opportunity to begin a shop, received these opportunities at Mouthoeve, with its low rent and more flexible lease contracts. As a result, the village of Boekel becomes a more attractive location to settle as a young entrepreneur (R8, R9, R10). There are thus some positive impacts. However, they are relatively marginal and unlikely to be shown in statistics on the municipal level. Compared with The Green East, the entrepreneurs at Mouthoeve are less likely to create enormous amounts of jobs or totally alter the prospects of the area. This is because shops are unlikely to grow enormously, whereas start-ups in the agri-food or medical sector may become huge employers in the future.

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Impact on rural regeneration

Both examples seem to make their region more attractive for young people and hence to support the regeneration of the countryside. Businesses in The Green East are clearly attracting young highly-educated people to the village and the wider region of Overijssel. Without The Green East, it is very unlikely that such talents would have come to the region (R14, R18, R19, R20, R21, R22, R23). If businesses at The Green East grow much larger and go

beyond the start-up or scale-up phase, they will be invited to continue the activities at a regular business park in the municipality. This makes it possible for them to produce higher volumes of products. Meanwhile, new start-ups can use the vacant space in The Green East to become the next successful business in Raalte (R15, R16, R18, R19, R20). This means that if the The Green East maintains its current level of success and becomes even larger, it may provide Raalte with a continuous stream of young and talented people, which will clearly help to regenerate the area.

Mouthoeve also has a positive impact on the regeneration, albeit to a lesser extent. Mouthoeve helps to make Boekel a more attractive village for people who are looking for a place to live and/or work. The unique opportunity to start a (craft) shop in such an authentic location under such good pre-conditions may attract more entrepreneurial young people (R4, R11). However, the jobs which are created at the Mouthoeve are not highly-educated. They are helpful for local young people who are looking for a decent job but will most likely not attract people from far away (R1, R8, R9, R10). The relatively short distance between Boekel and other towns in the region, such as Uden and Veghel, also enables people from these larger settlements to just work in Boekel, without having to move there. In these cases, the newly created jobs do not translate into more inhabitants. However, the population in Boekel is currently growing quickly and the area seems to regenerate successfully (R1, R4, R5). Mouthoeve may thus support a small form of rural regeneration, without having enormous impact.

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Future perspectives

The future perspectives for both practices are quite positive. The Green East seems to have the brightest future. The available office and laboratory space is all being used. Moreover, there are already tenants for the spaces in the new building which will be built in the following years. So far, not everything developed as the owner would have hoped, with the educational activities as clear disappointment. However, The Green East turns out to be a popular location for settling innovative businesses with a huge potential (R14, R18, R19, R22).

The increased governmental focus on a transition towards a more circular agricultural sector and circular economy is likely to increase opportunities for the types of businesses that are active in The Green East (LNV, 2019). As a result, the location is likely to remain popular and to attract further innovative businesses in the future. It is also likely that some of these current start-up businesses will grow larger and relocate elsewhere in the municipality, at another empty farm stable or a business park (R18). This expansion would further increase the number of jobs for highly educated people in the Raalte area and meanwhile allow new businesses to locate at The Green East.

The future of Mouthoeve seems also quite positive, despite some serious concerns. During the first years, the concept has proven to be successful, against the expectations of some villagers. Most of the businesses in Mouthoeve seem able to make a good living out of their activities and are happy to stay in the future (R1, R8, R9, R10). However, there were also quite some shops that failed and this led to a quick turnaround of entrepreneurs. This could also be related to the low rent and flexible lease contracts, which might have made it 'too easy' to start a business at Mouthoeve (R1, R8, R9). The future success relies on a few factors. First, it is important that a good catering entrepreneur takes over the bar-restaurant, which is central in the concept of Mouthoeve. Especially after the Covid lockdown, the bar-restaurant should re-open strongly. Second, future trends among consumers will be important (R1, R9, R10). The Covid lockdown may have altered shopping patterns towards more online and less physical shopping (Sheth, 2020). This would be negative for the shop owners at Mouthoeve. However, it could also be that people will only go shopping when they have a nice and unique experience. In that scenario, Mouthoeve does have a bright future. It is easy to reach for most customers and offers a unique shopping experience with authentic craft shops (R1, R4, R5, R8, R9, R10). In any event, Mouthoeve is offering more to the village than the previous dairy farm would have done and is thus likely to remain a place which strengthens the image, livability and business climate in Boekel.

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Conclusion

Based on this research, the redevelopment of empty farm stables for commercial purposes could in some cases be a good opportunity. The huge amount of empty farm stables in the Netherlands, which is protected to grow even further over the following years, asks for a wide range of solutions (Gies et al., 2016). Commercial redevelopment could be one of these solutions. Compared to a potential state of decay, with all the problems that come with such a state, both The Green East and Mouthoeve are having a profoundly better impact on their respective areas. They are attracting new entrepreneurs, creating jobs and/or improving the livability of the countryside. It is therefore understandable that most interviewees were enthusiast about the subcases, even if they were not themselves involved.

There are, however, serious limitations to the applicability of commercial redevelopment of empty farm stables. First and foremost, there already seems to be an over-supply of retail and office space in the Netherlands, for which the need has been decreasing over the past years. Moreover, Covid-19 is likely to accelerate this trend (Remøy & Street, 2018; Sheth, 2020). It thus seems unlikely that there will be high demand for a widespread commercial re-use of the huge amount of Dutch empty farm stables. This is already shown in the province of Noord-Brabant, where the provincial government tested the demand for commercial re-use and found that this was very limited (R7, R13). In case the demand would grow higher, this is likely to increase shop and office vacancies in other locations. Consequently, the widespread commercial re-use of empty farm stables would move the vacancy problem partly from farm stables to rural retail and office spaces, without doing much for the livability of the countryside.

Second, there are some serious planning issues involved in providing the permits for commercial re-use of empty farm stables. Most governmental institutions, even the relatively flexible municipalities of Boekel and Raalte, prefer to plan to concentrate shops in city or village centers, businesses on business parks, residents within settlements and farming in the areas outside settlements. They fear that a mixture of these activities would create multiple problems. It would reduce planning advantages of combining likewise activities in specific places. If farmers, residents, shop and business owners have their activities very close to each other, this may incite conflicts between them, while the

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countryside clutters (R2, R3, R4, R5, R7, R13, R15, R16, R17). For these reasons, governments will be very reserved with permitting an increase in commercial activities in empty farm stables and only allow this when it is a very good solution which fits the local context.

There are some contextual situations which may support a commercial re-use of empty farm buildings. First, it requires a local entrepreneur with tacit knowledge and a good network among the local community and institutions. A person who understands the local context may be able to convince local stakeholders to support his or her idea and give permission to go beyond the normal policies of not allowing too much commercial activities outside settlements. Second, it helps if the empty farm stable already had a special status or is causing other problems. In these cases, it may be easier for governmental institutions to be flexible when giving permits. At The Green East, it was helpful that their premise had already been used as experimental pig farm. It already had a function as research center, which meant that this did not need to be added in the permit (R14, R16, R22). At Mouthoeve, the empty farm stable was a general thorn in the side of the municipality. It was located next to the Boekel settlement and owned by the municipality, which made it quite costly. This may have helped the municipality in being flexible in the process of the permit (R1, R3, R5). Third, it helps if a plan for commercial re-use goes hand in hand with local ambitions. If a municipality or local businesses are already thinking of concentrating certain types of businesses in a specifically agrarian location, this could be an argument to commercially redevelop an empty farm. For example, The Green East coincided with a local ambition to attract start-ups in the agro-food sector. Fourth, it helps if municipalities keep close contact with initiators and are relatively flexible in dealing with the permit application. For example, the initiator of Mouthoeve did not think that nearby municipalities would have supported him in his plans (R1). Fifth, it is very helpful if a narrative could be construed around a commercial redevelopment of an empty farm stable. This immediately increases the attractivity to potential rural newcomers. At Mouthoeve, the authenticity of the building and uniqueness of the shopping experience makes the location attractive for both new entrepreneurs and customers. It also increases the pride of local citizens of the project (R1, R4, R5, R8, R9, R10, R11). These local contextual situations may thus help to generate a commercial re-development of an empty farm stable.

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Future research could focus on three topics. First, it would be interesting to see how the commercial re-use of empty farm stables works in other countries. Are there equal planning issues? And how large is the demand for this solution in dealing with the problem of empty farm stables? Second, it would be interesting to find out how successful this commercial re-development of Dutch empty farm stables is in the long run. The investigated subcases in this research seem promising practices that are relatively successful. But how successful will these and other examples of commercial re-use of empty farm stable be in ten years? And what happens with plans in municipalities which are less flexible than Boekel and Raalte? Third, it would be interesting to investigate what combinations of solutions works best to solve the problems with empty farm stables in the Netherlands. This research suggests that redevelopment for commercial purposes is one of the solutions, albeit only in very specific contexts. Earlier research in Work Package 4 already showed a high demand among young people to live in larger housing outside settlements, whether cities or villages. So what is the potential for redevelopment of empty farm stables for residential purposes? How many empty farm stables should be demolished to keep the countryside attractive enough and avoid huge numbers of farms dilapidating in certain areas? And is it wise to become more flexible or better to maintain the current strict approach to what functions are allowed in empty farm stables? Research on these topics will likely create further knowledge which could help the Netherlands and countries with comparable problems to deal with the increasing number of empty farm stables.

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Appendix 1. Topic list (Translated from Dutch)

- Open
- Thank participant for participating
- Show, check and fill in participation form
- Origin of the practice
- Origin of the idea
- Involved people/organizations
- Motivations/goals
- Description of local context
- Most important obstacles and conflicts during start-up phase
- Main benefits of the idea
- Description of investigated practice
- Description of activities performed
- Innovative components
- Environmental aspects
- Employment (amount)
- Economic aspects (how successful)
- Conflicts/challenges
- Internal conflicts
- External conflicts (also with opponents in/and local community)
- Local networks (components)
- Relation to local context (compared idea origin)
- Benefits
- Disadvantages
- Who is important and has a role in rural renewal?
- Advantages and disadvantages of policies
- Overall relationships with governments on multiple levels
- Political content developments
- Bureaucratic and procedural developments

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- Impact of practice and perspectives
- Social, ecological and economic impact
- Economic effects at local/regional level
- Environmental effects (including landscape quality) at local level
- Effects on social cohesion (quality of live)
- Effects at the political level
- Effects on gender roles
- Future perspectives
- Likely future developments fort his practice
- New, likewise initiatives
- Transferability to other contexts
- Closure
- Other important respondents who should be interviewed
- Explanation further use data for this research and express thanks

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Appendix 2. The List of interviews

Code	Interviewee (Pseudonomy)	Role	Date	Place
NL3C/Int.1	R1	Practitioner/Owner Mouthoeve	11.12.2020	Boekel
NL3C/Int.2	R2	Civil servant Spatial Planning Boekel Municipality	14.01.2021	Boekel
NL3C/Int.3	R3	Civil servant 'involved Mouthoeve' Boekel Municipality	19.01.2021	Teams
NL3C/Int.4	R4	Civil servant Permits Boekel Municipality	14.01.2021	Boekel
NL3C/Int.5	R5	Alderman Boekel Municipality	14.01.2021	Boekel
NL3C/Int.6	R6	Civil servant Spatial Planning North Brabant Province	21.01.2021	Teams
NL3C/Int.7	R7	Civil servant Spatial Planning North Brabant Province	25.01.2021	Teams
NL3C/Int.8	R8	Practitioner/Shop owner Mouthoeve	11.12.2020	Boekel
NL3C/Int.9	R9	Practitioner/Shop owner Mouthoeve	11.12.2020	Boekel
NL3C/Int.10	R10	Practitioner/Shop owner Mouthoeve	14.01.2021	Boekel
NL3C/Int.11	R 11	Local entrepreneur, board member entrepreneurs' association Boekel	26.01.2021	Teams
NL3C/Int.12	R12	Local entrepreneur, board member entrepreneurs' association Boekel	26.01.2021	Teams
NL3C/Int.13	R13	Programme leader, empty farm stables, North Brabant Province	27.01.2021	Teams
NL3C/Int.14	R14	Employee of Main practitioner The Green East	15.01.2021	Raalte
NL3C/Int.15	R15	Civil servant Spatial Planning Raalte Municipality	28.01.2021	Teams
NL3C/Int.16	R16	Alderman Raalte Municipality	28.01.2021	Teams
NL3C/Int.17	R17	Civil servant Spatial Planning Overijssel Province	26.01.2021	Teams
NL3C/Int.18	R18	Practitioner/Entrepreneur The Green East	06.01.2021	Teams
NL3C/Int.19	R19	Practitioner/Entrepreneur The Green East	07.01.2021	Teams
NL3C/Int.20	R20	Local entrepreneur, board member entrepreneurs' association Raalte	15.01.2021	Raalte
NL3C/Int.21	R21	Practitioner/Entrepreneur The Green East	15.01.2021	Raalte
NL3C/Int.22	R22	Practitioner/Main Entrepreneur The Green East	15.01.2021	Raalte
NL3C/Int.23	R23	Employee of practitioner/entrepreneur The Green East	15.01.2021	Raalte

Table 1. Interviews

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Appendix 3. Basic statistical data

	Boekel 2019	Boekel 2009 (2013 from education level onwards)	Raalte 2019	Raalte 2009 (2013 from education level onwards)
Area (square kilometer)	34.5 km²	34.5 km²	172.3 km²	172.3 km²
Population	10,588	9,692	37,511	36,891
Population density (per square kilometer)	307	281	219	215
Resident population by age group	0-14: 1,738 15-64: 6,869 65+: 1,981	0-14: 2,094 15-64: 6,308 65+: 1,290	0-14: 5,913 15-64: 23,526 65+: 8,072	0-14: 6,908 15-64: 24,169 65+: 5,814
Outmigration last year:	367	254	1,100	1,114
Newcomers last year:	555	292	1,319	900
Occupation rate	72.3	70.2	72.5	71.1
Unemployment rate	2.5	3.3	2.5	3.2
15-25 years unemployment rate	5.4	8.6	5.5	8.0
Education level 15-75 years by rate:		2013 numbers from now onwards		2013 numbers from now onwards
Low-level:	33	35.5	27.6	31.2
Medium-level:	44.2	47.7	48.7	47.9
High-level:	22.8	16.8	23.7	20.9
Number of enterprises in municipality	1180	1020	3160	2615
Total occupation by productive branch:	Total: 3,500	Total: 2,800	Total: 14,800	Total: 13,600
Agriculture:	400	300	300	200
Industry & Energy:	600	300	3,300	2,900
Commercial services:	1,300	1,000	6,900	6,200
Non-commercial services:	1,200	1,200	4,300	4,300
Number of enterprises by productive branch:	Total: 1,180	Total: 1,020	Total: 3,150	Total: 2,620
Agriculture	215	205	550	510
Industry & Energy:	300	245	445	380
Trade & Catering:	215	190	675	580
Transport, information & communication:	65	65	165	135
Finance & Real estate:	110	105	300	265
Business services:	150	120	635	460
Culture, recreation & other services:	125	90	380	290

Table 2. Basic statistical data for practice locations (Boekel and Raalte municipality)
Source: Netherlands Statistics (2021)

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Case study report (Code NL4C)

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Cultural festivals: Creating a more positive image for peripheral regions

M.C.J. (Maarten) Koreman (TU Delft)

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Context

Short description of the regional context of the practice

Throughout the European Union, there are peripheral and rural regions which suffer from a less positive reputation than their central and urban counterparts. These rural and/or peripheral regions have partially lost their reputation as green places, are dealing with ageing and depopulation and have an image of being outdated and underperforming (Grimsrud, 2019; Navarro Valverde, 2019; Fitzgerald & de Souza, 2017). This less positive reputation may function as a barrier when regions want to attract young talents and rural newcomers. As a result, the process of depopulation and a less promising future for a region becomes self-fulfilling. To counter this negative spiral for rural regions and alter it into a positive spiral of ruralization is one of the most important aims of the Ruralization research project of which this report is a result.

The cultural sector is a very clear example of disbalances in investments and reputations between on the one hand, central and/or urban regions and, on the other hand, peripheral and/or rural regions. The cultural sector is more often related to urban areas, which also receive relatively much more government funding for the cultural sector (Collins & Cunningham, 2017; Kuhmonen et al., Deliverable D4.3, 2021; Cowling & Lee, 2017). This also means that it is harder for peripheral regions to profit from the positive effects of a strong cultural sector (Cowling & Lee, 2017). It would therefore be interesting to investigate what happens when there are relatively much cultural events organized in a rural or peripheral region.

The Oldambt municipality in the Groningen province, in the Northeast of the Netherlands, is a peripheral and relatively rural Dutch area which could be interesting to investigate. The Groningen province is located in the Northeast of the Netherlands. Groningen city is the quickly growing, centrally located capital of the province. The surrounding areas, especially those in the north and the east of the province, are dealing with depopulation and an out-migration of young people. Oldambt municipality is situated in the Northeast of the province. The eastern part of Groningen province has seen quite a long period of relative economic decline, with relatively high rates of unemployment (Thissen et al., 2010, Appendix 3). Groningen province has recently received relatively much attention because of the earthquakes in the province, which are a consequence of the gas extraction in the north of this

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province (Spetzler & Dost, 2017). The Oldambt municipality is also to a certain extent affected by these earthquakes, with almost 500 houses in the area in need of reinforcement (Nationaal Coordinator Groningen, 2017; Nationaal Coordinator Groningen, 2021). The earthquakes are not helping the already struggling region to receive positive attention and create a more positive reputation.

In the Netherlands, there is a clear focus on central and urban regions in the national funding for the cultural sector. Within the Netherlands, subsidies for the cultural sector in general have decreased since an austerity policy of Cabinet Rutte-I decreased funding (Kloosterman, 2014). Currently, the overwhelming majority of cultural subsidies from the national government are directed towards the central Randstad area. More than half of the subsidies are directly going to the capital city Amsterdam, in which just 5% of the population lives (Fonds Podiumkunsten, 2021). The relatively small number of national funding that is directed towards Groningen province, is almost entirely going to Groningen city. The unequal distribution of funding for the cultural sector causes opposition from regional politicians and people who work in the cultural sector (Volkskrant, 2020; Van Ruiten, 2020). It also makes it more difficult for rural areas to profit from the opportunities that existing rural cultural festivals create in terms of livability, reputation and economic strength (Fisker, Kwiatkowski & Hjalager, 2021). In fact, the unequal distribution of funding is partly explaining and even increasing the huge imbalances in cultural amenities and the perception on where the cultural sector is strong between central and/or urban regions on the one hand and peripheral and/or rural regions on the other hand.

Nonetheless, the Oldambt municipality seems to host quite some high-level cultural events. During the last decade, a number of high-quality cultural events have developed in or moved towards the Oldambt municipality. Festival Hongerige Wolf, Pura Vida, Waterbei and Grasnapolsky are the most important examples, but there are even more events located in the area. Among the organizers, visitors and artists at the festivals, there is a serious number of rural newcomers, who are new to the Oldambt area. Since this development does not reflect the general tendency in which cultural events in peripheral areas seem difficult to organize, it is interesting to further investigate the roots and impacts of the various cultural events in Oldambt municipality, which at first sight seem to show a promising practice. This

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seems especially interesting now that Covid-19 poses a threat to the cultural sector in both urban and rural contexts.

This research report investigates the promising practice of organizing cultural events in a rural and/or peripheral area. It investigates the origins, development and effects of four cultural festivals in the Oldambt municipality: Festival Hongerige Wolf, Waterbei, Pura Vida, and Grasnapolsky. Festival Hongerige Wolf is a festival for music, dance, theatre, film, visual arts and literature, organized in the small and very peripheral village of Hongerige Wolf. Waterbei is a street theatre festival in the town of Winschoten. Pura Vida is an annual concert by the North Netherlands Symphony Orchestra [NNO], played on a pontoon in the Oldambt lake in Blauwestad, Oldambt. Grasnapolsky is a festival with alternative music, art and expeditions to the surroundings in a unique location. It is organised in former straw cardboard factory 'The Future' [Strokartonfabriek de Toekomst] (Respondent [R] 1; R2; R3; R4; R6). This research describes how the ideas for these festivals and their organization in Oldambt were developed, the obstacles in realizing the practice, the role of policies in this process, the impact on the local community and the amount to which they were successful in attracting young rural newcomers, the likely future for these events and their transferability to other places. The research is based on an analysis of grey literature, 17 interviews with relevant stakeholders, a small focus group with young people from the area in the age group of 17-23 years old and a final public session in which the results were presented to and discussed with relevant stakeholders and other people who were interested.

This report categorically analyses the important elements in the assessment of the practice of organizing cultural events in the relatively peripheral and rural Oldambt municipality. First, it describes the context in which this practice takes place, by looking into physical, economic, social, cultural, political and governmental aspects. Second, the report describes the origins of the practice by explaining the origins of the idea, the involved practitioners and the motivations behind different events. Third, the role of other relevant actors and stakeholders is discussed and analyzed. Fourth, the report analyses what actually happens at the events by looking into the type of activities, the innovativeness, the transferability and the environmental aspects that result from the practice. Fifth, the synergies and networks which are created as a result of this practice are analyzed, by assessing the relationship of

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the practitioners with the local communities, with other practitioners and with other stakeholders. Sixth, the report describes the role of policies and policy makers by analyzing the policies towards and the institutional support for the cultural events. Seventh, the impact and perspectives of the practice are described, by an assessment of the impact of the cultural events on the revitalization and regeneration of the countryside and by analyzing their future perspectives. Finally, this report concludes with the most important lessons which can be drawn from this case study.

Description of the practice context (physical, economic, social, cultural, political and administrative).

The physical landscape and the existing buildings in the Oldambt municipality are useful assets for the cultural events. The region has a specific agricultural history with huge grain farms. Throughout the 20th century, it was the granary of the Netherlands. Wealthy farmers prospered enormously during the creation of the Common Agricultural Policy by the European Economic Community. The focus on grain also caused the creation of the local straw cardboard industry. The huge industrial complex 'Strokartonfabriek de Toekomst' was builded to produce the straw cardboard in Oldambt. Nowadays, the golden era of the wealthy grain farms is long gone, and the straw cardboard industry has demised. This is one of the reasons why the region is dealing with a negative reputation. Nonetheless, this unique regional history is still very visible in the landscape and also something which the area is widely known for (Westerman, 2018). Both Festival Hongerige Wolf and Grasnapolsky embrace this physical asset of the region. The former is organised in a very small village, surrounded by huge grain fields and celebrating the spacious and peripheral surroundings. The latter is organised in the former straw cardboard factory 'Strokartonfabriek de Toekomst.'

Besides, Pura Vida is organised in the Oldambt lake in Blauwestad, an interesting area in Oldambt. In the late 1980s, a local architect and public servant recognised the influence of technology on agriculture and devised a plan to redevelop an area of relatively unproductive grainfields (Blauwestad, 2020; Meeus et al., 1990). An 800 hectares lake would serve as a water basin, a location for water recreation, partly as a nature reserve and partly as an attractive residential location. The idea was that people could design their dream villas on huge building plots next to the waterfront. This should attract rich pensioners from the

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Randstad in the west of the Netherlands to Blauwestad (Westerman, 2018). Despite serious cutbacks on the ambitious plans, Blauwestad is currently having record sales of building plots. Pura Vida celebrates the physical beauty of Blauwestad by organising a classical concert on the lake. Thus, the physical landscape of Oldambt is important in contextualising the cultural events which are investigated in this report.

The economic local context for this practice makes it complex to become successful. The Oldambt municipality has slightly depopulated over the past decade, has a relatively high unemployment and a relatively small percentage of highly educated and young citizens (Thissen et al., 2010; Appendix 3). Meanwhile, the number of tourists in the area has stayed relatively low in the period before Covid-19 (R17). All of this makes it supposedly hard for the cultural events to find financial support in the area, to attract local citizens and to reach a sufficient number of visitors. Since the area is peripherally located, most events need to attract visitors from further away to stay viable, despite the lack of a touristic history for the area.

The social history and the current social context of the Oldambt area are important when investigating the cultural events. Historically, the Oldambt area has seen huge class differences between, on the one hand, the wealthy farmers and a small group of local elites and, on the other hand, a large working class of industrial and especially land labourers. Whereas the Oldambt farmers were the wealthiest farmers in the Netherlands between the late 19th century and the 1970s, their land labourers were among the poorest. Other than that, there were also huge social divisions between the two groups, who had different associations and were living apart from each other (Keesman, 2013; Westerman, 2018). These complex social histories may be part of the story of the events and explain something about the mentality of the people and politicians in Oldambt. Besides that, the social history of the area still has its effects. The relatively low level of education and the high level of unemployment can be related to the decline of the former economic strongholds of the area and to the backlogs under which the local working class suffered for such a long time, and which may not yet be solved (Westerman, 2018). Hence, it could be difficult for high-quality cultural events, which have a relatively elitist reputation, to attract local visitors and to be able to make a connection with local communities.

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The cultural context of the area is also relevant. Besides the emerging and growing attention for the unique economic, social and political history of the Oldambt area, there is also a long history of local attention for culture. In the postwar period, there was an active scene of amateur theatre in which a wide range of people participated (Voerman, 1993). Currently, there are multiple local initiatives to strengthen the cultural field and to improve the cultural education for children from different ages (R9). In the national recovery plan for Groningen, which is focusing on creating new jobs and opportunities in a region where the earthquakes are having severe consequences on the population, there is also quite some attention for these kinds of local initiatives and for culture in general (Nationaal Programma Groningen, 2021). As a result, there seems to be quite some potential for the cultural events in Oldambt.

The political context of Oldambt and Groningen province is also relevant for this research. With its history of social struggle, Oldambt has always been known as and still is a relatively left-wing area. The high number of land labourers who worked under severe circumstances in the grain fields formed a stronghold for the Dutch Communist Party (Keesman, 2013). During the Cold War, some small villages in the Oldambt area became even famous on the international stage as 'Little Moscow' (Time Magazine, 1950). Nowadays, there are still some communist local councillors in Oldambt, which is very rare in the Netherlands. The left-wing Socialist Party is the largest party in the local council (Gemeente Oldambt, 2021). Groningen province is also relatively left-wing and progressive (Provincie Groningen, 2021). This political context may partly explain the enthusiasm among both the provincial and the local government to support the cultural sector.

Finally, there is an administrative issue which requires attention in order to be able to understand the governmental context of this research. Despite the relatively high level of political autonomy for municipalities in the Netherlands, Groningen province has a very active role in the Oldambt area. This is mainly because of the Blauwestad project. As already explained, the initial ambitions in terms of the sale of building plots for houses were not reached in this project. In the early 2010s, the regional and local governments had no other option but to take responsibility for the future of Blauwestad and to reduce the damage as much as possible. Between 2010 and 2013, some changes were made to the initial plan

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(Grol, 2020; Provincie Groningen, 2013). These would later help to make the project more successful.

The most important change was a renewed focus on the demands of the population in the own region. The mirage that many rich Randstad pensioners would come to Blauwestad was abandoned. Moreover, some ambitions were heavily reduced. First, the annual number of building plots which had to be sold became much lower. This gave the project the opportunity to develop more gradually. Second, the prices for building plots were reduced and permits were also given for relatively cheaper housing. This made Blauwestad available for much more people, especially from the own region (Van den Berg, 2015).

Other functions of Blauwestad were also massively improved. Local citizens of the Blauwestad were unsatisfied about the maintenance of the area. Local citizens of the surrounding towns and villages were complaining about the lack of connections with the people in the Blauwestad area. Both were complaining about the lack of useful infrastructure (Provincie Groningen, 2017). The provincial and local governments addressed most of these complaints. First, the maintenance in the Blauwestad area was heavily improved, in order to keep the area attractive for potential new buyers (Provincie Groningen, 2017). Second, local infrastructure was heavily improved. The largest bicycle bridge of Europe, between the nearby town of Winschoten and Blauwestad is the most recent example of this. This bridge even helped the area to be discussed in the international press once more, but now in a positive way (Boffey, 2020). Third, and most important for this research, Pura Vida, a cultural festival was launched and further professionalised in Blauwestad. Since the Groningen province is the most important partner in the Blauwestad project and has huge financial investments in and dependencies on the success of the project, it also has an important role in the Oldambt municipality as such. Groningen province is also the main organiser of Pura Vida.

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Origin of the practice

Origins of the idea

The investigation into the practice of organizing cultural events in the Oldambt area focuses on four festivals: Festival Hongerige Wolf in Hongerige Wolf; Waterbei Street theatre festival in Winschoten; Pura Vida in Blauwestad; and Grasnapolsky in Scheemda. Although all of these events are high-quality cultural events which are organised in the Oldambt area and have an element of rural newcomers, there are also some differences between them.

Festival Hongerige Wolf started in 2011 when Ruth Weites, who was originally raised in Hongerige Wolf but lived in Amsterdam, wanted to celebrate her birthday in a spectacular manner. She had good memories of her birthdays in her teenager years, when she used to invite many people to the spacious area in Hongerige Wolf and celebrate in an old barn. Now that she had lived in the Randstad area for ten years, she wanted her new friends, who were wondering what the life in Hongerige Wolf was like, and the villagers to meet during an event of celebration (R1). Since her parents could not host too many people, she came up with the idea to organize it more professionally. This led to the organization of the first Festival Hongerige Wolf edition in 2011. It was a festival with music, dance, theatre, film, visual arts and literature. Since many people would come to a normally quiet village, it was immediately important for the organization to create a strong connection with the local community. From the first year onwards, Festival Hongerige Wolf developed as a festival that is organized within and around the village. Whereas some local villagers are not involved with the festivities, others work as volunteer or make their garden available as a place for catering services. Consequently, Festival Hongerige Wolf became a festival where highly educated, sometimes a bit alternative people from the central Randstad area of the Netherlands meet the local communities of Hongerige Wolf, Ganzedijk and other Oldambt villages and towns in a three-day festival. Currently, Ruth Weites is no longer the main organizer of the event and has an advisory role. Instead, a few professionally involved organizers and a large group of volunteers organizes the festival (R1, R2, R10).

Waterbei festival was first organized in 2010. In that period, Cultuurhuis de Klinker, the local theatre of Winschoten, was temporarily closed for reconstruction. Some local citizens felt sorry that this led to a diminished cultural offer in the area and came up with the plan to

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organize a street theatre festival. Some of these initiators were already involved with the organization of Adrillen, an annual fair in the city center of Winschoten (R6). Many shop and bar owners in the Winschoten city center, including their association, were supportive of the plan, as the organization of this festival would attract more and new people to the city center and, hence, strengthen their business opportunities (R6, R14). The Waterbei indeed attracted many visitors to the center of Winschoten and quickly grew to a larger festival that took multiple days. However, after five years, disagreements within the organization, with local entrepreneurs and with the municipality caused the discontinuation of the festival for a few years. After these troubles were solved and a less risky, less expensive model, which would focus more on involving volunteers, was adopted, initial organizers became involved again and continued organizing the festival in 2018 and 2019. Since Waterbei is organized on the streets, it is an entry-free festival (R3, R6, R7, R8, R9, R14).

Pura Vida was first organized in 2007. During this period, the first rural newcomers were settling in the Blauwestad area. Since this was for a large part still under construction, local citizens and the project partners of Blauwestad wanted to come up with an event that would make newcomers feel welcome, form a sort of compensation for the nuisance they were experiencing during the construction work and promote the Blauwestad area to local citizens and potentially interested newcomers. The idea was that the Northern Netherlands Orchestra would play either classical or popular music on a pontoon in the Oldambt lake, which forms the basis of the Blauwestad area. From the beginning onwards, there was quite some support by local co-organizers, volunteers and entrepreneurs (R3, R8, R9, R10, R11, R12, R13, R15). Over the years, Pura Vida became increasingly popular. While the Blauwestad project was suffering under a damaged reputation after the sale of building plots was not as successful as initially planned, Pura Vida was attracting many visitors from the area and beyond. After the public-private partnership was dissolved and the Groningen province had an even more central role in the Blauwestad Project, it decided that Blauwestad needed the success of Pura Vida to continue. Hence, it decided to further professionalize the event and to guarantee funding for a longer period. The idea was that Blauwestad, with already a damaged reputation, would see a further setback if problems would arise around the Pura Vida festival. Ever since, the Groningen province has been responsible for Pura Vida and is also the main funder. To attract visitors and show their

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commitment to the area, the province has so far kept the event entry-free (R3, R8, R9, R10, R11, R12, R13, R15).

Grasnapolsky was first organized in 2010 by a group of friends from Utrecht who wanted to organize a music festival in the winter that would celebrate the nature and surroundings of a unique location. The first edition was organized in Bunnik, close to Utrecht, in the central Randstad area of the Netherlands. Later on, the festival moved to Radio Kootwijk, a location which is surrounded by the Veluwe, one of the largest nature conservancy areas in the Netherlands. This location is situated in the east of the Netherlands. Around 2017, the festival location became too small, and the organization felt that the public was saturated with the stories of Radio Kootwijk. Hence, it looked for a new location, a process in which their regular public could do suggestions (R4). In this period, the cardboard factory De Toekomst had been bought by an entrepreneur from the Oldambt area who wanted to re-develop it into a location for events, small shops and catering services. An entrepreneur from Groningen city with much experience in the catering sector would lead the new concepts in De Toekomst (R5). A number of regular visitors of Grasnapolsky suggested De Toekomst as suitable festival location. Coincidentally, the parents of the director of the festival live in Oldambt. Therefore, she knew the location and was quite enthousiast about moving Grasnapolsky towards De Toekomst. In 2019, Grasnapolsky was first organized in Scheemda. It is a festival for alternative music, art and expeditions to the surroundings of this unique and historical location. So far, De Toekomst has hosted Grasnapolsky twice (R4, R5).

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Promoters, motivations/targets

Most of the initiators and promotors of these practices have comparable motivations. For the organizers of Festival Hongerige Wolf, it is most important that the festival brings together people who are normally unlikely to meet each other. This is done by bringing a high-quality cultural event that attracts a relatively alternative scene from urban and central areas in the Netherlands to the rural community of Hongerige Wolf. This clash of cultures is continuously experienced by initiators, organizers, local citizens and visitors from both an urban and a rural background (R1, R2, R10, Focusgroup respondent [F]1).

For the organizers and entrepreneurial supporters of Waterbei, it is important to add an attractive cultural event to the town center of Winschoten. By doing so, local citizens get to see high quality street theatre acts in their own town, without having to go somewhere else. Local entrepreneurs and bar owners can profit from the event by attracting new and more customers. Moreover, the vibrant cultural festival could improve the reputation of Winschoten among potential visitors (R6, R8, R14, R15, F1, F2).

The promotors of Pura Vida have two goals behind the event. First, it should provide the inhabitants Blauwestad area, which had a shaky first decade in terms of reputation and nuisance, with a high-quality event. Second, it should bring the rural newcomers of Blauwestad together with local communities. Since Pura Vida attracts visitors from throughout the region and beyond, it also makes people meet each other. Third, Pura Vida should improve the reputation of Blauwestad. It is organised in the beautiful scenery of the Oldambt lake, at 'De Wilgenborg', a terrain that may also be used for other large events. In fact, Pura Vida promotes Blauwestad as a place to recreate, reside, enjoy and organize events in (R3, R9, R11, R12, R13).

The promotors of Grasnapolsky want to scale up and renew their longer existing festival in this new location, by making connection with local stories, people and opportunities. The festival aims to make the social, economic, cultural and political history of the Oldambt an active part of its festival. The festival location, De Toekomst, is a landmark building which exemplifies the history of the area. Other than renewing and growing themselves, Grasnapolsky wants to be actively involved with the local community, as it claims to have done before in Radio Katwijk as well. This ambition coincides with the ambitions of the owner and main entrepreneur of De Toekomst, to connect with the local community as good as possible (R4, R5, R7, R8, R12).

In conclusion, all of the investigated events see it as an essential aim to connect with the local communities and to strengthen the reputation of the area. This not only improves the opportunities for the festivals itself, but also makes them feel more welcome in the area and reach their goal of contributing to broader societal goals.

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Actors involved

Description of actors involved

There is a wide number of actors involved in the practice of organizing cultural events in the Oldambt municipality. First, there are the initiators and organizers. These vary between local citizens, rural newcomers, urban people with a rural background to civil servants with the task to co-organize an event (R1, R2, R3, R4, R6, R11, R15). Second, there are the artists on the festivals and the visitors to the events. The former group are generally new to the area and not always used to play in the unique type of locations the Oldambt cultural events offer, such as a pontoon in Blauwestad, an old straw cardboard factory in Scheemda or a barn in Hongerige Wolf. The latter group could either be rural newcomers or local citizens. Third, there are the local citizens who on the one hand can profit from the organization of high-quality cultural events in their area, but who may also be hampered by nuisance and activities they did not ask for. Especially a festival such as Hongerige Wolf, which is organized within a village which is normally very quiet, could spark problems with the local community (R1, R2, R9, R10, R16). Fourth, there are the local entrepreneurs, who may profit from the festivals which are organized in their areas. These entrepreneurs may for that reason also be financially supportive of the events, such as for Waterbei and Pura Vida, which both do not charge visitors an entry-fee (R5, R9, R14). Fifth, there are the various governmental actors, mainly consisting of Groningen province, Oldambt municipality, Projectbureau Blauwestad, Leader Oost-Groningen and Marketing Oldambt. All these actors have a role in either promoting, facilitating, funding or supporting the events in some way (R3, R7, R8, R10, R11, R12, R13, R15, R17).

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Style of activities promoted

Resources activated/adaptability

As already discussed in the physical context of the local area, most events use the available physical and cultural resources as a basis for their festivals. Both Festival Hongerige Wolf and Pura Vida are held at these locations because of the physical and cultural resources they offer. Hongerige wolf, which translates as 'hungry wolf', is already appealing because of its name. The subtitle of the festival is 'Earthy. Wide. [Aards. Weids.]' (R1, R2). This reveals the importance of the unique physical surroundings of Hongerige Wolf as a central element of the festival. This is further used by creating festival spots which are further away from the village. Visitors could, for example, walk for several kilometers over de 'Mijmerdijk [Muse dike]', where artists also have expositions and where people can reflect upon the festival and life while enjoying the spacious surroundings (R2).

Pura Vida is concentrated on the beautiful scenery of the Blauwestad. It is, off course, also quite uncommon for orchestras to play on a pontoon in the water. By creating this setting, Pura Vida seems to resemble the Prinsengrachtconcert, an annual concert which is organized on a canal in Amsterdam. According to multiple respondents, Pura Vida could be considered the rural and Oldambt version of this concert (R3, R10, R14, R15).

Finally, Grasnapolsky is using the physical building of De Toekomst to organize its concert, while supporting the story it wants to disseminate about the unique history of the Oldambt area. Moreover, this festival wants to use the local knowledge, existing offer and close by nature areas such as Blauwestad to strengthen its quality. Hence, Grasnapolsky uses the existing physical, cultural and human resources to set the story of its own event (R4, R5, R7, R8).

Activities promoted

There are multiple contributions that the cultural events in this report are making to the area, although it is hard to measure these. First, the festivals are strengthening the cultural sector of the area. This is something good in and of itself, as local citizens can profit from the livability that arises out of this. During the events, local citizens are confronted with ideas,

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people and form of arts that they would probably not come across without the existing of these festivals. Perhaps even more importantly, the organizers of festivals, artists and visitors in the area find a new place where they can feel welcome, which offers inspiration and possibly could be a location for further cultural endeavors. Hence, the festivals create a clash of cultures out of which new ideas can arise, while strengthening the cultural offer in a peripheral area and improving the livability of it (R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16, R17, F1, F2). This is also a function that rural festivals seem to have in other contexts (Hjalager & Kwiatkowski, 2018; Kwiatkowski et al., 2020; Fisker et al., 2021; Bell & Jayne, 2010; Duxburry & Campbell, 2011).

Second, the festivals are attracting more and new visitors to the Oldambt area. Without the existence of cultural festivals, most visitors of events such as Festival Hongerige Wolf and Grasnapolsky would for a large part never come to the Oldambt area. Consequently, they would not know how beautiful and unique it is. This diverse offer of cultural events allows people to get to know an area which seems quite attractive for tourists, although not many people know about that (R1, R2, R4, R5, R8, R9, R12, R17). This also fits with the idea on tourism as something that could help Dutch regions to become stronger, as long as it is not becoming an uncontrollable form of mass tourism (Raad voor de Leefomgeving en Infrastructuur, 2019). Although the events are attracting more tourists, it is not easy to measure the exact effects on the local economy. The budgets of the festivals themselves are quite limited, so potential extra jobs and income for local people should rather come through the extra money that visitors spend during the festival. However, it could very well be the case that the events are having a very positive long-term contribution towards these local people (R17).

Third, the cultural events in Oldambt contribute to the reputation of this area. Although it has had a less positive reputation according to quite some interviewees over the last decade, most of them agree that the reputation is currently quickly improving and that the practice of organizing such diverse high-quality cultural events is contribution to that. The festivals are helping in multiple ways. Local citizens may become prouder of their area and become more active ambassadors for their area. When people in other parts of the country learn about the diverse offer of cultural festivals, they may be positively surprised and alter their view of the region. All of this may attract more rural newcomers, businesses and, hence,

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jobs, to the area. Even if this effect would be quite limited, it would still be very valuable for a region which has encountered high rates of unemployment and periods of depopulation over the past decades (R3, R5, R7, R8, R9, R10, R11, R12, R13, R14, R16, R17).

Nonetheless, there are also some problems for the practice of organizing cultural events in the Oldambt area. First, many visitors have to come from other areas to make the festivals financially stable. For a festival as Grasnapolsky, which is now located quite far away from where most of its general public of highly educated people in their 30s and 40s lives, the move towards Scheemda seems very risky. Festival Hongerige Wolf is quite dependent on the weather and on continuous strong relations with the local community in whose direct surroundings the festival is organized. Festival Waterbei and Pura Vida are, as open and freely accessible events, depending on local financial support anyway. Now that Covid-19 and its consequences has caused cancellations of some of the events, they may need quite some support to sustain over the following years. If relevant actors think that these festivals promoted activities and the area in a right way, they ought to consider if they want to support the festivals over the upcoming years, which are probably going to be difficult (R2, R4, R5, R6, R7, R9, R10, R11, R12).

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Innovation introduced/innovation transferability

The innovation aspects of this practice are fairly limited. There are more festivals which have an approach of focusing on local stories and people. There are also more festivals which use existing physical and/or cultural infrastructures. And many festivals aim to strengthen a region. However, the uniqueness here is in the combination of all of these aims and activities in most events which have been investigated. Furthermore, the use of certain locations could inspire other organizers to move towards the Oldambt area as well, which would further strengthen the cultural offer in the area. For example, Grasnapolsky is one of the flagship events of De Toekomst, and proofs that it is possible to organize a festival in that location. Pura Vida is showing the strength of De Wilgenborg as potential location for small festivals and other activities outside in the Blauwestad area (R3, R4, R5, R7, R9, R11, R13, R15).

Environmental issues

This aspect is relatively unimportant in this investigation. Most festivals do think about organizing themselves in a sustainable way and pay quite some attention to having a positive impact on the area in terms of sustainability. This is also complex, as it costs quite some money and the very nature of a festival is not coinciding with ideas on environmental care (R2, R4, R10, R15). In general, the effects of this practice on environmental issues are quite small.

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Synergies and networking

Relationships with the local community

The relationships of the investigated festivals with the local community differs as a result of their different backgrounds, amount of local impact and visitor groups. Festival Hongerige Wolf is organized by a semi-professional organization which mostly exists of volunteers and has a few people who are being paid. Since the festival is organized in and around the settlement of Hongerige Wolf, it is highly dependent on a strong cooperation with the local community (R1, R2, R10). If they would oppose the organization of the festival, it would become impossible to organize it. Therefore, the organizers of Festival Hongerige Wolf spend much time and attention to maintaining a good relationship with the local community. For example, they organize discussion evenings where all local citizens are invited. If people have problems with elements of the festival, the organization tries to solve this issue as soon as possible. Nonetheless, there are always some people who do not agree at all. This is also understandable. People who live in Hongerige Wolf deliberately chose to live in a location which is quiet and peripheral. Once a busy event is being organized in such a location, it is understandable that some local citizens completely oppose this disturbance. However, so far, most inhabitants like the temporary event and also are proud that it is organized. When other visitors arrive to their village and are so interested, it also leads to revaluation of elements of the village that are normally taken for granted (R1, R2, R7, R10). Tickets for Festival Hongerige Wolf are relatively expensive and the majority of the visitors of the festival are people from outside of Oldambt who are coming to enjoy the quiet and unique festival location and the high-quality offer of relatively unknown cultural acts. Meanwhile, there are also quite some local people who are interested in these uncommon artists and also are interested in the other visitors. After all, the meet-up of local Oldambt citizens and visitors from the Randstad area is one of the aims of the festival organizations. It also seems to succeed in this aim (R1, R2, R7, R8, R10, F1, F2).

The other festivals are in a slightly less complex situation, as they are not organized in the middle of a normally quiet village. Waterbei is organized by a group of local volunteers. It is organized within the town center of Winschoten, which is busier during the festival than in other situations but is also used to a higher number of visitors. Furthermore, the festival is

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entry-free and is visited by a large group of local citizens, but also by people from elsewhere who are interested in this high-quality offer of street theatre (R6, R7, R8, R14, F1, F2). Pura Vida is mostly organized by the Groningen province, in a special location within the Blauwestad area. There have in recent editions hardly been complaints about the organization of the festival. Local inhabitants are actually quite happy with this event, which celebrates their area. Meanwhile, it attracts both local citizens and people from further away, who are interested in this high-quality and entry-free performance of the Northern Netherlands Orchestra in the beautiful scenery of the Blauwestad area and Oldambt lake. However, young people are slightly less interested in this event than adults and elderly people (R3, R7, R8, R9, R11, R12, R13, R14, R15, R17, F1, F2). Grasnapolsky is a relatively new festival in the area of Scheemda. It is organized by a professional organization of rural newcomers from outside of the Oldambt. However, the festival organization tries to involve local citizens, entrepreneurs and organizations as much as possible. They have hardly encountered opposition from local citizens, who seem quite happy that something happens in De Toekomst and that so many people from elsewhere want to come to and celebrate in their unique location and area. Grasnapolsky is relatively new to the area and not know so well by local citizens yet. Moreover, its visitors are mostly coming from elsewhere and are new to the area (R4, R5, R7, R8, R12, R13, R14, R16, R17, F1, F2).

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Synergies enabled

So far, the enabled synergies between the different festivals which have been investigated are relatively sparse. Festival Hongerige Wolf and Grasnapolsky are to a certain extent having the same approach and target group, although enormous differences exist. They are helping each other out whenever it helps them both and are in any event not making things more difficult for each other, since they are both happy that the other event is organized quite close to their own festival location, at another moment in the year. Meanwhile, the organizers of all events are happy to share knowledge, contacts and experiences with each other. Nevertheless, this knowledge sharing is quite limited. All organizers want to do things in their own way and use their specific strengths. Hence, cooperation with other organizers in the area only happens when it helps them both (R1, R2, R3, R4, R6, R7, R10, R11).

Networking established

An advantage of having so many high-quality cultural events organized in the area could be that it strengthens the local area by organizing networks of people within the local cultural sector. This opportunity is embraced through the Cultuurplatform Oldambt. This is a platform in which all organizations and people in the Oldambt cultural sector can come together and cooperate. The platform aims to share knowledge between people within the cultural sector and to improve the level on which the whole cultural field within the area could and does operate. For example, there are workshops on how to organize events or on how to apply for a subsidy on different levels. Besides that, there are informal events in which people can meet each other and create new ideas. Members of the Cultuurplatform vary from professional festivals to local choirs to individual citizens who operate within the sector. The Oldambt municipality is actively supporting the Cultuurplatform and has a leading role in it. Although some people and organizations are actively embracing the Cultuurplatform and using it to improve their own events and ideas, it is not always going smoothly. The budgets are quite limited, and some people and events are not actively taking part. Despite some problems in reaching the full potential of creating stronger networks within the Oldambt cultural sector, the Cultuurplatform seems to help to establish networks for those people who are looking for it. Since some festivals investigated for this research are also taking part of the Cultuurplatform, this seems a successful instrument in sharing knowledge between different types of actors within the local cultural sector (R2, R4, R7, R8, R9, R10).

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Policies and institutional supports

Policies activated, constraints, change/ need of new policies

Although there seems to be strong political support for this practice, it does not seem to be a result of political initiative. Both Groningen province and Oldambt municipality are very supportive of the development of cultural events in the Oldambt area. From the beginning onwards, both institutions seem to do everything they can to support the festivals financially, organizationally and politically. As a result, the festivals feel very welcome in the Oldambt municipality and Groningen province (R1, R2, R4, R6).

The cultural policies in both important institutions are supportive in multiple ways. First, the festivals make sure to make the organizers of the events feel welcome and supported. When problems arise, both governmental levels are willing to help festival. During the Covid-19 period, in which it is hard for festivals to make plans, both Groningen province and Oldambt municipality had a pro-active approach in contacting festivals to see how things would evolve. Other than that, the Oldambt municipality is very helpful when problems arise. For example, during one edition of Festival Hongerige Wolf, in which bad weather conditions threatened the organization of the festival, the municipality helped by providing shelter for festival guests (R2, R7, R8, R10). By doing so, they make the organizers of the festival feel very welcome. The municipality was also very clear when there were problems in the organization of Waterbei. It warned the former board of the festival that their plans were too ambitious and eventually decided to no longer back the festival. According to the current board, this approach by the local government helped the festival in the end, as it returned to its initial, more modest ambitions (R6, R7, R8, R14).

Both Groningen province and Oldambt municipality are also investing in the cultural sector beyond the investigated festivals. There are multiple programs which are focused on cultural education for the youth in Oldambt. These initiatives can come from local citizens, can be part of plans that are developed to compensate the region for the damage as a result of the earthquakes, or it can be initiatives from the local or provincial government. Programs like Cultuurlab, the vast support for cultural theatre De Klinker in Winschoten and the broad provincial support for culture in general show that both levels of government attach great

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value to the potential impact of culture on the lives of citizens in Oldambt (R3, R7, R8, R9, R10, R11, R12, R13, R17).

Nonetheless, there is also some critique on the limits of the cultural support from both Groningen province and Oldambt municipality. According to some respondents, they can better support cultural initiatives and do more spectacular things. For example, the play on 'Het Pauperparardijs', which was organised in Veenhuizen in the bordering Drenthe province, is something that is unlikely to be supported or initiated in Groningen province. The argument is here that the Groningen province, although supportive of the cultural sector, is not focused on spectacular events which could have an enormous impact on a certain area. Besides that, respondents argue that there are differences between areas in Groningen on how much supportive Groningen province is. According to some respondents, Groningen city is still receiving too much support and a peripheral and rural area such as the Oldambt municipality is still quite neglected by the Groningen province in terms of cultural support. Furthermore, there is also some critique on the Oldambt municipality. Despite its support for De Klinker and its budget for cultural events, some respondents complain that the support is still quite limited. There is a lack of funding to have enough hours for civil servants to work on culture and the budgets are still relatively small. They have also been further reduced in the past decade. However, respondents admit that these cutbacks can also be related to the harsh financial situation that the Oldambt municipality finds itself in, which is widely related to austerity programs by the national government (R2, R3, R4, R6, R7, R8, R9, R10, R11, R12, R16). This situation is having a huge impact on the general abilities of Dutch municipalities to support their political ambitions financially and to invest in public services (Hoekman et al., 2018; Bekkers, 2021).

In the end, it seems to be people and not policies that helped to bring these practices to Oldambt. The active political support did help all festival organizers to feel welcome and strengthen their opportunities. Nonetheless, this support was never the reason to settle the festival in Oldambt in the first place. Festival Hongerige Wolf was organized in Hongerige Wolf because this was the place where initiator Ruth Weites had her roots. Waterbei was organized to maintain enough cultural events during the closure of De Klinker. It would in any event have been organised in Winschoten, as it was initiated by local people. Grasnapolsky mainly moved to De Toekomst because it was such an interesting, suitable and unique

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location. Pura Vida is organised by the Groningen province itself in order to compensate local people for nuisances during the construction of the Blauwestad area and to promote the latter as a residential and recreational location. All of these festivals would probably have been developed in or moved to Oldambt in any event, even if the cultural support would have been less encouraging. However, if either Groningen province or Oldambt municipality would be less supportive, these events were much less likely to be successful and to sustain. Despite the fact that the policies in support of cultural events were not the reason that festivals settled in Oldambt, they are reason that they developed further and are likely to stay in the region (R1, R2, R3, R4, R5, R6, R7, R8, R10, R11, R12, R13, R15, R17).

Institutional support

In this section, it is explained how each of the investigated event profited from institutional support. For Festival Hongerige Wolf, the Oldambt municipality and Groningen province were very happy with this new festival in a peripheral and often forgotten area, which could use a new event to improve its image. Groningen province were supportive in terms of subsidies and promotion. Oldambt municipality was supportive in providing the festival with the required permits and financial support. The municipal support is especially helpful in the complex local context in which the festival has to be organized. Moreover, the LEADER program Oost-Groningen supported the festival financially. The regional train company, Arriva, has even named a train after Festival Hongerige Wolf and designed it with pictures and stories from the event. Finally, Marketing Oldambt, which promotes the area among tourists for the municipality, makes the festival part of its general promotion. All of this support helps the festival to become more successful and to sustain (R1, R2, R3, R7, R8, R10, R17).

The other festivals have also been supported in multiple ways. Waterbei has received financial support from LEADER Oost-Groningen and Oldambt municipality and promotional support from Marketing Oldambt in the past (R3, R6, R7, R8, R10, R17). Pura Vida is organized by the Groningen province and has thus received huge financial support from this organization. Moreover, the Oldambt municipality has been helpful in providing the right permits and by making it part of the promotion on Marketing Oldambt (R3, R7, R8, R10, R11). Grasnapolsky has received quite some support as well. The Groningen province, the Ol-

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dambt municipality and LEADER Oost-Groningen have provided the festival with subsidies and Marketing Oldambt is also helping it by using it in the promotion of the area (R4, R5, R7, R8, R10, R11, R12, R13, R17).

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Impact and perspectives

Impacts of the practice on rural revitalization

The practice of organizing cultural events in a rural and/or peripheral area seems to have a positive impact on the revitalization of that area. Festival Hongerige Wolf, Waterbei, Pura Vida and Grasnapolsky are all helping to bring new enthusiastic ideas and people to the Oldambt area. The idea that now these interesting, high-quality cultural events are being organized, provides the people in the area with a new and positive impetus. In the past, the attention for the Oldambt area was generally focused on negative stories such as on the lack of sales in Blauwestad area, the high rates of unemployment or the amount of outmigration of young, talented people. However, these festivals shed different and more positive lights on the area. Apparently, interesting events are being organized. This could help to set a different image for the area, which is more positive. People may wonder what is going on in the area and visit it as tourist or they may consider it as a suitable place to settle a business or themselves as resident. Although the short-term impact on the revitalization is hard to measure, the organization of so many high-quality cultural events is part of a broader movement that the livability and prospects for the Oldambt area are improving. This may lead to more visitors, inhabitants, businesses and jobs in the long-term future (R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16, R17, F1, F2).

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Impact on rural regeneration

It is not likely that the investigated practice has a direct effect on rural regeneration, but it may have an indirect effect. The investigated events are from a high-quality cultural level. They are, however, not directly focused on young people. The public at Hongerige Wolf mainly consists of people in their 30s, 40s and 50s, sometimes with children (R1, R2, R10). The public at Waterbei mainly consists of young families, with sometimes younger people who are visiting the spectacular street theatre show on Friday night (R6, F1, F2). The public at Pura Vida mainly consists of adult and elderly people who are interested in an event in which a classical orchestra plays popular music. There are younger visitors, but they are a minority (R3, R11, R15). Grasnapolsky is specifically targeting highly educated people in their

30s and 40s, who like the alternative music program and special events in relation with the history of the place that Grasnapolsky is offering (R4). Consequently, none of the investigated festivals is specifically focusing on young participants in the age group of 15 to 30 years old. That does not mean that this group is not coming to the events. In fact, most of the events are known and regularly visited by young people (R7, F1, F2). It is, however, not likely that the events have that much impact that they themselves will convince young people to stay in the region. But, since the festivals are quite interesting for people in the age group of 30s and 40s years old, they may indirectly strengthen rural regeneration. If people in these age groups are that interested that they become more likely to settle or stay in the Oldambt area, they are also likely to bring more young children with them. Consequently, the Oldambt area would see an increase of children and, later on, young people. However, it is not yet proven that such a development is going on (R7, R8, Appendix 3).

The investigated festivals seem to suggest a 'misfit' between the cultural offer in the area and the wishes of young people, but they do not tell the complete story of the area. Beyond the four events that have been investigated, there are many more festivals being organized, such as De Nacht van Winschoten, Adrillen, Gezellig and Bevrijdingsfestival. Many young people are also visiting these other festivals. These may have a less pretentious cultural offer, but they are very popular among the local youth. Therefore, there seems to be quite a lot going on in terms of cultural offer for young people. Those that do not visit Festival Hongerige Wolf, Waterbei, Pura Vida and/or Grasnapolsky, may do so when they become older or when they get to know these festivals better (R7, R8, R9, R12, R13, F1, F2).

Future perspectives

The future is always insecure, but it is most insecure for cultural festivals in the middle of the Covid-19 pandemic. Since this period has a very serious impact on the organizers of festivals who depend on huge groups of visitors, it is quite hard to portray future perspectives. Therefore, the following results should be understood with this in mind. The future for cultural events in the Oldambt area is just very hard to predict. However, there is a story to tell already on how practitioners react to the pandemic and plan their own future.

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The Covid-19 pandemic poses risks to all of the investigated festivals. All of the festivals have had to be cancelled at least once and most of them twice. In the meantime, plans have been changed, been disapproved, been altered again and often been cancelled altogether. For the future, the cultural events in the Oldambt area face a number of risks. First, there are financial concerns. Since festivals had tough years, it is possible that they will not be able to proceed further in the following years. Especially if the support for cultural events and institutions would diminish or if another year with organization problems would strike, it becomes likely that some festivals have to quit organizing (R2, R3, R4, R6, R7). Second, there are weather risks. Some festivals, such as Hongerige Wolf, Waterbei and Pura Vida, depend on good weather. If the weather is bad, visitors will not come. Although some of these festivals do not ask entry fees, it is still problematic if not many people come. This can still lead to larger exploitation losses and decrease motivation among the important volunteers (R2, R3, R6, R7). Third, there is the risk of internal disagreement in the organization. Waterbei already has been discontinued for some years as a result of internal disagreements. This could happen again, making the festival organization less effective, necessary institutions such as the municipality less enthusiastic and important sponsors such as local entrepreneurs less likely to back the festival financially (R6, R7, R8, R9, R14, R16, R17). Fourth, there is the risk of conflicts with local communities. For example, if the inhabitants of Hongerige Wolf start to oppose the festival which is organized in their own village, the organization and continuation of the festival comes under direct threat. For that reason, the communication with local communities is very important, especially for those festivals with a huge impact on people who live close to the festival location (R1, R2, R3, R4, R6, R7, R8, R10).

Most festivals want to maintain their approach from before Covid-19, with Pura Vida as the most notable exception. For Festival Hongerige Wolf, Waterbei and Grasnapolsky, Covid-19 has been inconvenient, but not a reason to change their general approach to the festival in the future (R2, R4, R6). However, Pura Vida is planning to alter the way how the festival is organized. It is costing the Groningen province 100,000 euros to organize a one-day event in Blauwestad area. Locally, there are already some questions being asked on whether this is a good way to spend public money. Meanwhile, De Wildenborg in Blauwestad has been

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further developed as a location to organize festivals. As a result of all of this, the organizers of Pura Vida are considering changing the program and concept of the festival. They may spread Pura Vida over multiple moments in the summer and depend less on one large concert. The organization also hopes to involve more local acts at De Wilgenborg. As a result, they hope to create multiple events during the summer period, rather than one huge one-day Pura Vida event in August (R3, R7, R8, R9, R11, R12, R13, R15).

Since these festivals have had and probably will have some tough years but do have a positive impact on the area in general, it seems wise for governmental institutions in the area to maintain their financial and organizational support for the festivals. So far, the festivals did help to improve the image of Oldambt, they brought together all sorts of people and they provided Oldambt area with an impressive offer of cultural events for a rural and/or peripheral region. This was possible for multiple reasons. Firstly, because of the unique history and landscape of the area that seems very suitable for the organization of the events. Secondly, because of the hard work of so many initiators, practitioners, supporters and volunteers, whether from the area or as rural newcomers. But thirdly, because of the strong support of multiple institutions. The role of the Groningen province, Oldambt municipality and LEADER Oost-Groningen in organizing the events, helping them to find the right funding and supporting them financially as well, has made much more possible in the area. If these governmental institutions want to maintain this unique cultural offer, it seems important that they also maintain their high level of support in the post-covid period.

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Conclusion

This report concludes that the practice of organizing cultural events in a rural and/or peripheral region has a positive impact on that region. Although the exact impact is hard to measure, it is clear that Festival Hongerige Wolf, Waterbei, Pura Vida and Grasnapolsky all help to strenghten the image of the Oldambt area and to improve the cultural offer in the area and the livability of the area. These improvements may in the long-term attract more visitors, more residents, more businesses and more jobs to the area. Despite the difficulties in measuring the extent to which this will happen and the precise role that these festivals have in such a process, it is clear that there are some positive effects for the area. Rural newcomers are enthusiastic about the welcome they have had in Oldambt and about the opportunities that the area offers, whereas local politicians, entrepreneurs and young inhabitants are generally proud of the rich cultural offer of their peripheral area.

It is, however, not easy to transfer this practice to other regions. Notwithstanding to important organizational, political and financial support from the local and regional government, it was in the end people and not policies that brought these events in or towards the Oldambt area. Almost all respondents acknowledge that it is very difficult to organize this as another government in another area, without having the specific circumstances of Oldambt and/or without existing enthusiasm of local organizers and rural newcomers to organize cultural events in an area. Government in other areas could learn something from the enthusiastic welcome which organizers feel in the area, from the way the LEADER Oost-Groningen is organizing financial support for the festivals and from the way how local entrepreneurs are involved. However, areas cannot just copy this practice. Local and regional governments depend on enthusiast people who want to organize events and come up with ideas that fit the specific histories and stories of the area, before they can make a difference with an active support for the events.

Within the Oldambt area, there could be some small improvements made in terms of promotion and cooperation. In terms of promotion, many people in the Oldambt area do not seem to be aware of the uniqueness of this practice. There are more regions with many cultural events, but they are hardly as rural and peripheral as the Oldambt area. There are more rural and/or peripheral regions with some high-quality cultural events, but hardly with

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as many as in the Oldambt area. Nonetheless, quite some respondents were not aware of how unique this is. Hence, it could help the region if it even more effectively promotes their unique cultural festival and makes it even more part of the story that the Oldambt area is telling. In terms of cooperation, many things seem to be organized quite loosely. There are interesting and important forms of cooperation, such as the Cultuurplatform Oldambt. However, these are limited in their effect. A more structured form of cooperation could make sure that people get to know each other better, can learn easier from each other and are better able to take advantage when new interesting ideas arise. There are many things going on in terms of culture in Oldambt in the following years, such as the Cultuurlab education programme and the further development of Strokartonfabriek de Toekomst as location for festivals, shopping and unique catering concepts. If the existing cultural field and potential further newcomers work together more structurally, the Oldambt area is most likely to take advantage of the opportunities that existing and new people in the cultural field bring.

Further research could focus on three things. First, it would be interesting how this practice evolves in the following decade. As already mentioned, the Covid-19 pandemic and its effects make it hard to evaluate the practice as such. Although there are many promising things developing in the area, it is yet unknown how things will develop after everything re-opens. Further research could investigate what the effects of the Covid-19 have been cultural events in rural areas. Second, it would be interesting to investigate how cultural events are developing in other rural and/or peripheral regions. The Oldambt area seems to be successful but, as already mentioned, this success hugely relies on individual choices of practitioners to settle in Oldambt. This makes it harder to assess the role of governments on multiple levels. It would be interesting to investigate experiences of initiators in a rural or peripheral area where there are currently less cultural events being organized. This could evaluate if there were also many initiators coming up with ideas and what the role of the local and regional government has been in these instances. Third, it would be interesting to dive deeper in the exact impacts of these cultural events on a rural or peripheral regions. Since this research was qualitative, it mostly investigated the meaning that practitioners, stakeholders and local citizens give to the organization of cultural events in the Oldambt area. This has led to this report. It would, however, also be interesting to quantitively assess

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the exact impacts of such events on how people experience the area and on how the area changes. Despite some methodological problems that may be encountered in such a research, it may shed further light on the exact importance of organizing cultural festivals for the improvement of the prospects of an area. Hopefully, other researchers will further explore this interesting topic.

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Appendix 1. Topic list (Translated from Dutch)

- Open
- Thank participant for participating
- Show, check and fill in participation form
- Origin of the practice
- Origin of the idea
- Involved people/organizations
- Motivations/goals
- Description of local context
- Most important obstacles and conflicts during start-up phase
- Main benefits of the idea
- Description of investigated practice
- Description of activities performed
- Innovative components
- Environmental aspects
- Employment (amount)
- Economic aspects (how successful)
- Role for young people in event(s)
- Conflicts/challenges
- Internal conflicts
- External conflicts (also with opponents in/and local community)
- Local networks (components)
- Relation to local context (compared idea origin)
- Benefits
- Disadvantages
- Advantages and disadvantages of policies
- Overall relationships with governments on multiple levels
- Political content developments
- Bureaucratic and procedural developments

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- Impact of practice and perspectives
- Social, ecological and economic impact
- Economic effects at local/regional level
- Effects on social cohesion (quality of live) Oldambt region
- Effects at the political level
- Effects on gender roles
- Future perspectives
- Likely future developments for this practice
- New, likewise initiatives
- Transferability to other contexts
- Closure
- Important topics not yet discussed
- Other important respondents who should be interviewed
- Explanation further use data for this research
- Express thanks

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Appendix 2. List of interviews

Code	Interviewee (Pseudonomy)	Role	Date	Place
NL4C/Int.1	R1	Practitioner/founder Cultural event	10.05.2021	Teams
NL4C/Int.2	R2	Practitioner/organizer Cultural event	21.04.2021	Teams
NL4C/Int.3	R3	Civil servant Blauwestad project/Co-organizer Cultural event	27.05.2021	Teams
NL4C/Int.4	R4	Practitioner/organizer Cultural event	30.04.2021	Teams
NL4C/Int.5	R5	Entrepreneur/Owner location Cultural Event	22.04.2021	Teams
NL4C/Int.6	R6	Practitioner/organizer Cultural event	15.04.2021	Phone
NL4C/Int.7	R7	Civil servant Oldambt municipality	17.05.2021	Teams
NL4C/Int.8	R8	Former Alderman Oldambt municipality	18.05.2021	Teams
NL4C/Int.9	R9	Local entrepreneur cultural sector	06.05.2021	Teams
NL4C/Int.10	R10	Resident location Cultural event/Former civil servant Oldambt municipality	28.04.2021	Teams
NL4C/Int.11	R11	Civil servant Groningen province/Co-organizer Cultural event	21.05.2021	Teams
NL4C/Int.12	R12	Provincial Executive member Groningen province	27.05.2021	Teams
NL4C/Int.13	R13	Civil servant Groningen province	27.05.2021	Teams
NL4C/Int.14	R14	Local entrepreneur, board member entrepreneurs' association Winschoten	30.04.2021	Phone
NL4C/Int.15	R15	Civil servant Blauwestad project	13.05.2021	Phone
NL4C/Int.16	R16	Journalist regional newspaper	17.05.2021	Phone
NL4C/Int.17	R17	Director local marketing organization	25.05.2021	Teams

Table 1- Interviews

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Appendix 3. Basic statistical data

	Oldambt 2020	Oldambt 2010 (2013 from occupation by branch onwards)	Netherlands 2020	Netherlands 2010 (2013 from education level onwards)
Area (square kilometer)	296 km²	296 km²	41.543 km²	41.543 km²
Population	38,209	39,486	17,407,585	16,574,989
Population density (per square kilometer)	129	133	419	399
Resident population by age group	0-14: 5,173 15-64: 23,529 65+: 9,507	0-14: 6,201 15-64: 25.810 65+: 7,475	0-14: 2,726,099 15-64: 11,288,931 65+: 3,392,555	0-14: 2,912,911 15-64: 11,123,750 65+: 2,538,328
Outmigration last year:	1,486	1,282	-	-
Newcomers last year:	1,652	1,486	-	-
Gross Occupation rate	65.1	65.4	71.1	70.2
Unemployment rate	4.3	6.3	3.8	5.0
15-25 years unemployment rate	9.8	12.1	9.1	11.1
		2013 numbers from now onwards		2013 numbers from now onwards
Total occupation by productive branch:	Total: 13,500	Total: 13,000	Total: 8,560,500	Total: 7,701,000
Agriculture:	100	100	103,100	97,500
Industry & Energy:	2,600	2,500	1,179,800	1,122,100
Commercial services:	4,400	4,700	4,506,400	3,859,900
Non-commercial services:	6,400	5,700	2,771,100	2,621,600
Number of enterprises by productive branch:	Total: 2,760	Total: 2,435	Total: 1,646,160	Total: 1,341,110
Agriculture	230	200	75,980	70,260
Industry & Energy:	435	370	258,780	207,440
Trade & Catering:	800	795	339,210	308,300
Transport, information & communication:	195	195	144,620	109,965
Finance & Real estate:	220	190	162,990	138,130
Business services:	475	375	443,265	338,200
Culture, recreation & other services:	410	325	221,315	168,820

Table 2. Basic statistical data for practice location (Oldambt municipality vs Netherlands)
Source: Netherlands Statistics (2021)

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Case study report (Code IT5C)

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Castel del Giudice- Municipality as an active agent of territorial marketing and economic initiative voicing community needs

Mauro Conti, Silvia Sivini e Annamaria Vitale (UNICAL)

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Aknowledgments

This report would not have been possible without the enthusiasm and exceptional commitment of the participants to the interviews, focus group, and restitution event. The University of Calabria would like to thank all the interviewees who have shared with us their personal and collective stories, their time, and their future expectations. Our wish is that this research was an opportunity to reflect on the way forward and may contribute to the proliferation of transformative projects of food systems and repopulate rural areas in the years to come

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Acronyms & Abbreviations

ANCI	National Association of Italian Municipalities
CAP	Common Agricultural Policy
EU	European Union
ISTAT	Italian National Institute of Statistics
LAG	Local Action Group
PIT	Integrated Territorial Projecting
RDP	(Regional) Rural Development Plan
RSA	Residenza Sanitaria Assistitenziali – Health Care Residence
SAI (ex SPRAR)	Italian Migrants Reception and Integration System
SNAI	National Strategy for Inner Areas
SPRAR	Protection System for Refugees and Asylum Seekers

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Context

Castel del Giudice is a small mountain municipality in Molise, an Italian region.

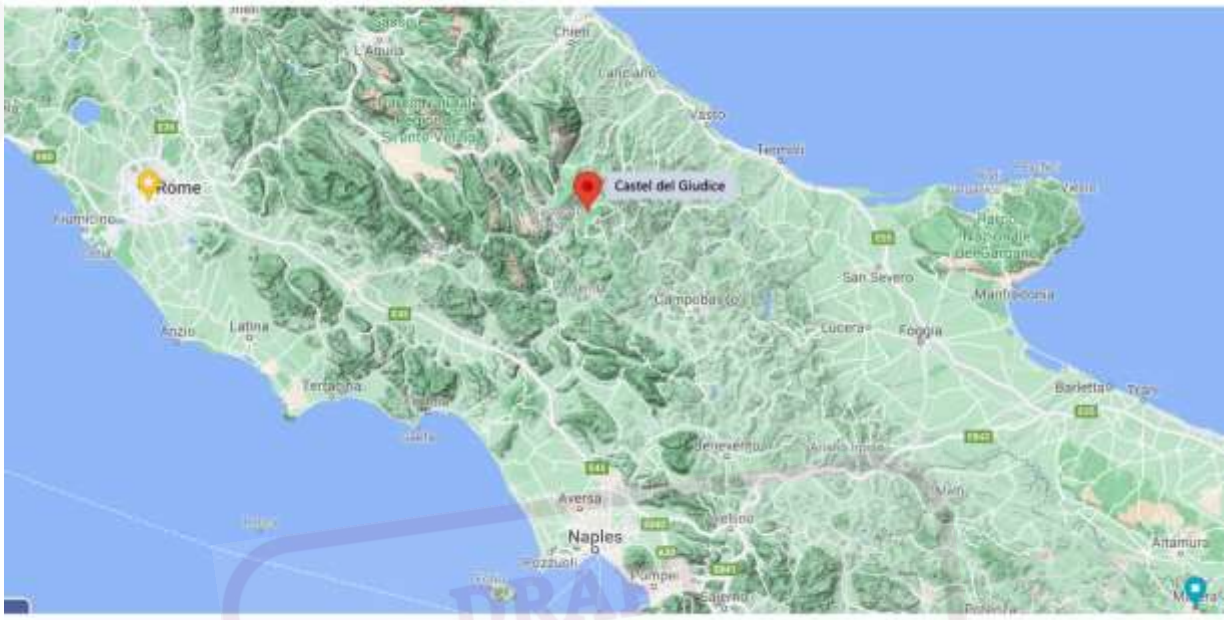

Figure 1. The study area

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The 58.2 % of Italy's territory is mountainous, with a population of 14 million inhabitants living in over 4,200 municipalities.

According to the latest data processed by ISTAT, in mountain municipalities above 600 metres above sea level with a population of less than 3,000 inhabitants the demographic decline is even more pronounced (-6.59% equal to -6,488 inhabitants).

Alto Molise is the northernmost part of inland Molise and comprises a series of municipalities coinciding with the mountain community of the same name, with an average altitude of almost one thousand meters above sea level. This area is composed for the most part of mountainous and wooded territory that occupies a large part of the total surface area. The migratory flow of the last century has increasingly depopulated this area, drastically reducing the number of its inhabitants, and this has had a considerable impact on the layout of the territory and the quality of the crops. From the early years of the 20th century until the 1960s, depopulation due to emigration returned much of the land cultivated for centuries to the woods

Castel del Giudice is an Italian town 800 meters above sea level, the total area of the territory is 14,811, in the province of Isernia (nuts2 level), in Molise Region (Nuts3 level), on the border with Abruzzo. The town is near the National Park of Abruzzo, Lazio and Molise[2]; three state reserves of Collemeluccio[3], Montedimezzo[4] and Pesche[5], Regional reserve of Callora river and 33 Natura 2000 areas[6] are in the same Province of Isernia. Being at the border with another region (Abruzzo) not all the areas are close to Castel del Giudice, that is forty minutes' drive from Isernia, one hour and twenty minutes' drive from Campobasso, two hours from Naples and three from Rome.

The population counts 324[7] inhabitants (167 male, 157 women, average age 49 years old); there are 21,8 inhabitants per square meter; Total resident population by age classes (0-14 33; 15-64. 203 inhabitants; 65 and > 88).

From 2001, the % of inhabitants less than 5 years old has increased from 2,55% to 3.48% (+36%) while in the whole region of Molise the % decreased of 21% and in the province of Isernia the population decreased of the 13%. In the same time frame, the resident population having 75 years old or more decreased from 23.51% to 16.77% (-29%), while in the whole Molise increased of 33% and in the province of Isernia of the 24%. The 20% of the population over 18 years old is graduated (49 over 245).

Comparing 2018 and 2019, the occupation rate increased from 39,8% (112 occupied over 281) to 42,8% (137 over 285) in 2019

For what concerns official data[8] for young people (15-29) in 2020, the Molise region has

- an occupation rate of 24,
- an activity rate of 31.3%
- an unemployment rate of 22.7%.

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[1] https://www.istat.it/it/archivio/156224
[2] http://www.parcoabruzzo.it/
[3] http://www.parks.it/riserva.statale.collemeluccio/index.php
[4] http://www.parks.it/riserva.statale.montedimezzo/index.php
[5] http://www.parks.it/riserva.statale.pesche/index.php
[6] http://www.parks.it/regione.molise/index.php?prov=IS
[7] http://demo.istat.it/pop2018/index3.html
[8] dati-giovani.istat.it

The same data for the province of Isernia are lower for the occupation rate (19.7%), while activity rate is in line with the provincial date (32.4%) (in the previous years was over 40%) and the unemployment rate was 22.7%

The case of Castel del Giudice should be analysed in the context of the internal areas of the Apennine mountainous zone, which are characterised by depopulation, an ageing population and high youth unemployment, with greater emphasis on small towns. The municipal council of small villages normally has a limited budget and a limited planning capacity, often oriented to the maintenance of public spaces, having to refer to the Province, the Region and the national government to promote development projects involving the territory and infrastructures. In this context, from a cultural point of view, in the absence of economic activity and faced with progressive depopulation, cultural activities are often reduced to traditional and religious events.

From an economic point of view, the villages of the internal areas similar to Castel del Giudice, especially in the south, suffer from a strong migration of young people towards the big centres and the north in order to have access to an adequate level of education and to have job opportunities. The consequence is the absence of schools and school bus services for children, and of hospitals and other health facilities for the elderly, to which is added the lack of transport infrastructure, including road maintenance, as well as that of public services. Usually, infrastructural isolation also leads to the abandonment of agricultural activities and land, resulting in a lack of landscape maintenance and in some case in more difficult access to markets.

In the case of Castel del Giudice, the infrastructural isolation is limited to the connection with the rest of the Province of Isernia, while the *strada statale* (one-lane state highway) 652 is only 10 km away: so in approximately one hour it would be possible to reach the two main toll highways as the A1 Autosole and the Adriatica A14.

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Methodology

Nineteen interviews were conducted with key informants and actors involved in the activities and the projects implemented in Castel del Giudice. The interviewees were reached by the snowball method. As part of the case study, a focus group has been carried out (on June 17, 2021) and a meeting to present research findings and gathering feedbacks from the participants has been undertaken (on July 15, 2021).

Due to the epidemic situation all the interviews were conducted online or by telephone; the focus group and the final meeting were also organised online.

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Origin of the Practice

Origin of the idea

The administrative and political context is central in the case of Castel del Giudice: the experience stems from the centrality of the initiative of the municipal administration, which is directly elected with a civic list since the approval of Law No 81 of 25 March 1993 on the "*Direct election of the mayor, the president of the province, the municipal council and the provincial council*". Since the introduction of the new electoral law, the citizens of Castel del Giudice were able to directly administrate the municipality:

"In 1995 we succeeded in broadening our horizons with the entry of a new mayor and several young people of the time: everyone made their experience and professional skills available to carry out a project at a collective level too" (IT5C / Int.2).

The origin of the practice in Castel del Giudice has three main elements.

First, in the field of apple production, the company "Società Agricola Melise srl" was set up with the aim of recovering about 40 hectares of abandoned pastures and farmland in Castel del Giudice to cultivate organic apples. Melise s.r.l. was founded in November 2003. In this case, the citizens were actively involved in the project, and through forms of popular shareholding it was possible to set up Melise, a public-private enterprise (2 entrepreneurs who have succeeded each other over time and 75 citizens). The idea comes from an agricultural entrepreneur producing apples in the Trentino region (which counts on the 70% of the Italian production of apples) who identify the Alto Molise region as an area with the characteristics to replicate an apple production plant. The aim of the Melise s.r.l. is to grow organic apples on areas of abandoned agricultural land, which as discussed earlier, is a particular problem in the whole Alto Molise Region and it was a specifically issue in Castel del Giudice.

The whole ethos of this social business is founded upon three main principles: 1) to respect the environment and local territorial context; 2) to create quality organic apples on land that otherwise would remain abandoned; and 3) to demonstrate that ethical choices pay off and that local economic development can take place in a small, rural municipality.

Thanks to this project, Castel del Giudice has become part of the *Associazione Città del Bio* (Association of Organic Cities) and was awarded the "*Futuro italiano*" (Italian Future) prize

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for territorial innovation by Legambiente, ANCI and Symbola, as well as the Premio Comuni Virtuosi 2015. The apple trees were planted on land between 700 and 900 metres above sea level that had resisted natural reforestation due to the abandonment of farming and pastoral activities. And after Melise, it was the turn of the community beehive and the "Maltolento" agricultural brewery, where everything from barley to hops is grown locally.

Second, a public-private construction company was set up in the year 2000, to convert the disused primary school in the village, which was closed due to the lack of pupils in the village, into an assisted care residence (RSA) for local elderly people. The RSA San Nicola is jointly owned by the municipality of Castel del Giudice (30 per cent), by the inhabitants of Castel del Giudice and by an entrepreneur.

The mayor proposes to get out of the health plan of the Molise Region that foresaw the construction of 22 RSA[1] throughout the region that represented intermediate structures with respect to a general reorganization of the territorial health system, asking to the Region to be authorized to build the RSA with their own funds, which is madness. The 1.5m Euros financial investment needed to carry out the conversion work was provided for by the initial share capital of the municipality and the private partner. In addition, funds were raised by the residents of the village investing in the company becoming shareholders in the social venture. Also, a ten-year mortgage loan was granted to RSA San Nicola, which the Municipality guaranteed as requirement of the credit lending institution. The residential facility provides a range of services including accommodation and health care assistance and support to elderlies and disabled people. Given the demographic profile of the Alto Molise area and the Castel del Giudice in particular, such a facility provide a crucial public service for which demand is likely to increase in coming years. Without the development of socially innovative public-private enterprise, the facility would almost certainly not have been developed and the disused primary school would have remained derelict. This approach is opposite to the practice of privatising old school buildings in most Italian municipalities.

Third, in the tourism sector, the public-private company Vello S.p.a. was opened in 2016 to create a widespread hotel (“albergo diffuso”) called Bogo Tufi. An extract from the website

[1] Health care residences, abbreviated as RSAs, introduced in Italy in the mid-1990s, are non-hospital facilities with a health care imprint, which host non-self-sufficient people for a period varying from a few weeks to an indefinite period of time, who cannot be cared for at home and who require specific medical care from several specialists and articulated health care.

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explains the concept: Borgo Tufi is born from the recovery of the old abandoned stables located on the edge of the village an historic town in Castel del Giudice in the Italian region of Molise. It has been transformed and restored into an “albergo diffuso” - a hotel consisting of houses located throughout the village. The hotel/village has been rebuilt in sympathy with its historic landscape, using autochthonous materials, thus also foreshadowing an environmental redevelopment operation. This part of the village has been restored in its historic setting, integrating anti-earthquake structures. Contemporary design blends with period details in the reception, meeting room and public spaces. The company used recycled local stone and reintegrated period features during the restoration. Borgo Tufi is the showcase that contains all the will of the territory not to give up and shows the development project of Castel del Giudice. Most of the tourists are coming due to the proximity to the slopes of alpine skiing, as those of Roccaraso 20 minutes away and those of cross-country skiing of Capracotta. Actually, the structure is aiming above all at a new sustainable tourism that brings together environmental aspects, trekking, rafting, gastronomy and local traditions with a view to balanced integration of the area's resources.

The common theme to the three interesting examples of the social innovation in Castel del Giudice is the fact that the participatory approach has been fundamental to create the respective public-private social enterprises. Each was set up in partnership with the municipality and the mayor; the local community and other key sectoral stakeholders in the agricultural, social care and tourism fields. The Castel del Giudice case, therefore, is significant in terms of social innovation because it illustrates how a tiny remote, rural municipality, facing significant demographic challenges with an ageing population and limited development opportunities can develop a proactive local development strategy.

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Promoters, motivations/targets

Apart from the Melise srl, that in the initial phase can be re-conducted to the initiative of the entrepreneur from the North of Italy, all the development project of Castel del Giudice can be re-conducted to the local community which was motivated to oppose the phenomenon of depopulation by focusing on the creation of job opportunities.

Other support actors, as Legambiente and Volape, supported the construction of a community apiary not so much to bring the inhabitants back to Castel del Giudice but more to bring people back to the countryside in the nearby territories of the village where the abandonment is even more serious than the inhabited areas of these rural centres.

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Actors Involved

Description of actors involved

The centrality of the action is up to the municipal council and in particular to the mayor, as direct expression of the community of the citizens of Castel del Giudice of which it tries to value the abilities and the professional experience.

The discourse is that the municipal administration becomes the propulsive center of all initiatives because it is the founding partner of Melise srl, the RSA San Nicola, Borgo Tufi and many other initiatives. In this sense, the local administration is acting as a policy lab, open to experiment innovative solutions to open up to new opportunities for the community:

"The idea is that we have to put in place new processes, do something new or that has never been done in the past, maybe even experiment new models that are not yet defined: a small village can also make mistake, since there is still time to recover" (IT5C / Int. 4).

Local entrepreneurs are another relevant actor because many of the initiatives are based on the capital invested by those who are defined as affective entrepreneurs, i.e. those who intend to return opportunities to their territory of origin without requiring immediate profits

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Style of farming and activities promoted

Resources activated/adaptability

Since 1995 there has been a thread of continuity in everything and for everything; every year the relationship between the public administration and the various subjects, that in these 25 years have interacted with the administration, has become stronger and stronger.

Castel del Giudice, unlike many other situations in the centre south of Italy, manages to use in a very timely manner both community funds, both the resources of the municipality, both the resources made available by the Molise Region, at the same time involving private entrepreneurs who have invested many resources from their own pockets regardless of then economic returns. Public resources are tools to facilitate development and investment, but should not be the end but the means to achieve the objectives.

The investment on the old abandoned school to transform it into an assisted care residence (RSA) for elderly and disabled people and the renovation of old stables to build the hotel Borgo Tufi have been two important blocks to support the elder part of the population and to attract tourism and give visibility to the development project.

Beside these axes, the municipality activated also a local SPRAR (Protection System for Refugees and Asylum Seekers) project, now called SAI (System of Reception and Integration'). Indeed, through the local SPRAR/SAI four families from Africa arrived to Castel del Giudice and after the end of the project all of them got a job, having already a house and possibility to bring their children to a school.

Moreover, the administration supported a Venezuelan family, descendants from migrants from Castel del Giudice: this family asked to return and the administration has responded positively to this 4 member family, including two children, who needed employment to be able to live permanently and economic stability to develop their lives in this place.

Apart from these families, the project tried to create job opportunities to attract young people of the village and the surrounding areas. In this sense, a community cooperative was created in order to find a critical mass of local young people in training or with some professional experience who can start working on collaborative economies.

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Many young people have begun to understand that collaborative economies, i.e. community cooperatives, can be an answer in terms of not only providing services, but also activities as e-bikes, co-workings, short-term rentals, etc.

Starting in September 2019, a census of all the properties in Castel del Giudice was carried out with the help of local young people studying architecture and engineering. They categorized the destination of the buildings (e.g. rural, warehouse, storage, residential, etc) and the frequency of use (less than a month, two to three months, etc.). The result of the census is that out of 151 properties, 111 are very unused. One of the problems that emerged is that many properties, both real estate and land, are co-owned by relatives of relatives, etc. so it is complicated and expensive to have a succession and to take any decision on their recovery. The working group also elaborated through renderings the types of possible interventions that the municipal administration proposes to the owners of unused houses, such as co-working, internet point, bed and breakfast, etc. In addition, the group is working on a colour plan and homogeneous paving to improve the image of the village, which apart from Borgo Tufi has not had any architectural coherence, aesthetically consistent. The municipality will also take care of small private green spaces, also adding a story about the place and the renovation: if the owner refuses to give consent, a fine will be imposed.

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Farming approach and activities promoted

In the 80's many small municipalities of the area have managed to move from pure survival agriculture, family type, to an agriculture aimed at the market, creating small dairy farms with a small dairy and create an added value to their products with the transformation. At Castel del Giudice, this transformation of farms into small businesses in the dairy sector, did not occur. So between the 70's and 80's there was an abandonment of the territory both from the agricultural and zoo-technical point of view, and then at the end of the 90's it was very evident this almost total abandonment of the territory. In this context, agriculture was far from cultivation of apples, and also from organic farming: there was only a subsistence cereal-livestock agriculture where everyone had small herds.

Melise's project was based on 15-year leases, registered in the national agricultural system in order to certify the land as organic. The fact of signing a lease to commit to 15 years

served to guarantee the investments of a plant that cost about €20,000 per hectare. Despite the scepticism of the landowners to commit to this time frame which is not in the local tradition, the sons pushed to accept the lease for 100-150 € per year.

Melise had to invest in an irrigation system: in fact, in order to get the production plant to produce in two-three years a rootstock was used, while a non-grafted plant needs 8-10 years. This kind of technical approach, however, was not suitable for the climatic context, requiring an irrigation system to prevent hot summers from endangering the survival of the plants. So Melise had to invest 300.000 € on the fixed irrigation system using a structure that already existed, but actually building the whole network plus the irrigation support infrastructure. This project was realized in 2008 with funds from the RDP Molise. Even the initial choice of varieties was not optimal for the local context, such as apples of Fuji variety, very good from the point of view of quality, but extremely difficult to manage organically, which in fact has been eliminated in subsequent years. A further intervention was the spacing of plants to use a mechanical means for weeding. So Melise had to make a whole series of technical changes in order to use in the best possible way everything that can be used in organic farming. Moreover, the first twenty hectares planted at the beginning of the project have reached the end of their cycle and need to be replaced.

*"The very first years when the plants were new they produced well, they didn't have big problems. In the last 5-6 years our productions have drastically decreased because of late frosts and climate changes. So between 2007 and 2009 we have entered more and more in a perspective of organic production: before we were a company that thought in an industrial way, in a "chemical way", but used organic products. Now our orchards are designed to follow the regular course of the seasons. So in addition to a varietal diversification, now we also make a diversification of the exposures of the different varieties on the slopes, we have a scalar production as widespread, so there has been a change in mentality" (*IT5C / Int. 7).

From an agricultural point of view, the territory of Castel del Giudice has 1500 hectares available, 350 of which are woods, and others are already cultivated or used: in general, there are about 200 hectares of land available for agricultural activity. This allows Melise to be used as a flexible tool, but for the next four years Melise will stop its expansion projects in order to focus energy and resources on the management of the current facilities.

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At the same time, however, Melise is trying to diversify production in order to make the best use of the human resources available, given that in the cultivation of apple trees there are also dead periods. In this sense, Melise has tried spelt and organic barley, functional to the strengthening of the agricultural brewery for the production of the local beer with a local brand Malto Lento (see details in the next page). In this sense, Melise is trying to grow hops, which grow spontaneously in the area, and through community cooperatives, it has started a community apiary that also provides pollination services.

On the commercialization, Melise was able to start with a contract with Corpor spa, one of the largest tomato, fruit, etc. processing companies in the centre-south, in Scafati in the province of Salerno, to which Melise sells the product that cannot be sold fresh. In fact, in organic farming the waste is very high, in years where it is not possible to keep under control the scab rather than the worm, etc.. so Melise has drawn up an agreement that guarantees the withdrawal of all the product not saleable, while the other 30-40% of the product is sold fresh immediately without refrigeration facilities.

In addition to this channel, Melise has an agreement with a major supermarkets chain in Italy as CONAD for several years, a collaboration with the fruit and vegetable market of Pescara, but in terms of economic return and satisfaction for the appreciation of the product has developed a relationship with Solidarity Purchasing Groups, in Rome, Naples, on the Adriatic coast. The relationship with the Solidarity Purchasing Groups led Melise to adapt its direct sale policy to the consumption needs of the families: indeed, the initial 12/ 13 kg plastic box at the price of 15 - 16 € was substituted by two different kind of cardboard boxes: a smaller one with one layer, and a bigger one with two layers. In addition, Melise started to process part of its production, commercializing also dried apples, apple juices, and different compotes of apples, apples and blackthorn, apple and rose hip, etc. in order to diversify further.

In general, the idea is to develop a basket of agricultural products from the Molise Apennine environment in order to promote these products in the logic of selling not only the product but also a specific territory.

In this project of diversification of agricultural production, an agricultural microbrewery has also been built: starting from an idea that emerged during the participation in the Salone del Gusto in Turin, the project of an agricultural brewery (i.e. with at least 60% of the raw

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materials coming from an agricultural company, in this case Melise) has been carried out, with the brand Malto Lento. The microbrewery costed almost half a million euros, with a private investment from Melise and about 170,000 € by a grant from the region Molise. The microbrewery is enrolled in a consortium that allows it to maintain the status of microbrewery agriculture as they certify that they receive the barley, malt it and return it to Melise. Within this project was born the idea of cultivating hops on one's own because in the area there are wild hops. The problem is that hops are much more delicate than barley, so it would be necessary to treat the soil, but in an organic farm, it is not possible. Moreover, wild hops have very variable characteristics compared to industrial hops, which are already standardized. A young master brewer from the a nearby region (Campania) who had attended a progressive course in Turin and moved to the village to coordinate the project, manages the brewery.

This is the context in which Artemisia, the community cooperative, was set up as an agricultural cooperative to apply the projects of Regional Development Programme (RDP), even if in a second moment lost this specificity. In its start-up phase, Artemisia was also supported by a public grant of the municipality of Castel del Giudice that has made available € 20,000 for its realization.

The community cooperative actually serves as multiservice company of the village: indeed, the cooperative manages the community apiary and the grocery store of the village, and also manages the local SPRAR/SAI project.

The community apiary has been a great success: the project started with the involvement of the University of Molise and the associations Volape and Legambiente[1] to bring people back to the countryside in the nearby territories of Castel del Giudice, where the abandonment is even more serious than the inhabited areas of these rural centres. The initiative responded also to the needs of Melise that in the previous years had to pay for the service of pollination to beekeepers who carried the hives near the Melise's fields in order to supply the pollination service. The process was initiated with two courses one basic and one advanced (the advanced one has not been activated yet due to covid pandemic outbreak) where

[1] Legambiente is an Italian environmentalist association to make the environmental culture the centre of a new kind of development and diffused well-being. It is considered the most widespread environmental organisation in Italy, as it is composed by a national headquarter in Rome, 20 regional branches, about 1000 local groups and more than 115.000 members

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almost 50 people applied. Finally 25 families (30 people) finalized the course and initiated the community apiary.

Also a nearby village, Roccavivara, started a community apiary following the example of Castel del Giudice. The honey processing is done in the communal facilities of the community apiary directly by the members of the apiary, and then it is bottled following common protocols and regulations, and sold centrally by Artemisia with the same common trademark. The economic return of each member is a small integration of their main incomes.

"The apiary wants to put in evidence that the advantages of being together are always far superior to the sacrifices, especially in territories like ours where the dimensions are so small that it would be impossible to carry out any kind of activity at individual level" (IT5C / Int. 6).

Innovation introduced/innovation transferability

From many interviews emerges how historically in Molise (but in general in the south of Italy and in the rural areas) there is a lack of culture of aggregation, with strong a tendency to manage their own activities, and a certain reluctances in getting together when there are individual economic interests. Therefore, the Castel del Giudice project has worked on a model of cooperation that highlights the advantages of being together, especially in areas where the size of the activities is so small that it would be impossible to carry out any kind of activity on an individual level. This innovation in the collective approach on the use of the abandoned lands and stables, and further developed in the community cooperative. So it was a moment of innovation: an innovative form of management of a territory that until then was only tied to the owner of the land, now became a collective one.

In this collective framework, the elements of weaknesses and marginality of the territory are transformed in an opportunity, a competitive advantage: for instance, the abandoned lands exposed to geological risk become an opportunity to grow organic products that are not part of the traditional crops of the region, but can open a market also for other products as truffle or honey.

Also the youth of the area became a resource: the municipality focus on the competences of local young people giving them the responsibility to advance the project.

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In order to transform individual approach into a community one, it is important to notice how the municipal council of Castel del Giudice is direct expression of the citizenship and try to have an informal consultation with the inhabitants in order to find new opportunities of development.

Another important aspect is the support of private capital that does not tend to influence the choices of the community: if on the one hand private financial support has been decisive from the economic point of view, it has not been so from the point of view of decisions that have always been shared decisions.

On one side, it is possible to transfer the territorial marketing approach enhancing local resources and the leadership of the young local people, having an administration that is the direct expression of the community with a development project creating a competitive advantage. On the other side, some specificities, as the infrastructural connection with the major centre through the nearby state highway or the support from the private capital are elements that are not so easily transferable. The completion of the state highway with a budget of 290 million of euros and the many small towns nearby, with the ski slopes, are also specificities that are not transferable.

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Environmental issues

Castel del Giudice has made a fundamental choice by enhancing an intact territory where chemical products have never been used, putting environmental protection and product quality first.

This vision started from the agricultural approach of Melise, but then was extended to all the development project of Castel del Giudice: environmental sustainability is embedded in the project of developing a competitive advantage enhancing local resources.

Synergies and networking

Relationships with the local community

Undoubtedly, the municipality of Castel del Giudice is an example of good practice in social innovation, which is based on a process of change premised upon interactions between patterns of socio-economic activity; changes in how people make a living; changes in where people live; and changes in how people interact with community and local policy makers. The three social businesses, Melise, Artemisia and Borgo Tufi, were set up with the participation of the citizens as direct owners, directs investors and direct beneficiaries. The relevant sectoral stakeholders also play an active part in the whole project. These include the main operators of the three different sectors: agricultural with the presence of associations, trade unions and other SME's from the whole national territory; tourism with the direct involvement of the company that bought and renovated the stables, the tourist guides and the environmental associations for the preserving of the natural and tourist resources; social with the direct involvement of operator and health staff and specialized skilled professional experts.

Some interviews raised the issue a minor dissent in the community, mainly linked to the speed at which the development project moved forward and to the impossibility to fully understand what was happening in one's own community and understand the beneficial aspects for the village. The perception was of being threatened by a process of expropriation due to impossibility of being able to participate in a process that effectively involved the entire community. For a period, it was possible to individuate positions that in some way were in open disagreement with the mayor and the municipal administration, with a part of the community not actively participating in the celebration of the feast of apples. This dissent seems to be recomposed during the last years, with an acceleration of the development projects that is attracting young people from the near villages through the creation of job opportunity based on a coherent project based on enhancement of local resources.

An important aspect to understand the relationship with the community is the local SPRAR/SAI (Protection System for Refugees and Asylum Seekers) project, financed by the Ministry for the Interior through the National Fund for Asylum Policy and Services, and

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aiming to support and protect asylum seekers, refugees and immigrants who fall under other forms of humanitarian protection. Indeed, through the SPRAR/SAI already four families from Africa arrived to Castel del Giudice and after the end of the project all of them got a job, an house and possibility to bring their children to an Italian school. Their integration in the village generated no conflicts:

"If you listen to the stories of these people and hear what they had to suffer to arrive in a remote village called Castel del Giudice and feel happy, that is, be happy to have landed in the village, I think it is something powerful and beautiful for them because they stayed in the village, we have welcomed them with affection, and they are showing that they are happy with where they are now, so compared to many young people who think that a remote and sparsely populated mountain village is the funeral of their lives, they have found in Castel del Giudice the possibility of living their lives" (IT5C /Int. 2).

At the same time, it seems that the lifestyle of these migrant workers is not really integrated in the traditional lifestyle of the village. The main point of contact are the kids attending school with the other Italian kids or at the park where the kids are playing, and the work where they have been integrated. Their participation to the development project of Castel del Giudice is mainly through these social functions. In their daily life, it seems that these family lead quite a separated lifestyle. Indeed, the only interview we have been able to conduct with a migrant worker from SPRAR it has been held in English.

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Synergies enabled

Some interviewee referred to the experience of Castel del Giudice as a fairy tale. The narrative emerging from more than 20 years of development project allows to enable many different synergies.

Many nearby administrations are trying to follow the example of Castel del Giudice without a proper outcome. In any case, this project of extending the practice of Castel del Giudice to the nearby villages has found its institutionalization into the Local Action Group (LAG) Alto Molise[1]. The LAG promotes local development in rural areas with an integrated bottom-up approach and the commitment of various stakeholders through a partnership consisting of

[1] https://www.galaltomolise.org/

public authorities and private players: in this case 7 municipalities are part of the LAG, but also private companies operating in the dairy sector at European level which are a specificity of this area, but with the exclusion of the most representative professional associations (as Coldiretti[1] and CIA[2]). Indeed, the LAG was built for the north of Molise, against another proposal aiming at covering all the province.

"The Alto Molise LAG's strategy is based on three themes: a) agri-food sectors b) tourism c) care and protection of the landscape. So the LAG was built upon a strategy based on supply chains that are not the typical ones of the sub-regions (e.g. the diary sector that is quite relevant in the other bigger cities) but on the value chains of Castel del Giudice"(IT5C / Int.1).

For instance, on the touristic axe, actually the LAG will fund the construction of three swimming pools in the area, and Castel del Giudice will have one of the three providing 80.000 euros of co-funding, together with a co-generator to improve the efficiency of the energy production.

Through the LAG, the seven municipalities that are part of it, plus two external ones, have presented a proposal for a redevelopment of the paths that made up an itinerary between rural churches, including the Sanctuary of the Madonna in Saletta, 3 kilometres away from Castel del Giudice. This is supporting the redirecting tourism of the Borgo Tufi towards local activities and resources rather than a luxury resort oriented to the ski slopes of neighbouring villages.

Moreover, the LAG promoted the extension of the community cooperatives practice to other municipalities, as the one of Carovilli: the representatives of the LAG went by different bars during the summer to discuss with young people about community cooperatives and a positive response came from the 8 young people from the village of Carovilli who decided to invest 5000 euros each to apply to a grant for e-bikes and management of holiday houses. The municipality of Carovilli assigns the former prison building to start their activity.

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[1] https://www.coldiretti.it/
[2] https://www.cia.it/chi-siamo/la-cia/

Networking established

During more than 20 years of development project, Castel del Giudice built an extensive networking around its experience.

University of Molise is supporting and promoting the experience at international level and had a specific role in building the community apiary, bridging the experience of the village with the one of the association Volape, which promote community apiaries providing the necessary training. In the community apiary also Legambiente is involved: one of the major Italian environmentalist organizations which is active in Castel del Giudice in the last 15 years.

For example, Legambiente with Melise promoted the use of waste apples for a bear in the nearby Majella Park.

Also, Slow Food and Lega Coop[1] are promoting and supporting the experience of Castel del GIudice, and Melise in particular.

For what concerns the community cooperatives, there is an exchange with the Regions of Emilia Romagna and Toscana, where the experiences are quite advanced.

The great networking capacity has "enabled the development of new professional skills, both in agronomic practices and in management and commercial practices, experimenting with increasingly integrated forms of cooperation for the enhancement of products" (Belliggiano, 2017, p. 52)

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[1] The biggest cooperative network in Italy

Policies and Institutional Support

Policies activated; constraints; change/ need of new policies

The administration of Castel del Giudice is the direct expression of the community, having a municipal council which is composed by professionals employing their skills for the common well-being. This approach, as well as involving continuous informal consultation with the community, is forming a new managerial class for the public administration capable of having an innovative approach in using public and private instruments. Indeed, the availability of economic resources from private entities that have also made it possible to intercept public resources as co-funding of the projects due to the good reputation of Castel del Giudice's in implementing innovative projects.

In fact, in 2009 at the PIT (Progettazione Integrata Territoriale- Integrated Territorial Planning) of Molise, out of 5 million euros that were available, 1,040,000 euros arrived in Castel del Giudice to finance the renovation of common spaces of Borgo Tufi thanks to the capacity of submitting a strategic proposal rather than small projects with no leverage effects of the territories. So this is another example of how public and private can be combined: the public has done all the infrastructural work, while the private sector has intervened in the structural work on the single stables transforming them in houses. Public resources are used as tool to facilitate development and investment, but they must not be the end, they must be the means to achieve all the objectives. This approach and the innovative and multi-faceted capacity of project designing of Castel del Giudice led to many project proposals funded by public policies the SNAI and the RDP.

The main elements driving the experience of Castel del Giudice (in the fields of agriculture, tourism and health assistance) were not the expression of a common vision, but the result of different opportunities, of which the agricultural axe with Melise was not leading the others.

Throughout the twenty years of practice led to build a coherent vision and narrative, mainly driven by the practice of the organic agriculture of Melise that gave a particular meaning of sustainability to the opportunity to enhance local resources embedded in the development project of Castel del Giudice.

For instance, this approach was extended to Borgo Tufi as the showcase of the development project of Castel del Giudice: the renovation of the village and the colour plan in order to

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create some continuity with Borgo Tufi from the aesthetical point of view, as to do with the fact that Borgo Tufi and Castel del Giudice still seem to be two contrasting realities, so it has been seen that on the one hand, paradoxically, with the older one it has been possible to make an important renovation, and it would be just as important to do so in the part where the citizens still live so as to give this sense of continuity between the two realities. At the moment, in fact, tourists from Borgo Tufi rarely seem to go to the modern nucleus of Castel del Giudice, and the Castellans never seem go down to Borgo Tufi.

Also Borgo Tufi, rather than a luxury resort oriented to the nearby ski slopes, it is reorienting towards an experiential tourism that also has a lot to do with a relationship with the community that provides services (e.g. traditional breakfast prepared by local ladies, attending evening meetings at the bar, etc.)

This new approach is embedded in the new *Piano del Cibo* (Food Local Plan), which reads

Food is vital and is central to the production system everywhere. It plays a fundamental role in the quality of life of the population and is increasingly recognised as a key issue in socio-economic and environmental policies to reinterpret and reconstruct local production and consumption processes, thus also contributing to the proper management of natural and social capital. In fact, food has close interconnections with urban public policies and is a cross-cutting issue that affects and influences the local economy, public health and the quality of urban, peri-urban and rural areas. An increasing number of cities are beginning to consider food as a key element around which to plan an integrated and sustainable urban development. The actions implemented enable the local food system to be used for the management of economic, environmental and social priorities, guaranteeing a coordinating function with respect to policies and projects in different thematic areas, that are often designed and implemented independently of each other.

Therefore, food represents a strategic lever for achieving sustainability across the board by putting it into circulation in the form of matter and energy and disseminate its value in terms of environmental, social and economic impact.

The Food Local Plan was presented and approved by the Municiaplity in 2019, defining food as a strategic lever and design a coherent policy framework building on the experience of Melise. So, organic agriculture and local food production are driving also the other practices as the RSA, the SPRAR/SAI and Borgo Tufi towards the definition of a Green Community

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which promotes healthy and sustainable lifestyles, including plastic-free, carbon-free and pesticide-free territory and experiential and rural tourism activities aimed at diversifying and expanding the territorial tourist offer, otherwise subject to seasonality.

These convergences of the different practices in the experience of Castel del Giudice under a common narrative and strategy of territorial marketing starting from food production and consumption, is giving a clear perspective to the development trajectory of Castel del Giudice for the next decade.

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Impacts and perspectives on rural regeneration

Impacts of the practice on rural regeneration and generation renewal

The social innovations have already had an impact upon the social and economic fabric of Castel del Giudice, in several ways.

First, the "Borgo Tufi" Hotel opened its doors in 2016, and since then tourist numbers have increased, mostly during weekends in both the Summer and Winter holiday periods. The Hotel employs five staff full time and another five part time staff. The San Nicola RSA is authorized to accept 30 patients and it employs 24 people, especially women. Melise produces 10.000 tons of organic apples every year. It employs 4 people full time and about 20 more part time. Overall, then, including also Borgo Tufi, the SPRAR/SAI projects, the community cooperative and all related jobs such as summer camps, e-bike rental, etc. more than 40 jobs have been created.

Second, the increased employment opportunities in Castel del Giudice have helped to increase household incomes and reduced precariousness and insecurity through diversification. In turn, this has helped to create relatively higher economic growth because of improvements in local productivity, which reduces out-migration from the municipality.

Third, the quality of the local environment has benefitted through the requalification of agricultural production, processing and trading of fruit and cereal: apple, cherries, spelt, plums. As mentioned, abandoned agricultural land is a real issue in Alto Molise and specifically it was so also for the municipality of Castel del Giudice; over time, such terrain causes negative environmental impacts associated with the so-called "re-wilding" of many areas and so cultivation has a positive impact locally.

Fourth, there have been considerable improvements in the local tourist offering. With the full involvement of the community, the rural areas of Castel del Giudice are becoming an ideal tourist destination for so-called "slow tourism" i.e. walking, cycling, kayaking and canoeing, enjoying the nature and the relax in the widespread hotel perfectly restored with recycled local stone and reintegrated period features during the restoration. For example, the Borgo Tufi is surrounded by 40 hectares of beautiful orchards. The organic apples are part of the local economy. The orchards are part of the historic relationship between the villagers and their surroundings - food and nature in harmony.

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It is important to notice one of the issue on the organic certification which emerged from the experience of the apiary:

"The apiary adopts a criterion of sustainable beekeeping, but it is not certified organic for an economic issue in the sense that dimension does not allow the adoption of an official organic certification despite the criteria of organic farming are fully respected" (IT5C /Int. 6)

Lastly, there have been improvements in the provision of social care for local residents.

Given that the local population is ageing, the demands on such services will increase in the near future and this social development helps to insulate the municipality from the real negative impacts of this demographic transformation.

According to some interviewees, the process of social innovation started from three key needs; the first to understand processes of rural change and their implications, maximising opportunities for the inhabitants and managing the risks; second, the need to understand how to better manage local territorial assets and resources; and, third, the urgent need to take a more integrated approach to rural development, with an innovative approach in public administration creating new forms of public-private partnerships.

The challenge, however, is that planning sustainable polices in rural area is not easy. The high level of dependency on surrounding urban centres for jobs and services needs to be recognised. At the same time, the need to find new job opportunities is central as well as the role of the third sector in addressing social exclusion, for say the elderly, and providing access to essential services. Ultimately, as some interviewees argued, the social innovation needs to involve and gather the views of local communities, businesses and landowners regarding the key issues for local development and to agree what 'reasonable' levels of access and 'basic' local services should be provided or aimed for.

In summary, the Castel del Giudice social innovation illustrates a new model of how to manage natural and rural resources as well as environmental heritage, through a strong innovative approach in public administration creating new opportunities based on the intersection of different tools. It is noteworthy because hitherto in Italy and the Molise region, the development of public-private partnerships has been relatively limited and there are limited good practice examples to learn from. The Castel del Giudice case, however, is a really good illustration for other small, remote, rural places to learn from. In fact, there has been a lot of national interest within Italy about the Castel del Giudice "story" as well as

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internationally. This has raised significantly the profile of the municipality, which regularly hosts practitioners from other places in Italy and abroad to explore the social innovation "story" of Castel del Giudice and to understand the key drivers of its success.

Perspectives

Castel del Giudice shows that the big problem of Molise and rural areas is not so much intercepting public funds, but it is the lack of vision, the lack of the idea of the future of communities mown down by historical emigration that went back as far as the 1970s.

Molise has its 300,000 inhabitants in 136 municipalities, 85% of which do not reach 1,000 inhabitants, but it is estimated that there are one million second-generation Moliseans living abroad. This is the tragedy of Molise and the South of Italy, that Castel del Giudice is trying to slow down and revert.

So in the next 3-4 years the perspective of Castel del Giudice is to consolidate the project and strengthen what is already in place, following the innovative local food policy which design a coherent policy framework providing a clear strategy of territorial marketing for all the different fields of the practice of Castel del Giudice.

It is important to read the practice of Castel del Giudice as dilated in time of 25 years of policies: in the narrative there is a tendency to overlook the times that have seen the development of this practice, in the story these times are flattened, it seems that suddenly a few years ago the RSA and Borgo Tufi were made with the community cooperative and then there was a boom, but instead twenty five years have passed since the first election of the new mayor. So the community has lived all these changes through such a large time dilation that they don't experience them with the same intensity of the narrative. This aspect is also providing insights into the replicability of the practice and the time frame that is needed.

On the goal of curbing depopulation, many interviews show that the people who choose to return or move to Castel del Giudice are, however, people who already have an important point of contact, that is, they are not people who out of nowhere decide to abandon city life and settle in an inland area like Castel del Giudice. In all the relocation stories there is a link, a red thread. If on the one hand there are families who decide to settle in Castel del Giudice, on the other hand there is a number of young people who choose to leave and therefore the

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process has not yet been reversed, it is beginning to compensate. Also the new citizens resulting from the SPRAR/SAI projects are contributing to this trend.

At the same time the project of development of Castel del Giudice seems to have had an acceleration with the attraction of various people under 35 of the surrounding area.

This acceleration results from the many initiatives that are offering an opportunity to return to young people of the village that have left for studying or vocational training. Many of them have decided to re-establish in the village with their partners thanks to the opportunity to have a job that values their skills. Indeed, most of these job opportunities offered by the development project of Castel del Giudice are giving young people the responsibility of directing the productive activities. At the same time, all the young people interviewed valued the possibility to conduct a life in contact with the nature, of an accessible housing situation and the inclusion inside a community in growth.

Many interviewees indicated how the experience of Castel del Giudice is very well known in the nearby villages and towns, even if many local administrations are not able to replicate the experience, the inhabitants are really attracted from the expertise: in the specific case of the training course to build the community apiary, for example, there was a strong participation from inhabitants of nearby territories, which could provide the perspective of possible expansion of the experience.

As clearly reflected in the local food policy, the development project of Castel del Giudice, which is growing exponentially, will have its roots in the consolidation of the agricultural project with the Melise production of apples, the increase of the basket of agricultural products with experimentation on grains and spelt, and the production of malt and hops for the farm brewery, along with that of honey, truffles, berries, and the creation of a laboratory for processing products.

The perspective is to enlarge and differentiate a basket of agricultural products from the Molise Apennine environment in order to commercialize these products strengthening the capacity to position on these quality niche markets using the “brand” of a specific territory.

This agricultural axe of the development project of Castel del Giudice is not only oriented to bring new inhabitants in the village but it is strictly connected with the abandonment of the land, intervening to bring back the inhabitants to Castel del Giudice but more than anything

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else to bring back the people in the countryside that lives a problem of abandonment even more serious than the inhabited areas of these rural centers.

"The experience was set up because there is a community that wants to remain in the area and wants to continue to safeguard that area, but they lacked a tool to justify their presence from the professional and economical point of view" (IT5C / Int.6).

In addition, the food policy also includes a plan to establish an energy community through a cooperative of energy with a photovoltaic system already in place to serve this nascent experience,

Finally, there is also the project of improving the internet connection through fibre optics that would speed up digital connections.

In general, the practice of Castel del Giudice has been training a new group of local administrators who will guarantee the multiplication of the experience.

Finally, some interviewees indicated the actual mayor of Castel del Giudice as possible candidate as president of the Region Molise for the next electoral round, which would allow to scale up the experience of Castel del Giudice at the regional level.

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Appendix 1. The List of interviews

Code	Gender	Role	Place, Date of the interview
IT5C / Int. 1	Male	Key respondents, researcher	Skype,14.12.2020
IT5C / Int. 2	Male	Local Politician	Skype, 13.02.2021
IT5C / Int. 3	Female	SPRAR/SAI, new comer	Skype,03.02.2021
IT5C / Int. 4	Male	Local Politician	Phone, 03.02.2021
IT5C / Int. 5	Male	Melise	Skype,13.03.2021
IT5C / Int. 6	Male	Environmental association, community apiary	Skype,19.03.2021
IT5C / Int. 7	Male	Melise	Skype,10.04.2021
IT5C / Int. 8	Male	agricultural brewery, new comer	Skype,09.04.2021
IT5C / Int. 9	Male	Borgo Tufi	Skype,24.06.2021
IT5C / Int. 10	Male	Melise, new comer	Skype,02.05.2021
IT5C / Int. 11	Male	RSA San Nicola	Phone, 10.05.2021
IT5C / Int. 12	Male	LAG	Skype,13.05.2021
IT5C / Int. 13	Female	Borgo Tufi	Skype,17.05.2021
IT5C / Int. 14	Female	community apiary	Skype,14.06.2021
IT5C / Int. 15	Female	Local SPRAR/SAI/, community cooperative	Skype,15.05.2021
IT5C / Int. 16	Male	Melise	Skype,16.06.2021
IT5C / Int. 17	Female	Local SPRAR/SAI, community cooperative	Skype,17.06.2021
IT5C / Int. 18	Male	Farmer, association for biodiversity recovery	Skype,17.06.2021
IT5C / Int. 19	Male	Community cooperative, new comer	Skype,18.06.2021

Table 1. Interviews

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Case study report (Code FR6C)

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Renewal of the local development policy: personal networking and inter-knowledge.

Viviane de Lafond, Camille Robert-Boeuf et Nicole Mathieu (CNRS)

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Choice of the promising practice

We chose to question the issue of rural regeneration (taken in the sense of an answer to current issues - economic, environmental, societal including demographic - in a given territory and context) in connection with the issue of young people (generational renewal) and newcomers on a territory. We had to focus on a "promising practice" going toward "regeneration", allowing thereafter to give leads for public policy on rural development (rural regeneration). To identify such a promising practice, we started from our local contacts, from more general evaluative findings on local development in rural areas, and from the formulation of hypotheses, taking into account a first step of observation, work and exchange.

Current or past public policies on local development in rural areas in France, « pays » policies, LEADER programs, and even Regional Natural Park policies, have shown their limits even if these policies, driven by the public authorities, have produced local results and have contributed to local changes (Chevalier, 2010, 2014; Chevalier & Dedeire, 2014; Dumont, 2018; Jean et al., 2018) :

- on the one hand, they do not widely spread over the territory (for some of them, the RNP for example, this was not their vocation), have only rarely been sustained over time because factors such as: local leadership, funding, conflicts for the development and implementation of programs...

- and on the other hand, they have not necessarily taken into account these "regeneration" issues in all their dimensions, with sectorial programs, set up from an addition of projects, a catalogue « à la Prévert », allowing to satisfy each of the stakeholders (in particular each municipality). For instance, developing employment did not imply thinking on the environment issues, improving communications, bringing in new inhabitants was not related to the artificialization of the land, ...

Therefore, it was interesting to identify new development processes that would allow to overcome all or part of these limits, to go towards a rural regeneration.

Our contacts with local actors allowed us to progressively identify in a peripheral context, away from large agglomerations and major traffic axes, a "promising experience" which seemed to us to be part of the renewal of local development and to formulate hypotheses

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for this renewal of rural local development, in connection with the young people and newcomers' issues:

- a process of networking based on institutional structures, but evolving towards an informal space of inter-knowledge
- Establishment of an intersectoral community of work and values based on shared meaning
- crossing between different networks, in particular between political and professional networks
- importance of the territorial dimension and of the existence and strengthening of a dense and lively network of medium-sized cities, small towns, town centres and villages.

The identification of this promising experience and the formulation of hypotheses were done progressively, in interaction with the director of the Mission Locale settled on the employment area of Granville, as long as meetings were held and work was carried out on the issue of services for people in the territory. In France, the Missions Locales (ML) are territorial organizations established by public policy, but have an associative nature, whose goal is the social and professional integration of young people in difficulty. Chaired by a representative of a municipality, they bring together on their board, representatives of local territorial authorities, representatives of the state, and representatives of organizations concerned with integration and employment.

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Territorial context, Granville Terre et Mer, a territory that is part of the Manche department

Since our promising experience is focused on what is called local development starting from the sixties, we had to look at the territory in which it applies.

We started with the territory in which the ML operates, the Granville employment area (municipalities with strong economic relations or linked by significant commuting), which corresponds to an INSEE division and includes 48 municipalities. No structure aiming at global local development, territory project is at this scale. Only Granville Terre et Mer (GTM), community of municipalities which gathers 32 communes, has elaborated a "territory project", giving general development orientations.

During the exchanges with our local interlocutors, it became clear that the territorial reference is not the same for all of them, it can be the department (Lattitude Manche for example), the Granville employment area (the Mission Locale), the South Manche (National Education), an intermunicipal space, Granville Terre et Mer, or a municipality space. Moreover, each of these interlocutors works on different scales for each of its actions and interventions, trying to adapt to local singularities (up to the communal level) when necessary, and also working on a larger scale, going beyond its territory of reference, if necessary. We will come back to the importance of this notion of territory, nor administrative, or formalized but identified on a case-by-case basis, in order to take into account the local reality, which goes beyond a simple demographic dimension: the commune of St Jean de Champs, 1400 inhabitants, a village that has developed through the establishment of housing estates, is not equivalent in many aspects to the commune of La Haye Pesnel,1300 inhabitants, former chief town of the canton, and still now a centrality town, Bréville sur Mer, 800 inhabitants, a coastal municipality with a high proportion of second homes, has nothing to do with La Lucerne d'outremer, 800 inhabitants, close to La Haye Pesnel, with most of the houses inhabited all year round.

For this presentation of the context, we focused on the territory of the Granville Terre et Mer (GTM) inter-municipality, where all the interviewed actors are present and involved. Moreover, GTM, is a community of municipalities that does not undo the basic structuring of

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the municipalities, and is the most recent territoriality with competences in local development and territorial projects.

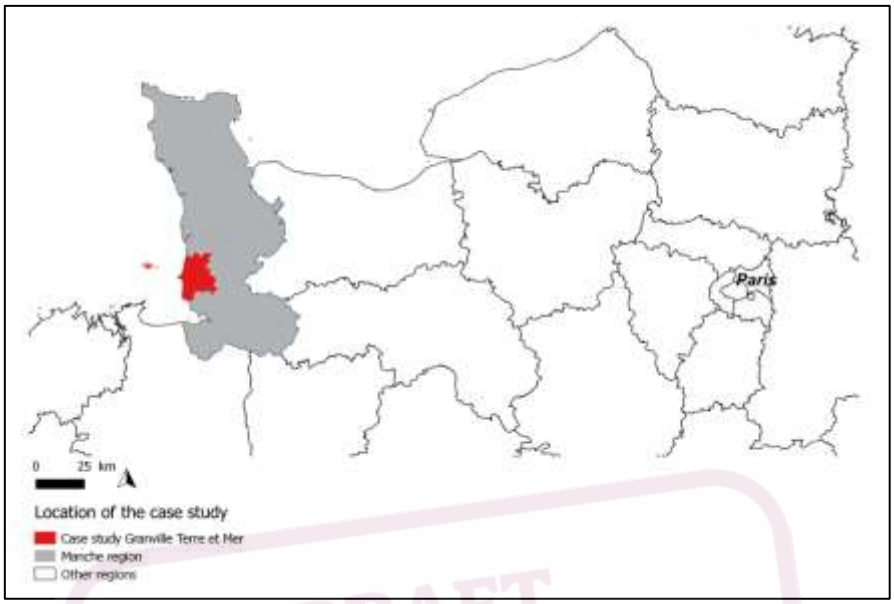

Figure 1: Location of the Granville Terre et Mer territory
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In the Manche department, a network of small towns, villages and town centres

Within Normandy region, the Manche is a peripheral department, far from the inhabited landscape of the metropolises, with a rather low density, 82hab/km². It is a territory that quickly goes from the full built-up area to the loose and extended built-up area. Therefore, there is a network of small and medium-sized towns linked to burgs, which are themselves linked together, around which villages and hamlets gravitate without ever constituting metropolises (Mathieu & Leblanc, 2020). The only large city in the Manche is Cherbourg, located in the north. By comparison, there is less population of the whole department is less than in the agglomeration of Rouen, the regional capital. Thus, even if the coastline is more urbanized, with a concentration of the population in the seaside municipalities and a greater degree of land artificialisation (notably with the construction of housing estates), the population of the Manche is mainly made up of small concentrations in a « village, small town, town » (village-bourg-ville) system with a scattered habitat and several dozen villages per commune (Mathieu & Leblanc, 2020). It implies a dense network of roads and

communication axes that take up the old communal roads and « sunken lanes ». This specificity of settlement is the legacy of the constituent of 1789-1793 which defined the communal mesh, but also that of a small industry, of importance in the eighteenth century with, in particular, glassmaking and metallurgy.

The territorial reform of 2015, however, disrupted local administrative structures (Mathieu & Leblanc, 2020) and complicated an already complicated administrative millefeuille: the cantons were replaced (although they continue to be the basis for agricultural statistics) by the communities of communes.

The inter-communality of Granville Terre et Mer (GTM), a community of communes

The community of communes Granville Terre et Mer was created in 2014. It is made up of 32 communes, resulting from the merger of 3 previous communities of communes. Different administrative divisions and areas overlap and intersect there, never on the same scale: the cantons, the employment area (the area in which the Mission Locale operates), the GTM, the SCOT, not to mention the department and then the region (see map, figure 2), and so the various professionals and elected officials work on different territorial scales.

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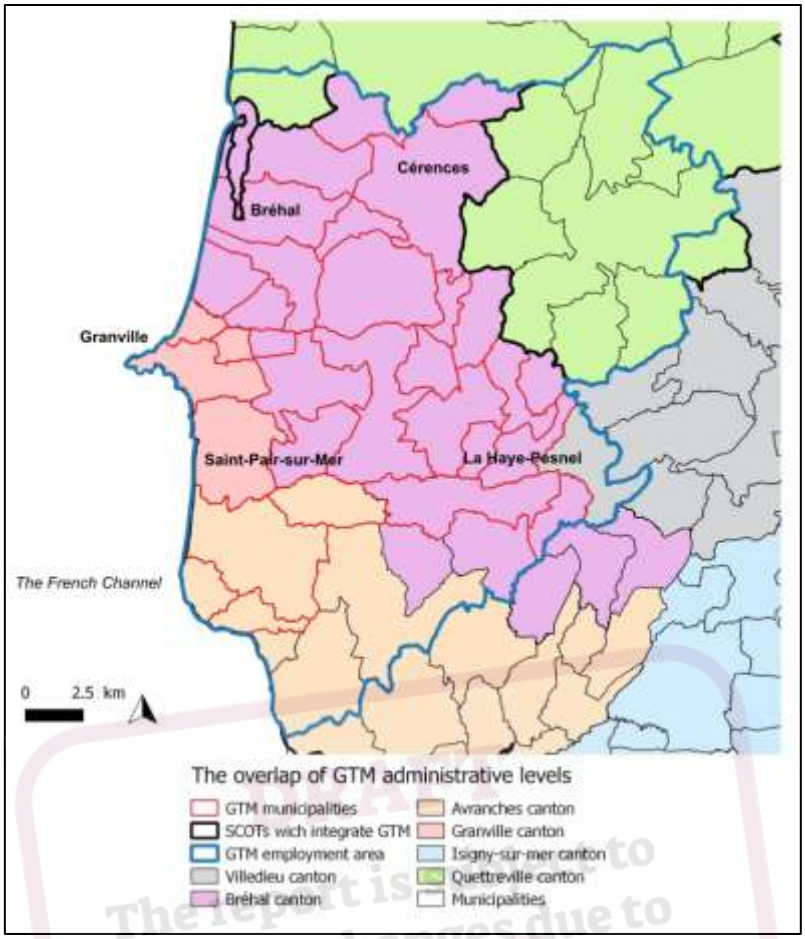

Figure 2: Organisation of administrative levels in GTM
© Camille Robert-Boeuf, 2021, sources: https://www.data.gouv.fr/

This inter-municipal territory (sum up 44,000 inhabitants) includes a medium-sized port city, Granville (12,600 inhabitants), with a national dimension (1st French fishing port for whelk), an international dimension (link with the Anglo-Norman Islands), surrounded by an urbanized area essentially made up of coastal municipalities, with a total population of 20,000 inhabitants, and a rural area, the hinterland. (cf figure 3). If the Manche department lost 0.1% of its population between 2012 and 2017, Granville Terre et Mer gained 0.1%, thanks to its positive migratory balance, its natural balance remaining negative (INSEE 2017). On GTM, the urban/rural boundary is very close to the city center. Starting from the urban center of Granville, the countryside begins as soon as the adjacent communes, outside the coastline.

For all people interviewed, the local rural development, the perspectives of regeneration, the adaptations, the balances are played out in this space, in the interactions between the

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coast and its hinterland, between the medium-sized city, urban center of attractiveness, and the rural municipalities of the GTM territory.

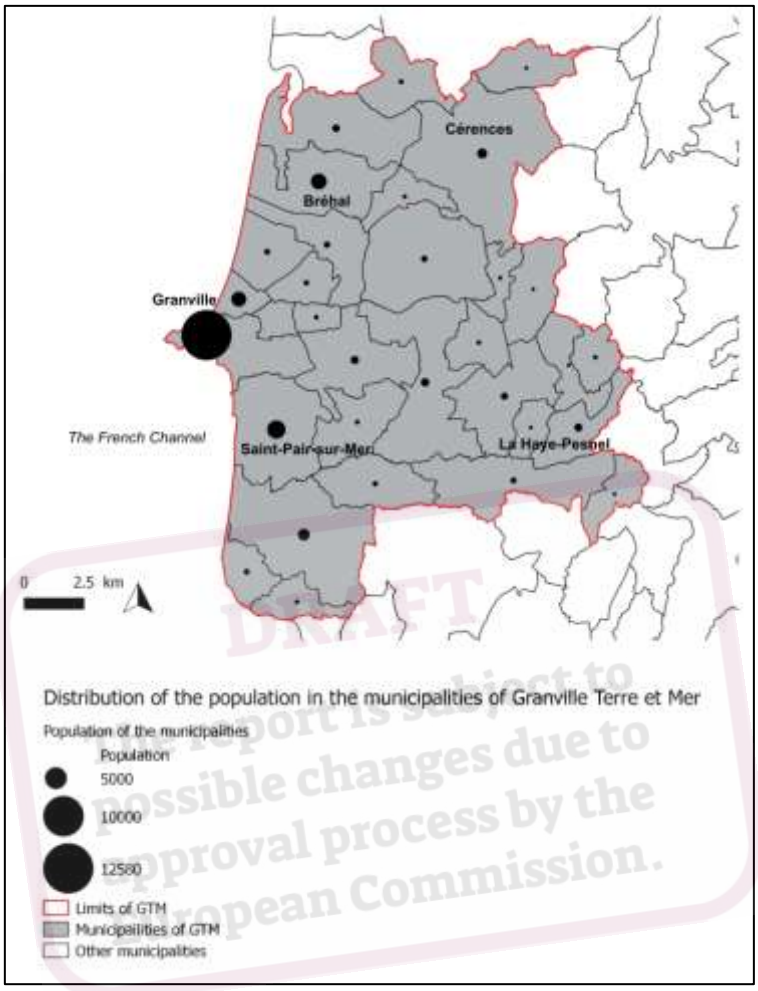

Figure 3: Distribution of the population of GTM
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GTM's population is ageing with more deaths than births, with also the arrival of young retirees, and thus an increase in the proportion of the population aged 60 and over (INSEE, 2017), higher than the departmental average.

In terms of population distribution, GTM follows the Manche settlement pattern with a dense network of highly interconnected towns and villages. If the population is globally balanced in the Manche without any large city, we notice in GTM a difference between the coastline where most of the more populated communes are concentrated and the hinterland.

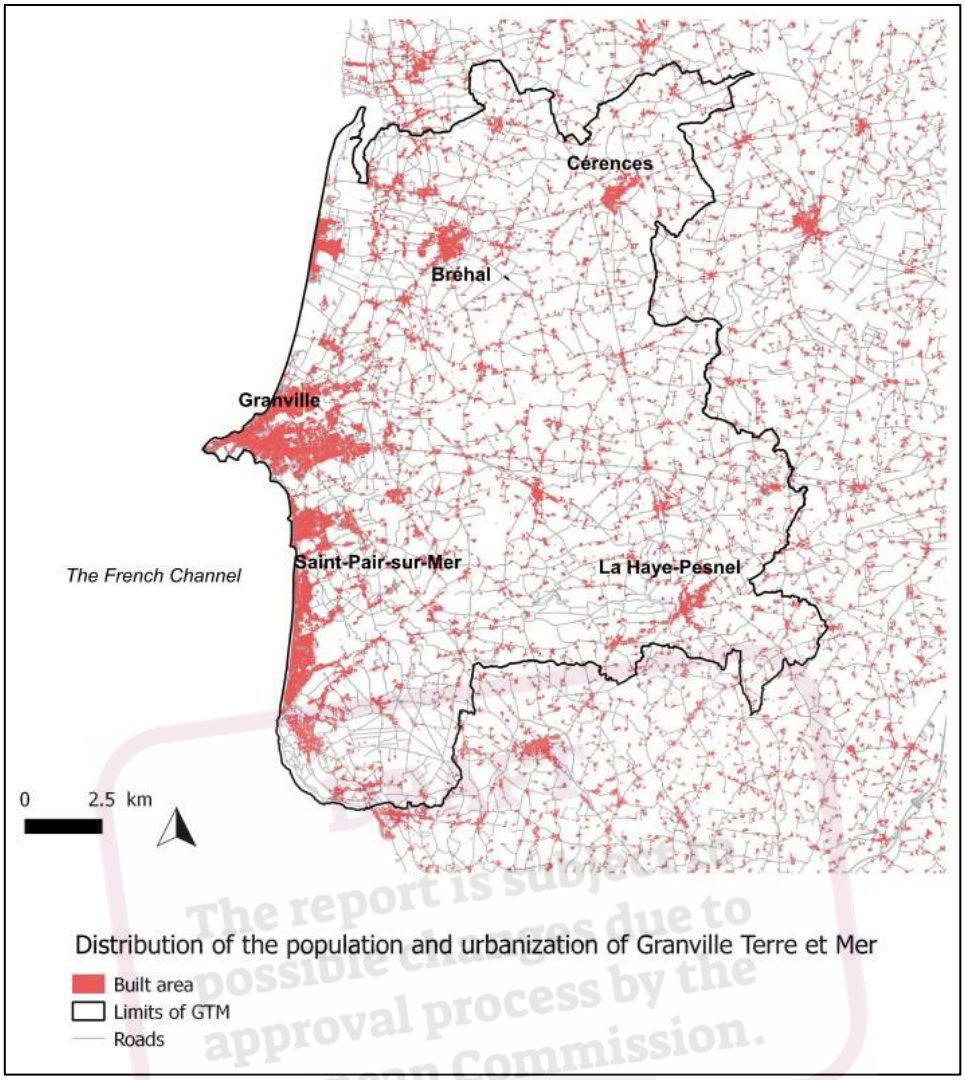

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Figure 4: Distribution of settlement in GTM
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Agriculture and fishing: agricultural vocation, quality products, persistence and development of local supply, now also organic farming

The Manche department is a territory with a strong agricultural vocation (first French agricultural department), with a great variety of productions and farming systems, renowned for its protected designations of origin (PDO) and red labels, especially for dairy products (Madeline, 2020).

This agricultural situation can be explained first of all by its history. Since the 19th century and the arrival of the railroad in 1860, the department has experienced an economic boom

thanks to livestock and the production of milk that could be sold in Paris (Cornière, 2001). The qualities of the Cotentin breed of cattle, now disappeared in favor of the Normandy breed, allowed the Manche to become the first French department for cattle breeding and its products (milk and meat) in 1930 (Cornière, 2001).

The department retains in 2019 an agriculture turned towards dairy farming, representing the majority of cattle in the region (Direction Départementale des Territoires et de la Mer, 2019), with grass and cereal (corn) surfaces used for their feed. This trend is found in GTM, the 2 cantons concerned have a density of 10 to 15 suckler cows per 100ha of UAA (Ministère de l'agriculture, 2019).

The equine sector is also historically very present with the breeding of racehorses and saddle horses, especially in the east in the south of the department (Direction Départementale des Territoires et de la Mer, 2019) and therefore on the territory of GTM.

Market gardening is also well established, especially on the coastal municipalities and has red labels, for example the carrot of the sands" (Agreste, 2017), often with mixed farming systems market gardening, livestock. The vegetable areas present on these farms account for 10% of the vegetable areas of the Mont-Saint-Michel area, 13% for the Val de Saire and up to 15% for the West Coast (Agreste, 2017).

The overall situation of agricultural employment is in line with national dynamics: the number of farms, farmers and spouses or family workers is decreasing, while the number of agricultural employees is increasing slightly, without compensating for the decrease in farmers (Direction Départementale des Territoires et de la Mer, 2019). However, it should be noted, that the number of DJAs has been increasing since 2015, which reflects a certain dynamism and confirms the initial observations and interviews with young farmers who have set up in the GTM territory. The decrease in the number of farms and farmers, coupled with the decrease in UAA (especially near cities and in coastal municipalities), could lead to fears of difficulties for the future of the agricultural sector.

However, this would be to ignore the constant increase in organic surfaces, farms and processors (Direction Départementale des Territoires et de la Mer, 2019) and the development of short circuits. Actually, the Manche has a strong potential in terms of local food systems, as market sales are traditional and on-farm sales are growing, especially in small market gardening farms (Agreste, 2012). The landscape setting with the preservation

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and reconstruction of a bocage with a very high density of hedges also shows a context conducive to the development of more environmentally friendly farming (Cleran & Lecaudey, 2019). These recent developments, confirm the analyses of the beginning of the 20th century on the rise in quality of the agricultural sector in the Manche departement (Cornière, 2001) and allows us to foresee a more positive outlook than in other French rural regions.

In addition, the agricultural sector generates processing jobs in the agri-food industry, particularly in the canton of Granville (with a bakery and pasta industry).

Finally, the department has other activities: fishing and shellfish farming which is growing. These activities are important elements of the Manche economy. Granville has been a major fishing port for oyster shells, a port of high seas fishing. The city remains an important fishing center (about fifty boats). Shellfish farming is present on GTM, on the coastal municipalities north of Granville.

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Small industry and SME, tourism

The Manche is characterized by the dynamism of an already old business set of SMEs, SMIs, very present in the rural network of small towns and town centers, which is still developing, since the number of business creations is increasing (INSEE, 2017). This business activities in the center and south of La Manche (and therefore in our study area) is based on a strong family entrepreneurship with a predominant place for agribusiness, as we have already mentioned above, but also crafts and small industry.

In 2015, 61.8% of GTM establishments were in the trade, transport or miscellaneous services sector, compared with 9% for agriculture, 9% for construction, 5.5% for industry and 14.7% for public administration, education, health and social work. In addition, 25.5% of these establishments were companies with 1 to 9 employees maximum.

Tourism is an important part of the economy in the Manche department: Latitude Manche[1] estimates that in 2019 tourism represented 6043 jobs and 3 million overnight stays in the department. The GTM territory, its coastal area is known for its seaside activities, boating

[1]https://latitude-manche.fr/wp-content/uploads/2020/08/2020_memento_chiffres_cles_2019-Latitude_Manche.pdf

with the Granville marina and 17 professional structures for sailing and fishing at sea. GTM has a wide range of tourist accommodation, 14 hotels and 26 campsites.

This tourist attractiveness impacts the real estate market, since second homes and occasional housing have increased significantly between 1968 and 2017, rising from 15,882 to 44,282, and representing in 2017 14.9% of the housing supply (INSEE, 2017). It should be noted here that the number of vacant units is also increasing, from 11,031 to 25,120 for the same period. In 2017, vacant housing represented 8.5% of the department's housing units (INSEE, 2017).

Finally, GTM also aims to be attractive to businesses and individuals by developing digital coverage of the territory, particularly by encouraging the installation of fibre in the various municipalities, an installation that is currently underway.

Strong intergenerational and environmental challenges

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The employment situation in the Manche and the GTM territory is relatively good, with an unemployment rate in 2020 of 7.3% in the Granville employment area, 5.3% in the Avranches employment area and 5.8% in the Saint-Lô employment area, which has been falling in recent years. The Manche is one of the departments least affected by unemployment in France, with sectors in tension.

Nevertheless, the populations of GTM have a lower level of education than in the metropolises, with a large share of the population having only the bachelor degree or a BEP/CAP (respectively 16.2% and 29%) or having no diploma (25.9%) (INSEE, 2017). These statistics indicate the presence of poorly trained populations, some of them precarious, which should not be ignored. The touristic attractiveness reinforces the ageing of the population, with retirees moving to the coastal communities in particular. The demographic and inter-generational challenge raises several questions: which services? For whom? What interactions between the young and elderly populations? What is the place of young people in a territory characterized by the arrival of retirees?

Finally, the coastal context and the environmental issues it underlies have an impact on the future of the GTM territory. The announced and already ongoing retreat of the coastline implies a long-term thinking on the development of the coastal municipalities and the

preservation of the coastal and marine environments that are so special. The coastal context therefore implies a specific planning and practice of the territory that goes hand in hand with taking into account global warming, which is contributing to the rise of sea level.

The link between the coast and its hinterland is also central from an environmental point of view. Central since the preservation of marine environments also depends on agricultural practices in the hinterland.

We thus go back the evolution of agriculture in the Manche department and in particular to the development of organic farming in the region, which can have a strong impact on the whole GTM territory.

The Manche offers a privileged context compared to other French rural areas. If there are inequalities, for example, with regard to young people's accessibility to the world of work or with regard to leisure and social activities (particularly between young people in coastal communities and large towns and those living in isolated rural areas), the general living environment is not in crisis as in some regions such as the Great East of France (Coquard, 2019).

It has been can be summed up by an interviewee:

"*This territory has everything to be a laboratory of experience to show that things that are possible towards a new organization in rural, a new way of life in rural without being crushed by a metropolitan area, with the particularism of the coastline. This place can be a place of experimentation for cohabitation in rural areas, inventing new solidarities, intergenerational solidarities as well*" (FR6C/Int.5).

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Our approach and work methodology

During our investigations, we sought to:

- to identify what regeneration means on the territory from the point of view of the people and what were the issues at stake
- to better understand what are the ongoing processes and the networking
- to understand the conditions of the emergence of this practice, its origin and thus learn about people's backgrounds
- to identify the actors involved, in particular newcomers and non-newcomers, the extent and the exclusions of the functioning of the solidarity network
- to clarify the results, and how the network allows rural regeneration
- to identify limits and difficulties encountered
- to draw perspectives

Our approach started with an initial observation of the Mission Locale, and we established a working partnership with it first on the issue of young people in the territory (the dreams of young people, WP4), then on the issue of the functioning and networking of the local mission (WP5).

Our observation on the of the Mission Locale networking on its territory (employment area of Granville), from the data given by the local mission, was extended from near to far, (elected officials and professionals) with a particular attention given to GTM, as well as to entrepreneurs and farmers in link with or included in the observed networks.

Because of the objectives assigned to the Mission Locale, the social and professional integration of young people, our first axis focused on young people, especially young people in difficulty in the local dynamics, then from near to far extended to other issues related to the concept of rural regeneration, such as the environment, the ageing population, the arrival of new inhabitants, the housing, ...

Thus, were carried out:

- a presentation of the Ruralization program to the Mission Locale team (WP4, WP5)
- Surveys of the young people in link with the local mission according to the questionnaire provided in WP4, but also in-depth individual interviews, and also other young people such as young people in training, young people in employment

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- involvement of the local mission in these youth survey (in particular in the context of telephone follow-ups with young people who have benefited from the services of the Mission Locale but were not in touch anymore)
- 2 exchange sessions (half a day each) with young people in difficulty followed by the local mission in "youth guarantee", on the theme: "Your relationship with the territory where you live, your place in this territory, your future projects".
- a meeting to discuss the results with the whole team of the Mission Locale
- « mental maps » drawn by each member of the Mission Locale's team outlining the working relationships of each one
- based on these mental maps and in connection with the Mission Locale, a list of people to be interviewed (elected officials, professionals) who are part of the network
- interviews with these people, and in the way, the list of people to be interviewed was extended to a much larger professional network and to the network of decision makers and local elected representatives
- in the end, 30 interviews, on average 2 hours each with elected officials, professionals, entrepreneurs and farmers with sometimes 2 meetings for key informants
- a first workshop of confrontation with 2 sessions of exchanges gathering professionals around the l Mission Locale
- a second workshop based on the presentation of the first results with professionals and decision-makers, elected people

The follow up of the work is now planned with:

- the setting up of a working group
- a meeting with the professional network to deepen the links, go further in the networking and examine new opportunities
- a workshop with the elected people of GTM

These data from the exchanges were supplemented by reading documents related to local development in the territory, and/or produced by the Mission Locale or GTM.

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The renewal of local development: networking driven by common values and the meaning given to action

A promising practice focused on the way of operating local development

Our working hypothesis concerns the processes that allow:

- to take into account the local issues in order to go toward rural regeneration
- to launch the implementation of a variety of concrete actions, which are themselves promising, within the classic institutional framework of an intercommunality in France.

These processes are not, as are the concrete actions resulting from them, identified a priori as a "practice": starting from the identification of a situation, we sought to specify the processes and ways of operating, then to evaluate their innovative and promising character, and thus to reveal "a promising practice" which is a way of operating that supports rural regeneration, while being in itself a regeneration of the operating mode.

Networking, working in partnership is currently common place, however the interviews, as well as the debates during the meetings organized with the local actors allowed on the one hand to clarify what is innovative and specific in this networking and on the other hand to verify the originalities, the dimension taken by the network or rather the networks, as well as their interest for rural regeneration.

The network of the professionals, of members of working teams has been analysed at first, and in a second time, because of the close and indispensable link with this first network, the network of the decision-makers and local elected people and representatives involved in the Local Mission and in GTM (many of them mayors). Indeed, the functional characteristics of these networks are a little bit different, even if they are not disjointed. The decision-makers, the local representatives (thus, the sphere of power) are first and foremost involved in orientations and decisions, whereas the professionals (included in working teams), while they may be involved in the decision-making process, are also doers, taking action and

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implementing concrete measures. However, both have the capacity to change and to bring about change, with interrelations modes that can also bring about change.

The territory of analysis chosen (see context) was GTM, because it is the current territory of the local development project.

Solidarity-based, multidimensional networks of actors welded together by shared values and the meaning given to action: a "regeneration" of the work in partnership (network gathering mainly professionals)

Networking around the ML: a gradual implementation, resulting from the combination of a small-scale territorial organization (Granvillais employment area) and the commitment of a few actors

Working in partnership is one of the base of local missions, which focuses on the social and professional integration of young people. This partnership is most often exercised in a formal way, on the one hand through the board, which brings together the structures, institutions, and local authorities concerned, and on the other hand in the everyday action that aims to "put" young people in paths for training, housing, access to employment...

Such was the case of the Mission Locale du Bassin d'emploi Granvillais at its origin, but local representatives wished to establish a real policy for the integration of young people in the employment area.

Although, without the current professionals and elected officials being able to really situate the origin of this specific networking in time ("we have always worked like that", "it is historical and it is very strong here" -verbatim confrontation workshops) the institutional and formal partnerships have evolved towards a solidary network turned towards the regeneration of the territory thanks to the conjunction of several factors. Indeed, analysis of the interviews and debate during the confrontation workshops showed:

- first of all, the commitment and the meaning given to the work by some of the professionals in the Mission Locale itself and also in some institutions

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- the possibilities of exchange, inter-knowledge and recognition of values and shared meaning between these people, outside the institutional framework (resulting from proximity and a relatively small territorial and demographic dimension)
- these values and shared meaning are of several types: humanistic and solidarity values, importance given to global issues such as environment, biodiversity,..., importance of the commitment in a work that has meaning for the people themselves (development of a territory, help to people -young people- in difficulty,...), globally a same perception of the issues at stake on the territory (a welcoming territory of solidarity, where it is good to live for all), with a focus on the social side.
- the setting up of a way of functioning based on solidary and an informal mode of functioning linked to this knowledge and inter-knowledge, i.e., sharing of ideas, initiatives, problems encountered, solicitation for solutions, launching of projects,
- the absence of power issues and of the need to assert the pre-eminence of one structure upon another (this may be linked to the distance of the head offices of some services/agencies based in the departmental chief town)
- the awareness of the complementarity of each other's competences and their capacity to make a difference for the actions planned, carried out, for the answers to be provided, etc.
- political support for initiatives resulting from this complicity with an explicit or tacit agreement, due, at least in part, to shared values, meaning and way of operating
- ease of interactions and collaborative work thanks to the Internet and also the physical and geographical proximity
- autonomy of people in their work

The analysis of the interviews clearly shows that there was no explicit launch of such an operating mode, nor were there any people promoting the implementation of this operating mode in a project process, with an organization chart and a definition of the relationships to be set up. The issue of possible conflicts to be solved did not arise either, as nothing was formalized, imposed, described, with objectives to be reached in terms of network functioning.

Once the process has been launched, membership results of each person's own willingness, and not of any obligation or institutional position. What really matters, the motivations, is

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what is meaningful for each person in its work, linked to a base of common and shared values.

The development and the sustainability of this particular networking

We can assume that this working method was established first around the most direct partners of the Mission Locale in its objectives of social and professional integration of young people in difficulty, and then spread more widely as the Mission rooted its action in a territorial dimension with the consideration of local issues, beyond the ordinary follow up of young people and the application of measures directly linked to the public policies launched by the State.

Today, the partners we met cannot imagine working in any other way. Those who arrived most recently in their jobs say that they discovered this way of working as soon as they took up their job, with a welcome and openness that allowed them to integrate quickly the network way of operating. They chose to accept this openness when "on the same wave length", with then, during the exchanges, sharing of knowledge, orientations, values and analyses. Entry into the network is done by cooptation, so to speak. The role of recruitment by decision-makers is very important here: in order to truly choose to enter this particular network, the recruited people must share the same values and the same commitment.

It was striking to note the convergence of the discourses around this networking in solidarity. The actors interviewed individually spontaneously referred to this way of operating. They insisted as well on its interest, its efficiency, a certain simplicity that results from it, as on its specific character to the territory: "*We do not find this elsewhere*" (Verbatim workshops); "*it is particular to Granville, many actors are pushed to work together and once the network is created, it becomes systematic*" (FR6C/Int.2); "*It is an innovative way of working that bears fruit, it is a mold in which we all fit, for some it has been a long time*" (FR6C/Int.2).

"*The particularity compared to other colleagues is the network. Between the municipalities, the operational people work together, they want to work together and they do everything for it: put everyone around the table whatever the sector, health, tourism, economy, ... It's mainly eagerness, and we also need it. So, we need to have intelligent and in line people in front of us too. The ML knows us, knows that we can help, have information. And that's one*

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of the keys. Before, when I was somewhere else, I didn't have this notion, but I have it even more now. In the end, it goes well, we tell each other things, we talk, there is information. In other territories, this kind of networking is not done" (FR6C/Int.7)

This discourse, which was very strong during the interviews, was reinforced during the workshops to discuss the initial results with the network of professional actors linked to the Mission Locale, some of whom had not yet been heard, with an emphasis on what makes sense in the work of these professionals and arouses commitment: the future of these young people in the territory. It is also important to underline the visible empathy of the professionals for these young people, an empathy that was claimed.

Our perception of the nature of the networking was also reinforced during these workshops by the observation of the participants' behavior: organization of the room putting all the participants on an equal footing, even if the Mission Locale invited, no formalism in the exchanges, possibility for each one to speak, each one with his or her contributions, without fearing or expecting judgment, freedom of tone, whatever the structure of origin, strong involvement of all in the debates, listening, often approvals and interventions in the form of complements more than opposition, with always a constructive aspect of the exchanges.

The sustainability of the operating mode was thus supported on the one hand by the opening of the network to professionals from all sectors. It was also supported on the other hand by the recognized pivotal role of the local mission concerning interventions related the young public, and gave it, through the different personalities of its team and their skills, the capacity to mobilize this multidisciplinary network, at the crossroads of the institutions and informal relationships.

People involved in the networking around the local mission

Our study first focused on the thematic entry point of the Mission Locale, i.e. the integration of young people in difficulty in Granville employment area, around which, for each of the members of the Local Mission team, a network was created that allowed them to work on all the aspects of the social and professional integration of young people, taking into account local and territorial issues. The close circle of people (study of mental maps and interviews) includes many overlaps between the different members of the local mission's team, but with

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particularities linked to the tasks assigned to each person and also to their territory of intervention.

Indeed, in addition to the ML St Nicolas headquarters on the outskirts of Granville (formerly a municipality which was then integrated in the municipality of Granville), offices are open part time in Bréhal, Cérences, Villedieu les Poeles, Sartilly. The offices setting up is also significant of the networking method that allows to answer the needs of the rural part of the territory and the specific needs attached to the various places : the knowledge of local situations, the identification of young people who do not come to the Mission Locale headquarters, knowledge shared with other local actors and then with the mayors, led to the organization of decentralized offices to get as close as possible to rural and isolated young people in order to reach them. Thus, it is not the decision-makers, i.e mayors who were at the origin of such an action, but rather a shared knowledge in the field, of professionals, which then leads to the realization of the action, with the involvement of the mayors.

The network described by the local mission team includes people (and therefore structures, sometimes associations) working in the various fields of local development: employment and the economic world, training, orientation, social aspects, housing, health, health, culture, sports and leisure, environment, social and solidarity economy, information technology and communication.

The network is centred on the actors who are most often present in the town of Granville or even in its immediate vicinity "*we are in a place with other structures*" (FR6C/Int.3). Granville plays its role as a medium-sized town, as an urban centre: "*At some point, we have to move to a more urban location with a minimum of kilometres to cover from the rural area*" (FR6C/Int.3). If most of the network's actors are present in Granville in one way or another, they may work in different territories, also outside the ML intervention area: Granville Terre et Mer, Sud Manche, department, or be based in adjacent territories (Coutances Mer et Bocage, Mont St Michel Normandie agglomeration community). They all have the feeling of a necessary involvement either in relation to their sector of intervention, or in relation to their territory of intervention or both.

The network developed and continues its growth according to projects that come to life, to prerogatives of each other, to complementarities, to specificities that allow to work better

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together. And then it is the convergence of values between people, seen from the angle of complementary skills, that strengthens operational links: "*I always contact this person, whatever the project, because he or she will always have something to contribute, even if at first I don't see what it is".* (FR6C/Int.2)

"*Alone we will pull one string, but all together we will do quite a lot*" (FR6C/Int.7).

Around a person of this interdisciplinary solidarity network, a number of people form a "close circle" with whom affinities (values, commitment) are the greatest. Of course, the close circle for each person is not exactly the same, but with important overlaps. It can be considered as the supporting core of this transdisciplinary solidarity network.

The "close circle" of each person also depends on his or her hierarchical position, the level of decision-making, and the relationship to the action that this entails: the close circle of a department head or director is not the same as the one of a project manager, even if they are part of the network which may include decision-makers and local politicians.

If many profiles, and trainings, are represented in this network, with also some entrepreneurs involved in associations, the sectors of agriculture and fishing are missing, even if these sectors are known. There are several reasons for this:

- young people from farming families are not listed as young people in difficulty "*they are recognized as workers, given their socio-economic origin, and do not have difficulty finding a job, a profile valued by employers*" (FR6C/Int.3), they register their course in agricultural networks and structures (agricultural schools, whatever the level)
- projects related to agriculture or fishing, ... go through professional networks other than the local networks which are not or little requested
- professional projects of the young people follow up by the ML doesn't concern these sectors, and even they know that these sectors can bring seasonal employment (tides, or market gardening), te young people are unmotivated

The absence of this link is deplored by some professionals because of the project opportunities, development, actions, which could result from it. However, this aspect is not ignored, there is a knowledge of these sectors and some projects in progress could lead to openings in this field: implementation of the PAT for example, establishment of a Dior rose garden in La Haye Pesnel, …

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Implications, mobilizations with variable geometry according to the actions, the projects, the territory

However, this solidarity way of networking does not imply the mobilization of all at any time for any action, which would make it perfectly inoperative. Because of inter-knowledge that emerges from the solidarity network, each one knows who he/she can count on for this or that action, according to his/her skills, knowledge, positioning, including for the search of new contacts. "*The people are doors to other actors that I know little or less, with whom they put me in touch*". "*They are mini groups that are organized according to themes, implicit groups* " (FR6C/Int.3).

Mobilization and Use of the network are thus of several orders, and different dimensions:

* According to the level of intervention:

- a specific response to be given to a person, to find an answer in a particular field related to social and professional integration (housing, training, etc.): Instead of official contacts, which may be made through the hierarchy, the network works through bilateral exchanges with each of the interlocutors concerned

- implementation of a public policy: the mobilization concerns the targeted sector with bilateral exchanges, knowledge sharing but also more formal meetings

- creation of new answers, projects in a particular field: the prep work is based on exchanges between a small group of people, with sharing of information, knowledge and points of view before mobilization on a larger scale and exploration of possible avenues in different fields

* According to the territory, according to the places, with two sub-groups on the territory:

- Granville and surrounding urban and coastal communities

- small towns and town centres, each with their own specificities, their own issues ("it is not the same thing in Cérences with a more assertive working-class culture, small industry and in La Haye Pesnel")

* But also, with the possibility to impulse dynamics on another scale, with adjacent territories, or even at the departmental level, taking into account the links with people and structures at these levels.

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Of course, there is an intersection of these entries: according to the level of intervention and according to the territory, in order to adapt the actions to the places. In the urban centre, where the actors are, the work is more easily done with present structures, associations, and the non-market sector. In the small towns, the relationships are established more directly between the social sector and the production sector, the mutual aid relationship is more present. And finally, this network is in contact with the decision-makers, and in particular the elected representatives, mayors, who are themselves in constant interaction: all of them emphasize that in order to be able to lead the informal professional to concrete actions, it needs the endorsement, the tacit agreement, the support of the decision-makers, institutional support, which then also mobilizes the financial means necessary for the action, most often within the frameworks of the public policies in force (cf. 3.5).

Various profiles in the network and place of newcomers

Several profiles cross the network, with different backgrounds, training and age categories, showing the openness of the network and underlining that its roots are other than backgrounds and age categories. There is a possibility of integration in the network, when people arrive in the jobs: newcomers as well as those who come back to the territory, bring a renewal that is permanently put in perspective with the detailed knowledge of the territory, of the places, of the inhabitants, the past held by the "old" and the local people. Each one bringing in his contribution in a complementarity way to the elaboration of adapted and innovative answers, projects. Of course, some are more dynamic than others, because of their professional position, their training, their experience, their commitment: but each in his own place, for example, the "newcomers" could not stimulate new ideas based on their previous experience without the detailed knowledge of the territory and of the inhabitants of the "locals". And the locals have also new ideas!

These various profiles are:

- Young or middle-aged newcomers, with a high level of education, whose career path come through the territory. These people first came to the territory following a recruitment on a local job offer, to which they also chose to respond according to factors related to the location: wish for some to find a rural atmosphere (as opposed to life in a metropolis), living

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environment and quality of life were important. Their sectors of training are quite diverse, more or less directly related to the positions held: social sciences, territorial management, geography and urban planning, etc.

Their reactions to networking are unanimous: "*when you feel part of a whole, when people include you in their thinking, when people call you, ... it's very rewarding*" (FR6C/Int.2)

"It is linked to issues of value and experience, to pragmatic issues, each one does not have the answers alone, and then we became buddies" "*These are very personal relationships based on the experience of each one". "Here, it is the actors who, by virtue of their training or otherwise, apply these working methods, and it is not everyone. It's part of the autonomy in the work"* (FR6C/Int.2).

These newcomers do not necessarily think they will always stay in the territory: some think they will have to move, for various reasons. Many remain mobile.

- Young and not so young people, who have always stayed in the region (except for their studies), with an intermediate level of training, relative to the sector in which they were recruited. "*I have a bit of a mentality: I was born here, I'm staying here." (FR6C/Int.10). These people share the network approach: "The network is just personality, do people want to open up to something else, to work collectively in the interest of all. That's what I advocate*" (FR6C/Int.10).

- People with diverse backgrounds, who came back to the territory, with an intermediate or high level of education. Most of them recognize the quality of life on the territory, sometimes after a period of rejection, and come back when there is an opportunity for employment or activity, to settle there, permanently or not. Their background (education, experience, different living places) has also made them sensitive to the question of meaning. "*Born in Granville, I appreciated the quality of life, I left for my studies, I lived elsewhere, I came back, I will leave again*" (FR6C/Int.17) "*How can we make sense of our daily work? The teams are sensitive to this and we are heard*" (FR6C/Int.9).

The common denominators with emphasis put most in the one or the other, are:

- training and personal background, commitment: "*I come from a rural environment where we were encouraged at a very young age to participate in local associations which had a very important territorial dimension*" (FR6C/Int.1), "*I have always liked group work*" (FR6C/Int.1), "*if a work is not thought in a collaborative way, something will be missing*" (FR6C/Int.2),

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- the interest in transversality and in the territorial approach "*I did not want to restrict myself to a type of person because they are linked to what happens around*". (FR6C/Int.1)

But not all of them fit into this mode of operating, even if it is open from the start. The reasons may be the issues of values, a different conception of work.

It should be emphasized that these discourses are in line with the current trend of many young people (cf. youth survey WP4) who, at the end of their studies, and also of less young people during their career, are reconsidering their relationship with work and are in demand for meaningfulness, meaningfulness in relation to current societal and environmental issues. The described network mode of operating on a territory allows each person to go beyond an individual approach, to feel recognized both from a professional and personal point of view, and to be comforted in its commitments, which can be applied in the professional life.

In practice, what does this networking mean: examples of some inter-sectoral actions, linked to the regeneration of the territory

A few examples show how territorial, environmental and societal issues may be taken into account, participating in the regeneration of the territory, with links between the coastal urbanized pole and the rural municipalities of GTM.

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Giving young people housing possibilities in small towns and city centres: setting up of "foyers soleil"

The Young Workers' Home (FJT) is a structure that meets the needs of housing for young people in Granville, with the proposal of services such as catering, follow up by a presence of educators and animation, today with an eco-responsibility project. The young people are from 16 to 30 years old, students or apprentices without means of transportation, some young migrants are welcomed. "*Granville is a bubble, the young people are very well supervised with the associations, they feel at ease, they stay*" (FR6C/Int.8). "*We are lucky to have a network that works in Granville, we all work with young people on a daily basis*" (FR6C/Int.8).

The Mission Locale has identified housing needs for young people in smaller towns for apprentices and young people who have found their first job and cannot find housing. The

ML, in collaboration with the FJT, has launched a project to create decentralized FJT units in three municipalities: Villedieu (9 bedrooms), La Haye Pesnel (9 bedrooms) and Bréhal (6 bedrooms), thus providing a service for young people that allows them to access employment and makes it easier for SME's to recruit apprentices in these municipalities or nearby. The creation of these "foyers soleil" was supported by the municipalities, eager to be more attractive to young people.

The FJT is now also present in these municipalities, not only with adapted housing for the young people, but also with follow up of these young people and a link with the network : professionals who are in organizations such as training centres, local Mission, employers, local PME's, educational and training centres, the ASE (for unaccompanied minors), the CAF (family allowances), OSE (work and integration), the associations Emmaus, Port d'attache, and les Mots Bleus (for migrants), ...The network, originally focused only on Granville, is now mobilized in the rural little town centres, with the implementation of housing adapted to the needs, this contributes to the rural regeneration of the territory.

Currently, there is the issue of the saturation of the FJT accommodation, in connection with the pressure on housing and rentals, and therefore still unanswered requests.

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To develop new initiatives and jobs to meet the needs of the elderly: the silver days

The rate of the elderly population in the whole territory of Granville Terre et Mer is higher than the national average. However, the organization of services is complex, the knowledge of needs, their consideration and the prospective on the implementation of initiatives must be developed, as well as the awareness of the economic perspectives.

The Normandy region organizes every year, in a different department, the silver day, a one-day trade show that allows regional and national actors of the silver economy to meet. Granville has decided to host Silver Day in 2019, as this event is an opportunity to mobilize the sector's players. The silver economy is there to provide answers to needs, promote inter-generational, test different products, make known the social needs.

For the silver days, the choice of actors, employees of different structures were made to work in a collaborative way, without injunction of a hierarchy. A GTM project manager, in charge of the organization, contacted the people of the network, first of all the Herbiers

(accommodation for still autonomous elderly people), to consider something wider than the professional fair. Ideas emerged, and gradually other people were involved and participate in the elaboration of a more global project, each contributing from his skills and positioning: involvement of the elderly, with a show purpose, idea of an intergenerational fashion show (local designer, doing sewing workshops for people in difficulty), involvement of young people in difficulty (via the Mission Locale), commitment of the CLIC (local information and coordination centres for elderly people), … All these people sit around a table, the project started to take shape: the silver day were set up with also a general public event on technical aids, with an event in the evening, gathering companies, politicians, elderly people and with a festive end (intergenerational parade elderly and young people). The professional event organised with the region took place the next day.

Once the main lines have been established between the technicians, they mobilized their respective decision makers (the departmental council, the mayor of Granville, the president of GTM, the president of the ML, the president of the Regional Council, …) with go between technical and political decision makers. The meetings are then held with 8/9 different institutions, and several various departments in each institution.

The networking went on in parallel, developing additional new ideas: Granville digital is involved and envisions a silver hackathon (put people in a room, give them a problem, and in 48 hours, give a technological answer to this problem) from the statement of needs of the elderly. The program finally also includes a conference on ageing well, given by a researcher focused on the subject.

Finally, instead of a seminar with 3 round tables, a structuring, coherent event took place, touching all aspects, technological innovation, study on ageing well, festive event, self-esteem for young people in difficulty, ... in order to highlight the subject in different ways.

These silver days directly mobilized about 3,000 people, the networking strengthening the local impact, highlighting the sector, contributing to the structuring around the issue, to give a fresh look at ageing and intergenerational, strengthening links between different people and institutions.

The network allowed such a building, which in return has strengthened the working habits, through a new experience of working together.

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Raising awareness of young people in difficulty to local and more global environmental issues, in link with opportunities of activities and employment: the school of transition

The Mission Locale's initial idea is to make young people in difficulty aware of the ecological transition and green jobs that offer employment opportunities and business development in the area, starting with a learning module: short internship of a week or 15 days where the young people are in complete immersion.

In connection with the social services of the Granville municipality and GTM, 3 themes were defined: the agenda 21 and the economic project of GTM around short circuits and food; eco-construction and the renovation of buildings; the management of green spaces and natural environments.

The PEP des Oyats centre, a holiday centre of a popular education movement (located in the little town of Bréhal, near the sea) which hosts discovery classes, was contacted and responded very positively, since they are looking to open up to wider audiences than tourists and schoolchildren.

The pedagogical project was based on practical pedagogy, “to do or to do with”. The young people had to set up a project such as organizing a day of waste collection, … during the week. The idea is also that young people discover the territory , reconnect with nature whereas they do not move around much.

A test was launched with the network’s mobilization of interlocutors complementary to the PEP which ensured interventions on the discovery of the coastal environment, of wild plants and cooking from the collected plants. Several actors participated: artisan baker, organic market gardener, farmer in eco-grazing, activity of maintenance and repair of the bicycles, ...

These people (who are in the networks) agreed with the approach to help the young people.

One of the important points of the project implementation was the discussion around ecology, the idea of green jobs, which is not limited to waste recycling, pruning, landscaping, ... but open to perspectives such as clothing from recycled materials, florist (seasonal flowers), ...

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Decision-makers, local elected representative, the emergence of a territorial solidarity-based network (on GTM), links with the professional network and rural regeneration

Depending on their function, the professionals have regular links with elected politicians or decision-makers, whether they sit on the board of their structure or are their line managers. Some of these decision-makers, heads of associations, managers or even elected officials could have been included by some people of the working teams in their professional network, given the closeness and the personal relationships established, beyond the function.

The members of the professional network underline the necessity for the projects to get the agreement of these decision-makers, all the more so as actions envisaged within the professional network require financial means. The functioning and the orientations taken from this other point of view, have therefore an incidence on the concretisation of the actions planned by the professional network. The combination of the 2 being essential, it was interesting to see the functioning at this level, if it entered the framework of the promising practice, and if it has links with the issue of rural regeneration.

We focused our interviews on the board of the ML and on GTM, the structure in charge of the territorial project, and more particularly on the people designated by the professional network. We then proceeded from one to the next, with each of the interviewees indicating people to meet (included in his network). The interviews conducted with these decision-makers, mainly mayors, show the emergence of a networking based similarly on common values and convergent analyses concerning the GTM territory, complicity and a wish to work in an open and horizontal way, with each of the communes being given their rightful place, whether they are urban, coastal or rural. This evolution is linked to the emergence of a new generation of local politicians, following the last municipal elections: "*we have changed times, we have changed generation, our way of working is linked to local networking*" (FR6C/Int.23).

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GTM: a structure recently (2012) set up, prior step to a common work between "Terre et Mer " (Land and Sea).

GTM is the result of the merger of 3 pre-existing inter municipalities, at the request of the state. Previously, there was no development link between the rural municipalities and the urban area of Granville. Starting from 2012, there has been a progressive but strong change of the relations between the city and the surrounding rural municipalities, even if for some local rural elected officials this could have been experienced as a trauma, especially for those who considered themselves "masters of the game". Some years later a consensus was reached about the new structure:

"*Granville Terre et Mer, it makes sense. It was either that or we died all alone in our corner, or we tried to live with the coast and Granville*" (FR6C/Int.26).

"*GTM, I think it is strategic, things in proximity, these things at another level, we must find the right adjustment* (FR6C/Int.25).

Shared values underlie the functioning of elected officials in the GTM territory

A generation renewal took place during the last elections (2020), factor of rearrangement and evolution in the functioning, with now shared stakes, in particular regarding the environment with a majority of elected representatives adhering to the inter municipal approach. The scale of the GTM intercommunality remains modest, there is inter-knowledge and proximity between the elected people, many are of the same generation, from the territory "*we have all lived a little together*" (FR6C/Int.23) "*I have friends elected on other communes, it creates change, we find ourselves members of GTM on the same wavelength*" (FR6C/Int.29). The relationship between Granville and the other municipalities has calmed down. This ease of dialogue is the result of the renewal of the elected officials, whose values are common to many. "*We are not yet in total confidence, but, already, the majority is in a network of common values*" (FR6C/Int.23).

- commitment, general interest, humanism

The people we met share first of all a commitment to the general interest, which is expressed in particular by the time devoted to the functions they hold, and a high level of availability. This commitment is recognized, even by more distant elected officials: "*We are*

not in the business of numbers, we are in the issue of people" (FR6C/Int.22) "*The notion of general interest, I received it as an inheritance ... to be concerned about the situation of others, of the greatest number, to succeed in projects in this respect ... brings me a real satisfaction and I am convinced that one does not succeed alone*" (FR6C/Int.23) "*I invested myself because to criticize, you have to get involved, to do better*" (FR6C/Int.29).

- collective work

A collective work genesis took place before the elections, between a few elected officials in order to prepare the post-election work, to exchange on the common base, and to foresee the integration of major orientations in the municipal campaigns.

The organization of the community council was then set up with a willingness of balance on the territory, and parity "a territorial representation, balanced, rural/urban, coastal hinterland, men/women" and the attribution of the delegations according to the competences, without taking into account the geographical localization inside the GTM. For example, a rural mayor has delegate competencies related to the coastline as the person responsible for bathing water quality. "*This renews the ways of thinking, this variety and richness goes hand in hand with a renewal of generations*" (FR6C/Int.23).

The collective work is also facilitated by a collaborative vision of the work, linked to usual work on computer, work by email exchanges or social networks, with the wish to set up an intranet.

- taking into account the environment and the quality of the territory (developing and preserving)

The ecological transition is now included as a cross-cutting element, which questions the territorial project, which will therefore be revisited with, in particular:

- Economic development: consensus on the objective of targeting SMEs/SMIs
- tourism development: no mass tourism objective
- the quality of life for all inhabitants, young, active, elderly: common mobility, the PAT (Territorial Food Plan)
- the preservation of agricultural surfaces (PLUI in progress)

However, the level of consideration given to the environment varies according to sensitivities.

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Networking in the GTM territory

With the new generation of elected officials, a different way of operating has been advocated for GTM with the construction of a collective work which did not exist before. Actually, GTM was considered to be at the service of each of the municipalities, which has led to conflicts. "*Currently, relations are soothed and the conditions for dialogue do exist* » (FR6C/Int.23); "*Goodwill and a willingness to work together are essential*" (FR6C/Int.27).

If the networking is already implemented around a core group of people, linked by inter-knowledge and common values, the enlargement of this operating way is emerging, with a necessary time of appropriation, both in the municipalities themselves and at the level of the GTM and of the Mission Locale board. Time after elections was marked by the Covid, a factor to which all had to face in their respective functions.

A fluent and enlarged networking in GTM will be based on the writing of a "governance pact", work carried out by a group of elected officials with 2 main axes:

- a go between flow of information between the municipalities and GTM, avoiding a top-down system and allowing mayors to raise local issues
- time for dialogue

What is at stake with this networking is highlighted, with an issue of meaningfulness treated on the scale of the territory. The aim is to extend this way of working to the whole territory, beyond the already constituted network, in a spirit of openness.

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Variety of profiles? The newcomers in the renewal of the functioning

There are no real newcomers in this network of local elected officials: some local adaptation and integration in the local society is requested to be part of a municipal team.

However, 3 profiles can be identified:

- people who have always stayed in the area
- people who left for a more or less long time and then came back to settle locally in their place of origin or in a nearby municipality, depending on job opportunities or business development
- people from elsewhere, former newcomers, who have known the territory of Granville Terre et Mer, often during vacation stays, and who have settled as their main residence in one of the municipalities of GTM, for several years now.

The driving force in the renewal of the functioning is first of all the change of generation, the way of consider the role of the politician: "*it is necessary to listen ... animation of a working group ... co-written text, on line, so that each one can amend it, ... implementation of a collective approach, there is a need to consult, otherwise we will have understood nothing* " (FR6C/Int.27); "*what is at stake is the way of working, ... We need a more open democracy, the elected representatives must be attentive, if we give people the means to participate, we must listen to them*" (FR6C/Int.28).

Then the willingness of this new generation to reintegrate cross-cutting issues in the development programs, even if the written territorial project remains very classic in the catalogue of the development strategy displayed (which dates from the previous team in charge) will renew the way the projects are considered.

The link between the networks of decision-makers/local representatives and professionals: a necessary element for projects' effectiveness

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Local representatives and decision-makers emphasize the importance of a trust relationship with the network of professionals, or at least their contacts in the professional teams. "*On a day-to-day basis, it is the professionals who work, (...), we must support and promote the employees"* (FR6C/Int.22); "*I have the impression of having elected people who listen, and who also want to make things happen*" (since the renewal of the elected officials) (FR6C/Int1).

The distribution of roles is clearly established on both sides:

"*We form pairs in which, with this new generation of local representatives the responsibilities are clearly established: it is the local representatives who decides, the technician does not replace the elected official*" (FR6C/Int.27).

"*I always involve the president in decisions, even if the local representatives tell me that I don't have to consult with them on this kind of subject*" (FR6C/Int.1).

"*In small municipalities, I go through the mayors, who act as an interface*" (FR6C/Int.2) "*My director and I have the same fibre, she goes to the front, acts as an interface with the local representatives, and removes institutional obstacles*" (FR6C/Int.2).

This clarity in functions, this trust relationship and the following support allows to move from the design of a cross sectoral action by the professional network to its implementation, with all the necessary mobilizations. It is indeed the feeling of being "on the same wavelength", of a certain convergence in the values and the analysis of what is at stake, also between professionals and local representatives that authorizes an autonomy in the elaboration of actions and projects.

Of course, this is not totally coincidental: the recruitments are made by the management teams (elected officials in particular). "*X brought dynamism, competence, the desire to work on projects, ... it's a meeting, we are in the human aspect*" (FR6C/Int.22).

Networking and proximity are factors of efficiency:

"*Here there is the idea that nobody is a number. The connection is immediate. You have to keep this proximity, this networking, to help, which the big cities cannot do. This is something that is strong here, the companies all know each other, the local representatives are close by, we see them on the market. So we move fast, it's a strength*" (FR6C/Int.17).

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The regeneration of the territory seen by the interviewed actors (professionals, local representatives, entrepreneurs, farmers), key issues

There are two key points for the actors interviewed, whether they are professionals or decision-makers:

- not to "spoil" what makes the quality of life on the territory,

- to preserve or move towards "balance" from a social, environmental, economic and cultural point of view.

"*If we develop too much, we will break what people have come to look for... Our marketing positioning is based on the sea and preserved spaces, ... echoes the new expectations of tourists and workers"* (FR6C/Int.5).

"*We must not go too far, the Manche succeed to get the most out of the game, has not concreted its entire coastline, it is an opportunity* " (FR6C/Int.25).

"*The territory has a difficult equation to solve: preserve and develop*" (FR6C/Int.23).

"*Regeneration can correspond to what is happening, there are a lot of newcomers, there are new demands*" (FR6C/Int.2).

"*We want to keep this territory preserved, this nature, and at the same time, we want to bring in people*" (FR6C/Int.7).

The rural for the actors of the territory: exchanges, a necessary balance between the more urbanized coastline (Mer) and the hinterland (Terre)

Most of the local representatives interviewed, whether from small rural communities or urban coastal communities, as well as professionals, emphasize the need for this balance, or at least the need to take into account territorial specificities, asserting the need for complementarity in various areas - housing, production, tourism, etc. - in connection with the adaptation of the territory.

"*The territory (of GTM) has been able to modernize, to adapt, unlike other territories, perhaps it is concentrated on Granville, the rural is a point of vigilance*" (FR6C/Int.27).

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"*Here rurality is linked to the coastline, which is more highlighted in terms of life and attractiveness. There is the idea of combining the two, with a hybrid territory, land and sea, it is merged, we see that for example with the sheep of présalé, with the havens*" (FR6C/Int.5).

"*There is complementarity between land and sea, historically the land is nourishing, with go-betweens, the inhabitants are very attracted by Granville, we must seek a balance*" (FR6C/Int.25).

"*The living well together must find its full expression with a redistribution of wealth between the coast and the hinterland, we must find a balance throughout the territory ... we must not break the existing network which is a wealth of the territory. To regroup everything in Granville would not make sense... We must recognize the different scales, recognize the role of centrality of Bréhal, La Haye Pesnel, Cérences, all these functions must be shared to bring solidary and collective answers*" (FR6C/Int.23).

This sought-after balance comes from the preserved network of small towns, village centres, villages, with both shops and SME/SMI activities and which, from the point of view of the actors, should be reinforced: it is one of the assets of the territory for the quality of life and the arrival of new inhabitants, for the regeneration on GTM. On the other hand, there is an attachment to the rurality as it exists now, to a development which does not transform it radically either by an important arrival of new inhabitants or by an arrival of big companies with industrial character:

"*Is the goal of rurality is to get out of rurality? There is a limit to development. Going from a village of 500 inhabitants to 800, 1000, does that mean that it should go to 3,000?"* (FR6C/Int.3).

"*It is not necessary to grow, I fought for not growing. … The population is stable in the commune. What is the point of the rural communes increasing their population? The population must be in relation with the services provided locally and by the neighbouring municipalities*" (FR6C/Int.26).

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Rural regeneration: environmental issue, quality of life related to the environment

The quality of the environment is taken for granted or under improvement, as far as agricultural land is concerned. The focus is more on density, tourist frequentation likely to affect the natural environment.

Agriculture is not particularly questioned: the comparison with other regions, those of intensive cereal production, leads to think that the bocage in the rural communes of GTM has nevertheless been preserved. The comparison with the region Bretagne also leads to a certain satisfaction: the coast does not suffer from annual proliferation of green algae due to agriculture. Because of a non so intensive agriculture, because of improvements in the way and now organic conversions? There is trust in the evolutions in the way: reasoned agriculture, reduction of pesticides, that follows its course, regulation toward standards more respectful for the environment, number of animals regulated according to the surface of exploitation (for the spreading), trend to autonomy of the exploitation for the animal food, local experiments for alternative methods, culture with no ploughing, ..., work on water quality, ecophyto training... Several elements are however raised for rural regeneration, mostly by the farmers: replanting of hedges, adaptation to the climatic evolutions by reducing consumption of water and change in the cultures (less greedy in water, the irrigation not being a local practice for the corn in particular). However, the quality of the sea water is not always good, questions can arise not only on the agricultural side but also on the shellfish farming side (FR6C/Int.18).

The issue of the coastline is mentioned: on the one hand, to find ways to limit the intrusion of the sea and the erosion of the dunes during the tides, and on the other hand, to foresee solutions for the activities and inhabited areas that will be submerged at some point, the total protection of these areas not being at the agenda.

In the background, the issue of climate change is therefore posed both through the changes that it entails for agriculture, tourism, the coastline, and to try to limit carbon emissions, and at the scale of the territory to change behaviour.

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Rural regeneration: issues about settlement, housing, population, mobility “we need new workers, young people”

Based on the shared observation of an ageing population, and a slight demographic decline, the issue of the place of young people arises, especially since there is a lack of working force in these sectors. To attrack or to keep new, young, active population is part of the necessary adaptations. "*It is necessary to give more space to the youth on the territory. There are not many things for young people, the cultural orientations are not focused on young people, there is nothing on current music. We don't show them that we can do things, that we are interested in them. The regeneration passes by that, to say to the young people: you have all your place, there are things for you and work for you*" (FR6C/Int.5). If a balance of population between young and old is advocated, it is also mentioned for the territory, with the issue of how many people the territory can accommodate: "*Regeneration is the balance of the population on the territory. Granville must not become the retirement home of the Manche... we can only work together, rural and coastal urban... we must think about the housing”* (FR6C/Int.27); "*We need to attract people. Where do we put the cursor?*" (FR6C/Int.22); "*Bringing people in? Renewal means asking the question: what are we doing about the economy? Bring in more and more businesses? With aggressive development? This is a real question. Shouldn't we do more but differently, accelerate the digitalization of businesses? ... And where do we put them? Do we increase housing? Do we densify?*" (FR6C/Int.28).

At the same time, the adaptation of the territory to ageing population, which particularly affects the GTM territory, is a challenge that requires a regeneration of public action to take into account the needs of this population category, needs that generate activity and employment, with improvements of the qualification of the territory in this field (social aspects, health, housing...).

With the arrival of new populations, with the ageing of the population, with the tourist activity, the issues of habitat, housing, and mobility are crucial while the tensions are strong in real estate, with an increase in prices on the coastal and urban zone, in particular under the pressure of secondary residences and new arrivals (from urban areas with more financial means). Wishing a house with a garden, young working people have to move to the small

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rural towns or villages around (up to 10/15km) to find a house, often in a housing estate (which implies car commuting for work and activities), whereas banning development of such housing estates would be an objective.

"*It would be necessary to accompany the regeneration of the housing trajectories, to redeploy the population in the rural territories, to ensure the social and generational mix, ... rurality has assets when we come back to the fundamental needs: housing and food*" (FR6C/Int.27).

Rural regeneration: what about the economy, employment, agriculture, tourism

The issue is to find this necessary balance between economic development and preservation. If all share this idea of balance, it is not the same for all, some lean towards more preservation, others for more activity.

"*Preserve and develop, ... if we must preserve natural resources, we must not put them under a bell for the sake of protection... We can however produce. It is essential to feed the population, to develop real activities in line with nature, fishing and agriculture, we can go on a balanced production, an economic activity, we have tourist and human activities that must develop, we need wealth also for a renewal of population and for the young population to come on the territory*" (FR6C/Int.23).

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As far as employment is concerned, the challenges are those of matching the jobs (some of which are in short supply) with the wishes of young people. There are training issues, issue on the image of the jobs, and on the level of remuneration and working conditions for some jobs.

The regeneration of local agriculture may be considered: stronger evolution towards an environmentally friendly agriculture is mentioned, including in traditional farming systems, but also the short circuits (local food - PAT project) with more installations, while the major difficulty is the pressure on land.

For tourism, it is considered that there is still space for development with an organization and an offer that would allow a greater diffusion on the hinterland and a spreading in time, also taking advantage of climatic changes (moderate heat waves).

"*In 2020, we did the best year, even with the Covid. And then we saw the limits. We promise preserved spaces and there were many people. And there is a real desire to make a measured tourism, reasoned. To avoid doing what is happening at Mont St Michel: the worst and what should not be done anymore. There is this environmental dimension so as not to overload our coastline, it will be necessary to build but perhaps in a different way* " (FR 6C/Int.7).

Renewal of the local development approach through the issues raised?

First of all, the territory is not considered as needing "regeneration" but as needing "adaptation". The people interviewed underline that the territory has already been able to adapt, the notion of decline does not apply to the territory, it is not in danger, contrary to what the term regeneration implies. "*Granville is a good place to live, I wouldn't say regeneration, I would say impulse, trigger*" (FR6C/Int.25). "*There is not so much a need for renewal on GTM but for updating. We can't say that it was that bad and that we have to start from scratch. You have to start from what has been done, update it. I don't know what to think about the term regeneration. It would be to consider that what has been done before is not valid. This is not a fair way of seeing things. The copy can be revised but it is necessary to be based on what was done before*" (FR6C/Int.2).

However, points of vigilance and several issues are mentioned, with the need to carry out actions, to take decisions in order to either improve, to bend, to correct existing situations or trends, to take into account new issues (the environment in particular) or to prevent drifts, considered as harmful for the future of the territory.

If the issues raised around the term regeneration remain, in the end, very classic, they are related to the renewal of local development:

- firstly, the dimension advocated for development: no denaturation (no change of their nature, their characteristics) of the rural municipalities by the arrival of too many people, or of activities of industrial type, or of mass tourism.

- the emphasis placed on the interconnection of the development axes, the transversality with the complexity that this entails: the balances mentioned are articulated, with common guidelines linked to values (particularly humanism and environment)

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- the attention paid to adapting to the specificity of each place, municipality with the corollary of a concrete knowledge of each place, of its specificities.

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Impact of the studied networking: towards a renewal of local development by taking into account local issues for “rural regeneration”?

Impact

The values shared by the network of the new generation of local representatives take into account issues that are part of the regeneration of the GTM territory, are transversal to the axes of development and give meaningful orientations. If this is not a radical transformation of the territorial project, it introduction orientations that give a new meaning to the action, with transversalities: the concern for the environment is intended to be taken into account in all areas of intervention, in connection with the quality of life (housing, mobility, businesses, agriculture and food, tourism, ...), with the issue of population balances, with the place of young people, both newcomers and locals, and also with social needs. We observe a discourse aiming at a multisectoral approach integrating the environment, the social, the economic and for a part the cultural.

What about the transition to concrete action? At this stage, the local representatives in place since June 2020 are partly in the process of setting up their working methods (extension of the network) and taking up their functions, and are thinking on the competences they have just taken over. However, axes, guidelines and actions are emerging and are even being implemented, also in reaction to current events, with a transversal focus on territorial balance and taking into account the specificities of each municipality, village and town centre.

"*As far as the vision of GTM is concerned, there may have been errors on certain projects and a desire for homogenization at all costs, whereas there are different wealth according to areas, and there must be an ability to differentiate projects according to the area... Are we able make a big deal of it and of providing differentiated answers?*" (FR6C/Int.27).

Some examples of concrete steps taken toward rural regeneration

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- opening of the territory to active newcomers: awareness of the cross cutting issues, housing, mobility, employment, and willingness to take them all into account, also with specificities of the local places

- housing, habitat: the setting up is underway with the elaboration of the PLUI (inter-municipal local urban development plan) with the willingness to restrict the number of new housing estate (aiming to limit artificialisation of the soil), to study their distribution on the territory, to envisage solutions concerning social housing, densification, to allow the arrival of young people in social housing, to guarantee social and generational mix, to find a balance between tourist and year-round rentals, ...

- distribute the tourist pressure on the territory: thus, better involve the hinterland in the tourist offer, and set up means for the management of sensitive points. Following the over-visitation of the Chausey Islands in the summer of 2020, a steering committee for the environment on Chausey has been set up, with the objective of controlling the number of visitors (regulation of flows in conjunction with the maritime shuttle companies, for instance)

- land use, development of local food: the issue of the preservation of agricultural areas is on the agenda, there was support for the installation of farmers in market gardening (a test area has opened at the Lucerne d'Outremer); a PAT is launched with the mobilization of collective catering, of all local producers (including conventional agriculture, and fishermen) and local product processing, with the prospect of an organization in short circuits for collective catering and development of local processing.

- mobility, transports services and alternatives to the car: GTM took the mobility competence with objectives of free shuttles, for all but in particular young people and old people, for territorial equity, "We are the only ones who can take into account the local specificities with a true ambition of solidarity and equity... (We must) propose a real ambitious policy to move towards the ecological and energy transition by getting out of dependence on the individual car and autolism". (From local newspaper: Terre et Mer le mag, June 21). Drafting is underway for interconnected possibilities with à la carte services, regular public transport, bicycle rentals, car sharing, etc.

The environment, the quality of life, the consideration of the needs of the population, in particular the fragile populations, are also an underlying key in all the actions carried out by

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the professional network, in connection with the network of decision-makers and local representatives, with different balances between different axes of "regeneration of the territory" depending on the projects and the origin of these projects. The change in the political network brings support to the professional network and facilitates the implementations. "*There is a real evolution between the time I arrived and today, environment was irrelevant in economic projects, the angle was production/consumption. There is now a real awareness of these shared issues*" (FR6C/Int.2). In each of the projects, whatever the scale or the orientation, there is a small step toward regeneration based on the specificity of the places, on shared knowledge, on opportunities, thus joining the idea of adaptation to the contexts of each area, each municipality, with differentiated answers. "*Everything that is built is small stuff, finding operational means, the rural, we are there*" (FR6C/Int.3)

Some examples of concrete steps taken toward rural regeneration:

- implementation of a project linked to innovation and environment, with the installation of sensors to monitor the filling of waste garbage cans in order to optimize the waste service round, with the involvement of a local start-up, and the digital local incubator
- support for a project by 2 young women whose objective is to set up a bulk drive (activity creation in link with environmental orientation)
- setting up of shared gardens as a collective project to reinforce the social link and allow self-production
- project of shared inclusive housing, with a part in independent residence for the elderly, with also apartments adapted for disabled people and young couples in first accession, with thus an intergenerational dimension.
- a living lab project for the elderly, with the setting up of user groups that could test innovations made by the territory, and also test answers concerning mobility in GTM
- promotion of the home help and care givers professions, collective work around these professions, in order to find personnel to meet the demand, opportunity for young people looking for work, development of the silver economy and the qualification of the territory in this field.

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Perspectives

The perspectives are, on the basis of the current networks and their reinforcement, to increase the number, variety and importance of the actions carried out in a cross sectoral approach for rural regeneration, as it is understood on the territory. The change of generation of the local representatives in charge can allow it, through the values they advocate and the meaningfulness they are looking for, also because the values and meaningfulness are shared by the professional network.

The future outcomes are all the more positive because they are based on a fairly general evolution of mentalities regarding environmental issues, regarding the relationship with natural spaces, toward a positive representation of the countryside, an evolution accelerated by the health crisis due to COVID.

The limits could come in particular from:

- the balance and arbitrations between preservation and development may generate conflicts. For example, a decision must soon be made concerning the extension of the exploitation of a quarry, which would encroach on agricultural land.

- the difficulty for GTM to weigh on the land pressure, the prices of rental or purchase, second homes, ... The local representatives are not the only decision makers on social housing either. A whole part of the regeneration is linked to the balances of population, to the place of young people: the solutions will have to be imagined, on the basis of the existing policies, as much for the social issues, than for the balance between tourism and long term renting, and also the mobilization of vacant houses or apartments.

- the mentalities that need to evolve, since currently conformism prevails in terms of housing preferences "the Grail is the house with a garden". The housing trajectories should be rethought.

- the lack of control over land for allocation to agriculture which is dependent on the choices of the SAFER and CDOA (structure for regulation of access to land): a focus on short circuits and environmentally friendly production will only be achieved through instruments such as the PAT, test areas, and the land reserves of the municipalities

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- the capacity to integrate farmers, fishermen and shellfish farmers into the project, going beyond the current network of organic producers or short circuits, which is already envisaged via the PAT,
- the lack of understanding of the issues by a part of the population: education from an early age plays a fundamental role in raising awareness of the environment, its fragility and the behaviour to adopt, the notion of alterity (welcoming of newcomers, intergenerational cohabitation, place of young people, ...), habitat trajectories

The impact of COVID on trends and issues in the GTM territory: a wave of newcomers

Covid has accelerated the demand for territories with medium-sized cities. The Manche department, with its network of small town centres, answers to this demand (as many rural territories in France) and to a target group of newcomers in their forties who look for schools, doctors, social life, and sports clubs. Currently in the Manche department, 200 families are in the process of settling, mainly from the Paris region. The covid speeds up the process, people come to settle as soon as possible.

Thus, the covid has accentuated the pressure on housing, sometimes with the purchase of residences by catalogue, in connection with telecommuting. Everywhere, in every municipality, the rapid sale of all the housing on the market - even those that had difficulty finding takers – is highlighted, with, a shortage of house supply, and an increase in costs. This boom in the real estate market has also resulted in a significant demand for renovation and restoration work.

As for local employment, it has not really suffered, there has been no significant local increase in unemployment, insofar as the set of local SMEs and SMIs is diversified. Most have held up well, although there has been an impact on seasonal employment.

As in other regions, the covid has allowed the strengthening and development of short food circuits with the adaptation of farmers to the situation.

It also seems to have an impact on tourist demand, more oriented towards nature and the countryside, and therefore a new appetite for the wished orientations of GTM, i.e., the balance of the tourist offer between the coast and the hinterland.

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The question arises as to how long this movement will last: what proportion will stay, possibly full-time, in telecommuting or in new activities, what proportion will be in dual residence, what proportion will return to a second home, what proportion will leave? Should the flow of arrivals be supported, directed or limited? What means should be used to achieve the wished balance in terms of population, the place of young people, knowing that these new arrivals are more likely to be in the 40+ age group or retired.

The answers to these questions will strongly depend on the implementation of policies aimed at rural regeneration, in all their complexity, therefore relying on the achievements of this renewal of local development with networking, interconnection, in the different sectors: employment, mobility, housing, digital network, environment, ... and for the different categories of populations.

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What is the potential for replicability of such a process of renewal of local development in a rural area?

This renewal of development is emerging at a very particular time, which is that of an awareness of the impact of global warming, a search for meaningfulness beyond remuneration also in the workplace, and an acceleration (because of the COVID-19 pandemic) of the image's reversal of the countryside and the city, with an evolution in the content of the notion of quality of life, associated to the characteristics of the countryside and no longer with the amenities offered by the city.

Modernity is played out in an idealized way of life, with either a double belonging, a double residence, country and city, made possible by telecommuting, either a settlement in a rural territory, with services in proximity.

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The conditions linked to the territorial context

The interviewed people underline several aspects of the territorial context, which condition the emergence of the networks studied.

- In the first place, a relatively small area, both geographically and in terms of population, where however the professionals and institutions are present, in which meetings and inter-knowledge are possible and easy.

- The presence of a fine mesh of small towns, village centres, villages, still alive, is pointed out as essential to renewal: if such a mesh did not exist, or no longer exist, it would have to be (re)created to establish the necessary balances in the perspective of adaptations, regeneration. The fine level of this network participates to the knowledge of the territory, of the local specificities, for "tailor-made" actions, with also the mayor who knows his population well and plays an interface role between the municipal dimension and the services, institutions, and participants of the GTM inter-municipality.

The conditions linked to the decision-makers, mainly the local representatives

- a conception of work that leads to a collective, the shared willingness to dialogue, to work together, to co-construct and therefore to operate as horizontally as possible, allowed by

the use of Internet, e-mails, platforms, social networks, etc., with also the wish to go beyond the initial "core" of inter-knowledge and to associate as widely as possible

- issues at stake shared, fundamental issues on which a first core group of local representatives bases its actions and program
- an awareness of the interactions and transversalities between the different aspects of development and of the resulting complexity
- the inter-knowledge allowed by the territorial dimension
- a commitment to serve the general interest, beyond personal ambitions and power issues, humanist values
- diversity of profiles (locals, person who came back, newcomers, different origins and branches of activity)

Conditions related to the professionals

- search for meaningfulness in the professional activity, necessary for a commitment that goes beyond the work contract
- sharing of values, also carried in the professional activity
- inter-knowledge and presence on the territory, made possible by the territorial dimension
- autonomy in the work resulting from the trust granted by the hierarchy or the political leaders
- absence of rivalries due to institutional positioning or power issues
- diversity of backgrounds and profiles generating complementarities (newcomers, locals, various sectors, ...)

In short, how to create such networks leads to the question of what pathways lead to these ways of operating, this new style of work. The analysis of the interviews during which each person described their pathway shows a crossroads between training, education and personal experiences: training issues from the beginning of schooling are mentioned, training and education that include participation in associative movements, collective work, reflection on society, learning related to life skills, regardless of the training pathway chosen.

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La manche libre: https://www.lamanchelibre.fr/

Journals of GTM municipalities

Granville terre et mer Journal : http://www.granville-terre-mer.fr/

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Annex 1. The List of interviews

Code	Gender	Role	Place and date of	Other information
FR6C/Int.1	Female	Key informant, Actor involved, newcomer	Granville – 15/12/2020 - 10/02/2021	ML - professional
FR6C/Int.2	Male	Key informant, Actor involved, newcomer	St Pair – 29/12/2020 - 11/01/2021	GTM - Professional
FR6C/Int. 3	Male	Actor involved, local, came back	Granville – 22/12/2020 – 23/02/2021	ML - Professional
FR6C/Int.4	Male	Key informant,	Avranches – 18/02	Administration
FR6C/Int.5	Male	Key informant	St Lo – 20/01	Lattitude Manche Professional
FR6C/Int. 6	Female	Actor involved newcomer	Granville – 08/02	ML - Professional
FR6C/Int.7	Male	Actor involved, newcomer	Granville – 14/01	Lattitude Manche - Professional
FR6C/Int.8	Female	Actor involved	Granville – 12/01	FJT - Professional
FR6C/Int.9	Female	Actor involved, local	Granville – 13/01	Granville - Professional
FR6C/Int. 10	Female	Actor involved	Granville – 18/02	GTM - Professional
FR6C/Int. 11	Female	Actor involved, newcomer	Granville – 13/01	GTM - Professional
FR6C/Int. 12	Female	Actor involved newcomer	Granville – 22/03	GTM - Professional
FR6C/Int. 13	Female	Actor involved newcomer	Granville – 18/02	Administration
FR6C/Int. 14	Male	Actor involved	Avranches – 15/01	Professional
FR6C/Int. 15	Female	Actor involved	Granville – 14/01	ML Professional
FR6C/Int.16	Female	Actor involved, key person social network	Granville - 14/01	NGO
FR6C/Int. 17	Male	Actor involved, local, came back, entrepreneur	Granville – 3/02	NGO
FR6C/Int.18	Female	Actor involved, local, came back	Bréhal – 15/02	NGO
FR6C/Int.19	Male	Local entrepreneur, farmer, local	St Pair – 17/02	
FR6C/Int.20	Female	Locale entrepreneur, farmer organisation, local	Coudeville – 18/03	
FR6C/Int.21	Female	Local entrepreneur, local, came back	Granville – 15/01	
FR6C/Int. 22	Male	Key informant, local, politician, actor involved	Granville – 12/01 – 2/02	ML local representative
FR6C/Int. 23	Male	Key informant, local, politician, actor involved	Granville – 11/03 -	GTM
FR6C/Int.24	Male	Actor involved, local, politician, farmer,	St Plancher – 3/01 – 17/02	Rural municipality near Granville
FR6C/Int.25	Female	Politician, newcomer,	Equilly – 27/01	Rural municipality
FR6C/Int.26	Male	Key informant, local, politican, actor involved	La Lucerne d'outremer – 18/01	Rural municipality
FR6C/Int.27	Female	Key informant, politicain, actor involved, newcomer	Donville - 03/3	Littoral municipality

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FR6C/Int.28	Male	Actor involved, politician, local	Donville – 12/02	Rural municipality near Granville – NGO - GTM
FR6C/Int. 29	Male	Actor involved, politician, local, farmer	St Pair – 13/03	Organic farmer
FR6C/Int. 30	Male	Actor involved, local came back	Granville – 26/11/2020	Professional

Table 1. Interviews

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Case study report (Code DE7C)

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Rohrlack village / Landkorb GmbH & Co. KG - Social innovation initiates ecological and economic strength

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Context

Regional context

The small village Rohrlack belongs to the municipality of Temnitztal in the district of Ostprignitz-Ruppin. This district is located in the north-west of the federal state of Brandenburg in Eastern Germany, which shares borders with the federal states of Saxony-Anhalt and Mecklenburg-Vorpommern, and is located about 85 kilometres north-west of Berlin.

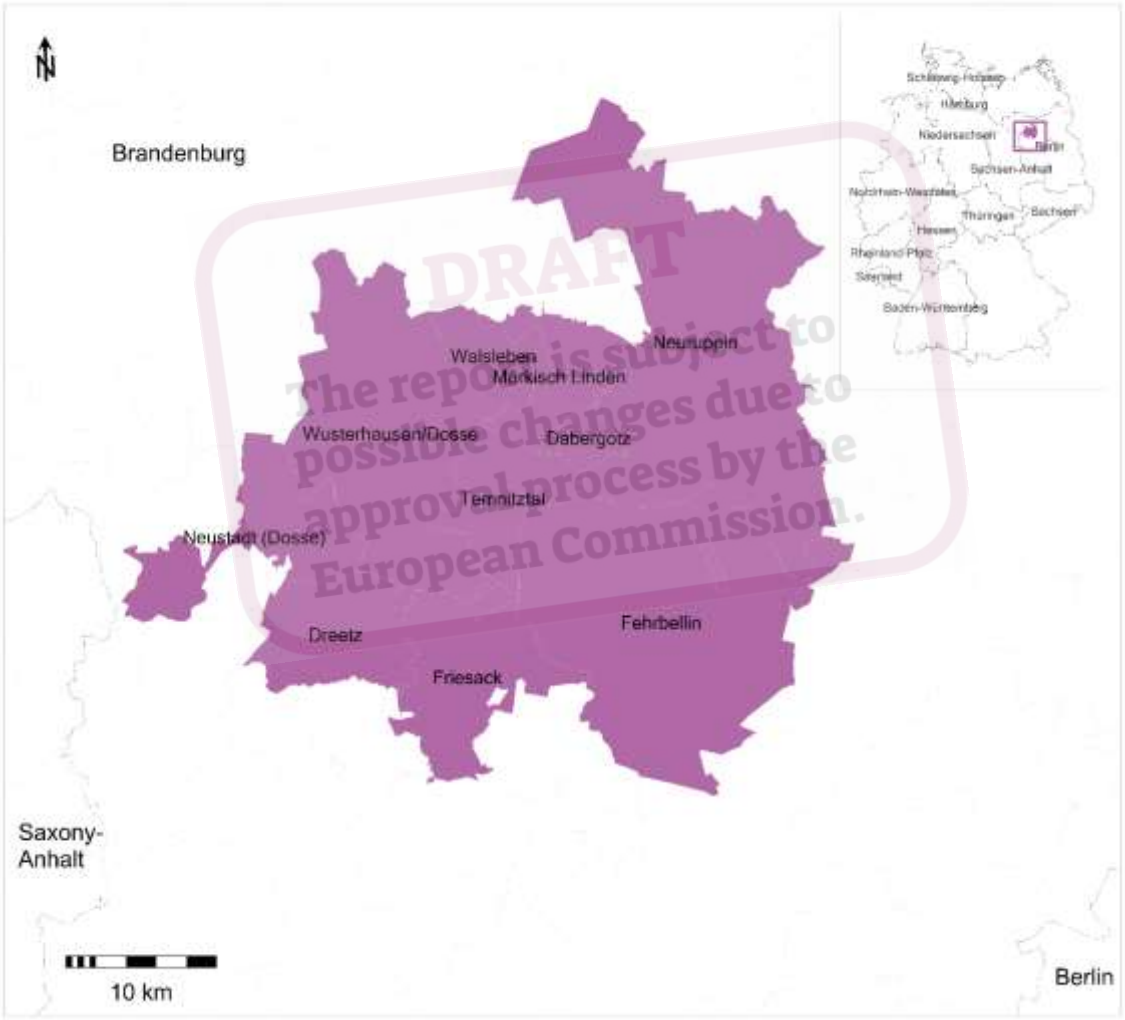

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Figure 1. Study Area
Source: own illustration, created with RegioGraph

For the statistical analysis a larger study area has been defined for two reasons. Firstly, the area is very rural by German standards, including only a few villages. Secondly, Landkorb and

the other local businesses have close ties to the surrounding area that are relevant for this study. Consequently, the defined region consists of the municipality of Temnitztal and the surrounding municipalities of Dabergotz, Märkisch Linden, Walsleben, Neuruppin, Wusterhausen/Dosse, Neustadt/Dosse, Dreetz, Fehrbellin and the town of Friesack, which are located in the neighbouring district of Havelland. Due to restricted availability of data however, in some cases the district of Ostprignitz-Ruppin as a whole will be analysed instead.

Geography and nature conservation

The largest town in the very rural region around Temnitztal is Neuruppin (31,000 inhabitants) (Statistische Ämter des Bundes und der Länder 31.12.2018) and the district town of Ostprignitz-Ruppin. As the district is located in a rather northern part of Germany, the area is comparatively flat. The average altitude of Temnitztal is 42 metres above sea level. The region is characterized by large forests and water areas. The rurality of the region is also reflected by the fact that about 35-40% of the area is protected by the Natura2000 directive of the EU (Bundesamt für Naturschutz 2019)[1]. The region's main transport access is the motorway A24 (approx. 12 km from Rohrlack), which crosses the region in a north-south direction and provides access to Berlin in the south and the federal state of Mecklenburg-Vorpommern in the north. There are also several local railway stations in the region.

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Demography

In 2018, 56,776 inhabitants lived in the defined region around Temnitztal. The city of Neuruppin comprises about 54 % of this population. With 1,471 inhabitants, the town of Temnitztal accounts for about 3 % of the population in the region (see Tabel 1). Nevertheless, Temnitztal is not the smallest town of the region. In general, the east, west and south of the region seem to have a (comparatively) high number of inhabitants, while the centre and north of the region are very sparsely populated (Statistische Ämter des Bundes und der Länder 31.12.2018).

[1] Estimated value based on Federal agency for Nature conversation 2019: conservation areas in Germany

Name	Population	Area (km²)	Population density (people/km²)
Friesack	2,538	84.01	30.21
Dabergotz	623	12.66	49.21
Dreetz, b Neustadt, Dosse	1,141	64.75	17.62
Fehrbellin	8,948	270.41	33.09
Märkisch Linden	1,179	44.20	26.67
Neuruppin	30,846	305.24	101.05
Neustadt (Dosse)	3,452	75.87	45.50
Temnitztal	1,471	52.48	28.03
Walsleben, b Neuruppin	771	31.92	24.15
Wusterhausen/Dosse	5,807	796.33	7.29
Total study area	56,776	1,737.87	32.67

Table 1. Population of the study area
Source: Statistische Ämter des Bundes und der Länder 31.12.2018

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Between 2012 and 2018 the population in the region increased by 4.2% (2,360 people), which is significantly higher than the population increase in the federal state of Brandenburg (2.5%) (Statistische Ämter des Bundes und der Länder 31.12.2018). However, there are significant differences within the region. Most of the larger towns like Neuruppin, Neustadt/Dosse and Fehrbellin have increased constantly over the past several years. The smaller municipalities such as Temnitztal, Walsleben or Märkisch Linden however dispose of a stagnant or declining migration rate, especially in the years before 2012 (Statistische Ämter des Bundes und der Länder 2017).

In general, the 56,776 inhabitants of the region make up about 2.3% of the population of the federal state of Brandenburg. The area covers about 5.9% of the federal state and its population density is significantly below the national average. The population density of the defined region around Temnitztal is about 33 persons/km², while Brandenburg's population density is about 85 people/km² and thus 2 to 3 times higher – however, it is still very low compared to the German average.

The age structure of the region is almost exactly the Brandenburg average in 2018. More than half of the inhabitants are between 30 and 64 years of age (51%), while about 13% are between 0 and 14 years old, 12% are between 15 and 30 years old and about 25% are older

than 64. Within the region the picture is also very homogenous. Even the largest (Neuruppin) and the smallest town (Dabergotz) dispose of very similar values (Statisches Bundesamt 2018b).

The educational level of the district of Ostprignitz-Ruppin is comparable to but slightly below the average of Brandenburg. The share of students leaving school without any graduation (9%) is slightly higher than the federal average (8%) and the share of students graduating with an entrance qualification for universities (34%) is below the value for Brandenburg (41%). The share of female graduates with such a qualification is equally high in both cases (54%) (Statisches Bundesamt 2018a).

At the end of 2020 Rohrlack as a local district (village) of the municipality Temnitztal had 161 inhabitants. In total, 1485 people lived in Temnitztal (19.11.2020) (Amt Temnitztal 2020).

Economy

22,295 of the 56,776 people in the region are employed, which equals about 39.3%. This share is slightly below the average of Brandenburg. At the same time, 1,802 (or 7.5%) of the people in working age are unemployed, which is slightly higher than in Brandenburg (7.2%).

The share of people working in the primary sector in Ostprignitz-Ruppin is significantly higher than the average of Brandenburg (6.3% vs. 2.7%). Ostprignitz-Ruppin has the second highest employment rate in the agricultural sector of all districts and cities in Brandenburg. The northern part of the federal state of Brandenburg has large areas of agricultural land. The share of agricultural land for Ostprignitz-Ruppin is about 54.6 %, which is significantly higher than the average value for Brandenburg (48.8 %). The districts of Prignitz and Uckermark have even higher values of more than 60%. There are several differences concerning land use within the region of Temnitztal. While in some municipalities such as Temnitztal (91.4 %) or Dabergotz (86.3 %) the share of agricultural land is very high, in other towns/municipalities such as Neuruppin (37.4 %), Walsleben (53.9 %) or Friesack (60.5 %) it is significantly lower. In terms of the share of agricultural businesses of total businesses, the three districts of Prignitz, Uckermark and Ostprignitz-Ruppin show the highest values in all of Brandenburg - of 13.9% in Prignitz, 10% in Uckermark and 9.6% in Ostprignitz-Ruppin respectively (Statisches Bundesamt 2018c).

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The share of employees in the secondary sector in Ostprignitz-Ruppin is slightly higher than the federal average of Brandenburg (24.3% vs. 22.2%). The total number of people working in that sector in Brandenburg increased by about 11,500 people over the last ten years. Between 2010 and 2018, the number of people who worked in the secondary sector in Ostprignitz-Ruppin increased by about 400 (Statisches Bundesamt 2018c).

The share of employees in the tertiary sector (66.3%) is significantly below Brandenburg's average (72.2%). This difference can be explained by the low numbers of people working in trade, tourism and the financial or scientific services. Employment in the service sector has increased strongly in the federal state of Brandenburg over the last ten years (approx. 30,000 new employees). Employment particularly increased in the major cities of Potsdam and Frankfurt (Oder), while other districts have suffered losses. Surprisingly, the districts of Prignitz and Uckermark display an increase of 11,200 and 9,100 employees in the tertiary sector, which may be due to increased touristic activities (Statisches Bundesamt 2018c).

The total GDP of Ostprignitz-Ruppin is about 2,500 million Euro (3.7 % of the GDP of whole Brandenburg). This reflects the general size of the region adequately, as the district also hosts 3.9% of the people of Brandenburg. (Statistische Ämter des Bundes und der Länder 2019)

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Agriculture

The statistics for employment and economic activity already indicate a certain importance of the agricultural sector in Ostprignitz-Ruppin. By far the most important crop in total numbers is corn with about 5.1 million tons of harvest per year. However, a relatively large amount of potatoes is grown in Ostprignitz-Ruppin as well. The region produces about 19.3% of the total potato harvest of Brandenburg. Generally, growing crops is much more important in the district than livestock.

In 2016, 155 of the 453 farms (34.2%) had a size of at least 200 ha, rendering more than a third of the farms extremely large. Despite Brandenburg's high share of very large farms (approx. 29%), the share in the analysed region is therefore significantly higher (Statisches Bundesamt 2018d).

About 12.8% of the farm businesses in Ostprignitz-Ruppin are run ecologically, which is almost the same as in whole Brandenburg. Both values are clearly above the German average (7.2 %). In relation to the total agricultural area, the share of the ecological farms in the district (8.2%) is slightly lower than the Brandenburg average (10.5%). (Statisches Bundesamt 2018d)

In 2010, 483 farm businesses were situated in the district of Ostprignitz-Ruppin. 368 of those businesses at least partly owned the land (about 76.2%). This value is slightly lower than in Brandenburg (78.3%). 378 farms at least partially leased their land (78.3%), which is slightly higher than the federal average (75.3%). Most farms combined owned and leased territory. The lease fee in Ostprignitz-Ruppin in 2010 was at 104 Euro/ha, which is higher than the average of Brandenburg at that time (98 Euro/ha).

About 11.9% of the farms are partnership holdings in Ostprignitz-Ruppin as well as in the federal state of Brandenburg. Farm ownership by a legal person is slightly more common, especially in the district of Ostprignitz-Ruppin (23.6%), compared to Brandenburg (18.7%). The most common form of farm ownership in both cases is a (traditional) individual enterprise, comprising about 64.5% of the farms in the district, even 69.3% in Brandenburg. (Statisches Bundesamt 2018d)

In the year 2010 2,518 people worked on farms in Ostprignitz-Ruppin. 463 of them (18.4%) were employed within the family, which is slightly more than in Brandenburg (16.9%). 1,775 permanently work on the farms, which amounts to about 70 %. This value is significantly higher than the average of Brandenburg (48.8%). It seems that this form of work is specifically characteristic to farming in Ostprignitz-Ruppin. Accordingly, the share of seasonal workers is much lower in the district than on the state level (11.1% vs. 34.2%).

In 2010, 235 of the 483 farms in the district had owners aged 45 or older. This is a share of 48.7%, which is slightly below the federal level of about 51%. Of these 235 farms however, only 55 (23.4%) had already defined a successor, which is also below the level of Brandenburg (27.5%).

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Interim conclusion

Overall, the region in which Rohrlack is located appears very rural, is only scarcely populated and has a limited availability of infrastructures. Large parts of land are covered by agriculture or reserved for nature conservation, especially in the centre of the area around the town of Temnitztal itself. Agriculture is very significant to the region, which is also true for the larger region of northern Brandenburg with ecological farming playing a more important role than in other parts of Germany. Overall, the region is still increasing in population and the educational and economic level is comparable to other regions. However, a large share of the population growth and the economic activity potentially concentrates on certain larger towns like Neuruppin.

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Origin of the practice

Origins of the idea

The success story of Landkorb GmbH & Co. KG (hereafter referred to as Landkorb) must be considered in the context of the entire village development. The village of Rohrlack has developed very positively in recent decades. Therefore, the following will show the developments of the village after the German reunification while shining a light on the success of Landkorb. After the political transformation and German reunification many people lost their agricultural jobs in the former GDR, including in Rohrlack. The infrastructure and buildings in Rohrlack were in very poor condition (DE7C/Int. 5).

The village renewal was initiated in the early 1990s by a newcomer from Berlin (hereafter newcomer1) and a local politician. The newcomer1 was a practicioner with professional experience in urban design, social architecture and village renewal. The local politician hired the newcomer1 for designing a village development plan. The plan was accepted by the municipal council and subsequently introduced (DE7C/Int. 7).

The idea of the village development plan was to turn the agricultural village into a social village by establishing a social facility in Rohrlack. For this, a social organization for operating the facility (most likely from Berlin) was to be found. The newcomer1's principle was "*A small village can handle small but many ideas*" (DE7C/Int.7). In his opinion, new developments should consider the needs and ideas of residents. He wanted all decisions for the village to be discussed with and carried out by the local residents and did not want a 'big player' to take over the whole village. The local politician convinced the Trust agency with the village development plan to sell real estate necessary for the implementation of the plan. The newcomer1 bought about 2 hectares real estates in Rohrlack, including a farming estate with surrounding land and some housing and facilities. From the beginning, the newcomer1 employed four resident villagers with whom he cleaned up the village, disposed of garbage, demolished and renovated buildings.

In accordance with the concept, operators for the planned social facility were searched. Several social associations from Berlin introduced themselves as possible operators and presented their social target group to the local council, which decided in favor of a facility for people with disabilities.

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The LebensWerkGemeinschaft gGmbh (hereafter referred to as LebensWerkGemeinschaft) established the „Living and Working Committee of Rohrlack“ an anthroposophical, social therapeutic facility for about 40 people with disabilities (European Association for Rural Development and Village Renewal 2008). The constructed buildings housed three groups of 8 people, establishing communal living for people with disabilities and their guardians (DE7C/Int. 7).

Besides the living quarters, new workplaces for people with disabilities were established in Rohrlack. This includes workshops for carpentry, domestic economy and the nursery Sternhof. Little parcels of arable land were purchased for horticulture and converted to organic production methods. The nursery Sternhof mainly grows herbs under strict organic guidelines (Demeter) and mostly produces tea or herb mixtures. This initial phase was also strongly supported by parents of the people living in the facility.

In 1997 a newcoming family (hereafter newcomer2) settled in Rohrlack and founded Landkorb, an organic food delivery service, and the nursery Lindenhof. The decisive factor was that the agricultural land could be leased from the nursery Sternhof, which had already converted the farmland to organic farming. The proximity to the LebensWerkGemeinschaft was also advantageous in the initial phase, as the newcoming family could reside in the housing facilities and cooperate with the nursery Sternhof from the very beginning (DE7C/Int. 2). The newcomer1 provided the premises for the logistical aspects of the delivery service such as packing the ordered boxes. After overcoming the pioneering phase, business was increasing steadily for the Landkorb. Three years in particular stand out:

- In 2001, Landkorb moves to a large warehouse on the outskirts of the village. The second greenhouse is built for the Lindenhof nursery, enabling cultivation on 1900 m². The number of customers increases to 500. Their product range includes about 300 articles.
- In 2004, the Landkorb online store opens. The Lindenhof nursery expands its range of products for the delivery service and offers up to 40 types of vegetables. The assortment of the delivery service has doubled to 600 items. 700 customers are supplied.

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After several years of weather extremes 2006 brings an outstanding vegetable harvest of 50 varieties in the Lindenhof nursery. The first Landkorb catalogue with 1,200 articles is published. The 1000th customer is welcomed. The number of employees is 7.

The nursery Lindenhof produced mainly vegetables in Demeter quality on about 15 hectares. It was the basis for the Landkorb delivery service, which, in addition to the vegetables from the Lindenhof and Sternhof nursery, has gradually expanded the product range and carries many organic products from the region. Furthermore, the offer is increasingly expanded with other organic products from outside of the region.

In 2000, the organic bakery Vollkern was founded by the newcomer3 in Rohrlack. The newcomer1‘s support, the provision of the premises and their modification, was crucial in establishing the bakery. The proximity to Landkorb and thus the possibility to sell bakery products through the delivery service was also very important in the founding phase. Just like Landkorb, the bakery initially focused on Berlin as its sales market. Later, a small fair trade handcraft company was also founded in Rohrlack, which has ecological market stalls produced in the LebensWerkGemeinschaft's carpentry shop (rbb Fernsehen 2018).

A few years ago, a forest kindergarten was also established in Rohrlack, where children are in regular contact with the local organic farms and thus directly experience nature and healthy food.

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Constraints and conflicts

At the very beginning of the village development the actors involved faced some problems. The local population was very sceptical of newcomers, especially coming from Western Germany shortly after the fall of the Berlin Wall. There were numerous cases of West German private individuals or investors speculatively acquiring real estate in the East at low prices, which the locals believed could increase rent prices (DE7C/Int. 7). In addition, as buildings and infrastructure were in a desolate condition, financial and human resources as well as time were needed to improve these conditions.

Favourable conditions

Access to real estate and agricultural land was required for the village development presented here. In the early 1990s (shortly after the reunification), real estate in East Germany (by West German standards) was very affordable. The market for agricultural land was not as competitive and access to agricultural land was easy. Nevertheless, financial resources were needed for purchasing and especially for renovating buildings and repairing infrastructure (DE7C/Int. 7).

Trust towards the newcomers was very important for the practice and participation of the villagers. Retrospectively, hiring local residents was crucial for this. Also, the personal on-site presence and involvement of the newcomer1 and the parents' association helped to reduce initial scepticism (DE7C/Int. 7).

Especially at the beginning, a viable concept that convinced the local politician, the municipal council, the villagers and the Trust agency, combining living and working in Rohrlack was crucial. In addition to monetary resources and personal commitment the newcomer1 also brought expertise to the table. The local politician believed in Rohrlack's development potential at a time of great transformation and seized the opportunity to engage the newcomer1.

Most of the newcomers in the village (newcomer1, newcomer2 and newcomer3) praise the social environment in the village at their arrival. Despite initial scepticism, they felt welcome. In the newcomers' opinion, the resident villagers were happy about new citizens who brought new ideas and showed initiative (DE7C/Int. 7, DE7C/Int. 2, DE7C/Int. 1).

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Actors involved

Description of actors involved

The local politician saw a great opportunity in the newcomer1 and his ideas. She tasked him to create the village development concept and convinced him to get involved in Rohrlack beyond that. She also convinced the Trust agency to sell the necessary land for the development. (DE7C/Int. 7)

The newcomer1 was a decisive promoter of the village. He had the idea of a social village, convinced the local council and sought an operator for the facility. He bought properties, demolished and renovated them, designed and built new buildings. In doing so, he was important for the settling of the social institution. In addition, newcomer1 also directly supported other local players such as the delivery service and the bakery by providing the premises and actively supporting them in their initial phases. (DE7C/Int. 2, DE7C/Int. 1)

LebensWerkGemeinschaft operates the residential and work facilities for people with disabilities in Rohrlack. The parents' association has become very involved in the design of the facility as well as in the design of the village, especially in the initial phase (DE7C/Int. 7).

The newcomer2 founded and continues to run the Landkorb and the nursery Lindenhof. The nursery produces vegetables in Demeter quality on 15 hectares. The delivery service distributes the locally produced vegetables and other regional ecological food mainly in Berlin and increasingly in the region (DE7C/Int. 2).

Bakery Vollkern is an organic bakery producing organic as well as gluten-free baked goods (Bäckerei Vollkern 2021). These are sold mainly in Berlin and increasingly in the surrounding rural region (DE7C/Int. 1). Products are also sold at weekly markets and through various delivery services, including Landkorb (Bäckerei Vollkern 2021). A small café is attached to the bakery in Rohrlack. Recently, a second branch was opened in Neuruppin (Märkische Allgemeine 2021).

The local community (or the village community) initially showed scepticism, but quickly overcame it. They created a welcoming social environment for newcomers and were open toward new ideas and towards people with disabilities, consciously deciding to include them in the village community. Locals furthermore participated in the decision making and were active participants in the entire village renewal process. (DE7C/Int. 2, DE7C/Int. 1)

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The cultural association promotes nature conservation and historic preservation and organizes events in Rohrlack and the region (Ministery for Infrastructure and Regional Planning - Ministerium für Infrastruktur und Landesplanung des Landes Brandenburg 2009). In addition, other stakeholders were involved to a lesser extent (see Fig. 2):

- Stud farm Dörge
- exhibition stand construction company Klipklap
- forest kindergarten
- Trust Agency
- conventional farm Impram

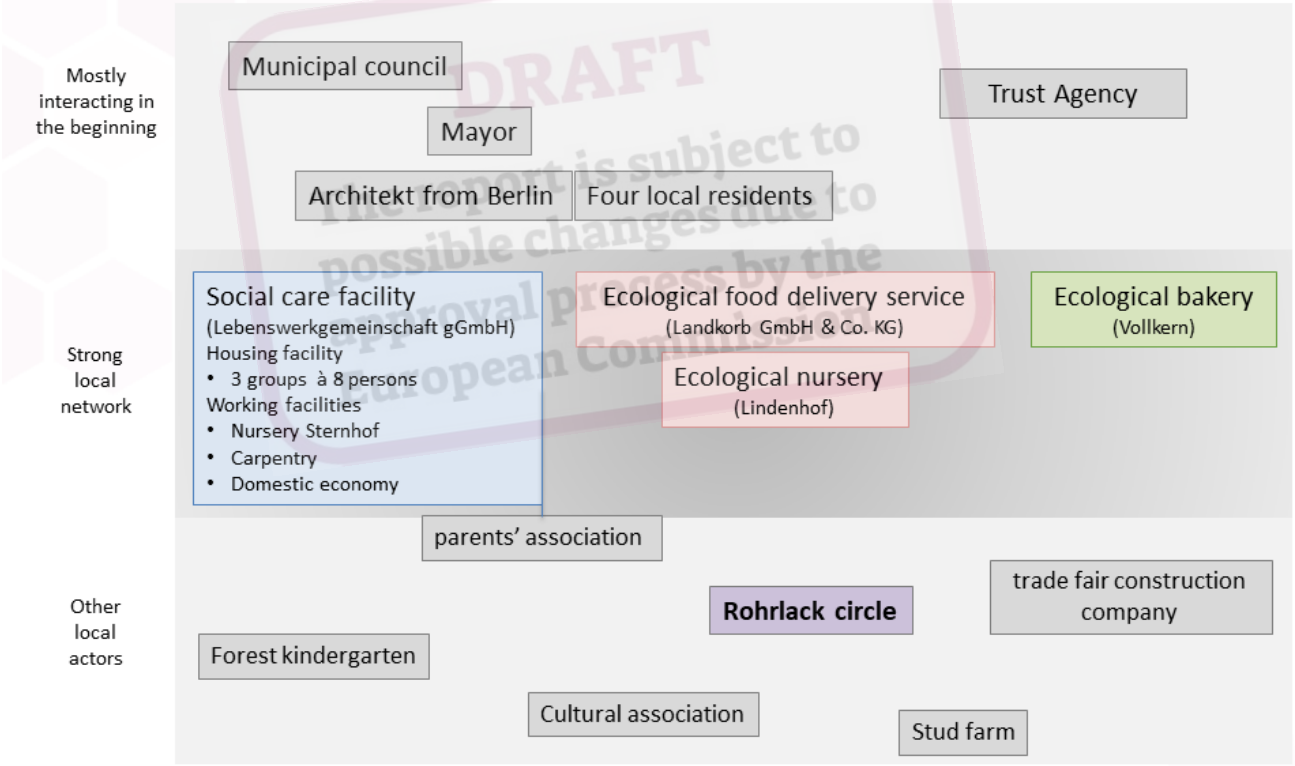

Figure 2. Actors involved
Source: own illustration

Style of farming

Resources activated and adaptability

The first step of the village development concept was the activation of financial resources and expertise. The newcomer1 of the concept had professional experience in social architecture as well as in village renewal, but his financial means also enabled the acquisition of land. However, much more capital was needed to renovate and restore the buildings (DE7C/Int. 7).

Thus, building cultural qualities in the village were also preserved and brought to light again (Feddersen 25.09.2015). The enormous support and commitment of the volunteers, namely, the parents of the people with disabilities, the villagers and the newcomer1, were crucial for the success of Rohrlack. Openness to new ideas, to external stakeholder and to disadvantaged groups was also required from the villagers.

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Farming approach

The social institution with housing and workplaces has decisively revitalized the village. 40 living and working places for people with disabilities have been created there. The LebensWerkgemeinschaft Rohrlack was founded in 1997 and now houses about 40 people in a rural environment. Guidelines for the support and care of people with disabilities are derived from the principles of anthroposophy according to Rudolf Steiner. In the residential groups, the aim is to create a community that allows each resident to freely develop their personality while creating an atmosphere in which they can feel at home. Every individual's current needs as well as the promotion of independence and individual abilities are in the foreground of the efforts. (LebensWerkGemeinschaft gGmbH 2021).

The offer of a variety of cultural and therapeutic experiences is intended to facilitate integration into community life and to meet not only the physical but also the mental and spiritual needs of the individual. Community life is enriched by the fact that the groups are led by staff members who are also living in the house (LebensWerkGemeinschaft gGmbH 2021).

The Sternhof in Rohrlack is a Demeter nursery that has been working with disabled people since 1997. Plants are cultivated according to biodynamic cultivation methods, which is an

important contribution to the protection of the environment and ensures a high quality and effect of the herbal teas and spices. In order to conserve the valuable ingredients of the herbs, they are crushed as little as possible. All production steps are carried out by hand: Sowing, cultivating, harvesting, drying, processing and packaging (LebensWerkGemeinschaft gGmbH).

This organic nursery Sternhof was one of the reasons for the establishment of the Landkorb, the organic delivery service, and the Lindenhof nursery (DE7C/Int.2). As an independent business, the Lindenhof produces the core assortment of the Landkorb: over 50 varieties of vegetables, herbs and salads (Landkorb GmbH & Co. KG 2021).

Landkorb is characterised by four key aspects:

- Freshness: all food is delivered in refrigerated trucks. The packaging rooms are also equipped with refrigeration systems. In addition, distances are kept as short as possible.
- Selection: A wide range of products is offered. The assortment has grown steadily from the beginning and now includes about 6,000 items. In addition, there is a wide range of ready-made baskets.
- Service: The baskets can be customised. Customers' wishes and needs are flexibly catered for. Delivery is made to the front door. The empties are collected.
- Price: The organic products are not cheap items from discounters, but high-quality food, cosmetics, household goods, etc. Nevertheless, efforts are made to offer the products as inexpensively as possible. For example, there are constantly changing special offers (Landkorb GmbH & Co. KG 2021).

Today, up to 70 employees look after around 3,500 customers; the product range includes around 6,000 articles, 850 of which are from the region (Landkorb GmbH & Co. KG 2021). These two active players in the village have led to the fact that the organic bakery has also settled there. The bakery was founded in 2000 and since then has been producing bread, rolls and cookies for customers in Berlin and Brandenburg - primarily in Demeter quality. The main focus of the assortment is organic whole-grain bread in a wide variety - mainly made

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from natural sourdough. Buns and cakes are made exclusively from spelt flours. The grain comes almost entirely from Demeter farms in Brandenburg (Landkorb GmbH & Co. KG 2021). In addition, Vollkern Bakery has experienced strong growth in the past 20 years, currently employing over 30 people (DE7C/Int.1). In March, they opened a second branch in Neuruppin (Märkische Allgemeine 2021).

Moreover, a local horse stud farm has been producing mare's milk since 1991. 46 hectares of pastures at the stable provide sufficient exercise and forage area for more than 70 horses (Gestüt & Pension Lindenhof 2021). The 15 broodmares and their offspring have access to large loose stalls in historic buildings (Gestüt & Pension Lindenhof 2021). The rearing horses all have sufficient space with constant grazing, thereby ensuring they are kept appropriate to the species (Gestüt & Pension Lindenhof 2021). In addition, there is a small exhibition stand construction company in Rohrlack, which manufactures ecological market stands. There is also a cultural association that strives to offer cultural activities in Rohrlack, such as movie nights, and a forest kindergarten expands the offer in Rohrlack (DE7C/Int. 9).

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Innovation introduced and transferability

According to the idea, "a small village can only handle small ideas, but many of them", many small, new, creative ideas were implemented in Rohrlack. These had innovative character at that time and in rural spaces. The first innovation was the establishment of a social institution. Through the living and working places that were created there, this institution has decisively revitalised Rohrlack. The active integration of people with disabilities into the village community is very special in Rohrlack. A delivery service for organic food was an innovative business model for a rural area in 1997. The switch to an online business in 2004 was also novel (Landkorb GmbH & Co. KG 2021, DE7C/Int.2).

Founding an organic bakery at a time when a spate of bakery closures took place in rural areas and organic and gluten-free baked goods were not yet as commonplace as they are today was also innovative (DE7C/Int.1).

The Rohrlack circle, a forum for constructive exchange, is a remarkable social innovation for civic participation. It’s a “monthly meeting of all village inhabitants that collectively discuss

projects, perspectives and problems and follow up with concrete actions“(European Association for Rural Development and Village Renewal 2008).

The newcomers in the village also initiated an annual farm festival for people from outside of Rohrlack. On this occasion, visitors from the region can get to know the living and working community, experience agricultural production up close, taste products from the village and converse with the people from Rohrlack.

Environmental issues

Ecological measures were already taken in the initial phase. Paths were greened and many trees (linden trees) were planted. The farms in Rohrlack (Sternhof and Lindenhof) practice biodynamic agriculture according to Demeter. However, they make up a rather small proportion of the total agricultural area in Temnitztal. They are predominantly surrounded by conventionally farmed agricultural land (DE7C/Int.7).

The Lindenhof cultivates 15 hectares, while the Wildberger Agrar GmbH farm in Temnitztal cultivates about 2,000 hectares mainly conventionally (although 500 hectares have been converted to organic farming) (Wildberger Agrar GmbH).

The Lindenhof grows over 50 varieties of vegetables, herbs and lettuces and takes the following ecological measures:

- They do not use synthetic fertilizers or chemical pesticides and specifically promote the life processes in the soil.
- Soil is fertilized with green plants (specially grown clover grass) and occasionally with manure from a neighbouring Demeter farm.
- The individual crops grown are precisely coordinated with each other.
- It is a vegan market garden (Landkorb GmbH & Co. KG 2021).

Landkorb sells only organic products. Therefore, it offers a range of organic food. Even if they cannot produce their entire assortment themselves, the organic quality is also held up by the partners.

They follow stricter standards than the German state or the new EU organic seal prescribe. Wherever possible, products with the seal of an organic farming association are preferred.

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Landkorb and the ecological bakery try to obtain the ecological products from the region as much as possible to avoid long transports and to protect the environment and resources (DE7C/Int. 1, DE7C/Int.2). Landkorb delivers to some inner-city areas in Berlin emission-free with e-cargo bikes. In addition, four gas transporters are used, which run 90% climate-neutral with bio-methane (Landkorb GmbH & Co. KG 2021).

In addition, environmental education is also practiced in Rohrlack in the forest kindergarten. The children learn about nature and appreciate it as an important habitat by building a relationship with it. This is seen as a prerequisite for responsible action in the sense of sustainability (Anblank 2019).

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Synergies and networking

Relationships with the local community

The local population was involved in the developments from the very beginning. This included that all important decisions were made by the village council. Furthermore, the "Rohrlack Circle", which has developed over time, invited all villagers to participate in current discussions and decision-making. The fact that the integration into the community of people with disabilities works, is certainly also due to the fact that the villagers were involved. They showed an openness towards marginalised groups. The actors who then settled see themselves as part of the village and find that they have been warmly welcomed.

Synergies enabled

The local companies benefitted from the synergies in different ways. Landkorb benefitted from the existing resident farm, which was already producing organically. The housing option was also beneficial for the facility. The Lebenswerk community benefitted from the delivery service that could sell their products. The baker took advantage of the distribution opportunity through the Landkorb, especially at the beginning. In summary, it can be said that the initiatives and ideas not only enriched each other, but also created a sustainable network in the region.

They all share a common vision of sustainable ecological, but also social and economic development. The Sternhof and the Lindenhof nursery share the same ideas about organic farming, the bakery sources its organic products from the region and produces organic goods. With the Landkorb, regional economic cycles are created and value is placed on the regional economy. In the spirit of sustainability, the Lebenswerk community incorporates social integration and inclusion.

(Local) Networking

As mentioned above, a social and economic network has been established in Rohrlack. From an economic point of view food is produced, processed and distributed locally. Moreover,

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the practice creates collaborative connections between disconnected actors across the region and space (e.g., urban and rural; rural and rural).

Landkorb cooperates with around 75 companies within the region, which all work according to ecological guidelines. According to the company's own statement, the cooperation is not only about responsibly produced products of high quality, but also about a new, more humane form of cooperation (Landkorb GmbH & Co. KG 2021).

They cooperate regionally with the following companies:

- Farms and nurseries: Bauernhof Weggun, Bioland-Obsthof Cordes, Hof Marienhöhe, Keimzelle, Landgarten Herkner, Landgut Pretschen, Neue Mühle Dahnsdorf, Ökodorf Brodowin, Ökohof „Die Kuhhorster“, Siebengiebelhof;
- Partners for refrigerated foods: Biomanufaktur Havelland, Eichenhof Fleischwaren Manufaktur, Gläserne Molkerei, Lobetaler Bio, Ludwigsluster, Proviant Berlin, Sprossenmanufaktur;
- Partners for non-perishable food: Altomayo, Beumer & Lutum, Blütenmeer-Imkerei, Braumanufaktur, Das Berliner Frühstück, Erdbär, Gut Krauscha, Hempwood, Imkerei Mohr & Müller, Indigusto, Kaspar Hauser Stiftung, Kerzenwerkstatt, Kräutergarten Pommerland, Kunella, Liven Wildfrucht, Mogli von Damia, Rheinsberger Preussenquelle, Saftoo, Sarah Wiener, Saucenfritz, Spreewälder Hirsemühle, Syring, Tbottlers, Wikana, Wünsch Dir Mahl” (Landkorb GmbH & Co. KG 2021).

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Policies and institutional supports

Policies

According to the interviewees, the political measures and institutional support did not prove to be major hurdles. This is because the initiating newcomer1 did not use any public funding. It was one of his principles to finance the development in the village of Rohrlack entirely with private funds without using public subsidies.

Institutional support

From the beginning on, the mayor and the local council supported the development and the newcomers in Rohrlack. The other institutions in Rohrlack did or do use public financial support. Landkorb used funding for the business start-up. The nursery Lindenhof uses EU income supports of the first pillar (CAP) and supports for organic farming (greening) of the second pillar (CAP). The LebensWerkGemeinschaft uses some public funding for the care of people with disabilities.

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Constraints

In general, the official processes at the local government level, especially for building applications, can be slow and difficult. Often, local authorities take a long time to process applications (e.g., building applications). Some stakeholders would like to see shorter processing times and less bureaucratic processes. In 1997, the village of Rohrlack lost its administrative independence and was integrated into to the municipality of Temnitztal. From then on, the municipal budget was distributed among all villages in Temnitztal. As the development in Rohrlack is quite unique and was more successful than other villages, it is difficult to convince the local authority for more support (DE7C/Int. 9).

Specific funding for new projects (such as cultural or educational projects) is also a good way to support and accompany social and cultural innovations in the future.

Impact and perspectives

Impacts on rural regeneration and generation renewal

Landkorb, within the village of Rohrlack, is a promising practice of newcomers initiating sustainable local development through establishing a social facility and several businesses. Local residents were invited into the process. Although it was planned as a social village originally, it has transformed into an ecological and economically strong village over time. Currently, Rohrlack is a lively village with many economically and socially connected actors.

The promising practice shows how newcomers can cooperate with local residents. Shared knowledge is used and generated because newcomers and locals share a common aim and vision of the future. The impulse from outside needed to be taken up and carried out locally. This is often particularly difficult when people come from a more urban context (and at that time, especially people moving from the western part to the eastern part of Germany). With a lot of strength, energy and empathy it was possible to connect with and involve the local people. This has probably been a key to success. An external push was followed by many other initiatives in the field of organic farming and processing.

"Rohrlack impresses with a cautious development in conjunction with village inhabitants, newcomers and outsiders. A sensitive and ideal integration of handicapped people in the village arose from this exemplary cooperation, which, in addition, is clearly interested in networking. All of this is possible through the great commitment of the population to its interests, who by doing so, demonstrate and realise an impressive sustainability" (European Association for Rural Development and Village Renewal 2008).

Economic impacts

From an economic point of view, Landkorb has developed into a showcase project project that is highly integrated into local economic networks and has a high regional impact. The products are sourced from the region, processed in and distributed from Rohrlack and increasingly sold in the region. This has created a regional economic cycle with regional added value. It should be emphasized that the practice has created jobs in a structurally

weak region of Eastern Germany. The fact that there are currently more jobs in Rohrlack than inhabitants is truly remarkable for such a small village. The companies located there have developed very well.

Environmental and ecological impacts

Both of the above-mentioned nurseries (Lindenhof and Sternhof) practice organic cultivation. The eco-farms improve the natural capital, thus contributing to the protection of the soil and biodiversity. The planting of trees has also enhanced the landscape and urban qualities. Eco-farming involves diverse crop rotation and tolerates endangered weeds. The delivery service and the bakery also support other organic farms in the region. This may consequently result in a more ecological regional economy. Increasing attention is paid to avoiding transport trips and to alternative fuel systems in order to reduce transport emissions and conserve resources.

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Social impacts

There is not only a strong economic, but also a strong social network. Integration is lived in the village. Groups at greater risk of marginalisation are directly integrated into the village community. The live and work together and partake in all local activities. Community action and active participation have been institutionalised in Rohrlack (especially through the Rohrlack Circle). The practice thus strengthens the community bond and contributes to social cohesion.

Perspectives

The economic success of the village, the focus on ecology and the social, open-minded and self-determined community distinguishes Rohrlack as a promising practice. The responsible conduct of the newcomers towards the local community in the village promotes the independence of the village and prevents dependencies on decisions of third parties. The Practice combines the use of natural resources with a potential growth, providing labour in

the agricultural and in the social sector in the region. The employment rate is far above average comparing to other localities in the region. The practice introduces ecological and social innovations to the region and actively prevents its (economic) decline. New forms of social and ecological farming are continuously implemented, due to the networks the practice is embedded in. This radiates outward, attracting newcomers with innovative business start-ups, but also appears increasingly attractive to many as a residential location and working environment. The Covid-19 pandemic caused another boost for local businesses. For the future, some ideas are aimed at the expansion of the cultural offer.

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Annex 1. The list of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview
DE7C/Int.1	Maximilian Drescher	Male	newcomer in Rohrlack, entrepreneur	Via phone; 07.10.20
DE7C/Int.2	Franziska Bieber	Female	newcomer in Rohrlack, entrepreneur	Via phone; 10.10.20
DE7C/Int.3	Johanna Ackerman	Female	practicioner in the region	Via phone; 22.10.20
DE7C/Int. 4	Stephanie Werfel	Female	farmer	Via phone; 04.11.20
DE7C/Int.5	Melanie Bayer	Female	farmer, practicioner	Via phone; 05.11.20
DE7C/Int.6	Stephan Kluge	Male	farmer	Via phone; 12.11.20
DE7C/Int.7	René Schmidt	Male	newcomer in Rohrlack, practicioner	Via phone; 19.11.20
DE7C/Int.8	Jessika Neustadt	Female	employee in Rohrlack	Via phone; 07.01.21
DE7C/Int.9	Lena Hoffmann	Female	local politician	Via phone; 15.02.21
DE7C/Int.10	Martin Kaufmann	Male	resident in Rohrlack	Via phone; 24.03.21
DE7C/Int.11	Manuela Schultheiss	Female	resident in Rohrlack	Via phone; 08.04.21
DE7C/Int.12	Katrin Fischer	Female	practicioner, employee	Via phone; 14.04.21

Table 2. Interviews

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Case study report (Code DE8C)

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Landwege e.G. - A producer-consumer cooperative enables regional and ecological food supply

Janna Albrecht, Kati Volgmann, Johannes Aertker
Florian Ahlmeyer, Richard Dembowski (ILS)

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Context

Regional Context

The practice LANDWEGE e. G. (in the following Landwege) is located mainly in the city of Lübeck, which is an independent city within the federal state of Schleswig-Holstein in Northern Germany. Lübeck is a regionally important urban centre located at the coast of the Baltic Sea and was once the leading Hanseatic city of Germany. Landwege itself is not a real agricultural business but an association that sells products of several organically producing farms in the Lübeck region and the surrounding area. Most of the shops are located within the city of Lübeck with one additional shop in the city of Bad Schwartau. Most member farms are not located in Lübeck itself but in the surrounding districts of Ostholstein, Segeberg, Stormarn and Herzogtum Lauenburg. Therefore, the analysis of the regional context takes the four districts and the city of Lübeck into account.

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Geography and nature conservation

Lübeck and its surrounding area are rather flat: Lübeck's elevation is located at only about 13 meters above sea level. The city of Lübeck, as the center of the region, and the Baltic Sea traditionally play a major role in the economic and cultural image of the region. Other important water bodies are the river Trave that runs through Lübeck and several lakes like the Ratzeburger See, Hemmelsdorfer See or the region around the Großer Plöner See. 10.5%[1] of these water bodies, but also several forests, meadows or coastal regions are conservation areas under the Natura2000 directive by the EU (Bundesamt für Naturschutz 2019).

[1] Estimated value based on Federal agency for Nature conversation 2019: conservation areas in Germany l

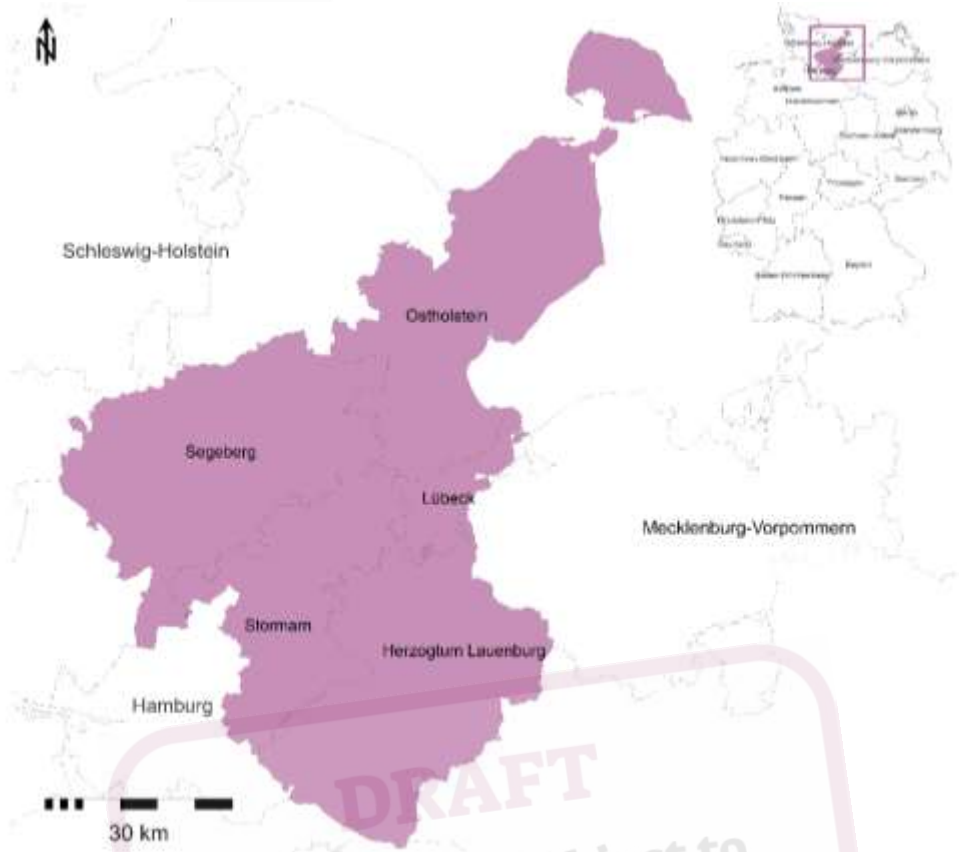

Figure 1. Study Area
Source: own illustration, created with RegioGraph

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Demography

In 2018, the city of Lübeck had about 217,298 inhabitants. The districts of Segeberg and Stormarn are slightly more populated, while the districts of Ostholstein and Herzogtum Launeburg count less people. About 1,134,271 inhabitants lived in the whole region in 2018. Between 2008 and 2018, the number of inhabitants had increased by about 44,000. The population density in the whole region is at about 228 people per km², which is a higher than the population density in the federal state of Schleswig-Holstein (about 183 people per km²). Within the region, Lübeck as an independent city has by far the highest density with about 1,014 people per km², followed by the district of Stormarn with about 317 people per km². The other districts show values below the federal average of Schleswig-Holstein (see Table 1) (Statistische Ämter des Bundes und der Länder 31.12.2018).

Name	Population	Area [km²9	Population density (people per km²)
Lübeck, Hansestadt, independent city	217,198	214.19	1014.04
Herzogtum Lauenburg, district	197,264	1263.07	156.18
Ostholstein, district	200,581	1393.02	143.99
Segeberg, district	276,032	1344.47	205.31
Stormarn, district	243,196	766.21	317.40
Total study area	891,075	4980.96	227.72

Table 1. Population of the study area
Source: Statistische Ämter des Bundes und der Länder 31.12.2018

The age structure of the population roughly corresponds with the age structure of the district of Osnabrück and the federal state of Schleswig-Holstein.In comparison, there are fewer people aged 15 - 30 years (15.1%) in the region than in the federal state (16.2%) and slightly more people aged 30 - 65 years (48.1% vs. 47.5%) and over 65 years (23.4% vs. 23.0%). Within the region, the age structure is relatively homogeneous with only small deviations such as a higher share of young people living in Lübeck and a slightly lower share of young people living in Ostholstein (Statisches Bundesamt 2018b).

In terms of education, the region shows a diverse picture. The share of young people graduating from school with an entrance qualification for universities is about 36.8%, which is slightly higher than the share of Schleswig-Holstein (35.4%). The share of young people leaving school without graduating is at about 8.7%, which is comparable to the share of the federal state Schleswig-Holstein (8.5%). Differences occur between the districts in the region. In Stormarn almost 50% of the graduates have an entrance qualification for universities, which is the highest value in Schleswig-Holstein. On the other hand, in Ostholstein only 24.6% obtain this qualification when leaving school (Statisches Bundesamt 2018a).

Economy

In 2018, about 38% of the 1,134,271 people in the region were employed, which is roughly equivalent to the employment share of Schleswig-Holstein. The district of Segeberg has the highest employment rate (40.2%) while the district of Ostholstein has the lowest (36.2%).

The unemployment rate is slightly below the value of Schleswig-Holstein (2.6%; Schleswig-Holstein 2.8%) (Bundesagentur für Arbeit 2019).

The share of employees working in the primary sector was below the average of Schleswig-Holstein in 2016. While in the region around Lübeck 1.8% worked in this sector, the rate on federal state level was 2.4%. The share of primary sector employers is also slightly lower than the federal state average (1.2% vs. 1.3%), as is the share of primary sector businesses (5.9% vs. 9.5%). The urban area of the city of Lübeck and partly the semi-urban district of Stormarn have an effect on these low shares. For example, the more rural districts of Ostholstein and Herzogtum Lauenburg have a higher share of employees and employers in the primary sector than the federal state of Schleswig-Holstein (Statisches Bundesamt 2018c).

There is a heterogeneous picture within the region concerning the secondary sector. The share of employees in this sector in the region is 20.9%, which is slightly higher than the federal average of 19.2%. The shares in the districts Stormarn (24.4%), Segeberg (23.6%) and Herzogtum Lauenburg (21.7%) are even higher. Ostholstein and the city of Lübeck however have rather low values (16% and 18.2%). While Ostholstein and Lübeck are below the regional average, the other districts are above average. Lübeck's relatively low employment rate in the secondary sector can be explained primarily by a low share of people in construction (approx. 24% of all people employed in the secondary sector; national average for Schleswig-Holstein: 32%), while in Ostholstein it is more likely due to a low share of people employed in manufacturing and industry (approx. 55% of all people employed in the secondary sector; national average: 62%) (Statisches Bundesamt 2018c).

Looking at the employment rates in the tertiary sector, the region (77.3%) has a very high share comparable to the share of the federal state (78.4%). The values for Lübeck (81.6%) differ from other districts because the area is much more urban.

The total GDP of the region is about € 33.7 million, which is more than one third of the GDP of Schleswig-Holstein (37.4%). However, the region encompasses 39.1% of the population of the federal state, resulting in a GDP per capita of about 29,942€. In the city of Lübeck the GDP per capita is at about 38,200€, which is the highest value in the area, while the district of Herzogtum Lauenburg has the lowest (21,900€). The GDP of each district only partly reflects their share of population (Statistische Ämter des Bundes und der Länder 2019).

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Agriculture

The analysed area comprises a size of about 500,000 ha. Of this area, 57.3%, or 287,520 hectares, were used for agriculture. Especially in Ostholstein (64.2%) and in Stormarn (61.9%) the share of agricultural land was significantly above this average. As expected, the share in Lübeck was lower (25%), as it is rather urban. In the federal state of Schleswig-Holstein however, the overall percentage of agriculturally used area is at 62.6%, which is much higher than the 57.3% of the analysed area. This is probably because of the large agricultural areas in the north of Schleswig-Holstein (Statisches Bundesamt 2018d).

In general, arable land is the most important form of agriculture in the region (80% of the agricultural area) compared to permanent crops, permanent green or livestock farming. By far the most important crops in the region are wheat and winter wheat, covering about 34% each of the agricultural area in the region. The region is known for corn production; 67.1% of the corn production in Schleswig-Holstein takes place in the region around Lübeck, but overall corn production plays a rather little role in the federal state.

Within the region, about 4.1% of the farms implement organic agriculture; in the city of Lübeck even about 11%. In the districts of Segeberg (3.4%) and Ostholstein (3.2%) however, there are less ecological farms. The 4.1% is even a higher value than the federal state average (3.6%), but both values are still far below the German average of 7.2% (Statisches Bundesamt 2018d).

Of the 3,644 farm businesses in the region in 2010, 3,201 worked on land that was at least partly owned by the farmers themselves. There are 2,764 farms working on land that has been at least partly leased from farmers. The average lease fee in the region was 279€ per hectare with the highest value being 345€ per hectare in Ostholstein and the lowest value being 218€ per hectare in Lübeck. In general, there seems to be a mixture of owned and leased land on almost every farm within the region (Statisches Bundesamt 2018d).

Of the 6,281 people employed in the farming sector in the region in 2016, only 16% were regular permanent workers. Most of the workers were either family members of the farmers (44%) or seasonal workers (40%). In Segeberg even about 64% of the workers belonged to the family while in Herzogtum Lauenburg and Ostholstein seasonal workers are very common on farms (Statisches Bundesamt 2018d).

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More than 90% of the farms in the region are individual enterprises. Partnerships and especially legal persons hardly play a role in terms of farming. The more urban area of Lübeck has a slightly higher share in legal persons running farms, but that might be because of the rather small total number of farms in Lübeck (Statisches Bundesamt 2018d).

In 2010, 2,390 farm businesses in the region (out of the 3,644) were owned by someone aged 45 years or older (65.6%), which represents a higher share than the federal average. Of these 2,390 businesses, 1,535 have not defined their succession yet (64.2%), which, in turn, is a smaller value than the value for Schleswig-Holstein (68.6%) (Statisches Bundesamt 2018d).

Interim conclusion

All in all, the region offers a diverse picture, which is not really surprising, as the region covers such a large area in the south of Schleswig-Holstein. The city of Lübeck and some areas in its surroundings can be considered the urban centre of the region. The district of Stormarn is located between the cities of Lübeck and Hamburg and therefore represents the comparatively wealthy commuter route of both cities. This can be interpreted by the rather small agricultural activity, a low unemployment rate and a high educational level. The other districts have their own individual features, but they can generally be described as more rural. Especially in the district of Ostholstein, there is more agricultural activity, fewer young people and lower levels of education. Like in the whole federal state of Schleswig-Holstein, the farming style seems to be rather conventional than organic. Nevertheless, the Landwege practice is good example of how to establish a distribution of organic food.

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Origin of the practice

Origins of the idea

The reason for the founding of Landwege was the Chernobyl disaster in 1986, which made many people more concerned with nutrition, the environment and agriculture. Soil contamination and food contamination were major issues at that time. A group of eight people had a desire to make a difference regionally and founded an association in 1987 (Landwege e.V. 2021). In the first years, the association did a lot of information and education work on the subject of ecological agriculture, nature conservation and landscape preservation. The idea was to inform, advise and motivate the population and farmers to act in a more environmentally friendly way and to make a stance for healthy nutrition. Discussion events were held and thus the topic was established more profoundly in the society. In the beginning, the initiative was strongly supported by the voluntary commitment of a small group that met weekly for years (DE8C/Int. 8).

Over time it became clear that the initiative mainly operates in two task areas: One area included non-profit educational work, information and advice on the topics of organic farming and nature conservation. The other encompassed economic sales, dealt with the connection of regional producers and consumers and the marketing of healthy food from the region in the city (DE8C/Int. 8).

For financial, tax and legal reasons, these areas of responsibility were then separated in 1988 (DE8C/Int. 4).

This promising practice now focuses more on the cooperative, as this is where the greatest innovation takes place. Nevertheless, the associated non-profit association is discussed in this paper, as both have a common origin. The following therefore often distinguishes between the Landwege cooperative and the Landwege association.

The producer-consumer cooperative Landwege

Thus, in 1988, the producer-consumer organisation was founded, from which the present cooperative developed in 1999: the Landwege cooperative (EVG Landwege eG 2021).

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The cooperative proved to be the most sensible legal form in which producers and consumers are organized equally. The producer-consumer cooperative marketed healthy, organic products from the region in Lübeck. Initially, sales were made by ordering from three farms and the pick-up at a private garage and weekly markets. Soon the garage was no longer sufficient and the desire grew to offer a wider range than what the few farms offered. In this way, the product offer would depend less on the season. In 1992, the first Landwege supermarket was opened. Sales developed dynamically and the store space had to be expanded (DE8C/Int.4, DE8C/Int.14,). During the 1990s, concepts were developed and structures created that placed the business model on more stable and sustainable feet (DE8C/ Int.14).

The federal state of Schleswig-Holstein supported the business for 5 years in its early days. Even if it was not a big financial support, it was perceived as appreciation and motivation (DE8C/ Int.14).

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The association Landwege

After the cooperative split off, the association focused on education. The association aims to promote organic farming, nature conservation and environmental education. An important concern is to give visitors ideas for a sustainable lifestyle in harmony with nature (Landwege e.V. 2021).

It became clear that the work could not be done solely by volunteers. Applications were made to the employment office for support of the association through a job creation scheme, which was approved, thus initially a planning security of 3-4 years could be granted (DE8C/Int. 8).

In 1993, the farm Ringstedtenhof and farmland could be leased from the city of Lübeck and the project “youth nature conservation farm Ringstedtenhof” started. In 1995, the first nature kindergartens was established (DE8C/ Int. 8, LANDWEGE-Umweltstiftung 2021). Gradually, the voluntary work was replaced by financed professional positions and the educational institution was established (for more on the financial support of the association see section “Actors Involved” and more on the tasks and goals of the association see section Style of Activities promoted). In 2009, a second nature kindergarten was established, which is operated by the association (Landwege e.V. 2021).

In 2008, the Landwege Environmental Foundation was established to further expand and secure the work of the association in the long term. The foundation's capital is thus used for sustainable and regional projects (LANDWEGE-Umweltstiftung 2021).

Promoters, motivations and targets

The educational work intended to shape the producers and consumers of the next generations and gear them towards more environmentally friendly habits. Educational projects on sustainable development for young people were well received. The discussion events and guided tours on the few already existing organic farms ensured an increasing public discourse in the region and quickly gained popularity (DE8C/ Int. 8). The strong interest, in addition to the increasing sales market of the cooperative, resulted in a rapid growth of the association.

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Constraints and conflicts

The business model of Landwege sets less priority on economic benefit than conventional agriculture. The goals of social change, environmental protection and nature conservation, as well as ensuring that the population of Lübeck has access to organic food from the region, are the prioritized goals, which led to conflicts with some stakeholders (DE8C/ Int. 8, DE8C/ Int. 14). Thus, it could not beavoided that a few farmers left due to differing financial goals. The Landwege cooperative thus emphasizes that their partners need to bring the same values along (DE8C/Int.8).

Favorable conditions

Particularly at the beginning, the many years of voluntary commitment, perseverance and personal dedication of the pioneering work in Lübeck were decisive for success (DE8C/Int. 8). After that, human ressources were critical to success. At some point, volunteer positions were converted into formal employment. At Ringstedtenhof, teaching positions and "voluntary ecological year" positions were created with public funding. This was crucial for

the educational work at the Ringstedtenhof. While farmers must take time off for visiting school classes, teachers are fully dedicated to education (DE8C/Int. 3).

The location of the large city of Lübeck, with a population of over 200,000, proved to be a favorable prerequisite for Landwege. The compact settlement structure with surounding farmland within the territory of the city of Lübeck enabled agriculture in the urban area. The urban population demands and can afford organic food (DE8C/Int. 3).

The Chernobyl nuclear disaster strengthened the environmental movement and the awareness of healthy and ecological food. The awareness and increased demand served and strengthened Landwege and was reinforced by the organisation's activities (DE8C/Int. 8).

The fall of the Berlin Wall and the reunification of Germany caused an upheaval of the agricultural structures in East Germany. Landwege in Lübeck (located at the border to the former GDR) was able to take advantage of this historical moment and gain new member farms in Eastern Germany (DE8C/Int. 14).

The basic prerequisites for the establishment of Ringstedtenhof were access to land and infrastructure, for which political support was necessary. Over many years, politicians have decided to continue supporting the educational work of the farm (DE8C/Int. 8).

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Actors involved

Description of actors involved

The producer-consumer cooperative Landwege

The main actors involved are the 150 employees of the cooperative working in the retail sector, which includes the five organic markets in Lübeck and Bad Schwartau, as well as employess in production (processing kitchen and a bakery) and administration (DE8C/ Int. 14). In total, there are 800 members of the cooperative (EVG Landwege eG 2021). The 30 member farms are also part of the cooperative. Most of the farms are located only 40 km from Lübeck and have their own sales, usually in the form of a farm store (with a delivery service or a stand at the weekly market). The farms can hardly be compared with each other because the agricultural structure and size are very different (DE8C/Int. 14). With a few exceptions, they rely on their own identity and profit from the spatial proximity to the Baltic Sea. Summer tourism allows for high seasonal sales (DE8C/Int. 14).

Consumers and the urban society play an important role for the cooperative, as they represent the sales market. The Landwege cooperative aims to communicate goals as transparently as possible and to convince with products of a sustainable and regional supply.

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The association Landwege

The association has about 200 members. The city of Lübeck plays a major role in the development of the association Landwege. Since 1993, the city has made the Ringstedtenhof with its 90 hectares of agricultural land available on favorable lease terms.

The association relies on various sources of funding. The city of Lübeck finances the position of the managing director, the state of Schleswig-Holstein, which was already convinced of Landweg's idea in the first years of the association at the end of the 1980s and supported the association financially (DE8C/Int.14), has been paying an extracurricular teacher with 15 hours since 1993, and regional foundations are constant and reliable sponsors. Project-related funding guarantees the attractiveness and the offer of the association.

Politicians are also important players for Landwege. On the one hand, the financing of the association depends on political will. On the other hand, the representatives of Landwege try

to convince politicians of their goals through open communication and also to push other sustainability issues in the city (DE8C/Int.8).

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Style of farming

Resources activated and adaptability

The producer-consumer cooperative Landwege

In the beginning, the Landwege association was very much based on volunteering work. A group of eight people met weekly for several hours to work on new ideas and projects. The initial period was also strongly supported by idealism and commitment (DE8C/Int.8, DE8C/Int. 14).

After the separation from the association, a suitable legal form had to be identified. Initially, it was a private organisation for which private individuals were also liable. The ordered products from the farms were first collected from a garage. This facility was provided by a private individual (DE8C/Int. 14).

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The association Landwege

The first professional position was financed by the city of Lübeck. First, the management position was filled (two people, each with half a position) in 1988 (DE8C/Int. 8). After that, negotiations were held with the federal state of Schleswig-Holstein. The state finances an extracurricular teacher (15 hours per week) since 1993 (DE8C/Int. 4). In 1997, two positions for the voluntary year (Freiwilliges Jahr) were established. For about ten years these were the only human resources. In 2002, an old barn was renovated and equipped with a teaching kitchen. In 2003, an ecotrophologist was hired through a foundation to implement projects about nutrition in the teaching kitchen (DE8C/ Int. 4). In 2007, two additional positions were created through the Federal Employment Agency. Since the beginning of the 2010s, the foundation of a local public-sector bank (Sparkassenstiftung) has financed one position for its own nutrition project (DE8C/Int. 4, DE8C/Int. 8).

Farming approach

The producer-consumer cooperative

The cooperative markets regional and organic food directly, bringing producers and consumers closer together. The cooperative has about 800 (private) members and over 30 member farms. The memberships can be acquired through the purchase of cooperative shares. In return, the members benefit from special offers of the Landwege cooperative.

The over 30 member farms are all organic and sell their products in Lübeck with the help of the Landwege cooperative. The products are distributed directly through five full-range retailers, four of them in Lübeck and one in the neighbouring city Bad Schwartau. In order to be able to offer customers organically produced products all year round and not rely solely on the mostly seasonal vegetables and fruits from the member farms, the five markets offer a full organic range of around 6,000 products that are certified by (national) organic farming associations Demeter, Bioland or Naturland. The member farms provide about 30 percent of the sales (EVG Landwege eG 2021). The products of the member farms are labeled with a specially developed regional seal with a reference to the farm (Lorenzen 02.-04.09.2020). Thus, the customers recognise regional products and have direct access to regionality with the aim of strengthening regional organic agriculture. Most of the member farms have their own direct marketing through a shop on their own farm or a stand at the weekly market, an additional offer for recreational activities (for visitors at the weekends) or touristic offers, as they are closely located to the Baltic Sea (DE8C/Int. 3, DE8C/Int. 14). Through the marketing of the Landwege cooperative, the member farms and their products are visible and promoted in the city. They profit from this in their own sales (e.g. farm shops, delivery services, market sales, leisure activities). Despite the cooperative, they retain their independence and, for example, sell only part of their yield via the Landwege cooperative and can (but do not have to) take over the cooperate design of Landwege for their farm shop (DE8C/Int. 14).

In line with the cooperative idea, the cooperative is a democratic and self-governing form of organisation with a general assembly, a board of directors, a supervisory board, and a farmers' assembly (EVG Landwege eG 2021).

Through the cooperative form of organisation, many members and member farms appreciate the opportunities for active participation and co-design. The farmers' assemblies

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are perceived by the member farmers as a valuable institution for self-monitoring, but also for networking between the farmers in the region independent of their organic farming association. The farmers' assemblies are also used for cultivation planning among the farmers throughout the season, thus the seasonal assortment is coordinated (DE8C Int. 14).

The cooperative emphasizes its flat hierarchy, in which team-orientation and the interest of the community have priority over individual interests. The Landwege cooperative builds bridges and cooperation between farmers. Furthermore, annual meetings enable long-term goals to be set and, together with other events, strengthen social cohesion (DE8C/Int. 4).

The association Landwege

In addition to the cooperative, the non-profit association Landwege has emerged from the Landwege initiative (see section “Origin of the Practice”). The association aims to promote ecological thinking and action. There are three main fields of activity:

- the promotion of ecological agriculture,
- nature conservation and
- environmental education.

An important concern of the association is to give visitors suggestions for a sustainable lifestyle in harmony with nature (Landwege e.V. 2021).

For this purpose, the association operates the youth nature conservation farm Ringstedtenhof. The city of Lübeck supports the association by leasing the municipality-owned agricultural land and the farm to the association under rather good conditions. The association in turn leases a part of it to a local farmer. This farmer, as well as the association itself, farm organically (Bioland) (Landwege e.V. 2021, DE8C/Int. 8).

The sublessee farms a total of around 84 hectares. About “40 ha of this is used as arable land, and another 44 ha of permanent grassland is used for grazing and fodder production. The farm has a herd of suckler cows with Angus and Galloway cattle, fattening pigs, and a flock of meat sheep” (Landwege e.V. 2021; translated by the authors).

The second farm has been managed by the association itself since 2012. It is a mixed farm with about 6.5 hectares. There is arable land as well as permanent grassland with portion pastures for the sheep. In addition to the sheep, the chickens on the farm also belong to the

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operation of the association. In addition, for a wider range of offers and the variety of educational work, mainly tomatoes, cucumbers and peppers are grown in two foil greenhouses. On the field potatoes, beet, carrots and other vegetables and cereals are grown. In addition, a 950 square meter herb garden with old herbs, vegetables and flowers belongs to the Ringstedtenhof. The entire yield is currently consumed exclusively internally within the educational projects and is not sold externally (Landwege e.V. 2021).

The wide (mostly educational) offer is mainly used by external school classes and kindergartens from Lübeck. In addition to the youth nature conservation farm Ringstedtenhof the association runs two nature kindergarten. Sometimes the association also offers adult education (Landwege e.V. 2021).

The pedagogical positions have been created on the farm for this purpose only and are funded by foundations or publicly (DE8C/Int. 4, DE8C/Int.8). Thus, the association is dependent on external (public) funds and is politically desired (see section “Resources activated and adaptability”).

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Innovation introduced and transferability

What is innovative about Landwege is the direct marketing on such a large, regional scale. This means that the goods produced do not reach the world market and are not exposed to competition with other products of other producers. Producers and consumers are brought together closely, which is reflected in a cooperative business model. Thus, producers are close to customers’ wishes and customers know where their food comes from and under what conditions it is produced.

In addition, it is special that Landwege (cooperative and association) has a comprehensive sustainability goal and is committed to a wide range of sustainability issues in the city outside of organic agriculture, food and environmental protection, such as social projects.

Environmental issues

Any measures implemented by Landwege take into account the concerns of the environment. Although the marketing of organic produce in the city of Lübeck is significantly

higher than the average in northern Germany, the positive impact on the environment is not directly measurable. The reason for this is the comparatively low land use by organic compared to conventional agriculture (DE8C/Int. 3).

However, it can be assumed that a regional and seasonal food supply decreases traffic and thus transport related emissions. The cooperative enables access to the sales market and thus provides an incentive to convert to organic farming or to start such an organic business (DE8C/Int. 8, DE8C/Int.14).

Nevertheless, there may be some indirect positive influence on the environment. The ecological education work of the association may lead to a more conscious consumption, especially among school children and thus the future generation, who may act as multipliers. The association itself implements numerous conservation projects on its farmland. One example is the 5,000 m² pure flower meadow to increase biodiversity (Landwege e.V. 2021).

In addition, Landwege's impact breaches the limits of the cooperative and the association, influencing local politics and the federal state of Schleswig-Holstein (DE8C/Int. 8).

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Synergies and networking

Relationships with the local community

Through its own supermarkets, Landwege is visible in the public space and the urban landscape. This awareness is supported by broad public relations and the media appearances of Landwege. Local anchoring and identity are the heart of the marketing strategy and part of the corporate identity. The trust of its customers is crucial for Landwege. (DE8C/Int. 8)

The Ringstedtenhof has been an established educational institution on sustainability issues for a long time and is well known among the urban population.

In Lübeck, ecological marketing and education are directly associated with Landwege. Its broad involvement in environmental policy issues lead to a positive response from the population. As a big regional player Landwege thus gains influence on the local politics (see section “Policies”) and can assert itself against critical voices in the city leadership. Parents whose children have participated in the educational program at Ringstedtenhof in particular are lobbying for long-term support for the association from the city (Workshop 27.4.2021).

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Synergies enabled

Synergies occur primarily in the area of the association's educational work. Thousands of pupils visit the youth nature conservation farm Ringstedtenhof every year and experience organic farming firsthand. Schools are supplied daily with fresh fruits and vegetables from member farms, financed through an agricultural project by the federal state of Schleswig-Holstein (DE8C/Int. 8). There are two permanent partnerships with local schools that regularly use the farm’s premises for their lessons (DE8C/Int. 4).

Social engagement is also reflected in the public relations work in the city (see Networking established). Landwege is also active in the field of refugee work and regularly employs refugees through the voluntary ecological year (FÖJ) (DE8C/Int. 8).

The legal form of the cooperative is associated with synergies. While Landwege offers regional, organic products to the urban population, the member farms benefit from the guaranteed sales market.

Networking

Landwege (the cooperative and the association) does not see itself as a purely agricultural enterprise that offers organic produce from the region to the urban population and conducts ecological educational work, but is committed to broader ecological and social change (DE8C/ Int. 8).

The local ties to the city of Lübeck and the federal state of Schleswig-Holstein have led to a broad developed network in recent years: The Landwege association is a co-founder of the federal working group “educational farm“ (Bundesarbeitsgemeinschaft Lernort Bauernhof e.V.) (DE8C/Int.8). The working group is an association of people, initiatives and organizations working in the field of education and farming. Their goal is to let children, young people and adults experience the agricultural everyday life and the creation and processing of food (Bundesarbeitsgemeinschaft Lernort Bauernhof e. V. 2021).

Their task is

- to build a network of "educational farms"
- to connect agriculture and school
- to organize trainings for farmers and educators
- to set standards for the quality of education at the farm
- to inform about the special opportunities of the farm as a place of education
- to initiate research on the topic of "education at the farm". (Bundesarbeitsgemeinschaft Lernort Bauernhof e. V. 2021)

Landwege cooperative is part of the Association of Organic Processors, Wholesalers and Retailers (Bundesverbandes Naturkost und Naturwaren Bundesverband Naturkost Naturwaren (BNN) e.V). The association “represents the interests of the organic food and natural goods sector on a political and economical level. The association participates in the constitution of national and international legislative projects, for example in the enhancements of the EU-Organic Regulations. Furthermore, it issues press relations and is active in public relations” (Bundesverband Naturkost Naturwaren (BNN) e.V. 2021).

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The Landwege Association is engaged in education for sustainable development and is active in several networks (e.g. "norddeutsch und nachhaltig"; Bildungsportal der Norddeutschen Partnerschaft nun - norddeutsch und nachhaltig 2021).

Furthermore, the Landwege cooperative works closely with the associations for organic farming Demeter und Bioland (EVG Landwege eG 2021).

The Landwege cooperative has an influence on local developments and social issues in the city. For example, it has contributed to Lübeck being a fair-trade city. It donates leftover goods to the “Lübecker Tafel”, which distributes food to individuals and families in need and to social institutions. The Landwege cooperative also supports the national initiative “organic lunch box” (Biobrotbox). The initiative works to ensure organic breakfasts for school children from the first grade onwards. The movement gets by without public funding and lives solely on the support of volunteers (EVG Landwege eG 2021). Furthermore, Landwege co-founded the citizens' energy cooperative (DE8C/Int. 14).

Landwege is also involved in ecological initiatives. It has worked towards establishing organic and GMO-free agriculture within city limits. It also supports organic seed breeding, urban car sharing and sponsors the nationwide "urban cycling" (Stadtradeln) competition to promote cycling (EVG Landwege eG 2021).

The prerequisite for this influence and commitment is a solid network of local players (tax office, marketing office and legal advice) and contacts to city hall, the Chamber of Industry and Commerce, the Chamber of Crafts, Lübeck Management and Lübeck Tourism (DE8C/ Int. 14). For urban and regional stakeholders, Landwege (cooperative and association) is a reliable and serious partner for all sustainability issues.

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Policies and institutional supports

Policies

The operators of Landwege criticize the EU funding landscape for being too focused on the size of the farmland, and the fact that a cooperative does not fit the funding guidelines. Regional and local support has proven to be more sensible funding such projects (DE8C/Int.14). Furthermore, legal framework conditions, such as complex hygiene regulations and the Basic Data Protection Regulation, create an enormous bureaucratic and administrative burden, especially for small businesses like the member farms (DE8C/Int. 14, DE8C/Int. 8).

Institutional support

The important role of the city of Lübeck as a player in the early years of Landwege was recognized. Landwege has grown and developed into its current form and size only through reliable cooperation with the city. Most of the city's officials were positively disposed towards the project at the beginning and enabled the lease of the agricultural land and the farmland for the Landwege association (DE8C/Int. 8).

For achieving its goals, Landwege approached the political stakeholders with partners supporting similar ideas and goals. For example, the landscape conservation association “Dummersdorfer shore” was helpful in raising financial support (DE8C/Int. 8).

Nevertheless, there were also critical voices, which did not want to support the Landwege association financially any further. But a continuous dialogue in order to convince even individual stakeholders, who do not feel connected to ecological agriculture, was the key to success. Personal contacts and an open communication have proven to be very important for Landwege. A positive milestone was the opening of a market in 2007 by the mayor of the time. This was covered by media and led to a significant increase in acceptance among the urban population (DE8C/Int. 4).

As mentioned, Landwege has an influence on the city's politics. In recent years, resolutions by the citizens have ensured that the city’s farmland must be farmed ecologically, the city became a fair trade city, and is a GMO-free municipality (EVG Landwege eG 2021).

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Impact and perspectives

Impacts on rural regeneration and generation renewal

Holistic sustainable development is the motivation and goal of Landwege. The implementation succeeds only through credibility and by examplifying it in everyday actions. The goals have been achieved by providing information and education from the beginning and by strengthening sustainable development, organic farming and regionality in the urban society. Besides the agricultural topics they are broadly integrated into many social developments and are well connected through networks and to politics. Lübeck as a city also offers many advantages for the development of Landwege. It represents a sufficiently large sales market, has agricultural fields on the territory of the city and its policies have been supportive (DE8C/Int. 8).

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Economic impacts

Landwege presents a new business model that focuses on regionality and creates a link between consumers and producers. For the established and becoming organic farms, the cooperative guarantees access to the sales market. They can be sure that they will sell their products and that at secured and moderate prices. Because there is no "price dumping" at the Landwege cooperative, the farmers do not struggle at the limit of their economic existence. Their products are marketed directly, but still professionally. This also benefits the farm's own sales or the farm’s other sources of income (e.g., leisure activities) (DE8C/Int.7, DE8C/Int.9). The Landwege cooperative has created over 100 jobs, mainly in the city of Lübeck and outside the agricultural sector. Through close partnership with existing organic farms and the establishement of new organic farms, it has also created jobs indirectly at the farms and agricultural sector (DE8C/Int. 8, DE8C/Int. 14). The processing of the products and direct sales increase the regional added value. This regionalises the food economy and makes it more resilient to developments on the world market. The costs are not borne by and the benefits do not accrue to individual farmers or entrepreneurs, but are shared among the members on a partnership basis.

Environmental and ecological impacts

Organic farming is promoted through the Landwege cooperative. New organic farms have been established as a result, as direct marketing offers them security (DE8C/Int.14). The regional food economy saves transport trips and thus avoids transport related emissions, since the transport distances are significantly shorter than, for example, those of imports from abroad. The Landwege association implements nature conservation and environmental protection projects. It provides education for sustainable development and raises awareness of sustainability issues among the next generation.

Social impacts

The Landwege cooperative enables many people in the city to have access to a regional diet. It creates a common responsibility for agriculture, nature conservation and nutrition. The democratic governance gives consumers and producers the right to participate and have a voice. Thus, consumers and producers form a unit and act in the common interest. The farmers' meeting of the cooperative provides a platform for an exchange of experience between farmers in the region, which they value highly because they can learn from each other (DE8C/Int.7, DE8C/Int.9). The marketing of regional products, the visibility in the urban landscape and the networking between farmers as well as strengthening the urban-rural relationship also increases regional identity. Landwege networks extensively with other initiatives in the city of Lübeck and is also actively involved in social projects. The Landwege association runs education for sustainable development, organic farming, and nutrition education (DE8C/Int.8).

Perspectives

Landwege has clear visions for the coming years. By the year 2023, Landwege aims to realise the ecological potentials in the area of delivery (cargo bikes) and aspires to structurally develop the Ringstedtenhof. In addition, they dream of the "organic city" of Lübeck. (DE8C/Int.8)

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Annex 1. The list of interviews

Code.	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview
DE8C/ Int. 1	Sara Sommer	Female	farmer	Via phone; 28.08.2020
DE8C/ Int. 2	Jens Maier	Male	practicioner	Via phone; 07.09.2020
DE8C/ Int. 3	Alexander Schro-eder	Male	practicioner	Via phone; 17.09.2020
DE8C/ Int. 4	Steffen Kirsch	Male	partner from a network	Via phone; 22.09.2020
DE8C/ Int. 5	Stefan Lehrer	Male	farmer	Via phone; 24.09.2020
DE8C/ Int. 6	Tim Diederich	Male	farmer	Via phone; 24.09.2020
DE8C/ Int. 7	Dieter Lowe	Male	farmer	Via phone; 25.09.2020
DE8C/ Int. 8	Mathias Nacht	Male	cooperative member	Via phone; 26.09.2020
DE8C/ Int. 9	Ulrich Oster	Male	farmer	Via phone; 01.10.2020
DE8C/ Int.10	Christian Moench	Male	practicioner	Via phone; 23.10.2020
DE8C/ Int.11	Erik Faber	Male	farmer	Via phone; 28.10.2020
DE8C/ Int.12	Torsten Wannema-ker	Male	practicioner	Via phone; 06.11.2020
DE8C/ Int.13	Melanie Bachmeier	Female	partner from a network	Via phone; 06.11.2020
DE8C/ Int.14	Jürgen Konig	Male	cooperative member	Via phone; 07.11.2020

Table 2. Interviews

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Case study report (Code FI9C)

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The Come Home project in Punkalaidun municipality in 2018-2020

Pertti Ruuska (UTU)

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Acronyms & Abbreviations

CAP	Common Agricultural Policy
EU	European Union
NGO	Non-government organization
UAA	Utilized Agricultural Area
WP	Work Package

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Introduction

This case study report presents actions for trying to counteract the depopulation in a small Punkalaidun municipality in south-western Finland. The case study is one of 30 RURALIZATION WP5.2 case studies. The detailed guidelines for these studies and reports were presented in WP5 Task 5.2 input paper in July 2020 (Sivini, Vitale & Kovach, 2020).

In this report, we focus more closely to one development project called "Tule Kotiin" ("Come Home"). The small rural municipality of Punkalaidun in south-western Finland has suffered from depopulation for years. The active community of public and private actors have tried to find ways to turn the migration back to Punkalaidun. By the Come Home project the local public administration and local Lutheran parish together with local stakeholders and residents made efforts to make the municipality Punkalaidun wider known as a good place to live and thus to attract possible newcomers and returnees to move there. That project was implemented in two periods with slightly varying emphasis from April 2018 to April 2019 and from May 2019 to April 2020. The project had some originality both the administrative side and by the operational side.

To get a better understanding about the background of those migration efforts, this report also features an outlook to the regional and local context of the practice. The outlook is based mostly on statistical data and history information about the geographic, demographics, social, economic, labour and livelihood features of Punkalaidun region.

The analysis of this practise in this case study was deepened by the qualitative data collected in semi-structured in-depth interviews from 22 persons (11 females, 11 males). The interviews, of which 6 face-to-face, 9 by phone and 7 by Microsoft Teams were done between Oct 1st 2020 and Jan 3rd 2021. Interviewees were local inhabitants (native, newcomers) and entrepreneurs, local NGO persons, municipal administrative officers, project personnel and some experts and stakeholder representatives from organisations outside Punkalaidun. The focus group discussion about this case study was held on the 10th of May 2021 with the municipal local government. The preliminary results were discussed in a webinar on the 3rd of June 2021.

A family or a single person does not usually make the decision of moving home to another area than current location impulsively. It needs time and suitable circumstances regarding

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e.g. the residence or job for actual moving. The Come Home project was running only a relatively short period of time when considering the migration patterns of Punkalaidun. Therefore in this report we consider the newcomer issue and population challenges wider than just from the two-year period of project point of view. Also the interviews dealt wider the features of Punkalaidun than just the evaluation and impacts of that certain project.

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Context

Regional and local features

The Finnish administrative structure has three main levels: the national (state), the regional (provinces) and the local (municipalities). The state takes care of the national administrative tasks. Current 18 provinces (maakunta) are organised around one main capital town.

At the local level municipalities are in charge of the actual provision of basic services for their inhabitants: education, kindergarten, healthcare, social services, water and energy supply, rescue services, waste management, environmental services, cultural activities, libraries etc. The municipalities have created many common organisations for specific tasks that ask for pooled resources (e.g. special healthcare, rescue operations, vocational education). The municipalities have a right to collect income and real estate taxes and the state provides a special subsidy to finance part of the tasks. Business development, rural/urban development, business consultancy services etc. are not obligatory for the municipalities, but they are actively engaged with these activities (Kuhmonen & Ruuska, 2020).

Punkalaidun is one of the 310 municipalities, established in 1639. It is located in the south-western corner of the province of Pirkanmaa (WGS 84: 61.11°N, 23.10°E) about 70 km south-west from the province capital Tampere. The oldest villages in current area of Punkalaidun have been situated there already in the 11th century. Typical peasant type culture has developed by the river of Punkalaidun where the fruitful river valleys and natural sites for good agricultural land locate (Punkalaidun municipality, 2021).

The surface of the municipality area is quite low-lying about 80-145 meters above the sea level. Total area of Punkalaidun is 364 km² of which only about 3 km² is water-covered, in the whole Finland inland waters cover over 10 % of total area. By contrast, in Punkalaidun there were 13,227 ha utilized agricultural area (UAA) in 2019, about 36 % of total area while in Finland the share of UAA is only about 7.5 %. Forests cover 208 km², 57 % of total area. Thus, over 90 % of the land area of Punkalaidun is agricultural or forest land (LUKE, 2020a).

There are two Natura2000 areas that cover partly Punkalaidun area, both of them mostly bog areas (Figure 1):

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- FI0200100, Telkunsuo, SAC/SPA, 902 ha of which about 64 ha in Punkalaidun
- FI0200094, Isosuo, SAC, 419 ha of which about 370 ha in Punkalaidun

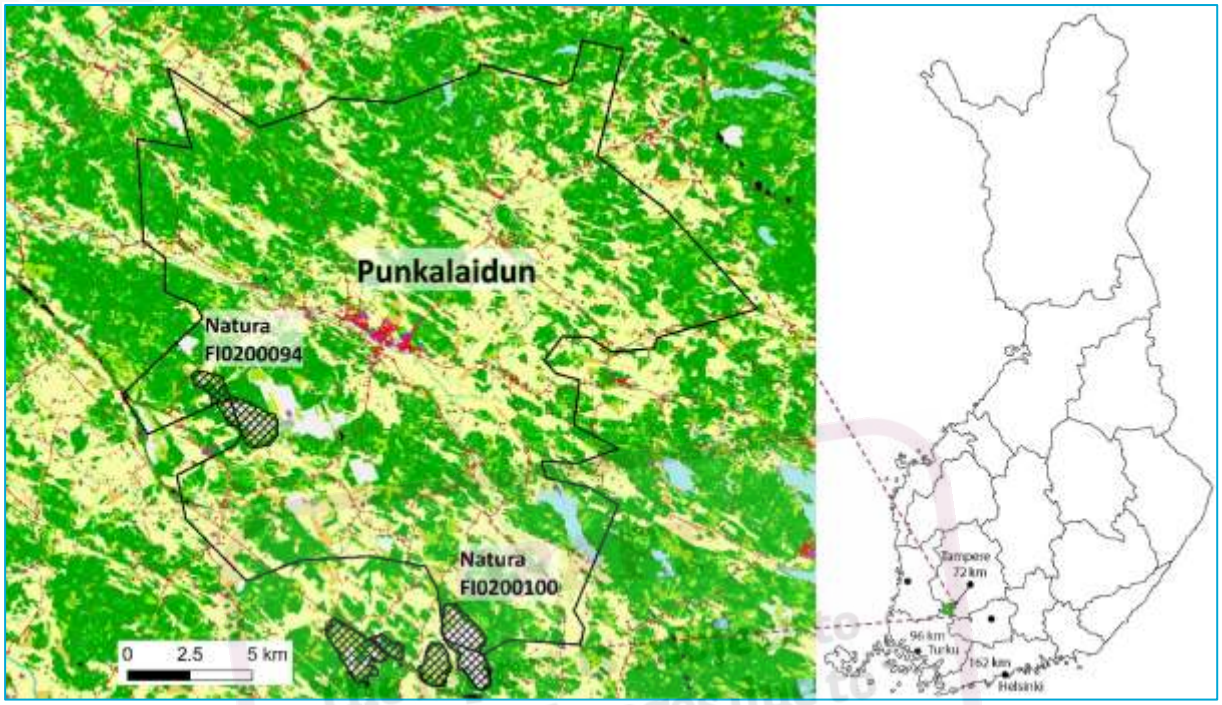

Figure 1. Corine Land Cover 2018 and Natura 2000 areas in Punkalaidun.

The population of Punkalaidun was 2828 in 2019, by population it was the 228th biggest municipality in Finland. Punkalaidun is sparsely populated. Population density is 7.8 people/km², while the average in Finland is 18.2 people/km² and The province of Pirkanmaa 41.1 people/km². During the past 20 years (2000-2019), the population of Punkalaidun has decreased from by 915 inhabitants (-24 %). The gender balance has been negative for females since 2006. Females were 48.7 % of Punkalaidun inhabitants in 2019.

The average age of people in Punkalaidun is 50.7 years (Finland 43.2, The province of Pirkanmaa 42.6). Population is getting older. In last 20 years, the average age has risen by 5.1 years. The share of 65 and more years old people increased from 26 % to 35 % and people from 15 to 64 years decreased from 55 % to 53 %. The people under 15 years old were 13 % of Punkalaidun population in 2019 (Figure 2).

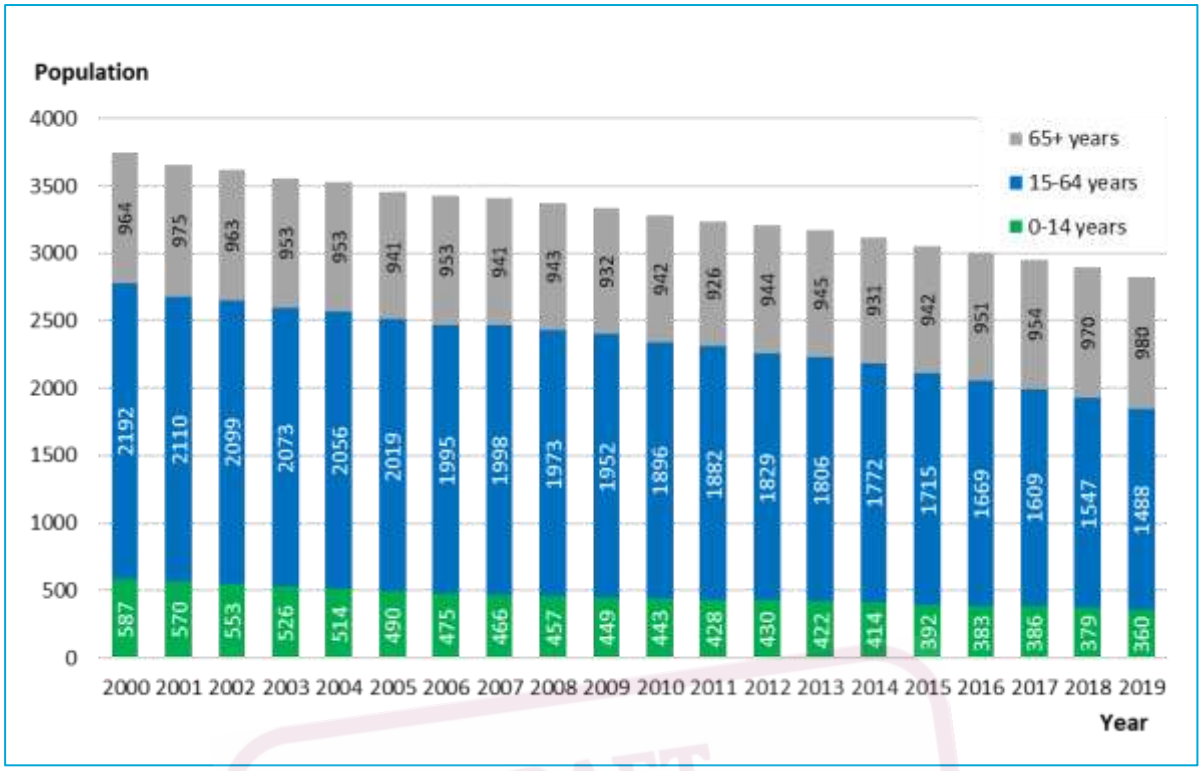

Figure 2. Population of Punkalaidun by age groups, years 2000-2019.
Source: derived from Statistics Finland (Population structure).

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The population dependency ratio[1] has gone up from 70 in 2000 to 90 in 2019 and working age population from 15 to 64 years has fallen quite sharply. In fact, only the number of males over 64 years has grown in this twenty-year period (Figure 3).

The international net migration has increased population in groups under 65 years but not yet enough to compensate the decline. In last twenty years, the population net increase has been negative both by difference of births and deaths and by intermunicipal in-out-migration (Statistics Finland, 2020c). On the contrary, the international migration has been positive but not strong enough to balance the total population decline (Figura 4). The depopulation is quite a challenge in Punkalaidun.

[1] Population dependency ratio is calculated as the total number of persons age 0-14 and the number of persons aged 65 and older divided by the number of persons aged 15-64. The figure obtained is multiplied by one hundred.

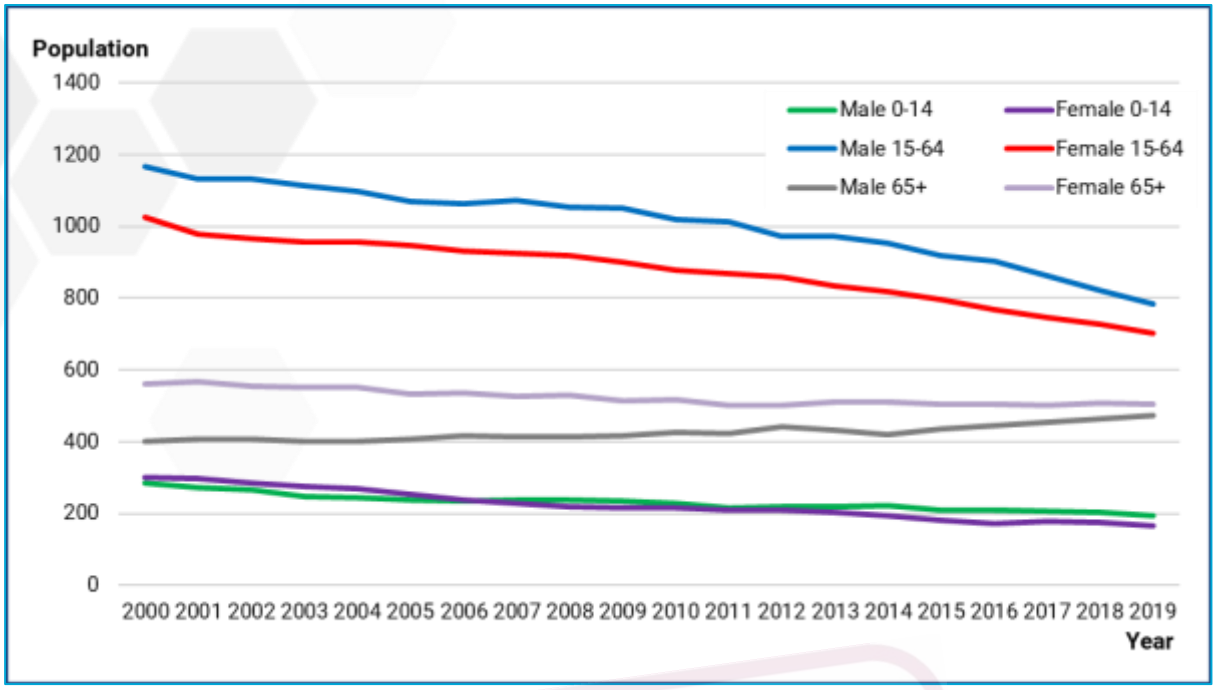

Figure 3. The population of Punkalaidun by age groups and gender, years 2000-2019.
Source: derived from Statistics Finland (Population structure).

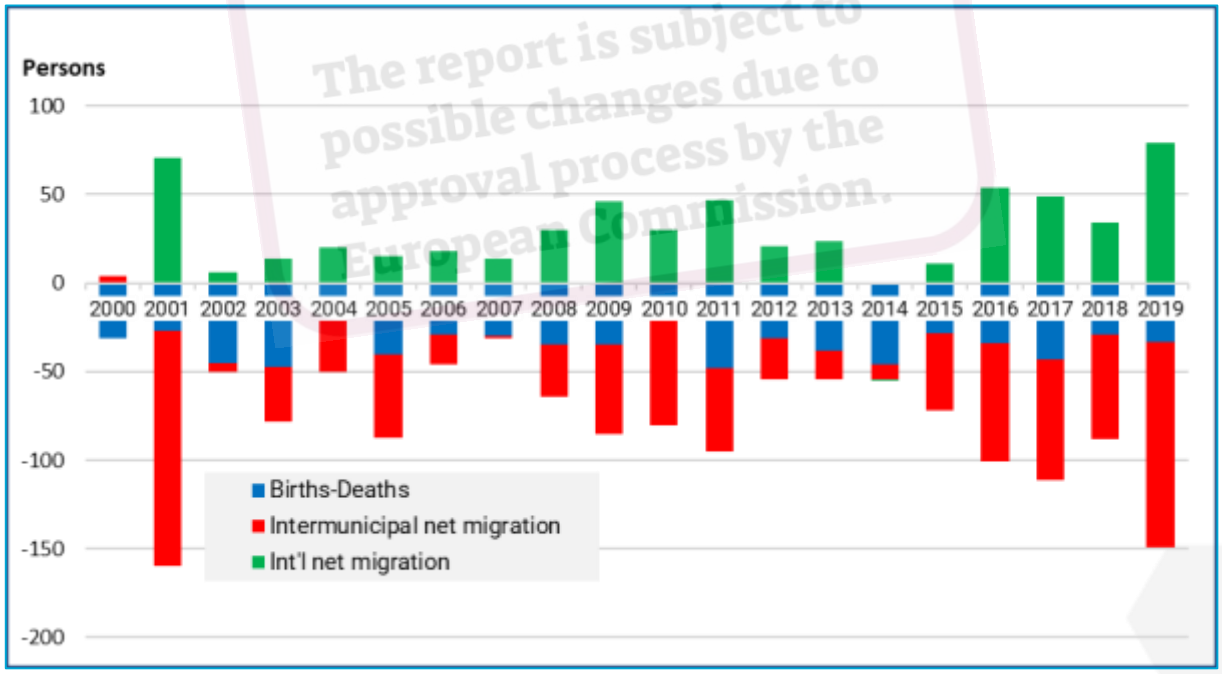

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Figure 4. Population variation by sources in Punkalaidun, years 2010-2019.
Source: derived from Statistics Finland (Population, migration).

Education

The education level in Punkalaidun is lower than in the province of Pirkanmaa or compared with national level. About one third of the inhabitants of Punkalaidun are without upper secondary qualification while in Pirkanmaa or in Finland only about 25 percent of people are without that education level. On the other hand, about one third of the citizens of Finland or The province of Pirkanmaa have tertiary level education while in Punkalaidun 20 percent of people have that higher level education (Table 1). Females are more educated than males both in Punkalaidun, provincial and national level.

Persons aged 15 or over		Punkalaidun municipality	Pirkanmaa province	Finland
Without upper secondary qualification	Total	35 %	24 %	26 %
	Males	36 %	24 %	28 %
	Females	33 %	24 %	25 %
With at least upper secondary qualification	Total	66 %	76 %	74 %
	Males	64 %	76 %	73 %
	Females	67 %	77 %	75 %
With tertiary level qualification	Total	20 %	33 %	32 %
	Males	17 %	30 %	28 %
	Females	24 %	36 %	36 %

Table 8. Population aged 15 or over by level of education in 2019

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Labor

The labor force of Punkalaidun was 1120 persons, 39 % of total population in 2018. The number of employed was 1042 persons, 36 % of the total population and 67 % of the working age (15-64 years) population. In the province of Pirkanmaa, the occupation rate was 71 and 72 at national level in 2018.

Due to decreasing and aging population, the labor force of Punkalaidun has decreased 15 % in last ten-year period and the economic dependency ratio has gone upwards to 177.9 in 2018 which is much higher than average in the province of Pirkanmaa of the whole Finland (Figure 5). The unemployment rate, on the contrary, is lower in Punkalaidun than at regional or national level (Figure 6). In December 2019 there were 74 unemployed jobseekers, the

unemployment rate was 6.4 % while in the province of Pirkanmaa it was 9.9 % and in the whole Finland 9.8 % (TEM 2020). It is remarkable though that, due to demography in Punkalaidun, since 2014 there have been more retired persons than employed persons (Statistics Finland, 2020b). In recent years the unemployment rate of Punkalaidun has been two to three percentage point lower among females than among males.

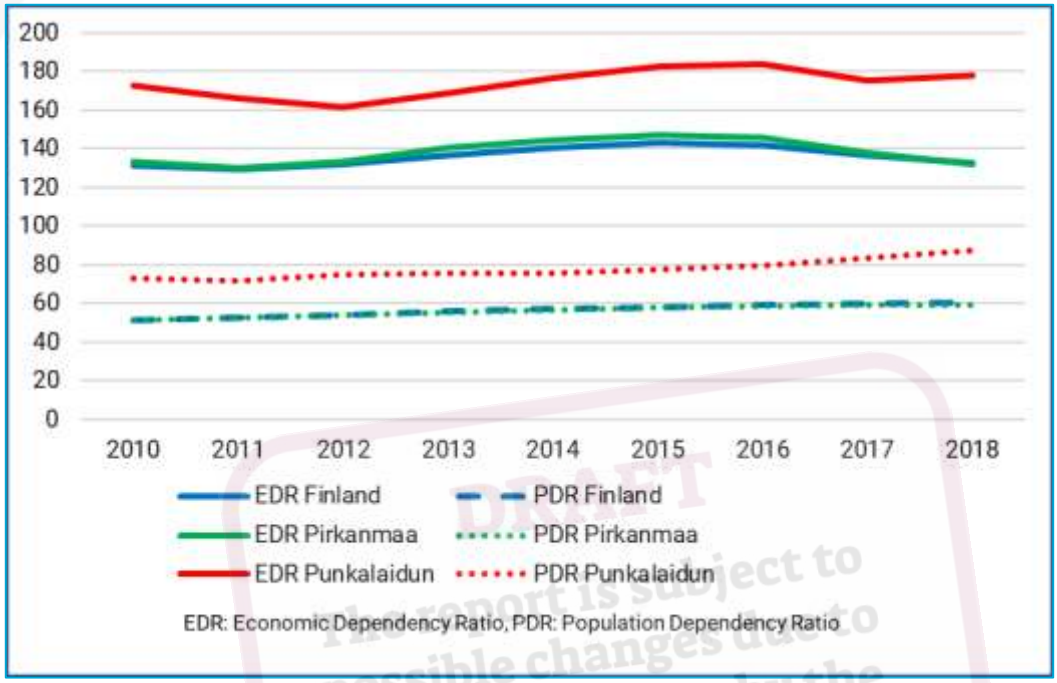

Figure 16: Economic and Population Dependency Ratios 2010-2018.
Source: derived from Statistics Finland.

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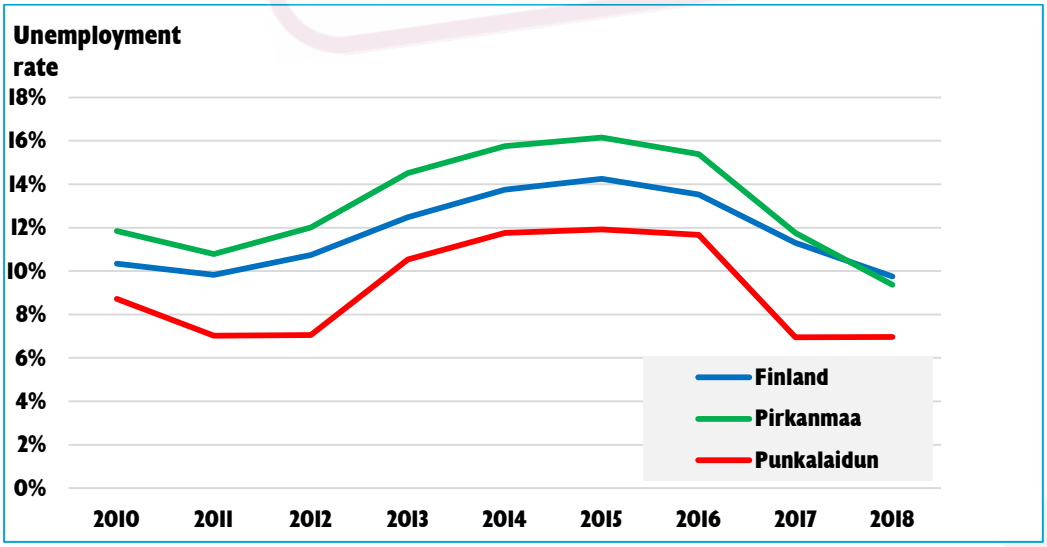

Figure 6: Unemployment rate in Punkalaidun, the province of Pirkanmaa and Finland 2010-2018.
Source: derived from Statistics Finland.

In rural-urban typology, Punkalaidun is categorized as a rural heartland area. The typology used by Statistics Finland is available in a small grid format (GIS) with seven categories and at the municipality level format with four categories (Helminen et al., 2014; Kuhmonen & Ruuska, 2020). This classification as a rural heartland area for Punkalaidun municipality is evident when we look at the typical land use and demographic characters or occupational structure of Punkalaidun.

Over 90 % of the land area of Punkalaidun is utilized in agriculture and forestry. Primary production of natural resources is an important source of employment. Agriculture, Forestry and fishing jobs had 19 % of employed labour force in 2018 meanwhile in the province of Pirkanmaa it was 2 % and in Finland 3 %. About 17 % of working people of Punkalaidun had jobs in industry and 64 % in services and administration (Table 2)[1]. Punkalaidun had 414 enterprises in 2019. There is one bigger industrial employer but most of the enterprises are small, about 1.6 staff-years per enterprise on average (Statistics Finland, 2020b).

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	Punkalaidun municipality	Pirkanmaa province	Finland
Agriculture, forestry and fishing	19 %	2 %	3 %
Industry	17 %	16 %	14 %
Private and public services, administration	64 %	82 %	83 %

Table 2: Labor force by industry in 2019.
Source: derived from Statistics Finland (Population, Employment).

Agriculture, multifunctional farming and rural tourism

There were 232 farms in Punkalaidun in 2019. Private persons owned 85.3 % of the farms. Less common were farming syndicates (8.6 %), heirs (4.3 %), limited companies (1.7 %). Males dominate farming in Punkalaidun. Females were the main farmers only in 15 % of the farms. The average age of farmers is 52.5 years, about the same as the average farmer's age in Finland. About 15 % of the farmers are 65 or more years and only 15 % of the farmers are under 40 years old (Ruokavirasto, 2020a).

[1] Division by industries derived from Employment Statistics of Finland (TOL 2008). Industry includes B. Mining and quarrying, C. Manufacturing, D. Electricity, gas, steam and air conditioning supply.

The number of active farms has been going down but it does not mean that farmland of those retired farmers would be abandoned. Other farmers usually rent or buy that land and continue to cultivate it. About 54 % of the farms cultivated rented farmland, in addition to their own land, covering 25 % of total UAA of Punkalaidun (Ruokavirasto, 2020a). The average farm size has gone upwards. In 2019, it was 57 ha, about 8 ha above the average Finnish farm size (Figure 7). Due to that structural change, the ownership or occupancy of arable land has become more concentrated.

Cultivated area (UAA) in Punkalaidun is 13.227 ha. In 2019 feed barley and oats covered about a half of total UAA, other grains 20 %, fodder grassland and pasture 15 %, nature management fields 8 %. Various plants and grassland covered the rest of the UAA. About 50 farms had animals for production. Dairy farming is slightly declining but there are still strong beef cattle and pig farming (LUKE, 2020a). In 2019 there were 13 organic farms, 5.6 % of all farms in Punkalaidun (LUKE, 2020b; Ruokavirasto, 2020b). The share of organic farms is lower than in the province of Pirkanmaa (13.5 %) or in Finland (10.7%).

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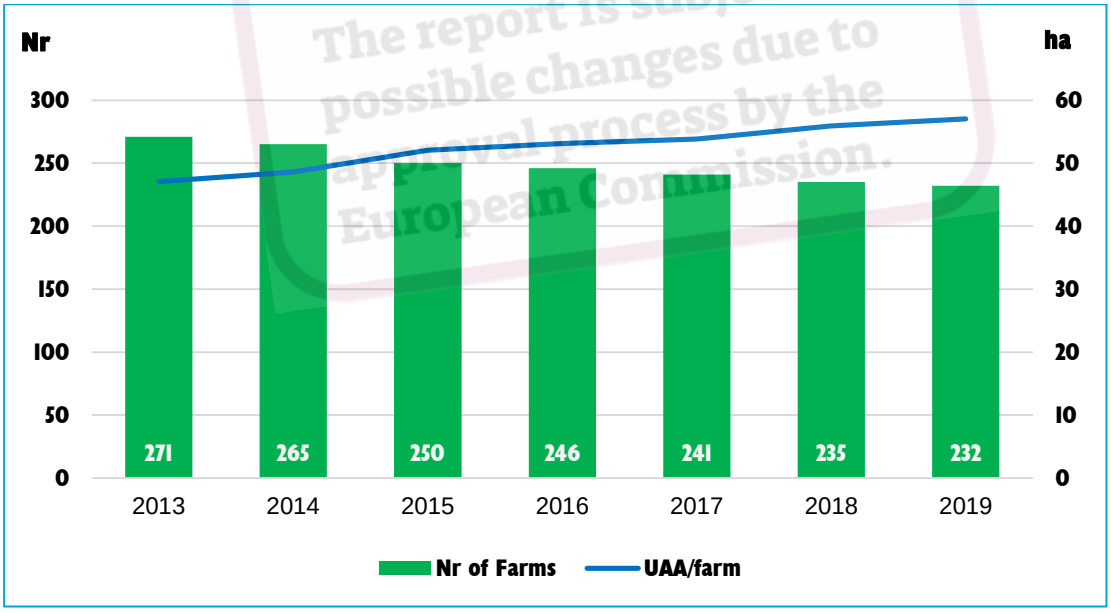

Figure 7: Number of farms and average cultivated area (ha, UAA/farm) in Punkalaidun.
Source: LUKE (2020)

For the agricultural production there are some natural advantages (e.g. climate, field structure) compared with many other parts of Finland. The agricultural traditions and lack of jobs in other industries have kept the significance of agriculture and forestry jobs high in

local employment. A typical farm in Punkalaidun is specializing in animal husbandry or growing grain for cattle feed. The way of using the farmland is quite stable. There have not been any remarkable signs of specializing in any special type, more market oriented plants or branding their agriculture to something special compared with other regions.

There are some special crop farms or multifunctional farms though. According to Aitojamakuja.fi database (Brahea Centre, 2020), in Punkalaidun there are four farms that sell their farm products on the farm or by some other alternative more local market than the centralized food processing and delivery system. That voluntary based database is not necessarily an exhaustive list of all such farms there. Also, farm machinery work services, forestry and bioenergy service works are typical for multifunctional farms (Punkalaidun municipality, 2020).

Tourism is not very significant business in Punkalaidun. A possible tourist attraction is for those who like to stay at peaceful and traditional rural culture and landscape. The old peasant type culture is one of the attractions that collect tourists and visitors. There is an Yli-Kirra museum complex that presents the old peasant type farming, machinery and building culture. Around that museum there is annual show called “Agricultural exhibition of all times” in one weekend of July.

There is also a popular traditional dance hall called “Särkän lava”, sometimes called the most beautiful dance hall in Finland because of its location by the narrow cape of Lake Vehkajärvi. Hundreds of people from large area visit there one night in a week in the summer time enjoying dancing and music.

There are no hotels in Punkalaidun but some B&B capacity and summer cottages to rent are available for accommodation (Punkalaidun Municipality, 2021). Most of the leisure time apartments, like summer cottages, 554 buildings in all, are for the owners’ own use (Statistics Finland, 2020a). Punkalaidun does not have that strong summer house settlement though because it is not a typical lakeside area. There is only one quite small lake. In many nearby municipalities and especially further in the lake district of central and eastern Finland summertime tourism and summer house settlement has more significance.

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Come Home practice context

The general objective of Come Home (Tule Kotiin) project was to find new inhabitants to the municipality of Punkalaidun. At first, the older people were invited to move back to their previous home region. Due to the encouraging results, they started the next stage of the project by which also younger people and families with children have been the target group of possible newcomers.

The background to the Come Home operations comes from the depopulation that has continued for a long time in the area of Punkalaidun municipality. The age structure has become more and more distorted. The population is getting older and the decline of working age population has steepened in last few years. In last two decades, the natural increase (births vs. deaths) of population has been negative every year. The intermunicipal net migration has been positive in the year 2000, after that negative. Only the international net migration has increased the population, but it has not been enough to compensate negative natural increase and intermunicipal migration. (Statistics Finland, 2020c).

The case study area has quite a long settlement history and strong traditions for agriculture and peasant type culture. The farmland takes relatively a much bigger share of land use than on average in Finland. Agriculture and forestry professions still hold a very high position of the labor force of Punkalaidun. On the other hand, there are not that many alternative jobs available. One typical way of returning to Punkalaidun is the succession of the family farm. Also in these cases the employment opportunities are often based on entrepreneurship.

"I am kind of newcomer here, not a returnee. We came here with my husband to run his family farm… and [after leaving the farmed animals] I have set up an enterprise as a side business of this farm" (FI9C/Int.14).

The technical and economic development of agriculture and structural change has led to decreasing needs of human labor and job opportunities also in primary production. There is one bigger manufacturing company which is an important industrial employer. Although there are quite good public services considering the size of population, there is a fear of weakening services due to declining and ageing population and tax revenues. Private services cannot grow and give more jobs either if the population and thus local customers keep declining.

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The community of Punkalaidun, both private and public actors and surrounding stakeholders have identified these challenges. They have not given up to finding ways to turn the migration patterns positive even though the population statistics have been so negative. All the local interviewees of this case study knew the reasons why the project like Come Home was necessary and reasonable to implement particularly in Punkalaidun.

"Depopulation is the issue that we have tried to react for years without very good success. We have a municipality where [old] people rather stay here to die than to move somewhere else. So, population is getting older and here are not too many families with children…We have many very small enterprises that can employ only one to two persons…and it is difficult to find successors. In agricultural enterprises it is a bit easier for new generation if it is possible to run a farm as a part-time farmer" (FI9C/ Int.2)

"Population projection of Punkalaidun is clearly the most negative between nearby four municipalities and the depopulation has continued for a long time… Perhaps there has been a need for a common agenda to consider ways to keep a sufficient level of local services and livelihood and attraction as a good place of living. So, something has to be done… this [Come Home project] is a logical continuum of earlier asylum seekers' integration efforts that has been implemented there earlier" (FI9C/ Int.7).

"Young people do not stay here because we don't have any schools for further studies after upper secondary school" (FI9C/ Int.16).

There are also positive factors that may explain why this kind of future oriented practices can happen. One interviewee who follows that community at the provincial level position, described Punkalaidun like this:

"It has been all the time a municipality that is geographically in the center of everything but still far away from everywhere…It has all the time looked kindly on regeneration… Their attitudes to asylum seekers, to entrepreneurship, to renewable energy sources and policy making have been affirmative… It definitely belongs to a group of optimists in bunch of small remote rural municipalities" (FI9C/ Int.21).

Indeed, many interviewees see the location of Punkalaidun as one of the strengths when competing against the depopulation. It is located by the border of four provinces. There are no big cities near that municipality but it is in some kind of center point of four provincial capitals (Tampere, Hämeenlinna, Pori, Turku), about 1-1½ hour drive from each city and two

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hour drive to the capital of Finland, Helsinki. A common impression seems to be that those distances are not any hindrances to reach more populated areas of Finland and to choose Punkalaidun as a good and peaceful place of living, especially when distance work has become more common and because they already have invested in fast internet connections to the remote villages too.

"We have about the same distance to Tampere, Turku and Pori. We are by the border of four provinces, so we have changed our message from 'central location' to message that we are in the middle of everything" (FI9C/ Int.1).

"We have good connections from here, this is anyway in the geographically center, big cities in every direction and some smaller ones too. I think this place has a good location" (FI9C/Int.11).

"Remote work is increasing…here we have excellent broadband connections by the optical cable from almost every corner of this area…These kind of small municipalities should hold up one's head high and market actively even abroad these places as place of living" FI9C/ Int.12

"I consider this as a very viable municipality because many things are turning to the direction that could have be seen already in 1980's and 1990's (things that we didn't want to see) …The basic services are in good shape and this is a safe place to live for families with children" (FI9C/ Int.3).

Another positive issue letting good start for the project that many interviewees mentioned, was the strong community spirit and liberality. Perhaps some proof of the liberality is that females have (at the moment of this study) leading positions in many key organizations: chairman of the municipal council, chairman of the local government, municipal manager, manager of administration and finance of municipality, parson of the local Lutheran parish.

There are many associations and NGO-organizations working closely together and in cooperation with municipal administration and enterprises. Also the local Lutheran parish and local newspaper Punkalaitumen Sanomat are important actors of that community. NGOs are active to produce leisure time and culture activities. The local administration has even outsourced some public services supply to local associations.

"It may sound a cliché that one of our big advantages is the community spirit, but this project has shown that it is not a cliché, it is a fact" (FI9C/ Int.6).

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"We have had the immigration detention center here for years…and we have warmly welcomed them [asylum seekers] and taken them with us to local actions and they are really good and hard-working people" (FI9C/ Int.8).

"We have a cooperation agreement to 4H and Workers' association to let them to produce some public services: 4H-association to youth and cultural activities from Workers' association" (FI9C/ Int.11).

"I think that one of our strength is…the community spirit. I mean, people in Punkalaidun feel strong regionalism" (FI9C/ Int.12).

"It is just this feeling of spaciousness and peace, persons feel they are noticed, almost everyone knows each other and we have the community spirit" (FI9C/ Int.14).

"… I told you about that sports club. They are the strengths that connect the families with children... and hunting clubs are extremely strong in this area. And there are people who have networks and information channels" (FI9C/ Int.3).

"If you [municipality] want be attractive you must know the whole chain…how to integrate newcomers there. If one's hobby is hunting, you help her/him to enter a hunting club…or think how easily children can enter a football club… In a municipality size of that there cannot be the case that anybody is left out from the community" (FI9C/Int.21).

The cooperation between local actors helped also in planning and getting funding for the Come Home project. Both the municipal administration and local Lutheran parish that were key organization hosting the project are worried about the depopulation and how it affects their operative and financial conditions in the future. Both organizations get their funding basically from tax revenues that are more or less depending on the amount of tax payers.

"I realized that this project might be even more important to the parish than to the municipality. They have bigger concern about the decreasing number of their members" (FI9C/Int.1.)

It is obvious that this innovative experiment of finding new ways to market small rural municipality to possible newcomers could not be realized without external funding and there where a possibility to apply some Leader funding to the project. Perhaps the municipality administration could have been more probable applicant for this kind of project because they had experience of running Leader projects and the context was close to them. Still, they decided that the parish applied the funding and thus took the administrative and

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operational liabilities of the project. So, the parish found a new way to get more publicity to get closer to peoples' everyday life. Municipal administration gave their expertise to help with administrative tasks and were also actively engaged in operational tasks.

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Origin of the practice

Punkalaidun has suffered from depopulation for years. Population is getting older and it is hard to create new jobs to the service sector due to decreasing population. There are not very strong absolute or competitive advantage to any industrial production or tourism. Therefore, the number of jobs have not grown either. Despite some possible competitive advantages of agriculture, the technological and structural development have decreased the number of jobs also in that branch. At youth point of view lack of further studying opportunities in Punkalaidun weakens their engagement to a home region in certain a phase of life. How many of them who move out after the studies will return is also an important issue for the settlement. Getting younger families there is an essential point to turn the natural increase of population positive.

There was a common concern about the fact that depopulation has continued for a long time in Punkalaidun and concerns about the ageing population and what kind of negative impacts that has to municipal public economy, to local services and to business life. The problems with depopulation reflected also at the local Lutheran parish because of the decreasing number of parishioners. Finnish Evangelical Lutheran Church have the right to levy tax, and they also receive public funding for handling important social tasks. Only the members of the Evangelical Lutheran Church of Finland and the members or the Finnish Orthodox Church are obligated to pay the church tax. Under the current tax system, parish councils set tax rates in the same way as municipalities (EVL, 2021).

The negative spiral caused by depopulation is an economic and operational problem for the whole community. Still there is a strong community spirit. Current inhabitants like to live there and they would not be pleased to move out from there unless they have to because of lack of jobs or education opportunities. The native Punkalaidun people believed that also other people might like to live there if they just got to know the place. One of the newcomers who first found a leisure time home from Punkalaidun "by chance" and after some years found a new job as an entrepreneur and moved permanently to Punkalaidun, stated their decision like this:

"I had made my career in Helsinki…then we bought a leisure time home from Punkalaidun and visited both in summer and winter time and spent all our leisure time there… We just

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became attached to that place and to people here…they became more and more familiar to us and in a way it was easy… That life in Helsinki region - we had already seen all of it, that's it" (FI9C/ Int.9).

In Punkalaidun there were previous experiences of affecting migration patterns with asylum seekers. Also, the municipality administration had experience of Leader funding due these integration projects. That knowledge encouraged officers from municipality administration and the local Lutheran parish to develop the idea to find new ways also to get positive migration with native people.

"Punkalaidun had visibility even at the EU-level because of their efforts at integration of asylum seekers. That was done in the former EU funding period 2007-2013… There was already an ambition to seek new inhabitants…After these projects, the municipal administration and the parish with Leader action group innovated the idea that why not to integrate native people here too. There are many retired people in Helsinki, Tampere or Turku regions, nicely surrounding Punkalaidun, who think about the return to their roots" (FI9C/Int.7).

"Perhaps the feeling was like crabbing to some straw when trying to increase the visibility and marketing so that people would move back to countryside" (FI19C/Int.1).

"we saw many people who asked if we knew any old houses that are for sale…already before this project we could see some kind of stream to this way" (FI9C/Int.4).

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Political incentive

At the same time, from the year 2015 the government of Finland prepared a massive reform to organize Finnish social and health services to a new mode (HE, 2017). The ageing population is also a nationwide challenge and especially to small municipalities. The reform would take the expensive social and health care responsibilities from municipalities to provincial level organizations.

A possible change in social and health care service structures that could decrease the economic risk of inhabit elderly and retired persons in a small municipality. An assumption that there could be many close to retiring age or retired people e.g. around the cities of Helsinki, Turku and Tampere regions who have roots in Punkalaidun region might be possible returnees made the promoters of Come Home project to think that elderly people could be a

good target group to the project. They do not seek a job any more but they ask services which might bring new enterprises, jobs in service sector and working age people too to Punkalaidun. This target group was somewhat surprising but after all it was seen to be logical in that community. There were some critics too though.

The first seeds of the idea for the Come Home project were sowed somewhere between the years 2015 and 2017 by the former municipal manager. Also the local parson and financial manager of the parish were mentioned in that context.

"Perhaps the idea came from innovative persons of Lutheran church, parson and others…financial manager was also in a central role and of course the municipal manager too" (FI9C/Int.7).

"It was the municipal manager got the original idea. It was not that ordinary that pensioners are the population who are wanted to move to municipalities" (FI19C/Int.11).

"Of course there might have been certain critics like why we draw pensioners, younger families are those we should draw. But very soon, I think, they stated that it was still a clever strategy… Traditionally, the municipality would not have drawn pensioners because they were seen costly in social and health costs point of view. After this [social and health services] goes to provincial organization, it will turn around. Pensioners are good tax payers to municipality and after the reform the services they use, mainly health services, are paid by government... The pensioners may become net payers from a municipal economy point of view." (FI9C/Int.12).

"In the beginning I thought that is there any advantage from this but afterwards I have had information that it has gone surprisingly well" (FI9C/Int.13).

"[Not sure about this strategy]…Perhaps Punkalaidun is searching for the visibility more from their safe, peaceful and open community spirit image… In fact, it is not any vitality politics, it is rather community politics, I think. Of course every newcomer bring some additional resource and jobs in a way or other and make it easier to maintain services" (FI9C/Int.21).

After all, at the first stage of the project from April 2018 to April 2019 the newcomer operations were targeted to elderly people but at a second stage from May 2019 to April 2020 the target group was young families with children.

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Actors involved

Operations for the better migration development in Punkalaidun are a wider phenomenon than just one development project in the two-year period. A wider perspective and background to those operations are explained in previous chapters of this report. In a local community there are many kinds of actors who are actively involved in maintaining and developing the livelihood and attractiveness of the home region. In case of Punkalaidun, there is a strong network of actors from public administration, local associations and enterprises.

In Come Home project the key organizations were the local Lutheran parish and the local public administration. It is not possible to forget the significance of community network including the voluntary sector and local enterprises either. Local sport clubs, hunting clubs and several associations, for instance the workers' association that takes care of many cultural activities, 4H association for youth actions, local Martha Organization, Rural Women's Advisory Organisation, village associations, The Mannerheim League for Child Welfare (MLL), local Red Cross department, local association of entrepreneurs. There are surprisingly many associations and communities for the municipality of that size. Come Home project perhaps gave them a new arena to shine.

"The Public administration or Parish cannot do that alone, they need all these voluntary actors" (FI9C/Int.12).

The parish had administrative responsibility of the project, hired the project coordinator and looked after the financial issues and other administrative issues. Municipality administration was more involved with actual tasks of the project and supported the work of the project coordinator. Even the office of the project coordinator was in town hall not in rooms of church.

One key person and most important to that project was definitely the project coordinator. In case study interviews her role became very evident. The role of former and present municipal manager and chief editor of local newspaper and Leader actions were mentioned too in interviews.

"[project coordinator] is really an energetic and active person and she got for instance the media collaboration working very well...We got nice reports on the media through this pro-

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ject and the point that a rural municipality really can do something to improve one's image, not just resign oneself to the destiny, rather affect it in many ways…

[municipal manager] is also very rich in ideas and she has ability to see and do many things in a different way than other managers…She is for instance keen on environmental aspects and see the significance of it to urban-rural interaction" (FI9C/Int.7).

"[project coordinator] is the key person because she has a very yielding way of writing. People were pleased to read those stories" (FI9C/Int.1).

"She was good leader for this project, she inspired many people" (FI9C/int.14).

"I think the results of this project are mostly thanks to her [project coordinator] efforts" (FI9C/Int15).

"She [project coordinator] activated collaboration and visibility almost to every system…brought out local services very well, also to us native inhabitants, services that we did not know to exist here" (FI9C/Int.20).

"Editor in chief was one of the best collaboration partners because through him we got so much publicity" (FI9C/Int.5).

"Editor in chief has networked quit well, so if something is unclear that I don't know what's going on, I call him and then it's clear" (FI9C/Int.10).

"The Leader group Joutsenten reitti has been a very strong actor here for years…[the manager of Leader group] has done really good work on this region, also in Punkalaidun" (FI9C/Int.5).

In a small and really tight community network with a low hierarchy it is easier for the key persons to operate. Especially if they get support from voluntary actors. It is also a matter of collaboration traditions and trust and respect between actors.

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Style of activities promoted

The Punkalaidun community had experience of integrating asylum seekers there and through these projects to positively affect migration patterns. Despite very challenging population forecasts they have not given up to try to turn the migration and natural increase more positive. Previous chapters of this report explained the background of recently implemented actions to affect the population structure, e.g. why they first choose the strategy of calling back the elderly and retired persons and later younger families.

The Come Home project was implemented in two periods from April 2018 to April 2019 and from May 2019 to April 2020. The strategy of that project was just to make the Punkalaidun and its special features better known to attract possible newcomers. Two of the basic ideas for that project were giving outside positive message and to do it together with the whole community with high self-confidence and pride. That may look simple, but it is not that common among the small regressive rural municipalities. The fact is that a small rural municipality and its possible attractive features as a good place of living remain unknown if nobody tells it loudly and makes it apparent.

"I believe that almost every municipality in Finland would need a project where it is possible to make the place more famous for positive message and thus also collect newcomers to move in" (FI9C/Int.5.).

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Resources

The actual financial resources were not that big. The administrator of the project, Punkalaidun Lutheran Parish applied funding from the local Leader action group. Total funding was 120,100 € for the two-year project period (EU 42 %, State of Finland 13 %, Municipal by Leader 20 %, Municipal direct funding 12.5 %, Church 12.5 %).

The justification for funding by Leader group was that the project had a new kind of approach to promote migration to returnees and to rural areas and rural development funding to the local Lutheran parish is reasonable because these project operations are not the normal day-to-day or legally based tasks of the parish (ELY Pirkanmaa, 2019). With that funding, they could hire one full-time project coordinator, cover administration expenses of

administrative organization and actual fieldwork of the project including promotion materials.

One of the first tasks of the project were to explore potential newcomers, in the first phase elderly people who had roots in Punkalaidun, and inform them as personally as possible about the good factors why it pays to move back "home". To build that network, the project staff contacted for instance people who had recently moved there. Mass media, project website, blogs, social media and many kinds of events were channels to spread the Come Home to Punkalaidun message. Also new promotion material for Punkalaidun was designed and delivered in various events not only in Punkalaidun but also further away.

Beforehand the assumption was that different kinds of events and meeting people could be the most important ways to give information and call people to Punkalaidun. After all, the social media was seen to be the most effective channel.

"Facebook was number one. In the second phase of the project Instagram came alongside. The project coordinator also actively offered articles to magazines and newspapers but print media was not that good even if we got through some good articles. Still, it is the e-media and website but especially Facebook that spreads the information" (FI9C/Int.11).

Right in the beginning the project staff realized that it is important to commit the whole community to that promotion work and to encourage people to tell about their daily life there. In the beginning, the public organizations, municipality administration and local parish organization became involved but also the rich number of local associations and enterprises were a part of a communication network. The project coordinator stated in local newspaper in April 2018:

"We try to raise good reasons to move back here and tell how much we have to offer … The cooperation between municipal administration and the local parish is important but also co-operation with associations and with all inhabitants. I hope every one of us could carry this project forward. Everyone can think about why we want to live in Punkalaidun…We have 60–70 active associations here. What could be a better way to get to know people and place than participate in different kinds of activities" (Punkalaitumen Sanomat, 2018)

The project coordinator who came to Punkalaidun from other part of Finland had a professional background in marketing and communication. She actively wrote stories about local entrepreneurs and ordinary persons of Punkalaidun. Through those stories, she made the

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Punkalaidun features, services, way of living and people better known both locally and outside the municipality. That strategy also committed local residents and entrepreneurs to market their home region and enterprises but also helped local residents to notice many good things in their home area. The communication by the positive aspect were seen good.

"I think that Come project was very innovative. She [project coordinator] brought out very nicely to our awareness smaller and bigger positive aspects of Punkalaidun. In a way, she opened eyes for many people to see such good things that they otherwise would not have seen...and she could make interesting stories about the persons I haven't noticed to exist…interesting persons… It just that it never militates against anything when bringing out positive things" (FI9C/Int.2).

Environmental aspects

In the Come Home project the environmental issues as such were not in the main focus. The Interviewees were willing to discuss more general about environmental aspects of Punkalaidun. The positive aspects were told mainly through stories of peoples' daily life or by reporting about some events happening there. Environmental aspects were not that much in the center of those stories. Surrounding nature is seen there as a natural thing without any bigger environmental problems. In all, this rural place was seen as a healthy place to live, both at physical and mental point of view.

"Here, like everywhere the environment is the issue that we talk about, in one way or another and we take care of the environment. But I do not know what it means to these native people or if they appreciate it. But for myself who comes here from the capital region…I think the environment is ideal here" (FI9C/Int.9).

"We really have that clean environment as a theme and I think that we do not have any problem with environment" (FI9C/Int.11).

"it is just this environment as a place of living that has been a great thing, this space and peace, people are listened to and almost everyone knows each other and we have this community spirit…I think the environment and nature is near to us" (FI9C/Int.14).

" there is room here to breathe and everyone has their own space" (FI9C/Int.4).

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Nearby waters have suffered from loadings to some extent. Seven interviewees mentioned about them but they also mentioned about the ongoing projects and CAP-regulations as a means of improve water quality. These projects were not part of the Come Home project.

"The tops of the river Kokemäenjoki stream from here and Loimaa and now we are together starting to fix them. It will be done with the community of local farmers" (FI9C/Int.3).

"here we use all the tools that EU-directives ask us to do to take these environmental issues into consideration" (FI9C/Int.6).

"Recently we have paid much attention to water conservation...In Punkalaidun, we are piloting the project for new water conservation solutions built together and participatory with local farmers" (FI9C/Int.7).

Agricultural landscape and interaction between farming, forestry and nature is more like a thing that has always been there. Concerning the questions of environmental aspects in interviews about 4/5 of the interviewees mentioned rural landscape either as a strength of the region or as a target that has been under development operations or otherwise mentioned in a favorable way. About half of the interviewees saw that the Come Home project somehow brought out the same message but more as a positive image issue.

"When I'm thinking the [project] communication… all pictures tell about the beautiful environment and beautiful landscape" (FI9C/Int.4).

"Of course that beautiful natural surrounding was emphasized, like do every municipality, but it does not especially stick out or stick in one's mind" (FI9C/Int.18).

Climate issues were brought out mainly by energy production matters and by municipal climate commitment. The Come Home project had no real role in these issues, only telling about these issues in social media and print media articles. On the other hand, the increased publicity and new channels to tell outside also from these issues perhaps gave positive feedback to local actors about their concrete efforts of competing against climate change. The transfer from fossil fuel to bioenergy was seen positive also for the landscape and local scenery.

"Punkalaidun is a HINKU [a commitment to cut the carbon emissions] municipality, been already about a year" (FI9C/Int.22).

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"This region has been neat since we had this wood-chip-biomass-fired power plant. Now these cutters drive at the edges of the fields and take the willow brushwood away." (FI9C/Int.1).

"it is too easily forgotten that we have strongly transferred from fossil fuels to wood-based bioenergy here" (FI9C/Int.3).

"The project group has discussed that here in rural area we have plenty of room to install solar panels and decrease the bill from electricity " (FI9C/Int .7).

"We try to reach the carbon neutrality. We have district heating and we develop it further but those efforts have begun after the project if I remember it right." (FI9C/Int.10).

Biodiversity issues were not familiar to interviewees, though, or that aspect was not seen problematic in Punkalaidun. That point was raised as a question to interviewees but still hardly anybody could say anything about it.

"I can't remember if anybody has mentioned about it. Everybody, also those who have moved here, tell more about the clean nature… and about safety and peace" (FI9C/Int.5).

"I like that we have diversity in our nature here, no problems in that sense, not that critical." (FI9C/Int.6).

The connection of agriculture and biodiversity was not mentioned either in this context. The attitude towards farming development seems to be almost submissive, like waiting more after political decisions than looking proactively for changes in consumer behavior possibilities, for instance in niche food markets. Every interviewee who told something about the structural development of agriculture estimated that farms continue getting bigger and there is no change in a visible future towards smaller-scale farming or agroecological farming. The food system does not yet give enough incentives to increase organic farming either.

"The profitability of farming has gone to that situation that farms must be very big to get a living to family or alternatively you have to specialize strongly in something. Traditional farming is disappearing" (FI9C/Int.8).

"Agriculture may develop towards bigger farms. Then the small farms will be sold and the big ones buy them" (FI9C/Int.15).

"If organic farming gets more subsidies then it might increase, if less, then it will decrease" (FI9C/Int.17).

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Innovativeness and replicability

A majority of interviewees saw the Come Home project having innovativeness. First, the administrative arrangement, collaboration of municipal administration and the local parish and involving parish to work together with local people by Leader project were seen a fresh idea. Also, the active marketing of Punkalaidun by positive stories and in rich variety of media was seen innovative. Involving the whole community in that work increased local self-esteem and knowledge about one's own living area and activated collaboration between various actors inside the community. Some of the interviewees saw that only as a normal marketing process though not that innovative.

Perhaps a choice to select retired persons as a target group of possible newcomers was daring and somewhat innovative, but also somewhat questionable. There wasn't though any bigger conflicts about that choice or about any other aspect of that project. One of the interviewees mentioned something about the jealousy of some actor's big publicity.

"I think the first innovative point was to have an understanding that we can 'sell' the home region to former residents. You can not necessarily see the good things that we have here. You have to be outside the shell to see the strengths" (FI9C/Int.2).

"It would be nice to think that there was some innovativeness but no, it was just marketing… In this case there was a deviant target group… and it attracted some attention" (FI9C/Int.12).

"There was some jealousy to be seen…Some people might have got annoyed about some others getting that much publicity…Perhaps there was not inside discussion in the beginning about the point of the project, discussion about our goals to make a feeling of doing together and a feeling of shared thing" (FI9C/Int.6).

"If I compare this project with some other projects here that are targeted to youth, so the [Come Home project] could have been more youthful too. But on the other hand, if we are trying to get elderly people to move to live here so…" (FI9C/Int.22).

Practice like Come Home project is quite easy to replicate, no interviewees questioned about that. Interviewees pointed out the crucial point of project leader for the successful practice. It is remarkable, too, that this kind practice work better in smaller and tightly networked communities like Punkalaidun.

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"The main thing is to recruit a suitable person to run it. If we asked from leading persons of Finnish rural municipalities and parishes if this kind of project could be good also in your community, everyone would say yes. Replicability is not a problem" (FI9C/Int.6).

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Synergies and networking

Depopulation is a challenge to many remote rural municipalities, also to neighboring ones of Punkalaidun. Rural municipalities are rather competing for possible newcomers than collaborating over the municipality borders to get more positive population development in that region. Administrative borders hinder collaboration to some extent. In many cases, native inhabitants have strong emotional ties to one's own municipality. Consolidations of municipalities are not easy. It is understandable. There is always a risk of losing authority and services in some part of new area if politics does not work.

Decreasing population reduces tax revenues and thus possibilities to maintain or develop public services. Sometimes consolidation is inevitable. Municipalities make bilateral or multilateral deals for common service production to find better cost-effectiveness and resources to investments, but still keep one's own local administration and some services like schools. So has done Punkalaidun too. The community has a strong identity and a desire to keep some independence.

Therefore, the Punkalaidun community makes the migration efforts for itself. Neighboring municipalities make their own. Although Punkalaidun does not seem to have any problems in collaboration with its neighbors, the collaboration between municipalities in migration efforts seem to be tiny. On the other hand collaboration and networks inside the municipality borders are tight and likely they have become even tighter by the Come Home project.

One interesting form of collaboration is the one between municipal administration and the local Lutheran parish. The Lutheran church has a strong position and structures in rural municipalities but perhaps it has been an underutilized resource in rural development. In Punkalaidun, they have had ability to involve the parish closer to local development by the Come Home project.

"two years ago when the parish started these [project] tasks, it was something very new. I mean that the parish has been more or less a hidden actor. An actor that has not made itself too visible or marketed itself. I think that this is one of the reasons why this project got that big publicity" (FI9C/Int.1).

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Local Lutheran parish is one part of state church in Finland. The Come Home project got publicity got publicity also due to that network. The Bishop of Turku Arcbishopric also awarded the project by Arkkipooki award (Turku Archbishopric, 2019).

One very important actor for building synergies and collaboration is probably the local newspaper Punkalaitumen Sanomat. It has been published since 1909. It is still locally owned and its circulation has been all the time only in Punkalaidun and in former inhabitants of Punkalaidun. At present, the publication has a circulation of about 3,100. More than half of the circulation is outside municipality borders to former inhabitants, students and summer time residents. The local newspaper was an important resource for the Come Home project (Punkalaitumen Sanomat, 2021).

The previous chapters of this report described how local enterprises and voluntary organizations were tied to these municipal marketing efforts. It seemed to happen mainly due to active and participatory work of the project coordinator but the tight local network and community spirit has helped that. Neighboring municipalities were not involved in the project actions. They seemed to be more or less bystanders. Is the community then too cliquey? One external evaluator gives some hints to that question.

"Punkalaidun is independent but not lonely…it is aware of itself but not arrogant or closing its borders. Instead it participates in various common structures. It is a small municipality that has networked in a modern way" (FI9C/Int.21).

Probably the most important external partner was the regional Leader action group. Of course they had an important role when granting the funding for the project but it is notable that other Leader projects in that region had created a good base for these kind actions. Come Home project was part of that rural development network.

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Policies and institutional supports

The strongest motivational factor for the Come Home project was no doubt the depopulation of Punkalaidun. Both the municipal administration and the local Lutheran parish had incentives to something to it. Also the local enterprises and inhabitants recognize the problem of population decline and ageing and loss of jobs and services. The municipal administration had also lately made some future-oriented decisions, for instance to build a new school and to build a broadband access to remote villages.

Some motivational factors for starting the project came also outside Punkalaidun. In chapter three of this report there is an explanation of the preparations of Finnish legislative reforms for organizing the social and health service to a new mode. That reform would have made the retired people perhaps more wanted newcomers since the economic risk of inhabiting them in small rural municipalities could become smaller. The awareness of these governmental actions perhaps encouraged the former municipal manager to give an idea of the project like Come Home. Another external factor to boost the project idea was the availability of Leader funding.

The Come Home project tasks for balancing the migration had a strong institutional support by the local public actors. A local Lutheran parish was a responsible administrator of the project and employed the project coordinator. The municipal administration was closely involved in the operative tasks of the project and supported the project coordinator in her work. In fact the project coordinator's office was in town hall.

For the Come Home project itself the interviewees did not see any political or other constraints. The questions of the basic problem, the depopulation of rural areas and how to affect it possibly by legislative or other public operations, turned out to be quite difficult for the interviewees. Still, the interviews brought some viewpoints to take into account to these matters.

The administrative actors had know-how for running the Leader projects and the expertise of the Leader group that was available before and during the project was appreciated. Still, the bureaucracy concerning EU-funding and subsidies, distance between provincial administration and the local actors and the top-down type administration model got some general comments. Also the effectiveness of project based development actions was challenged.

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"I think it [Leader group] has worked well. They have strong expertise that supports these goals. One thing that is bothering me is that often in these kind of projects, the idea and goals are very good but many times they are alive just the time when that project is running. They rarely have any permanent effects" (FI9C/Int.6).

"Those tables of ELY [Centres for Economic Development, Transport and the Environment] to fill, have lots of features that take unnecessarily time from the real work with people… I appreciate those officers but still, they could meet more face-to-face the personnel of various projects... If they are hanging just by the phone and computer, covered by their forms and simultaneously the project personnel work in a very other kind of a world, they never really meet each other" (FI9C/Int.5).

There were some more detailed critical opinions concerning the drivers and impacts of agricultural and forest policy which have an impact also to rural regeneration. The interviewees saw that current CAP-policy does not give enough incentives to rural regeneration.

"I have gone through the pain of agricultural EU-directives and their connection to actual farming works. How can it be so senseless that if you check the cross by accident in a wrong box, you alone are responsible for that? As an entrepreneur [in other field of business] I can somehow fix my mistakes but in agricultural [bureaucracy] matters you never have chance to do it" (FI9C/Int.3).

"Some part of the agricultural land remain in productive use, some part not, they move to land only for environmental purposes. They are not in active use, they just grow something and then, under the EU-regulations, the growth is cut down. We have lots of these kind of fields that are just circulated and cut down" (FI9C/Int.17).

"We talk about the storing the carbon in forests. In Britain, they talk about storing it in fields. We need various solutions [in environmental policy]… I think Punkalaidun could be an interesting base for those kinds of ideas" (FI9C/Int.21).

"we had this early retirement aid for farm entrepreneurs [until 2018]. Is there some correlation for it in this figure? [the interviewee means the difficulties to find successors and new entrants to farming]" (FI9C/Int.3).

The taxation system, building regulations and investments in infrastructure were some of the issues that were seen to affect migration and rural regeneration. Current policy practices were seen to favor centralized settlement.

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"We had that settlement model of two home municipalities in Finland but that, like all innovative experiments fall down when some fundamental law expert says that it is against the equality of people…In Sweden and Norway, they have been able to build those kinds of models" (FI9C/Int.7).

"Primary production dominates [economy] in Punkalaidun, producing raw materials to food and forest industry. Still, the headquarters of those companies are in Tampere, Turku, Helsinki and there they pay the corporate tax…How could we get a fairer system to that because the roots for the production chain start from rural areas and they use the roads and services here? So, shouldn't some part of that corporate tax return back here?" (FI9C/Int.7).

"We have to pay the real estate tax here too, even if we don't have those services, street lights and streets" (FI9C/Int.8).

"Unfortunately the actions of state authorities favor those people who live in cities…People are driven to move to close each other" (FI9C/Int.11).

"It is very difficult to change the leisure time home as a permanent home [for regulative reasons]. Building in rural areas is very difficult in many municipalities" (FI9C/Int.18).

One aspect was the attitude towards rural areas in media and at national level administration.

"The cities build themselves the urban decay. I hope that people won't become socially excluded. When people are incited to move to cities arguing that life is better there, we are in the minority against that communication" (FI9C/Int.1).

"The state of Finland could start a national Come Home campaign. Hundreds of thousands of people have moved to the USA, Sweden and Australia and everywhere in the world…We could be a haven, a safe place for those families who have children and are thinking about the schools for their children. We have great results in PISA surveys and a safety environment" (FI9C/Int.12).

These regulative, legislative and structural issues are complicated questions since the interviewees perhaps had not prepared themselves to answer these matters. It was easier for them to discuss the local matters which are closer to their everyday life. The more detailed remarks and development ideas could be more reachable in workshops and stakeholder meeting where the participants would be better prepared for these challenging matters before the discussion.

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Impact and perspectives

The Come Home project was brought to Punkalaidun as one new tool for controlling the depopulation there or even turn the population development positive in the future. The regressive development of both natural increase and intermunicipal migration have continued for years. They of course knew that this project could not turn the migration or natural increase suddenly positive.

They have had some development projects there before and the municipal administration has do its best to maintain good public services there. Residents of Punkalaidun seem to be proud and happy of their home region. They enjoy the good sides of the rural life. They enjoy the peaceful landscape and nature. We can see solidarity among people and strong community spirit. The big voluntary sector with dozens of associations and collaboration between them and with the public sector, tells about the activity and liveliness of that community. It also tells about the good democratic control and participatory decision making. The voluntary sector also produces some of the public culture services by the agreement with municipal administration.

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The equality of genders is not a problem. The interviewees were mainly surprised when they were asked about it. Females occupy all the leading positions both in municipal and parish administration. The Come Home project also brought out the female entrepreneurs and other female residents in its communication. But not by any certain purpose, assured the project coordinator. She had not paid any special attention to it. It just is like it is. One problem with the gender issue is that the number of young and working age females is decreasing faster than the number of males.

One proof of the community's openness and liberalism is the way they have responded to asylum seekers and to other foreigners. Their integration to that municipal community seems to be successful. Recent years the international migration has been the balancing factor for the population development of Punkalaidun. Without it, the depopulation would have been much stronger.

Still, the fact is, though, that there are also natural reasons for the depopulation and ageing. Like one of the interviewees told, Punkalaidun is in the center of everything but still far away from everywhere. It is in the intersection of four provinces, not very far from the biggest

cities in Finland but not in actual commuting area of them either. The youth has no possibilities to study there further after upper secondary school and therefore many young people move away right after they become adults. Because of the structure of economic life there are not enough jobs either to keep them there. There are many enterprises but typically each of them can employ only one or two people.

The agricultural structure has developed in a same way as in other parts of Finland. Farms are getting bigger and the number of farmers and agricultural jobs are decreasing. Technological development makes it possible to replace the human work with machinery and automation. Many of the farms can employ only part-time since the decline of animal husbandry. In Punkalaidun there are still some very strong farm enterprises that have invested much for the future. Their ability to employ is still very limited. The structural change of agriculture affects heavily to municipality like Punkalaidun which has been and still is so dependent on a primary sector. It is worth mentioning that in Punkalaidun the primary sector is involved strongly in local energy system transition from fossil fuel to local bioenergy and taking its local role to control the global climate change.

Based on case study interviews and statistics there are no signs of massive transfers to organic farming, agro-ecological ecosystems or other alternative food producing and delivery systems. Some interviewees mentioned the possibilities of transition towards more local and more transparent food system and thus better market incentives for local products. Even though they have some local food industry actors in Punkalaidun, the possible transition that could change the local agriculture and agricultural jobs were not strongly visible in the near future. The general picture of agriculture is based on current political control of CAP and the current centralized food system. In that sense, Punkalaidun does not jump out from some other area in Finland. The Come Home project did not concentrate to primary sector transitions and therefore it is impossible to judge its success in that point of view. Anyway, the current development in agriculture does not increase future jobs or settlement in Punkalaidun.

The persons interviewed could not raise any crucial ideas to have new bigger enterprises or jobs there. One sector that was mentioned having the possibilities to improve the employment situation was the health and social sector if they can have returnees or other elderly to move there. More residents mean more demand for local services and again more jobs. In

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that sense, also the strategy of the first phase of the Come Home project was approved there.

For the working age newcomers' settlement increasing remote work and residential multi-locality were seen to affect positively also in Punkalaidun. The publicity and positive communication that the Come Home project made for Punkalaidun and its services made this small rural municipality more visible and helped probably to reach that target group too. The COVID-19 pandemic increased, temporarily or permanently, the interest of rural areas as living or working space. The Come Home project was running only a short time during the pandemic but it is possible that for some "pandemic refugees" it was easier to notice Punkalaidun as escape room than without the project publicity. Many of them perhaps already had a leisure time or second home but some of these newcomers may have found a new nest from there.

The project started in April 2018. In the calendar years in 2018 and 2019, the net migration of Punkalaidun was still negative. Although statistics do not yet show any encouraging evidence for turning the depopulation to remigration, it is still too early to judge the efforts that have been done in Punkalaidun during 2018-2020 whether they have been a success or a failure.

The actions made recent years have nevertheless made Punkalaidun and its attractive features better known among possible newcomers. Also the current residents are better aware of local services, enterprises, voluntary organizations and people and of their home surroundings in all. The collaboration between the local actors of that community improved, no doubt. Probably the positive community spirit has strengthened due to positive communication and publicity. Since changes in migration pattern can be observed as a long-term phenomenon, it is difficult to evaluate the final success of the two-year project like Come Home through its fundamental goals. It can more or less open new ways to later possible positive migration and regeneration.

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ANNEX 1. The list of interviews

Code	Interviewee (Pseudonomy)	Gender	Role	Place and date of the interview	Other information
FI9C/Int.1	To	Female	c,f	Punkalaidun 1.10.2020	
FI9C/Int.2	Ou	Female	d,f	Punkalaidun 1.10. 2020	
FI9C/Int.3	Sa	Male	d	Punkalaidun 2.10. 2020	
FI9C/Int.4	Sa2	Female	d	Punkalaidun 2.10. 2020	
FI9C/Int.5	Ka	Female	b ,c, e	Punkalaidun 2.10. 2020	
FI9C/Int.6	Ja	Male	e	Punkalaidun 2.10. 2020	
FI9C/Int.7	Ri	Male	e	Teams 5.10.2020	
FI9C/Int.8	Ka2	Male	e	Phone 13.10.2020	
FI9C/Int.9	Ha	Male	a,d	Phone 9.10.2020	
FI9C/Int.10	La	Female	f	Teams&Phone 14.10.2020	
FI9C/Int.11	Mo	Female	c,e	Teams 15.10.2020	
FI9C/Int.12	Mo2	Male	e	Teams 16.10.2020	
FI9C/Int.13	Oi	Male	e	Phone 20.10.2020	
FI9C/Int.14	Ra	Female	d	Phone 21.10.2020	
FI9C/Int.15	Va	Female	d,e	Phone 26.10.2020	
FI9C/Int.16	Vu	Female	d,e	Phone 26.10.2020	
FI9C/Int.17	Yl	Male	a,d	Teams 27.10.2020	
FI9C/Int.18	Ha2	Male	e	Phone 17.11.2020	
FI9C/Int.19	Ra	Male	d,e	Phone 17.11.2020	
FI9C/Int.20	Ni	Female	d,e	Phone 3.12.2020	
FI9C/Int.21	Ha3	Male	f	Teams 9.12.2020	
FI9C/Int.22	Vi	Female	e,f	Teams 5.1.2021	

Role of the respondents:

a rural newcomers, new entrants or successors;

b promoters and actors involved in promising practices

c key informants on promising practices;

d Local entrepreneurs (especially in the main important sectors operating in the context analysed)

e Key persons in local communities, social networks or social movements;

f Local/regional politicians involved in the definition/implementation of policy measure related to rural newcomers, new entrants or successors;

g Responsible persons of local employers' association, farmers organisation and trade unions

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Case study report (Code HU10C)

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Newcomer artisans

Ibolya Czibere, Imre Kovách (UNIDEB)

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Characteristics of Hungary regarding ruralization

General tendencies in rural communities

According to the EU NUTS classification, Hungary has three NUTS I regions, seven NUTS II regions and 19 NUTS III regions (including Szabolcs-Szatmár-Bereg and Hajdú-Bihar counties) and Budapest. Between 2000 and 2016, 152 villages were promoted to town status, more than in the previous decade (Kovách-Megyesi 2018, Balogh-Kovách 2021), but the number of villages increased by approximately the same proportion, so the loss of rural population can be considered a consequence of out-migration and natural decline. The population of villages with unchanged administrative classification is stable, 2,972,667 people lived in these villages in 1995 and 2,894,854 people in 2016, which means a decrease of only about 78,000 people. In addition, more people lived in these villages between 2000 and 2008 than in 1995. About 80 percent of villages with less than 500 people are among the villages with declining population, and more than 50 percent of them have losses exceeding 20 percent. The larger the population of a village, the smaller the tendency of population decline, which shows that changes in the population of villages also result in a rearrangement of population processes between smaller and larger villages. A significant proportion of the inhabitants of small villages do not migrate to cities but to larger villages.

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Agriculture

In 2018, the size of agricultural area in production was 5.3 million hectares, including 4.3 million hectares of arable land, the value of the latter, calculated at average prices in 2018, was nearly 65,000 billion HUF. The economic (and at the same time social) significance of the value of arable land is increased by the fact that in the majority of 2089 villages, land is the most significant, sometimes sole, economic resource. In 2016, 42 percent of the utilized agricultural and forestry land was cultivated on a lease basis. The proportion of leased land in arable land is higher: 55 percent (HCSO, 2017). 42 percent of farms use leased land, which can account for half to three-quarters of all cultivated land on farms larger than 100 hectares and even more so on farms larger than 500 hectares (Csurgó et al., 2016). In fact, the degree of land use concentration has not decreased, and in most cases, the largest farms

have been split into smaller units due to a change in the distribution scheme of the EU's area-based subsidies. In agriculture, however, we can expect a maximum of 200,000 people to work actively, which shows a significant and rapid decline. As a result of specialization and mechanization, less and less labour is needed in the agricultural sector. However, there is also a shortage of skilled labour. The primary consequence of land concentration is the almost complete displacement of more than one million people from agriculture, which is one of the root causes of large-scale rural poverty.

The majority of farmers belong to the older age group, which may also mean further continuation of specialization. Younger producers farm on a larger area and have completely abandoned traditional forms of production. There is a significant correlation between the educational level of family farmers and the size of the land used (Kovách, 2016).

Newcomers in Hungary

In the period of the turn of the millennium, significant structural changes are taking place in Hungarian settlements, the significance of which resembles that of the intensive stages of urbanization. Migration to cities has not stopped, migration from villages to cities is also continuous, but migration from cities to smaller settlements is of the greatest importance. One of its destinations is the urban agglomeration, but larger social groups (especially the less wealthy) are also moving to small settlements further away from city centres. Data on changes of permanent residence show that population movement is intensive in both directions between towns and villages. Migration between the capital and villages was essentially similar in both directions, while the migration from villages to other towns was significantly stronger than the migration from the same settlement categories to villages. The migration of the population in between townships was slightly higher than the settlement of villagers in cities. Distinguishing between rural / urban areas is a particularly difficult task for agglomerations, because there are not too many differences between the living conditions of the population of townships in the administrative sense of the word and that of small agglomerations (Kovách, 2012).

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Due to unfavourable demographic trends, the number of permanent residents of villages in Hungary is still declining year by year. At the same time, there are tendencies that may help to slow down or possibly reverse this process in the future.

Reasons for moving to the city /countryside

The purpose of rural people moving to the city has not changed much since the beginning of the larger urbanization cycles. Those seeking better living conditions, jobs, better education and entertainment, and escaping from rural poverty aimed to settle in cities.

However, the reasons and motivations for moving to the countryside are much more diverse:

- the attractiveness of the rural idyll, the promise of ensuring living conditions (Földi 2000),
- the compulsion to change living conditions (e.g. housing, safety, pollution) (Koós 2007),
- changes in the occupational structure, an increase in the proportion of occupations in services and performing work that does not require being at a fixed location,
- accelerating spatial mobility and mass accessibility,
- technical development of communication, which makes it possible to bridge longer distances,
- changes in the value system (Kovách, 2012),
- tourism and the consequent new use of rural land (new business trend)
- some emigrants choose rural settlement as the location for their retirement years (Dagevos, et al, 2004).

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However, disadvantages can also be listed against moving to the countryside (Internet-7):

- From an allergological point of view, it is far from clear whether good air refers to air outside the city. The pollen concentration of ragweed, for example, is quite tolerable in the high season in Budapest, in contrast to some rural areas.
- Peace and quiet can be appealing to an overworked, stressed body for two to three days. Over time, however, the stimulus-poor environment is not relaxing, but rather bleak.

- If one wants culture, entertainment, nightlife, only the metropolitan environment will be able to satisfy this need.
- Big cities offer a much wider range of healthy eating and medicine supply. If we happen to need vitamins, proteins, food supplements, some villages will not be able to maintain even a simple herbal shop or pharmacy.
- According to a 2016 survey by the Institute of Sociology of the Hungarian Academy of Sciences, it is not the city that is the terrain of alienation, but the feeling of exclusion in the villages. Competition and hostility are also much more common in the countryside. It is presumably true that people in a village pay more attention to each other, but in most cases this attention is more of a burden than a help.
- According to HCSO data, life expectancy is by far the highest in Budapest in the whole country, for both men and women.

In Hungary, moving to villages takes place primarily in the forms described below.

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Moving to agglomerations

The countryside around the city consists of villages with a few thousand inhabitants located close to the city within a few tens of kilometres, with a high proportion of green space and a predominance of single-family homes, and to where the middle class moves out from the city. The rural space around the city provides security, healthy living, proximity to nature and the tranquillity of family life for those who live where traditions still live and an active community life can be created. Agglomeration-specific effects may be observed in about 6–700 settlements (approx. one-fifth of settlements). However, together with the population of the city centres, at least half of the population of the country lives in settlements belonging to an agglomeration.

The forced relocation of poorer citizens tends to be directed to more remote areas, while the middle class builds a new social status by moving to the countryside. In Hungary, residential parks (Csizmady 2008) and the special renovation of farmhouses (Tamáska 2006) are the visual signs of the appearance of people coming from cities. The relationship between the emigrants and the locals is controversial. The housing estate population is a separate, spatially segregated group in local society that has no real connection with others. Among the immigrants, there are emigrants who have no contact with the locals, use the

rural space as a sleeping village function, as well as urban emigrants who become local patriots and participate in the preservation of traditions together with the locals and whose settling down also took place in a spatially separated fashion (Kiss R. 2007).

The appearance of the urban population is transforming the structure of the local society, the age composition of which is shifting towards the younger generations (Molnárné 2008). Typically, the proportion of the more educated and the more employed increases (Csapák 2007). New local conflicts arise between locals and immigrants due to different values, and different attitudes towards local values (Szarvas 2007). The biggest source of conflict is the definition of development goals, because movers would prefer to keep the place calm and invest in infrastructure, while those who used to live in the given place would often prefer job creation. Local governments are key players in development, and immigrants, who are often more proficient in enforcing their interests, may take over control of local government over time.

It may be important for emigrants to separate residential parks from other parts of the settlement (Csizmady, 2008), where they can live in high-status, special-style residential buildings, accompanied by an increase in living space and a decrease in green space. The different lifestyle and consumption habits of this group change the previous social practices of the villages.

The characteristic elements of the transformation of space are the increase of living space, the change of the function of land use and the transformation of the landscape. The increase in residential space is the result of an increasing rate of urban consumption, of which two different types can be observed. One is the spontaneous population of the periphery, mainly a resort area, and the other is the construction of organized residential parks. In connection with the growth of the residential area, the use of land will also change, agriculture and the productive function of land use will be replaced by the residential and service function. Agglomerations are basically open to serving new needs, to changing functions, because they need new sources of livelihood due to the change of basic forms of production and the loss of space in agricultural production.

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Research locations: Socio-economic characteristics of Hajdú-Bihar County and Szabolcs-Szatmár-Bereg counties

The combined area of Hajdú-Bihar and Szabolcs-Szatmár-Bereg counties covers 10-15% of Hungary's territory, population and settlements, as well as its agricultural and arable land (Table 1). However, there are also important differences between the two counties:

- Hajdú-Bihar County is slightly larger, while Szabolcs-Szatmár County has a higher population. In the latter, the average population density is also higher, yet still falls short of the national average. The average income in both counties is significantly lower than the national average.
- The decisive form of agricultural production in both counties is the family farm. The role of agricultural enterprises in providing employment and income significantly exceeds national indicators. In Hajdú-Bihar, the proportion of the number of joint ventures (2%) is close to the national average (3%), but in Szabolcs-Szatmár-Bereg County, only 1% of agricultural enterprises are joint ventures.
- The rent of arable land in the two counties is almost the same as the national average (56-59 thousand HUF/ha), but there are significant differences in land prices. In Hajdú-Bihar County, land prices are exceptionally high, while land prices are approximately a third lower in Szabolcs-Szatmár-Bereg County, due to e.g. the quality of the land, the resulting different sowing structure, income-generating capacity, the different development levels of the processing industry and infrastructural differences.
- The settlement structure is markedly different in the two counties:
    - Most of the area of Hajdú-Bihar County is occupied by settlements with an agricultural town past, and most still boast city status. The majority of the population lives in settlements numbering 1,000-10,000 inhabitants. The threshold for urbanization is high, around 10,000 inhabitants. A large number of settlements with more or less urban functions results in the fragmentation of urban functions. The majority of the village population of the county lives in a more populous environment. The primary needs of these residents is

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provided locally, their local society is structured, and a significant number of people with higher education degrees also live in these settlements.

- The south-western part of Szabolcs-Szatmár-Bereg County is characterised by the same endowments as those of Hajdú-Bihar County. The other half of the county, however, includes a much smaller population but a much larger number of small settlements. Here the network of institutions is poor. In the small villages, basic services are inadequate and property values have fallen, i.e. development (housing, infrastructure) is scarce. Unemployment is well above average and commuting is difficult due to poor public transport. There is significant out-migration from the region, especially among the educated and physically active people. For these reasons, the demographic and social structure of the tiny and small villages is extremely distorted.

- The migration balance is negative in both counties for all types of settlements (table 2). It is not possible to clearly identify from migration statistics the rate of immigration to villages and small towns. According to national data, the majority of the villages in the two counties fall into the category of depopulation. Immigration may also be present in declining villages, but their proportion cannot be extracted from official migration statistics.

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Category	Measurement unit	Hajdú-Bihar County	Szabolcs Szatmár County	Hungary	Share of the two counties of national data
Territory	km2	6210	5936	93023	13
Number of settlements	no.	82	229	3155	10
Village	no.	61	201	2809	9
City	no.	21	28	346	14
Population	thousand persons	528	553	9773	11
Population density	persons/km2	85	93	105	
Average population of townships	thousand persons	1,7	1,3	1,0	
Average population of cities	thousand persons	20	11	20	
Urban population rate	%	80	54	71	
Average monthly earned income	thousand HUF/month/person	283	240	347	

Number of farms	no.	44377	72768	471930	25
of which joint ventures	no.	803	736	13002	12
Agricultural area	thousand	450	327	5309	15
of which arable land	thousand	325	251	4318	13
Land rent (arable land)	thousand HUF/ha	59	59	56	
Land price (arable land)	thousand HUF/ha	2083	1321	1487	
Total agricultural emissions	billion HUF	589*		2693	22
Gross agricultural value added	billion HUF	272*		1104	25
Net agricultural entrepreneurial income	billion HUF	195*		712	27

**Data for the Northern Great Plain region, which includes Jász-Nagykun-Szolnok County, in addition to the two counties under study.*

Table 1. Data of the two counties and Hungary (2018)

Source: HCSO (2021)

		balance of migration (person)		
location	**age of migrants**	**total balance**	**permanent**	**temporary**
Hajdú-Bihar County	**total**	-1923	-1340	-583
	0-4	-145	-54	-91
	5-9	-33	-27	-6
	10-14	-28	-48	20
	15-19	-30	-42	12
	20-24	-165	-83	-82
	25-29	-235	-163	-72
	30-34	-397	-258	-139
	35-39	-217	-146	-71
	40-59	-432	-347	-85
	60-X	-241	-172	-69
	Unknown			
Hajdú-Bihar County City	**total**	-898	-833	-65
	0-4	-106	-135	29
	5-9	-61	-28	-33
	10-14	37	-28	65
	15-19	145	-2	147
	20-24	57	7	50
	25-29	-4	-26	22
	30-34	-203	-95	-108
	35-39	-142	-81	-61
	40-59	-312	-257	-55
	60-X	-309	-188	-121

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Hajdú-Bihar County Town	**total**	-488	-206	-282
	0-4	32	31	1
	5-9	-3	-15	12
	10-14	-28	-24	-4
	15-19	-64	-13	-51
	20-24	-142	0	-142
	25-29	-126	-64	-62
	30-34	-88	-68	-20
	35-39	-11	-34	23
	40-59	-55	-55	0
	60-X	-3	36	-39
Hajdú-Bihar County village	**total**	-537	-301	-236
	0-4	-71	50	-121
	5-9	31	16	15
	10-14	-37	4	-41
	15-19	-111	-27	-84
	20-24	-80	-90	10
	25-29	-105	-73	-32
	30-34	-106	-95	-11
	35-39	-64	-31	-33
	40-59	-65	-35	-30
	60-X	71	-20	91
Szabolcs-Szatmár-Bereg County	**total**	-5192	-3210	-1982
	0-4	-424	-208	-216
	5-9	-227	-172	-55
	10-14	-194	-95	-99
	15-19	-374	-114	-260
	20-24	-729	-269	-460
	25-29	-925	-628	-297
	30-34	-640	-604	-36
	35-39	-416	-326	-90
	40-59	-978	-567	-411
	60-X	-285	-227	-58
Szabolcs-Szatmár-Bereg County city	**total**	1	151	-150
	0-4	192	83	109
	5-9	24	31	-7
	10-14	44	22	22
	15-19	-90	-26	-64
	20-24	-186	-57	-129
	25-29	-116	-55	-61
	30-34	9	25	-16
	35-39	20	24	-4
	40-59	-6	-8	2
	60-X	110	112	-2

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Szabolcs-Szatmár-Bereg County **town**	**total**	-1929	-1403	-526
	0-4	-170	-122	-48
	5-9	-120	-57	-63
	10-14	-45	-14	-31
	15-19	-48	-36	-12
	20-24	-199	-79	-120
	25-29	-333	-232	-101
	30-34	-275	-280	5
	35-39	-174	-154	-20
	40-59	-380	-257	-123
	60-X	-185	-172	-13
Szabolcs-Szatmár-Bereg County **village**	**total**	-3264	-1958	-1306
	0-4	-446	-169	-277
	5-9	-131	-146	15
	10-14	-193	-103	-90
	15-19	-236	-52	-184
	20-24	-344	-133	-211
	25-29	-476	-341	-135
	30-34	-374	-349	-25
	35-39	-262	-196	-66
	40-59	-592	-302	-290
	60-X	-210	-167	-43

Table 2. Migration balance of settlements in Hajdu-Bihar and Szabolcs-Szatmár counties (2019)
Source: Central Statistical Office, 2019

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Research methodology

20 semi-structured interviews were conducted with 17 respondents and 3 experts on the topic of people moving to villages. The research was carried out from summer 2020 to spring 2021 in two counties of the Northern Great Plain region, Hajdú-Bihar and Szabolcs-Szatmár-Bereg. The sample consisted of young people under 40 years of age who had moved to a small settlement (village or small town) in the region, worked locally and were primarily engaged in crafts in the broad sense. In all cases, the sample was taken by referral. Interviews with eligible interviewees were conducted online due to the epidemic situation (See Annex 1- Table 3). In all cases, interviews were recorded and transcribed verbatim.

The interview survey was based on three research dimensions. Firstly, the circumstances of the decision to move to a village were investigated, including motivations, reasons for choosing to settle, characteristics of the area and the reception, integration and reactions of the local people. Secondly, we looked at the process of settling down and the characteristics of their activities in the area. In particular, we were interested to see what impact interviewees had on their area by moving in and starting their activities. In this context, we asked about the importance of innovation and, closely related to this, how interviewees make their own activities known, what information technology and marketing tools they use to make themselves visible and accessible while living in a small town. In this topic, we asked interviewees about their contacts, their local networking, networking characteristics, areas of interest, opportunities for advocacy, and their relations (positive and negative relations and reasons for lack of contact) with local organisations and key stakeholders. Thirdly, the impact of their activities was examined, in particular through the context of rural “recovery”.

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Results

Reasons and motivations for moving to villages

In most cases, the decision to move to villages was influenced by previous family ties that in some way linked the young out-migrants to the village or small rural town. It was mainly the rural property and land owned by their parents that attracted the respondents to the villages, but there was also a desire to experience rural life. One group of respondents, in addition to working locally or in a different place, have taken up community development activities among the local population, while another group has moved to a village to start a business.

One of those involved ***in community development and advocacy activities*** is a craftsman who, following his failed entrepreneurial attempts in the city, moved to the village and started to organise regular craft sessions for children attending the local village Greek Catholic Church group, this time free of charge. In this environment, his primary aim is to enable children from a village with a significant Greek Catholic community, who, due to the poverty of the village, go to schools in 3-4 different villages, to meet each other locally and form a local children's community.

"...but here, there is nothing for these children and these families. And now, with the crafts, every two weeks or every month, depending on how we can provide the place and how I have free time, I give the children a craft session. We are open mainly to those attending religious education, and not only to Greek Catholics, but to anyone. And so I don't hope to make a profit from it, as the aim is not to make a profit in the first place, but rather just to give a little boost to their community life. So that a small community among these children can develop here, which can move this municipality forward " (HU10C/Int. 3).

One of the specific areas of community development activity is the involvement of local representatives. The activity and local involvement of young graduates who settle in a village quickly earns them the recognition and trust of the local people, even in the role of decision-makers and representatives. In this case, the motivation for moving to the village and choosing to live in a village was the need to be close to the family and to experience family ties and bonds on a daily basis. However, the primary motivation was not the use of family assets or the seizing of opportunities offered by the family. The decision to move to the

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village was motivated by the aim of building an independent career path, and the desire to find a job within the respondent's own field (social worker). His degree in social work led him to a middle management position in the social field, which accelerated his visibility and networking in the village.

"So even then my parents helped me a lot, they were a great help to me, but I didn't really feel comfortable in this situation, that I was in Budapest, but I couldn't really support myself, and that frustrated me, and that's why I thought that it might be better to move home, because then I could save a little more here in the future. So that was one of my motivations to move home. The other reason was that I consider myself to be quite family-centric, so when I lived in Budapest, I visited my parents and grandparents almost weekly, and my brothers and sisters live in the municipality, so nobody else moved away except me, and I didn't want to move very, very far away from the family, because it's a very important thing in my life, and that's why I decided to move home, or to move a little closer" (HU10C/Int. 8).

Also part of the wider community building activities is the NGO activity, which, based on the village's characteristics, undertook nature conservation and species protection activities, as well as environmental sensitisation of the population, combined with a livestock breeding programme, in the framework of a public NGO foundation. The dedicated organisation of the work of this public NGO required moving to a nearby village.

"They are a bridge between city people, rural people and their activities. They're getting people interested in how an 8-900 kg animal can be as friendly and handsy as a dog. This makes them listen to us and all senses are affected when they come out here, they can touch, see, smell, and hear everything. Also, I can tell them information about our daily activities that is very well incorporated in the knowledge of either the children or adults, because when they are asked questions at the end about our activities to see if they were listening, it shows that they are being taken out of institutional education and given an education outside of the institution, like some sort of an experience-rich training" (HU10C/Int. 1).

On of the models within the range of motivations to ***farm and start a business***, is about the determination to gain experience abroad. An artisanal chocolate maker started her small manufactory after getting to know an artisanal manufactory in Australia and decided to start a similar one in Hungary. To do this, she had to obtain another professional qualification (pastry chef) in addition to her degree in foreign trade and moved to a small village.

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"I was originally a foreign trade student at the Budapest College and when I met my husband, we moved together and he did a double degree course in the Netherlands in cooperation with the University of Debrecen. And from there we got out to Australia through his external supervisor. And I was introduced to this artisan chocolate making there in a small factory like mine. And that's where I fell in love with it. Then when we moved back home from Australia at the end of 2012, and that's when I decided that I wanted to do it here at home" (HU10C/Int. 4).

Family motivation and the opportunities offered by parents and grandparents living in the village also play an important role in the decision to move to villages. Young people who have moved away from the village during their school years and career building gradually re-integrate into village life when opportunities arise (mainly family support, family assets or family opportunities), especially in the hope of starting a small business. For example, in the family where the primary objective was to take over the vegetable growing and processing business, a small herd of mangalitsa was planned as an additional activity, managed by the family's child from Budapest. Plans for livestock production did not allow him to be away from the farm for several days, so he moved to the village. However, as a consequence of the mangalitsa breeding, the family has given up vegetable farming and grows only organic fodder crops for their mangalitsa. After moving back home, the young settler started meat processing. They do not sell live animals, but their own processed (artisanal) meat products. His family supports this activity by performing related work.

"I was still coming home from Budapest on weekends and then I decided that I couldn't go on like this, but I would start my own little business and whatever would happen would happen. It was very difficult at the beginning, obviously it's not like from the next day I already know all ins and outs of breeding, animal husbandry, pigs, especially mangalitsa… but the basics were there, thank God. The farm location and the feed. It is very important that we feed the animals organically produced feed" (HU10C/Int. 5).

The small artisanal meat processing farm was set up as a family farm, in which the husband's butchery experience was the main skill, and the wife worked as an event organiser for a metropolitan municipality. Following the birth of their child, they decided to build a farm on the outskirts of a village, where they keep animals and a small processing plant where they

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produce and sell their own pork products to shops and local residents. Their products are preservative-free, artificial colouring-free and very popular.

"Actually, my husband has been a plant manager and a product manager for years. And we had this idea of starting out at the time of COVID. Well, people will always want to eat. So we were sure that they would really like our products, the taste of it. It's very important in today's world that all our products are without preservatives, we don't use any colourings, as we were sure that this is the future. Everyone, I think, is now looking more and more at what they eat" (HU10C/Int. 6).

Young people who were planning a new career on their parents' farms in the countryside after a longer period of urban life were also taking advantage of family opportunities. They planned to start farming on small parcels of land that their parents had not yet used (rented out), i.e. they wanted to set up a small farm in an area where their parents did not farm but still had the necessary assets.

"I come from a family whose ancestors were traditional farmers, but that was interrupted on my grandparents' side and my family lived a small-town life. (...) My husband and I both thought that if we were going to start a family, a rural or even village lifestyle was more suitable than a metropolitan lifestyle. On the other hand, there was also the fact that his family had small, really very small plots of land, so we saw an opportunity to go home and do something and really turn these assets into a farm, so to speak" (HU10C/Int. 10).

Asset conversion is also a form of family motivation. In this situation, the young person living in the city, out of necessity, takes over the agricultural business from his father, who had a one-third share in it, only to save the property. Family reasons included the father's severe alcoholism and constant stay abroad. In this situation, the young man sold the farm and started a successful metalworking business in the village, which has eventually tied his life to the settlement.

"So it looked like he didn't want to deal with it anymore, he likes to travel, and, to put it nicely, well, there's no nice way to put it. His life was ruined by drinking, so he's not really into that sort of thing anymore. I had to realise that either I'd take it over and try to make the most of it, or it would be lost forever. And then it becomes nothing, so I sort of undertook this duty" (HU10C/Int. 16).

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We also asked each interviewee about who and how they were helped by in the process of settling down. In general, the interviewed young people who moved from cities to villages relied on their own resources or family support to move to the villages. They did not ask for, seek or receive any support or assistance at institutional level (state, municipal). It is a general characteristic that none of the villages where the interviewed farmers moved has a strategy to attract young people, nor do they have support to facilitate moving, or at least young people are not aware of such programmes. The only source of support for young people to move was their families (in addition, of course, to their own assets).

"There was no such thing, I didn't ask for it. So it was really just my family members, for example, my mother-in-law looked after the kids while, say, I was doing handicrafts. Or my husband, for example, bought me website space. So there were things like that, but in the end I didn't really ask for them. I didn't really look into how I could actually take advantage of that" (HU10C/Int. 3).

"I'm lucky in that respect, and I'd like to point that out, because obviously on my father's side of the family, the feed and the agricultural background were a given. And on my mother's side, my mother deals with writing applications, and helping with applications and grants was an obvious thing"(HU10C/Int. 5)

*"No, we only had our own resources - the little money we had saved - and also with help from parents. So we had maximum support from parents on both sides." (*HU10C/Int. 6).

"As for me, I was lucky enough to have a place to move back home to my parents. So I was lucky that my grandparents are still alive, my grandmother also lives in the village, so I had the opportunity to move home. But otherwise there was nothing, or very little, there are no such initiatives either from any organisation or from the municipality to support young people to settle there, or stay there as professionals" (HU10C/Int. 8).

We also wanted to know whether the young people moving into the villages motivated other young people, whether it created an open environment that encouraged others to settle in the village. The unanimous response was that none of the young people interviewed felt that either their craft, their community development work, their business or simply the fact of moving had been an example or a model for other young people to follow. All of them felt that their decision was unique in this sense and that its impact on the future plans of others was not significant.

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"Well, if you're not motivated in the first place, I don't think you're easily convinced. And I don't want to convince anybody. Anyone who has the inclination or, I don't know, the desire, will certainly take it up on their own, of course, if they have the stamina and the courage. Courage, above all, but I'm not trying to convince anyone" (HU10C/Int. 17).

Barriers, conflicts, conflicts of interest, reception when moving to the village

One type of local conflict or difficulty mentioned by young people is personal resentment and consequent defiant non-cooperation due to previous local grievances between key people in the municipality. Young people generally have no contact with the leaders of the municipalities and no conflicts between them were mentioned at all. Nevertheless, negative relations between village leaders make it difficult for them to integrate and cooperate with the indigenous villagers. The role of the mayor is the most prominent, with young people perceiving his role as the most damaging to community organisation and the existence of local initiatives.

"People are very resentful around here. And they're so stuck in this resentment, which I think is selfish and egotistical because they're not serving the cause. So if you are serving a cause and you are fighting for something, and it is not about you, but something else, then there is no room for even short-term resentment, but definitely not long-term resentment. So I think that if the mayor was really looking after the interests of the village, he would not play the offended person in each and every move of his... I think that it's just such a stuck-up thing not to cooperate with anyone, not to see the opportunity, not to look for the possibilities. However, I have had no conflict with him, I don't know him very well, but I know who he is, I know what he looks like, but the main point is that I still don't think it's a good thing. And it does put a stigma on the village that it has had such a leader for decades" (HU10C/Int.1).

The other type of conflict is local resentment and conflicts of interest with young people who are moving in. Interestingly, conflicts of interest do not arise between those active in the market segment, but primarily between people in the local authorities and newcomer young people active in community development or the local public life. The main reason for this is that residents get to know the young people - most with higher education degree -

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who are present at all events very quickly, as they take the initiative, and take on organisational and coordinating tasks, and do not isolate themselves from the community. Although the village leaders and representatives initially welcome the arrival of young people with more than one higher education degree, but their entry sooner or later results in a serious conflict of interest with the local political leadership.

"At first there was no conflict of interest, then I was asked to chair the local heritage committee, because they saw that I had a bit of ambition in that direction. I accepted. And then, at various events, I tried to play an active role, I introduced myself, I stopped to talk to everyone, so I always had a good word to say to everyone. The mayor at the time, or the current mayor, or the representative at the time, noticed this. At first I didn't think it was such a big or bad thing that I was talking to people and people were happy to see me, and I was getting on well with them. But then they thought that I was a kind of an opponent, even though at the time I didn't have any such thoughts about being a member of parliament or a mayor or whatever" (HU10C/Int. 8).

Among the conflicts and perceived local difficulties, young people also mentioned "land hunger" as a major problem, i.e. the fact that the development of their businesses is significantly limited by the lack of land in their area. Some older large landowners hold a large part of the land around villages, which limits young people's access to land and thus the realisation of their further ideas. In order to ensure their continued development and the expected standard of living, they would need to purchase additional land, which is not available to them. From an economic point of view, this is a strong constraint, but it also affects their ability to develop their technology.

"There are a number of older, larger farmers in the area who are holding on to their farms, and we used to say that there is a very big hunger for land. So a lot of times, even if you had the financial resources, you can't expand your land because there's just no land for sale. Everybody holds on to what they have and they don't sell it, and this makes it difficult for a farmer not only to start but also to reach further milestones… and in order to maintain a normal standard of living, one needs to be able to develop continuously, which is not possible without access to land" (HU10C/Int.10).

Another major problem mentioned by young people moving to the village is the separation from their friends and acquaintances in the city. They find it difficult to organise get-

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togethers with friends, and these events only tend to show how much they cannot understand each other, to an increasing extent, over time. It seems that for some young people starting businesses in villages, it is a major problem that different interests create a communication gap between them.

"The difficulty of everyday life is that we who are farmers are busy with our own little worlds, our little farms with our little daily things, and we find it difficult to meet each other because everybody is trying to sort out their own farms, and we just find it difficult to meet. And the people we do meet, they're not necessarily young people with the same interests as we have." (HU10C/Int.10).

Another problem of everyday life is the difficulty of organising the common leisure activities that used to be regular. For young people moving to villages, the time structure and rhythm of life often changes to such extent that they are unable to join the leisure activities of friends still living in the cities (i.e. weekend trips, Saturday night entertainment, holidays, etc.), so that sooner or later that group of friends is left behind and they are left on their own in the village.

"It doesn't necessarily work for us to go on a weekend trip with them, or go out with them on a Saturday night, or just go fishing. So we don't always get to participate in those events, and then, from then on we fall out of that group and very quickly you're on your own. (...) Or, they go on holiday in the summer and let's say they invite us to join them, but then it's impossible for us to join them, as we want to go on holiday in February… which they don't understand. " (HU10C/Int.10).

Of the various difficulties (or, rather, threats), the possibility of a competitive situation was also highlighted. Competition was mentioned mainly by young entrepreneurs/farmers, and not by those engaged in community activities, in the context that it is not very damaging to the interests of local farmers engaged in classical arable farming if a small entrepreneur enters and starts to grow classical crops (wheat, maize, etc.) on a few tens of hectares. However, this is not the case for artisanal producers, i.e. food producers. In their opinion, a small village cannot support, for example, two small cheese factories. For this reason, even if more young people want to do the same or join the same activity, it is not a viable option for them. Interestingly, the idea of alliances and cooperation did not even occur to the

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newcomers in this area, however, they cannot come across any cooperating businesses or local actors in their environment.

"I think it depends on the activity. If we're talking about classic arable farming, or large-scale farming, then I think there's no problem, but with these small-scale, family-scale artisanal products, there's a problem with that. So a municipality, a small municipality like this is not going to support two small cheese factories" (HU10C/Int.10).

In addition, the differences in thinking between the different generations were also mentioned as a problem and a difficulty by the young people who moved in. These problems mainly stem from differences of opinion on the introduction of innovations. The need to use technology in enterprises run by older farmers, mostly family members (parents, grandparents), differs very significantly between older and younger generations. Young people are keen to apply what they have learnt at the university to their farms, but face strong resistance from older family members (e.g. precision farming).

"Often they see the future in continuing to do things the same way they have been doing for 50 years, and we imagine a future where we can use what we learnt at the university and the several decades of research in precision farming. We could do it differently and maybe that's what so often comes into conflict" (HU10C/Int.10).

It is an important characteristic of the initiatives observed among young newcomers is that they are tend to be different from the mass, and do not carry out activities/produce products that are familiar locally, but seek to be different, new, to find niches in the market or to connect with areas of specialisation that match their interests. This also means that they have a preference for high-value and/or special things on which they are happy to base a local start-up business.

"What makes it interesting is that we don't deal with meat sheep, like general sheep farmers, so to speak, but we have breeding animals and we work with very specific breeds. We sell very few animals a year, but they are very high value animals, so once the farm is up and running we would like to change that a little bit. We would like to keep sheep in the same way, but in larger numbers. (...) Also, what is interesting about our poultry is that we also produce breeding stock, a very special breed of ornamental poultry, which are ringed birds, it's a very interesting breed. So as long as we can't increase the volume, we wanted to produce something small scale but of high value and special" (HU10C/Int.10).

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Innovations

In terms of innovation, two groups of young newcomers can be strongly distinguished. The first group includes those who do not use innovative technologies, but who are aware of them, know about them or would like to work with them. The other group consists of those who consider themselves innovative. Among those who do not use innovations due to a lack of opportunities, technological innovations, especially precision technologies, are widely known. This is considered important not only to increase productivity but also to ensure a "stimulating" working environment. They believe that they can attract young people to the jobs they offer if their needs and interests can be met.

"Well, in terms of engaging young people, I still see an opportunity in the use of gadgets. You have drones, precision farming, tractors that have computers. Young people are interested in these things. That is an important aspect. And it's really important to create a working environment that is stimulating, because I think it's stimulating even without the gadgets, but they already demand these things" (HU10C/Int.1).

However, there is also a conflict between the different age groups concerning the innovations in technological applications. As one respondent reported, *"anytime there was a new machine, it has always been used by people who have been working there for a long time, and this is still alive in the minds of older tractor drivers, so when a new machine comes along, and it has a computer, and then it has to be him, not the young one, but him, who can't operate it, because he has no idea how to do it, and he can't even use 60-70% of the machine."*

People active in artisanal activities also said that there are innovative skills in craft activities that they would like to apply but do not have the opportunity to do so.

"So there are things that are known and I've seen abroad, but I just couldn't take advantage of them, I couldn't build a business on what somebody else has done. Or for example, shrink film with printable surface... That is still not available in Hungary. But I feel that I am too small to start dealing with this, to import it. I don't see a big enough opportunity to build a business in this area, because the cost of acquisition is too high. But you can't get it here in Hungary, and when I needed it, I just didn't want to pay an astronomical price to have it shipped to me – I mean, shipping from the US is not free -, but I just couldn't find a distributor that had it" (HU10C/Int.3).

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A strong motivation for those who are constantly innovating is that they have an established customer base that they want to keep, while they also need new customers. To achieve this, they have their own innovations and novelties, which are mainly processed foods. In addition, the national and international reputation (awards, recognition, press articles) also encourages producers to maintain an innovative attitude. In other words, the more successful the artisanal activity, the more open the artisan entrepreneur is to innovation and innovative solutions.

"And I have a lot of different innovations, new things, innovations that are constantly happening in the product range. Generally my basic products are based on my grandparents' recipes, sausages, pork cheese, sausages mainly, but I also have new products that I have experimented with over the years, so I am always innovating and they are there in my product range and I always bring them to the market. So I have a very well-established customer base in Budapest, but also a lot of private people and here in local markets, in local towns, from Nyíregyháza to Miskolc, Debrecen, many people come to me, but I deliver to any place in the country. I even have regular customers abroad, especially in Germany, so it's very flexible for me. (...) Also, with mangalitsa, I represent the young innovation generation change in agriculture" (HU10C/Int.5).

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Conclusion

The Hungarian case study faced the same research problem as most of the research teams participating in the project. In migration statistics, very little information is available on the actual number of groups considered newcomer in the research. Finding interviewees was also difficult because newcomers are not counted by the local administration either. In fact, the concept of newcomer used in the research project is unknown to both the administration and the public. This may be the case because, according to the experience of the Hungarian study, the most important motivator for newcomers to immigrate is family ties, so the local public does not perceive the immigrant as a newcomer, but as a returnee, which had several research methodological consequences. First, this made it difficult to identify newcomers for conducting interviews. On the other hand, the most important issue from the research point of view - the spread of newcomer's creative activity as a promising practice - can be strongly influenced by newcomer's original family background and the family's previous prestige. A smaller community is less accepting or following a successful, creative example that is tied to a less prestigious local family.

The results of the analysis by Camarero (1997) show that the great majority (two thirds) of rural residents are lifelong (31.1 percent) or long-term (34.1 percent). In other words, they have maintained long ties to their towns from birth, having grown up and lived in them and having had limited experiences in urban living. One third, however, can be characterized by the characteristics of residential mobility or having lived in urban areas, making them new residents (17.0 percent) or relatively new residents (17.8 percent).

We found that the main motivator of rural immigration is a disadvantaged social situation, which is hoped to be solved or alleviated by emigration or relocation. In contrast, Hungarian newcomers' promising cases mainly belong to temporarily or permanently settled newcomers involved in community development and advocacy activities, as well as to newcomers with business activity.

The promising practises of newcomers involved in education, local development, administration and NGOs highlight the importance of the emphasis on knowledge capital in the ruralisation process. As knowledge capital was also a key component of the success of successors and new entrants, we see strengthening the provision and access to knowledge

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of rural people as a component to be democratized that can be most encouraged by development policy instruments.

The most important impact of newcomer artisans' promising practices is the example of innovation in their business successes, and their general openness to the use of innovative techniques and procedures. In this respect, generational changes are maturing, although we found no example of collaboration between young innovative and open-minded artisan newcomers with knowledge capital and network capital in their age group and local stakeholders.

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Annex 1- The list of Interviews

Code	Gender	Education	Family status	Activity	Status
HU10C/Int.1	Male	tertiary, PhD	no data	NGO on a farm, operating as a public nature conservation foundation, species conservation programmes, environmental sensitisation	target group
HU10C/Int.2	Male	tertiary, PhD	married, 2 children	local representative, village	expert
HU10C/Int.3	Female	tertiary	married, 3 children	beadwork and other craft activities	target group
HU10C/Int.4	Female	tertiary	married, 2 children	artisan chocolate	target group
HU10C/Int.5	Female	tertiary	no data	mangalitsa - breeding, meat processing	target group
HU10C/Int.6	Female	tertiary	married, 1 child	animal husbandry, meat processing	target group
HU10C/Int.7	Female	no data	married, 2 children	goat rearing, goat cheese and other dairy products	target group
HU10C/Int.8	Male	tertiary	single	social expert, representative	target group
HU10C/Int.9	Female	graduated from high school currently attending university	no data	operation of guest houses	target group
HU10C/Int.10	Female	tertiary	married	civil activist	target group
HU10C/Int.11	Male	tertiary	no data	owner of a local farmers' market	expert
HU10C/Int.12	Female	graduation	married, 3 children	dairy cattle, setting up a family farm	target group
HU10C/Int.13	Female	no data	married	flower and gift shop, local shop, local cuisine	target group
HU10C/Int.14	Female	tertiary	married	teaching folk games and crafts	target group
HU10C/Int.15	Male	tertiary	single	establishment of a small parts manufacturing plant	target group
HU10C/Int.16	Male	tertiary, PhD	single	planning and management of infrastructure projects	expert
HU10C/Int.17	Male	secondary school	married	woodcarving craft, planting of pine saplings	target group
HU10C/Int.18	Male	tertiary	no data	sweet potato growing, flower growing, chili growing	target group

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HU10C/Int.19	Male	tertiary	no data	arable crop production	target group
HU10C/Int.20	Male	tertiary	married	production of functional foods (gluten and egg-free), frozen bakery products	target group

Table 3. Interviews

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SECTION FOUR

FACT SHEETS CASE STUDIES

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FACT SHEETS CASE STUDIES ON NEW ENTRANTS TO FARMING

Code N.	New entrants into agriculture case study	Country	Region typology
UK1A	The UK Farmstart Network: supporting new farmers to build their skills	United Kingdom	Crosses all region
PL2A	Farma Martynika: an ecotouristic farm showing that changing from urban to rural life is difficult but possible	Poland	Intermediate
NL_BE 3A	Farms with strong citizen participation	Netherland/Belgium	Predominantly urban, Intermediate
IT4A	Farming *AgriCultures*: the case of Apulian new entrants - Association and Agricultural Cooperative "Casa delle AgriCultura - Tullia and Gino"-	Italy	Predominantly urban
FR5A	The Versailles Plain's Association and peri-urban agriculture diversification	France	Predominantly urban
FR6A	Farm collectives : a lever for an agricultural and rural transition	France	Predominantly Rural
DE7A	Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced	Germany	Intermediate
FI8A	Rural Professions Association (Maaseutuammattiin ry) in North Savo	Finland	Predominantly Rural
HU9A	Successors and new entrants in Hungary. Kristina Pocsai and other farmers.	Hungary	Predominantly Rural
HU10A	Dávid Deilinger – New entrants in farming	Hungary	Intermediate

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FACT SHEETS IN ENGLISH

Fact sheet - Case study on new entrants into agriculture -

Country **United Kingdom**
Short title The UK Farmstart Network: supporting new farmers to build their skills (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Farmstart Network was created in 2019 by 4 UK-based agroecological food and farming projects: the Kindling Trust, OrganicLea and Tamar Grow Local, supported by the Landworkers' Alliance, the union for farmers and landworkers in the UK. "Farmstarts" are projects to support new farmers; each is different, and offers a particular level of support, training, land and equipment to participants. There are now 8 Farmstart projects in 3 of the UK nations (England, Scotland and Wales), with 1 more project in development. The network exists to share learning and information between existing Farmstarts and to pilot accredited training and mentoring opportunities. In terms of impact there are examples of positive change of local food and farming systems, people's livelihoods, and connections to the land and each other, in rural and peri-urban areas. However, this impact is variable, in particular around participants' experience of Farmstart programmes, whether Farmstarters are able to continue farming as a career, and what their involvement with the wider community has been. The transformative potential of Farmstarts is limited by operating within current systems, lack of resources, and the context of deep structural inequalities. This research has shown key considerations for those thinking of creating a Farmstart project include:

- offering paid and flexible training opportunities is essential
- giving ongoing support and mentoring can enhance participants' own business success
- finding ways to provide local land for Farmstarters to move on to after completing their training is important
- allocating time to contribute to a broader network of Farmstarts can help generate shared learning and resources to expand/replicate the model.

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Fact sheet - Case study on new entrants into agriculture

Country **Poland**

Short title Farma Martynika: an ecotouristic farm showing that changing from urban to rural life is difficult but possible (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika is currently an eco-touristic farm established in 2013 in the village of Jaroszówka (Poland) by a pair of newcomers from the city of Warsaw. Given their experience in business and pedagogy, they decided to renovate the farmhouse and set up an agricultural and agritourism business offering additionally a wide range of workshops (for children and adults). In practice, the agricultural activity proved to be more challenging than the owners had anticipated so they focused on the development of agro-tourism and workshops, some of which are closely related to rural life, e.g. permaculture, preparing for rural life, and also ceramics, stove-making, and recycling workshops. In order to integrate with the local community the owners are involved in various activities e.g. housewives' circles and other village development projects. An important aspect of Martynika Farm is the strong focus on ecology, both in terms of workshops and the agricultural production and way of life. As of now the hosts are focusing on returning to active farming of organic crops, especially important are the preparations on how to distribute and sell. An important conclusion from the analysis of this practice is that starting agricultural production by new entrants is very difficult and requires very good preparation. A good solution is, as the owners of Martinique did, to prepare an alternative, plan-B path to earn money in the countryside. An important recommendation is the need for institutional support for new entrants in many aspects (the purchase of a farm, decisions on the type and form of crops, and especially sales channels).

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Fact sheet - Case study on new entrants into agriculture

Country **Netherland and Flanders (Belgium)**
Short title Farms with strong citizen participation (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (Southeast Netherlands) and De Wassende Maan (Western Flanders) show in different ways how citizens who consider healthy locally produced food important can be closely involved in a farm. Herenboeren Land van Weert is based on a nationwide concept with the following characteristics: a farm of 20 ha. to feed 200 households with vegetables, fruits and livestock on a nature-inclusive basis; co-ownership via a local cooperative; a one-time deposit and a weekly contribution; access to land via lease and the farmer employed by the national organisation. The national organisation launched the idea and serves as a national stakeholder in promoting the concept at the national level. It supports local initiatives with a structured approach to the start of the production of a local farm and supports them during exploitation. Land van Weert is one of the first local farms. De Wassende Maan is a Flemish pioneer in organic agriculture with citizen involvement that has grown into a professional biodynamic farm with subscriptions to bioboxes and a bioshop. The organisation is hybrid: a non-profit association (vzw) with limited land ownership and the volunteer structure and a cooperative company with limited liability (cvba) with *shareholders and staff employment. The farmers' team is employed by the* cvba and serves as a breeding ground for young people with an interest in organic farming. Most of the land is rented or leased. Important themes in the examples concern organisational form, position of the farmer as an employee, additional skills for farmers and access to land.

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Fact sheet - Case study on new entrants into agriculture

Country **Italy**

Short title Farming *AgriCultures*: the case of Apulian new entrants - Association and Agricultural Cooperative "Casa delle AgriCultura - Tullia and Gino" (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Association and the Cooperative have been set up in a small village in Apulia Region. They shared the idea to promote projects and activities that allow people to remain in their territory through the promotion of a sustainable model of rural development, based on natural farming, the maintenance of agro-biodiversity and the recovery of traditional crops accessing abandoned lands. The Association was founded in 2012. They promoted many actions and events to sensitize local community on the opportunity offered by agroecological farming. They organize the "Green Night" that focus on the theme of sustainable agriculture and local food markets. It has become a very successful event with around 30,000 people participating. They are involved in many networks who share the idea of agroecological farming, solidarity economies, short local chains as well as the re-use of abandoned land. The Association has been the promoter in 2018 of the Cooperative. They manage around 15 ha of lands, that was abandoned and have been accessed mainly on free loan, where they cultivate traditional varieties of cereals and vegetables. Many social farming activities are promoted. The Cooperative has set up, financed by crowdfunding, a regional grant and a bank loan, a "community mill" with the aim to transform locally the production of cereals. The production is market through short chains. They promoted "Chain Pacts" with other farmers that cultivate traditional grains and sell their products at an agreed price. The study reveals that territorial animation set the stage for the implementation of concrete actions (eg the establishment of the cooperative, community mill). Networking has allowed to consolidate the practice and has been helpful for crowdfunding actions.

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Case study on new entrants into agriculture

Country **France**
Short title The Versailles Plain's Association and peri-urban agriculture diversification (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

In the early 2000s, the Versailles Plain's Association was created to defend agriculture in the western part of Ile-de-France, because since the 1990s urbanization has multiplied, threatening peasants, agricultural land and amenities related to. It is a rare french example of farmers' initiative to resist to urbanization. This association brings together 3 different colleges elected officials, farmers and members of civil society. Its objectives are to raise awareness among local stakeholders about agricultural issues and facilitate the emergence of common projects. Basically, it functions as a facilitating body between the different types of actors involved in the plain. It is now recognized by most stakeholders in the plain and has the support of local and regional authorities.

Since its creation, the association promote rural regeneration and fight agricultural decline: i) by helping installations of new entrants and food artisans, ii) creating common values and links between various local actors, iii) promoting political supports, iv) promoting local, subsistence, diversified agriculture and local food microcosm with diversified small business. The association did an inventory of agricultural heritage on the plain (landscape charter); promoted exchanges and dissemination of information, created connections between urban and agricultural institutions; created spaces for exchanges between farmers and between farmers and city dwellers.

However, the association still faces challenges. The cohabitation between farmers and urban populations remains difficult (even more after the covid-19 pandemic) and it has not fully succeeded in bringing together conventional farmers and urban actors from outside the plain.

This promising practice suggests the following recommendations: recruit a facilitator to federate actors from urban and rural areas around a common project; create a space for debate and exchange; use agricultural projects to respond to the urban major issues.

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Fact sheet - Case study on new entrants into agriculture

Country **France**
Short title Farm collectives: a lever for an agricultural and rural transition (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A farm collective is a group larger than the family unit (minimum 2 associates), whose members work on the same farm and totally or partially pool their means of production (capital, labor) and sometimes their means to value the production (marketing, transformation).

Farm collectives studied in RURALIZATION address issues related to entry into farming and rural decline:

a- Concerning generational renewal in agriculture:

- They enable new entrants (NE) to share the work load and investments, exchange knowledge, and mutualise work constraints (administration, retailing, etc.).

- They are better aligned with NE's aspirations for improved work-life balance, more freedom to enter-exit farming, increased control over the value chain (transformation, marketing), and reduced isolation in rural contexts.

b- Concerning rural regeneration:

- They generate positive demographic and social dynamics (settlement of members and their families, more time available for member's investment in local life and networks, farm events, etc.).

- They diversify farms and the economy, create local employment and supply chains, and preserve landscapes and natural resources.

In order to better support farm collectives, more schemes are needed to test farm association, support progressive settling in agriculture, and uphold restructuration of current farms to adapt to diversified group agriculture. A better recognition of group farming statuses is also required, to ensure, for instance, that collectives' members may receive young farmers grants. Finally, it is key to convince older farmers to transfer their farms to collectives and to develop institutional access to land solutions for groups (e.g. temporary land "carrying" by public institutions).

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Fact sheet - Case study on new entrants into agriculture

Country **Germany**
Short title Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problems/Opportunities: the promising practice Wulksfelde farm is situated very close to Hamburg in a prospering region between two nature conservation areas. The land and the old farmhouse is owned by the city-state of Hamburg and have not been economically viable for years. For this reason, the senate decided to lease the property under the condition of ecological farming in 1989. Results: the Wulksfelde farm is a holding which ecologically farms 460 ha (Bioland) and provides more than 230 jobs, most of them beyond agricultural production. A wide variety of products are produced there, processed and marketed directly. It includes a nursery, a farm shop, a bakery (which is especially made for demonstrating the baking process), a café and restaurant and an organic delivery service. There is also an on-site kindergarten and a petting zoo for visiting families. The farm is integrated into an attractive landscape and touristic region, which is used by people from Hamburg for local recreation. Moreover the farm is engaged in the local community by farm festivals and harvesting events and provides environmental education. It uses renewable energy and takes measures to reduce its energy consumption. The Wulksfelde farm is promising as it is very divers. The product range and the target group are very wide. The entrepreneurial management consciously and purposefully develops new products and thus opens up new customers.

Recommendations:

This practice shows how economic and ecological goals can be achieved. This requires sufficiently large agricultural land, proximity to a large city (and thus a target group) and political will. Entrepreneurial skill and ecological idealism make it possible.).

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

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Fact sheet - Case study on new entrants into agriculture

Country **Finland**
Short title Rural Professions Association (Maaseutuammattiin ry) in North Savo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Rural professions' association was established to promote the education of agriculture and forestry and the availability of new entrepreneurs and professionals for rural jobs as well as to increase the networking of the operators of that field. They have built a wide network that commits all the relevant actors from primary production to big industrial companies to the systematic promotion work for the rural livelihoods. Thus the association itself can have quite tiny own resources. There is a concern of scarcity of rural professionals and employees in the future. The rural professions are not that familiar any more to the youth and their teachers.

They organize farm and company visits for students and teachers, present rural professions in schools as well as offer practical professional orientation opportunities for schools. They have some development projects with schools to e.g. develop the curriculums. In past five years, yearly 2,700 – 3,000 students and teachers had an opportunity to familiarize oneself with rural enterprises and jobs. They organize public events too, like the gala of rural entrepreneurs to improve the communality and to pay positive attention to their work. Another yearly public event for increasing the visibility of rural livelihoods, is the harvest festival in the province capital.

The practice renews the gender roles since rural professions are presented as suitable for females as males. Many female rural professionals are role models in the PR of the association (events, brochures, web pages etc)

The message is that it is crucial to understand the significance of that cluster in regional economy and for the human life and for the nature. The cluster needs the professionals.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Case study on new entrants into agriculture

Country **Hungary**

Short title Successors and new entrants in Hungary. Kristina Pocsai and other farmers (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problem and main message: The case study is about a special group of young farmers from Eastern Hungary: about successors of a farm business. Succession is not an easy moment in the life, especially if someone shall continue an enterprise, but maybe more difficult in the case of a farm business.

There are two major challenges for the new farmers:

1. If the succession is not planned; the death of the father is sudden, they have to be ready to act as decision-maker, head of a family in an extremely short time, and deal with personnel losses at the same time. They have to find, rebuild and use the networks of the departed and also to find the way of managing the farm business.

2. If the succession is planned there is more time and room for learning the skills and building own networks, but in that case there occurred conflicts between the son (usually successors are males) and the father. Even the employees acknowledge, and show disrespect in certain cases, especially if there are conflicts between the generations. The long changes make difficult also technological changes and farm diversification according to our results.

We encountered very few women among the leaders of a farm. Even if a woman, as a wife or a mother worked actively in the farm, they were responsible for bureaucracy, and did not became the main decision-makers in the farm.

Despite all these difficulties, farm succession is usually seen positive by the young farmers, and kept to be the simplest way to develop an independent farm business.

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Fact sheet - Case study on new entrants into agriculture

Country **Hungary**
Short title Dávid Deilinger – New entrants in farming (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The case is analysing the ways; how young farmers respond to the challenges of starting a farm business?

While there are some cases integrating the difficult pathways of a successful start, in most cases farmers use the different solutions independently from each other. New entrants at least in the first years of farming always has another source of income: we found teachers, entrepreneurs, plant protection experts, but many other backgrounds as well. It is also typical that they have a very strong personal commitment, usually related to family traditions, less frequently to ethical concerns.

These farms are very much dependent on different forms of subsidies, usually on payments from projects. As a result of it, these farmers are more frequently diversified: those are engaged in energy production, food procession, or rural tourism. Even if the fam business became economically the owners still keep their original employment, especially if it is linked to agriculture (like some type of consultancy on plant protection, projects, or agents of any kind of agricultural projects.

Usually new entrants, if they can build up a successful farm business became prestigious figures of the local community, and their role can show a way how to farm.

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FACT SHEETS IN DUTCH

Fact sheet - Case study on new entrants into agriculture

Country **United Kingdom**

Short title The UK Farmstart Network: het helpen van nieuwe boeren bij het onwtikkelen van hun vaardigheden. (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Het Farmstart Network is in 2019 opgericht door 4 in het VK gevestigde agro-ecologische voedsel- en landbouwprojecten: de Kindling Trust, OrganicLea en Tamar Grow Local, ondersteund door de Landworkers' Alliance, de vakbond voor boeren en landarbeiders in het VK. "Farmstarts" zijn projecten om nieuwe boeren te ondersteunen; elk project is anders en biedt een bepaald niveau van ondersteuning, training, land en uitrusting aan deelnemers. Er zijn nu 8 Farmstart-projecten in 3 van de Britse landen (Engeland, Schotland en Wales), met nog 1 project in ontwikkeling. Het netwerk deelt kennis en informatie tussen bestaande Farmstarts en test geaccrediteerde opleidings- en mentormogelijkheden. Qua impact zijn er voorbeelden van positieve verandering van lokale voedsel- en landbouwsystemen, het levensonderhoud van mensen en verbindingen met het land en met elkaar, in landelijke en voorstedelijke gebieden. Deze impact is echter variabel, met name wat betreft de ervaringen van deelnemers met Farmstart-programma's, de vraag of Farmstarters in staat zijn om een carrière uit te bouwen in de landbouw en hoe zij betrokken zijn bij de gemeenschap. Het transformatieve potentieel van Farmstarts wordt beperkt door te opereren binnen de huidige systemen, gebrek aan middelen en bestaande structurele ongelijkheden. De uitkomsten van dit onderzoek suggereren dat degenen die denken aan het opzetten van een Farmstart-project, het volgende moeten overwegen:

- het bieden van betaalde en flexibele opleidingsmogelijkheden is essentieel
- doorlopende ondersteuning en mentoring kan het eigen zakelijk succes van de deelnemers vergroten
- het is belangrijk om manieren te vinden om lokaal land beschikbaar te stellen voor Farmstarters om naar toe te gaan na het voltooien van hun training
- tijd toewijzen om bij te dragen aan een breder netwerk van Farmstarts kan helpen bij het genereren van gedeeld leren en middelen om het model uit te breiden / te repliceren.

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Fact sheet - Case study on new entrants into agriculture

Country **Polen**

Short title Farma Martynika: een ecotoeristische boerderij die laat zien dat de overgang van het stadsleven naar het plattelandsleven moeilijk maar mogelijk is (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika is momenteel een eco-toeristische boerderij die in 2013 in het dorp Jaroszówka (Polen) is opgericht door een paar nieuwkomers uit de stad Warschau. Gezien hun ervaring in het bedrijfsleven en de pedagogiek, besloten ze de boerderij te renoveren en een landbouw- en agrotoerismebedrijf op te richten dat bovendien een breed scala aan workshops (voor kinderen en volwassenen) bood. In de praktijk bleek de agrarische activiteit uitdagender dan de eigenaren hadden verwacht, dus richtten ze zich op de ontwikkeling van agrotoerisme en werkplaatsen, waarvan sommige nauw verband houden met het plattelandsleven. Denk aan permacultuur, voorbereiding op het plattelandsleven, en ook keramiek-, kachel- en recyclingworkshops. Om te integreren met de lokale gemeenschap zijn de eigenaren betrokken bij verschillende activiteiten, zoals huisvrouwenkringen en andere dorpsontwikkelingsprojecten. Een belangrijk aspect van Martynika Farm is de sterke focus op ecologie, zowel in termen van werkplaatsen als de landbouwproductie en manier van leven. Vanaf nu richten de gastheren zich op een terugkeer in de actieve landbouw door het verbouwen van biologische gewassen. Hierbij zijn vooral de voorbereidingen voor de distributie en verkoop belangrijk. Een belangrijke conclusie uit de analyse van deze praktijk is dat het starten van landbouwproductie door nieuwkomers erg moeilijk is en een zeer goede voorbereiding vereist. Een goede oplossing is, zoals de eigenaren van Martynika deden, om een alternatief plan-B uit te stippelen om geld te verdienen op het platteland. Een belangrijke aanbeveling is de behoefte aan institutionele ondersteuning van nieuwkomers op velerlei gebied (de aankoop van een boerderij, beslissingen over het type en de vorm van gewassen, en vooral verkoopkanalen).

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Fact sheet - Case study on new entrants into agriculture

Country **Nederland en Vlaanderen (België)**
Short title Boerderijen met een sterke burgerparticipatie (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (Zuidoost-Nederland) en De Wassende Maan (West-Vlaanderen) laten op verschillende wijzen zien hoe burgers die gezond geproduceerd lokaal voedsel belangrijk vinden, nauw betrokken kunnen worden bij een boerderij. Herenboeren Land van Weert is gebaseerd op een landelijk concept met de volgende kenmerken: een boerderij van 20 ha. om 200 huishoudens te voeden met groenten, fruit en vee op natuur-inclusieve basis; mede-eigendom via een lokale coöperatie; een eenmalige inleg en wekelijkse contributie; toegang tot land via pacht en de boer in dienst van de landelijke organisatie. De nationale organisatie lanceerde het idee en dient als nationale belanghebbende bij het promoten van het concept op nationaal niveau. Het ondersteunt lokale initiatieven met een gestructureerde aanpak naar de start van de productie van een lokale boerderij en ondersteunt hen tijdens de exploitatie. Land van Weert is een van de eerste lokale boerderijen. De Wassende Maan is een Vlaamse pionier in biologische landbouw met burgerbetrokkenheid die uitgroeide tot een professionele biodynamische boerderij met abonnementen op bioboxen en een bioshop. De organisatie is hybride: een vereniging zonder winstoogmerk (vzw) met beperkt grondeigendom en de vrijwilligersstructuur en een coöperatieve vennootschap met beperkte aansprakelijkheid (cvba) met aandeelhouders en de tewerkstelling van personeel. Het boerenteam is in dienst van de cvba en dient als kweekvijver voor jongeren met interesse in biologische landbouw. Het grootste deel van de grond wordt gehuurd of gepacht. Belangrijke thema's in de voorbeelden betreffen organisatievorm, positie van de boer als werknemer, aanvullende vaardigheden voor boeren en de toegang tot grond.

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Fact sheet - Case study on new entrants into agriculture

Country **Italië**

Short title Farming AgriCultures: de case van Apulische nieuwkomers - Vereniging en Landbouwcoöperatie "Casa delle AgriCultura - Tullia en Gino"- (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

De vereniging en de coöperatie zijn opgericht in een klein dorp in de regio Apulië. Ze deelden het idee om projecten en activiteiten te promoten die mensen in staat stellen op hun grondgebied te blijven door de bevordering van een duurzaam model van plattelandsontwikkeling, gebaseerd op natuurlijke landbouw, het behoud van de agrobiodiversiteit en het herstel van traditionele gewassen die toegang hebben tot verlaten gronden. De vereniging werd opgericht in 2012. Ze promootten tal van acties en evenementen om de lokale gemeenschap bewust te maken van de kansen die agro-ecologische landbouw biedt. Zij organiseren de “Green Night” die in het teken staat van duurzame landbouw en lokale voedselmarkten. Het is een zeer succesvol evenement geworden met zo'n 30.000 deelnemers. Ze zijn betrokken bij veel netwerken die het idee delen van agro-ecologische landbouw, solidariteitseconomieën, korte lokale ketens en het hergebruik van verlaten land. De vereniging was in 2018 de promotor van de coöperatie. Ze beheren ongeveer 15 ha land, dat werd verlaten en dat voornamelijk in bruikleen werd gegeven, waar ze traditionele soorten granen en groenten verbouwen. Veel sociale landbouwactiviteiten worden gepromoot. De coöperatie heeft, gefinancierd door crowdfunding, een regionale subsidie en een banklening, een 'gemeenschappelijke molen' opgezet met als doel de graanproductie lokaal te transformeren. De productie wordt via korte ketens op de markt gebracht. Ze promootten "Ketenafspraken" met andere boeren die traditionele granen verbouwen en hun producten verkopen tegen een afgesproken prijs. Uit het onderzoek blijkt dat samenwerking de basis vormde voor de uitvoering van concrete acties (bv. oprichting van de coöperatie, gemeenschapsmolen). Netwerken heeft het mogelijk gemaakt de praktijk te consolideren en is nuttig geweest voor crowdfunding-acties.

Useful links: https://www.casadelleagriculturetulliaegino.com ; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Case study on new entrants into agriculture

Country **Frankrijk**
Short title The Versailles Plain's Association en peri-urbane landbouwdiversificatie (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Begin 2000 werd de Versailles Plain's Association opgericht om de landbouw in het westelijke deel van Ile-de-France te verdedigen tegen de sinds de jaren negentig oprukkende verstedelijking. Hierdoor werden boeren, landbouwgrond en aanverwante voorzieningen bedreigd. Het is een zeldzaam Frans voorbeeld van boereninitiatief om weerstand te bieden aan verstedelijking. Deze vereniging verenigt 3 verschillende hogescholen, gekozen functionarissen, boeren en leden van het maatschappelijk middenveld. De doelstellingen zijn om lokale belanghebbenden bewust te maken van landbouwkwesties en het ontstaan van gemeenschappelijke projecten te vergemakkelijken. In wezen fungeert het als een faciliterend orgaan tussen de verschillende soorten actoren. Het wordt nu erkend door de meeste belanghebbenden in de vlakte en heeft de steun van lokale en regionale autoriteiten. Sinds haar oprichting promoot de vereniging het herstel van het platteland en bestrijdt ze de achteruitgang van de landbouw: i) door nieuwkomers en voedselambachtslieden te helpen, ii) gemeenschappelijke waarden en banden te creëren tussen verschillende lokale actoren, iii) politieke steun te bevorderen, iv) lokaal levensonderhoud en gediversifieerde landbouw met gediversifieerde kleine bedrijven. De vereniging deed een inventarisatie van het agrarisch erfgoed in het gebied; bevorderde de uitwisseling en verspreiding van informatie, creëerde verbindingen tussen stedelijke en agrarische instellingen en ruimte voor uitwisselingen tussen boeren onderling en tussen boeren en stadsbewoners. De vereniging staat echter nog voor uitdagingen. Het samenleven tussen boeren en stedelijke bevolking blijft moeilijk (zeker na de covid-19-pandemie) en het is er niet volledig in geslaagd om conventionele boeren en stedelijke actoren van buiten de vlakte bij elkaar te brengen. Dit onderzoek leidt tot de volgende aanbevelingen: rekruteer een facilitator om actoren uit stedelijke en landelijke gebieden rond een gemeenschappelijk project te verenigen; creëer ruimte voor debat en uitwisseling; gebruik agrarische projecten om in te spelen op de grote stedelijke vraagstukken.

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Fact sheet - Case study on new entrants into agriculture

Country **Frankrijk**

Short title Boerencollectieven: een hefboom voor een landbouw- en plattelandstransitie (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Een boerderijcollectief is een groep groter dan de familie-eenheid (minimaal 2 medewerkers), waarvan de leden op dezelfde boerderij werken en hun productiemiddelen (kapitaal, arbeid) en soms hun middelen om de productie te waarderen (marketing, transformatie) combineren.

Landbouwcollectieven die in RURALIZATION zijn bestudeerd, pakken problemen aan die verband houden met de toetreding tot de landbouw en de achteruitgang van het platteland:

a- Wat betreft generatievernieuwing in de landbouw:

- Ze stellen nieuwkomers in staat om de werklast en investeringen te delen, kennis uit te wisselen en werkbeperkingen (administratie, detailhandel, enz.) te bundelen.
- Ze sluiten beter aan bij de ambities van nieuwkomers voor een betere balans tussen werk en privé, meer vrijheid om de landbouw in te gaan, meer controle over de waardeketen (transformatie, marketing) en minder isolement in landelijke contexten.

b- Wat betreft plattelandsvernieuwing:

- Ze genereren een positieve demografische en sociale dynamiek (vestiging van leden en hun families, meer tijd beschikbaar voor investeringen van leden in het lokale leven en netwerken, boerderijevenementen, enz.).
- Ze diversifiëren boerderijen en de economie, creëren lokale werkgelegenheid en toeleveringsketens en behouden landschappen en natuurlijke hulpbronnen.

Om landbouwcollectieven beter te ondersteunen, zijn er meer regelingen nodig om landbouwverenigingen te testen, vestiging in de landbouw te ondersteunen en de herstructurering van huidige landbouwbedrijven in stand te houden, zodat zij zich aanpassen aan gediversifieerde groepslandbouw. Een betere erkenning van de status van landbouwcollectieven is ook nodig, bijvoorbeeld om ervoor te zorgen dat de leden van collectieven subsidies voor jonge landbouwers kunnen ontvangen. Ten slotte is het van cruciaal belang om oudere boeren te overtuigen om hun boerderijen over te dragen aan collectieven en om institutionele toegang tot landoplossingen voor groepen te ontwikkelen (bijv. grondenbanken door openbare instellingen)

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Fact sheet - Case study on new entrants into agriculture

Country **Duitsland**

Short title Gut Wulksfelde GmbH - Een goede balans tussen een ondernemende aanpak en ecologische doelen. (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemen/kansen: De veelbelovende praktijk boerderij Wulksfelde ligt zeer dicht bij Hamburg in een welvarende regio tussen twee natuurgebieden. De grond en de oude boerderij zijn eigendom van de stadstaat Hamburg en zijn al jaren economisch niet meer levensvatbaar. Om deze reden besloot de senaat in 1989 het pand te verhuren onder de voorwaarde van ecologische landbouw.

Resultaten:

De boerderij Wulksfelde is een bedrijf dat 460 ha (Bioland) ecologisch bewerkt en meer dan 230 banen biedt, de meeste buiten de landbouwproductie. Er wordt een grote verscheidenheid aan producten geproduceerd, verwerkt en direct op de markt gebracht. Het bevat een kwekerij, een boerderijwinkel, een bakkerij (die speciaal is gemaakt om het bakproces te demonstreren), een café/restaurant en een biologische bezorgservice. Er is ook een eigen kleuterschool en een kinderboerderij voor bezoekende gezinnen. De boerderij is geïntegreerd in een aantrekkelijk landschap en een toeristische regio, die door Hamburgers wordt gebruikt voor lokale recreatie. Bovendien is de boerderij betrokken bij de lokale gemeenschap door middel van boerderijfestivals en oogstevenementen en geeft ze milieueducatie. De boerderij gebruikt hernieuwbare energie en neemt maatregelen om het energieverbruik te verminderen. De diversiteit maakt de boerderij van Wulksfelde veelbelovend. Het productaanbod en de doelgroep zijn zeer breed. Het ondernemende management ontwikkelt bewust en doelgericht nieuwe producten en trekt zo nieuwe klanten.

Aanbevelingen:

Deze praktijk laat zien hoe economische én ecologische doelen kunnen worden bereikt. Dit vereist voldoende landbouwgrond, de nabijheid van een grote stad (en dus een doelgroep) en politieke wil. Ondernemersvaardigheid en ecologisch idealisme maken het mogelijk.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;

https://www.youtube.com/watch?v=B6gYHQ_fvGQ;

contact: info@gut-wulksfelde.de

Fact sheet - Case study on new entrants into agriculture

Country **Finland**
Short title Vereniging voor landelijke beroepen (Maaseutuammattiin ry) in Noord-Savo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

De vereniging van landelijke beroepen is opgericht om het onderwijs in land- en bosbouw en de beschikbaarheid van nieuwe ondernemers en professionals voor banen op het platteland te bevorderen, en om de netwerken van exploitanten in het gebied te vergroten. Ze hebben een breed netwerk opgebouwd dat alle relevante actoren, van primaire productie tot grote industriële bedrijven, betrekt bij het systematische promotiewerk voor het levensonderhoud op het platteland. Zo heeft de vereniging zelf eigen middelen beschikken. Er is bezorgdheid over de schaarste aan plattelandsprofessionals en werknemers in de toekomst. De plattelandsberoepen zijn niet meer zo bekend bij de jongeren en hun leraren.

De vereniging organiseert boerderij- en bedrijfsbezoeken voor studenten en docenten, presenteert landelijke beroepen op en biedt praktische beroepsoriëntatiemogelijkheden voor scholen. Er zijn meerdere ontwikkelingsprojecten met scholen om b.v. de leerplannen ontwikkelen. In de afgelopen vijf jaar hadden jaarlijks 2.700 – 3.000 studenten en docenten de kans om vertrouwd te raken met bedrijven en banen op het platteland. De vereniging organiseert ook publieke evenementen, zoals het gala van plattelandsondernemers om de gemeenschappelijkheid te verbeteren en positieve aandacht te schenken aan hun werk. Een ander jaarlijks publieksevenement om de zichtbaarheid van de bestaansmiddelen op het platteland te vergroten, is het oogstfeest in de provinciehoofdstad.

De praktijk vernieuwt de rolpatronen, aangezien beroepen op het platteland even geschikt worden voorgesteld voor vrouwen als voor mannen. Veel vrouwelijke plattelandsprofessionals zijn rolmodellen in de PR van de vereniging (evenementen, brochures, webpagina's enz.) De boodschap is dat het van cruciaal belang is om de betekenis van dat cluster in de regionale economie en voor het menselijk leven en voor de natuur te begrijpen. Het gebied heeft de professionals nodig.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Case study on new entrants into agriculture

Country **Hongarije**

Short title De opvolgers en nieuwkomers in Hongarije. Kristina Pocsai en andere boeren (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

De casus gaat over een bijzondere groep jonge boeren uit Oost-Hongarije: over opvolgers van een boerenbedrijf. Opvolging is geen gemakkelijk moment in het leven, vooral als iemand een onderneming voortzet, maar misschien moeilijker in het geval van een boerenbedrijf.

Er zijn twee grote uitdagingen voor de nieuwe boeren:

1. Als de opvolging niet gepland is; de dood van de vader is plotseling, ze moeten in zeer korte tijd klaar zijn om op te treden als beslisser, het gezinshoofd zijn en tegelijkertijd personeelsverliezen op te vangen. Ze moeten de netwerken van de overledenen vinden, opnieuw opbouwen en gebruiken en ook de manier vinden om het boerenbedrijf te beheren.

2. Als de opvolging gepland is, is er meer tijd en ruimte voor het aanleren van de vaardigheden en het opbouwen van eigen netwerken, maar in dat geval ontstonden er conflicten tussen de zoon (meestal zijn opvolgers mannen) en de vader. Zelfs de werknemers erkennen, en tonen in bepaalde gevallen gebrek aan respect, vooral als er conflicten zijn tussen de generaties. De lange veranderingen bemoeilijken ook technologische veranderingen en diversificatie van de boerderij volgens onze resultaten.

We kwamen heel weinig vrouwen tegen onder de leiders van een boerderij. Zelfs als een vrouw, als echtgenote of moeder actief op de boerderij werkte, waren ze verantwoordelijk voor de bureaucratie en werden ze niet de belangrijkste besluitvormers op de boerderij.

Ondanks al deze moeilijkheden wordt bedrijfsopvolging door de jonge boeren meestal als positief ervaren en wordt het beschouwd als de eenvoudigste manier om een onafhankelijk boerenbedrijf te ontwikkelen.

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Fact sheet - Case study on new entrants into agriculture

Country **Hongarije**
Short title David Deilinger - starter in de landbouw. (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Deze case analyseert de manieren hoe jonge boeren reageren op de uitdagingen van het starten van een boerenbedrijf.

Hoewel er enkele gevallen zijn waarin de moeilijke wegen van een succesvolle start worden geïntegreerd, gebruiken boeren in de meeste gevallen de verschillende oplossingen onafhankelijk van elkaar. Nieuwe toetreders in ieder geval in de eerste jaren van de landbouw hebben altijd een andere bron van inkomsten: we vonden docenten, ondernemers, gewasbeschermingsdeskundigen, maar ook vele andere achtergronden. Het is ook typerend dat ze een zeer sterke persoonlijke betrokkenheid hebben, meestal gerelateerd aan familietradities, minder vaak aan ethische zorgen.

Deze boerderijen zijn sterk afhankelijk van verschillende vormen van subsidies, meestal van betalingen uit projecten. Als gevolg hiervan zijn deze boeren vaker gediversifieerd: ze houden zich bezig met energieproductie, voedselprocessing of plattelandstoerisme. Zelfs als de boerderij economisch rendabel werd, behouden de eigenaren nog steeds hun oorspronkelijke baan, vooral als het verband houdt met de landbouw (zoals een soort advies over gewasbescherming of banen welk soort landbouwprojecten dan ook.

Gewoonlijk worden nieuwkomers, als ze een succesvol landbouwbedrijf kunnen opbouwen, prestigieuze figuren van de lokale gemeenschap en kunnen zij als rolmodel fungeren hoe starters in de landbouw moeten boeren.

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FACT SHEETS IN FINNISH

Fact sheet - Case study on new entrants into agriculture -

Country **Iso-Britannia**

Short title Britannian tilanpidon aloittamisen verkosto (UK Farmstart Network): uusien viljelijöiden tukeminen osaamista lisäämällä (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Tilanpidon aloittamisen verkosto syntyi vuonna 2019 neljän brittiläisen agroekologista ruuantuotantoa ja viljelyä koskevan hankkeen toimesta: the Kindling Trust, OrganicLea ja Tamar Grow Local, joita tukivat Maanomistajien liitto, kansallinen viljelijäjärjestö ja Maatyöläisten liitto. Farmstart-hankkeet tukevat uusia viljelijöitä; jokainen on omanlaisensa hanke ja tarjoaa tietynlaista tukea, koulutusta, maata ja välineistöä osallistujille. Isossa-Britanniassa on nyt kahdeksan Farmstart-hanketta kolmessa maassa (Englannissa, Skotlannissa ja Walesissa), minkä lisäksi yksi hanke on kehitteillä. Verkosto jakaa oppimiskokemuksia ja tietoa olemassa olevien hankkeiden välillä sekä piloitoi akkreditoituja koulutus- ja mentorointimahdollisuuksia. Vaikutuksina on tunnistettu myönteisiä muutoksia paikallisissa ruoka- ja viljelyjärjestelmissä, ihmisten toimeentulossa sekä yhteyksissä maahan ja toisiinsa maaseudulla ja kaupunkien kehysalueilla. Vaikutukset kuitenkin vaihtelevat paljon erityisesti osallistujien kokemusten osalta liittyen heidän mahdollisuuksiinsa jatkaa viljelijän uraa sekä millaista osallistuminen yhteiskuntaan on ollut. Farmstart-verkoston muutospotentiaalia rajoittavat toimiminen nykyisten järjestelmien puitteissa, resurssien puute sekä merkittävien rakenteellisten epätasa-arvoisuuksien olemassaolo. Tutkimus kiinnittää Farmstart-hankkeen perustamista suunnittelevien huomion seuraaviin asioihin: 1) maksullisten ja joustavien koulutusmahdollisuuksien tarjonta on olennaista, 2) jatkuvan tuen ja mentoroinnin tarjoamisella voidaan vahvistaa osallistujien liiketoiminnan menestymistä, 3) on tärkeää löytää tapoja, joilla harjoittelunsa päättäville tilanpidon aloittajille voidaan tarjota paikallisesti maata, 4) laajemman tilanpidon aloittajien verkoston rakentamiseen panostaminen voi auttaa lisäämään jaettuja oppimiskokemuksia ja resursseja mallin toisintamiseksi tai laajentamiseksi.

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Fact sheet - Case study on new entrants into agriculture

Country **Puola**

Short title Martynikan tila: ympäristömatkailutila, joka osoittaa, että muutto kaupungista maaseudulle on vaikeaa mutta mahdollista (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika on vuonna 2013 perustettu ympäristömatkailutila Jaroszówkan kylässä (Puolassa); tilan perusti Varsovasta muuttanut pariskunta. Koska heidän taustansa liittyi liiketoimintaan ja opetukseen, he päättivät kunnostaa maatilarakennuksen sekä käynnistää maataloutta ja maatalousmatkailua sisältävän liiketoiminnan, johon sisältyi laaja kirjo erilaisia työpajoja (lapsille ja aikuisille). Käytännössä maataloustuotanto osoittautui haastavammaksi kuin omistajat olivat odottaneet, joten he keskittyivät kehittämään maatalousmatkailua ja työpajoja, joista monet liittyvät maaseutuelämään, esim. permakulttuuriin, maaseutuelämään valmistautumiseen sekä keramiikkaan, uuninrakentamiseen ja kierrätykseen. Integroituakseen paikallisyhteisöön omistajat ovat mukana monenlaisissa toiminnoissa kuten kotiäitien renkaissa ja muissa kylän kehittämishankkeissa. Tärkeä ulottuvuus Martynikan tilalla on vahva keskittyminen ekologiaan sekä työpajojen, maataloustuotannon että elämäntavan osalta. Parhaillaan yrittäjät suunnittelevat paluuta luonnonmukaiseen kasviviljelyyn, erityisen tärkeitä ovat jakelua ja myyntiä koskevat valmistelut. Tärkeä johtopäätös tästä käytänteestä on se, että uusien viljelijöiden on hyvin vaikea aloittaa maataloustuotantoa ja se vaatii erittäin hyvää suunnittelua. Hyvä ratkaisu on vaihtoehtoisen suunnitelma-b:n valmistelu siitä kuinka maaseudulla voi ansaita elantonsa, kuten Martiniquen omistajat tekivät. Tärkeä suositus liittyy myös siihen, että uudet viljelijät tarvitsevat monenlaista institutionaalista tukea (tilan hankinta, päätös viljeltävistä kasveista ja erityisesti myyntikanavista).

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Fact sheet - Case study on new entrants into agriculture

Country **Alankomaat ja Flanders (Belgia)**

Short title Maatilat, joiden toimintaan kansalaiset osallistuvat merkittävästi (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (Alankomaiden kaakkoisosa) ja De Wassende Man (Länsi-Flanders) osoittavat kumpikin omalla tavallaan, kuinka terveellistä ja paikallisesti tuotettua ruokaa arvostavat kansalaiset voivat osallistua kiinteästi maatilan toimintaan. Herenboeren Land van Weert perustuu kansalliseen konseptiin, jossa on seuraavat ominaispiirteet: 1) 20 hehtaatin tila joka tuottaa vihannekset, hedelmät ja eläintuotteet 200 kuluttajalle ympäristöystävällisin menetelmin, 2) yhteisomistajuus paikallisen osuuskunnan kautta, 3) kertasijoitus ja viikkomaksu, 4) maata saatavissa vuokralle ja viljelijän työnantajana toimii kansallinen organisaatio. Kansallinen organisaatio lanseerasi mallin ja edistää konseptia kansallisella tasolla. Se tukee paikallisia aloitteita vakiintuneen mallin mukaisesti, jotta paikallinen tila kykenee aloittamaan tuotannon ja kehittämään sitä. Land van Weert on yksi ensimmäisistä paikallisista tiloista. De Wassende Maan on flaamilainen luonnonmukaisen yhteisömaatalouden pioneeri; se on kasvanut ammattimaiseksi biodynaamiseksi tilaksi, joka toimittaa ruokaa laatikoissa ja ylläpitää kauppaa. Organisaatiomalli on hybridi: voittoa tuottamaton, maata rajoitetusti omistava ja vapaaehtoistoimintaan perustuva yhdistys (vzw) sekä osuuskuntahenkinen osakeyhtiö (cvba), jolla on osakkeenomistajia ja henkilökuntaa. Viljelytiimin työllistää osakeyhtiö, joka sitouttaa luonnonmukaisesta viljelystä kiinnostuneita nuoria. Valtaosa maasta on vuokrattua. Tärkeät teemat näissä esimerkeissä liittyvät organisaatiomalliin, viljelijään asemaan palkattuna työntekijänä, viljelijöiden uusiin taitoihin sekä maan saatavuuteen.

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Fact sheet - Case study on new entrants into agriculture

Country **Italia**

Short title AgriCultures -maatalous: uusien viljelijöiden tapaus Apuliassa – "Casa delle AgriCultura – Tullia ja Gino" yhdistys ja maatalousosuuskunta (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Yhdistys ja osuuskunta on perustettu pienessä kylässä Apulian alueella. Molemmille oli yhteistä ajatus sellaisten hankkeiden ja toimintojen edistämisestä, joilla mahdollistettiin ihmisten jääminen omalle alueelleen edistämällä kestävää maaseudun kehittämisen mallia – tähän sisältyivät luonnonmukainen viljely, maatalousluonnon monimuotoisuuden ylläpitäminen ja perinteisten kasvien viljely käytöstä hylätyillä mailla. Yhdistys perustettiin vuonna 2012. Yhdistys toteutti lukuisia tapahtumia ja toimenpiteitä herättääkseen paikallisyhteisön huomaamaan agroekologian tarjoamat mahdollisuudet. He toteuttavat "Vihreän Yön" tapahtumaa, jonka teemoina ovat kestävä maatalous ja paikalliset ruokamarkkinat. Siitä onkin tullut hyvin suosittu tapahtuma, jossa on 30.000 kävijää. He ovat mukana monissa verkostoissa, joita yhdistää ajatus agroekologisesta viljelystä, solidaarisesta taloudesta, lyhyistä ja paikallisista tarjontaketjuista sekä hylätyn maan käyttöönotosta. Järjestö oli keskeinen toimija osuuskunnan perustamisessa vuonna 2018. Osuuskunta hallinnoi noin 15 hehtaarin aiemmin hylättyä maa-alaa, joka on hankittu korottomien lainojen avulla ja joilla viljellään perinteisiä vilja- ja hedelmälajikkeita. Osuuskunta toteuttaa useita yhteisöllisen viljelyn toimia. Osuuskunta on perustanut joukkorahoituksen, alueellisen avustuksen ja pankkilainan avulla "yhteisömyllyn", jonka avulla jatkojalostetaan paikallisesti viljoja. Tuotteet myydään lyhyiden tarjontaketjujen kautta. Osuuskunta on edistänyt "ketjusopimusten" käyttöä toisten viljelijöiden kanssa, jotka viljelevät perinteisiä lajikkeita ja myyvät tuotteensa sovitulla hinnalla. Tutkimus paljastaa, että alueellinen edistämistoiminta loi puitteet konkreettisille toimenpiteille (esim. osuuskunnan perustaminen, yhteisömylly). Verkostoituminen on mahdollistanut käytänteen vakiintumisen ja auttanut joukkorahoituksen hankkimisessa..

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Case study on new entrants into agriculture

Country **Ranska**

Short title Versaillesin tasangon yhdistys ja kaupungin kehysalueen maatalouden monipuolistaminen (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Versaillesin tasangon yhdistys perustettiin 2000-luvun alussa Ile-de-Francen alueen läntisen osan maatalouden puolustamiseksi, koska kaupungistuminen oli vahvistunut merkittävästi 1990-luvun ajoista ja uhkasi talonpoikia, maatalousmaan säilymistä ja siihen liittyviä palveluita. Yhdistys tuo yhteen kolmen eri tahon valitsemia edustajia: viranomaisia, viljelijöitä ja kansalaisia. Yhdistyksen tavoitteena on maataloutta koskevan tietoisuuden lisääminen paikallisten sidosryhmien keskuudessa ja yhteisten hankkeiden synnyttäminen. Pohjimmiltaan se edistää tasankoalueen erityyppisten toimijoiden yhteistyötä. Nykyisin sen asema on tunnustettu tasankoalueen useimpien toimijoiden keskuudessa ja se saa tukea paikallisilta ja alueellisilta viranomaistahoilta. Yhdistys on perustamisestaan saakka edistänyt maaseudun uudistumista ja taistellut maatalouden alasajoa vastaan 1) helpottamalla uusien viljelijöiden ja ruoka-artisaanien aloittamista, 2) luomalla yhteisiä arvoja ja yhteyksiä erilaisten paikallisten toimijoiden keskuudessa, 3) hakemalla poliittista tukea asioille, 4) edistämällä paikallista, pienimuotoista ja monipuolista maataloutta sekä monenlaisista pienyrityksistä koostuvaa paikallisen ruuan mikrokosmosta. Yhdistys teki kartoituksen tasankoalueen maatalousperinnöstä (maisemaa koskeva peruskirja); edisti tiedonvaihtoa ja viestintää sekä loi yhteyksiä kaupunkien ja maatalouden instituutioiden välille; loi vuorovaikutus- ja vaihdanta-alustoja eri viljelijöiden välille sekä viljelijöiden ja kaupunkilaisten välille. Yhdistyksellä on kuitenkin edelleen haasteita edessään. Viljelijöiden ja kaupunkiväestön yhteisasutus on edelleen vaikeaa (koronapandemian jälkeen jopa entistä vaikeampaa) eikä siinä ole onnistuttu täysin tuomaan yhteen perinteisiä viljelijöitä ja tasankoalueen ulkopuolisia kaupunkitoimijoita. Tästä lupaavasta käytänteestä voidaan tehdä seuraavat suositukset: hanki toimeenpanija, fasilitaattori, tuomaan mukaan kaupunkien ja maaseutualueiden toimijoita yhteiseen hankkeeseen; luo alusta keskustelulle ja vaihdannalle; käytä maataloushankkeita kaupunkien suuriin ongelmiin vastaamiseen.

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Fact sheet - Case study on new entrants into agriculture

Country **Ranska**

Short title Maatalousyhtymä: vipuvarsi maatalouden ja maaseudun muutokselle (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Maatalousyhtymä on suurempi yksikkö kuin perheviljelmä (vähintään 2 osallista). Sen jäsenet työskentelvät samalla maatilalla ja yhdistävät joko kokonaan tai osittain tuotanto-omaisuutensa (pääoma, työvoima) ja joskus tuotannon jalostusarvon (markkinointi, tuotteistus).

RURALIZATION-tutkimuksessa syvennyttiin tutkimaan maatalousyhtymiä maataloustoiminnan aloittamisen ja maaseudun taantuman näkökulmasta:

a- Maatalouden sukupolvenvaihdosnäkökulma:

- Ne antavat uudelle viljelijälle mahdollisuuden jakaa työkuormaa ja investointeja, vaihtaa tietoa ja hoitaa yhteisesti hankalia työtehtäviä (hallinto, myynti jne).
- Huomioi paremmin uuden viljelijän tarpeet työ- ja vapaa-ajan tasapainottamiseen, lisää vapautta aloittaa maatalouden harjoittaminen, lisää arvoketjun kontrollointia (muutokset, markkinointi) ja vähentää maaseutuelämään liittyvää eristäytymistä.

b- Maaseudun sukupolvenvaihdosnäkökulma:

- Ne luovat positiivista dynamiikkaa väestökehitykseen ja sosiaalisiin suhteisiin (jäsenten ja heidän perheidensä asuttaminen, enemmän aikaa osallistua paikalliseen elämään ja verkostoihin, maatilatapahtumat jne.).
- Ne monipuolistavat maatiloja ja taloutta, luovat paikallisia työpaikkoja ja tarjontaketjuja sekä suojelevat maisemaa ja luonnonvaroja.

Maatalousyhtymien tukemiseksi tarvitaan uusia järjestelmiä, joiden avulla voidaan testata yhteisviljelyä, tukea edistyksellisiä maatalouden menetelmiä ja ylläpitää nykyisten maatilojen uudelleenorganisointia yhteisviljelyn suuntaan. Yhteisviljelyn status kaipaa myös lisää vahvistusta, jotta voidaan varmistaa yhteistilojen jäsenille esimerkiksi nuoren viljelijän tuet. Tärkeää on saada myös vanhemmat viljelijät vakuuttua asiasta ja muuttamaan heidän maatilansa yhteisviljelmiksi sekä kehittää maan hankinnan institutionaalisia järjestelmiä yhteisviljelyä suosiviksi (esim. julkiset instituutiot huolehtivat väliaikaisesti maan kasvukunnosta)..

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Fact sheet - Case study on new entrants into agriculture

Country **Saksa**

Short title Gut Wulksfelde GmbH - Yrittäjyys ja ekologiset tavoitteet tasapainossa (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Ongelmat/Mahdollisuudet:
Wulksfelde farm sijaitsee erittäin lähellä Hampuria menestyvällä alueella kahden luonnonsuojelualueen välissä. Maa-alue ja vanha maatalo on Hampurin kaupungin omistama eikä se ollut vuosiin taloudellisesti kannattava. Sen vuoksi senaatti päätti vuonna 1989 vuokrata kiinteistö luomuviljelytarkoituksiin.
Tulokset:
Wulksfelde farm viljelee 460 ha (Bioland) luomualaa ja tarjoaa työtä yli 230 ihmiselle, joista useimmat työpaikat ovat muualla kuin maataloustuotannossa. Siellä tuotetaan, valmistetaan ja markkinoidaan suoraan laajaa tuotevalikoimaa. Siihen sisältyy leikkikoulu, maatilamyymälä, leipomo (tehty erityisesti leipomotoiminnan esittelytarkoituksiin), kahvila, ravintola ja luomutuotteiden jakelupalvelu. Siellä on myös päiväkoti ja lemmikkeläintarha vierailevin perheiden tarpeisiin. Maatila on viehättävässä maisemassa matkailualueella, jota Hampurin asukkaat käyttävät virkistykseen. Lisäksi maatila on kytkeytynyt paikallisyhteisöön maatilafestivaalien ja sadonkorjuutapahtumien kautta ja se tarjoaa ympäristökasvatusta. Se käyttää uusiutuvaa energiaa ja energiankulutusta seurataan kulutuksen vähentämiseksi. Wulksfelde farm on lupaava käytänne monipuolisuutensa vuoksi. Tuotevalikoima ja kohderyhmät ovat moninaiset. Yrittäjämäinen johtaminen kehittää jatkuvasti ja määrätietoisesti uusia tuotteita ja avautuu siten uusille asiakkaille.
Suositukset:
Käytänne osoittaa kuinka taloudelliset ja ekologiset tavoitteet voidaan saavuttaa samanaikaisesti. Se vaatii melko suuren viljelyalan suhteellisen suuren kaupungin lähellä (ja siten kohderyhmän) sekä poliittista tahtoa. Yrittäjyystaidot ja ekologinen idealismi tekevät sen mahdolliseksi.).
Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact person: info@gut-wulksfelde.de

Fact sheet - Case study on new entrants into agriculture

Country **Suomi**
Short title Maaseutuammattiin ry Pohjois-Savossa (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Maaseutuammattiin ry perustettiin edistämään maatalous- ja metsäalan koulutukseen osallistumista, näiden alojen työvoiman saatavuutta ja yrittäjyyttä sekä lisäämään alan tunnettavuutta ja verkostoitumista. Yhdistys on rakentanut laajan verkoston, joka sitouttaa kaikki asiaankuuluvat toimijat alkutuottajista suuriin teollisuusyrityksiin toimimaan systemaattisesti maaseutuelinkeinojen esiin tuomiseksi. Siten itse yhdistys toimii melko pienillä resursseilla.

Pula maaseudun ammattilaisista ja työntekijöistä on merkittävä haaste tulevaisuudessa. Maaseudun ammatit eivät enää ole kovin tuttuja nuorisolle ja heidän opettajilleen.

Yhdistys järjestää oppilaille ja opettajille maatila- ja muita yritysvierailuja, esittelevät maaseutuammatteja kouluissa ja tarjoavat myös työssäoppimispaikkoja. Yhdistyksellä on koulujen kanssa myös erilaisia kehittämishankkeita esimerkiksi opetussuunnitelmien kehittämiseksi. Edellisten viiden vuoden aikana vuosittain 2700 – 3000 oppilaalla ja opettajalla on ollut mahdollisuus tutustua maaseudun yrityksiin ja ammatteihin. Yhdistys järjestää myös erilaisia yleisötilaisuuksia, esimerkiksi maaseutugaalan, jossa vahvistetaan maaseutuyrittäjien yhteisöllisyyttä ja kiinnitetään positiivisella tavalla huomiota heidän työhönsä. Toinen merkittävä vuosittainen maaseutuelinkeinojen näkyvyyttä lisäävä tapahtuma, on maakunnan pääkaupungissa järjestettävä sadonkorjuujuhla.

Käytänne uudistaa sukupuoliroolitusta, sillä maaseutuammattien markkinoidaan sopivan yhtä lailla naisille kuin miehille. Monet naispuoliset maaseudun ammattilaiset toimivat roolimalleina yhdistyksen tekemässä PR-työssä (tapahtumat, esitteet, nettisivut jne.). Perusviestinä on se, että on tärkeää ymmärtää tämän klusterin merkitys aluetaloudelle, inhimilliselle elämälle ja luonnolle. Klusteri tarvitsee ammattilaisensa.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Case study on new entrants into agriculture

Country **Unkari**

Short title Seuraajat ja uudet tulokkaat Unkarissa. Kristina Pocsai ja muut viljelijät (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Ongelma ja pääviesti: Tämä tapaustutkimus käsittelee erästä nuorten viljelijöiden erityisryhmää Itä-Unkarissa: maatilojen sukupolvenvaihdosjatkajat. Sukupolvenvaihdos ei ole helppo hetki elämässä, erityisesti niille, jotka jatkavat yritystoimintaa. Ehkä se on maatalousbisneksessä jopa vielä vaikeampaa.

Uusilla maatalousyrittäjillä on kaksi pääasiallista haastetta:

1. Sukupolvenvaihdosta ei oltu ehditty suunnitella; isä on kuollut äkillisesti, jolloin täytyy yhtäkkiä olla valmis päätöksentekijä, perheen pää erittäin lyhyellä varoitusajalla ja samalla on kyettävä käsittelemään henkilökohtaista menetystä. Heidän täytyy löytää, rakentaa ja käyttää edesmenneen verkostoja ja myös löytää oma tapa johtaa maatilayritystä.

2. Sukupolvenvaihdosta on ehditty suunnittella ja on ollut aikaa opetella työn vaatimia taitoja ja rakentaa omia verkostoja, mutta pojan (sukupolvenvaihdosjatkajat ovat yleensä miehiä) ja isän välillä on erimielisyyksiä. Jopa työntekijät tiedostavat ja osoittavat epäkunnioitustaan tapauksissa, joissa sukupolvien välillä ilmenee erimielisyyksiä. Tutkimuksemme mukaan pitkä vaihdosprosessi vaikeuttaa myös teknologian muutosta ja maatilan monipuolistamista.

Kohtasimme hyvin vähän naispuolisia maatilojen johtajia. Jopa tilanteissa, joissa nainen, aviovaimona tai äitinä työskenteli aktiivisesti tilalla ja hoitivat byrokratian, heillä ei ollut roolia maatilan päätöksenteossa.

Näistä vaikeuksista huolimatta nuoret viljelijät näkivät maatilan sukupolvenvaihdoksen positiivisena tapahtumana ja pitivät sitä yksinkertaisimpana tapana kehittää itsenäisesti maatilayrittämistä.

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Fact sheet - Case study on new entrants into agriculture

Country **Unkari**
Short title Dávid Deilinger – Uudet maatilayrittäjät (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Tapaustutkimus selvittää tapoja kuinka nuoret viljelijät vastaavat maatalousyrittämisen aloittamisen haasteisiin.

Joitakin tapauksia yhdistää vaikeat polut menestykselliseen aloittamiseen, mutta useimmissa tapauksissa viljelijät käyttävät toisistaan poikkeavia itsenäisiä ratkaisuja. Uusilla viljelijöillä on ainakin ensimmäisen viiden vuoden aikana maatalouden rinnalla toinen tulonlähde: löysimme opettajia, yrittäjiä, kasvinsuojelun asiantuntijoita ja ihmisiä monenlaisilla muilla taustoillaa. He ovat tyypilliseti myös erittäin sitoutuneita omaan tekemiseensä, yleensä liittyen perheen perinteisiin, harvemmin eettisten syiden vuoksi.

Nämä maatilat ovat erittäin riippuvaisia erilaisista tuista, yleensä projektirahoituksesta. Sen vuoksi nämä maatilat ovat tavallista yleisemmin monitoimitiloja: joillakin energiantuotantoa, toisilla ruoan jatkojalostusta tai maaseutumatkailua. Vaikka maatalousyrittäminen saatiin tuloa tuottavaksi, omistajat pitivät silti alkuperäisen työnsä, erityisesti jos se liittyi maatalouteen (kuten kasvinsuojeluun liittyvissä konsultointitöissä tai maatalouteen liittvissä projektitöissä) .

Yleensä uusista viljelijöistä tulee arvostettuja yhteisön jäseniä ja maatalouden suunnannäyttäjiä, mikäli he kykenevät rakentamaan menestyksellistä maatalousliiketoimintaa.

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FACT SHEETS IN GERMAN

Fact sheet - Case study on new entrants into agriculture

Country **United Kingdom**

Short title Das UK Farmstart-Netzwerk: Förderung Neulandwirte beim Aufbau ihrer Fähigkeiten (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das Farmstart-Netzwerk wurde 2019 von vier in Großbritannien ansässigen biologischen Lebensmittel- und Landwirtschaftsprojekten gegründet: "Kindling Trust", "OrganicLea" und "Tamar Grow Local", unterstützt von der "Landworkers' Alliance", der Gewerkschaft für Landwirte und Landarbeiter in Großbritannien. Farmstarts sind Projekte zur Unterstützung neuer Landwirte; die Projekte sind unterschiedlich und bieten den Teilnehmern/Teilnehmerinnen ein gewisses Maß an Unterstützung durch Trainingsangebote, landwirtschaftlichen Flächen und Ausrüstung. Es gibt aktuell acht "Farmstart"-Projekte in England, Schottland und Wales; ein weiteres Projekt befindet sich im Aufbau. Das Netzwerk dient dem Erfahrungs- und Informationsaustausch zwischen bereits bestehenden Farmstarts. Darüber hinaus werden Schulungs- und Mentoringprogramme angeboten.

Das Netzwerk erzeugt positive Wirkungen mit lokalen Lebensmittel- und Landwirtschaftssystemen, die die Lebensgrundlagen der Menschen und die Verbindung zumländlichen Ruam und zwischen ländlichen und suburbanen Gebieten verändert. Im Hinblick auf die Erfahrungen der Teilnehmer mit Farmstart-Programmen können unterschiedliche Wirkungen festgestellt werden. Es stellen sich Fragen dahingehend, ob Farmstarter auch die Landwirtschaft als Beruf weiterführen können und wie groß ihr Engagement in der breiten Gesellschaft war. Das Potenzial wirkliche Veränderungen von Farmstarts herbeizuführen wird durch die Funktionsweise innerhalb der aktuellen Systeme, fehlende Ressourcen und den Rahmen der tiefen strukturellen Ungleichheiten begrenzt.

Diese Untersuchung zeigt, dass folgende Aspekte für Farmstart-Projekt besonders wichtig sind:

• Schaffung von Angeboten von bezahlten und flexiblen Weiterbildungsmöglichkeiten sind wichtig.

• Eine langfristige Unterstützung und Mentoringprogramme können den eigenen Geschäftserfolg der Teilnehmer fördern.

• Nach der Ausbildung der Farmstarter ist es wichtig lokale landwirtschaftliche Flächen zur Verfügung zu stellen, auf denen sie weiterarbeiten können.

• Genügend Zeit ist ebenso von Bedeutung, damit ein großes Netzwerk aufgebaut werden kann, um zusammen zu Lernen und Ressourcen zu generieren.

DRAFT. The report is subject to possible changes due to approval process by the European Commission.

Fact sheet - Case study on new entrants into agriculture

Country **Polen**

Short title Hof Martynika: ein ökotouristischer Bauernhof zeigt, dass der Wandel vom urbanen zum ländlichen Leben schwierig, aber möglich ist (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika ist derzeit ein ökotouristischer Bauernhof, der 2013 im Dorf Jaroszówka (Polen) von einigen Hinzugezogenen (newcomer) aus der Stadt Warschau gegründet wurde. Angesichts ihrer wirtschaftlichen und pädagogischen Erfahrungen beschlossen sie, das Bauernhaus zu renovieren und ein landwirtschaftliches und agrotouristisches Unternehmen zu gründen, das zusätzlich ein breites Angebot an Workshops (für Kinder und Erwachsene) anbietet. In der Praxis erwies sich die landwirtschaftliche Tätigkeit als anspruchsvoller als von den Eigentümern erwartet, so dass sie sich auf die Entwicklung von Agrotourismus und Workshops konzentrierten. Einige Tätigkeiten waren eng mit dem Landleben verbunden, z. B. Permakultur, Vorbereitungskurse für das Landleben, aber auch Keramik-, Ofenbau- und Recycling-Workshops. Um sich in die lokale Gemeinschaft zu integrieren, haben die Besitzer an verschiedenen Aktivitäten teilgenommen, z.B. in Hausfrauenkreise und Projekten zur Dorfentwicklung. Ein wichtiger Aspekt der Martynika Farm war der starke Fokus auf Ökologie, sowohl bei den Workshops als auch bei der landwirtschaftlichen Produktion und Lebensweise. Im Moment konzentrieren sich die Betreiber auf die Umstellung auf einen Biobetrieb. Besonders wichtig sind hier die Vorbereitungen zum Vertrieb und Verkauf. Eine wesentliche Erkenntnis aus der Analyse dieses Projekts ist, dass der Einstieg in die landwirtschaftliche Produktion durch Neueinsteiger sehr schwierig war und eine sehr gute Vorbereitung erforderte. Es bietet sich an, einen Plan-B-Weg zu entwickeln, um sich alternative Einkommenquellen zu erschließen. Eine bedeutende Handlungsempfehlung besteht in einer institutionellen Unterstützung von Neueinsteigern in vielerlei Hinsicht (Kauf eines Hofes, Entscheidungen über Art und Form des Anbaus und vor allem über Vertriebswege).

DRAFT
The report is subject to possible changes due to approval process by the European Commission

Fact sheet - Case study on new entrants into agriculture

Country **Niederlande und Belgien (Flandern)**
Short title Bauernhöfe mit starker Bürgebeteiligung (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die Großbauern Land van Weert (Südostniederlande) und De Wassende Maan (Westflandern) zeigen auf unterschiedliche Weise, wie Bürger, denen gesunde, lokal produzierte Lebensmittel wichtig sind, in einen Bauernhof vor Ort eingebunden werden können. Herenboeren Land van Weert basiert auf einem landesweiten Konzept mit folgenden Merkmalen: ein Bauernhof von 20 Hektar zur Versorgung von 200 Haushalten mit Gemüse, Obst und Vieh auf einer naturnahen Basis; Miteigentum über eine lokale Genossenschaft; eine einmalige Anzahlung und ein wöchentlicher Beitrag; Zugang zu Land über Pacht und der Landwirt ist bei der nationalen Organisation angestellt. Eine nationale Organisation hatte die Idee ins Leben gerufen und dient als nationaler Ansprechpartner bei der Förderung des Konzepts auf nationaler Ebene. Sie unterstützt lokale Initiativen mit einem strukturierten Ansatz beim Start der Produktion eines lokalen Bauernhofs, auch während der Bewirtschaftung. Land van Weert ist einer der ersten lokalen Bauernhöfe. De Wassende Maan ist ein flämischer Pionier der biologischen Landwirtschaft mit Bürgerbeteiligung, der sich zu einem professionellen biodynamischen Bauernhof mit Abonnements für Bioboxen und einem Bioladen entwickelt hat. Die Organisation ist eine Mischform: ein gemeinnütziger Verein (vzw) mit begrenztem Landbesitz und einer Verwaltungsstruktur mit Freiwilligen und eine Genossenschaft mit beschränkter Haftung (cvba) mit Anteilseignern und Angestellten. Das Bauernteam ist bei der cvba angestellt und dient als Nährboden für junge Menschen, die sich für den biologischen Landbau interessieren. Der größte Teil der landwirtschaftlichen Flächen ist angemietet oder verpachtet. Wichtige Aspekte in den Beispielen betreffen die Organisationsform, die Stellung des Landwirts als Angestellter, zusätzliche Fähigkeiten für Landwirte und den Zugang zu Land.

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Fact sheet - Case study on new entrants into agriculture

Country **Italien**

Short title Farming AgriCultures: Apulische Neueinsteiger - Verein und landwirtschaftliche Genossenschaft "Casa delle AgriCultura - Tullia und Gino" (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Der Verein und die Genossenschaft wurden in einem kleinen Dorf in der Region Apulien gegründet. Die Initiatoren haben eine gemeinsame Motivation - Projekte und Aktivitäten einer nachhaltigen ländlichen Entwicklung zu fördern, die es den Menschen ermöglichen, in ihrer Region zu bleiben. Grundlage ist eine natürliche Landwirtschaft, Erhaltung der landwirtschaftlichen Biodiversität und die Umnutzung traditioneller Kulturen auf brachliegendem Land. Der Verein wurde 2012 gegründet. Die Betreiber fördern seitdem viele Maßnahmen und Veranstaltungen, um die lokale Gemeinschaft für eine ökologische Landwirtschaft zu sensibilisieren. An der sehr erfolgreichen Veranstaltung "Grüne Nacht", die sich auf das Thema der nachhaltigen Landwirtschaft und der lokalen Lebensmittelmärkte konzentriert, nehmen regelmäßig 30.000 Menschen teil. Der Verein ist in viele Netzwerke eingebunden, die die Ideen einer ökologischen Landwirtschaft, einer solidarischen Landwirtschaft, die Idee lokaler Wertschöpfungsketten sowie die Umnutzung von brachliegendem Land verfolgen. 2018 war der Verein der Initiator der Genossenschaft. Die Genossenschaft bewirtschaftet ca. 15 Hektar Land mit traditionellen Getreide- und Gemüsesorten, das zuvor brach lag und das größtenteils unentgeltlich genutzt werden konnte. Es wurden viele Aktivitäten der sozialen Landwirtschaft gefördert. Die Genossenschaft hat, finanziert durch Crowfunding (einen regionalen Zuschuss und ein Bankdarlehen) eine "Gemeinschaftsmühle" errichtet, um die Getreideproduktion vor Ort zu verbessern. Die Produkte werden über kurze Lieferketten vermarktet. Sie förderten "chain pacts" mit anderen Landwirten, die traditionelle Getreidesorten anbauen und ihre Produkte zu einem vereinbarten Preis verkaufen. Die Untersuchung zeigt, dass zur regionalen Belebung konkrete Maßnahmen geschaffen werden müssen (z.B. die Gründung der Genossenschaft, die Gemeinschaftsmühle), finanziert durch Crowfunding. Durch die Vernetzung der Akteure kann sich das Beispiel etablieren.

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

The report is subject to possible changes due to approval process by the European Commission

Fact sheet - Case study on new entrants into agriculture

Country **Frankreich**

Short title Die Versailler Plain Association und die landwirtschaftliche Diversifizierung stadtnaher Landwirtschaft (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Anfang der 2000er Jahre wurde der Verein Versailles Plain's Association gegründet, um die Landwirtschaft im westlichen Teil der Ile-de-France zu schützen, weil sich seit den 1990er Jahren die Verstädterung immer weiter ausbreitete und die Bauern, die landwirtschaftlichen Flächen und die damit verbundenen Angebote bedrohten. Es war eine der wenigen französischen Initiativen von Landwirten, die sich gegen die Verstädterung zur Wehr zu setzen. Diese Organisation bestand aus drei verschiedenen Gruppen: die gewählten Vertreter, Landwirte und Mitglieder der Zivilgesellschaft. Ziel war ist es, das Bewusstsein der lokalen Akteure für landwirtschaftliche Belange zu stärken und das gemeinsame Projekt zu fördern. Grundsätzlich fungierte der Verein als Vermittlungsstelle zwischen den verschiedenen Beteiligten. Seit seiner Gründung förderte der Verein die ländliche Wiederbelebung und bekämpfte den Rückgang der Landwirtschaft: i) durch die Unterstützung von Neueinsteigern und Lebensmittelherstellern, ii) durch die Entwicklung gemeinsamer Werte und Verbindungen zwischen verschiedenen lokalen Akteuren, iii) durch die Förderung politischer Unterstützung, iv) durch die Förderung lokaler, selbstversorgender, diversifizierter Landwirtschaft und lokaler Lebensmittel-Mikrokosmen mit diversifizierten Kleinunternehmen. Ziel war es, das Bewusstsein der lokalen Bevölkerung und Akteure für landwirtschaftliche Themen zu schärfen und Die Enwtciklung gemeinsamer Projekte zu erleichtern. Grundsätzlich fungierte der Verband als Vermittlungsstelle zwischen den verschiedenen Akteuren. Der Verband wurde mittlerweile von den meisten Akteuren in der Region anerkannt und hatte die Unterstützung der lokalen und regionalen Behörden. Der Verein führte eine Erfassung des landwirtschaftlichen Erbes ein (Landschaftscharta); förderte den Austausch und die Vermittlung von Informationen, schuf Beziehungen zwischen städtischen und landwirtschaftlichen Institutionen; schuf Räume für den Austausch zwischen Landwirten sowie zwischen Landwirten und Stadtbewohnern. Der Verein stand jedoch weiterhin vor Herausforderungen. Das Zusammenleben zwischen Landwirten und Stadtbewohnern bliebt schwierig (erst recht nach der Covid-19-Pandemie), und es ist nicht vollständig gelungen, konventionelle Landwirte und städtische Akteure von außerhalb zusammenzubringen. Folgende Schlussfolgerungen lassen sich ableiten: ein Moderator hilft dabei, um Akteure aus städtischen und ländlichen Gebieten mit einem gemeinsamenProjekt zu vereinen; einen Raum für Debatten und Austausch schaffen; landwirtschaftliche Projekte nutzen, um auf die großen städtischen Probleme zu reagieren..

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Fact sheet - Case study on new entrants into agriculture

Country **Frankreich**

Short title Landwirtschaftliche Gemeinschaften: ein Hebel für den landwirtschaftlichen und ländlichen Wandel (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Eine landwirtschaftliche Gemeinschaft besteht mindestens aus 2 Gesellschaftern, deren Mitglieder auf demselben Hof arbeiten und ihre Produktionsmittel (Kapital, Arbeit) und z.T. auch ihre Mittel zur Verwertung der Produktion (Vermarktung, Umwandlung) ganz oder teilweise zusammenlegen. Die in RURALIZATION untersuchten landwirtschaftlichen Gemeinschaften befassen sich mit Fragen, die mit dem Einstieg in die Landwirtschaft und dem Niedergang des ländlichen Raums zusammenhängen:

a- Generationswechsels in der Landwirtschaft:

- Sie ermöglichen es Neueinsteigern (NE), die Arbeitsbelastung und die Investitionen zu teilen, Wissen auszutauschen und Arbeitsanforderungen (Verwaltung, Einzelhandel usw.) gegenseitig zu vereinbaren.
- Sie sind auf die Erwartungen der Neueinsteiger z.B. nach einer besseren Vereinbarkeit von Beruf und Familie, mehr Freiheit beim Einstieg in die Landwirtschaft, mehr Kontrolle über die Wertschöpfungskette (Verarbeitung, Vermarktung) und weniger Isolation im ländlichen Raum angepasst.

b- ländlichen Wiederbelebung:

- Sie haben positive demografische und soziale Effekte (Ansiedlung von Mitgliedern und ihren Familien, mehr Zeit für die Mitglieder sich in das lokale Leben und in Netzwerke, Veranstaltungen auf dem Bauernhof usw. einzubinden).
- Sie diversifizieren landwirtschaftliche Betriebe und die Wirtschaft indem sie lokale Arbeitsplätze und Lieferketten schaffen und Landschaften sowie die natürlichen Ressourcen erhalten.

Um bäuerliche Kollektive besser zu unterstützen, werden weitere Programme benötigt, die den Zusammenschluss von Bauernhöfen ermöglichen, die fortschreitende Ansiedlung in der Landwirtschaft unterstützen und die Umstrukturierung bestehender Betriebe an eine diversifizierte Landwirtschaft anzupassen. Die Anerkennung des Status von landwirtschaftlichen Gemeinschaften/Genossenschaften ist ebenfalls erforderlich, um sicherzustellen, dass Junglandwirte Fördermöglichkeiten erhalten können. Schließlich ist es wichtig, ältere Landwirte davon zu überzeugen, ihre Höfe an Gemeinschaften/Genossenschaften zu übertragen und institutionelle Lösungen für den Zugang zu Land für Gemeinschaften zu entwickeln (z.B. temporäres "Tragen" von Land durch öffentliche Institutionen).

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Fact sheet - Case study on new entrants into agriculture

Country **Deutschland**

Short title Gut Wulksfelde GmbH - unternehmerische Ansätze und ökologische Ziele im Einklang (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das vielversprechende Beispiel Gut Wulksfelde liegt in der Nähe von Hamburg in einer wachsende Region zwischen zwei Naturschutzgebieten. Die landwirtschaftlichen Flächen und das alte Bauernhaus befanden sich im Besitz des Stadtstaates Hamburg und waren seit Jahren nicht mehr wirtschaftlich nutzbar. Aus diesem Grund beschloss der Senat 1989 die Verpachtung des Anwesens unter der Auflage des ökologischen Landbaus.

Das Gut Wulksfelde ist ein Betrieb, der 460 Hektar ökologisch bewirtschaftet (Bioland) mit mehr als 230 Arbeitsplätzen. Die meisten davon sind außerhalb der landwirtschaftlichen Produktion. Eine Vielzahl von Produkten wird dort erzeugt, verarbeitet und direkt vermarktet. Dazu gehören eine Gärtnerei, ein Hofladen, eine Bäckerei (die speziell zur Demonstration des Backvorgangs eingerichtet ist), ein Café und Restaurant sowie ein Bio-Lieferservice. Außerdem gibt es einen eigenen Kindergarten und einen Streichelzoo Familien. Der Hof ist eingebettet in eine landschaftlich und touristisch reizvolle Region, die auch von Hamburgern zur Naherholung genutzt wird. Darüber hinaus arrangiert der Hof Hoffeste und Ernteveranstaltungen in der örtlichen Gemeinschaft und bietet Bildungsmöglichkeiten im Umweltbereich an. Das Gut nutzt erneuerbare Energien und ergreift Maßnahmen zur Reduzierung seines Energieverbrauchs. Das Gut Wulksfelde ist vielversprechend, da es sehr vielfältig ist. Die Produktpalette und die Zielgruppe sind sehr breit gefächert. Die unternehmerische Leitung entwickelt bewusst und zielgerichtet neue Produkte und erschließt so neue Kunden.

Dieser Betrieb zeigt, wie ökonomische und ökologische Ziele erreicht werden können. Voraussetzung dafür sind ausreichend große landwirtschaftliche Flächen, die Nähe zu einer Großstadt (und damit einer Zielgruppe) und politischer Wille. Unternehmerisches Geschick und ökologischer Idealismus machen es möglich.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

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Fact sheet - Case study on new entrants into agriculture

Country **Finnland**
Short title Verein für ländliche Berufe (Maaseutuammattiin ry) in Nordsavo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Der Verein für ländliche Berufe wurde gegründet, um die Ausbildung in der Land- und Forstwirtschaft und neue Unternehmen und Fachkräfte für ländliche Berufe zu fördern sowie die Vernetzung der Akteure in diesem Bereich auszubauen. Der Verband hat ein breites Netzwerk aufgebaut, das alle relevanten Akteure von der Primärproduktion bis hin zu großen Industriebetrieben in die systematische Förderarbeit für die ländlichen Lebensgrundlagen einbindet. So verfügt der Verband selbst über recht geringe Eigenmittel. Es ist zu abzusehen, dass es in Zukunft zu einem Mangel an ländlichen Fachkräften und Beschäftigten kommen wird. Die ländlichen Berufe sind den Jugendlichen und ihren Lehrern nicht mehr so vertraut.

Der Verband organisiert Hof- und Betriebsbesichtigungen für Schüler und Lehrer, stellt ländliche Berufe in Schulen vor und bieten praktische Berufsorientierungsmöglichkeiten für Schüler an. Des Weiteren gibt es Entwicklungsprojekte mit Schulen, um z.B. die Lehrpläne zu entwickeln. In den vergangenen fünf Jahren hatten jährlich 2.700 - 3.000 Schüler und Lehrer die Möglichkeit, ländliche Betriebe und Berufe kennen zu lernen. Öffentliche Veranstaltungen, wie z.B. die Gala der ländlichen Unternehmer, verbessern das Gemeinschaftsgefühl und heben die Arbeit der Unternehmer positiv hervor. Ein weiteres jährliches öffentliches Event ist das Erntefest in der Provinzhauptstadt, was zur Sichtbarkeit des ländlichen Raumes beiträgt.

Das Beispiel nimmt auch Bezug auf die Geschlechterrollen in der Landwirtschaft, da ländliche Berufe für Frauen und Männer geeignet dargestellt werden. Viele weibliche ländliche Fachkräfte sind Vorbilder in der PR des Vereins (Veranstaltungen, Broschüren, Webseiten etc.)

Die Botschaft ist: Es ist wichtig die Bedeutung dieses Bereichs für die regionale Wirtschaft und für das Leben der Menschen und für die Natur zu verstehen. Der Bereich braucht die Fachkräfte.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Case study on new entrants into agriculture

Country **Ungarn**

Short title Die Nachfolger und Neueinsteiger in Ungarn. Kristina Pocsai und andere Landwirte (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problem und Hauptaussage: In der Fallstudie geht es um eine spezielle Gruppe von jungen Landwirten aus Ostungarn, nämlich Betriebsnachfolger eines landwirtschaftlichen Betriebs. Die Nachfolge ist kein einfacher Lebensabschnitt, besonders wenn jemand ein Unternehmen weiterführen soll, vor allem einen landwirtschaftlichen Betrieb. Es gibt zwei große Herausforderungen für Nachfolger: 1. Wenn die Nachfolge nicht geplant ist, beispielsweise bei einem plötzlichen Tod des Vaters, muss der Nachfolgerbereit sein, in extrem kurzer Zeit als Entscheidungsträger und Familienoberhaupt zu agieren und gleichzeitig mit persönlichen Verlusten umzugehen. Nachfolger müssen die Netzwerke des Verstorbenen ausfindig machen, sie wieder aufbauen und nutzen und einen Weg finden den landwirtschaftlichen Betrieb zu führen. 2. Wenn die Nachfolge geplant ist, gibt es mehr Zeit und Raum für das Erlernen der Fähigkeiten und den Aufbau eigener Netzwerke, aber in diesem Fall kommt es zu Konflikten zwischen dem Sohn (in der Regel sind Nachfolger männlich) und dem Vater. Auch die Mitarbeiternehmen nehmen diesen Prozess wahr und zeigen sich nicht immer respektvoll gegenüber dem neuen Besitzer, besonders wennes zu Generationskonflikten kommt. Die langen Wechsel erschweren nach unseren Ergebnissen auch technologische Veränderungen und die Diversifizierung des Betriebs. Unter den Betriebsleitern haben wir nur sehr wenige Frauen angetroffen. Selbst wenn eine Frau als Ehefrau oder Mutter aktiv auf dem Hof arbeitet, sind sie für die Verwaltung zuständig und fungieren nicht als Hauptentscheidungsträger auf dem Hof.

Trotz all dieser Schwierigkeiten wird die Hofnachfolge von den jungen Landwirten/Landwirtinnen in der Regel positiv gesehen und als der einfachste Weg angesehen, einen selbständigen landwirtschaftlichen Betrieb zu entwickeln.

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Fact sheet - Case study on new entrants into agriculture

Country **Ungarn**
Short title David Deilinger - Neueinsteiger in der Landwirtschaft (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das Beispiel beschreibt die Art und Weise, wie junge Landwirte auf die Herausforderungen bei der Gründung eines landwirtschaftlichen Betriebs reagieren. Während es einige Fälle gibt, die Schwierigkeiten haben einen erfolgreichen Start voranzutreiben, nutzen andere Landwirte verschiedene unabhängige Lösungsansätze . Neueinsteiger haben zumindest in den ersten Jahren ihrer Tätigkeit immer eine weitere Einkommensquellen: Wir fanden Lehrer, Unternehmer, Pflanzenschutzexperten, aber auch viele andere Berufsgruppen. Charakteristisch ist das starke persönliche Engagement, meist bezogen auf die eigene Familientraditionen, seltener auf ethischen Belangen begründet. Die Betriebe sind in der Regel von Subventionen abhängig, meist von Zahlungen aus Projekten. Infolgedessen sind die Landwirte häufiger diversifiziert aufgestellt: Sie sind in der Energieproduktion, der Lebensmittelverarbeitung oder im ländlichen Tourismus tätig. Auch wenn der Betrieb wirtschaftlich wird, bleiben die Betreiber bei ihrer ursprünglichen Beschäftigung, besonders wenn sie im Einklang mit der Landwirtschaft steht (wie z.B. als Berater im Pflanzenschutz, in der Projektarbeit oder als Vermittler jeglicher Art von landwirtschaftlichen Projekten). Normalerweise werden Neueinsteiger, wenn sie ein erfolgreiches landwirtschaftliches Unternehmen aufbauen können, zu angesehenen Persönlichkeiten der lokalen Gemeinschaft.

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FACT SHEETS IN FRENCH

Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Grande-Bretagne**
Short title Le réseau britannique "Farmstart": aider les nouveaux agriculteurs à développer leurs compétences (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le réseau "Farmstart" a été créé en 2019 par 4 organisations britanniques : la Kindling Trust, OrganicLea et Tamar Grow Local et la Landworkers' Alliance, un syndicat d'agriculteurs et travailleurs de la terre. "Farmstart" est le nom donné à des programmes visant à soutenir des porteurs de projet agricoles. Chacun est singulier, offrant divers niveaux de soutien, de formation, d'accès aux terres et à l'équipement. Il y a maintenant 8 programmes Farmstart dans 3 des régions du Royaume-Uni (Angleterre, Ecosse et Pays de Galles), et un neuvième en cours de développement. Le réseau a été créé pour favoriser le partage d'apprentissages et d'informations entre ces programmes et pour piloter des formations accréditées et des opportunités de mentorat. En termes d'impact, on observe des changements positifs des systèmes alimentaires et agricoles locaux, des créations d'activités et le renforcement des liens à la terre et aux communautés locales. Cependant, cet impact varie, notamment en ce qui concerne l'expérience des participants aux Farmstart et leur capacité à poursuivre leur carrière agricole et à s'impliquer dans les communautés locales. Le potentiel de transformation des Farmstart est limité par le cadre systémique actuel, le manque de ressources et les inégalités structurelles. Cette recherche fait ressortir comme considérations clés pour créer un programme :

- l'importance d'offrir des options de formation rémunérées et flexibles
- le fait qu'un mentorat continu améliore la réussite des participants
- la nécessité de soutenir l'accès au foncier pour que les participants puissent s'installer après la formation
- la nécessité de consacrer du temps au réseau pour générer des ressources et étendre/répliquer le modèle.

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Pologne**

Short title La Farme Martynika: une ferme écotouristique montrant que passer d'une vie urbaine à une vie rurale est difficile mais possible (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika est une ferme éco-touristique créée en 2013 dans le village de Jaroszówka (Pologne) par un couple de nouveaux arrivants de la ville de Varsovie. Compte tenu de leur expérience en matière de commerce et de pédagogie, ils ont décidé de rénover la ferme et de mettre en place une activité agricole et agritouristique proposant en plus une large gamme d'ateliers (pour enfants et adultes). En pratique, l'activité agricole s'est avérée plus difficile que les propriétaires ne l'avaient prévu. Ils se sont donc concentrés sur le développement de l'agrotourisme et des ateliers, dont certains sont étroitement liés à la vie rurale, par exemple la permaculture, la préparation à la vie rurale, ainsi que des ateliers de céramique, de fabrication de poêles et de recyclage. Afin de s'intégrer à la communauté locale, les propriétaires participent à diverses activités, comme les cercles de ménagères et d'autres projets de développement du village. Un aspect important de la ferme Martynika est l'accent mis sur l'écologie, tant au niveau des ateliers que de la production agricole et du mode de vie. Pour l'instant, les exploitants se concentrent sur le retour à l'agriculture biologique active, les préparatifs de la distribution et de la vente étant particulièrement importants. Une conclusion importante de l'analyse de cette pratique est que le lancement d'une production agricole par de nouveaux arrivants est très difficile et nécessite une très bonne préparation. Une bonne solution est, comme l'ont fait les propriétaires de Martynika, de préparer une alternative, un plan B pour gagner de l'argent à la campagne. Une recommandation importante est la nécessité d'un soutien institutionnel pour les nouveaux entrants dans de nombreux aspects (l'achat d'une ferme, les décisions sur le type et la forme des cultures, et surtout les canaux de vente).

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Pays-Bas et Flandres (Belgique)**
Short title Exploitations agricoles avec une forte participation citoyenne (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (sud-est des Pays-Bas) et De Wassende Maan (Flandre occidentale) montrent de différentes manières comment les citoyens, considérant qu'une alimentation saine produite localement est importante, peuvent être étroitement impliqués dans une exploitation agricole. Herenboeren Land van Weert est fondé sur un concept national présentant les caractéristiques suivantes : une ferme de 20 ha destinée à nourrir 200 ménages avec des légumes, des fruits et du bétail dans le respect de la nature ; la copropriété via une coopérative locale ; un dépôt unique et une contribution hebdomadaire ; l'accès à la terre via un bail et l'agriculteur employé par l'organisation nationale. L'organisation au niveau national est l'initiatrice de l'idée et représente les intérêts du concept en le promouvant au niveau national. Elle soutient les initiatives locales avec une approche structurée, au démarrage de la production d'une ferme locale et les accompagne pendant l'exploitation. Land van Weert est l'une des premières fermes locales. De Wassende Maan est un pionnier flamand de l'agriculture biologique avec une participation citoyenne qui s'est développé en une ferme biodynamique professionnelle, incluant des abonnements à des box bios et une boutique bio. L'organisation est hybride : une association sans but lucratif (vzw) avec une propriété foncière limitée et une structure bénévole, et une société coopérative à responsabilité limitée (cvba) avec des actionnaires et du personnel employé. L'équipe d'agriculteurs est employée par la cvba et sert de vivier de jeunes intéressés par l'agriculture biologique. La plupart des terres sont louées ou affermées. Les thèmes importants dans les exemples concernent la forme d'organisation, la position de l'agriculteur en tant qu'employé, les compétences supplémentaires pour les agriculteurs et l'accès aux terres.

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Italie**
Short title Agri-cultures dans les Pouilles: Association et coopérative agricole "Casa delle AgriCultura - Tullia et Gino". (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cette association et coopérative d'un petit village de la région des Pouilles favorisent le maintien des populations dans le territoire par des projets et activités basés sur l'agriculture naturelle, le maintien de l'agro-biodiversité et la promotion des cultures traditionnelles sur des terres abandonnées. Fondée en 2012, l'association a réalisé de nombreuses actions pour sensibiliser les communautés locales sur les bienfaits et opportunités liés à l'agriculture agroécologique. Elle organise la "Nuit verte", un évènement à succès (environ 30 000 participants) sur le thème de l'agriculture durable et des systèmes alimentaires locaux. Elle est aussi impliquée dans de nombreux réseaux qui promeuvent l'agroécologie, l'économie solidaire, les circuits courts, et la réhabilitation de terres abandonnées. Cette association a porté en 2018 le développement de la Coopérative, qui gère environ 15 ha de terres auparavant abandonnées, maintenant prêtées gratuitement pour cultiver des variétés traditionnelles de céréales et de légumes. La coopérative a mis en place grâce au crowdfunding des subventions régionales et prêts bancaires pour soutenir des activités agricoles et sociales et un "moulin coopératif" pour transformer localement la production de céréales (commercialisation en circuits courts). Elle a aussi promu la réalisation de "pactes de filières" avec d'autres cultivateurs de céréales traditionnelles, pour fixer en commun le prix des produits. L'étude révèle que l'animation territoriale de l'association a préparé le terrain pour la mise en œuvre d'actions concrètes (par exemple création de la coopérative et du moulin communautaire). La mise en réseau a permis de consolider les projets et a été utile pour le crowdfunding.

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **France**
Short title L'Association de la Plaine de Versailles et la diversification de l'agriculture périurbaine (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Au début des années 2000, l'Association de la Plaine de Versailles a été créée pour défendre l'agriculture dans l'ouest de l'Ile-de-France, car depuis les années 1990 l'urbanisation s'est multipliée, menaçant les paysans, les terres agricoles et les infrastructures liés. C'est un exemple français rare d'initiative paysanne pour résister à l'urbanisation. Cette association regroupe 3 collèges différents d'élus, d'agriculteurs et de membres de la société civile. Elle a pour objectifs de sensibiliser les acteurs locaux aux enjeux agricoles et de faciliter l'émergence de projets communs. A la base, elle fonctionne en tant qu'instance de facilitation entre les différents types d'acteurs impliqués dans la plaine, elle est aujourd'hui reconnue par la plupart des acteurs de la plaine et bénéficie du soutien des collectivités territoriales. Depuis sa création, l'association promeut la régénération rurale et lutte contre le déclin agricole : i) en aidant l'installation de nouveaux agriculteurs et de transformateurs, ii) en créant des valeurs communes et des liens entre les différents acteurs locaux, iii) en favorisant le soutien des acteurs politiques, iv) en favorisant une agriculture locale, vivrière et diversifiée organisée autour d'un microcosme local fondé sur des petites entreprises diversifiées. L'association a réalisé un inventaire du patrimoine agricole de la plaine (charte du paysage) ; favorisé les échanges et la diffusion d'informations, créé des liens entre les institutions urbaines et agricoles ; créé des espaces d'échange entre agriculteurs entre-eux mais aussi entre agriculteurs et citadins. Cependant, l'association fait toujours face à des défis. La cohabitation entre agriculteurs et populations urbaines reste difficile (encore plus après la pandémie de covid-19). L'association n'a pas non plus pleinement réussi à fédérer les agriculteurs conventionnels et les acteurs urbains de l'extérieur de la plaine. Cette pratique prometteuse suggère les recommandations suivantes : recruter un facilitateur pour fédérer les acteurs des zones urbaines et rurales autour d'un projet commun ; créer un espace de débat et d'échange ; utiliser les projets agricoles pour répondre aux grands enjeux urbains.

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **France**
Short title Les fermes collectives: leviers de transition agricole et rurale? (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Un collectif agricole réunit au moins deux associés sans lien de parenté, via une ou plusieurs structures exploitantes, avec une mise en commun des moyens de production et parfois de transformation et de commercialisation. Les collectifs répondent à des problématiques de renouvellement des générations et de déclin rural:

- Ils permettent à des paysans non-issus du milieu agricole (NIMA) de partager la charge de travail et les investissements, d'échanger des connaissances et de mutualiser les contraintes.
- Ils répondent aux aspirations des NIMA en offrant un meilleur équilibre entre vie professionnelle et vie privée, une plus grande liberté d'entrer et de sortir de l'agriculture, un contrôle accru sur la chaîne de valeur et en réduisant l'isolement en milieu rural.
- Ils génèrent des dynamiques démographiques et sociales positives (installation de plusieurs membres et familles s'investissant dans la vie locale).
- Ils permettent de diversifier les exploitations et l'économie, de créer des emplois et filières locales, de préserver les paysages et ressources naturelles.

Pour soutenir les collectifs agricoles, il faut créer des dispositifs permettant de tester l'association entre paysans, de sinstaller progressivement en agriculture et de restructurer les exploitations pour les adapter à une agriculture de groupe diversifiée. Une meilleure reconnaissance des statuts utilisé par les collectifs est aussi nécessaire, notamment pour garantir l'accès aux aides agricoles. Enfin, il faut convaincre les cédants de transférer leurs exploitations à des collectifs et développer des solutions institutionnelles pour l'accès au foncier (par exemple le "portage" temporaire de terres par des institutions publiques pour ces groupes).

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Allemagne**

Short title Gut Wulksfelde GmbH - Approche entrepreneuriale et objectifs écologiques bien équilibrés (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problèmes/Opportunités :
La pratique prometteuse de la ferme Wulksfelde, située tout près de Hambourg dans une région prospère entre deux zones de conservation de la nature. Le terrain et l'ancienne ferme appartiennent à la ville-état de Hambourg et ne sont plus économiquement viables depuis des années. C'est pourquoi le sénat a décidé de louer la propriété sous condition d'agriculture écologique en 1989.
Résultats :
La ferme Wulksfelde est une exploitation qui gère écologiquement 460 ha (Bioland) et fournit plus de 230 emplois, la plupart en dehors de la production agricole. Une grande variété de produits y est produite, transformée et commercialisée directement. Elle comprend une pépinière, un magasin agricole, une boulangerie (spécialement conçue pour la démonstration du processus de cuisson), un café et un restaurant ainsi qu'un service de livraison biologique. Il y a également un jardin d'enfants sur place et un zoo pour les familles en visite. La ferme est intégrée dans un paysage attrayant et une région touristique, qui est utilisée par les habitants de Hambourg pour les loisirs locaux. En outre, la ferme s'engage dans la communauté locale en organisant des fêtes agricoles et des événements de récolte et en fournissant une éducation environnementale. Elle utilise des énergies renouvelables et prend des mesures pour réduire sa consommation d'énergie. La ferme de Wulksfelde est prometteuse car elle est très diversifiée. La gamme de produits et le groupe cible sont très larges. La direction de l'entreprise développe consciemment et de manière ciblée de nouveaux produits et s'ouvre ainsi à de nouveaux clients.
Recommandations :
Cette pratique montre comment les objectifs économiques et écologiques peuvent être atteints. Pour cela, il faut des terres agricoles suffisamment grandes, la proximité d'une grande ville (et donc un groupe cible) et une volonté politique. L'esprit d'entreprise et l'idéalisme écologique rendent la chose possible.
Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Finlande**
Short title Association des professions rurales (Maaseutuammattiin ry) à North Savo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

L'association des professions rurales a été créée pour promouvoir l'enseignement de l'agriculture et de la sylviculture et la disponibilité de nouveaux entrepreneurs et professionnels pour les emplois ruraux, ainsi que pour accroître la mise en réseau des professionnels de ce secteur. Elle a construit un vaste réseau qui engage tous les acteurs concernés, de la production primaire aux grandes entreprises industrielles, dans un travail systématique de promotion des moyens de subsistance en milieu rural. Ainsi, l'association elle-même peut avoir des ressources propres assez minuscules. On peut craindre une pénurie de professionnels et d'employés ruraux à l'avenir. Les professions rurales ne sont plus très familières aux jeunes et à leurs enseignants.

L'association organise des visites d'exploitations agricoles et d'entreprises pour les étudiants et les enseignants, présente les professions rurales dans les écoles et offre des possibilités d'orientation professionnelle pratique aux écoles. Ils ont des projets de développement avec les écoles pour, par exemple, développer les programmes d'enseignement. Au cours des cinq dernières années, 2 700 à 3 000 étudiants et enseignants ont eu l'occasion de se familiariser avec les entreprises et les emplois ruraux. Ils organisent également des événements publics, comme le gala des entrepreneurs ruraux, afin d'améliorer la communalité et d'attirer l'attention sur leur travail. Un autre événement public annuel visant à accroître la visibilité des moyens de subsistance ruraux est le festival des récoltes organisé dans la capitale de la province.

Cette pratique renouvelle les rôles de genre puisque les professions rurales sont présentées comme convenant aussi bien aux femmes qu'aux hommes. De nombreuses professionnelles rurales servent de modèles dans les relations publiques de l'association (événements, brochures, pages web, etc.).

Le message est qu'il est crucial de comprendre l'importance de ce groupe dans l'économie régionale, pour la vie humaine et pour la nature. Le secteur a besoin de professionnels

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin.

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Hongrie**

Short title Les successeurs et les nouveaux entrants en Hongrie. Kristina Pocsai et d'autres agriculteurs (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problématique et message principal: L'étude de cas porte sur un groupe particulier de jeunes agriculteurs de l'Est de la Hongrie : les successeurs d'une entreprise agricole. La succession n'est jamais un moment facile, surtout pour reprendre une entreprise, mais c'est peut-être encore plus difficile dans le cas d'une exploitation agricole.

Il y a deux défis majeurs pour les nouveaux agriculteurs :

1. Si la succession n'est pas planifiée ; la mort du père est soudaine, ils doivent être prêts à agir en tant que décideur, chef de famille dans un laps de temps extrêmement court, et faire face aux pertes de personnel en même temps. Ils doivent trouver, reconstruire et utiliser les réseaux du défunt et aussi trouver le moyen de gérer l'entreprise agricole.

2. Si la succession est planifiée, il y a plus de temps et d'espace pour apprendre les compétences et construire ses propres réseaux, mais dans ce cas, il y a eu des conflits entre le fils (les successeurs sont généralement des hommes) et le père. Même les employés le reconnaissent, et montrent un certain manque de respect dans certains cas, surtout s'il y a des conflits entre les générations. Les longs changements rendent également difficiles les changements technologiques et la diversification des exploitations, selon nos résultats.

Nous avons rencontré très peu de femmes parmi les dirigeants d'une exploitation. Même si une femme, en tant qu'épouse ou mère, travaille activement dans l'exploitation, elle est responsable de la bureaucratie et ne devient pas le principal décideur de l'exploitation.

Malgré toutes ces difficultés, la succession d'une ferme est généralement perçue positivement par les jeunes agriculteurs, et est considérée comme le moyen le plus simple de développer une entreprise agricole indépendante.

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Fact sheet - Étude de cas sur les nouveaux entrants en agriculture

Country **Hongrie**
Short title Dávid Deilinger - Nouveaux acteurs de l'agriculture (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le cas analyse les façons dont les jeunes agriculteurs répondent aux défis de la création d'une entreprise agricole.

Bien qu'il y ait quelques cas intégrant les chemins difficiles d'un démarrage réussi, dans la plupart des cas, les agriculteurs utilisent les différentes solutions indépendamment les unes des autres. Les nouveaux exploitants, au moins dans les premières années d'activité, ont toujours une autre source de revenus : nous avons trouvé des enseignants, des entrepreneurs, des experts en protection des plantes, mais aussi de nombreux autres profils. Il est également typique qu'ils aient un engagement personnel très fort, généralement lié aux traditions familiales, moins fréquemment à des préoccupations éthiques.

Ces exploitations sont très dépendantes de différentes formes de subventions, généralement des paiements provenant de projets. De ce fait, ces agriculteurs sont plus fréquemment diversifiés : ceux qui sont engagés dans la production d'énergie, la procession alimentaire, ou le tourisme rural. Même si l'entreprise familiale est devenue économiquement viable, les propriétaires conservent leur emploi d'origine, surtout s'il est lié à l'agriculture (comme un type de conseil en protection des plantes, des projets ou des agents de tout type de projets agricoles).

En général, les nouveaux arrivants, s'ils parviennent à créer une entreprise agricole prospère, deviennent des figures prestigieuses de la communauté locale, et leur rôle permet de montrer comment pratiquer l'agriculture.

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FACT SHEETS IN HUNGARIAN

Fact sheet - Case study on new entrants into agriculture

Country **United Kingdom**

Short title Az Egyesült Királyság Farmstart hálózata: az új gazdálkodók támogatása készségeik fejlesztéséhez (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Farmstart hálózat 2019-ben négy brit agroökológiai élelmiszer- és mezőgazdasági projektből jött létre: a Kindling Trust, az OrganicLea és a Tamar Grow Local, amelyeket a Landworkers' Alliance, az Egyesült Királyság mezőgazdasági termelőinek és munkásainak szakszervezete támogat. A "Farmstarts" az új gazdák támogatására irányuló projekteket takar; mindegyik projekt más és más, és a résztvevőknek meghatározott szintű támogatást, képzést, földet és eszközöket kínál. Jelenleg nyolc Farmstart-projekt működik az Egyesült Királyság három országában (Angliában, Skóciában és Walesben), és további egy projekt van fejlesztés alatt. A hálózat azért jött létre, hogy a meglévő Farmstartok között biztosítsa a tudás és információ egymással történő megosztását, valamint akkreditált képzési és mentorálási lehetőségeket teszteljen kísérleti jelleggel. Ami az eredményességet illeti, vannak jó példák a helyi élelmiszer- és gazdálkodási rendszerek, az emberek megélhetésének, valamint a földdel és egymással való kapcsolatának pozitív változására vidéki és városkörnyéki területeken. Ez a hatás azonban változó, mely tettenérhető különösen a résztvevők Farmstart programokkal kapcsolatos tapasztalataiban, továbbá abban, hogy a Farmstart-résztvevők képesek-e a gazdálkodást karriert folytatni, és milyen volt a szélesebb közösségbe való bekapcsolódásuk. A Farmstarts igazi változást hozó potenciálját korlátozza a jelenlegi rendszereken belüli működés, az erőforrások hiánya és a mély strukturális egyenlőtlenségek. A kutatás rámutatott, hogy a Farmstart-projekt létrehozásán gondolkodók számára a következők a legfontosabb szempontok:

- a fizetett és rugalmas képzési lehetőségek biztosítása alapvető fontosságú
- a folyamatos támogatás és mentorálás fokozhatja a résztvevők saját üzleti sikerét
- fontos, hogy a képzés befejezése után a Farmstart résztvevők számára helyi földterületet biztosítsanak, ahová “továbbléphetnek”
- a Farmstart programok szélesebb hálózatához való kapcsolódás segíthet a közös tanulás és a modell kiterjesztéséhez/megismétléséhez szükséges erőforrások létrehozásában.

Fact sheet - Case study on new entrants into agriculture

Country **Polen**

Short title Farma Martynika: egy ökoturisztikai farm, amely megmutatja, hogy a városi életről a vidéki életre való áttérés nehéz ugyan, de nem lehetetlen. (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Farma Martynika jelenleg egy ökoturisztikai farm, amelyet 2013-ban alapított a lengyelországi Jaroszówka faluban egy Varsóból érkezett pár. Tekintettel üzleti és pedagógiai tapasztalataikra, úgy döntöttek, hogy felújítják a tanyát, és mezőgazdasági és agroturisztikai vállalkozást hoznak létre, amely emellett foglalkozások széles választékát kínálja (gyermekek és felnőttek számára). A gyakorlatban a mezőgazdasági tevékenység nagyobb kihívásnak bizonyult, mint amire a tulajdonosok számítottak, ezért az agroturizmus és a foglalkozások fejlesztésére összpontosítottak, amelyek közül néhány szorosan kapcsolódik a vidéki élethez, pl. permakultúra, felkészülés a vidéki életre, valamint kerámia-, kályhakészítő és újrahasznosító műhelyek. A helyi közösségbe való integráció érdekében a tulajdonosok különböző tevékenységekben vesznek részt, pl. “háziasszony-körökben” és más falufejlesztési projektekben. A Farma Martynika egyik fő alapelvének megfelelően nagy hangsúlyt fektet az ökológiai szempontokra, mind a foglalkozások, mind a mezőgazdasági termelés és életmód tekintetében. Jelenleg a házigazdák az aktív biotermesztéshez való visszatérésre összpontosítanak, így különösen fontosak a forgalmazás és az értékesítés módjaira való felkészülés. Az elemzés egyik fontos következtetése, hogy a mezőgazdasági termelés beindítása az új belépők számára nagyon nehéz és nagyon komoly felkészültséget igényel. Jó megoldás, ahogyan azt a tulajdonosok is tették, hogy előkészítenek egy alternatív, B-tervet a vidéki megélhetésre. Fontos javaslat, hogy az új belépőknek számos szempontból (a gazdaság megvásárlása, a termények típusára és formájára vonatkozó döntések, és különösen az értékesítési csatornák) intézményi támogatásra van szükségük.

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Fact sheet - Case study on new entrants into agriculture

Country **Hollandia és Flandria (Belgium)**
Short title Erős polgári részvétellel rendelkező gazdaságok (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Herenboeren Land van Weert (Délkelet-Hollandia) és a De Wassende Maan (Nyugat-Flandria) különböző módokon mutatja be, hogy az egészséges, helyben termelt élelmiszereket fontosnak tartó polgárok hogyan tudnak közvetlenül részt venni egy gazdaság munkájában. A Herenboeren Land van Weert a következő, országosan elterjedt koncepción alapul: egy 20 hektáros gazdaság, amely 200 háztartást lát el zöldséggel, gyümölccsel és állattartással, a természettel harmóniában; társtulajdonlás egy helyi szövetkezeten keresztül; egyszeri befizetés és heti hozzájárulás; a földhöz való hozzáférés földbérlet útján, továbbá a gazdálkodó az országos szervezet alkalmazásában áll. Az országos szervezet indította el az ötletet, és nemzeti érdekelt félként segíti a koncepciót országos szinten. Strukturált megközelítéssel támogatja a helyi kezdeményezéseket a helyi gazdaság termelésének megkezdéséhez, illetve támogatja őket a hasznosítás során is. A Land van Weert az egyik első helyi gazdaság. A De Wassende Maan a biogazdálkodás flamand úttörője. A polgárok bevonásával professzionális biodinamikus gazdasággá nőtte ki magát, bioboxokra és a bioshopra való előfizetéses rendszerrel. A szervezet hibrid felépítésű: egy nonprofit egyesület (vzw) korlátozott földtulajdonnal és önkéntes struktúrával, valamint egy korlátolt felelősségű szövetkezeti társaság (cvba) részvényesekkel és alkalmazottakkal. A gazdálkodói csapat a cvba alkalmazásában áll, és a biogazdálkodás iránt érdeklődő fiatalok fontos találkozópontjaként szolgál. A földek nagy része bérelt. A példák között kiemelendők a szervezeti formára, a gazdálkodó mint alkalmazott helyzetére, a gazdálkodók kiegészítő készségeire és a földhöz való hozzáférésre vonatkozó témák.

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Fact sheet - Case study on new entrants into agriculture

Country **Italy**

Short title AgriCultures: az apuliai új belépők esete - "Casa delle AgriCultura - Tullia és Gino" egyesület és mezőgazdasági szövetkezet (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az egyesület és a szövetkezet egy kis faluban alakult Apulia régióban. Közös elképzelésük volt, hogy olyan projekteket és tevékenységeket támogassanak, amelyek lehetővé teszik az emberek számára, hogy a vidékfejlesztés fenntartható modelljének előmozdítása révén a saját régiójukban maradjanak, amely a természetes gazdálkodáson, az agrár-biodiverzitás fenntartásán és a hagyományos növények termesztésének helyreállításán alapul, melyre az elhagyott földekhez való hozzáférés biztosít lehetőséget. Az egyesületet 2012-ben alapították. Számos akciót és rendezvényt támogattak, hogy a helyi közösséget érzékenyítsék az agroökológiai gazdálkodás által kínált lehetőségekre. Ők rendezik meg minden évben a "Zöld Éjszakát" is, amely a fenntartható mezőgazdaság és a helyi élelmiszerpiacok témájára összpontosít. Ez egy nagyon sikeres esemény lett, amelyen mintegy 30 000 ember vesz részt. Számos olyan hálózatban vesznek részt, amelyek osztják az agroökológiai gazdálkodás, a szolidáris gazdaság, a rövid helyi láncok, valamint az elhagyott földterületek újrahasznosításának gondolatát. 2018-ban az egyesület a Szövetkezet támogatója volt. Körülbelül 15 hektárnyi elhagyott és főként ingyenes kölcsönnel hozzáférhető földet kezelnek, ahol hagyományos gabona- és zöldségfajtákat termesztenek. Számos szociális mezőgazdasági tevékenységet támogatnak. A szövetkezet közösségi finanszírozásból, regionális támogatásból és bankhitelből finanszírozva "közösségi malmot" hozott létre azzal a céllal, hogy helyben átalakítsa a gabonatermesztést. "Lánc-egyezség" megkötését támogattak más gazdákkal, akik hagyományos gabonaféléket termesztenek, és termékeiket megállapodás szerinti áron értékesítik. A tanulmányból kiderül, hogy a konkrét intézkedések (pl. a szövetkezet, a közösségi malom létrehozása) végrehajtása megalapozott volt. A hálózatépítés lehetővé tette a gyakorlat megszilárdítását, és hasznos volt a közösségi finanszírozásos akciókhoz..

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Case study on new entrants into agriculture

Country **France**

Short title A Versailles-i Alföld Egyesület és a városkörnyéki mezőgazdaság diverzifikációja (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A 2000-es évek elején jött létre a Versailles Plain's Egyesület azzal a céllal, hogy megvédje Ile-de-France nyugati részének mezőgazdaságát, mivel az 1990-es évek óta az urbanizáció megsokszorozódott, ami veszélyezteti a gazdákat, a mezőgazdasági földeket és a hozzájuk kapcsolódó szolgáltatásokat. Ez egy ritka példa Franciaországból egy olyan kezdeményezésre, melynek célja, hogy a gazdák ellenálljanak az urbanizációnak. Ez az egyesület három különböző kollégium választott tisztségviselőit, gazdálkodókat és a civil társadalom tagjait tömöríti. Céljai közé tartozik a helyi érdekeltek tudatosságának növelése a mezőgazdasági kérdésekkel kapcsolatban, és a közös projektek kialakításának elősegítése. Alapvetően közvetítő szervként működik az régióban érintett különböző típusú szereplők között. A szervezetet ma már az érintett terület legtöbb érintettje elismeri, és a helyi és regionális hatóságok is támogatják.

Megalakulása óta az egyesület elősegíti a vidék megújulását és a mezőgazdaság hanyatlása elleni küzdelmet: i) az új belépők és az élelmiszeripari kézművesek telepítésének támogatásával, ii) közös értékek és kapcsolatok létrehozásával a különböző helyi szereplők között, iii) a politikai támogatás előmozdításával, iv) a helyi, önellátó, diverzifikált mezőgazdaság és a helyi élelmiszeripari mikrokozmosz előmozdításával, diverzifikált kisvállalkozásokkal. Az egyesület leltárt készített a síkvidéki mezőgazdasági örökségről (tájcharta); elősegítette az információcserét és -terjesztést, kapcsolatot teremtett a városi és mezőgazdasági intézmények között; teret teremtett a gazdák közötti, valamint a gazdák és a városlakók közötti tapasztalatcseréhez.

Az egyesületnek azonban még mindig kihívásokkal kell szembenéznie. A gazdák és a városi lakosság együttélése továbbra is nehézkes (különösen a COVID-19 járvány után), és nem sikerült teljes mértékben összehozni a hagyományos gazdákat és a síkságon kívüli városi szereplőket.

A következő gyakorlati javaslatok tehetők: egy közvetítő alkalmazása, hogy a városi és vidéki szereplők egy közös projekt köré tömörüljenek; a vita és a tapasztalatcsere lehetőségének megteremtése; a mezőgazdasági projektek városi problémákra való alkalmazása.

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Fact sheet - Case study on new entrants into agriculture

Country **France**

Short title A mezőgazdasági kollektívák: a mezőgazdasági és vidéki átmenet eszközei (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A mezőgazdasági kollektíva a családi egységnél nagyobb csoport (legalább 2 társult tag), amelynek tagjai ugyanazon a gazdaságon dolgoznak, és részben vagy egészben egyesítik a termelési eszközeiket (tőke, munkaerő), és néha a termelés értékét növelő eszközeiket (értékesítés, átalakítás). A RURALIZATION-ben vizsgált mezőgazdasági kollektívák a mezőgazdaságba való belépéssel és a vidék hanyatlásával kapcsolatos kérdésekkel foglalkoznak:

a- A mezőgazdaságban a generációs megújulással kapcsolatban:

- Lehetővé teszik az új belépők (NE) számára a munkaterhelés és a beruházások megosztását, a tudáscserét, valamint a munkával kapcsolatos kötelező feladatok kölcsönös megosztását (adminisztráció, kiskereskedelem stb.).
- Jobban illeszkednek az újonnan belépő tagok azon törekvéseihez, hogy javítsák a munka és a magánélet egyensúlyát, nagyobb szabadságot kapjanak a mezőgazdaságba való belépéshez, illetve abból való kilépéshez, nagyobb ellenőrzést kapjanak az értéklánc felett (átalakítás, értékesítés), illetve hogy csökkenjen a vidéki környezetben való elszigeteltségük.

b- A vidéki megújulás tekintetében:

- Pozitív demográfiai és társadalmi dinamikát generálnak (a tagok és családjaik letelepedése, több idő áll rendelkezésre a tagok helyi életbe és hálózatokba való integrációjára, mezőgazdasági rendezvények stb.)
- Diverzifikálják a gazdaságokat és a gazdaságot, helyi munkahelyeket és ellátási láncokat teremtenek, valamint megőrzik a tájat és a természeti erőforrásokat.

A mezőgazdasági kollektívák jobb támogatása érdekében több olyan programra van szükség, amely próbára teszi a mezőgazdasági társulásokat, támogatja a fokozatos elhelyezkedést a mezőgazdaságban, és támogatja a jelenlegi gazdaságok szerkezetátalakítását a diverzifikált csoportos mezőgazdasághoz való alkalmazkodás érdekében. A csoportos mezőgazdasági státusz jobb elismerésére is szükség van, hogy például a kollektívák tagjai fiatal mezőgazdasági termelőknek járó támogatásban részesülhessenek. Végezetül kulcsfontosságú az idősebb gazdálkodók meggyőzése arról, hogy gazdaságaikat adják át a kollektíváknak, és a csoportok számára a földhöz való hozzáférés intézményi megoldásait kell kidolgozni (pl. ideiglenes föld "hordozása" állami intézmények által).

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Fact sheet - Case study on new entrants into agriculture

Country **Germany**

Short title Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problémák/lehetőségek:

Az ígéretes gyakorlatot folytató Wulksfelde gazdaság Hamburghoz nagyon közel, két természetvédelmi terület között, egy virágzó régióban található.

A földterület és a régi tanya Hamburg város tulajdonában van, és évek óta életképtelen gazdaságilag. Ezért a szenátus 1989-ben úgy döntött, hogy a birtokot ökológiai gazdálkodás keretében bérbe adja.

Eredmények:

A Wulksfelde gazdaság 460 hektáron (Bioland) ökológiai gazdálkodást folytat, és több mint 230 munkahelyet biztosít, többségük a mezőgazdasági termelésen kívül. Sokféle terméket állítanak elő, dolgoznak fel és forgalmaznak közvetlenül. Tartalmaz egy faiskolát, egy mezőgazdasági boltot, egy pékséget (amely kifejezetten a sütési folyamat bemutatására készült), egy kávézót és éttermet, valamint egy biofutárszolgálatot. A helyszínen óvoda és állatsimogató is várja az idelátogató családokat. A gazdaság egy vonzó tájba és turisztikai régióba illeszkedik, amelyet a hamburgiak kikapcsolódási célokra használnak. A gazdaság emellett a helyi közösségben is részt vesz mezőgazdasági fesztiválokkal és szüreti rendezvényekkel, valamint környezeti neveléssel is foglalkozik. A gazdaság megújuló energiát használ, és folyamatos intézkedéseket tesz az energiafogyasztás csökkentése érdekében. A Wulksfelde gazdaság ígéretes, mivel nagyon változatosa a termékskála és a célcsoport nagyon széles. A vállalkozói szellemű vezetés céltudatosan fejleszt új termékeket, és így új vásárlók felé nyit.

Javaslatok:

Ez a PA megmutatja, hogyan lehet gazdasági és ökológiai célokat elérni egyszerre. Ehhez kellően nagy mezőgazdasági területre, egy nagyváros (és így célcsoport) közelségére és politikai akaratra van szükség. A vállalkozói készség és az ökológiai idealizmus teszi ezt lehetővé.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

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Fact sheet - Case study on new entrants into agriculture

Country **Finland**
Short title Vidéki Szakmák Egyesülete (Maaseutuammattiin ry) Észak-Szavóniában (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Vidéki Szakmák Szövetségét azért hozták létre, hogy elősegítse a mezőgazdasági és erdészeti képzést, valamint a vidéki munkákhoz szükséges új vállalkozók és szakemberek elérhetőségét, továbbá hogy növelje az e területen tevékenykedők hálózatba szerveződését. A felépített széles hálózat az elsődleges termeléstől a nagyipari vállalatokig minden érintett szereplőt elkötelez a vidéki megélhetést elősegítő rendszeres promóciós munka mellett. Így az egyesület egészen apró saját forrásokkal is rendelkezhet. Ugyanakkor aggodalomra ad okot, hogy a jövőben hiányozni fognak a vidéki szakemberek és alkalmazottak. A vidéki szakmák egyre kevésbé ismertek a fiatalok és tanáraik körében.

Az egyesület mezőgazdasági üzem- és céglátogatásokat szervez diákoknak és tanároknak, bemutatja a vidéki szakmákat az iskolákban, valamint gyakorlati szakmai orientációs lehetőségeket kínál az iskolák számára. Az iskolákkal közös fejlesztési projektjeik vannak, például a tantervek fejlesztése érdekében. Az elmúlt öt évben évente 2700-3000 diák és tanár kapott lehetőséget arra, hogy megismerkedjen a vidéki vállalkozásokkal és munkahelyekkel. Nyilvános rendezvényeket is szerveznek, mint például a vidéki vállalkozók gálája, hogy javítsák a közösségi életet és pozitív figyelmet fordítsanak a munkájukra. Egy másik, a vidéki megélhetés ismertségének növelését szolgáló, évente megrendezett nyilvános esemény a tartomány fővárosában tartott szüreti fesztivál.

Ez a PA megújítja a nemi szerepeket, mivel a vidéki szakmákat ugyanolyan alkalmasnak mutatják be a nők számára, mint a férfiak számára. Sok vidéki női szakember példaképként szerepel az egyesület PR-tevékenységében (rendezvények, brosúrák, weboldalak stb.)

Az üzenet az, hogy fontos megérteni, hogy ez a klaszter milyen fontos szerepet játszik a regionális gazdaságban, az emberi életben és a természetben. A klaszternek szüksége van a szakemberekre.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Case study on new entrants into agriculture

Country **Hungary**

Short title Az utódok és új belépők Magyarországon. Pocsai Krisztina és más gazdák (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Probléma és fő üzenet: Az esettanulmány a kelet-magyarországi fiatal gazdák egy különleges csoportjáról szól: a mezőgazdasági vállalkozásukat utódként folytatókról. Az utódlás nem könnyű pillanat az életben, különösen, ha valaki egy vállalkozást folytat, de talán még nehezebb egy mezőgazdasági vállalkozás esetében. Az új gazdák két nagy kihívással szembesülnek:

1. Ha az utódlás nem tervezett, az apa halála hirtelen következik be, akkor rendkívül rövid idő alatt kell felkészülniük arra, hogy döntéshozóként, családfőként lépjenek fel, és ezzel párhuzamosan a személyi veszteségeket is kezelniük kell. Meg kell találniuk, újra kell építeniük és alkalmazniuk az elhunytak kiépített hálózatait, valamint meg kell találniuk a mezőgazdasági vállalkozás irányításának módját.

2. Ha az utódlás tervezett, akkor több idő és tér van a készségek elsajátítására és a saját hálózatok kiépítésére, de ebben az esetben konfliktusok keletkeztek a fiú és az apa között (általában az utódok férfiak). Bizonyos esetekben az alkalmazottak is tiszteletlenséget mutatnak, különösen, ha a generációk között konfliktusok vannak. A hosszú változások a technológiai változásokat és a gazdaság diverzifikációját is megnehezítik eredményeink szerint.

Nagyon kevés nővel találkoztunk a gazdaság vezetői között. Még ha egy nő feleségként vagy anyaként aktívan dolgozott is a gazdaságban, a bürokráciáért volt felelős, és nem vált a gazdaság fő döntéshozójává.

Mindezen nehézségek ellenére a fiatal gazdák általában pozitívan ítélik meg a gazdaságok öröklését, és azt tartják a legegyszerűbb módszernek az önálló mezőgazdasági vállalkozás kialakítására.

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Fact sheet - Case study on new entrants into agriculture

Country **Hungary**
Short title Deilinger Dávid - Új belépők a mezőgazdaságban (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az esettanulmány azt elemzi, hogy a fiatal gazdálkodók hogyan reagálnak a mezőgazdasági vállalkozás beindításával járó kihívásokra.

Bár vannak olyan esetek, amelyek integrálják a sikeres indulás nehéz útjait, a legtöbb esetben a gazdák egymástól függetlenül alkalmazzák a különböző megoldásokat. Az új belépőknek legalábbis a gazdálkodás első éveiben mindig van más jövedelemforrásuk: találtunk tanárokat, vállalkozókat, növényvédelmi szakértőket, de sok más hátterű gazdálkodót is. Jellemző az is, hogy nagyon erős személyes elkötelezettséggel rendelkeznek, ami általában a családi hagyományokhoz, ritkábban az etikai szempontokhoz kapcsolódik.

Ezek a gazdaságok nagymértékben függenek a támogatások különböző formáitól, általában a projektekből származó kifizetésektől. Ennek eredményeképpen azok, akik energiatermeléssel, élelmiszer-feldolgozással vagy falusi turizmussal foglalkoznak, diverzifikáltabbnak tekinthetők. Sok esetben a tulajdonosok akkor is megtartják eredeti munkahelyüket, ha a gazdálkodási tevékenységük gazdasági szempontból is életképessé vált, különösen, ha a munkahelyük a mezőgazdasághoz kapcsolódik (mint például valamilyen növényvédelmi tanácsadás, projektek, vagy bármilyen mezőgazdasági projektben részvétel).

Általában az új belépők, ha sikeres mezőgazdasági vállalkozást tudnak felépíteni, a helyi közösség tekintélyes szereplőivé válnak, és tevékenységük utat mutathat a sikeres gazdálkodáshoz.

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FACT SHEETS IN ITALIAN

Fact sheet - Caso studio sui nuovi agricoltori

Country **Regno Unito**
Short title Il network UK Farmstart: supportare i nuovi agricoltori per sviluppare le loro competenze s (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La rete Farmstart è stata creata nel 2019 da 4 progetti agroecologici e agroalimentari con sede nel Regno Unito: Kindling Trust, OrganicLea e Tamar Grow Local, supportati dalla Landworkers' Alliance, il sindacato degli agricoltori nel Regno Unito. I "Farmstarts" sono progetti per sostenere i nuovi agricoltori; ognuno è diverso e offre ai partecipanti un particolare livello di supporto, formazione, terreni e attrezzatura. Attualmente ci sono 8 progetti Farmstart in 3 delle nazioni del Regno Unito (Inghilterra, Scozia e Galles), con un altro progetto in via di sviluppo. La rete esiste per condividere l'apprendimento e le informazioni tra Farmstart esistenti e per guidare opportunità di formazione e tutoraggio accreditate. In termini di impatto ci sono esempi di cambiamento positivo dei sistemi alimentari e agricoli locali, dei mezzi di sussistenza delle persone e delle connessioni con la terra e tra di loro, nelle aree rurali e periurbane. Tuttavia, questo impatto è variabile, in particolare per quanto riguarda l'esperienza dei partecipanti ai programmi Farmstart, se i Farmstarter sono in grado di continuare il lavoro di agricoltore e quale è stato il loro coinvolgimento con la comunità più ampia. Il potenziale trasformativo di Farmstarts è limitato dall'operare all'interno dei sistemi attuali, dalla mancanza di risorse e dal contesto di profonde disuguaglianze strutturali. Questa ricerca ha mostrato che gli elementi chiave per coloro che pensano di creare un progetto Farmstart sono:

- l' offerta di opportunità formative retribuite e flessibili;
- l'offerta di un supporto e tutoraggio continui può migliorare il successo aziendale dei partecipanti;
- trovare modi per fornire terreni in cui i Farmstarter possano trasferirsi dopo aver completato la loro formazione;
- allocare tempo per contribuire a una rete più ampia di Farmstart può aiutare a generare apprendimento condiviso e risorse per espandere/replicare il modello.

Fact sheet - Caso studio sui nuovi agricoltori

Country **Polonia**

Short title Farma Martynika: una fattoria ecoturistica che mostra come il passaggio dalla vita urbana a quella rurale sia difficile ma possibile (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika è una fattoria eco-turistica fondata nel 2013 nel villaggio di Jaroszówka (Polonia) da una coppia proveniente dalla città di Varsavia. Data la loro esperienza nel campo degli affari e della pedagogia, hanno deciso di ristrutturare la cascina e creare un'attività agricola e agrituristica, offrendo anche una vasta gamma di laboratori (per bambini e adulti). In pratica, l'attività agricola si è rivelata più impegnativa di quanto i proprietari avessero previsto, per cui si sono concentrati sullo sviluppo dell'agriturismo e dei laboratori, alcuni dei quali strettamente legati alla vita rurale, ad es. permacultura, preparazione alla vita rurale, e anche laboratori di ceramica, fabbricazione di stufe e riciclaggio. Al fine di integrarsi con la comunità locale, i proprietari partecipano a varie attività organizzate dagli abitanti del villaggio, ad es. circoli casalinghi e altri progetti di sviluppo del villaggio. Un aspetto importante dell'Azienda Martynika è la forte attenzione all'ecologia, sia in termini di laboratori che di produzione agricola e stile di vita. Attualmente, i padroni di casa si stanno concentrando sul ritorno all'agricoltura attiva delle colture biologiche, particolarmente importanti sono i preparativi su come distribuire e vendere. Un'importante conclusione dall'analisi di questa pratica è che l'avvio della produzione agricola da parte di nuovi entranti è molto difficile e richiede un'ottima preparazione. Una buona soluzione è, come hanno fatto i proprietari della Martynika, preparare un percorso alternativo, un piano B, per integrare i guadagni della produzione agricola. Una raccomandazione importante è la necessità di un supporto istituzionale per i nuovi entranti in molti aspetti (l'acquisto di un'azienda agricola, le decisioni sul tipo e la forma delle colture e soprattutto sui canali di vendita).

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Olanda e Fiandre (Belgio)**
Short title Aziende agricole con una forte partecipazione dei cittadini (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Herenboeren Land van Weert (Paesi Bassi sud-orientali) e De Wassende Maan (Fiandre occidentali) mostrano, in modi diversi, come i cittadini che considerano importante il cibo sano prodotto localmente possono essere coinvolti da vicino in un'azienda agricola. Herenboeren Land van Weert si basa su un concetto diffuso a livello nazionale con le seguenti caratteristiche: un'azienda agricola di 20 ettari per nutrire 200 famiglie con verdura, frutta e bestiame in modo naturale; comproprietà tramite una cooperativa locale; un deposito una tantum e un contributo settimanale; l'accesso alla terra tramite locazione e l'agricoltore dipendente dell'organizzazione nazionale. L'organizzazione nazionale che ha lanciato l'idea e funge da stakeholder nazionale nella promozione del concetto a livello nazionale. Supporta le iniziative locali con un approccio strutturato dall'avvio della produzione di un'azienda agricola locale e le supporta durante il loro sviluppo. Land van Weert è una delle prime aziende agricole locali. De Wassende Maan è un pioniere fiammingo nell'agricoltura biologica con il coinvolgimento dei cittadini e si è trasformata in un'azienda agricola biodinamica professionale con abbonamenti a biobox e un bioshop. L'organizzazione è ibrida: un'associazione senza fini di lucro (vzw) con proprietà fondiaria limitata e la struttura del volontariato e una società cooperativa a responsabilità limitata (cvba) con azionisti e personale dipendente. Il team di agricoltori è alle dipendenze della cvba e funge da terreno fertile per i giovani interessati all'agricoltura biologica. La maggior parte della terra è affittata o presa in leasing. I temi importanti negli esempi riguardano la forma organizzativa, la posizione dell'agricoltore come dipendente, le competenze aggiuntive per gli agricoltori e l'accesso alla terra.

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Italia**

Short title *Farming AgriCultures*: il caso dei nuovi agricoltori pugliesi - Associazione e Cooperativa Agricola "Casa delle AgriCultura - Tullia e Gino"- (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

L'Associazione e la Cooperativa sono nate in un piccolo paese della Puglia. Hanno condiviso l'idea di promuovere progetti e attività che permettano alle persone di rimanere nel loro territorio attraverso l'adozione di un modello sostenibile di sviluppo rurale, basato sull'agricoltura naturale, il mantenimento dell'agro biodiversità e il recupero delle colture tradizionali, accedendo a terreni abbandonati. L'associazione è stata fondata nel 2012. Ha promosso numerose azioni ed eventi per sensibilizzare la comunità locale sulle opportunità offerte dall'agricoltura agroecologica. Organizzano la “Notte Verde” incentrata sul tema dell'agricoltura sostenibile e dei mercati alimentari locali. È diventato un evento di grande successo con la partecipazione di circa 30.000 persone. Sono coinvolti in molte reti che condividono l'idea dell'agricoltura agroecologica, delle economie solidali, delle filiere locali corte e del riuso dei terreni abbandonati. L'associazione è stata promotrice nel 2018 della Cooperativa. Gestiscono circa 15 ha di terreni, che erano stati abbandonati, ricevuti in comodato d'uso; coltivano varietà tradizionali di cereali e ortaggi. Vengono promosse inoltre, molte attività di agricoltura sociale. La cooperativa, con l'obiettivo di trasformare localmente la produzione di cereali, ha aperto un “mulino di comunità”, finanziato attraverso crowdfunding, un contributo regionale e un prestito bancario. La produzione è commercializzata attraverso filiere corte. Hanno promosso “Patti di Filiera” con altri agricoltori spingendoli a coltivare cereali tradizionali e impegnandosi per l’acquisto di queste produzioni ad un prezzo concordato. Dallo studio emerge che il forte lavoro di animazione territoriale sul modello agroecologico ha posto le basi per l'attuazione di azioni concrete (es. costituzione della cooperativa, mulino di comunità). Il networking ha permesso di consolidare la pratica ed è stato utile per le azioni di crowdfunding.

Links utili: https://www.casadelleagriculturetulliaegino.com ; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Francia**
Short title Associazione della Piana di Versailles e diversificazione dell'agricoltura periurbana (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

All'inizio degli anni 2000, l'Associazione della Piana di Versailles è stata creata per difendere l'agricoltura nella parte occidentale dell'Ile-de-France, perché dagli anni '90 l'urbanizzazione si è moltiplicata, minacciando i contadini, i terreni agricoli e i servizi correlati. È un raro esempio francese di iniziativa degli agricoltori per resistere all'urbanizzazione. Questa associazione riunisce 3 diversi collegi eletti, agricoltori e membri della società civile. I suoi obiettivi sono sensibilizzare gli attori locali sui temi dell'agricoltura e facilitare l'emergere di progetti comuni. Funge, in sostanza, da organo di facilitazione tra le diverse tipologie di attori coinvolti nella pianura. Ora è riconosciuto dalla maggior parte delle parti interessate della pianura e ha il sostegno delle autorità locali e regionali.

Fin dalla sua creazione, l'associazione promuove la rigenerazione rurale e combatte il declino agricolo: i) aiutando l'insediamento di nuovi entranti e artigiani del cibo, ii) creando valori comuni e legami tra i vari attori locali, iii) promuovendo supporti politici, iv) promuove un'agricoltura locale, di sussistenza, diversificata e un microcosmo alimentare locale con piccole imprese diversificate. L'associazione ha fatto un inventario del patrimonio agricolo della pianura (carta del paesaggio); ha promosso scambi e diffusione di informazioni, creato collegamenti tra istituzioni urbane e agricole; creato spazi per gli scambi tra gli agricoltori e tra gli agricoltori e gli abitanti delle città.

Tuttavia, l'associazione deve ancora affrontare delle sfide. La convivenza tra agricoltori e popolazioni urbane rimane difficile (ancora di più dopo la pandemia di covid-19) e non è riuscita pienamente a mettere insieme agricoltori convenzionali e attori urbani esterni alla pianura.

Questa pratica promettente suggerisce le seguenti raccomandazioni: reclutare un facilitatore per federare gli attori delle aree urbane e rurali attorno a un progetto comune; creare uno spazio di dibattito e scambio; utilizzare i progetti agricoli per rispondere ai grandi problemi urbani.

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Francia**

Short title Aziende agricole collettive: una leva per una transizione all'agricoltura e alla vita rurale (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le aziende agricole colletive è un gruppo più grande dell'unità familiare (minimo 2 soci), i cui membri lavorano nella stessa azienda e mettono in comune, totalmente o parzialmente, i loro mezzi di produzione (capitale, lavoro) e talvolta i loro mezzi per valorizzare la produzione (commercializzazione, trasformazione).

Le aziende agricole collettive studiate in RURALIZATION affrontano questioni relative all'ingresso in agricoltura e del declino rurale:

a- Per quanto riguarda il ricambio generazionale in agricoltura:

- Consentono ai nuovi entranti (NE)di condividere il carico di lavoro e gli investimenti, scambiare conoscenze e condividere aree della gestione aziendale (amministrazione, vendita al dettaglio, ecc.).
- Sono meglio allineati con le aspirazioni dei NE migliorando l'equilibrio tra lavoro e vita privata, offrendo più libertà di entrata-uscita dall'agricoltura, aumentando il controllo sulla catena del valore (trasformazione, commercializzazione) e riducendo l'isolamento nei contesti rurali.

b- Per quanto riguarda la rigenerazione rurale:

- generano dinamiche demografiche e sociali positive (insediamento dei membri e delle loro famiglie, più tempo disponibile per l'investimento dei membri nella vita e nelle reti locali, eventi in fattoria, ecc.).
- diversificano le aziende agricole e l'economia, creano occupazione e filiere locali e preservano i paesaggi e le risorse naturali.

Per sostenere meglio le aziende collettive, sono necessari più programmi per testare le associazioni tra le aziende, sostenere l'insediamento progressivo in agricoltura e sostenere la ristrutturazione delle aziende attuali per adattarle ad una agricoltura colletiva diversificata. È necessario anche un migliore riconoscimento dello status di agricoltore collettivo, per garantire, ad esempio, che i membri di queste aziende possano ricevere le sovvenzioni per i giovani agricoltori. Infine, è fondamentale convincere gli agricoltori più anziani a trasferire le loro aziende a questi collettivi e sviluppare soluzioni istituzionali di accesso alla terra per i gruppi (ad esempio, uso temporaneo della terra da parte delle istituzioni pubbliche).

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Germania**

Short title Gut Wulksfelde GmbH - Entrepreneurial approach and ecological goals well-balanced (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemi/Opportunità: l'azienda agricola Wulksfelde è situata molto vicino ad Amburgo, in una regione prospera tra due aree di salvaguardia ambientale. Il terreno e la vecchia fattoria sono di proprietà della città-di Amburgo e da anni erano abbandonati e pertanto non economicamente redditizi. Per questo motivo, nel 1989, il Senato della città decide di concederli in locazione a condizione che siano utilizzati per l'agricoltura ecologica.
Risultati: la fattoria Wulksfelde, attualmente, è un'azienda che coltiva, in modo ecologico, 460 ettari (Bioland) e impiega più di 230 lavoratori, molti dei quali non impegnati direttamente nella produzione agricola ma nelle altre aree del business aziendale. L'azienda agricola Wulksfelde produce, trasforma e commercializza direttamente un'ampia varietà di prodotti. Comprende un asilo nido, un negozio per la vendita diretta, una panetteria (realizzata appositamente per dimostrare il processo di cottura), una caffetteria, un ristorante e un servizio di consegna biologico. C'è anche una scuola materna in loco e una fattoria didattica per le famiglie in visita. La fattoria è situata in una regione turistica, molto attraente dal punto di vista paesaggistico, frequentata dagli abitanti di Amburgo per le gite brevi "fuori porta" all'aria aperta. Inoltre, l'azienda è impegnata nella comunità locale con sagre ed eventi di raccolta e fornisce educazione ambientale. Utilizza energia rinnovabile e adotta misure per ridurre il consumo energetico. La fattoria Wulksfelde è promettente in quanto è molto varia. La gamma di prodotti è diversificata e anche a tipologia di consumatori alla quale si rivolge é varia. La direzione imprenditoriale sviluppa consapevolmente e intenzionalmente nuovi prodotti e quindi apre a nuovi consumatori.
Raccomandazioni:
Questa pratica mostra come si possono raggiungere insieme obiettivi economici ed ecologici. Ciò richiede terreni agricoli sufficientemente grandi, vicinanza a una grande città (e quindi un gruppo target) e volontà politica. L'abilità imprenditoriale e l'idealismo ecologico lo rendono possibile.
Links utili: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Finlandia**
Short title Associazione delle Professioni Rurali (Maaseutuammattiin ry) del Nord Savo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

L'Associazione delle professioni rurali è stata costituita per promuovere l'educazione all'agricoltura e alla silvicoltura e l'accesso di nuovi imprenditori e professionisti alle professioni legate allo sviluppo rurale, nonché per aumentare la rete degli operatori del settore. L'associazione ha costruito un'ampia rete che impegna tutti gli attori rilevanti, dalla produzione primaria alle grandi aziende industriali, al lavoro di promozione sistematica dei mezzi di sussistenza rurali. Sebbene, l'associazione disponga di risorse proprie piuttosto limitate. C'è una preoccupazione per la scarsità di professionisti e lavoratori agricoli in futuro. I mestieri rurali non sono più così familiari ai giovani e ai loro insegnanti.

Organizzano visite a fattorie e aziende per studenti e insegnanti, presentano le professioni rurali nelle scuole e offrono opportunità pratiche di orientamento professionale per le scuole. Hanno alcuni progetti di sviluppo con le scuole ad es. sviluppare i curricula. Negli ultimi cinque anni, ogni anno 2.700-3.000 studenti e insegnanti hanno avuto l'opportunità di familiarizzare con le imprese e i lavori rurali. Organizzano anche eventi pubblici, come il galà degli imprenditori rurali per incrementare la loro comunanza e dare un'attenzione positiva al loro lavoro. Un altro evento pubblico annuale per aumentare la visibilità dei mezzi di sussistenza rurali è la festa del raccolto nel capoluogo di provincia.

La pratica rinnova i ruoli di genere poiché le professioni rurali sono presentate come adatte sia alle donne che agli uomini. Molte professioniste rurali rappresentano dei modelli nelle pubbliche relazioni dell'associazione (eventi, brochure, pagine web, ecc.).

Il messaggio è che è fondamentale comprendere il significato di questo cluster nell'economia regionale e per la vita umana e per la natura. Il cluster ha bisogno di professionisti.

Links utili: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Ungheria**
Short title I successori e i nuovi agricoltori in Ungheria. Kristina Pocsai e altri agricoltori (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problema e messaggio principale: il caso di studio riguarda un gruppo particolare di giovani agricoltori dell'Ungheria orientale: i successori di un'azienda agricola. La successione non è un momento facile della vita, soprattutto se qualcuno deve continuare un'impresa, ma forse più difficile nel caso di un'azienda agricola.

Ci sono due grandi sfide per i nuovi agricoltori:

1. Se la successione non è prevista; la morte del padre è improvvisa, devono essere pronti a fare da decisori, capofamiglia in tempi brevissimi, e contemporaneamente far fronte alle perdite di personale. Devono trovare, ricostruire e utilizzare le reti dei defunti e anche trovare il modo di gestire l'azienda agricola.

2. Se la successione è pianificata c'è più tempo e spazio per apprendere le competenze e costruire le proprie reti, ma in questo caso si possono verificare conflitti tra il figlio (di solito i successori sono maschi) e il padre. Anche i dipendenti riconoscono, e in alcuni casi mostrano mancanza di rispetto, soprattutto nel caso di conflitti tra generazioni. I lunghi cambiamenti rendono difficili anche i cambiamenti tecnologici e la diversificazione delle aziende agricole in base ai nostri risultati.

Abbiamo incontrato pochissime donne a capo di una azienda agricola. Anche se una donna, come moglie o madre, lavorava attivamente nell'azienda agricola, è responsabile della parte amministrativa, non diventa mai una delle principali responsabili delle decisioni aziendali.

Nonostante tutte queste difficoltà, la successione aziendale è generalmente considerata positiva dai giovani agricoltori e continua a essere il modo più semplice per sviluppare un'azienda agricola indipendente.

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Fact sheet - Caso studio sui nuovi agricoltori

Country **Ungheria**
Short title Dávid Deilinger – New entrants in farming (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Il caso analizza i modi in cui rispondono i giovani agricoltori alle sfide dell'avvio di un'impresa agricola.

Sebbene ci siano alcuni casi che integrano i difficili percorsi di un avvio di successo, nella maggior parte dei casi gli agricoltori utilizzano le diverse soluzioni indipendentemente l'una dall'altra. I nuovi arrivati almeno nei primi anni di agricoltura hanno sempre un'altra fonte di reddito: abbiamo trovato insegnanti, imprenditori, esperti di protezione delle piante, ma anche molti altri background. È anche tipico che abbiano un impegno personale molto forte, solitamente legato alle tradizioni familiari, meno frequentemente a delle preoccupazioni etiche.

Queste aziende dipendono in larga misura da diverse forme di sovvenzioni, di solito dai finanziamenti dei progetti. Di conseguenza, questi agricoltori sono più frequentemente diversificati: sono impegnati nella produzione di energia, di cibo o nel turismo rurale. Anche se l'azienda agricola diventa economicamente profittevole, i proprietari continuano mantenere ancora il loro lavoro originario, soprattutto se è legato all'agricoltura (come qualche tipo di consulenza sulla protezione delle piante, sui progetti o agenti di qualsiasi tipo di progetto agricolo).

Di solito i nuovi arrivati, se riescono a costruire un'azienda agricola di successo, diventano figure prestigiose della comunità locale, e il loro ruolo può mostrare un modo per coltivare.

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FACT SHEETS IN POLISH

Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country Wielka Brytania

Short title Brytyjska sieć Farmstart: wspieranie nowych rolników/czek w rozwijaniu umiejętności (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Sieć Farmstart została utworzona w 2019 roku przez 4 brytyjskie agroekologiczne projekty żywnościowe i rolnicze: Kindling Trust, OrganicLea i Tamar Grow Local, wspierane przez Landworkers' Alliance, związek dla rolników i pracowników ziemskich w Wielkiej Brytanii. „Farmstarts" to projekty wspierające nowych rolników; każdy projekt jest inny i oferuje uczestnikom określoną formę wsparcia, np. szkolenie, teren i sprzęt. Obecnie istnieje 8 projektów Farmstart w 3 krajach Wielkiej Brytanii (Anglia, Szkocja i Walia), 1 projekt jest jeszcze w fazie rozwoju. Sieć istnieje po to, aby dzielić się nauką i informacjami między istniejącymi projektami Farmstarts oraz prowadzić, nadzorować akredytowane szkolenia i możliwości mentoringu. Jeśli chodzi o oddziaływanie, istnieją przykłady pozytywnych zmian lokalnych systemów żywnościowych i rolniczych, źródeł utrzymania ludzi oraz powiązań z ziemią i między sobą na obszarach wiejskich i podmiejskich. Jednak ten wpływ jest zmienny, w szczególności dotyczy doświadczenia uczestników programów Farmstart, tego, czy Farmstarters są w stanie kontynuować karierę rolniczą i jakie było ich zaangażowanie w szerszą społeczność. Potencjał transformacyjny Farmstarts jest ograniczony przez działanie w obecnych systemach, brak zasobów i kontekst głębokich nierówności strukturalnych. Badanie wykazało, że kluczowe kwestie dla osób rozważających stworzenie projektu Farmstart są następujące: niezbędne jest oferowanie opłaconych i elastycznych możliwości szkoleniowych, by wzmocnić własny sukces biznesowy uczestników; udzielanie stałego wsparcia i mentoringu; zapewnienie ziemi, na którą Farmstarters mogą przejść po ukończeniu szkolenia; oraz poświęcenie czasu na wniesienie wkładu do szerszej sieci Farmstarts - to może pomóc w tworzeniu wspólnych zasobów w celu rozszerzenia/replikacji modelu. Ponadto:

- udzielanie stałego wsparcia i mentoringu może wzmocnić własny sukces biznesowy uczestników;
- ważne jest znalezienie sposobów na zapewnienie lokalnej ziemi, na którą Farmstarters mogą przejść po ukończeniu szkolenia;

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- przydzielenie czasu na przyczynienie się do szerszej sieci Farmstarts może pomóc w generowaniu wspólnej nauki i zasobów w celu rozszerzenia/replikacji modelu.

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Polska**

Short title Farma Martynika: gospodarstwo ekoturystyczne pokazujące, że przeprowadzka z miast na wieś nie jest łatwa, ale jest możliwa (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika to gospodarstwo ekoturystyczne założone w 2013 roku we wsi Jaroszówka (Pols przybyszów z Warszawy. Mając doświadczenie związane z biznesem i pedagogiką wyremontować gospodarstwo i założyć gospodarstwo agroturytyczne oferujące dodatkowo warsztatów (dla dzieci i dorosłych). W praktyce działalność rolnicza okazała się trudniejsza ni właściciele, dlatego skupili się na rozwoju agroturystyki i warsztatów, z których część jest ści życiem na wsi: m.in. permakultura, przygotowanie do przeprowadzki na wieś, a ta ceramiczne, zduńskie i recyklingowe. W celu integracji z lokalną społecznością właściciele a różne działania, m.in. koła gospodyń domowych i inne projekty rozwoju wsi. Ważnym asp Martynika jest silny nacisk na ekologię, zarówno w zakresie warsztatów, jak i produkcji rolne życia. Obecnie gospodarze skupiają się na powrocie do upraw ekologicznych - szczegó przygotowania do ich dystrybucji i sprzedaży. Ważnym wnioskiem z analizy tej prakty rozpoczęcie produkcji rolniczej przez nowe podmioty jest bardzo trudne i wymaga ba przygotowania. Dobrym rozwiązaniem jest, tak jak zrobili to właściciele Martyniki, p alternatywnej ścieżki, „planu B" do zarabiania na wsi. Ważną rekomendacją jest potr instytucjonalnego dla nowych podmiotów w wielu aspektach (zakup gospodarstwa, decyz formie upraw, a zwłaszcza kanały sprzedaży).

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Niderlandy i Flandria (Belgia)**
Short title Gospodarstwa współtworzone przez obywateli i obywatelki (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (Holandia Południowo-Wschodnia) i De Wassende Maan (Flandria Zachodnia) pokazują na różne sposoby, w jaki sposób obywatele, dla których zdrowa żywność produkowana lokalnie jest ważna, mogą być ściśle zaangażowani w gospodarstwo rolne. Herenboeren Land van Weert opiera się na ogólnopolskiej koncepcji o następującej charakterystyce: gospodarstwo rolne o powierzchni 20 ha, wykarmić 200 gospodarstw domowych warzywami, owocami i żywym inwentarzem w sposób uwzględniający przyrodę; współwłasność poprzez lokalną spółdzielnię; jednorazowa kaucja i tygodniowa składka; dostęp do ziemi w drodze dzierżawy oraz rolnik zatrudniony przez organizację krajową. Krajowa organizacja zapoczątkowała pomysł i służy jako krajowy interesariusz w promowaniu koncepcji na poziomie krajowym. Wspiera lokalne inicjatywy poprzez ustrukturyzowane podejście do rozpoczęcia produkcji w lokalnym gospodarstwie i wspiera je podczas eksploatacji. Land van Weert jest jednym z pierwszych lokalnych gospodarstw rolnych. De Wassende Maan jest flamandzkim pionierem rolnictwa ekologicznego z zaangażowaniem obywateli, który rozrósł się do profesjonalnej farmy biodynamicznej z subskrypcjami bioboxów i biosklepu. Organizacja ma charakter hybrydowy: stowarzyszenie non-profit (vzw) z ograniczoną własnością gruntów i strukturą wolontariuszy oraz spółdzielnia z ograniczoną odpowiedzialnością (cvba) z udziałowcami i zatrudnieniem pracowników. Zespół rolników jest zatrudniony przez cvba i służy jako inspiracja dla młodych ludzi zainteresowanych rolnictwem ekologicznym. Większość gruntów jest wynajmowana lub dzierżawiona. Ważne wątki w przykładach dotyczą formy organizacyjnej, pozycji rolnika jako pracownika, dodatkowych umiejętności dla rolników oraz dostępu do ziemi.

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Włochy**

Short title Kultury rolnictwa: osoby rozpoczynające działalność rolniczą w Apulii - Stowarzyszenie i spółdzielnia "Dom rolnictwa - Tullia and Gino" (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Stowarzyszenie i Spółdzielnia zostały założone w małej wiosce w regionie Apulia. Założyciele podzielili się ideą promowania projektów i działań, które pozwalają ludziom pozostać na ich terytorium poprzez promocję zrównoważonego modelu rozwoju wsi opartego na naturalnym rolnictwie, utrzymanie agrobioróżnorodności i odtworzenie tradycyjnych upraw na opuszczonych terenach. Stowarzyszenie powstało w 2012 roku. Promowało wiele akcji i wydarzeń uwrażliwiających lokalną społeczność na możliwości, jakie daje rolnictwo agroekologiczne. Organizowana jest „Zielona Noc", która skupia się na temacie zrównoważonego rolnictwa i lokalnych rynków żywności. Stało się to bardzo udanym wydarzeniem, w którym wzięło udział około 30 000 osób. Są zaangażowani w wiele sieci, które podzielają ideę rolnictwa agroekologicznego, gospodarki solidarnej, krótkich lokalnych łańcuchów, a także ponownego wykorzystania opuszczonej ziemi. Stowarzyszenie jest promotorem Spółdzielni w 2018 roku. Zagospodarowują ok. 15 ha gruntów, które zostały opuszczone i udostępnione głównie za darmo, gdzie uprawiają tradycyjne odmiany zbóż i warzyw. Promowanych jest wiele działań związanych z rolnictwem społecznym. Spółdzielnia utworzyła, finansowaną przez crowdfunding, dotację regionalną i pożyczkę bankową, „młyn gminny" w celu przekształcenia lokalnej produkcji zbóż. Produkcja odbywa się na rynku poprzez krótkie łańcuchy. Promowano „Pakty Łańcuchowe" z innymi rolnikami, którzy uprawiają tradycyjne zboża i sprzedają swoje produkty po uzgodnionej cenie. Z badania wynika, że animacja terytorialna przygotowuje grunt pod realizację konkretnych działań (np. założenie spółdzielni, młyna gminnego). Networking pozwolił skonsolidować praktykę i był pomocny w działaniach crowdfundingowych.

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Francja**

Short title Stowarzyszenie Równiny Wersalskiej i dywersyfikacja rolnictwa podmiejskiego (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Na początku XXI wieku powstało Stowarzyszenie Równiny Wersalskiej, aby bronić rolnictwa w zachodniej części Ile-de-France, ponieważ od lat 90. urbanizacja zagrażała chłopom, ziemiom rolnym i związanym z nimi wygodom. Jest to rzadki przykład francuskiej inicjatywy rolnikówmającej na celu przeciwstawienie się urbanizacji. To stowarzyszenie zrzesza 3 różne uczelnie wybierane przez urzędników, rolników i członków społeczeństwa obywatelskiego. Jego celem jest podnoszenie świadomości wśród lokalnych interesariuszy na temat zagadnień rolniczych i ułatwianie powstawania wspólnych projektów. Zasadniczo działa jako organ ułatwiający współpracę różnych typów podmiotów zaangażowanych w równinę.Obecnie jest rozpoznawany przez większość interesariuszy w równinie i ma poparcie władz lokalnych i regionalnych. Od momentu powstania stowarzyszenie promuje ono rewitalizację obszarów wiejskich i walkę z upadkiem rolnictwa: i) pomagając instalacjom nowych podmiotów i rzemieślników żywności, ii) tworząc wspólne wartości i powiązania między różnymi lokalnymi podmiotami, iii) promując wsparcie polityczne, iv) promując lokalne, odporne, zróżnicowane rolnictwo i lokalny mikrokosmos żywnościowy ze zróżnicowanym małym biznesem. Stowarzyszenie dokonało inwentaryzacji dziedzictwa rolniczego na równinie (karta krajobrazu); promowano wymianę i rozpowszechnianie informacji, tworzono połączenia między instytucjami miejskimi i rolniczymi; stworzono przestrzenie wymiany między rolnikami oraz między rolnikami a mieszkańcami miast. Stowarzyszenie jednak wciąż stoi przed wyzwaniami. Koegzystencja rolników i populacji miejskich pozostaje trudna (jeszcze bardziej po pandemii Covid-19) i nie udało się w pełni połączyć konwencjonalnych rolników i miejskich aktorów spoza równiny. Ta obiecująca praktyka sugeruje następujące zalecenia: rekrutacja moderatora do federacji podmiotów z obszarów miejskich i wiejskich wokół wspólnego projektu; stworzenie przestrzeni do debaty i wymiany; wykorzystanie projektów rolniczych, aby odpowiedzieć na główne problemy miejskie.

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Francja**

Short title Kolektywy rolnicze: dźwignia transformacji rolnictwa i obszarów wiejskich (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Kolektyw rolniczy to grupa większa niż jednostka rodzinna (minimum 2 współpracowników), której członkowie pracują w tym samym gospodarstwie i całkowicie lub częściowo łączą swoje środki produkcji (kapitał, pracę), a czasem także środki do wyceny produkcji (marketing, transformacja).

Kolektywy rolnicze badane w ramach ruralizacji zajmują się kwestiami związanymi z wejściem w rolnictwo i upadkiem obszarów wiejskich:

a) Odnośnie wymiany pokoleń w rolnictwie:

- Umożliwiają nowym podmiotom (NE) dzielenie się pracą i inwestycjami, wymianę wiedzy i uwspólnianie ograniczeń pracy (administracja, handel detaliczny itp.).
- Są lepiej zgodne z aspiracjami NE w zakresie poprawy równowagi między życiem zawodowym a prywatnym, większej swobody wejścia na rynek rolniczy, zwiększonej kontroli nad łańcuchem wartości (transformacja, marketing) i zmniejszonej izolacji na obszarach wiejskich.

b) W odniesieniu do regeneracji obszarów wiejskich:

- Generują pozytywną dynamikę demograficzną i społeczną (osiedlenie członków i ich rodzin, więcej czasu dostępnego na inwestycje członków w życie i sieci lokalne, imprezy rolnicze itp.).
- Dywersyfikują gospodarstwa i gospodarkę, tworzą lokalne zatrudnienie i łańcuchy dostaw oraz chronią krajobrazy i zasoby naturalne.

Aby lepiej wspierać spółdzielnie rolnicze, potrzeba więcej programów w celu przetestowania stowarzyszenia gospodarstw rolnych, wspierania progresywnego osiedlania się w rolnictwie i utrzymania restrukturyzacji obecnych gospodarstw w celu dostosowania do zróżnicowanego rolnictwa grupowego. Niezbędne jest również lepsze uznawanie statusu rolników grupowych, aby na przykład członkowie kolektywów mogli otrzymywać dotacje dla młodych rolników. Wreszcie, kluczowe jest przekonanie starszych rolników do przekazania swoich gospodarstw kolektywom i rozwinięcia instytucjonalnego dostępu do rozwiązań dotyczących ziemi dla grup (np. tymczasowe „przenoszenie" ziemi przez instytucje publiczne).

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Niemcy**

Short title Gut Wulksfelde - dobre wyważenie celów biznesowych i ekologicznych (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemy/szanse: Obiecująca praktyka Farma Wulksfelde znajduje się bardzo blisko Hamburga, w dobrze prosperującym regionie pomiędzy dwoma obszarami ochrony przyrody. Ziemia i stara farma są własnością miasta-państwa Hamburg i od lat nie były opłacalne ekonomicznie. Z tego powodu w 1989 r. senat podjął decyzję o wydzierżawieniu nieruchomości w warunkach rolnictwa ekologicznego.

Wyniki: Gospodarstwo Wulksfelde to gospodarstwo, które ekologicznie uprawia 460 ha (Bioland) i zapewnia ponad 230 miejsc pracy, w większości poza produkcją rolną. Produkuje się tam, przetwarza i bezpośrednio wprowadza na rynek szeroką gamę produktów. Obejmuje przedszkole, sklep przy gospodarstwie, piekarnię (stworzona specjalnie do prezentacji procesu pieczenia), kawiarnię i restaurację oraz dostawę produktów ekologicznych. Na miejscu znajduje się również przedszkole i małe zoo dla rodzin odwiedzających. Gospodarstwo jest wkomponowane w atrakcyjny region krajobrazowo-turystyczny, który jest wykorzystywany przez mieszkańców Hamburga do lokalnej rekreacji. Ponadto gospodarstwo angażuje się w lokalną społeczność poprzez festyny rolnicze i imprezy żniwne oraz prowadzi edukację ekologiczną. Wykorzystuje energię odnawialną i podejmuje działania mające na celu zmniejszenie zużycia energii. Farma Wulksfelde jest obiecująca, ponieważ jest bardzo zróżnicowana. Asortyment i grupa docelowa są bardzo szerokie. Kierownictwo przedsiębiorcze świadomie i celowo opracowuje nowe produkty, a tym samym otwiera się na nowych klientów.

Zalecenia:

Ta praktyka pokazuje, jak można osiągnąć cele ekonomiczne i ekologiczne. Wymaga to odpowiednio dużych gruntów rolnych, bliskości dużego miasta (a tym samym grupy docelowej) oraz woli politycznej. Umiejętność przedsiębiorcza i idealizm ekologiczny sprawiają, że jest to możliwe.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contact: info@gut-wulksfelde.de

Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country Finlandia

Short title Stowarzyszenie Zawodów Wiejskich (Maaseutuammattiin ry) w regionie North Savo (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Stowarzyszenie Zawodów Wiejskich zostało założone w celu promowania edukacji rolniczej i leśnej oraz dostępności nowych przedsiębiorców i specjalistów do pracy na obszarach wiejskich, a także zwiększenia sieci kontaktów operatorów tej dziedziny. Zbudowali szeroką sieć, która angażuje wszystkich odpowiednich aktorów, od produkcji podstawowej przez duże przedsiębiorstwa przemysłowe do systematycznej pracy promocyjnej dla wiejskich źródeł utrzymania.Tak więc samo stowarzyszenie może mieć dość niewielkie zasoby własne. Istnieje obawa o niedobór wiejskich specjalistów i pracowników w przyszłości. Zawody wiejskie nie są już tak znane młodzieży i ich nauczycielom. Organizowane są wizyty w gospodarstwie rolnym i przedsiębiorstwach dla uczniów i nauczycieli, prezentowane są zawody wiejskie w szkołach, a także oferuje się praktyczną orientację zawodową dla szkół. Istnieje kilka projektów rozwojowych ze szkołami, w celu m.in. opracowania programów nauczania. W ciągu ostatnich pięciu lat corocznie 2700 – 3000 uczniów i nauczycieli miało okazję zapoznać się z wiejskimi przedsiębiorstwami i zawodami. Organizowane są także wydarzenia publiczne, takie jak gala wiejskich przedsiębiorców, aby rozwijać społeczność i zwrócić pozytywną uwagę na ich pracę. Kolejną coroczną imprezą mającą na celu zwiększenie widoczności środków do życia na wsi są dożynki w stolicy województwa. Praktyka odnawia role płciowe, ponieważ zawody wiejskie są przedstawiane jako odpowiednie zarówno dla kobiet, jak i mężczyzn. Wiele kobiet pracujących na obszarach wiejskich jest wzorami do naśladowania w PR stowarzyszenia (wydarzenia, broszury, strony internetowe itp.). Przesłanie jest takie, że kluczowe jest zrozumienie znaczenia tego klastra w gospodarce regionu, życiu człowieka i przyrodzie. Klaster potrzebuje profesjonalistów.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Węgry**

Short title Osoby rozpoczynające działalność rolniczą oraz osoby dziedziczące gospodarstwa na Węgrzech. Kristina Pocsai i inni osoby (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problem i główne przesłanie: Studium przypadku dotyczy szczególnej grupy młodych rolników ze wschodnich Węgier - następców gospodarstwa rolnego. Sukcesja nie jest łatwym momentem w życiu, zwłaszcza jeśli ktoś będzie kontynuował działalność przedsiębiorstwa, ale może jeszcze trudniejszym w przypadku gospodarstwa rolnego. Przed nowymi rolnikami stoją dwa główne wyzwania: 1) Jeśli sukcesja nie jest planowana, np. gdy śmierć rodzica jest nagła, muszą być gotowi do podjęcia w niezwykle krótkim czasie roli decydenta, głowy rodziny, a jednocześnie muszą radzić sobie ze stratami kadrowymi. Muszą znaleźć, odbudować i wykorzystać sieci kontaktów osoby, która zostawiła gospodarstwo, a także znaleźć sposób na zarządzanie biznesem rolnym. 2) Jeśli sukcesja jest planowana, jest więcej czasu i miejsca na naukę umiejętności i budowanie własnych sieci, ale w tym przypadku dochodziło do konfliktów między synem (zwykle następcami są mężczyźni) a ojcem. Nawet pracownicy uznają i okazują brak szacunku w niektórych przypadkach, zwłaszcza jeśli występuje konflikt międzypokoleniowy. Długie zmiany utrudniają również zmiany technologiczne i dywersyfikację gospodarstw zgodnie z naszymi wynikami. Wśród liderów farmy spotkaliśmy bardzo niewiele kobiet. Nawet jeśli kobieta, jako żona czy matka, aktywnie pracowała w gospodarstwie, odpowiadała za biurokrację, a nie stawała się główną decydentką w gospodarstwie. Pomimo tych wszystkich trudności sukcesja gospodarstw jest zwykle postrzegana pozytywnie przez młodych rolników i jest uważana za najprostszy sposób na rozwinięcie niezależnej działalności rolniczej.

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Fact sheet - Studium przypadku dot. osób rozpoczynających działalność rolniczą

Country **Węgry**
Short title Dávid Deilinger - osoby rozpoczynające działalność rolniczą (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Studium przypadku analizuje sposoby, w jakie młodzi rolnicy_czki odpowiadają na wyzwania związane z rozpoczęciem działalności rolniczej. Chociaż istnieją przypadki integrujące trudne ścieżki udanego startu, w większości przypadków rolnicy korzystają z różnych rozwiązań niezależnie od siebie. Nowi uczestnicy, przynajmniej w pierwszych latach działalności rolniczej, zawsze mają inne, dodatkowe źródło dochodu: znaleźliśmy nauczycieli, przedsiębiorców, ekspertów w dziedzinie ochrony roślin, ale także wiele innych dziedzin/środowisk. Charakterystyczne jest również to, że są bardzo zaangażowani osobiście w działalność, co zwykle związane jest z tradycjami rodzinnymi, rzadziej ze względami etycznymi. Gospodarstwa te są bardzo uzależnione od różnych form dotacji, zazwyczaj od płatności z projektów. W efekcie rolnicy ci są coraz częściej zróżnicowani: zajmują się produkcją energii, przetwórstwem żywności czy agroturystyką. Nawet jeśli biznes rodzinny stał się ekonomiczny, właściciele nadal zachowują swoje pierwotne zatrudnienie, zwłaszcza jeśli jest ono związane z rolnictwem (jak jakiś rodzaj doradztwa w zakresie ochrony roślin, projektów lub agentów wszelkiego rodzaju projektów rolniczych). Zwykle nowi uczestnicy, jeśli mogą zbudować udane gospodarstwo rolne, stają się prestiżowymi postaciami lokalnej społeczności, a ich rola może wskazać na sposób prowadzenia gospodarstwa..

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FACT SHEETS IN ROMANIAN

Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Marea Britanie**

Short title Rețeaua Farmstart din Marea Britanie: sprijinirea noilor fermieri pentru a-și dezvolta (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Rețeaua Farmstart a fost creată în 2019 de 4 proiecte agroecologice din Marea Britanie: Kindling Trust, OrganicLea și Tamar Grow Local, susținute de Landworkers 'Alliance, uniunea pentru fermieri și lucrători de terenuri agricole din Marea Britanie. „Farmstarts" sunt proiecte de sprijinire a noilor fermieri; fiecare este diferit și oferă un anumit nivel de sprijin, instruire, teren și echipament participanților. Acum există 8 proiecte Farmstart în 3 dintre națiunile din Marea Britanie (Anglia, Scoția și Țara Galilor), cu încă un proiect în dezvoltare. Rețeaua există pentru a împărtăși învățarea și informațiile între fermierii existenti și pentru a pilota oportunități de formare și mentorat acreditate. În ceea ce privește impactul, există exemple de schimbări pozitive ale sistemelor alimentare și agricole locale, mijloacele de trai ale oamenilor și ale conexiunilor cu pământul și unul cu celălalt, în zonele rurale și periurbane. Cu toate acestea, acest impact este variabil, în special în ceea ce privește experiența participanților la programele Farmstart, dacă fermierii sunt capabili să continue agricultura ca o carieră și care a fost implicarea lor cu comunitatea mai largă. Potențialul transformativ al Farmstarts este limitat de funcționarea în cadrul sistemelor actuale, lipsa resurselor și contextul inegalităților structurale profunde. Această cercetare a arătat considerații cheie pentru cei care se gândesc să creeze un proiect Farmstart:

- oferirea de oportunități de formare plătite și flexibile este esențială
- acordarea de sprijin continuu și mentorat poate spori succesul propriei afaceri a participanților
- este important să se găsească modalități de a furniza terenuri locale pentru ca Fermierii să treacă după terminarea instruirii
- alocarea timpului pentru a contribui la o rețea mai largă de Farmstarts poate ajuta la generarea de învățare și resurse comune pentru a extinde / replica modelul.

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Polonia**

Short title Farma Martynika: o fermă ecoturistică care arată că schimbarea de la viața urbană la viața rurală este dificilă, dar posibilă (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika este în prezent o fermă ecoturistică înființată în 2013 în satul Jaroszówka (Polonia) de o pereche de nou-veniți din orașul Varșovia. Având în vedere experiența lor în afaceri și pedagogie, au decis să renoveze ferma și să înființeze o afacere agricolă și agroturistică, oferind în plus o gamă largă de ateliere (pentru copii și adulți). În practică, activitatea agricolă s-a dovedit a fi mai provocatoare decât anticipase proprietarii, așa că s-au concentrat pe dezvoltarea agroturismului și a atelierelor, dintre care unele sunt strâns legate de viața rurală, de ex. permacultura, pregătirea pentru viața rurală, precum și atelierele de ceramică, sobe și reciclare. Pentru a se integra cu comunitatea locală, proprietarii sunt implicați în diverse activități, de ex. cercurile gospodinelor și alte proiecte de dezvoltare a satelor. Un aspect important al fermei Martynika este concentrarea puternică asupra ecologiei, atât în ceea ce privește atelierele, cât și producția agricolă și modul de viață. În prezent, gazdele se concentrează pe revenirea la agricultura activă a culturilor organice, deosebit de importante sunt pregătirile privind modul de distribuire și vânzare. O concluzie importantă din analiza acestei practici este că începerea producției agricole de către noii intrați este foarte dificilă și necesită o pregătire foarte bună. O soluție bună este, așa cum au făcut proprietarii Martinicii, să pregătească o cale alternativă, plan-B, pentru a câștiga bani în mediul rural. O recomandare importantă este necesitatea sprijinului instituțional pentru noii intrați în multe aspecte (achiziționarea unei ferme, decizii privind tipul și forma culturilor și, în special, canalele de vânzare).

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Olanda și Flandra (Belgia)**
Short title Ferme cu participare puternică a cetățenilor (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (Olanda de Sud-Est) și De Wassende Maan (Flandra de Vest) arată în moduri diferite modul în care cetățenii care consideră că alimentele sănătoase produse la nivel local pot fi implicate îndeaproape într-o fermă. Herenboeren Land van Weert se bazează pe un concept la nivel național cu următoarele caracteristici: o fermă de 20 ha. să hrănească 200 de gospodării cu legume, fructe și animale pe bază de natură incluzivă; coproprietate prin intermediul unei cooperative locale; un depozit unic și o contribuție săptămânală; accesul la pământ prin închiriere și fermierul angajat de organizația națională. Organizația națională a lansat ideea și servește ca părți interesate naționale în promovarea conceptului la nivel național. Susține inițiativele locale cu o abordare structurată a începutului producției unei ferme locale și le susține în timpul exploatării. Land van Weert este una dintre primele ferme locale. De Wassende Maan este un pionier flamand în agricultura ecologică cu implicare cetățenească, care a devenit o fermă biodinamică profesională, cu abonamente la cutii bio și un bioshop. Organizația este hibridă: o asociație non-profit (vzw) cu proprietate limitată a terenurilor și structura de voluntari și o companie cooperativă cu răspundere limitată (cvba) cu acționari și angajarea personalului. Echipa de fermieri este angajată de cvba și servește ca teren de reproducere pentru tinerii interesați de agricultura ecologică. Cea mai mare parte a terenului este închiriată sau închiriată. Temele importante din exemple se referă la forma organizațională, poziția fermierului ca angajat, abilități suplimentare pentru fermieri și accesul la pământ.

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Italia**

Short title Agricultures Agricultura: cazul noi intratilor in agricultura din Apulia – Asociatia si Cooperativa Agricola (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Asociația și Cooperativa au fost înființate într-un mic sat din regiunea Apulia, împărtășind ideea de a promova proiecte și activități care să permită oamenilor să rămână pe teritoriul lor prin promovarea unui model durabil de dezvoltare rurală, bazat pe agricultura naturală, menținerea agro-biodiversității și recuperarea culturilor tradiționale care accesează terenurile abandonate. Asociația a fost înființată în 2012. Au promovat numeroase acțiuni și evenimente pentru a sensibiliza comunitatea locală cu privire la oportunitatea oferită de agricultura agroecologică. Aceștia organizează „Noaptea Verde", care se concentrează pe tema agriculturii durabile și a piețelor alimentare locale. A devenit un eveniment foarte reușit, cu aproximativ 30.000 de persoane care au participat. Aceștia sunt implicați în multe rețele care împărtășesc ideea agriculturii agroecologice, a economiilor de solidaritate, a lanțurilor locale scurte, precum și a reutilizării terenurilor abandonate. Asociația a fost promotorul în 2018 al Cooperativei. Administrează în jur de 15 ha de terenuri, care au fost abandonate și au fost accesate în principal cu împrumut gratuit, unde cultivă soiuri tradiționale de cereale și legume. Sunt promovate multe activități agricole sociale. Cooperativa a înființat, finanțat prin finanțare prin crowfunding, o subvenție regională și un împrumut bancar, o „moară comunitară" cu scopul de a transforma local producția de cereale. Producția este piață prin lanțuri scurte. Au promovat „Pactele în lanț" cu alți fermieri care cultivă cereale tradiționale și își vând produsele la un preț convenit. Studiul relevă că animația teritorială a pregătit scena pentru implementarea acțiunilor concrete (de exemplu, înființarea cooperativei, fabricii comunitare). Rețeaua a permis consolidarea practicii și a fost utilă pentru acțiunile de finanțare prin credite.

Useful links: https://www.casadelleagriculturetulliaegino.com ;
https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Franta**

Short title The Versailles Plain's Association and peri-urban agriculture diversification – Asociatia din campiile Versailles si diversificarea agriculturii peri-urbane (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La începutul anilor 2000, Asociația Campiilor Versailles a fost creată pentru a apăra agricultura în partea de vest a Ile-de-France, deoarece din anii 1990 urbanizarea s-a înmulțit, amenințând țăranii, terenurile agricole și facilitățile aferente. Este un exemplu rar francez de inițiativă a fermierilor de a rezista la urbanizare. Această asociație reunește 3 colegii diferiți oficiali aleși, fermieri și membri ai societății civile. Obiectivele sale sunt de a sensibiliza părțile interesate locale cu privire la problemele agricole și de a facilita apariția proiectelor comune. Practic, funcționează ca un organism facilitator între diferitele tipuri de actori implicați în câmpie. Acum este recunoscut de majoritatea părților interesate din câmpie și are sprijinul autorităților locale și regionale.

De la înființarea sa, asociația promovează regenerarea rurală și combate declinul agricol: i) ajutând instalațiile de noi intrați și artizanii alimentari, ii) creând valori și legături comune între diferiți actori locali, iii) promovând sprijinuri politice, iv) promovând existența locală, de subzistență , agricultură diversificată și microcosmos alimentar local cu afaceri mici diversificate. Asociația a făcut un inventar al patrimoniului agricol de pe câmpie (carta peisajului); a promovat schimburile și diseminarea informațiilor, a creat conexiuni între instituțiile urbane și agricole; a creat spații pentru schimburi între fermieri și între fermieri și locuitorii orașelor.

Cu toate acestea, asociația încă se confruntă cu provocări. Coabitarea dintre fermieri și populațiile urbane rămâne dificilă (și mai mult după pandemia covid-19) și nu a reușit pe deplin să reunească fermieri convenționali și actori urbani din afara câmpiei.

Această practică promițătoare sugerează următoarele recomandări: recrutarea unui facilitator pentru a federa actori din zonele urbane și rurale în jurul unui proiect comun; să creeze un spațiu pentru dezbatere și schimb; folosiți proiecte agricole pentru a răspunde problemelor majore urbane.

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Franta**
Short title Colectivele agricole: o pârghie pentru o tranziție agricolă și rurală (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Un colectiv agricol este un grup mai mare decât unitatea familială (minim 2 asociați), ai cărui membri lucrează la aceeași fermă și își pun în comun total sau parțial mijloacele de producție (capital, muncă) și uneori mijloacele lor de a valorifica producția (comercializare, transformare)).

Colectivele agricole studiate în RURALIZARE abordează probleme legate de intrarea în agricultură și declinul rural:

a- În ceea ce privește reînnoirea generațională în agricultură:

- Acestea permit noilor intrați (NE) să împărtășească volumul de muncă și investițiile, să facă schimb de cunoștințe și să mutualizeze constrângerile de muncă (administrare, vânzare cu amănuntul etc.).
- Sunt mai bine aliniate cu aspirațiile NE pentru îmbunătățirea echilibrului dintre viața profesională și viața personală, mai multă libertate de a intra-ieși din agricultură, control sporit asupra lanțului valoric (transformare, comercializare) și izolarea redusă în contexte rurale.

b- În ceea ce privește regenerarea rurală:

- Generează dinamici demografice și sociale pozitive (stabilirea membrilor și a familiilor lor, mai mult timp disponibil pentru investițiile membrilor în viața și rețelele locale, evenimente agricole etc.).
- Diversifică fermele și economia, creează locuri de muncă și lanțuri de aprovizionare locale și păstrează peisajele și resursele naturale.

Pentru a sprijini mai bine colectivele agricole, sunt necesare mai multe scheme pentru a testa asocierea fermelor, pentru a sprijini stabilirea progresivă în agricultură și pentru a susține restructurarea fermelor actuale pentru a se adapta la agricultura de grup diversificată. Este de asemenea necesară o mai bună recunoaștere a statutului de agricultură de grup, pentru a se asigura, de exemplu, că membrii colectivelor pot primi subvenții pentru tinerii fermieri. În cele din urmă, este esențial să se convingă fermierii mai în vârstă să își transfere fermele către colectivități și să dezvolte accesul instituțional la soluții funciare pentru grupuri (de exemplu, terenuri temporare „transportate” de către instituțiile publice**).**

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Germania**
Short title Gut Wulksfelde GmbH – Abordare echilibrata antreprenoriala si ecologica (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Probleme / oportunități: practica promițătoare Ferma Wulksfelde este situată foarte aproape de Hamburg, într-o regiune prosperă, între două zone de conservare a naturii. Terenul și vechea fermă sunt deținute de orașul-stat Hamburg și nu au fost viabile din punct de vedere economic de ani de zile. Din acest motiv, Senatul a decis să închirieze proprietatea în condiții de agricultură ecologică în 1989.

Rezultate: Ferma Wulksfelde este o exploatație care exploatează ecologic 460 ha (Bioland) și oferă mai mult de 230 de locuri de muncă, majoritatea dincolo de producția agricolă. O mare varietate de produse sunt produse acolo, prelucrate și comercializate direct. Include o creșă, un magazin agricol, o brutărie (care este special concepută pentru a demonstra procesul de coacere), o cafenea și un restaurant și un serviciu de livrare organică. Există, de asemenea, o grădiniță și o grădină zoologică pentru familii în vizită. Ferma este integrată într-un peisaj atractiv și o regiune turistică, care este folosită de oamenii din Hamburg pentru recreere locală. Mai mult, ferma este implicată în comunitatea locală prin festivaluri agricole și evenimente de recoltare și oferă educație pentru mediu. Folosește energie regenerabilă și ia măsuri pentru a reduce consumul de energie. Ferma Wulksfelde este promițătoare, deoarece este foarte diversă. Gama de produse și grupul țintă sunt foarte largi. Managementul antreprenorial dezvoltă în mod conștient și intenționat noi produse și astfel deschide noi clienți.

Recomandări: Această practică arată cum pot fi atinse obiectivele economice și ecologice. Acest lucru necesită un teren agricol suficient de mare, apropierea de un oraș mare (și deci un grup țintă) și voința politică. Abilitatea antreprenorială și idealismul ecologic fac acest lucru posibil.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/; https://www.youtube.com/watch?v=B6gYHQ_fvGQ; contact: info@gut-wulksfelde.de

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Finlanda**
Short title Asociatia Rurala Profesionala din North Savo, Finlanda - Maaseutuammattiin ry (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Asociația profesiilor rurale a fost înființată pentru a promova educația în agricultură și silvicultură și disponibilitatea de noi antreprenori și profesioniști pentru locuri de muncă în mediul rural, precum și pentru a spori rețeaua operatorilor din acest domeniu. Ei au construit o rețea largă care angajează toți actorii relevanți de la producția primară la marile companii industriale până la activitatea de promovare sistematică a mijloacelor de trai rurale. Astfel, asociația în sine poate avea resurse proprii destul de mici. Există o preocupare de deficitul de profesioniști și angajați din mediul rural în viitor. Profesiile rurale nu mai sunt atât de familiare tinerilor și profesorilor lor.

Aceștia organizează vizite la ferme și companii pentru elevi și profesori, prezintă profesii rurale în școli, precum și oferă oportunități practice de orientare profesională pentru școli. Au câteva proiecte de dezvoltare cu școli spre ex. dezvolta curriculumul. În ultimii cinci ani, 2.700 - 3.000 de studenți și profesori au avut anual posibilitatea de a se familiariza cu întreprinderile rurale și cu locurile de muncă. Ei organizează și evenimente publice, cum ar fi gala antreprenorilor din mediul rural pentru a îmbunătăți comunitatea și pentru a acorda o atenție pozitivă muncii lor. Un alt eveniment public anual pentru creșterea vizibilității mijloacelor de trai rurale este festivalul recoltei din capitala provinciei.

Practica reînnoiește rolurile de gen, deoarece profesiile din mediul rural sunt prezentate la fel de potrivite pentru femei ca bărbați. Multe profesioniști din mediul rural sunt modele în PR-ul asociației (evenimente, broșuri, pagini web etc.)

Mesajul este că este crucial să înțelegem semnificația acelui cluster în economia regională și pentru viața umană și pentru natură. Clusterul are nevoie de profesioniști.

Useful link: www.maaseutuammattiin.fi/in_english;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Ungaria**
Short title Succesorii și noii intrați în Ungaria. Kristina Pocsai și alți fermieri(code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Problemă și mesajul principal: Studiul de caz este despre un grup special de tineri fermieri din Ungaria de Est: despre succesorii unei afaceri agricole. Succesiunea nu este un moment ușor în viață, mai ales dacă cineva va continua o întreprindere, dar poate mai dificil în cazul unei afaceri agricole.

Există două provocări majore pentru noii fermieri:

1. Dacă succesiunea nu este planificată; moartea tatălui este bruscă, trebuie să fie pregătiți să acționeze ca factor de decizie, cap de familie într-un timp extrem de scurt și să facă față în același timp pierderilor de personal. Ei trebuie să găsească, să reconstruiască și să folosească rețelele celor plecați și, de asemenea, să găsească modalitatea de gestionare a afacerii agricole.

2. Dacă succesiunea este planificată, există mai mult timp și spațiu pentru învățarea abilităților și construirea rețelelor proprii, dar în acest caz au apărut conflicte între fiu (de obicei succesorii sunt bărbați) și tată. Chiar și angajații recunosc și manifestă lipsă de respect în anumite cazuri, mai ales dacă există conflicte între generații. Schimbările lungi fac dificile și schimbările tehnologice și diversificarea fermelor în funcție de rezultatele noastre.

Am întâlnit foarte puține femei printre liderii unei ferme. Chiar dacă o femeie, ca soție sau mamă, a lucrat activ în fermă, ei erau responsabili de birocrație și nu au devenit principalii factori de decizie din fermă.

În ciuda tuturor acestor dificultăți, succesiunea fermelor este de obicei văzută pozitivă de tinerii fermieri și este menținută drept cea mai simplă modalitate de a dezvolta o afacere agricolă independentă.

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Fact sheet - Studii de caz pe noi intrati in agricultura

Country **Ungaria**
Short title Dávid Deilinger – Noi intrați în agricultură (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cazul analizează căile; cum răspund tinerii fermieri la provocările de a începe o afacere agricolă?

Deși există unele cazuri care integrează căile dificile ale unui început reușit, în majoritatea cazurilor fermierii folosesc diferitele soluții independent unul de celălalt. Noii intrați, cel puțin în primii ani de agricultură, au întotdeauna o altă sursă de venit: am găsit profesori, antreprenori, experți în protecția plantelor, dar și multe alte medii. Este, de asemenea, tipic că aceștia au un angajament personal foarte puternic, de obicei legat de tradițiile familiale, mai rar de preocupările etice.

Aceste ferme sunt foarte dependente de diferite forme de subvenții, de obicei de plățile din proiecte. Ca urmare, acești fermieri sunt mai frecvent diversificați: aceștia sunt angajați în producția de energie, procesiunea alimentară sau turismul rural. Chiar dacă afacerea famală a devenit economică, proprietarii își păstrează în continuare angajarea inițială, mai ales dacă este legată de agricultură (cum ar fi un tip de consultanță privind protecția plantelor, proiecte sau agenți de orice fel de proiecte agricole.

De obicei, noii intrați, dacă pot construi o afacere agricolă de succes, au devenit figuri de prestigiu ale comunității locale, iar rolul lor poate arăta o modalitate de cultivare.

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FACT SHEETS IN SPANISH

Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Reino Unido**

Short title Red Farmstart del Reino Unido: apoyo a los nuevos agricultores para que desarrollen sus capacidades (code UK1A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La red Farmstart fue creada en 2019 por 4 proyectos agroecológicos de alimentación y agricultura con sede en el Reino Unido: Kindling Trust, OrganicLea y Tamar Grow Local, con el apoyo de "Landworkers' Alliance", el sindicato de agricultores y trabajadores de la tierra del Reino Unido. Los "Farmstarts" son proyectos de apoyo a los nuevos agricultores; cada uno de ellos es diferente y ofrece un nivel particular de apoyo, en formación, acceso a la tierra y en equipamiento. Actualmente hay 8 proyectos Farmstart en tres regiones del Reino Unido (Inglaterra, Escocia y Gales), y un proyecto más en desarrollo. La red comparte el aprendizaje y la información entre los Farmstart existentes y lleva a la práctica las oportunidades de formación y tutoría acreditadas. En términos de impacto, hay ejemplos de cambios positivos en los sistemas agrícolas y alimentarios locales, en los medios de vida de las personas y en las conexiones con la tierra y entre sí, en zonas rurales y periurbanas. Sin embargo, este impacto es variable, en particular en lo que respecta a la experiencia de los participantes en los programas, si los Farmstarters son capaces de continuar con la agricultura como una carrera, y en lo que respecta a cuál ha sido su participación con la comunidad en general. El potencial transformador de los programas Farmstart se ve limitado por el funcionamiento de los sistemas actuales, la falta de recursos y el contexto de profundas desigualdades estructurales. Esta investigación ha demostrado que las consideraciones clave para quienes piensan en crear un proyecto Farmstart incluyen:
- es esencial ofrecer oportunidades de formación remuneradas y flexibles
- ofrecer apoyo y tutoría continuos puede mejorar el éxito empresarial de los participantes
- es importante encontrar formas de proporcionar tierras locales para que los Farmstarters se trasladen a ellas después de completar su formación
- asignar tiempo para contribuir a una red más amplia de Farmstarters puede ayudar a generar un aprendizaje compartido y recursos para ampliar/replicar el modelo.

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Polonia**

Short title Granja Martynika: una granja ecoturística que demuestra que el cambio de la vida urbana a la rural es difícil pero posible (code PL2A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Martynika es actualmente una granja ecoturística creada en 2013 en el pueblo de Jaro (Polonia) por una pareja recién llegada de la ciudad de Varsovia. Dada su experiencia en el empresarial y pedagógico, decidieron renovar su granja y crear una empresa agrícola agroturismo que ofreciera además una amplia gama de talleres (para niños y adultos) práctica, la actividad agrícola resultó ser más difícil de lo que los propietarios habían previsto que se centraron en el desarrollo del agroturismo y los talleres, algunos de los cuales estrechamente relacionados con la vida rural, por ejemplo, de permacultura, de preparación vida rural, y también de cerámica, de fabricación de estufas y de reciclaje. Para integrarse comunidad local, los propietarios participan en diversas actividades, como los círculos de a casa y otros proyectos de desarrollo del pueblo. Un aspecto importante de la Granja Martynil fuerte enfoque en la ecología, tanto en lo que respecta a los talleres como a la producción ag el modo de vida. En la actualidad, los anfitriones se están centrando en volver a cultivar de r activa los productos ecológicos, siendo especialmente importante los preparativos sobre distribuirlos y venderlos. Una conclusión importante del análisis de esta práctica es que el ir la producción agrícola por parte de los nuevos participantes es muy difícil y requiere una muy preparación. Una buena solución es, como hicieron los propietarios de Martynika, preparar u B alternativo para ganar dinero en el campo. Una recomendación importante es la necesi apoyo institucional para los nuevos participantes en la agricultura en muchos aspectos (la c de una explotación, las decisiones sobre el tipo y la forma de los cultivos y, sobre todo, los c de venta).

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Países Bajos y Flandes (Bélgica)**
Short title Explotaciones con fuerte participación ciudadana (code NL_BE3A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Herenboeren Land van Weert (sureste de los Países Bajos) y De Wassende Maan (oeste de Flandes) muestran de diferentes maneras cómo los ciudadanos que consideran importantes los alimentos sanos producidos localmente pueden involucrarse estrechamente en una granja. Herenboeren Land van Weert se basa en un concepto de ámbito nacional con las siguientes características: una granja de 20 ha. para alimentar a 200 hogares con verduras, frutas y ganado sobre una base de inclusión con la naturaleza; copropiedad a través de una cooperativa local; un depósito único y una contribución semanal; acceso a la tierra mediante arrendamiento y el agricultor es empleado por la organización nacional. La organización nacional puso en marcha la idea y actúa como parte interesada en la promoción del concepto a nivel nacional. Apoya las iniciativas locales con un enfoque estructurado para el inicio de la producción de una granja local y las apoya durante la explotación. Land van Weert es una de las primeras granjas locales. De Wassende Maan es una pionera flamenca de la agricultura ecológica con participación ciudadana que se ha convertido en una granja biodinámica profesional con suscripciones a bioboxes y una tienda bio ("bioshop"). La organización es híbrida: una asociación sin ánimo de lucro con propiedad limitada de la tierra y estructura de voluntariado y una sociedad cooperativa de responsabilidad limitada con accionistas y empleo de personal. El equipo de agricultores está contratado por la coperativa y sirve de cantera para los jóvenes interesados en la agricultura ecológica. La mayoría de las tierras son alquiladas o arrendadas. Los temas importantes en los ejemplos se refieren a la forma de organización, la posición del agricultor como empleado, las habilidades adicionales de los agricultores y el acceso a la tierra.

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Italia**

Short title Granja AgriCultura: el caso de los nuevos participantes de Apulia - Asociación y cooperativa agrícola "Casa de la AgriCultura - Tullia y Gino" (code IT4A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La Asociación y la Cooperativa se han constituido en un pequeño pueblo de la región de Puglia y han compartido la idea de promover proyectos y actividades que permitan a las personas permanecer en su territorio mediante la promoción de un modelo sostenible de desarrollo rural, basado en la agricultura natural, el mantenimiento de la agrobiodiversidad y la recuperación de los cultivos tradicionales accediendo a tierras abandonadas. La asociación se fundó en 2012. Promovieron muchas acciones y eventos para sensibilizar a la comunidad local sobre la oportunidad que ofrece la agricultura agroecológica. Organizan la "Noche Verde", que se centra en el tema de la agricultura sostenible y los mercados locales de alimentos. El evento, en el que participan alrededor de 30,000 personas, se ha convertido en un evento de gran éxito. La Asociación y la Cooperativa están involucrados en muchas redes que comparten la idea de la agricultura agroecológica, las economías solidarias, las cadenas locales cortas, así como la reutilización de tierras abandonadas. La Asociación ha sido la promotora en 2018 de la Cooperativa. Gestionan alrededor de 15 ha de tierras, que estaban abandonadas y a las que se ha accedido principalmente a través de préstamo sin interés, donde se cultivan variedades tradicionales de cereales y hortalizas. Se promueven numerosas actividades de agricultura social. La cooperativa, gracias a financiación crowdfunding, una subvención regional y un préstamo bancario, ha puesto en marcha un "molino comunitario" con el objetivo de transformar localmente la producción de cereales. La producción se comercializa a través de cadenas cortas. También, han promovido "pactos de cadena" con otros agricultores que cultivan cereales tradicionales y venden sus productos a un precio acordado. El estudio revela que la animación territorial sentó las bases para la realización de acciones concretas (por ejemplo, la creación de la cooperativa, el molino comunitario). El trabajo en red ha permitido consolidar la práctica y ha sido útil para las acciones de crowdfunding.

Useful links: https://www.casadelleagriculturetulliaegino.com; https://www.facebook.com/casadelleagriculturecastiglione/

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Francia**

Short title La Asociación de la Llanura de Versalles y la diversificación de la agricultura periurbana (code FR5A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A principios de la década de 2000 se creó la Asociación de la Llanura de Versalles para defender la agricultura en la parte occidental de Île-de-France, ya que desde los años 90 la urbanización se ha multiplicado, amenazando a los campesinos, las tierras agrícolas y los servicios relacionados con ellas. Es un extraño ejemplo francés de iniciativa de los agricultores para resistir a la urbanización. Esta asociación reúne a 3 funcionarios electos de universidad, a agricultores y a miembros de la sociedad civil. Sus objetivos son sensibilizar a los actores locales sobre las cuestiones agrícolas y facilitar la aparición de proyectos comunes. Básicamente, funciona como órgano facilitador entre los distintos tipos de actores implicados en la llanura. Actualmente está reconocida por la mayoría de los actores y cuenta con el apoyo de las autoridades locales y regionales.

Desde su creación, la asociación promueve la regeneración rural y la lucha contra el declive agrícola: i) ayudando a las instalaciones de los nuevos operadores y de los artesanos de la alimentación, ii) creando valores comunes y vínculos entre los diversos actores locales, iii) promoviendo apoyos políticos, iv) promoviendo la agricultura local, de subsistencia y diversificada y el microcosmos alimentario local con pequeñas empresas diversificadas. La asociación realizó un inventario del patrimonio agrícola de la llanura (carta del paisaje); promovió los intercambios y la difusión de información, creó conexiones entre las instituciones urbanas y agrícolas; y creó espacios de intercambio entre los agricultores y entre éstos y los habitantes de la ciudad.

Sin embargo, la asociación sigue enfrentándose a retos. La convivencia entre los agricultores y la población urbana sigue siendo difícil (aún más incluso después de la pandemia del covid-19) y no ha conseguido del todo reunir a los agricultores convencionales y a los actores urbanos de fuera de la llanura.

Esta práctica prometedora sugiere las siguientes recomendaciones: contratar a un facilitador para federar a los actores de las zonas urbanas y rurales en torno a un proyecto común; crear un espacio de debate e intercambio; y utilizar los proyectos agrícolas para responder a los principales problemas urbanos.

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Francia**

Short title Colectivos agrícolas: una palanca para la transición agrícola y rural (code FR6A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Un colectivo agrícola es un grupo más amplio que la unidad familiar (mínimo 2 asociados), cuyos miembros trabajan en la misma explotación y ponen en común total o parcialmente sus medios de producción (capital, mano de obra) y a veces sus medios para valorizar la producción (comercialización, transformación).

Las colectividades agrícolas estudiadas en RURALIZATION abordan cuestiones relacionadas con la entrada en la agricultura y el declive rural:

a- Con respecto a la renovación generacional en la agricultura:

- Permiten a los nuevos entrantes (NE) compartir la carga de trabajo y las inversiones, intercambiar conocimientos y mutualizar las limitaciones de trabajo (administración, venta al por menor, etc.).
- Se ajustan mejor a las aspiraciones de los NE de mejorar la conciliación de la vida laboral y familiar, de tener más libertad para entrar-salir de la agricultura, de aumentar el control sobre la cadena de valor (transformación, comercialización) y de reducir el aislamiento en los contextos rurales.

b- Respecto a la regeneración rural:

- Generan dinámicas demográficas y sociales positivas (asentamiento de los socios y sus familias, más tiempo disponible para la inversión de los socios en la vida y las redes locales, eventos en las explotaciones, etc.).
- Diversifican las explotaciones y la economía, crean empleo local y cadenas de suministro, y preservan los paisajes y los recursos naturales.

Para apoyar mejor a las agrupaciones de explotaciones, se necesitan más planes para testar el asociacionismo, apoyar la instalación progresiva en la agricultura y defender la reestructuración de las explotaciones actuales para adaptarlas a la agricultura de grupo diversificada. También es necesario un mejor reconocimiento de la condición de agricultor en grupo, para garantizar, por ejemplo, que los miembros de los colectivos puedan recibir subvenciones para jóvenes agricultores. Por último, es fundamental convencer a los agricultores de más edad para que transfieran sus explotaciones a los colectivos y desarrollar soluciones institucionales de acceso a la tierra para los grupos (por ejemplo, el "mantenimiento" temporal de tierras por parte de las instituciones públicas).

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Alemania**

Short title Gut Wulksfelde GmbH - Enfoque empresarial y objetivos ecológicos bien equilibrados (code DE7A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemas/Oportunidades: La prometedora granja Wulksfelde está situada muy cerca de Hamburgo, en una región próspera entre dos zonas de conservación de la naturaleza. El terreno y la antigua granja son propiedad de la ciudad-estado de Hamburgo y desde hace años no son económicamente viables. Por ello, el Senado decidió arrendar la propiedad bajo la condición de agricultura ecológica en 1989.

Los resultados: La granja Wulksfelde es una explotación que cultiva ecológicamente 460 ha (Bioland) y proporciona más de 230 puestos de trabajo, la mayoría de ellos más allá de la producción agrícola. En ella se produce una gran variedad de productos, que se transforman y comercializan directamente. Incluye un vivero, una tienda agrícola, una panadería (hecha especialmente para demostrar el proceso de cocción), una cafetería, un restaurante y un servicio de reparto ecológico. También hay una guardería y un zoológico de mascotas para las familias visitantes. La granja está integrada en una atractiva región paisajística y turística, que es utilizada por la gente de Hamburgo para el ocio local. Además, la granja participa en la comunidad local con festivales agrícolas y eventos de cosecha y ofrece educación medioambiental. Utiliza energías renovables y toma medidas para reducir su consumo energético. La granja de Wulksfelde es prometedora, ya que ofrece actividades muy diversas. La gama de productos y el grupo objetivo son muy amplios. La dirección empresarial desarrolla de forma consciente y decidida nuevos productos y abre así nuevos clientes.

Recomendaciones:

Esta práctica muestra cómo se pueden alcanzar los objetivos económicos y ecológicos. Para ello se necesitan terrenos agrícolas suficientemente grandes, la proximidad a una gran ciudad (y, por tanto, un grupo objetivo) y voluntad política. La habilidad empresarial y el idealismo ecológico lo hacen posible.

Useful links: https://www.gut-wulksfelde.de/das-gut/; https://www.oekolandbau.de/bio-im-alltag/bio-erleben/unterwegs/demonstrationsbetriebe/demobetriebe-im-portraet/schleswig-holstein/gut-wulksfelde/;
https://www.youtube.com/watch?v=B6gYHQ_fvGQ;
contacto: info@gut-wulksfelde.de

Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Finlandia**
Short title Asociación de Profesiones Rurales en Savo Norte (code FI8A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La Asociación de Profesiones Rurales se creó para promover la formación en agricultura y silvicultura y la disponibilidad de nuevos empresarios y profesionales para los trabajos rurales, así como para aumentar la red de los operadores en ese ámbito. Han construido una amplia red que compromete a todos los actores relevantes, desde la producción primaria hasta las grandes empresas industriales, en el trabajo sistemático de promoción de los medios de vida rurales. Así, la propia asociación puede disponer de recursos propios bastante reducidos. Existe preocupación sobre la escasez de profesionales y empleados rurales en el futuro. Las profesiones rurales ya no son tan familiares para los jóvenes y sus profesores.

La Asociación organiza visitas a granjas y empresas para estudiantes y profesores, presentan las profesiones rurales y ofrecen oportunidades de orientación profesional práctica en las escuelas. Tienen algunos proyectos de desarrollo con las escuelas para, por ejemplo, desarrollar los planes de estudio. En los últimos cinco años, cada año entre 2.700 y 3.000 estudiantes y profesores tuvieron la oportunidad de familiarizarse con las empresas y los empleos rurales. También se organizan actos públicos, como la gala de los empresarios rurales, para mejorar la convivencia y prestar una atención positiva a su trabajo. Otro evento público anual para aumentar la visibilidad de los medios de vida rurales es la fiesta de la cosecha en la capital de la provincia.

Esta práctica renueva los roles de género, ya que las profesiones rurales se presentan adecuadas tanto para las mujeres como para los hombres. Muchas mujeres profesionales rurales son modelos de conducta en las relaciones públicas de la asociación (eventos, folletos, páginas web, etc.).

El mensaje es que es crucial comprender la importancia de este sector en la economía regional y para la vida humana y la naturaleza. El clúster necesita a los profesionales.

Useful Links: www.maaseutuammattiin.fi/in_english ;
fi-fi.facebook.com/maaseutuammattiin

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Hungría**

Short title Los sucesores y nuevos participantes en la agricultura en Hungría. Dra. Krisztina Pocsai y otros agricultores (code HU9A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problema y mensaje principal: El estudio de caso se refiere a un grupo especial de jóvenes agricultores del este de Hungría: los sucesores de una empresa agrícola. La sucesión no es un momento fácil en la vida, especialmente si alguien va a continuar con una empresa, pero quizá sea más difícil en el caso de una empresa agrícola.

Hay dos grandes retos para los nuevos agricultores:

1. Si la sucesión no está planificada; la muerte del padre es repentina, tienen que estar preparados para actuar como responsables de la toma de decisiones, cabeza de familia en un tiempo extremadamente corto, y hacer frente a las pérdidas de personal al mismo tiempo. Tienen que encontrar, reconstruir y utilizar las redes del difunto y también encontrar la forma de gestionar el negocio agrícola.

2. Si la sucesión está planificada, hay más tiempo y espacio para aprender las habilidades y construir redes propias, pero en ese caso se producen conflictos entre el hijo (normalmente los sucesores son varones) y el padre. Incluso los empleados lo reconocen, y se muestran irrespetuosos en ciertos casos, especialmente si hay conflictos entre las generaciones. Los largos cambios dificultan también los cambios tecnológicos y la diversificación de las explotaciones, según nuestros resultados.

Encontramos muy pocas mujeres entre los dirigentes de una explotación. Incluso si una mujer, como esposa o madre, trabajaba activamente en la explotación, se encargaba de la burocracia y no se convertía en la principal responsable de las decisiones de la explotación.

A pesar de todas estas dificultades, los jóvenes agricultores suelen considerar positiva la sucesión de explotaciones, y se mantiene como la forma más sencilla de desarrollar una empresa agrícola independiente.

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Fact sheet - Estudio de caso sobre los nuevos participantes en la agricultura

Country **Hungría**
Short title Dávid Deilinger - Nuevos participantes en la agricultura (code HU10A)

Short summary for practitioners on the (final or expected) outcomes of the practice.

El caso analiza las formas en que los jóvenes agricultores responden a los desafíos de iniciar una empresa agrícola.

Aunque hay algunos casos en los que se integran vías difíciles para empezar con éxito, en la mayoría de los casos los agricultores utilizan las diferentes soluciones de forma independiente. Los nuevos agricultores, al menos en los primeros años de actividad, siempre tienen otra fuente de ingresos: encontramos profesores, empresarios, expertos en protección de plantas, pero también muchos otros antecedentes. También es típico que tengan un compromiso personal muy fuerte, normalmente relacionado con las tradiciones familiares, y con menos frecuencia con preocupaciones éticas.

Estas explotaciones dependen en gran medida de diferentes formas de subvención, normalmente de pagos de proyectos. Por ello, es más frecuente que estos agricultores se diversifiquen: se dedican a la producción de energía, al procesado de alimentos o al turismo rural. Aunque el negocio se convierta en económico, los propietarios siguen manteniendo su empleo original, especialmente si está vinculado a la agricultura (como algún tipo de consultoría sobre protección de plantas, proyectos o agentes de cualquier tipo de proyectos agrícolas).

Por lo general, los nuevos empresarios, si consiguen crear una empresa agrícola de éxito, se convierten en figuras de prestigio de la comunidad local, y su papel puede mostrar una forma de cultivar.

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FACT SHEETS CASE STUDIES ON SUCCESSORS

N.	Case study on Successors	Country	Region Typology
IE1B	Maximising Organic Production Systems (MOPS)	Ireland	Predominantly rural/intermediate
PL2B	Cydr Chyliczki, Ludwik Majlert's Farm and Rysiny Farm: socially, environmenallly and economically sustainable family food production & processing at the outskirts of Warsaw	Poland	Predominantly urban
BE3B	Farm diversification at succession	Belgium	Cross all Region
IT4B	Successful agro-ecological and multifunctional successors in Sicily region	Italy	Intermediate and Predominantly Urban
ES5B	Slow Succession, Slow Revolution: regenerating the agri-food system in the Catalan Western Lands through agrobiodiversity and local food cultures	Spain	Intermediate region
FR6B	Training in “nature professions”: a driving force for the rural regeneration of “Pays Coutancais”	France	Predominantly rural
DE7B	CSA Hof Pente GbR - Success through community, education and ecology	Germany	Intermediate
FI8B	Vital agriculture and forestry in Uusimaa region (The ELINA Uusimaa project)	Finland	Predominantly Urban
HU9B	Wine Community of Mór Wine region	Hungary	Intermediate/rural
IE10B	Farm Partnerships as a promising practice	Ireland	Predominantly rural

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FACT SHEETS IN ENGLISH

Fact sheet - Case study on successors

Country **Ireland**

Short title Maximising Organic Prduction Systems (MOPS) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

In 2018, a group of organic farmers, the Irish Organic Association (IOA), researchers and agronomists has come together as a collaborative unit to initiate and form the Maximising Organic Production Systems (MOPS) Project EIP-AGRI Operational Group in 2018. This innovative project aims to optimize organic horticultural production in Ireland and improve continuity of short supply chains for the national market through the creation of a collaborative cropping system that corresponds to growing retailer demands, in addition to making farms more sustainable through reducing dependency on nutrient imports. The project uses economies of scale from the collaborative production of 11 certified organic horticulture farms around Ireland, of varying sizes and cropping capacity, producing as if they were a single farming enterprise. The organic farms participating in the MOPS project are owner operated. Collectively the MOPS farmers supply a range of markets, including; direct sales (online and farmers markets), wholesale markets, speciality shops, restaurants, private procurement outlets, and supermarket/retail multiples. The enhanced viability of the farmers engaged in the MOPS project highlights many issues around conventional farm viability, environmental protections and valuing biodiversity, but it also draws attention to issues around young farmers and succession. This study reveals that intergenerational succession, and eventual inheritance of the family farm, is the main route of entry into organic farming in Ireland. The networking element of the project has also allowed for intergenerational transfer and exchange of knowledge between older and younger organic farmers for the benefit of the land and the enhanced viability of the farm.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Case study on successors

Country **Poland**

Short title Cydr Chyliczki, Ludwik Majlert's Farm and Rysiny Farm: socially, environmenallly and economically sustainable family food production & processing at the outskirts of Warsaw (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The three family businesses described in this case are focusing on food production and processing: Cydr Chyliczki on apples and cider, and Ludwik Majlert's Farm as well as Rysiny Farm on a variety of vegetables (and flowers as well as edible plant seedlings) that are then directly sold at the farms. The cases illustrate that family food production and processing has a siginificant potential for combining social, environmental and economic dimensions of sustainability by focusing on local, traditional, organic and high-quality products. In the case of Cydr Chyliczki, the main product is cider made of traditional apple tree species from the region; the cider is a high-end product sold to restaurant and stores across Poland. Two other farms are integrating the supply chain by producing, processing and selling directly at the farm. Moreover, the farms provide social and cultural functions exemplified by e.g. the 'dinner at the field' events, tours for local schools and kindergartens and a small restaurant at the Rysiny farm - a de facto local community space. The Rysiny farm is also processing and selling products obtained from other farmers from the region (e.g. bread). In each case, running the business is very labour-intensive, which means dependence on seasonal migrant labour (especially given the competitive labour market of Warsaw). The main practical recommendations are to secure land around cities for agriculture (local administration), integrate multiple parts of the supply chain and non-agricultural functions (similar farms), implement migrant-friendly policies as well as reduce institutional difficulty in entering and running a family farm that are perceived as an important barrier by the actors (national authorities).

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Fact sheet - Case study on sucessors

Country **Flanders (Belgium)**
Short title Farm diversification at succession (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

During the succession process an increasing number of successors choose to diversify their farm income. The two examples Biohoeve Hof te Muizenhole and De Speiboerderij in the Flemish Ardennes both retain their main income from agricultural production after succession. The main reason for diversification is to provide a more profitable basis for the successor(s) by adding value to products for which customers are willing to pay more and/or by spreading risks to provide operational security. Hof te Muizenhole switched from traditional to organic farming upon succession. It decided on further specialised GPS mechanisation. The breed of beef cattle was replaced to better fit the organic approach. The son is now the sole shareholder and concentrates on the cultivation and innovative techniques. The father is still active and contributes in the sales market, marketing and administration. De Speiboerderij added organic dairy goats to its farm and extended home production and sales upon succession by son and daughter. Before it only had organic dairy cows. The company is currently run by three people, with the father responsible for the cows and the successors for the goats, home production and sales and administration. Diversification in these examples required additional skills on techniques and sales market and marketing. In the decision process of diversification external advice on sales market, techniques, and administration is useful. Another point of attention is to settle a future proof organisation of the farm company at succession with a division of responsibilities among parent and successors. This also in the light of settling finances with the other siblings in the family.

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Fact sheet - Case study on successors

Country **Italy**
Short title Successful agro-ecological and multifunctional successors in Sicily region (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
During the succession process an increasing number of successors in small and medium farms choose to adopt strong multifunctional and agro-ecological approaches. The study of Sicilian successors shows that this is a way to deal with the more relevant problem successors have to face, that is the transfer of farms that are already structured by past generation's decisions on farming trajectories based on very location and crop-specific land. The adoption of new models allows to change the senior generation management without resorting to massive fund for new investment. As a general strategy, they innovate by drawing on local biodiversity (ancient crops and indigenous breeds), by internalizing value added activities (food processing, short supply chains, on site and online sales) and by offering new services (education and agri-kindergarten, recreational activities, social agriculture, production of renewable energy, agri-wellbeing, rural tourism). A positive result is that they are able to diversify products and processes, thus relying on different sources of income. Moreover, this process of broadening the range of activities is often persecuted by networking, which generates an increase in social collaborative connections among different local actors.

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Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

Fact sheet - Case study on successors

Country **SPAIN**

Short title Slow Succession, Slow Revolution: regenerating the agri-food system in the Catalan Western Lands through agrobiodiversity and local food cultures (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

«Cultures Trobades», a project promoted in 2008 by the organization «Slow Food Terres de Lleida», prospects and restores the use of local ancient seeds and animal breeds. A particular success story has been the Catalan goat, which now is preserved under its own organization. Agroecological farmers and some restaurants in the area act as key supporters to the initiatives, and together conform and reform a slow, but persistent, counter-cultural and regenerative movement originated already in the end of the 1970s by organic farming pioneers in the region. The succession process, as a life event, seems particularly suitable for the adoption of agri-environmental innovations, such as reusing local varieties. But in some cases the conservative attitude of the old generation deters the adoption of these practices by the new entrepreneurial generations. Self-management and independence are strongly valued among the new generations. Also a sense of communitarism, despite formal historical attempts to coordinate regenerative initiatives have proven difficult, probably because a lack of cooperative culture. Many participants report a lack of food education in local society, which makes it difficult for the public to appreciate the added value of these practices and guarantee their sustainability. The public administration has not always been supportive to the regenerative initiatives in the Catalan Western Lands. The practices have contributed to the diversification of the agricultural system in the region (orientating it more towards human food consumption), disseminated local knowledge, improved the preservation of the natural environment and generated higher social conscience.

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Fact sheet - Case study on successors

Country **France**

Short title Training in “nature professions”: a driving force for the rural regeneration of “Pays Coutancais” (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The choice of the agricultural school of Coutances as a promising experience of “rural regeneration” is due to the orientation of this institution dependent on the Ministry of Agriculture (and managed autonomously from the National Education) by a local group of determined farmers to practice their professions and skills in an innovative way by not adopting the general intensive agriculture model but by practicing “peasant agriculture” associating the preservation of natural resources with openness to society, in particular through the “peasant welcome” of townspeople on the "farm". While the general rule is to have only one agricultural high school per department, the group obtained its creation in an original location since 1) although with a large landholding it is located not far from the center of the town of Coutances 2) that he chose to focus on agriculture and agrobiologically cultivating and breeding but also horticulture and landscaping so as to strengthen the diversity of agriculture and "nature trades" characteristic of the department 3) that in its "campus" it brings together a school with boarding facilities aimed at college and high school students where training calls for practice in the farm and greenhouses, a training center for adults that attracts new farmers not originating in the region and outside family farming, a training center for apprentices. Networking and working with common values succeed in building an atmosphere favorable to the installation less often of young successors than of young and old newcomers in market gardening or new systems as "peasant bakers". Finally, the entire small region supported by elected officials, associations and educational institutions of national education are oriented by education starting from "kindergarten" in the "ecological and societal transition" and toward a reconciliation between the “farming world” and the local non-farmers inhabitants renewal of the “rural territory” as well as the town/countryside relations.

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Fact sheet - Case study on succesors

Country **Germany**
Short title CSA Hof Pente GbR - Success through community, education and ecology (code DE7B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problems/Opportunities: The promising practice addresses the lack of understanding of and commitment to agriculture and food production. Through shared responsibility and great competencies of the management team, a regional food supply is created through organic farming near Osnabrück.

Results: CSA Hof Pente is community supported agriculture in a cooperatively organised form. 300 members receive seasonal and regional food produced on the farm through a membership. They also feel collectively responsible for the faming, as the decisions are discussed openly at regular meetings. They act not only as consumers, but also as producers. Many members also enjoy the atmosphere and social community at the pick-up-day and use the farm for local recreation.

The farm offers a wide range of education for sustainable development. There is a kindergarten and a school, where teaching and learning takes place in the sense of education in complete environments. The educational offers are closely linked to the direct (agricultural) activities on the farm (apprenticeships, internships, seminars), but also indirectly through the experience of nature, agriculture and nutrition.

The farm practices biodynamic agriculture, which protects the climate, soils and resources (strict Demeter guidelines). In particular, the contributions to soil care (e.g. cultivation by horses) and to biodiversity (diversity on the farmland) should be emphasised.

Recommendations:

This practice shows how a rather small farm contributes to regional and seasonal nutrition, biodiversity and local community. Even if the farmland size is rather low (37 hectare), there are many jobs created per hectare.

Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

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Fact sheet - Case study on successors

Country **Finland**
Short title Vital agriculture and forestry in Uusimaa region (The ELINA Uusimaa project) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The ELINA project was implemented in the province of Uusimaa in 2015-2018. The operating circumstances and profitability of farms we developed by organizing information events and training to farmers. It is a professional updating education for farmers. The training was focusing on farm investments and generational renewal issues and improving the profitability and competitiveness of farms taking into account also environmental aspects.

The project gave new abilities to farm management to meet many future challenges, not only to some details of certain productional matters. Former model of separate small development projects for various lines of agricultural production was rejected in ELINA project. The matter of farm successions was just one of the many focus points of the project. By the training events and study trips the participators got the up-to-date information about the farm succession process. Many organization provide some pieces of information needed in the farm succession. The project collected these pieces of information with various aspects together and made it easily available for the farmers. The participants were encouraged to join smaller training groups to develop their individual future plans and to continue the succession process with the peer support in more intimate and confidential environment. The practice improved networking and was flexible. The training sessions were more on smaller group training sessions and outside typical lecture halls than before. The inspiration of the power of peer support and peer learning were seen positive and innovative. The agricultural researchers have come closer to farmers to share their knowledge and to test their methods more often in practice with farmers.

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Fact sheet - Case study on successors

Country **Hungary**
Short title Wine Community of Mór Wine region (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Mór wine region is one of the smallest but very famous wine region in Hungary. The Wine Community of Mór was founded in 1995 after the change of political system when as a result of land privatization many small wine producer farms were established in the region. The Community works on 600 hectares of vineyard, it has 820 members in five settlements: Mór, Csákberény, Zámoly, Csókakő, Söréd. The main goals of the Wine Community are to create a strong network among the wine producers and related actors such as tourism and cultural organizations of the region and to help the farmers (successors) to continue the family farms. The Community also organises and supports the heritage based events in the region.

Wine producers are important actors in local society they are involved in many local activities, they participate in local development planning processes especially which focuses on tourism and/or local heritage based development. Most of the local inhabitants have connections to wine and vineyard, so winemakers are regarded as a kind of protector of local heritage and identity and also as an important sector of local economy.

An intensive generational change has started in the region in the last decade, the intergenerational transfer has started inside the family farms and also some newcomer young farmers have arrived in the region and started new businesses. Generational change both in family farms and in the region results in and supports a more environmentally sensitive attitude of farmers and may cause a new agro-ecological farming approach.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Case study on successors

Country **Ireland**
Short title Farm Partnerships as a promising practice (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Farm partnerships come under umbrella term 'collaborative farming, faciliating farm succession to take place in a more timely and collaborative manner. Irish farmers can avail of financial incentives aimed at encouraging and maintaining the development of partnerships. The main focus of the study was on registered farm partnerships (RFPs), of which there are now over 3,000 such arrangements in Ireland, are becoming increasingly popular in Ireland, identified as critically important to the future development of agriculture. One main benefit identified is that partnerships have given successor an opportunity, to not only increase scale but also to improve efficiencies. With efficiencies, in most cases, driven by improved technologies, working smarter rather than harder. The opportunity to increase scale has led to increased viability for the partnership holding, while also bringing succession conversation to the forefront. The older farmers, seen as more traditional type farmers, were often not confident about exploring new technologies. However, as confidence grew through engagement with successor, older farmers were more keen to embrace new ideas and reap the benefits. This study reveals that intergenerational succession, and eventual inheritance of the family farm, were assisted and faciliated by partenrships. Successors are brought into business earlier than what would otherwise be the case, to avail of financial incentives cited as the main driving force for many. The change in mind set through partnership and the building of trust has benefitted intergenerational transfer and exchange of knowledge between older and younger farmers.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN DUTCH

Fact sheet - Case study on successors

Country **Ireland**

Short title Maximising Organic Production Systems (MOPS) [Systemen om biologische productie te maximeren] (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

In 2018 is een groep biologische boeren, de Irish Organic Association (IOA), onderzoekers en agronomen samengekomen als een samenwerkingseenheid om het Maximizing Organic Production Systems (MOPS) Project EIP-AGRI Operational Group te initiëren en te vormen. Het project heeft tot doel de biologische tuinbouwproductie in Ierland te optimaliseren en de continuïteit van korte toeleveringsketens voor de nationale markt te verbeteren door het creëren van een collaboratief teeltsysteem dat overeenkomt met de groeiende vraag van retailers, naast het duurzamer maken van boerderijen door de afhankelijkheid van de import van nutriënten te verminderen. Het project maakt gebruik van schaalvoordelen van de gezamenlijke productie van 11 gecertificeerde biologische tuinbouwbedrijven in Ierland, van verschillende groottes en teeltcapaciteiten, die produceren alsof ze een enkele landbouwonderneming zijn. De biologische boerderijen die deelnemen aan het MOPS-project worden beheerd door eigenaren. Gezamenlijk leveren de MOPS-boeren aan een reeks markten, waaronder; directe verkoop (online en boerenmarkten), groothandelsmarkten, speciaalzaken, restaurants, particuliere inkoopkantoren en supermarkten/winkels. De verbeterde levensvatbaarheid van de boeren die betrokken zijn bij het MOPS-project brengt veel problemen aan het licht met betrekking tot de levensvatbaarheid van conventionele boerderijen, milieubescherming en het waarderen van biodiversiteit, maar vestigt ook de aandacht op problemen rond jonge boeren en opvolging. Deze studie laat zien dat de intergenerationele opvolging, en de uiteindelijke erfenis van de familieboerderij, de belangrijkste toegangsweg is tot biologische landbouw in Ierland. Het netwerkelement van het project heeft ook gezorgd voor intergenerationele overdracht en uitwisseling van kennis tussen oudere en jongere biologische boeren ten behoeve van het land en de verbeterde levensvatbaarheid van de boerderij.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

Fact sheet - Case study on successors

Country **Poland**

Short title Cydr Chyliczki, Ludwik Majlert's Farm en Rysiny Farm: sociaal, ecologisch en economisch duurzame voedselproductie en -verwerking aan de rand van Warschau (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

De drie familiebedrijven die in dit geval worden beschreven, richten zich op voedselproductie en -verwerking: Cydr Chyliczki op appels en cider, en Ludwik Majlert's Farm en Rysiny Farm op een verscheidenheid aan groenten (en bloemen en eetbare plantzaailingen) die vervolgens direct worden verkocht op de boerderij. De cases illustreren dat de productie en verwerking van voeding een aanzienlijk potentieel heeft voor het combineren van sociale, ecologische en economische dimensies van duurzaamheid door te focussen op lokale, traditionele, biologische en hoogwaardige producten. In het geval van Cydr Chyliczki is het belangrijkste product cider, gemaakt van traditionele appelboomsoorten uit de regio; de cider is een high-end product dat wordt verkocht aan restaurants en winkels in heel Polen. Twee andere boerderijen integreren de toeleveringsketen door direct op de boerderij te produceren, verwerken en verkopen. Bovendien bieden de boerderijen sociale en culturele functies, zoals bijv. de 'diner op het veld'-evenementen, rondleidingen voor lokale scholen en kleuterscholen en een klein restaurant op de Rysiny-boerderij - een de facto lokale gemeenschapsruimte. De Rysiny-boerderij verwerkt en verkoopt ook producten die zijn verkregen van andere boeren uit de regio (bijvoorbeeld brood). In elk geval is het runnen van het bedrijf erg arbeidsintensief, wat betekent dat je afhankelijk bent van seizoensarbeid van migranten (vooral gezien de competitieve arbeidsmarkt van Warschau). De belangrijkste praktische aanbevelingen zijn om land rond steden veilig te stellen voor landbouw (plaatselijk bestuur), meerdere delen van de toeleveringsketen en niet-agrarische functies (vergelijkbare boerderijen) te integreren, migrantenvriendelijk beleid te implementeren en institutionele moeilijkheden voor familiebedrijven die door de nationale autoriteiten als een barrière worden gezien te verminderen.

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Fact sheet - Case study on sucessors

Country **Flanders (Belgium)**
Short title Boerderijdiversificatie bij opvolging (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Tijdens het opvolgingsproces kiest een toenemend aantal opvolgers ervoor om hun landbouwinkomen te diversifiëren. De twee voorbeelden Biohoeve Hof te Muizenhole en De Speiboerderij in de Vlaamse Ardennen behouden beide na opvolging hun hoofdinkomen uit landbouwproductie. De belangrijkste reden voor diversificatie is om een meer winstgevende basis te bieden voor de opvolger(s) door producten een meerwaarde te geven waarvoor klanten bereid zijn meer te betalen en/of door risico's te spreiden om operationele zekerheid te bieden. Hof te Muizenhole schakelde bij de opvolging over van traditionele naar biologische landbouw. Er werd besloten tot verdere gespecialiseerde GPS mechanisatie. Het ras van de vleeskoeien werd vervangen om beter aan te kunnen sluiten bij de biologische aanpak. De zoon is nu enig aandeelhouder en concentreert zich op de teelt en innovatieve technieken. De vader is nog steeds actief en levert een bijdrage aan de verkoop, marketing en administratie. De Speiboerderij voegde biologische melkgeiten toe aan het bedrijf en breidde de eigen verwerking en verkoop uit toen zoon en dochter zich bij het bedrijf voegden. Vóór de opvolging had het bedrijf alleen biologische melkkoeien. Momenteel wordt het bedrijf door drie personen geleid, waarbij de vader verantwoordelijk voor de koeien en de opvolgers voor de geiten, thuisproductie en verkoop en administratie. De diversificatie in deze voorbeelden vereiste aanvullende vaardigheden op het gebied van technieken en afzetmarkt en marketing. Bij het besluitvormingsproces van diversificatie is extern advies over afzetmarkt, technieken en administratie nuttig. Een ander aandachtspunt is om bij opvolging een toekomstbestendige organisatie van het boerenbedrijf neer te zetten met een verdeling van verantwoordelijkheden tussen ouder en opvolgers. Dit ook in het licht van het regelen van de financiën met de andere broers en zussen in het gezin.

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Fact sheet - Case study on successors

Country **Italy**
Short title Succesvolle agro-ecologische en multifunctionele opvolgers in de regio Sicilië (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Tijdens het opvolgingsproces kiezen steeds meer opvolgers in kleine en middelgrote bedrijven voor een sterke multifunctionele en agro-ecologische aanpak. De studie van Siciliaanse opvolgers laat zien dat dit een manier is om om te gaan met de meer relevante problemen waarmee opvolgers worden geconfronteerd, namelijk de overdracht van boerderijen die al zijn gestructureerd door beslissingen van vorige generaties over landbouwtrajecten op basis van zeer locatie- en gewasspecifieke grond. De adoptie van nieuwe modellen maakt het mogelijk om het management van de hogere generatie te veranderen zonder toevlucht te nemen tot enorme fondsen voor nieuwe investeringen. Als algemene strategie innoveren ze door gebruik te maken van lokale biodiversiteit (oude gewassen en inheemse rassen), door activiteiten met toegevoegde waarde te internaliseren (voedselverwerking, korte toeleveringsketens, verkoop op locatie en online) en door nieuwe diensten aan te bieden (onderwijs en agro-kleuterschool, recreatieve activiteiten, sociale landbouw, productie van hernieuwbare energie, agro-welzijn, plattelandstoerisme). Een positief resultaat is dat ze producten en processen kunnen diversifiëren en dus afhankelijk zijn van verschillende inkomstenbronnen. Bovendien wordt dit proces van verbreding van het activiteitenaanbod vaak vervolgd door netwerken, wat leidt tot een toename van sociale samenwerkingsverbindingen tussen verschillende lokale actoren.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Case study on successors

Country **SPAIN**

Short title Slow Succession, Slow Revolution: hoe agrovoedselsysteem in de Catalaanse westelijke landen voor regeneratie zorgen door agrobiodiversiteit en lokale voedselculturen (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

«Cultures Trobades», een project dat in 2008 werd gepromoot door de organisatie «Slow Food Terres de Lleida», richt zich op het herstel van het gebruik van lokale oude zaden en dierenrassen. Een bijzonder succesverhaal is de Catalaanse geit, die nu onder een eigen organisatie wordt beschermd. Agro-ecologische boeren en enkele restaurants in de omgeving fungeren als belangrijke ondersteuners van de initiatieven, en samen conformeren en hervormen ze een langzame, maar aanhoudende, tegenculturele en regeneratieve beweging die al aan het eind van de jaren zeventig is ontstaan door biologische landbouwpioniers in de regio. Het opvolgingsproces, als een levensgebeurtenis, lijkt bijzonder geschikt voor de adoptie van agromilieu-innovaties, zoals het hergebruik van lokale rassen. Maar in sommige gevallen ontmoedigt de conservatieve houding van de oude generatie het overnemen van deze praktijken door de nieuwe ondernemersgeneraties. Zelfsturing en zelfstandigheid worden bij de nieuwe generaties sterk gewaardeerd. Ook een gevoel van communitarisme, ondanks formele historische pogingen om regeneratieve initiatieven te coördineren, is moeilijk gebleken, waarschijnlijk vanwege een gebrek aan coöperatieve cultuur. Veel deelnemers melden een gebrek aan voedseleducatie in de lokale samenleving, waardoor het voor het publiek moeilijk is om de toegevoegde waarde van deze praktijken te waarderen en hun duurzaamheid te garanderen. Het openbaar bestuur heeft de regeneratieve initiatieven in de Catalaanse westelijke landen niet altijd gesteund. De praktijken hebben bijgedragen aan de diversificatie van het landbouwsysteem in de regio (meer gericht op menselijke voedselconsumptie), lokale kennis verspreid, het behoud van de natuurlijke omgeving verbeterd en een hoger sociaal geweten gecreëerd.

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Fact sheet - Case study on successors

Country **France**

Short title Opleiding in "natuurberoepen": een drijvende kracht achter de plattelandsvernieuwing van "Pays Coutancais" (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

De keuze voor de landbouwschool van Coutances als veelbelovende praktijk komt door de oriëntatie van deze instelling die afhankelijk is van het Ministerie van Landbouw (en autonoom wordt beheerd vanuit het Nationaal Onderwijs). Een lokale groep vastberaden boeren onderwijzen hun vaardigheden op een innovatieve manier door niet het algemene model van de intensieve landbouw over te nemen, maar door "boerenlandbouw" te beoefenen, waarbij het behoud van natuurlijke hulpbronnen wordt geassocieerd met openheid voor de samenleving, in het bijzonder door de "verwelkoming" van stedelingen op de "boerderij". Hoewel de algemene regel is om slechts één agrarische middelbare school per regio te hebben, kon de groep toch deze school oprichten. Dit is bijzonder omdat ze met een groot grondbezit niet ver van het centrum van de stad Coutances, omdat men koos zich te concentreren op landbouw en agrobiologische teelt en veredeling maar ook tuinbouw en landschapsarchitectuur om de diversiteit van de landbouw en "natuurhandel" kenmerkend voor de afdeling te versterken en omdat het in zijn "campus" een school samenbrengt met internaten gericht op de universiteit en middelbare scholieren waar het onderwijs oefening op de boerderij en kassen vereist. De school is een opleidingscentrum voor volwassenen dat nieuwe boeren aantrekt die niet uit de regio komen en een opleidingscentrum voor jongeren. Netwerken en werken met gemeenschappelijke waarden slagen erin een sfeer te scheppen die gunstig is voor de jonge opvolgers en voor jonge en oude nieuwkomers in de tuinbouw of nieuwe systemen als "boerenbakkers". Ten slotte is er steun vanuit de hele regio, zoals door gekozen functionarissen, verenigingen en onderwijsinstellingen van nationaal onderwijs. Men richt zich op onderwijs vanaf de "kleuterschool" in de "ecologische en maatschappelijke transitie" en op een verzoening tussen de "landbouwwereld" en de lokale niet- boeren bewoners en op vernieuwing van het “plattelandsgebied” en de stad/plattelandsrelaties.

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Fact sheet - Case study on succesors

Country **Germany**
Short title CSA Hof Pente GbR - Succes door gemeenschap, onderwijs en ecologie (code DE7B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Problemen/kansen: De veelbelovende praktijk richt zich op het gebrek aan begrip van en betrokkenheid bij landbouw en voedselproductie.
Door gedeelde verantwoordelijkheid en grote competenties van het managementteam wordt een regionale voedselvoorziening gecreëerd door biologische landbouw in de buurt van Osnabrück.
Resultaten: CSA Hof Pente (Landbouw door de gemeenschap gedragen Hof Pente) is gemeenschapsgerichte landbouw in een coöperatieve vorm. 300 leden ontvangen via een lidmaatschap seizoensgebonden en regionaal voedsel dat op de boerderij wordt geproduceerd. Ze voelen zich ook collectief verantwoordelijk voor de landbouw, aangezien de beslissingen openlijk worden besproken tijdens reguliere vergaderingen. Ze treden niet alleen op als consumenten, maar ook als producenten. Veel leden genieten ook van de sfeer en sociale gemeenschap op de ophaaldag en gebruiken de boerderij voor lokale recreatie. De boerderij biedt een breed scala aan onderwijs voor duurzame ontwikkeling. Er zijn scholen, waar onderwijzen en leren plaatsvindt in de zin van onderwijs in complete omgevingen. Het educatieve aanbod sluit nauw aan bij de directe (agrarische) activiteiten op de boerderij (door bijvoorbeeld stages en workshops), maar ook indirect via de beleving van natuur, landbouw en voeding.
De boerderij beoefent biologisch-dynamische landbouw, die het klimaat, de bodem en de hulpbronnen beschermt (strikte Demeter-richtlijnen). Met name de bijdragen aan bodemzorg (bijv. teelt door paarden) en aan biodiversiteit (diversiteit op de landbouwgrond) moeten worden benadrukt.
Aanbevelingen:
Deze praktijk laat zien hoe een vrij kleine boerderij bijdraagt aan regionale en seizoensgebonden voeding, biodiversiteit en de lokale gemeenschap. Ook al is de landbouwgrond relatief klein (37 hectare), toch worden er per hectare veel banen gecreëerd.
Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

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Fact sheet - Case study on successors

Country **Finland**
Short title Vitale land- en bosbouw in de Uusimaa regio (The ELINA Uusimaa project) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

In de provincie Uusimaa is van 2015 tot 2018 het ELINA-project uitgevoerd. De bedrijfsomstandigheden en winstgevendheid van boerderijen zijn ontwikkeld door voorlichtingsevenementen en trainingen voor boeren te organiseren. Het is een professionele bijscholing voor boeren. De training was gericht op landbouwinvesteringen en generatievernieuwingskwesties, het verbeteren van de winstgevendheid en het concurrentievermogen van landbouwbedrijven, waarbij ook rekening werd gehouden met milieuaspecten.

Het project gaf het bedrijfsmanagement nieuwe mogelijkheden om het hoofd te bieden aan vele toekomstige uitdagingen, niet alleen aan enkele details van bepaalde productiekwesties. De voormalige aanpak van afzonderlijke kleine ontwikkelingsprojecten voor verschillende landbouwproductielijnen werd afgewezen in het ELINA-project. De kwestie van de bedrijfsopvolging was slechts een van de vele aandachtspunten van het project.

Door trainingen en studiereizen kregen de deelnemers actuele informatie over het bedrijfsopvolgingsproces. Veel organisaties bieden enkele stukjes informatie die nodig zijn in de bedrijfsopvolging. Het project verzamelde deze stukjes informatie met verschillende aspecten bij elkaar en maakte het gemakkelijk beschikbaar voor de boeren. De deelnemers werden aangemoedigd om zich aan te sluiten bij kleinere trainingsgroepen om hun individuele toekomstplannen te ontwikkelen en om het opvolgingsproces voort te zetten met de peer support in een meer intieme en vertrouwelijke omgeving. De praktijk verbeterde het netwerken en was flexibel. De trainingen waren meer op kleinere groepstrainingen en buiten typische collegezalen dan voorheen. De inspiratie van de kracht van peer support en peer learning werd als positief en innovatief gezien. De landbouwonderzoekers zijn dichter bij boeren gekomen om hun kennis te delen en hun methodes vaker in de praktijk te testen met boeren.

DRAFT
The report is subject to possible changes due to approval processes by the European Commission

Fact sheet - Case study on successors

Country **Hungary**
Short title De wijngemeenschap van de Mór wijnregio (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Het wijngebied Mór is een van de kleinste maar bekendste wijngebieden van Hongarije. De wijngemeenschap van Mór werd in 1995 opgericht na de verandering van het politieke systeem toen als gevolg van de privatisering van het land veel kleine wijnboerderijen in de regio werden opgericht. De gemeenschap werkt op 600 hectare aan wijngaarden en heeft 820 leden in vijf nederzettingen: Mór, Csákberény, Zámoly, Csókakő, Söréd. De belangrijkste doelstellingen van de gemeenschap zijn het creëren van een sterk netwerk tussen de wijnproducenten en aanverwante actoren zoals toeristische en culturele organisaties van de regio en het helpen van de boeren (opvolgers) om de familieboerderijen voort te zetten. De gemeenschap organiseert en ondersteunt ook de op erfgoed gebaseerde evenementen in de regio.

Wijnproducenten zijn belangrijke actoren in de lokale samenleving. Ze zijn betrokken bij veel lokale activiteiten, ze nemen deel aan planningsprocessen voor lokale ontwikkeling, met name die gericht zijn op toerisme en/of ontwikkeling op basis van lokaal erfgoed. De meeste lokale bewoners hebben banden met wijn en wijngaarden, dus wijnmakers worden beschouwd als een soort beschermer van het lokale erfgoed en de lokale identiteit en ook als een belangrijke sector van de lokale economie.

In de regio is het afgelopen decennium een intensieve generatiewisseling begonnen, de intergenerationele overdracht is begonnen binnen de familieboerderijen en er zijn ook enkele nieuwe jonge boeren in de regio gearriveerd en nieuwe bedrijven gestart. Generatiewisselingen, zowel in familiebedrijven als in de regio, resulteren in en ondersteunen een meer milieubewuste houding van boeren en kunnen leiden tot een nieuwe agro-ecologische landbouwbenadering.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Case study on successors

Country **Ireland**
Short title Boerenpartnerschappen als veelbelovende praktijk (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Boerenpartnerschappen vallen onder de overkoepelende term 'collaborative farming', waardoor bedrijfsopvolging op een meer tijdige en collaboratieve manier kan plaatsvinden. Ierse boeren kunnen gebruik maken van financiële prikkels om de ontwikkeling van partnerschappen te stimuleren en in stand te houden. De belangrijkste focus van het onderzoek lag op geregistreerde partnerschappen tussen landbouwbedrijven (RFP's), waarvan er nu meer dan 3.000 zijn in Ierland. Deze regelningen worden steeds populairder, wat van cruciaal belang wordt geacht voor de toekomstige ontwikkeling van de landbouw in Ierland. Een belangrijk voordeel is dat partnerschappen de opvolger een kans hebben gegeven om niet alleen de schaal te vergroten, maar ook om de efficiëntie te verbeteren. Met efficiëntieverbeteringen, in de meeste gevallen gedreven door verbeterde technologieën en slimmer werken in plaats van harder werken. De mogelijkheid om op te schalen heeft geleid tot een grotere levensvatbaarheid van de partnershipholding en heeft tevens de opvolgingsgesprekken naar de voorgrond gebracht. De oudere boeren, die als boeren van het traditionele type werden gezien, hadden vaak geen vertrouwen in het verkennen van nieuwe technologieën. Naarmate het vertrouwen onder oudere boeren groeide door de betrokkenheid van de opvolger, waren oudere boeren echter meer geneigd om nieuwe ideeën te omarmen en de vruchten ervan te plukken. Deze studie laat zien dat de intergenerationele opvolging en de uiteindelijke erfenis van de familieboerderij werden ondersteund en gefaciliteerd door de partnerschappen. Opvolgers worden eerder ibij het bedrijf betrokken dan anders het geval zou zijn, om te profiteren van financiële prikkels die voor velen de belangrijkste drijfveer zijn. De mentaliteitsverandering door partnerschap en het opbouwen van vertrouwen komt de intergenerationele overdracht en uitwisseling van kennis tussen oudere en jongere boeren dus ten goede.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN FINNISH

Fact sheet - Case study on successors

Country **Irlanti**

Short title Luonnonmukaisten tuotantojärjestelmien maksimointi (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Vuonna 2018 joukko luonnonmukaisen viljelyn harjoittajia, Irlannin luonnonmukaisen viljelyn järjestö (IOA), tutkijoita ja agronomeja käynnisti Luonnonmukaisten tuotantojärjestelmien maksimointi -hankkeen (MOPS) EIP-Agri toimintaryhmänä. Tämä innovatiivinen hanke tavoittelee luonnonmukaisen puutarhatuotannon optimointia Irlannissa sekä parantaa lyhyiden tarjontaketjujen pääsyä kansallisille markkinoille luomalla yhteistyöhön perustuvan tuotantojärjestelmän, jolla vastataan kaupan kasvaviin vaatimuksiin samalla kun maatilojen kestävyyttä parannetaan vähentämällä riippuvuutta tuontipanoksista. Hanke hyödyntää yhteistuotannon mittakaavaetuja, kun 11 sertifioitua erikokoista luonnonmukaisen tuotannon tilaa ympäri Irlantia toimiii kuin yksi suuri tila. Osallistuvat tilat ovat perheviljelmiä. Yhdessä MOPS-tilat palvelevat laajoja markkinoita, mukaan lukien suoramyynti (verkkokaupassa ja talonpojan markkinoilla), tukkukauppa, erikoisliikkeet, ravintolat, yksityiset hankintaorganisaatiot sekä supermarketit. MOPS-hankkeeseen osallistuvien viljelijöiden parantunut tilanne heijastelee monia perinteisen viljelyn, ympäristönsuojelun ja monimuotoisuuden ylläpitämisen haasteita, mutta kiinnittää huomiota myös nuoriin viljelijöihin ja sukupolvenvaihdoksiin. Tutkimus paljastaa, että sukupolvenvaihdos ja itse asiassa tilan periytyminen perheen sisällä on yleisin tapa aloittaa luonnonmukainen viljely Irlannissa. Hankkeen tarjoamat verkostoitumismahdollisuudet ovat mahdollistaneet tiedon siirtymisen sukupolvien välillä tavalla, joka on hyödyttänyt maanhoitoa ja tilojen kilpailukykyä

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Case study on successors

Country **Puola**

Short title Cydr Chyliczki, Lucwik Majlertin tila ja Rysinyn tila: sosiaalisesti, ympäristöllisesti ja taloudellisesti kestävää perheyrittäjyyttä ruuan tuotannossa ja jalostuksessa Varsovan laitamilla (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Kolme tarkasteltavaa perheyritystä keskittyy ruuan tuotantoon ja jalostukseen: Cydr Chylicki omenoihin ja siideriin, Ludwik Majlertin tila ja Rysinyn tila erilaisiin vihanneksiin (sekä kukkiin ja syötäviin siemeniin) joita myydään suoraan kuluttajille tiloilla. Tapaukset osoittavat, että perheyrittäjyytenä tapahtuvalla ruuan tuotannolla ja jalostuksella on merkittävä potentiaali kestävyyden sosiaalisen, ympäristöllisen ja taloudellisen ulottuvuuden yhdistämisessä keskittymällä paikallisiin, perinteisiin, luonnonmukaisiin ja korkealaatuisiin tuotteisiin. Cydr Chyliczkin tapauksessa päätuote siideri valmistetaan alueen perinteisistä omenalajikkeista; siideri on korkean jalostusarvon tuote, jota myydään ravintoloissa ja kaupoissa ympäri Puolaa. Kaksi muuta tilaa yhdistää tarjontaketjun osia valmistamalla raaka-aineen, jalostamalla ja myymällä tuotteita suoraan tilalta. Lisäksi tilat tarjoavat sosiaalisia ja kulttuurisia palveluita esim. "päivällinen pellolla" -tapahtumien, paikallisille kouluille ja päiväkodeille tarjottujen tutustumismatkojen ja Rysinyn tilan pienen ravintolan muodossa (joka on itse asiassa yhteisöllinen tila). Rysinyn tila jalostaa ja myy myös muiden alueen viljelijöiden tuotteita (esim. leipää). Kaikkien tilojen toiminta on hyvin työvoimavaltaista, mikä aiheuttaa riippuvuutta ulkomaisesta kausityövoimasta (erityisesti ottaen huomioon Varsovan kilpailukykyiset työmarkkinat). Tärkeimmät tapauksista johdettavat käytännön suositukset koskevat kaupunkien läheisten alueiden maan säilyttämistä maataloustuotannossa (paikallishallinto), tarjontaketjun useiden toimintojen ja maatalouden ulkopuolisten toimintojen yhdistämistä (samankaltaiset maatilat), siirtolaisystävällisen politiikan harjoittamista sekä institutionaalisten esteiden purkamista perhemaatilan aloittamiselle ja hoitamiselle, joita toimijat pitävät merkittävinä esteinä (kansalliset viranomaiset).

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Fact sheet - Case study on sucessors

Country **Flanders (Belgia)**
Short title Maatilojen monipuolistaminen sukupolvenvaihdoksen yhteydessä (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Kasvava joukko tilanpidon jatkajia monipuolistaa toimeentulolähteitä maatilojen sukupolvenvaihdoksen yhteydessä. Molemmat esimerkit – Biohoeve Hof te Muizenhole ja De Speiboerderij flaaminkielisellä Ardennien alueella – saavat pääasiallisen toimeentulonsa maataloudesta sukupolvenvaihdoksen jälkeen. Tärkeimmät syyt monipuolistamiseen liittyvät kannattavuuden parantamiseen hankkimalla lisäarvoa sellaisista tuotteista, joista asiakkaat ovat valmiita maksamaan enemmän, sekä riskien hajauttamiseen toiminnan vakauttamiseksi. Hof te Muizenhole siirtyi perinteisestä luonnonmukaiseen viljelyyn sukupolvenvaihdoksen yhteydessä. Se päätti siirtyä myös GPS-pohjaiseen tekniikkaan. Nautakarjarotu vaihdettiin paremmin luomuviljelyyn sopivaan rotuun. Poika on nyt ainoa osakkeenomistaja ja keskittyy viljelyyn ja innovatiivisiin tekniikoihin. Isä on edelleen aktiivinen ja osallistuu myyntityöhön, markkinointiin ja hallintoon. De Speiboerderij laajensi tilan tuotantoa luonnonmukaiseen vuohitalouteen sekä laajensi kotituotantoa ja -myyntiä tilan siirtyessä isältä tyttärelle. Tätä ennen tilalla oli vain luonnonmukaista maidontuotantoa. Yritystä hoitaa nykyisin kolme henkilöä; isä vastaa lehmistä ja tytär vuohista, kotituotannosta, myynnistä ja markkinoinnista. Näissä kahdessa esimerkkitapauksessa monipuolistaminen vaati uusia taitoja, jotka liittyivät tekniikkaan sekä myyntityöhön ja markkinointiin. Monipuolistamista koskevassa päätöksentekoprosessissa ulkopuolinen neuvonta myyntityöstä, markkinoinnista ja hallinnosta on hyödyllistä. Toinen asia, johon kannattaa kiinnittää huomiota, koskee maatilayrityksen tulevan organisaationmallin määrittelyä siten, että jatkajan ja luopujan vastuiden jako on selvä. Tämä liittyy myös perheen miden sisarusten osuuksista sopimiseen.

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Fact sheet - Case study on successors

Country **Italia**
Short title Menestyneet agroekologiset ja monitoimiset jatkajat Sisilian alueella (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Maatilojen sukupolvenvaihdosten yhteydessä kasvava joukko jatkajia on ottanut käyttöön vahvan monitoimisen ja maatalousekologisen käytänteen. Tutkimus sisilialaisten jatkajien keskuudessa osoittaa, että tällä tavoin jatkajat ovat kyenneet sopeutumaan moniin kohtaamiinsa ongelmiin, jossa maatilan omistuksen siirtymiseen vaikuttavat aiempien sukupolvien päätökset viljelyn kehityssuunnista sijainnin ja kasvilajien suhteen. Uusien mallien käyttöönotto mahdollistaa viljelykäytänteiden muutoksen ilman massiivisia investointeja. Yleiseen strategiaan kuuluvat nojautuminen paikallisen luonnon monimuotoisuuteen (alkuperäiskasvit ja -lajikkeet), arvonlisää tuottavien toimintojen palauttaminen tilalle (jalostus, lyhyet tarjontaketjut, tilamyynti ja verkkokauppa) sekä uusien palveluiden tarjoaminen (koulutus ja varhaiskasvatus maatilalla, virkistystoiminnot, yhteisöllinen maatalous, uusiutuvan energian tuottaminen, hyvinvointipalvelut, maaseutumatkailu). Myönteisenä vaikutuksena viljelijät kykenevät näin monipuolistamaan tuotteita ja prosesseja sekä tukeutumaan useisiin tulolähteisiin. Tähän toimintojen monipuolistumiseen liittyy usein verkostoituminen, joka luo uusia yhteistyösuhteita paikallisten toimijoiden välille.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Case study on successors

Country **Espanja**

Short title Hidas sukupolvikierto, hidas vallankumous: ruokajärjestelmän uudistaminen läntisessä Kataloniassa agrobiodiversiteetin ja paikallisten ruokakulttuurien kautta (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

"Cultures Trobades" on "Slow Food Terresde Lleida"-organisaation toteuttama hanke. Se tukee paikallisten muinaisten kasvilajikkeiden ja eläinrotujen säilymistä. Erityinen menestystarina on ollut Katalonian vuohi, jolle on nyt perustettu oma organisaationsa. Alueen agroekologiset viljelijät ja muutamat ravintolat ovat aloitteiden avaintukijoita ja muodostavat hitaan mutta sitkeän "vastakulttuuriliikkeen", joka käynnistyi jo 1970-luvulla alueen luomuviljelypioneerien toiminnan muodossa. Sukupolvenvaihdos vaikuttaa elämäntapahtumalta, jonka yhteydessä maatalouden ympäristöinnovaatioiden, kuten paikallisten lajikkeiden käytön, omaksuminen tuntuu erityisen sopivalta. Joskus aiempien sukupolvien vanhakantaiset asenteet toimivat kuitenkin esteenä nuorten yrittäjäsukupolvien uusien toimintatapojen käyttöönotolle. Itseohjautuvuus ja riippumattomuus ovat tärkeitä arvoja nuorten keskuudessa. Samoin yhteisöllisyyden tuntu, vaikka aiemmat yritykset uudistumiselle ovat kokeneet vaikeuksia todennäköisesti yhteistyön kulttuurin puuttumisen vuoksi. Monet osallistujat kertovat ruokaopetuksen puuttumisesta paikallistason yhteisössä, mikä tekee näiden käytänteiden lisäarvon tunnustamisesta ja samalla käytänteiden säilymisestä vaikeaa. Julkishallintokaan ei ole aina ollut myötämielinen säilyttäville aloitteille läntisessä Kataloniassa. Käytänteet ovat vahvistaneet viljelyjärjestelmien monipuolistumista alueella (suunnaten niitä lähemmäs ihmisten ruuan kulutusta), levittäneet paikallista osaamista, edistäneet luonnonympäristön säilymistä ja parantaneet sosiaalista tietoisuutta.

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Fact sheet - Case study on successors

Country **Ranska**

Short title Luontoammattien koulutus: “Pays Coutancais”, maaseudun sukupolvenvaihdosta edistävä voima” (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Coutances:n maatalouskoulun valinta maaseudun sukupolven uusiutumisen lupaavaksi käytänteeksi juontuu tämän maatalousministeriön alaisen instituution (Kansallinen koulutusjärjestelmä johtaa sitä itsenäisesti) toiminnasta. Joukko paikallisia määrätietoisia viljelijöitä ovat vaikuttaneet siihen innovatiivisesti omassa ammatissaan ja taidoillaan. Yleisen intensiivisen maatalousmallin sijaan he harjoittavat “talonpoikaista maataloutta”, jossa yhdistyy luonnon varjeleminen ja avoimmuus ympäröivään yhteisöön. "Talonpojat" toivottavat kaupunkilaiset tervetulleeksi maatiloille. Vaikka yleisen säännön mukaan yhdellä alueella voi olla vain yksi maatalouskoulu, ryhmä sai hankittua sen alkuperäiselle paikalle, koska 1) huolimatta laajasta maa-alueesta se ei ole kovin kaukana Countance:n kaupungin keskustasta, 2) se päätti keskittyä luonnonmukaiseen viljelyyn ja karjankasvatukseen sekä puutarhan- ja maisemanhoitoon vahvistaakseen alueen maatalouden ja luonnonarvojen monimuotoisuutta 3) "kampuksella" on koulu, jossa on asuntola opistotason opiskelijoille sekä maatalous- ja puutarha-alan koulutusta. Siellä on myös aikuisten koulutuskeskus, mikä houkuttelee uusia viljelijöitä, jotka eivät ole kotoisin tältä alueelta tai viljelijäperheestä. Verkottuminen ja yhteisten arvojen mukaan toimiminen on luonut ilmapiirin, joka on nuorelle sukupolvenvaihdosjatkajalle tai vanhemmalle uudelle viljelijälle suotuisampi kuin puhdas markkinavetoinen malli. Lopuksi, vaaleilla valittujen luottamushenkilöiden, yhdistysten ja kansallisen koulutusjärjestelmän tukemana tämä pieni alue on aloittanut ekologisen ja sosiaalisen muutoksen "päiväkodin". Yhteensovittamalla "maatalousmaailma" paikallisten muiden asukkaiden kanssa uudistetaan maaseutualuetta sekä kaupunki-maaseutusuhdetta.

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Fact sheet - Case study on successors

Country **Saksa**
Short title CSA Hof Pente GbR - Success through community, education and ecology (code DE7B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Ongelmat/Mahdollisuudet: Lupaava käytänne kiinnittää huomiota maatalouteen ja ruoantuotantoon liittyvän tiedon ja sitoutumisen puutteisiin. Vastuiden jakamisella ja johtoryhmän hyvillä taidoilla Osnabrückin lähellä luodaan luomuviljelyllä paikallista ruokatarjontaa.

Tulokset: CSA Hof Pente on osuuskuntamuotoista yhteisöllistä maataloutta. Maatilajäsenyyden kautta 300 jäsentä saavat sesonginmukaista ja paikallista ruokaa. He tuntevat myös kollektiivista vastuuta maataloudesta, sillä päätöksistä keskustellaan avoimesti säännöllisesti pidettävissä kokouksissa. Jäsenet eivät ole vain kuluttajia vaan myös tuottajia. Monet jäsenet nauttivat noutopäivinä myös sosiaalisen yhteisön ilmapiiristä ja käyttävät maatilaa paikalliseen virkistäytymiseen.

Maatila tarjoaa laaja-alaista kestävän kehityksen koulutusta. Siellä on päiväkoti ja koulu, jossa opettaminen ja oppiminen tapahtuu koulutuksen näkökulmasta täydellisessä ympäristössä. Koulutussisällöt on kytkettu läheisesti maatilan (maatalous)käytäntöihin (oppisopimuskoulutukset, harjoittelut, seminaarit), mutta epäsuorasti myös luontokokemuksiin, maatalouteen ja ravitsemukseen.

Maatila harjoittaa biodynaamista tuotantoa, mikä suojelee ilmastoa, maaperää ja resursseja (Demeterin ohjeiden mukaisesti). Erityisesti maaperästä huolehtimiseen (esim. hevosen kanssa viljely) ja biodiversiteettiin (maatalousmaan monimuotoisuus) pitäisi kiinnittää huomiota.

Suositukset: Käytänne osoittaa kuinka melko pieni maatila vaikuttaa paikalliseen ja sesonginmukaiseen ravitsemukseen, biodiversiteettiin ja paikalliseen yhteisöön. Vaikka maa-ala on melko pieni (37 hectare), hehtaaria kohden on luotu monta työpaikkaa.

Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

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Fact sheet - Case study on successors

Country **Suomi**
Short title Elinvoimainen maatilatalous Uudellamaalla (ELINA Uusimaa-hanke) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

ELINA-hanke toteutettiin Uudellamaalla 2015-2018. Maatilojen toimintaedellytyksiä ja kannattavuutta kehitettiin järjestämällä viljelijöille tiedotus- ja koulutustapahtumia. Se on ammatillista täydennyskoulutusta. Koulutus keskittyi maatilojen investointeihin ja sukupolvenvaihdoksiin sekä kannattavuuden ja kilpailukyvyn parantamiseen ottaen huomioon myös ympäristöjohtamisen näkökohdat.

Yksittäisten tuotannollisten detaljitietojen sijaan hanke tarjosi laajemmin uusia taitoja maatilajohtamiseen tulevaisuuden haasteiden kohtaamiseksi. Elina-hankkeessa hylätiin aiempi erillisten pienien tuotantosuuntakohtaisten kehittämishankkeiden malli. Maatilojen sukupolvenvaihdokset olivat vain yksi monista kehittämiskohteesta.

Koulutustapahtumissa ja opintomatkoilla osallistujat saavat ajantasaista tietoa sukupolvenvaihdosprosessista. Monet eri organisaatiot tarjoavat sukupolvenvaihdokseen liittyviä tiedonpalasia. Hanke kokosi nämä eri näkökulmista asiaa lähestyvät tiedonpalaset yhteen ja toi tiedon viljelijöille helposti saataville. Osallistujia rohkaistiin liittymään pienempiin opintoryhmiin kehittämään eteenpäin yksilöllisiä tulevaisuudensuunnitelmia ja jatkamaan sukupolvenvaihdosprosessia vertaistuen kanssa yksityisemmässä ja luottamuksellisemmassa ympäristössä. Käytänne lisäsi verkostoitumista ja se oli joustava. Koulutukset tapahtuivat enemmän pienryhmissä tyypillisten luentosalien ulkopuolella kuin aiemmin. Vertaistuen ja -oppimisen voima oli innosti osallistujia. Maatalouden tutkijat ovat tulleet lähemmäksi viljelijöitä jakamaan tietotaitoa ja testaamaan tutkimuksessa kehitettyjä menetelmiä yhä useammin käytännössä viljelijöiden kanssa..

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Fact sheet - Case study on successors

Country **Unkari**
Short title Mór Wine -alueen viiniyhteisö (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Mór:n viinialue on yksi Unkarin pienimmistä, mutta erittäin kuuluisa. Mór:n viiniyhteisö perustettiin vuonna 1995 poliittisessa järjestelmässä tapahtuneen muutoksen jälkeen, jolloin maanomistuksen yksityistämisen jälkeen alueelle syntyi monta pientä viinitilaa. Yhteisössä on 600 hehtaarin viininviljelyala, siinä on 820 jäsentä viidessä alueyksikössä: Mór, Csákberény, Zámoly, Csókakő, Söréd. Viiniyhteisön pääasiallisina tavoitteina on luoda vahva verkosto viininviljelijöiden ja asiaan liittyvien sidosryhmien, kuten alueen matkailualan ja kulttuurialan toimijoiden kesken ja auttaa viljelijöitä (sukupolvenvaihdosjatkajia) jatkamaan perhetilan hoitamista. Yhteisö organisoi ja tukee myös alueen kulttuuriperintöön liittyviä tapahtumia.

Viinintuottajat ovat tärkeitä toimijoita paikallisyhteisössä. He osallistuvat moniin paikallisiin toimintoihin, kuten paikallisen kehittämisen suunnitteluprosesseihin, erityisesti niihin, jotka keskittyvät matkailuun ja/tai paikallisen kulttuuriperinnön edistämiseen. Paikallisista asukkaista useimmilla on kytköksiä viinintuotantoon ja viinitiloihin, joten viinintekijöitä pidetään hyvinä paikallisen kulttuuriperinnön ja identiteetin suojelijoina sekä tärkeänä sektorina paikallistaloudessa.

Alueella on alkanut vilkas sukupolvenvaihdos viime vuosikymmenellä. Viljelijäperheiden sisällä on alkanut sukupolvien välinen uusiutuminen, mutta myös alueen sisällä siten, että muutos tukee viljelijöiden ympäristöystävällisempää asennetta, mikä saattaa viedä viljelyä agro-ekologisepaan suuntaan.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Case study on successors

Country **Irlanti**
Short title Maatilakumppanuus lupaavana käytänteenä (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Maatilakumppanuus kuuluu sateenvarjotermin maatilayhteistön alle. Se suosii maatilojen sukupolvenaihdosta ajoituksen ja yhteistyön näkökulmasta. Irlantilaiset maanviljelijät voivat saada taloudellista tukea, joka on suunnattu kumppanuuksien hakemiseen ja niiden kehittämiseen. Tapaustutkimuksen päähuomio oli rekisteröity maatilakumppanuus (RFP) -käytänteessä. Sen mukaisia järjestelyjä on Irlannissa tällä hetkellä toteutettu yli 3000 ja ne ovat lisänneet suosiotaan erittäin tärkeänä tulevaisuuden kehittämisen välineenä. Sen yhtenä pääasiallisena etuna on pidetty sitä, että kumppaneilla on mahdollisuus, ei ainoastaan saada skaalaetuja, vaan kehittää myös tehokkuutta. Useimmeten kehittyneen teknologian ansiosta lisääntynyt tehokkuus auttaa työskentelemään ennemmin viisaamin kuin enemmän. Mittakaavan kasvattamisen mahdollisuus on lisännyt partneriyritysten elinkelpoisuutta sekä tuonut myös sukupolvenvaihdoskeskustelut paremmin etualalle. Vanhemmat viljelijät, joita on pidetty perinteisemmän tavan viljelijöinä, eivät usein olleet innostuneita kokeilemaan uusia teknologioita. Kuitenkin sitten, kun luottamus sukupolvenvaihdosjatkajaan parani, vanhemmat viljelijät olivat innostuneempia hyväksymään uudet ideat ja ottamaan niistä hyödyt irti. Tutkimus osoittaa, että kumppanuus tukee ja helpottaa sukupolvenvaihdoksia ja perinnön lopullista siirtymistä. Hyödyntämällä taloudellisia kannustimia, moni sukupolvenvaihdosjatkaja tule aiemmin bisnekseen kuin ilman sitä mahdollisuutta. Kumppanuuden ja luottamuksen rakentamisen kautta aikaansaatu mielen muutos on hyödyttänyt sukupolvien välistä tiedonsiirtoa ja -vaihtoa vanhempien ja nuorempien viljelijöiden välillä.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc; https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN GERMAN

Fact sheet - Case study on successors

Country **Irland**

Short title Landwirtschaftliche Partnerschaften als vielversprechende Praxis (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Hofpartnerschaften fallen unter den Oberbegriff "kollaborative Landwirtschaft" und ermöglichen eine zeitnahe und gemeinschaftliche Hofnachfolge. Irische Landwirte können finanzielle Anreize in Anspruch nehmen, um die Entwicklung von Partnerschaften zu fördern und zu verstetigen. Das Hauptaugenmerk des Beispiels liegt auf eingetragenen landwirtschaftlichen Partnerschaften (RFPs), von denen es in Irland mittlerweile über 3.000 gibt. Sie werden in Irland immer beliebter und als äußerst wichtig für die zukünftige Entwicklung der Landwirtschaft angesehen. Ein Vorteil besteht darin, dass Partnerschaften den Hofnachfolgern die Möglichkeit eröffnen, nicht nur die Fläche des Hofs zu erweitern, sondern auch die Wirtschaftlichkeit zu verbessern. Die Wirtschaftlichkeit wird in den meisten Fällen durch verbesserte Technologien gesteigert, indem intelligenter statt intensiver gearbeitet wird. Die Erweiterung des Hofs führte zu einer höheren Rentabilität des Partnerschaftsbetrieb, was gleichzeitig das Thema der Nachfolge in den Vordergrund rücken ließ. Die älteren - eher traditionelleren - Landwirte waren weniger offen gegenüber neuer Technologien. Als das Vertrauen durch die Auseinandersetzung mit Nachfolgern wuchs, waren die älteren Landwirte eher bereit, neue Ideen auzunehmen und die Vorteile zu sehen. Das Beispiel zeigt, dass die Nachfolge zwischen den Generationen (und die spätere Vererbung des Familienbetriebs) durch Partnerschaften unterstützt und erleichtert wird. Nachfolger werden zu einem früheren Zeitpunkt als sonst in den Betrieb integriert, um finanzielle Anreize zu nutzen, die als Hauptantrieb für viele genannt werden. Das Umdenken durch die Partnerschaft und der Aufbau von Vertrauen haben den generationenübergreifenden Transfer und den Wissensaustausch zwischen älteren und jüngeren Landwirten begünstigt.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Case study on successors

Country **Polen**

Short title Cydr Chyliczki, Ludwik Majlerts Hof und Rysiny Hof: familiengeführte, sozial, ökologisch und ökonomisch nachhaltige Lebensmittelproduktion und -verarbeitung am Rande von Warschau (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die drei Familienbetriebe konzentrieren sich auf die Produktion und Verarbeitung von Lebensmitteln: Cydr Chyliczki ist auf Äpfel und Apfelwein spezialisiert, der Ludwik Majlerts Hof sowie der Rysiny Hof bauen vielfältige Gemüsesorten an (sowie Blumen sund Setzlinge essbarer Pflanzen), die dann direkt auf den Höfen verkauft werden. Die drei Betriebe zeigen, das eine familiäre Lebensmittelproduktion und -verarbeitung soziale, ökologische und ökonomische Dimensionen der Nachhaltigkeit verbinden kann, weil sie lokale, traditionelle, biologische und hochwertige Produkte herstellen. Im Fall von Cydr Chyliczki ist das Hauptprodukt Apfelwein, der aus traditionellen Apfelbaumsorten aus der Region hergestellt wird; der hochwertige Apfelwein wird an Restaurants und Geschäfte in ganz Polen verkauft. Zwei weitere Höfe produzieren, verarbeiten und verkaufen direkt vor Ort und sind daher in lokale Lieferketten eingebunden. Darüber hinaus nehmen die Höfe eine soziale und kulturelle Funktion ein. Sie sind Orte des Austauschs und soziale Treffpunkte z.B. mit "Abendessen auf dem Feld"-Veranstaltungen, Führungen für örtliche Schulen und Kindergärten sowie dem kleinen Restaurant auf dem Rysiny Hof. Der Rysiny Hof verarbeitet und verkauft Produkte, die von anderen Bauern aus der Region bezogen werden (z.B. Brot). Alle drei Betriebe sind sehr arbeitsintensiv, was eine Abhängigkeit von Saisonarbeitern aus dem Ausland bedeutet (insbesondere angesichts des umkämpften Arbeitsmarktes in Warschau). Die wesentlichen Handlungsempfehlungen sind die Absicherung von landwirtschaftlichen Flächen in der unmittelbaren Umgebung von Städten, die Integration mehrerer Teile der Lieferkette und nicht-landwirtschaftlicher Funktionen (gerichtet an ähnliche Betriebe), eine einwanderungsfreundliche Politik sowie der Abbau von institutionellen Schwierigkeiten bei der Aufnahme und Führung eines Familienbetriebs, die von den Akteuren als wichtige Barriere wahrgenommen werden (gerichtet an nationalen Behörden).

DRAFT The report is subject to possible changes due to approval process by the European Commission.

Fact sheet - Case study on successors

Country **Flandern (Belgien)**
Short title Diversifizierung bei der Hofnachfolge (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Während der Hofnachfolge entscheiden sich immer mehr Nachfolger dafür, ihre Einkommensoptionen zu diversifizieren. Die beiden Beispiele Bio-Hof te Muizenhole und der Bio-Hof De Speiboerderij in den flämischen Ardennen beziehen beide nach der Hofnachfolge ihr Haupteinkommen aus landwirtschaftlicher Produktion. Der Hauptgrund für die Diversifizierung ist eine profitablere Basis für die Nachfolge zu schaffen, indem Produkte veredelt werden, für die die Kunden bereit sind, mehr zu zahlen, und/oder indem Risiken gestreut werden, um eine betriebliche Sicherheit zu erhöhen.

Hof te Muizenhole stellte den Betrieb von einem konventionellen auf eine biologische Landwirtschaft um, wobei auf GPS-gestützte Mechanisierung gesetzt wurde. Die Fleischrinderrasse wurde gewechselt, um dem ökologischen Ansatz besser gerecht zu werden. Der Sohn ist nun der alleinige Gesellschafter und konzentriert sich auf den Anbau mit innovativer Technologie. Der Vater ist weiterhin aktiv und arbeitet im Verkauf, im Marketing und in der Verwaltung mit.

Der Bio Hof De Speiboerderij ergänzte den Betrieb um Bio-Milchziegen und baute nach der Nachfolge von Sohn und Tochter die heimische Produktion und den Verkauf aus. Vorher hatte der Hof nur Bio-Milchkühe. Der Betrieb wird derzeit von drei Personen geführt, wobei der Vater für die Kühe und die Nachfolger für die Ziegen, die Produktion und den Verkauf sowie die Verwaltung verantwortlich sind.

Die Diversifizierung in diesen Fallbeispiele erforderte zusätzliche Kenntnisse über Techniken, den Absatzmarkt und das Marketing. Im Entscheidungsprozess der Diversifizierung ist eine externe Beratung zum Absatzmarkt, Technik und Verwaltung sinnvoll. Ein weiterer wichtiger Punkt ist der Aufbau zukunftssicherer Struktuern des landwirtschaftlichen Betriebes bei der Nachfolge mit einer Aufgabenteilung zwischen Vorgänger(n) und Nachfolger(n). Dies beinhaltet auch die Regelung der Finanzen unter den Geschwistern in der Familie.

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Fact sheet - Case study on successors

Country **Italien**

Short title Erfolgreiche ökologische und multifunktionale Hofnachfolge in der Region Sizilien (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Während des Hofnachfolge entscheiden sich immer mehr Nachfolger von kleinen und mittelgroßen Betrieben für multifunktionale und ökologische Betriebsarten. Das Fallbeispiel einer Hofnachfolge in Sizilien macht auf ein Problem aufmerksam, mit dem sich viele Nachfolger konfrontiert sehen: Die Übernahme von Betrieben ist oft geprägt durch Entscheidungen der vergangenen Generation, die die landwirtschaftliche Entwicklung prägen und Grundlage sehr standort- und kulturspezifischen Flächen sind.

Die Übernahme neuer Konzepte erlaubt es, das Management der älteren Generation zu verändern, ohne auf ein hohes Kapital für neue Investitionen zurückgreifen zu müssen. Sie nutzen dafür die lokale Biodiversität (alte Nutzpflanzen und einheimische Tierarten), internalisieren wertschöpfende Aktivitäten (Lebensmittelverarbeitung, kurze Lieferketten, Verkauf vor Ort und online) und bieten neue Dienstleistungen an (Bildung und Hofkindergarten, Freizeitaktivitäten, solidarische Landwirtschaft, nutzen erneuerbare Energien, ländlicher Tourismus). Positiv hervorgehoben werden kann, dass Produkte und Prozesse diversifiziert werden und somit verschiedene Einkommensquellen entstehen. Durch den Prozess der Diversifizierung des Angebotes entstehen ebenso viele persönliche Netzwerke mit gemeinschaftlichen Kontakten zwischen verschiedenen lokalen Akteuren.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Case study on successors

Country **Spanien**

Short title Langsame Nachfolge, langsame Revolution: Regeneration des Agrar- und Ernährungssystems in den katalanischen Westgebieten durch landwirtschaftliche Biodiversität und lokale Lebensmittelkulturen (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cultures Trobades, ein Projekt das 2008 von der Organisation "Slow Food Terres de Lleida" ins Leben gerufen wurde, setzt sich für die Wiederherstellung von lokalen alten Saatgütern und Tierarten ein. Eine besondere Erfolgsgeschichte ist die katalanische Ziege, die durch eine eigene Organisation geschützt wird. Bio-Landwirte und einige Restaurants in der Region fungieren als wichtige Unterstützer der Initiative und gestalten gemeinsam eine langsame, aber beständige, gegenläufige und regenerative Bewegung, die bereits Ende der 1970er Jahre von Pionieren des ökologischen Landbaus in der Region entstanden ist. Die Hofnachfolge als Lebensaufgabe scheint besonders geeignet für die Übernahme von ökologische Innovationen, wie z.B. die Wiederhinwendung auf lokaler Prozesse. Aber in einigen Fällen hemmt die konservative Einstellung der vorangegangenen Generation diese Bestrebungen der neuen Unternehmergeneration. Selbstmanagement und Unabhängigkeit werden von der neuen Generation stark geschätzt. Aus Mangel an Kooperationskultur sind frühere formelle Versuche einer regenerierenden Initiative gescheitert. Viele Mitwirkenden berichten von einem fehlenden Wissen über die Ernährung in der lokalen Gesellschaft. Das macht es schwierig, den Mehrwert dieses Ansatzes der Öffentlichkeit zu vermitteln und eine Nachhaltigkeit zu gewährleisten. Es fehlte auch an Unterstützung der öffentlichen Verwaltung für regenerative Initiativen in den katalanischen Westgebieten. Das Beispiel hat zur Diversifizierung des landwirtschaftlichen Produktionssystem in der Region (mit einer stärkeren Ausrichtung auf den Nahrungsmittelkonsum) beigetragen, lokales Wissen verbreitet, den Schutz der natürlichen Umwelt verbessert und ein höheres soziales Bewusstsein erzeugt.

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Fact sheet - Case study on successors

Country **Frankreich**

Short title Ausbildung in "Naturberufen": eine treibende Kraft für die ländliche Wiederbelebung des "Pays Coutancais" (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die Landwirtschaftsschule von Coutances ist ein Beispiel für die "ländlichen Wiederbelebung". Die Schule ist eine vom Landwirtschaftsministerium unterstellte (und vom nationalen Bildungswesen unabhängig geführte) Einrichtung, die durch eine lokale Gruppe überzeugter Landwirte geleitet wird. Auf innovative Weise wollen sie ihren Beruf und ihre Fähigkeiten weitergeben, indem sie nicht dem allgemeinen Modell der intensiven Landwirtschaft folgen, sondern eine "bäuerliche Landwirtschaft" praktizieren, die die Erhaltung der natürlichen Ressourcen mit der Offenheit gegenüber der Gesellschaft verbindet, insbesondere durch eine "bäuerliche Gastfreundlichkeit" gegenüber den Städtern. Während es in der Regel nur eine landwirtschaftliche Schule pro Departement gibt, liegt die Schule nun in einem besonderen Ort: 1) sie liegt trotz ihrer großen Fläche nicht weit vom Zentrum der Stadt Coutances entfernt; 2) Sie konzentriert sich auf die Landwirtschaft und den biologischen Anbau und die Züchtung, aber auch auf den Garten- und Landschaftsbau, um die für das Departement charakteristische Vielfalt der Landwirtschaft und der "Naturberufe" zu stärken, 3) Sie vereint auf ihrem "Campus" eine Schule und ein Internat, die sich an Oberstufenschüler und Studierende richtet, die ihre Ausbildung auf dem Bauernhof und in den Gewächshäusern erhalten. Zudem ist es ein Ausbildungszentrum für Erwachsene, das neue Landwirte auch außerhalb der Region und außerhalb landwirtschaftlicher Familienbetriebe anzieht. Darüber hinaus ist es auch ein Ausbildungszentrum für Lehrlinge. Durch die Vernetzung und die werteorientierte Beschäftigung gelingt es junge und ältere Neueinsteiger für den Gemüseanbau oder für neue Agrarberufe z.B. als "Bauernbäcker" auszubilden. Schließlich orientiert sich die gesamte Region, unterstützt von Politkern, Vereinen und Bildungseinrichtungen, am "ökologischen und gesellschaftlichen Übergang" - ein weiteres Besipiel ist ein neuer "Kindergarten". Das Projekt verfolgt eine Annäherung zwischen der "bäuerlichen Welt" und den lokalen (nicht bäuerlichen) Bevölkerung, die den"ländlichen Raum" sowie die Stadt-Land-Beziehungen wiederbeleben.

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Fact sheet - Case study on successors

Country **Deutschland**
Short title CSA Hof Pente - Erfolg durch Gemeinschaft, Bildung und Ökologie (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das Beispiel adressiert das geringe Verständnis und Engagement für die Landwirtschaft und die Lebensmittelproduktion. Durch geteilte und gemeinschaftlich getragene Verantwortung und durch große Fähigkeiten und hervorragende Kompetenzen des Betreiberteams wird eine regionale Lebensmittelversorgung durch biologischen Landbau in der Nähe von Osnabrück geschaffen. CSA Hof Pente ist ein Betrieb der solidarischen Landwirtschaft in genossenschaftlich organisierter Form. 300 Mitglieder erhalten über eine Mitgliedschaft saisonale und regionale Lebensmittel, die auf dem Hof produziert werden. Sie fühlen sich auch kollektiv für die Bewirtschaftung verantwortlich, da die Entscheidungen bei regelmäßigen Treffen offen diskutiert und getroffen werden. Sie agieren somit nicht nur als Konsumenten, sondern auch als Produzenten. Viele Mitglieder genießen auch die Atmosphäre und die soziale Gemeinschaft am Abholtag und nutzen den Bauernhof zur Naherholung. Die Farm bietet ein breites Angebot an Bildung für eine nachhaltige Entwicklung. Es gibt einen Kindergarten und eine Schule auf dem Hof, in denen nach einem ganzheitlichen Ansatz im Sinne der Handlungspädagogik gelehrt und gelernt. Die Bildungsangebote sind eng mit den direkten (landwirtschaftlichen) Aktivitäten auf dem Hof verbunden (Lehrstellen, Praktika, Seminare), aber auch indirekt mit dem Erlebnis von Natur, Landwirtschaft und Ernährung. Der Hof betreibt (nach Demeter-Richtlinien) biologisch-dynamische Landwirtschaft, die Klima, Böden und Ressourcen schont. Besonders hervorzuheben sind die Beiträge zur Bodenpflege (z.B. durch die Bewirtschaftung durch Pferde) und zur Biodiversität (Anbauvielfalt auf dem Acker). Dieses Fallbeispiel zeigt, wie ein eher kleiner Hof einen Beitrag zur regionalen und saisonalen Ernährung, zur Biodiversität und zur lokalen Gemeinschaft leistet. Auch wenn die Größe der landwirtschaftlichen Nutzfläche eher gering ist (37 Hektar), werden pro Hektar viele Arbeitsplätze geschaffen.

Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI;
https://www.youtube.com/watch?v=8P9PmQ-kTis ;contact: csa@hofpente.de

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Fact sheet - Case study on successors

Country **Finnland**
Short title Vitale Land- und Forstwirtschaft in der Region Uusimaa (Das ELINA Uusimaa Projekt)) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das ELINA-Projekt wurde in der Provinz Uusimaa in den Jahren 2015-2018 umgesetzt. Die Betriebsbedingungen und die Rentabilität der Betriebe wurden durch die Organisation von Informationsveranstaltungen und Schulungen für Landwirte verbessert. Es handelt sich dabei um berufliche Fort- und Weiterbildungen für Landwirte. Die Schulung konzentrierte sich auf landwirtschaftliche Investitionen, Fragen der Generationserneuerung sowie auf die Verbesserung der Rentabilität und Wettbewerbsfähigkeit der Betriebe unter Berücksichtigung von Umweltaspekten.

Das Projekt vermittelte den Hofbesitzern neue Fähigkeiten, um zukünftige Herausforderungen anzugehen, nicht nur in Bezug auf bestimmte Produktionsfragen. Das frühere Modell der separaten kleinen Entwicklungsprojekte für verschiedene landwirtschaftliche Produktionslinien wurde im ELINA-Projekt nicht berücksichtigt. Die Frage der Hofnachfolge war nur einer von vielen Schwerpunkten des Projekts.

Durch die Schulungsveranstaltungen und Exkursionen erhielten die Teilnehmer aktuelle Informationen zum Hofnachfolgeprozess. Unterschiedliche Organisationen stellten viele Informationen zur Hofnachfolge zur Verfügung. Das Projekt sammelte diese Informationen unter verschiedenen Aspekten und machte sie für die Landwirte leicht zugänglich. Die Teilnehmer wurden ermutigt, sich in kleinere Übungsgruppen zusammenzuschließen, um ihre individuellen Zukunftspläne zu entwickeln und den Nachfolgeprozess mit der gegenseitigen Unterstützung von Gleichgesinnten in einem kleineren und vertraulicheren Rahmen fortzusetzen. Das Fallbeispiel verbesserte die Vernetzung. Die Übungseinheiten fanden in kleineren Gruppen und außerhalb typischer Hörsäle/Schulungsräume statt. Die Unterstützung und das kollegiale Lernen (Lernen in der Gruppe) wurde als positiv und innovativ angesehen. Agrarwissenschaftler haben inzwischen Kontakt zu Landwirten aufgenommen, um ihr Wissen zu teilen und ihre Methoden in der Praxis mit Landwirten zu testen.

DRAFT The report is subject to possible changes due to approval process of the European Commission

Fact sheet - Case study on successors

Country **Ungarn**
Short title Winzergemeinschaft der Weinregion Mor (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die Weinregion Mór ist eine der kleinsten, aber bekanntesten Weinregionen in Ungarn. Die Weingemeinschaft von Mór wurde 1995 nach dem Wandel des politischen Systems gegründet, als infolge der Landprivatisierung viele kleine Winzerbetriebe in der Region entstanden sind. Die Gemeinschaft arbeitet auf 600 Hektar Weinanbaufläche und hat 820 Mitglieder in fünf Dörfern: Mór, Csákberény, Zámoly, Csókakő, Söréd. Die Hauptziele der Weingemeinschaft sind die Schaffung ein starkes Netzwerk zwischen Weinproduzenten und assoziierten Akteuren aus Tourismus- und Kulturorganisationen in der Region und die Unterstützung von Landwirten (Nachfolgern), die Familienbetriebe weiterzuführen. Die Gemeinschaft organisiert und unterstützt auch das kulturelle Erbe mit Veranstaltungen in der Region.

Die Winzer sind wichtige Akteure in der lokalen Gemeinschaft, weil sie in vielen lokalen Aktivitäten eingebunden sind. Sie nehmen an lokalen Planungsprozessen teil, die sich besonders auf den Tourismus und/oder die Entwicklung des lokalen Kulturerbes konzentrieren. Die meisten Einwohner haben eine Verbindung zu Wein und Weinbergen, so dass die Winzer als eine Art Förderer des lokalen Erbes und der lokalen Identität angesehen werden. Darüber ist dieser Wirtschaftzweig wichtig für die lokale Wirtschaft.

In den letzten zehn Jahren hat in der Region ein intensiver Generationswechsel eingesetz, der zunächst in den Familienbetrieben begann. Mittlerweile sind auch einige junge Landwirte in die Region gezogen und haben neue Betriebe gegründet. Der Generationswechsel, sowohl in den Familienbetrieben, als auch in der gesamten Region, führt zu einer umweltbewussteren Einstellung der Landwirte und kann zu einen neuen ökologischen Landwirtschaftsansatz beitragen.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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The report is subject to possible changes due to the approval process by the European Commission.

Fact sheet - Case study on successors

Country **Irland**
Short title Landwirtschaftliche Partnerschaften als vielversprechende Praxis (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Hofpartnerschaften fallen unter den Oberbegriff "kollaborative Landwirtschaft" und ermöglichen eine zeitnahe und gemeinschaftliche Hofnachfolge. Irische Landwirte können finanzielle Anreize in Anspruch nehmen, um die Entwicklung von Partnerschaften zu fördern und zu verstetigen. Das Hauptaugenmerk des Beispiels liegt auf eingetragenen landwirtschaftlichen Partnerschaften (RFPs), von denen es in Irland mittlerweile über 3.000 gibt. Sie werden in Irland immer beliebter und als äußerst wichtig für die zukünftige Entwicklung der Landwirtschaft angesehen. Ein Vorteil besteht darin, dass Partnerschaften den Hofnachfolgern die Möglichkeit eröffnen, nicht nur die Fläche des Hofs zu erweitern, sondern auch die Wirtschaftlichkeit zu verbessern. Die Wirtschaftlichkeit wird in den meisten Fällen durch verbesserte Technologien gesteigert, indem intelligenter statt intensiver gearbeitet wird. Die Erweiterung des Hofs führte zu einer höheren Rentabilität des Partnerschaftsbetrieb, was gleichzeitig das Thema der Nachfolge in den Vordergrund rücken ließ. Die älteren - eher traditionelleren - Landwirte waren weniger offen gegenüber neuer Technologien. Als das Vertrauen durch die Auseinandersetzung mit Nachfolgern wuchs, waren die älteren Landwirte eher bereit, neue Ideen auzunehmen und die Vorteile zu sehen. Das Beispiel zeigt, dass die Nachfolge zwischen den Generationen (und die spätere Vererbung des Familienbetriebs) durch Partnerschaften unterstützt und erleichtert wird. Nachfolger werden zu einem früheren Zeitpunkt als sonst in den Betrieb integriert, um finanzielle Anreize zu nutzen, die als Hauptantrieb für viele genannt werden. Das Umdenken durch die Partnerschaft und der Aufbau von Vertrauen haben den generationenübergreifenden Transfer und den Wissensaustausch zwischen älteren und jüngeren Landwirten begünstigt.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc; https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN FRENCH

Fact sheet - Étude de cas sur le successeurs

Country **Irelande**

Short title Maximiser les systèmes de production biologique (MOPS en anglais) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

En 2018, un groupe d'agriculteurs biologiques, l'Irish Organic Association (IOA), des chercheurs et des agronomes se sont réunis en tant qu'unité collaborative pour initier et former le groupe opérationnel du projet Maximising Organic Production Systems (MOPS) EIP-AGRI en 2018. Ce projet innovant vise à optimiser la production horticole biologique en Irlande et à améliorer la continuité des chaînes d'approvisionnement courtes pour le marché national par la création d'un système de culture collaboratif qui correspond aux demandes croissantes des détaillants, en plus de rendre les exploitations agricoles plus durables en réduisant la dépendance aux importations de nutriments. Le projet utilise les économies d'échelle de la production collaborative de 11 exploitations horticoles biologiques certifiées autour de l'Irlande, de tailles et de capacités de culture différentes, mais produisant comme une seule entreprise agricole. Les fermes biologiques participant au projet MOPS sont exploitées par leurs propriétaires. Collectivement, les agriculteurs du projet MOPS approvisionnent toute une série de marchés, dont la vente directe (en ligne et sur les marchés de producteurs), les marchés de gros, les magasins spécialisés, les restaurants, les points de vente privés, et les supermarchés/détaillants. La viabilité accrue des agriculteurs engagés dans le projet MOPS met en lumière de nombreuses questions relatives à la viabilité des exploitations agricoles conventionnelles, à la protection de l'environnement et à la valorisation de la biodiversité, mais elle attire également l'attention sur les questions relatives aux jeunes agriculteurs et à la succession. Cette étude révèle que la succession intergénérationnelle, et l'héritage éventuel de l'exploitation familiale, est la principale voie d'accès à l'agriculture biologique en Irlande. L'élément de mise en réseau du projet a également permis le transfert intergénérationnel et l'échange de connaissances entre les agriculteurs biologiques plus âgés et plus jeunes, au profit de la terre et de la viabilité accrue de l'exploitation.

Useful links: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf;

https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

Fact sheet - Étude de cas sur le successeurs

Country **Pologne**

Short title Fermes de Cydr Chyliczki, Ludwik Majlert et Rysiny: production et transformation alimentaire familiale écologique et socialement responsable dans la banlieue de Varsovie (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Les trois entreprises décrites se concentrent sur la production et la transformation de denrées alimentaires: Cydr Chyliczki pour les pommes et le cidre, et les fermes de Ludwik Majlert et de Rysiny pour des légumes, fleurs, et semis vendus en direct. Ces cas illustrent le fait que la production et la transformation alimentaire familiale offre un potentiel considérable pour combiner durabilité sociale, environnementale et économique en se concentrant sur des produits locaux, traditionnels, biologiques et de qualité. Dans le cas de Cydr Chyliczki, le produit principal est le cidre fabriqué à partir d'espèces de pommiers traditionnels. C'est un produit haut de gamme vendu à des restaurants et magasins de toute la Pologne. Les deux autres exploitations contrôlent la chaîne de valeur en produisant, transformant et vendant directement sur place. Ces exploitations remplissent des fonctions sociales et culturelles, par l'organisation d'événements ("dîner au champ"), de visites pédagogiques et la création d'un petit restaurant à Rysiny. La ferme de Rysiny transforme et vend également des produits d'autres agriculteurs de la région. Dans tous les cas, ces entreprises nécessitent une main-d'œuvre nombreuse, ce qui implique une dépendance au travail de migrants saisonniers (compte tenu notamment de la compétitivité du marché du travail à Varsovie). Les principales recommandations pratiques sont de sécuriser les terres périurbaines pour l'agriculture (rôle des collectivités locales), d'intégrer plusieurs aspects de la chaîne de valeur et des fonctions non agricoles, de mettre en œuvre des politiques favorables aux migrants et de réduire les difficultés institutionnelles pour gérer une ferme familiale (rôle des autorités nationales).

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Fact sheet - Étude de cas sur le successeurs

Country **Flandres (Belgique)**
Short title Diversification des exploitations lors de la transmission (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Un nombre croissant de reprenneurs choisissent de diversifier leurs revenus agricoles lors de la transmission. Les fermes de Biohoeve Hof te Muizenhole et De Speiboerderij dans les Ardennes flamandes ont diversifié pour accroitre la rentabilité en améliorant la valorisation des produits et/ou pour répartir les risques et assurer une meilleure viabilité de l'exploitation. Hof te Muizenhole est passé de l'agriculture conventionnelle à l'agriculture biologique lors de la transmission. La ferme a opté pour une mécanisation GPS plus spécialisée et a changé de race de bovins à viande pour mieux correspondre à l'approche biologique. Le fils est désormais l'unique actionnaire de la ferme et se concentre sur la culture et les techniques innovantes. Le père est toujours actif et contribue au marketing et à l'administration. Le fils et la fille reprenneurs de De Speiboerderij ont ajouté des chèvres pour la production laitière biologique et ont étendu la transformation et la vente sur place. Auparavant, la ferme n'avait que des vaches (lait bio). L'entreprise est actuellement dirigée par trois personnes, le père étant responsable des vaches et les enfants des chèvres, de la transformation, des ventes, et de l'administratif. Dans ces exemples, la diversification a nécessité des compétences supplémentaires en matière de techniques et de marketing. Dans le processus de la diversification, des conseils externes sur ces aspects (marchés, technique, administratif) sont utiles. Un autre point d'attention concerne la mise en place d'une organisation formelle et pérenne de l'entreprise lors de la transmission, avec une répartition des responsabilités. Ceci doit aussi permettre de régler les aspects financiers avec les autres membres de la famille.

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Fact sheet - Étude de cas sur le successeurs

Country **Italie**
Short title Succès agro-écologiques et multifonctionnels dans la région de Sicile (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Au cours du processus de succession, un nombre croissant de successeurs dans les petites et moyennes exploitations choisissent d'adopter des approches multifonctionnelles et agro-écologiques fortes. L'étude des successeurs siciliens montre qu'il s'agit d'un moyen de faire face au problème le plus important auquel les successeurs doivent faire face, à savoir la transmission d'exploitations déjà structurées par les décisions de la génération précédente sur les trajectoires agricoles basées sur des terres très localisées et spécifiques aux cultures. L'adoption de nouveaux modèles permet de changer la gestion de la génération précédente sans recourir à des fonds massifs pour de nouveaux investissements. Comme stratégie générale, ils innovent en s'appuyant sur la biodiversité locale (cultures anciennes et races indigènes), en internalisant des activités à valeur ajoutée (transformation alimentaire, chaînes d'approvisionnement courtes, vente sur place et en ligne) et en offrant de nouveaux services (éducation et agri-jardin d'enfants, activités récréatives, agriculture sociale, production d'énergie renouvelable, agri-bien-être, tourisme rural). Un résultat positif est qu'ils sont en mesure de diversifier les produits et les processus, s'appuyant ainsi sur différentes sources de revenus. En outre, ce processus d'élargissement de la gamme d'activités est souvent poursuivi par la mise en réseau, qui génère une augmentation des liens de collaboration sociale entre les différents acteurs locaux.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Étude de cas sur le successeurs

Country **Espagne**

Short title Transmission durable, révolution durable: régénérer le système agroalimentaire dans les Terres occidentales catalanes grâce à l'agrobiodiversité et aux cultures locales (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cultures Trobades, un projet lancé en 2008 par l'organisation "Slow Food Terres de Lleida", promeut l'utilisation de semences anciennes et de races animales locales. Il a notamment permis de préserver la chèvre catalane, dont le maitien est désormais autonome. Les agriculteurs agroécologiques et certains restaurants sont les principaux soutiens de cette initiatives et, ensemble, ils confortent un mouvement contre-culturel et régénérateur de long-cours, initié dès la fin des années 1970 par les pionniers de l'agriculture biologique dans la région. Le processus de transmission est particulièrement propice à l'adoption d'innovations agro-environnementales, telles que l'utilisation de variétés locales. Mais dans certains cas, l'attitude conservatrice de l'ancienne génération dissuade l'adoption de ces pratiques par les nouveaux. L'autogestion et l'indépendance sont fortement valorisées par les nouvelles générations. Il existe également un esprit communautaire, même si les tentatives historiques de coordination des initiatives régénératrices se sont avérées difficiles, probablement en raison d'un manque de culture coopérative. De nombreux témoignages signalent un manque d'éducation alimentaire dans la société locale, ce qui empêche l'appréciation par le public de la valeur ajoutée de ces pratiques et de garantir leur pérennité. L'administration n'a pas toujours été favorable aux initiatives régénératrices dans les Terres occidentales catalanes. Ces pratiques ont contribué à la diversification du système agricole (en l'orientant davantage vers la production nourricière), à la diffusion des connaissances locales, à la préservation de l'environnement et à l'émergence d'une plus grande conscience sociale.

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Fact sheet - Étude de cas sur le successeurs

Country **France**

Short title La formation aux métiers de nature, levier de la régénération rurale du «pays coutancais» (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le choix du lycée agricole de Coutances comme expérience prometteuse de régénération rurale tient à l'orientation de cette institution dépendante du Ministère de l'agriculture (et gérée de façon autonome par rapport à l'Education nationale) par un groupe local d'agriculteurs décidés à pratiquer leurs métiers de façon innovante en n'adoptant pas la voie générale de l'agriculture intensive mais en pratiquant une « agriculture paysanne » associant la préservation des ressources naturelles à une ouverture à la société en particulier par l' « accueil paysan » de citadins à la « ferme ». Alors que la règle générale est de n'avoir qu'un lycée agricole par département le groupe a obtenu sa création dans une localisation originale puisque 1) bien qu'avec une grande emprise foncière il est situé non loin du centre de la ville de Coutances 2) qu'il a choisi de s'orienter vers l'agriculture et l'élevage agrobiologique mais aussi l'horticulture et l'aménagement paysager de façon à renforcer la diversité des agricultures et des « métiers de nature » caractéristiques de la Manche 3) que dans son « campus » il regroupe un établissement scolaire avec internat s'adressant à des élèves de collège et de lycée où la formation fait appel à la pratique dans l'exploitation agricole et les serres, un centre de formation pour adultes qui attire des nouveaux agriculteurs non originaires de la région et hors de l'agriculture familiale, un centre de formation pour apprentis. Le travail en réseau et avec des valeurs communes réussit à construire une atmosphère favorable à l'installation moins souvent de jeunes successeurs que de jeunes et moins jeunes arrivants dans des systèmes maraîchers ou nouveaux comme «paysan boulanger». Finalement toute la petite région (la ville, sa campagne et son littoral) - soutenue par les élus, les associations et les établissements d'enseignement de l'éducation nationale - s'oriente par l'éducation commençant dès la « maternelle » dans la « transition écologique et sociétale » et vers une réconciliation entre le « monde agricole » et les groupes sociaux non agricoles.

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Fact sheet - Étude de cas sur le successeurs

Country **Allemagne**
Short title CSA Hof Pente GbR - Le succès par la communauté, l'éducation et l'écologie (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Problèmes/Opportunités : Cette pratique prometteuse s'attaque au manque de compréhension et d'engagement envers l'agriculture et la production alimentaire. Grâce à la responsabilité partagée et aux grandes compétences de l'équipe de gestion, un approvisionnement alimentaire régional est assuré par l'agriculture biologique près d'Osnabrück.
Résultats : L'ASC Hof Pente est une agriculture soutenue par la communauté sous une forme organisée en coopérative. 300 membres reçoivent, par le biais d'une adhésion, des aliments saisonniers et régionaux produits à la ferme. Ils se sentent également collectivement responsables de l'alimentation, car les décisions sont discutées ouvertement lors de réunions régulières. Ils agissent non seulement en tant que consommateurs, mais aussi en tant que producteurs. De nombreux membres apprécient également l'atmosphère et la communauté sociale lors des journées de ramassage et utilisent la ferme pour les loisirs locaux. La ferme offre un large éventail d'éducation au développement durable. Il y a un jardin d'enfants et une école, où l'enseignement et l'apprentissage ont lieu dans le sens d'une éducation dans des environnements complets. Les offres éducatives sont étroitement liées aux activités (agricoles) directes de la ferme (apprentissages, stages, séminaires), mais aussi indirectement par l'expérience de la nature, de l'agriculture et de la nutrition. La ferme pratique une agriculture biodynamique, qui protège le climat, les sols et les ressources (directives Demeter strictes). Il convient notamment de souligner les contributions à l'entretien des sols (par exemple la culture par les chevaux) et à la biodiversité (diversité sur les terres agricoles).
Recommandations : Cette pratique montre comment une ferme plutôt petite contribue à l'alimentation régionale et saisonnière, à la biodiversité et à la communauté locale. Même si la taille des terres agricoles est plutôt faible (37 hectares), de nombreux emplois sont créés par hectare.
Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact person: csa@hofpente.de

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Fact sheet - Étude de cas sur le successeurs

Country **Finlande**
Short title Une agriculture et une sylviculture vitales dans la région d'Uusimaa (Le projet ELINA Uusimaa) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le projet ELINA a été mis en œuvre dans la province d'Uusimaa en 2015-2018 pour améliorer les conditions d'exploitation et la rentabilité des fermes. Il a organisé des événements d'information et des formations pour à mettre à jour les compétences des agriculteurs. Celles-ci étaient axées sur les investissements agricoles, les questions de renouvellement des générations, et sur l'amélioration de la rentabilité des exploitations en tenant compte des aspects environnementaux.

Le projet a donné de nouvelles capacités de gestion aux exploitants pour relever de nombreux défis futurs. L'ancien modèle de petits projets de développement distincts traitant de différents types de productions agricoles a été rejeté par le projet ELINA. La question de la transmission des exploitations était l'un des nombreux points d'attention du projet.

Grâce aux formations et voyages d'étude, les participants ont obtenu des informations actualisées sur la transmission, avec des éléments d'information issus de nombreuses organisations. Le projet a rassemblé et catégorisé ces informations et les a rendues facilement accessibles aux agriculteurs. Les participants ont été encouragés à rejoindre de plus petits groupes de formation pour développer leurs plans d'avenir individuels et réaliser un processus de transmission avec le soutien de pairs dans un environnement plus intime et confidentiel. Le projet a amélioré la mise en réseau et a été adaptable. Les sessions de formation en petit groupe ont été préférées aux formats de conférence existants. La méthode de soutien et d'apprentissage par les pairs a été jugée positive et innovante. Les chercheurs ont partagé leurs connaissances et ont testé plus souvent leurs méthodes dans la pratique avec les agriculteurs.

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Fact sheet - Étude de cas sur le successeurs

Country **Hongrie**
Short title Communauté viticole de la région de Mór (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La région viticole de Mór est l'une des plus petites mais très célèbres régions viticoles de Hongrie. La Communauté viticole de Mór a été fondée en 1995 après le changement de système politique, lorsque, à la suite de la privatisation des terres, de nombreuses petites exploitations viticoles ont été créées dans la région. La Communauté travaille sur 600 hectares de vignoble, elle compte 820 membres répartis dans cinq localités : Mór, Csákberény, Zámoly, Csókakő, Söréd. Les principaux objectifs de la Communauté du vin sont de créer un réseau solide entre les producteurs de vin et les acteurs connexes tels que les organisations touristiques et culturelles de la région et d'aider les agriculteurs (successeurs) à poursuivre les exploitations familiales. La Communauté organise et soutient également les événements liés au patrimoine dans la région.

Les producteurs de vin sont des acteurs importants de la société locale ; ils sont impliqués dans de nombreuses activités locales, ils participent aux processus de planification du développement local, notamment ceux qui sont axés sur le tourisme et/ou le développement du patrimoine local. La plupart des habitants de la région ont des liens avec le vin et les vignobles, de sorte que les viticulteurs sont considérés comme une sorte de protecteur du patrimoine et de l'identité locale et aussi comme un secteur important de l'économie locale.

Un changement générationnel intensif a commencé dans la région au cours de la dernière décennie, le transfert intergénérationnel a commencé au sein des exploitations familiales et certains jeunes agriculteurs sont arrivés dans la région et ont créé de nouvelles entreprises. Le changement générationnel, tant dans les exploitations familiales que dans la région, entraîne et soutient une attitude plus sensible à l'environnement de la part des agriculteurs et peut entraîner une nouvelle approche agricole agro-écologique.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Étude de cas sur le successeurs

Country **Irlande**
Short title Les partenariats agricoles comme pratique prometteuse (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Les partenariats agricoles sont regroupés sous le terme générique d'"agriculture collaborative" et favorisent une transmission des exploitations agricoles plus opportune et collaborative. Les agriculteurs irlandais peuvent bénéficier d'incitations financières visant à encourager le développement des partenariats. L'étude s'est principalement concentrée sur les partenariats agricoles autorisés (PAA). Il existe aujourd'hui plus de 3000 contrats de ce type en Irlande, qui deviennent de plus en plus populaires et reconnus comme d'une importance capitale pour le développement futur de l'agriculture. Les principaux bénéfices concernent l'échelle de production et l'efficacité. Dans la plupart des cas, les gains d'efficacité sont dus à l'amélioration des technologies et au fait de travailler plus intelligemment plutôt que plus durement. La possibilité d'accroitre l'échelle de production conduit à une viabilité accrue de l'exploitation, tout en mettant au premier plan l'objectif de transmission. Les agriculteurs plus âgés, considérés comme plus traditionnels, ne sont souvent pas versés dans l'exploration de nouvelles technologies. Cependant, au fur et à mesure que la confiance envers le repreneur s'accroit, les agriculteurs plus âgés deviennet plus enclins à adopter de nouvelles idées et à en récolter les bénéfices. Cette étude révèle que les partenariats favorisent la transmission intergénérationnelle et le transfert de fermes. Les reprenneurs sont amenés à travailler plus tôt, afin de profiter des incitations financières (citées comme la principale force motrice des partenariats). Le changement de mentalités grâce au partenariat et à la confiance réciproque favorise l'échange intergénérationnel de connaissances.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc; https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN HUNGARIAN

Fact sheet - Case study on successors

Country **Ireland**

Short title Az organikus termelési rendszerek maximalizálása (MOPS) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

2018-ban biogazdálkodók, az Irish Organic Association (IOA), kutatók és agronómusok egy csoportja összefogott, hogy megalakítsa a Maximising Organic Production Systems (MOPS) Project EIP-AGRI operatív csoportot. Ennek az innovatív projektnek az a célja, hogy optimalizálja az írországi biokertészeti termelést és javítsa a rövid ellátási láncok folytonosságát a nemzeti piac számára egy olyan együttműködő termesztési rendszer létrehozásával, amely megfelel a növekvő kiskereskedelmi igényeknek, emellett pedig fenntarthatóbbá teszi a gazdaságokat a tápanyagimporttól való függőség csökkentése révén. A projekt a méretgazdaságossági előnyöket használja ki az Írországban található 11, különböző méretű és termesztési kapacitású, tanúsított ökológiai kertészeti gazdaság közös termeléséből, melyek ezáltal úgy termelnek, mintha egyetlen mezőgazdasági vállalkozás részei volnának. A MOPS-projektben részt vevő biogazdaságok tulajdonosi üzemeltetésűek. A MOPS termelői együttesen számos piacot látnak el, többek között közvetlen értékesítést (online és termelői piacok), nagybani piacokat, szaküzleteket, éttermeket, magánbeszerzési lehetőségeket és szupermarketeket/kiskereskedelmi láncokat. A MOPS-projektben részt vevő gazdák fokozott gazdasági életképessége számos, a hagyományos gazdaságok életképességével, a környezetvédelemmel és a biológiai sokféleség megbecsülésével kapcsolatos kérdésre világít rá, de felhívja a figyelmet a fiatal gazdák és az utódlás kérdéseire is. A tanulmányból kiderül, hogy Írországban a biogazdálkodásba való belépés fő útja a generációk közötti öröklés, illetve a családi gazdaság megöröklése. A projekt hálózatépítési eleme lehetővé tette a generációk közötti tudásátadást és tudáscserét is az idősebb és fiatalabb biogazdálkodók között a földterület és a gazdaság életképességének javára.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Case study on successors

Country **Poland**

Short title Cydr Chyliczki, Ludwik Majlert farmja és a Rysiny farm: társadalmi, környezetvédelmi és gazdasági szempontból fenntartható családi élelmiszertermelés és -feldolgozás Varsó külvárosában. (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az esettanulmányban ismertetett három családi vállalkozás az élelmiszertermelésre és -feldolgozásra összpontosít: Cydr Chyliczki almával és almaborral, Ludwik Majlert farmja és a Rysiny farm pedig különféle zöldségekkel (és virágokkal, valamint ehető növénypalántákkal) foglalkozik, amelyeket aztán közvetlenül a gazdaságokban értékesítenek. A feldolgozott esetek azt mutatják, hogy a családi élelmiszertermelés és -feldolgozás jelentős potenciállal rendelkezik a fenntarthatóság társadalmi, környezeti és gazdasági dimenzióinak kombinálásában azáltal, hogy a helyi, hagyományos, bio- és minőségi termékekre összpontosít. Cydr Chyliczki esetében a fő termék a régió hagyományos almafafajtáiból készült almabor; az almabor Lengyelország-szerte éttermek és üzletek számára értékesített csúcstermék. Két másik gazdaság integrálja az ellátási láncot azáltal, hogy közvetlenül a gazdaságban termel, dolgoz fel és értékesít. A gazdaságok emellett társadalmi és kulturális funkciókat is ellátnak, mint például a "vacsora a mezőn" rendezvények, a helyi iskolák és óvodák számára szervezett túrák, valamint a Rysiny gazdaságban működő kis étterem, amely de facto egy helyi közösségi tér. A Rysiny gazdaság a régió más termelőitől származó termékeket (pl. kenyér) is feldolgozza és értékesíti. A vállalkozás működtetése minden esetben nagyon munkaigényes, ami az idényjellegű migráns munkaerőtől való függőséget jelenti (különösen a varsói munkaerőpiac versenyhelyzetét tekintve). A fő gyakorlati javaslatok a következők: a városok környékén a mezőgazdaság számára földterület biztosítása (helyi közigazgatás), az ellátási lánc több részének és a nem mezőgazdasági funkcióknak az integrálása (hasonló gazdaságok), migránsbarát politikák végrehajtása, valamint a családi gazdaságokba való belépés és azok működtetésének intézményi nehézségeinek csökkentése, amelyeket a szereplők (nemzeti hatóságok) fontos akadályként érzékelnek.

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Fact sheet - Case study on successors

Country **Flanders (Belgium)**
Short title A gazdaság diverzifikációja az utódlás során (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az utódlási folyamat során egyre több utód dönt úgy, hogy diverzifikálja a mezőgazdasági jövedelmét. A flamand Ardennekben található Biohoeve Hof te Muizenhole és a De Speiboerderij példája szerint a mezőgazdasági termelésből származó fő jövedelem az öröklés után is megmarad. A diverzifikáció fő célja az, hogy az utód(ok) számára jövedelmezőbb alapot biztosítsanak azáltal, hogy olyan termékekhez adnak hozzáadott értéket, amelyekért a vásárlók hajlandóak többet fizetni, és/vagy a működési biztonság érdekében a kockázatok megosztásával. A Hof te Muizenhole a hagyományos gazdálkodásról a biogazdálkodásra tért át az örökléskor. A GPS-gépesítés további specializálása mellett döntött. A húsmarhafajtát lecserélték, hogy jobban illeszkedjen a biogazdálkodáshoz. A fiú ma már egyedüli tulajdonos, és a termesztésre és az innovatív technikákra összpontosít. Az apa továbbra is aktív, és az értékesítési piacon, a marketingben és az adminisztrációban vesz részt. A De Speiboerderij bio tejhasznosítású kecskékkel bővítette a gazdaságot, és a fiú és a lánya utódlásával a hazai termelést és értékesítést is kiterjesztette. Korábban csak bio tejhasznosítású szarvasmarhát tartott. A vállalatot jelenleg három személy vezeti, az apa a tehenekért, az utódok pedig a kecskékért, a házi termelésért, az értékesítésért és az adminisztrációért felelősek. A diverzifikáció ezekben a példákban további készségeket igényelt a technikák, az értékesítési piac és a marketing terén. A diverzifikációs döntési folyamat során hasznosak a külső tanácsok az értékesítési piaccal, a technikákkal és az adminisztrációval kapcsolatban. Egy másik figyelemre méltó pont a mezőgazdasági vállalkozás jövőbiztos szervezetének kialakítása az utódláskor, a felelősségek megosztásával a szülők és az utódok között. Ez a többi testvérrel való pénzügyi rendezés fényében is fontos.

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Fact sheet - Case study on successors

Country **Italy**
Short title Sikeres agroökológiai és multifunkcionális utódok Szicília régióban (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az utódlási folyamat során a kis- és közepes méretű gazdaságokban egyre több utód választja az erős multifunkcionális és agroökológiai megközelítést. A szicíliai utódok tanulmányozása azt mutatja, hogy ez egy módja annak, hogy az utódok kezeljenek egy fontos problémát, azaz olyan gazdaságok átvételét, amelyek struktúráját az előző generáció nagyon hely- és terményspecifikus földterületeken alapuló gazdálkodási irányvonalakra vonatkozó döntései alapján alakították ki. Az új modellek átvétele lehetővé teszi az a vezetés irányváltoztatását anélkül, hogy új beruházásokhoz hatalmas összegeket kellene felhasználni. Általános stratégiaként az innováció a helyi biodiverzitásból (ősi növények és őshonos fajták) merít, eszközei pedig a hozzáadott értéket előállító tevékenységek internalizálása (élelmiszer-feldolgozás, rövid ellátási láncok, helyszíni és online értékesítés) és új szolgáltatások nyújtása (oktatás és agrár-óvoda, szabadidős tevékenységek, szociális mezőgazdaság, megújuló energia előállítása, agrárjólét, falusi turizmus). Pozitív eredmény, hogy képesek diverzifikálni a termékeket és folyamatokat, így különböző bevételi forrásokra támaszkodnak. Ráadásul a tevékenységi kör kiszélesítésének ezt a folyamatát gyakran a hálózatépítés követi, ami a különböző helyi szereplők közötti társadalmi együttműködési kapcsolatok bővülését eredményezi.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Case study on successors

Country **SPAIN**

Short title Lassú utódlás, lassú forradalom: az agrár-élelmiszeripari rendszer megújítása a katalán nyugati területeken az agrobiodiverzitás és a helyi élelmiszerkultúrák révén. (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A "Cultures Trobades", a "Slow Food Terres de Lleida" szervezet által 2008-ban támogatott projekt, a helyi ősi vetőmagok és állatfajták használatára és helyreállítására fókuszál. Különleges sikertörténet a katalán kecske, amelynek megőrzése ma már saját szervezet keretében történik. Az agrárökológiai gazdálkodók és a környék néhány étterme a kezdeményezések kulcsfontosságú támogatói, és együttesen alakítják és reformálják meg a lassú, de kitartó, ellenkulturális és regeneratív mozgalmat, amely már az 1970-es évek végén elindult a régió biogazdálkodásának úttörői által. Az utódlási folyamat, mint életesemény, különösen alkalmasnak tűnik az agrár-környezetvédelmi innovációk, például a helyi fajták újrafelhasználásának elfogadására. Néhány esetben azonban a régi generáció konzervatív hozzáállása megakadályozza, hogy az új vállalkozói generációk átvegyék ezeket a gyakorlatokat. Az új generációk körében nagyra értékelik az önmenedzselést és a függetlenséget. A közösségi érzés is jelen van, annak ellenére, hogy a regeneratív kezdeményezések koordinálására tett hivatalos történelmi kísérletek nehéznek bizonyultak, valószínűleg a szövetkezeti kultúra hiánya miatt. Sok résztvevő arról számolt be, hogy a helyi társadalomban hiányzik az élelmiszerekkel kapcsolatos oktatás, ami megnehezíti, hogy a lakosság értékelje e gyakorlatok hozzáadott értékét és garantálja fenntarthatóságukat. A közigazgatás nem mindig támogatta a regeneratív kezdeményezéseket a katalán nyugati területeken. A gyakorlatok hozzájárultak a régió mezőgazdasági rendszerének diverzifikálásához (az emberi táplálkozás felé történő orientáció), terjesztették a helyi tudást, javították a természeti környezet megőrzését, és nagyobb társadalmi tudatosságot teremtettek.

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Fact sheet - Case study on successors

Country **France**

Short title A "természeti szakmák" képzése: a "Pays Coutancais" vidéki megújulásának hajtóereje (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A coutances-i mezőgazdasági iskola a "vidéki megújulás" ígéretes tapasztalata. A Mezőgazdasági Minisztériumtól függő (és a Nemzeti Oktatási Hivataltól függetlenül irányított) intézmény kapcsolatban áll egy helyi gazdálkodókból álló, eltökélt csoporttal, akik innovatívak, de nem az általános intenzív mezőgazdasági modell átvételét, hanem a "paraszti mezőgazdaság" gyakorlását támogatják, emellett a természeti erőforrások megőrzését a társadalom iránti nyitottsággal társítják, különösen a városiak "paraszti fogadtatása" révén a "farmon". Míg az általános szabály az, hogy csak egy mezőgazdasági középiskola van egységenként, a csoport az eredeti helyen alakulást meg, mivel 1) bár nagy földbirtokkal rendelkezik, nem messze található Coutances város központjától 2) úgy döntött, hogy a mezőgazdaságra és az agrobiológiai termesztésre és tenyésztésre összpontosít, de a kertészetre és a kertépítésre is, hogy erősítse a mezőgazdaság és a "természeti szakmák" sokszínűségét, amely a megyére jellemző 3) "campusában" egy olyan iskolát egyesít bentlakásos létesítményekkel, amely a főiskolai és középiskolai diákoknak szól, ahol a képzés a gazdaságban és az üvegházakban való gyakorlatot is megköveteli, egy felnőtteknek szóló képzési központot, amely nem a régióból származó és a családi gazdálkodáson kívüli új gazdákat vonzza, illetve egy képzési központot a gyakornokok számára. A hálózatépítésnek és a közös értékek mentén történő munkának sikerül olyan légkört kialakítania, amely a fiatal utódok munkába állásához kevésbé, de a fiatal és idősebb újonnan érkezők esetében kedvező, pl. a kertészetben vagy az új rendszerek esetében, mint pl. a "parasztpékek". Végül, a választott tisztségviselők, egyesületek és a nemzeti oktatási intézmények által támogatott egész kistérség az óvodától kezdve az "ökológiai és társadalmi átmenet" oktatásában érdekelt és a "gazdálkodó világ" és a helyi nem gazdálkodó lakosok közötti megbékélés felé orientálódik, megújítva a "vidéki területet", valamint a város és a vidék kapcsolatát.

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Fact sheet - Case study on successors

Country **Germany**
Short title CSA Hof Pente GbR - Success through community, education and ecology (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Problémák/lehetőségek: Az ígéretes esettanulmány a mezőgazdaság és az élelmiszertermelés iránti megértés és elkötelezettség hiányával foglalkozik.
A közös felelősségvállalás és a vezetői csapat nagyszerű kompetenciái révén Osnabrück közelében biogazdálkodással regionális élelmiszerellátás jön létre.
Eredmények: A CSA Hof Pente a közösség által támogatott mezőgazdaság szövetkezetileg szervezett formája. A közösség 300 tagja szezonális és regionális élelmiszerekhez jut, amelyeket a gazdaságban termelnek. A tagok közös felelősséget éreznek a gazdálkodásért, mivel a döntéseket a rendszeres gyűléseken nyíltan megvitatják. Nemcsak fogyasztóként, hanem termelőként is tevékenykednek. Sok tag élvezi a szüreti napok hangulatát és a társadalmi közösséget is, és a farmot kikapcsolódási célokra is használják.
A gazdaság széles körű oktatást kínál a fenntartható fejlődés érdekében. Van óvoda és iskola, ahol a tanítás és tanulás a teljes környezetben történő oktatás jegyében zajlik. A képzési ajánlatok szorosan kapcsolódnak a gazdaságban végzett közvetlen (mezőgazdasági) tevékenységekhez (tanulószerződések, szakmai gyakorlatok, szemináriumok), ugyanakkor közvetve is a természet, a mezőgazdaság és a táplálkozás megtapasztalásán keresztül.
A gazdaság biodinamikus gazdálkodást folytat, amely védi az éghajlatot, a talajt és az erőforrásokat (szigorú Demeter-irányelvek). Különösen a talajápoláshoz (pl. lovakkal történő művelés) és a biológiai sokféleséghez (diverzitás a termőföldön) való hozzájárulást kell kiemelni.
Javaslatok:
Ez a PA megmutatja, hogy egy meglehetősen kis gazdaság hogyan járul hozzá a regionális és szezonális táplálkozáshoz, a biológiai sokféleséghez és a helyi közösséghez.
Még ha a mezőgazdasági terület mérete meglehetősen alacsony is (37 hektár), egy hektárra sok munkahely jut.
Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

Fact sheet - Case study on successors

Country **Finland**
Short title Életképes mezőgazdaság és erdőgazdálkodás Uusimaa régióban (ELINA Uusimaa projekt)) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az ELINA projektet Uusimaa tartományban 2015-2018 között hajtották végre. A gazdaságok működési körülményeit és jövedelmezőségét a gazdáknak szervezett tájékoztató rendezvényekkel és képzésekkel javítottuk. Ez egy szakmai újdonságokkal foglalkozó oktatás a gazdálkodók számára. A képzés a mezőgazdasági üzemek beruházási és generációs megújulási kérdéseire, valamint a gazdaságok jövedelmezőségének és versenyképességének javítására összpontosít, figyelembe véve a környezetvédelmi szempontokat is.

A projekt új képességeket adott a gazdaságok vezetésének, hogy megfeleljenek számos jövőbeli kihívásnak, nem csak bizonyos termelési kérdések egyes részleteinek. Az ELINA projektben elvetették a különböző mezőgazdasági termelési ágazatok különálló kis fejlesztési projektjeinek korábbi modelljét. A gazdaságok jogutódlásának kérdése csak egy volt a projekt számos fókuszpontja közül.

A képzési célú rendezvények és tanulmányutak révén a résztvevők naprakész információkhoz jutottak a gazdaságok jogutódlási folyamatáról. Számos szervezet szolgáltat csupán néhány olyan információt, amelyre a gazdaságok utódlásához szükség van. A projekt ezeket az információkat különböző szempontok szerint összegyűjtötte és könnyen hozzáférhetővé tette a gazdálkodók számára. A résztvevőket arra ösztönözték, hogy kisebb képzési csoportokhoz csatlakozzanak, hogy egyéni jövőbeli terveiket kidolgozzák, és hogy az utódlási folyamatot a társak támogatásával, személyesebb és bizalmasabb környezetben folytassák. A gyakorlat javította a hálózatépítést. A képzések inkább kisebb csoportos képzéseken és az előadótermeken kívül zajlottak, szemben a korábbiakkal. A társak támogatását és a társaktól való tanulás erejének inspirációját pozitívnak és innovatívnak látták. A mezőgazdasági kutatók közelebb kerültek a gazdálkodókhoz, hogy megosszák tudásukat és gyakrabban próbálják ki a gyakorlatban a gazdálkodókkal a módszereiket.

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Fact sheet - Case study on successors

Country **Hungary**
Short title Mór borvidék borászati közössége (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Móri borvidék Magyarország egyik legkisebb, de nagyon híres borvidéke. A Móri Borrend 1995-ben alakult a rendszerváltás után, amikor a földprivatizáció eredményeként sok kis bortermelő gazdaság jött létre a régióban. A Közösség 600 hektár szőlőterületen gazdálkodik, összesen 820 tagja van öt településen: Mór, Csákberény, Zámoly, Csókakő, Söréd. A Borrend fő céljai közé tartozik, hogy erős hálózatot hozzon létre a bortermelők és a kapcsolódó szereplők, mint például a régió turisztikai és kulturális szervezetei között, valamint hogy segítse a gazdákat (utódokat) a családi gazdaságok folytatásában. A Közösség emellett szervezi és támogatja a régió örökségen alapuló rendezvényeit.

A bortermelők fontos szereplői a helyi társadalomnak, számos helyi tevékenységben vállalnak szerepet, és részt vesznek a helyi fejlesztési tervezési folyamatokban, különösen a turizmusra és/vagy a helyi örökségen alapuló fejlesztésre összpontosító folyamatokban. A helyi lakosok többsége kötődik a borhoz és a szőlőtermesztéshez, így a bortermelőket a helyi örökség és identitás egyfajta védelmezőjének, valamint a helyi gazdaság fontos ágazatának tekintik.

Az elmúlt évtizedben intenzív generációváltás indult meg a régióban, a családi gazdaságokon belül megkezdődött a generációk közötti utódlás, és néhány újonnan érkező fiatal gazdálkodó is érkezett a régióba, akik új vállalkozásokat indítottak. A generációváltás mind a családi gazdaságokban, mind a régióban a gazdák környezettudatosabb hozzáállását eredményezi és támogatja, és új agroökológiai gazdálkodási megközelítést eredményezhet.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Case study on successors

Country **Ireland**

Short title A mezőgazdasági üzemek közötti partnerségek mint ígéretes gyakorlat (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A mezőgazdasági üzemek közötti partnerségek az "együttműködő gazdálkodás" gyűjtőfogalma alá tartoznak, és elősegítik, hogy a mezőgazdasági üzemek jogutódlása időben és együttműködő módon történjen. Az ír mezőgazdasági termelők pénzügyi ösztönzőket vehetnek igénybe, amelyek célja a partnerségek kialakításának ösztönzése és fenntartása. A tanulmány elsősorban a bejegyzett mezőgazdasági partnerségekre összpontosított, amelyekből jelenleg több mint 3000 létezik Írországban, egyre népszerűbbek Írországban, és a mezőgazdaság jövőbeli fejlődése szempontjából kritikusan fontosnak ítélték őket. Az egyik fő előnyként azt állapították meg, hogy a partnerségek lehetőséget adtak a jogutódoknak nemcsak a méretnövelésre, hanem a hatékonyság javítására is. A hatékonyságot a legtöbb esetben a jobb technológiák, a keményebb helyett okosabb munka vezérli. A méretnövelés lehetősége a partnerségi gazdaság életképességének növekedéséhez vezetett, miközben az utódlásról szóló beszélgetés is előtérbe került. Az idősebb, hagyományosabb típusú gazdálkodók gyakran nem bíztak az új technológiák alkalmazásában. Ahogy azonban az utódokkal való együttműködés révén nőtt a bizalom, az idősebb gazdák egyre inkább hajlandóak voltak elfogadni az új ötleteket és kihasználni azok előnyeit. A tanulmányból kiderül, hogy a generációk közötti utódlást és a családi gazdaság esetleges öröklését a partnerségek segítették és megkönnyítették. Az utódok korábban lépnek be a vállalkozásba, mint egyébként történne, hogy kihasználják a sokak által fő hajtóerőként említett pénzügyi ösztönzőket. A partnerség és a bizalom kiépítése révén bekövetkezett szemléletváltás elősegítette a generációk közötti tudásátadást és tudáscserét az idősebb és a fiatalabb gazdálkodók között.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc; https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN ITALIAN

Fact sheet – Caso studio sui successori

Country **Irlanda**

Short title Massimizzazione dei sistemi di produzione biologica (MOPS) (MOPS) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Nel 2018, un gruppo composto da agricoltori biologici, l'Associazione Irlandese per l'Agricoltura Biologica (IOA), ricercatori e agronomi si è associato per costituire un Gruppo Operativo finalizzato a creare ed avviare il progetto "Massimizzazione dei sistemi di produzione biologica (MOPS)". Il progetto mira a ottimizzare la produzione orticola biologica irlandese e migliorare la continuità delle filiere corte per il mercato nazionale attraverso la creazione di un sistema agricolo collaborativo che risponda alle crescenti richieste provenienti dal settore di vendita al dettaglio, oltre che rendere le aziende agricole più sostenibili riducendone la dipendenza dalle importazioni di nutrienti.

Il progetto utilizza economie di scala ottenute dalla collaborazione produttiva di 11 aziende orticole certificate bio operanti in Irlanda, gestite in proprietà e diverse, per dimensione e capacità di raccolto, che producono come se fossero un'unica azienda agricola. Gli agricoltori partecipanti al progetto approvvigionano collettivamente una serie di mercati, fra i quali: vendita diretta (online e mercati contadini), mercati all'ingrosso, negozi specializzati, ristoranti, punti vendita privati, supermercati/vendita al dettaglio.

La maggiore redditività degli agricoltori impegnati nel progetto MOPS evidenzia una serie di questioni concernenti la redditività delle aziende agricole convenzionali, la protezione ambientale e la valorizzazione della biodiversità, ma richiama anche l'attenzione sulla questione relativa ai giovani agricoltori e alla successione. Lo studio mostra che la successione intergenerazionale, e l'eventuale trasmissione ereditaria dell'azienda agricola familiare, è la principale via di ingresso nell'agricoltura biologica in Irlanda. Il carattere di rete del progetto ha anche consentito il trasferimento intergenerazionale e lo scambio di conoscenze tra agricoltori biologici più anziani e più giovani, con effetti positivi sulla terra e sulla maggiore redditività aziendale.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

Fact sheet - Caso studio sui successori

Country **Polonia**

Short title Aziende agricole Cydr Chyliczki, Ludwik Majlert e Rysiny: produzione e trasformazione alimentare familiare nella periferia di Varsavia. (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le tre aziende agricole descritte si concentrano sulla produzione e trasformazione di alimenti su mele e sidro; Ludwik Majlert e Rysiny su ortaggi (oltre che fiori e piantine commestibili da v direttamente. I tre casi illustrano come la produzione e trasformazione familiare di cibo potenziale significativo di sostenibilità sociale, ambientale ed economica, grazie a prodo tradizionali e di qualità. Il prodotto principale di Cydr Chylczki è il sidro, ottenuto da spec regionali di melo, un prodotto di fascia alta, venduto a ristoranti e negozi in tutta la Polonia aziende integrano la filiera producendo, trasformando e vendendo direttamente. Le azien funzioni sociali e culturali come, per esempio, "cena in campo", visite didattiche, piccola risto l'azienda Rysiny - uno spazio che è de facto della comunità locale. L'azienda Rysiny trasf anche prodotti agricoli forniti da altri agricoltori della regione (ad esempio il pane). Nei tre ca è ad alta intensità di lavoro, dipendente dal mercato del lavoro migrante stagionale (considerazione di un mercato del lavoro competitivo come quello di Varsavia). raccomandazioni pratiche sono: mettere in sicurezza i terreni periurbani per fin (amministrazione locale); integrare più nodi della filiera e più funzioni extra-agricole (a attuare politiche a favore dei migranti; ed infine ridurre gli scogli istituzionali al subentro e delle aziende agricole familiari, spesso percepiti come barriere determinanti da parte degli a nazionali).

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Fact sheet - Caso studio sui successori

Country **Fiandre (Belgio)**
Short title Diversificazione aziendale alla successione (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Molti successori, in fase di successione, scelgono di diversificare il proprio reddito agricolo. Le aziende agricole Biohoeve Hof te Muizenhole e De Speiboerderij, nelle Ardenne fiamminghe, hanno mantenuto il reddito agricolo attraverso la diversificazione, fornendo ai successori maggiore redditività, valorizzando i prodotti per i quali i consumatori sono disposti a pagare di più e/o distribuendo i rischi a fini di sicurezza operativa. Con la successione, l'azienda Hof te Muizenhole ha convertito all'agricoltura biologica, ha realizzato un'ulteriore meccanizzazione GPS specializzata ed ha sostituito la razza bovina per adattarsi meglio all'approccio biologico. Il figlio è ora l'unico azionista e si concentra sulla coltivazione e sulle tecniche innovative, il padre è tuttora attivo e contribuisce al marketing e all'amministrazione. De Speiboerderij, che in precedenza allevava solo mucche da latte biologico, dopo la successione di figlio e figlia ha aggiunto capre per la produzione casearia biologica e ha ampliato produzione e vendita in azienda. Questa è attualmente gestita da tre persone: il padre si occupa delle mucche e i due successori delle capre, della trasformazione, vendita e amministrazione. In questi esempi, la diversificazione ha richiesto ulteriori competenze tecniche, di commercializzazione e marketing. In fase di decisione sulla diversificazione, si rileva l'utilità della consulenza esterna con riferimento a mercati, tecniche e amministrazione. Da evidenziare anche la definizione organizzativa dell'azienda agricola durante il trasferimento, con la divisione di responsabilità tra genitore e successori. Ciò consente anche di gestire gli aspetti finanziari riguardanti gli altri membri della famiglia.

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Fact sheet - Caso studio sui successori

Country **Italia**
Short title Successori agro-ecologici e multifunzionali di successo in Sicilia (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Durante il processo di successione un numero crescente di successori nelle piccole e medie aziende agricole sceglie di adottare approcci multifunzionali e agro-ecologici. Lo studio dei successori siciliani mostra che questo è un modo per affrontare il problema più rilevante che i successori devono affrontare, ovvero il trasferimento di aziende agricole che sono già strutturate dalle decisioni della generazione passata, relativamente a traiettorie agricole basate su specifici tipi di suolo e colture. L'adozione di nuovi modelli permette di cambiare la gestione della precedente generazione senza ricorrere a fondi rilevanti per nuovi investimenti. Come strategia generale, i successori innovano attingendo alla biodiversità locale (colture antiche e razze autoctone), internalizzano attività a maggior valore aggiunto (lavorazione agroalimentare, filiere corte, vendita in loco e online) e offrono nuovi servizi (fattorie didattiche, attività ricreative, agricoltura sociale, produzione di energie rinnovabili, agro-benessere, turismo rurale). Un risultato positivo è che riescono a diversificare prodotti e processi, potendo così contare su diverse fonti di reddito. Inoltre, questo processo di ampliamento del raggio di attività è spesso perseguito attraverso la messa in rete, generando così un aumento delle connessioni collaborative locali tra diversi attori sociali..

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Caso studio sui successori

Country **Spagna**

Short title Successione slow, Rivoluzione slow: rigenerare il sistema agroalimentare nell'occidente catalano attraverso l'agrobiodiversità e le culture alimentari locali (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

«Culture Trobades», progetto promosso nel 2008 da «Slow Food Terres de Lleida», promuove l'uso di sementi e razze animali locali antiche. Una storia di successo riguarda la capra catalana, ora protetta da un'organizzazione ad hoc. Gli agricoltori agroecologici e alcuni ristoranti della zona sono i principali sostenitori delle iniziative, e insieme formano un movimento lento controculturale e rigenerativo, avviato alla fine degli anni '70 dai pionieri dell'agricoltura biologica della regione. Il processo di successione è particolarmente adatto all'adozione di innovazioni agroambientali quale il riutilizzo di varietà locali. Ma, in alcuni casi, l'atteggiamento conservatore della vecchia generazione ne scoraggia l'adozione da parte delle nuove generazioni. Autogestione e indipendenza sono molto apprezzate dalle nuove generazioni. Anche un senso di comunitarismo, anche se storicamente i tentativi di coordinare iniziative rigenerative si siano rivelati difficili, forse a causa della mancanza di cultura cooperativa. Molti partecipanti segnalano la mancanza di educazione alimentare nella società locale, il che impedisce al pubblico di apprezzare il valore aggiunto di queste pratiche e garantirne la sostenibilità. La pubblica amministrazione non è sempre stata favorevole alle iniziative rigenerative dell'occidente catalano. Le pratiche hanno contribuito alla diversificazione del sistema agricolo regionale (orientandolo maggiormente verso il consumo alimentare umano), diffuso la conoscenza locale, salvaguardato l'ambiente e generato una maggiore coscienza sociale.

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Fact sheet - Caso studio sui successori

Country **Francia**

Short title Formazione nei “mestieri della natura”: un volano per la rigenerazione rurale del “Pays Countacais” (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La scelta della scuola agraria di Coutances come promettente esperienza di “rigenerazione rurale” deriva dall'orientamento impresso a questa istituzione, dipendente dal Ministero dell'Agricoltura (e gestita autonomamente dal Ministero dell'Educazione Nazionale) da parte di un gruppo locale di agricoltori, determinati a praticare in modo innovativo la propria professione e le proprie competenze, non adottando il modello dominante di agricoltura intensiva, ma praticando “agricoltura contadina”, associando la conservazione delle risorse naturali all'apertura verso la società, in particolare attraverso l'“accoglienza contadina” dei cittadini in azienda. Nonostante la regola generale sia quella di avere un solo istituto agrario per dipartimento, il gruppo di agricoltori ha ottenuto che la propria scuola fosse localizzata in un posto originale: 1) sebbene con una grande proprietà fondiaria, non è lontana dal centro della città di Coutances 2) ha scelto puntare sull’agricoltura, in particolare su coltivazione e allevamento agrobiologici, ma anche su orticoltura e paesaggistica, in modo da rafforzare la diversità dell'agricoltura e dei "mestieri della natura" caratteristici del dipartimento 3) nel suo "campus" ospita una scuola con convitto per studenti di scuola secondaria e superiore, in cui la formazione prevede esercitazioni in azienda e nelle serre, un centro di formazione per adulti che attrae nuovi agricoltori non originari della regione e esterni all'agricoltura familiare, un centro di formazione per apprendisti. Fare rete e lavorare con valori comuni hanno creato un'atmosfera favorevole all'insediamento, meno spesso di giovani successori quanto di giovani e vecchi nuovi entranti in orticoltura o in nuovi sistemi come "fornai contadini". Infine, nell'intera regione, con il sostegno di funzionari eletti, associazioni e istituzioni educative di carattere nazionale vengono orientate, sin dalla scuola materna, all’educazione alla "transizione ecologica e sociale" e verso una riconciliazione tra il "mondo agricolo" e il rinnovamento del “territorio rurale” e dei rapporti città/campagna da parte degli abitanti locali estranei al mondo agricolo.

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Fact sheet - Caso studio sui successori

Country **Germany**
Short title CSA Hof Pente GbR - Success through community, education and ecology (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Problemi/Opportunità: la pratica promettente affronta la mancanza di comprensione e impegno nei confronti dell'agricoltura e della produzione alimentare. Attraverso la responsabilità condivisa e le grandi competenze del team di gestione, viene creata una filiera alimentare regionale di agricoltura biologica operante vicino a Osnabrück.
Risultati: CSA Hof Pente è un'agricoltura sostenuta dalla comunità locale in forma organizzata di carattere cooperativo. Con l'adesione, 300 membri ricevono cibo stagionale e regionale prodotto in azienda. Si sentono anche collettivamente responsabili della coltivazione, poiché le decisioni vengono discusse apertamente in riunioni regolarmente tenute. Agiscono non solo come consumatori, ma anche come produttori. Molti membri apprezzano anche l'atmosfera sociale comunitaria che si crea nel giorno stabilito per il ritiro del prodotto e utilizzano l'azienda per attività ricreative locali.
L'azienda offre una vasta gamma di educazione allo sviluppo sostenibile, con un asilo nido e una scuola dove l'insegnamento e l'apprendimento hanno luogo in contesto pienamente ambientale. Le offerte formative sono strettamente legate ad attività direttamente (agricole) in azienda (tirocini, stage, seminari), ma anche ad attività che indirettamente promuovono l'esperienza della natura, dell'agricoltura e della nutrizione.
L'azienda pratica un'agricoltura biodinamica, che tutela il clima, il suolo e le risorse (rigorose linee guida Demeter). Da evidenziare, in particolare, i contributi offerti alla cura del suolo (come la coltivazione con cavalli) e alla biodiversità (diversità sui terreni agricoli).
Raccomandazioni:
Questa pratica mostra come un'azienda agricola piuttosto piccola contribuisca alla nutrizione regionale e stagionale, alla biodiversità e alla comunità locale. Nonostante la ridotta superficie agricola (37 ettari), sono stati creati molti posti di lavoro per ettaro.
Links utili: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contatti: csa@hofpente.de

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Fact sheet - Caso studio sui successori

Country **Finlandia**
Short title Agricoltura e silvicoltura vitali nella regione di Uusimaa (Il progetto ELINA Uusimaa) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Il progetto ELINA, realizzato nella provincia di Uusimaa nel 2015-2018, ha sviluppato condizioni operative e redditività delle aziende partecipanti attraverso l'organizzazione di eventi informativi e di aggiornamento professionale per gli agricoltori. La formazione si è concentrata sugli investimenti agricoli e sui temi del ricambio generazionale, sul miglioramento della redditività e della competitività delle aziende agricole, tenendo conto anche degli aspetti ambientali. Il progetto ha fornito nuove capacità di gestione aziendale per affrontare le sfide future, andando al di là delle questioni strettamente produttive. Il progetto ELINA ha respinto il precedente modello basato su piccoli, separati, progetti di sviluppo per le varie linee di produzione agricola. Il tema della successione in agricoltura è stato solo uno dei tanti punti focali del progetto. Attraverso eventi di formazione e viaggi-studio, i partecipanti hanno ottenuto informazioni aggiornate sul processo di successione: raccogliendo e mettendo insieme informazioni sparse fornite da molteplici organizzazioni su vari aspetti, il progetto ha reso queste informazioni facilmente disponibili agli agricoltori.

I partecipanti sono stati incoraggiati a lavorare in gruppi più piccoli per sviluppare i loro piani futuri individuali e per continuare il processo di successione con il supporto di pari in un ambiente più intimo e confidenziale. La pratica ha migliorato il networking e si è caratterizzata per la sua flessibilità. Le sessioni di formazione sono state realizzate per piccoli gruppi e al di fuori della tipica lezione in aula. La potenzialità del supporto e dell'apprendimento tra pari è stata considerata positiva e innovativa. I ricercatori agrari si sono avvicinati agli agricoltori per condividere le loro conoscenze e per testare più spesso i loro metodi nella pratica con gli agricoltori.

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Fact sheet - Caso studio sui successori

Country **Ungheria**
Short title La Comunità del vino della regione vinicola di Mór (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
La regione del Mór è una delle regioni vinicole più piccole ma molto famose dell'Ungheria. La Comunità del Vino di Mór è stata fondata nel 1995 dopo il cambiamento del sistema politico, quando, a seguito della privatizzazione della terra, nella regione sono nate molte piccole aziende agricole produttrici di vino. La Comunità opera su 600 ettari di vigneto, conta 820 membri in cinque aree: Mór, Csákberény, Zámoly, Csókakő, Söréd. Gli obiettivi principali della Comunità riguardano la creazione di una robusta rete tra i produttori di vino e gli attori operanti in settori correlati quali il turismo e le organizzazioni culturali della regione, e di aiutare gli agricoltori (successori) a mantenere le aziende agricole familiari. La Comunità inoltre organizza e sostiene eventi riferiti al patrimonio regionale. I produttori di vino sono attori importanti nella società locale, sono coinvolti in molte attività locali, partecipano ai processi di pianificazione dello sviluppo locale, in particolare incentrati sul turismo e/o sullo sviluppo basato sul patrimonio locale. La maggior parte degli abitanti locali ha legami con vigne e vino, per cui i produttori di vino sono considerati come una sorta di protettori del patrimonio e dell'identità locale, oltre che come un importante settore dell'economia locale.
Nell'ultimo decennio, la regione ha visto un intenso ricambio generazionale, sia per il trasferimento intergenerazionale delle aziende agricole familiari, sia per l'arrivo di nuovi giovani entranti in agricoltura che hanno avviato nuove attività. Il ricambio generazionale sia nelle aziende agricole a conduzione familiare che nella regione determina e sostiene un atteggiamento più sensibile all'ambiente da parte degli agricoltori e può determinare lo sviluppo di un nuovo approccio agro-ecologico.
Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet – Caso studio sui successori

Country **Irlanda**
Short title I partenariati agricoli come pratica promettente (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

I partenariati agricoli rientrano nel termine generico 'agricoltura collaborativa', che promuove una successione più tempestiva e collaborativa delle aziende agricole. Gli agricoltori irlandesi possono usufruire di incentivi finanziari volti a incoraggiare lo sviluppo di partenariati. Lo studio si è concentrato sui partenariati agricoli registrati (RFP), che in Irlanda sono oltre 3.000 e stanno diventando sempre più diffusi, considerati di fondamentale importanza per lo sviluppo futuro dell'agricoltura. Uno dei principali vantaggi identificati è che i partenraiati offrono ai successori un opportunità non solo di aumentare la scala ma anche di migliorare l'efficienza; quest'ultima, nella maggior parte dei casi, è legata all'impiego di tecnologie migliorate che permettono di lavorare in modo più intelligente (*smart*) piuttosto che faticoso. L'opportunità di aumentare la scala ha portato ad una crescente redditività delle aziende aderenti ai partenariati, portando anche in primo piano il tema della successione. Gli agricoltori più anziani, considerati più tradizionali, sono spesso insicuri nell'esplorare nuove tecnologie. Tuttavia, man mano che la fiducia cresceva con il coinvolgimento dei successori, questi sono diventati più disponibili ad adottare nuove idee e a raccoglierne i benefici. Questo studio evidenzia che i partenariati facilitano la trasmissione intergenerazionale e il trasferimento dell'azienda agricola familiare. I successori subentrano nelle attività aziendali prima di quanto avverrebbe altrimenti, grazie agli incentivi finanziari, citati come motore principale. Il cambiamento di mentalità derivante dal partenariato e la fiducia hanno favorito il trasferimento e lo scambio di conoscenze a livello intergenerazionale.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc ;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN POLISH

Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Irlandia**

Short title Maksymalizacja Systemów Produkcji Ekologicznej (MOPS) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

W 2018 r. grupa rolników ekologicznych, Irlandzkie Stowarzyszenie Ekologiczne (IOA), naukowcy i agronomowie zebrali się jako jednostka współpracy, aby zainicjować i utworzyć grupę operacyjną EIP-AGRI w ramach projektu maksymalizacji systemów produkcji ekologicznej (MOPS). Projekt ma na celu optymalizację ekologicznej produkcji ogrodniczej w Irlandii i poprawę ciągłości krótkich łańcuchów dostaw na rynek krajowy poprzez stworzenie wspólnego systemu upraw, który odpowiada rosnącym wymaganiom detalistów, a także uczynienie gospodarstw bardziej zrównoważonymi poprzez zmniejszenie zależności od importu składników odżywczych. W projekcie wykorzystano korzyści skali wynikające ze wspólnej produkcji 11 certyfikowanych ekologicznych gospodarstw ogrodniczych w Irlandii, o różnej wielkości i różnej wydajności upraw, produkujących tak, jakby były jednym przedsiębiorstwem rolnym. Gospodarstwa ekologiczne uczestniczące w projekcie MOPS są prowadzone przez właścicieli. Wspólnie rolnicy MOPS zaopatrują szereg rynków, w tym; sprzedaż bezpośrednia (online i targi rolne), rynki hurtowe, sklepy specjalistyczne, restauracje, prywatne punkty zaopatrzenia i supermarkety / sklepy wielobranżowe. Zwiększona rentowność rolników zaangażowanych w projekt MOPS zwraca uwagę na wiele kwestii związanych z opłacalnością konwencjonalnych gospodarstw rolnych, ochroną środowiska i docenianiem bioróżnorodności, ale zwraca również uwagę na kwestie dotyczące młodych rolników i sukcesji. Badanie to ujawnia, że sukcesja międzypokoleniowa, a ostatecznie dziedziczenie rodzinnego gospodarstwa rolnego, jest główną drogą wejścia do rolnictwa ekologicznego w Irlandii. Element sieciowy projektu umożliwił również międzypokoleniowy transfer i wymianę wiedzy między starszymi i młodszymi rolnikami ekologicznymi z korzyścią dla ziemi i zwiększoną rentownością gospodarstwa.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Polska**

Short title Cydr Chyliczki, Gospodarstwo Ludwik Majlert i Gospodarstwo Rysiny: społecznie, środowisko i gospodarczo zrównoważona produkcja i przetwórstwo żywności pod Warszawą (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Opisane w tym przypadku trzy rodzinne firmy skupiają się na produkcji i przetwórstwie ż Chyliczki na jabłkach i cydrze a Gospodarstwo Ludwika Majlerta i Gospodarstwo Rysir warzywach (i kwiatach oraz sadzonkach roślin jadalnych), które są sprzedawane be gospodarstwach. Przypadki te pokazują, że rodzinna produkcja i przetwarzanie żywnośc potencjał w zakresie łączenia społecznego, środowiskowego i ekonomicznego wymiaru zró rozwoju poprzez skupienie się na wysokiej jakości produktach lokalnych, tradycyjnych i ekc przypadku Cydru Chyliczki głównym produktem jest cydr wytwarzany z tradycyjnych gatur regionu; cydr to produkt z najwyższej półki sprzedawany do restauracji i sklepów w całe pozostałe gospodarstwa integrują łańcuch dostaw żywności poprzez produkcję, przetwarza bezpośrednio w gospodarstwie. Ponadto gospodarstwa te pełnią funkcje społeczne i kul przykładem są m.in. imprezy „obiad w polu", wycieczki dla lokalnych szkół i przedszk restauracja na farmie Rysiny – de facto przestrzeń integracji społeczności lokalnej. Gospoc zajmuje się również przetwarzaniem i sprzedażą produktów pozyskanych od innych rolników pieczywo). W każdym przypadku prowadzenie firmy jest bardzo pracochłonne, co oznacza u sezonowej siły roboczej migrantów (szczególnie biorąc pod uwagę konkurencyjny ry Warszawie). Główne praktyczne zalecenia to: zabezpieczenie gruntów wokół miast (administracja lokalna), integracja łańcucha dostaw i funkcji pozarolniczych (podobne g wdrożenie polityki przyjaznej migrantom, a także zmniejszenie trudności instytucjonalnych v prowadzeniu gospodarstwa rodzinnego (władze krajowe).

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Flandria (Belgia)**
Short title Dywersyfikacja gospodarstw podczas dziedziczenia (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

W trakcie procesu sukcesji coraz większa liczba następców decyduje się na dywersyfikację swoich dochodów z gospodarstwa. Oba przykłady, Biohoeve Hof te Muizenhole i De Speiboerderij we flamandzkich Ardenach, zachowują swój główny dochód z produkcji rolnej po sukcesji. Głównym powodem dywersyfikacji jest zapewnienie bardziej dochodowej podstawy dla następcy (następców) poprzez dodanie wartości do produktów, za które klienci są gotowi zapłacić więcej i/lub poprzez rozłożenie ryzyka w celu zapewnienia bezpieczeństwa operacyjnego. Hof te Muizenhole przestawił się z rolnictwa tradycyjnego na ekologiczne. Zdecydował się na dalszą specjalistyczną mechanizację GPS. Rasa bydła mięsnego została zastąpiona, aby lepiej pasowała do podejścia ekologicznego. Syn jest teraz jedynym udziałowcem i koncentruje się na uprawie i innowacyjnych technikach. Ojciec jest nadal aktywny i działa na rynku sprzedaży, marketingu i administracji. Firma De Speiboerderij dodała do swojego gospodarstwa ekologiczne kozy mleczne i rozszerzyła produkcję domową i sprzedaż po sukcesji syna i córki. Wcześniej miał tylko ekologiczne krowy mleczne. Firma jest obecnie prowadzona przez trzy osoby, z ojcem odpowiedzialnym za krowy i następcami kóz, produkcją domową oraz sprzedażą i administracją. Zróżnicowanie w tych przykładach wymagało dodatkowych umiejętności w zakresie technik oraz rynku sprzedaży i marketingu. W procesie decyzyjnym dywersyfikacji przydatne jest doradztwo zewnętrzne w zakresie rynku sprzedaży, technik i administracji. Inną kwestią, na którą należy zwrócić uwagę, jest uregulowanie przyszłościowej organizacji przedsiębiorstwa rolnego w procesie sukcesji z podziałem odpowiedzialności między rodzicami i następcami. Dzieje się tak również w świetle rozliczeń finansowych z pozostałym rodzeństwem w rodzinie.

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Włochy**
Short title Sukces agroekologicznych i wielofunkcyjnych gospodarstw dziedziczonych na Sycylii

Short summary for practitioners on the (final or expected) outcomes of the practice.

Podczas sukcesji coraz większa liczba następców w małych i średnich gospodarstwach decyduje się na przyjęcie silnych wielofunkcyjnych i agroekologicznych podejść. Badanie następców sycylijskich pokazuje, że jest to sposób na radzenie sobie z ważniejszym problemem, z którym muszą się zmierzyć następcy, to jest przenoszeniem gospodarstw rolnych, które są już ustrukturyzowane przez decyzje minionego pokolenia dotyczące trajektorii gospodarowania w oparciu o lokalizację i grunty specyficzne dla upraw. Przyjęcie nowych modeli pozwala na zmianę kierownictwa wyższego pokolenia bez uciekania się do ogromnych środków na nowe inwestycje. W ramach ogólnej strategii wprowadzają innowacje, czerpiąc z lokalnej bioróżnorodności (starożytne uprawy i rodzime rasy), internalizując działania o wartości dodanej (przetwórstwo żywności, krótkie łańcuchy dostaw, sprzedaż na miejscu i przez internet) oraz oferując nowe usługi (edukacja i agroprzedszkola), rekreację, rolnictwo społeczne, produkcję energii odnawialnej, agro-wellbeing, turystyka wiejska). Pozytywnym wynikiem jest to, że są w stanie dywersyfikować produkty i procesy, opierając się w ten sposób na różnych źródłach dochodu. Co więcej, ten proces poszerzania zakresu działań jest często prześladowany przez tworzenie sieci, co generuje wzrost społecznych powiązań kooperacyjnych między różnymi lokalnymi podmiotami.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Hiszpania**

Short title Powolne dziedziczenie, powolna rewolucja: regeneracja systemów żywnościowych w zachodniej Katalonii poprzez agrobioróżnorodność i lokalne kultury żywności (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

"Cultures Trobades", projekt promowany w 2008 roku przez organizację „Slow Food Terres de Lleida", przewiduje i przywraca wykorzystanie lokalnych starodawnych nasion i ras zwierząt. Szczególnym sukcesem była koza katalońska, która obecnie jest chroniona pod własną organizacją. Rolnicy agroekolodzy i niektóre restauracje w okolicy działają jako kluczowi zwolennicy tych inicjatyw i wspólnie dostosowują się, i reformują powolny, ale wytrwały ruch kontrkulturowy i regeneracyjny, zapoczątkowany już pod koniec lat 70. przez pionierów rolnictwa ekologicznego w regionie. Proces sukcesji, jako wydarzenie życiowe, wydaje się szczególnie odpowiedni do przyjęcia innowacji rolno-środowiskowych, takich jak ponowne wykorzystanie lokalnych odmian. Jednak w niektórych przypadkach konserwatywna postawa starego pokolenia zniechęca do przyjęcia tych praktyk przez nowe pokolenia przedsiębiorców. Samorządność i niezależność są wysoko cenione wśród nowych pokoleń. Również poczucie komunitaryzmu, pomimo formalnych historycznych prób koordynowania inicjatyw regeneracyjnych, okazało się trudne, prawdopodobnie z powodu braku kultury współpracy. Wielu uczestników zgłasza brak edukacji żywieniowej w lokalnym społeczeństwie, co utrudnia społeczeństwu docenienie wartości dodanej tych praktyk i zagwarantowanie ich zrównoważonego rozwoju. Administracja publiczna nie zawsze wspierała inicjatywy regeneracyjne na katalońskich ziemiach zachodnich. Praktyki te przyczyniły się do dywersyfikacji systemu rolniczego w regionie (ukierunkowując go bardziej na konsumpcję żywności przez ludzi), upowszechniły lokalną wiedzę, poprawiły ochronę środowiska naturalnego i wygenerowały wyższą świadomość społeczną.

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Francja**

Short title Kształcenie w "zawodach natury": siła napędowa regeneracji wsi w "Pays Coutancais" (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Wybór szkoły rolniczej Coutances jako obiecującego doświadczenia „odrodzenia wsi" wynika z orientacji tej instytucji, zależnej od Ministerstwa Rolnictwa (i zarządzanej autonomicznie od Edukacji Narodowej) przez lokalną grupę zdeterminowanych rolników, na praktykę zawodów i umiejętności w sposób innowacyjny, nie przyjmując ogólnego modelu rolnictwa intensywnego, lecz uprawiając „rolnictwo chłopskie" łączące zachowanie zasobów naturalnych z otwartością na społeczeństwo, w szczególności poprzez „chłopskie powitanie" mieszczan w „gospodarstwie". Podczas gdy generalną zasadą jest posiadanie tylko jednej szkoły rolniczej na wydział, grupa utworzyła swoje w oryginalnej lokalizacji, ponieważ 1) chociaż z dużym majątkiem ziemskim, to znajduje się niedaleko centrum miasta Coutances 2) wybrano skupienie się na rolnictwie i agrobiologicznej uprawie i hodowli, ale także na ogrodnictwie i kształtowaniu krajobrazu, aby wzmocnić różnorodność rolnictwa i „rzemiosł przyrodniczych" charakterystycznych dla wydziału 3) w swoim „kampusie" łączy szkołę z internatem skierowanym do uczniów szkół średnich (gdzie szkolenie wymaga praktyki w gospodarstwie rolnym i szklarniach) ośrodek szkoleniowy dla dorosłych, który przyciąga nowych rolników spoza regionu i spoza rodzinnego rolnictwa, a także ośrodek szkoleniowy dla praktykantów. Sieciowanie i praca ze wspólnymi wartościami skuteczniej budują atmosferę sprzyjającą "instalowaniu" młodych następców rzadziej niż młodych i starych nowicjuszy w ogrodnictwielub nowych systemach jako „chłopskich piekarzy". Wreszcie cały mały region wspierany przez wybieralnych urzędników, stowarzyszenia i instytucje edukacyjne edukacji narodowej jest zorientowany na edukację, począwszy od „przedszkola" w „transformacji ekologicznej i społecznej" do pojednania między „światem rolniczym" a lokalnymi nie-rolnikami odnawiającymi „terytorium wiejskie" oraz relację miasto/wieś.

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Niemcy**
Short title RWS Hof Pente - sukces dzięki społeczności, edukacji i ekologii (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemy/szanse: Obiecująca praktyka dotyczy braku zrozumienia i zaangażowania w rolnictwo i produkcję żywności.

Dzięki wspólnej odpowiedzialności i wysokim kompetencjom zespołu zarządzającego oraz dzięki rolnictwu ekologicznemu w pobliżu Osnabrück, powstaje regionalna podaż żywności.

Wyniki: RWS Hof Pente to rolnictwo wspierane przez społeczność w formie wspólnie zorganizowanej. 300 członków otrzymuje żywność sezonową i regionalną produkowaną w gospodarstwie poprzez członkostwo. Czują się również wspólnie odpowiedzialni za gospodarstwo, ponieważ decyzje są omawiane otwarcie na regularnych spotkaniach. Działają nie tylko jako konsumenci, ale także jako producenci. Wielu członków cieszy się również atmosferą i społecznością w dniu odbioru i wykorzystuje gospodarstwo do lokalnej rekreacji. Gospodarstwo oferuje szeroką gamę edukacji na rzecz zrównoważonego rozwoju. Istnieje przedszkole i szkoła, w których nauczanie i uczenie się odbywa się w sensie edukacji w środowiskach pełnych. Oferta edukacyjna jest ściśle związana z bezpośrednią (rolniczą) działalnością w gospodarstwie (praktyki, staże, seminaria), ale także pośrednio poprzez doświadczenie natury, rolnictwa i żywienia. Gospodarstwo prowadzi rolnictwo biodynamiczne, które chroni klimat, gleby i zasoby (ścisłe wytyczne Demeter). W szczególności należy podkreślić wkład w pielęgnację gleby (np. poprzez hodowlę koni) oraz bioróżnorodność (różnorodność na gruntach rolnych).

Zalecenia:

Ta praktyka pokazuje, jak małe gospodarstwo przyczynia się do odżywiania regionalnego i sezonowego, bioróżnorodności i społeczności lokalnej. Nawet jeśli powierzchnia gruntów rolnych jest raczej niewielka (37 ha), tworzy się wiele miejsc pracy.

Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Finlandia**
Short title Żywe rolnictwo i leśnictwo w regionie Uusimaa (projekt ELINA Uusimaa) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Projekt ELINA był realizowany w prowincji Uusimaa w latach 2015-2018. Warunki funkcjonowania i rentowność gospodarstw rozwijaliśmy organizując imprezy informacyjne i szkolenia dla rolników. Jest to profesjonalna edukacja aktualizacyjna dla rolników. Szkolenie koncentrowało się na inwestycjach w gospodarstwach i kwestiach odnowy pokoleniowej oraz poprawie opłacalności i konkurencyjności gospodarstw z uwzględnieniem także aspektów środowiskowych.

Projekt dał nowe możliwości kierownictwu gospodarstwa, aby sprostać wielu przyszłym wyzwaniom, a nie tylko niektórym szczegółom pewnych kwestii produkcyjnych. Dotychczasowy model odrębnych małych projektów rozwojowych dla różnych linii produkcji rolniczej został odrzucony w projekcie ELINA. Sprawa sukcesji gospodarstw była tylko jednym z wielu punktów zainteresowania projektu.

Poprzez szkolenia i wyjazdy studyjne uczestnicy uzyskali aktualne informacje na temat procesu sukcesji gospodarstw. Wiele organizacji dostarcza informacji potrzebnych w sukcesji gospodarstw. W ramach projektu zebrano razem te informacje o różnych aspektach i udostępniono je rolnikom. Uczestnicy zostali zachęceni do przyłączenia się do mniejszych grup szkoleniowych w celu opracowania swoich indywidualnych planów na przyszłość i kontynuowania procesu sukcesji przy wsparciu rówieśników w bardziej intymnym i poufnym środowisku. Praktyka poprawiła networking i była elastyczna. Szkolenia odbywały się w mniejszych grupach i poza typowymi salami wykładowymi. Inspiracja siłą rówieśniczego wsparcia i rówieśniczego uczenia się była postrzegana pozytywnie i innowacyjnie. Naukowcy zajmujący się rolnictwem zbliżyli się do rolników, aby podzielić się swoją wiedzą i częściej testować swoje metody w praktyce z rolnikami.

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Węgry**
Short title Społeczność winiarska regionu Mór (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Region winiarski Mór jest jednym z najmniejszych, ale bardzo znanych regionów winiarskich na Węgrzech. Gmina Winiarska Mór powstała w 1995 roku po zmianie ustroju, kiedy w wyniku prywatyzacji gruntów w regionie powstało wiele małych gospodarstw winiarskich. Wspólnota pracuje na 600 hektarach winnic, zrzesza 820 członków w pięciu osadach: Mór, Csákberény, Zámoly, Csókakő, Söréd. Głównymi celami Wspólnoty Wina jest stworzenie silnej sieci pomiędzy producentami wina i powiązanymi podmiotami, takimi jak organizacje turystyczne i kulturalne regionu, oraz pomoc rolnikom (następcom) w kontynuowaniu rodzinnych gospodarstw. Gmina organizuje i wspiera także wydarzenia związane z dziedzictwem w regionie.

Producenci wina są ważnymi aktorami w społeczności lokalnej, są zaangażowani w wiele lokalnych działań, uczestniczą w procesach planowania rozwoju lokalnego, szczególnie skupiającego się na turystyce i/lub rozwoju opartym na dziedzictwie lokalnym. Większość okolicznych mieszkańców jest związana z winem i winnicami, więc winiarze są uważani za swego rodzaju obrońcę lokalnego dziedzictwa i tożsamości, a także za ważny sektor lokalnej gospodarki.

W ostatnim dziesięcioleciu w regionie rozpoczęła się intensywna zmiana pokoleniowa, w gospodarstwach rodzinnych rozpoczął się transfer międzypokoleniowy, a do regionu przybyli młodzi rolnicy, którzy założyli nowe firmy. Zmiana pokoleniowa zarówno w rodzinnych gospodarstwach rolnych, jak iw regionie skutkuje i wspiera bardziej wrażliwą ekologicznie postawę rolników i może spowodować nowe podejście do rolnictwa agroekologicznego.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Studium przypadku dot. osób dziedzących gospodarstwa

Country **Irlandia**
Short title Partnerstwa gospodarstw rolnych jako obiecująca praktyka (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

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Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc ;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN ROMANIAN

Fact sheet - Studii de caz pe succesori

Country **Irlanda**

Short title Maximizand Sistemele de Productie Organica (MOPS)(code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

În 2018, un grup de fermieri organici, Irish Organic Association (IOA), cercetători și agronomi s-au reunit ca o unitate de colaborare pentru a iniția și forma Proiectul Maximizarea sistemelor de producție organică (MOPS), Grupul operațional EIP-AGRI în 2018. Proiectul își propune să optimizeze producția horticolă ecologică din Irlanda și să îmbunătățească continuitatea lanțurilor scurte de aprovizionare pentru piața națională prin crearea unui sistem de cultură colaborativă care să corespundă cererilor în creștere ale comercianților cu amănuntul, pe lângă creșterea durabilității fermelor prin reducerea dependenței de importurile de nutrienți. Proiectul folosește economii de scară din producția colaborativă a 11 ferme horticole organice certificate din întreaga Irlanda, de dimensiuni și capacitate de cultură diferite, producând ca și cum ar fi o singură întreprindere agricolă. Fermele ecologice care participă la proiectul MOPS sunt exploatate de proprietari. În mod colectiv, fermierii MOPS furnizează o serie de piețe, inclusiv; vânzări directe (piețe online și fermiere), piețe angro, magazine de specialitate, restaurante, puncte de achiziții private și multiplii de supermarket / retail. Viabilitatea sporită a fermierilor implicați în proiectul MOPS evidențiază multe probleme legate de viabilitatea fermelor convenționale, protecția mediului și evaluarea biodiversității, dar atrage, de asemenea, atenția asupra problemelor legate de tinerii fermieri și succesiunea acestora. Acest studiu relevă faptul că succesiunea intergenerațională și eventuala moștenire a fermei familiale sunt principala cale de intrare în agricultura ecologică în Irlanda. Elementul de rețea al proiectului a permis, de asemenea, transferul intergenerațional și schimbul de cunoștințe între fermierii organici mai în vârstă și mai tineri în beneficiul terenului și viabilitatea sporită a fermei.

Useful links: Project Description: Irelands National Rural Networks: https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf; MOPS Project Manager Blog: https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

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Fact sheet - Studii de caz pe succesori

Country **Polonia**

Short title Cydr Chyliczki, ferma lui Ludwik Majlert și ferma Rysiny: producție și procesare de alimente familiale durabile din punct de vedere social, ecologic și economic la periferia Varșoviei (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cele trei afaceri de familie descrise în acest caz se concentrează pe producția și prelucrarea alimentelor: Cydr Chyliczki pe mere și cidru, și ferma Ludwik Majlert, precum și ferma Rysiny pe o varietate de legume (și flori, precum și răsaduri de plante comestibile) care sunt apoi vândute direct la ferme. Cazurile ilustrează faptul că producția și prelucrarea alimentelor familiale are un potențial semnificativ de a combina dimensiunile sociale, de mediu și economice ale sustenabilității, concentrându-se pe produse locale, tradiționale, organice și de înaltă calitate. În cazul lui Cydr Chyliczki, produsul principal este cidrul din specii tradiționale de mere din regiune; cidrul este un produs de ultimă generație vândut restaurantelor și magazinelor din toată Polonia. Alte două ferme integrează lanțul de aprovizionare prin producerea, prelucrarea și vânzarea directă la fermă. Mai mult, fermele oferă funcții sociale și culturale exemplificate de ex. evenimentele „cină la câmp”, tururi pentru școli și grădinițe locale și un mic restaurant la ferma Rysiny - un spațiu comunitar local de facto. Ferma Rysiny prelucrează și vinde și produse obținute de la alți fermieri din regiune (de exemplu, pâine). În fiecare caz, conducerea afacerii este foarte intensivă în muncă, ceea ce înseamnă dependență de forța de muncă sezonieră a migranților (mai ales având în vedere piața muncii competitivă din Varșovia). Principalele recomandări practice sunt asigurarea terenurilor din jurul orașelor pentru agricultură (administrație locală), integrarea mai multor părți ale lanțului de aprovizionare și funcții neagricole (ferme similare), punerea în aplicare a politicilor prietenoase cu migranții, precum și reducerea dificultăților instituționale în intrarea și administrarea unui fermă familială care este percepută ca o barieră importantă de către actori (autoritățile naționale).

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Fact sheet - - Studii de caz pe succesori

Country **Flandria (Belgia)**
Short title Diversificarea fermei prin succesiune (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

În timpul procesului de succesiune, un număr din ce în ce mai mare de succesori aleg să-și diversifice veniturile agricole. Cele două exemple Biohoeve Hof te Muizenhole și De Speiboerderij din Ardenele flamande își păstrează ambele venituri principale din producția agricolă după succesiune. Principalul motiv al diversificării este de a oferi o bază mai profitabilă succesorului (lor) prin adăugarea de valoare produselor pentru care clienții sunt dispuși să plătească mai mult și / sau prin răspândirea riscurilor pentru a oferi securitate operațională. Hof te Muizenhole a trecut de la agricultura tradițională la cea ecologică după succesiune. A decis o mecanizare GPS specializată în continuare. Rasa bovinelor de carne a fost înlocuită pentru a se potrivi mai bine abordării organice. Fiul este acum singurul acționar și se concentrează pe cultivare și tehnici inovatoare. Tatăl este încă activ și contribuie pe piața de vânzări, marketing și administrare. De Speiboerderij a adăugat capre lactate organice la ferma sa și a extins producția și vânzările casnice după succesiunea fiului și fiicei sale. Înainte avea doar vaci de lapte organice. În prezent, compania este condusă de trei persoane, tatăl fiind responsabil pentru vaci și succesorii pentru capre, producția și vânzările și administrarea casei. Diversificarea acestor exemple a necesitat abilități suplimentare privind tehnicile și piața de vânzări și marketing. În procesul decizional de diversificare este utilă consultarea externă pe piața de vânzări, tehnici și administrare. Un alt punct de atenție este stabilirea succesivă a unei organizații viitoare a companiei agricole, cu o împărțire a responsabilităților între părinți și succesori. Acest lucru și în lumina soluționării finanțelor cu ceilalți frați din familie.

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Fact sheet - - Studii de caz pe succesori

Country **Italia**

Short title Succesori agroecologici și multifuncționali de succes în regiunea Sicilia (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

During the succession process an increasing number of successors in small and medium farms choose to adopt strong multifunctional and agro-ecological approaches. The study of Sicilian successors shows that this is a way to deal with the more relevant problem successors have to face, that is the transfer of farms that are already structured by past generation's decisions on farming trajectories based on very location and crop-specific land. The adoption of new models allows to change the senior generation management without resorting to massive fund for new investment. As a general strategy, they innovate by drawing on local biodiversity (ancient crops and indigenous breeds), by internalizing value added activities (food processing, short supply chains, on site and online sales) and by offering new services (education and agri-kindergarten, recreational activities, social agriculture, production of renewable energy, agri-wellbeing, rural tourism). A positive result is that they are able to diversify products and processes, thus relying on different sources of income. Moreover, this process of broadening the range of activities is often persecuted by networking, which generates an increase in social collaborative connections among different local actors.

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Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; https://www.youtube.com/watch?v=wLSxMb3rhKY

Fact sheet - Studii de caz pe succesori

Country **Spania**

Short title Succesiune lentă, revoluție lentă: regenerarea sistemului agroalimentar în Țările de Vest Catalane prin agrobiodiversitate și culturi alimentare locale (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

"Cultures Trobades", un proiect promovat în 2008 de organizația „Slow Food Terres de Lleida", urmărește și restabilește utilizarea semințelor antice locale și a raselor de animale. O poveste de succes deosebită a fost capra catalană, care acum este păstrată sub propria organizație. Fermierii agroecologici și unele restaurante din zonă acționează ca susținători cheie ai inițiativelor și, împreună, conformează și reformează o mișcare lentă, dar persistentă, contraculturală și regenerativă, care a apărut deja la sfârșitul anilor 1970 de către pionierii agriculturii ecologice din regiune. Procesul de succesiune, ca eveniment de viață, pare deosebit de potrivit pentru adoptarea de inovații agro-ecologice, cum ar fi reutilizarea soiurilor locale. Dar, în unele cazuri, atitudinea conservatoare a vechii generații împiedică adoptarea acestor practici de către noile generații antreprenoriale. Autogestionarea și independența sunt foarte apreciate în rândul noilor generații. De asemenea, un sentiment de comunitarism, în ciuda încercărilor istorice formale de coordonare a inițiativelor regenerative, s-a dovedit dificil, probabil din cauza lipsei de cultură cooperativă. Mulți participanți raportează o lipsă de educație alimentară în societatea locală, ceea ce face dificilă pentru public să aprecieze valoarea adăugată a acestor practici și să garanteze sustenabilitatea acestora. Administrația publică nu a sprijinit întotdeauna inițiativele regenerative din Țările Occidentale catalane. Practicile au contribuit la diversificarea sistemului agricol din regiune (orientându-l mai mult spre consumul de alimente umane), au diseminat cunoștințele locale, au îmbunătățit conservarea mediului natural și au generat o conștiință socială mai înaltă.

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Fact sheet - Studii de caz pe succesori

Country **Franta**

Short title Instruirea în „profesii în natură”: o forță motrice pentru regenerarea rurală a „Pays Coutancais” (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Alegerea școlii agricole din Coutances ca o experiență promițătoare de „regenerare rurală” se datorează orientării acestei instituții dependente de Ministerul Agriculturii (și gestionată autonom de la Educația Națională) de către un grup local de fermieri hotărâți pentru a-și practica profesii și abilități într-un mod inovator prin neadoptarea modelului general de agricultură intensivă, ci prin practicarea „agriculturii țărănești”, asocierea păstrării resurselor naturale cu deschiderea către societate, în special prin „primirea țărănească” a orășenilor din „fermă”. În timp ce regula generală este de a avea un singur liceu agricol pe departament, grupul și-a obținut crearea într-o locație originală încă de la 1), deși cu o proprietate mare, este situat nu departe de centrul orașului Coutances 2) pe care l-a ales să se concentreze pe agricultură și cultivarea și reproducerea agrobiologică, dar și pe horticultură și peisagistică, astfel încât să consolideze diversitatea agriculturii și „meseriile naturii” caracteristice departamentului 3) că în „campusul” său reunește o școală cu facilități de internat destinate colegiului și elevi de liceu unde instruirea necesită practică în fermă și sere, un centru de formare pentru adulți care atrage noi fermieri care nu provin din regiune și în afara agriculturii familiale, un centru de formare pentru ucenici. Rețeaua și lucrul cu valori comune reușesc să construiască o atmosferă favorabilă instalării mai rar a tinerilor succesori decât a tinerilor și bătrânilor nou-veniți în grădinărit de piață sau a sistemelor noi ca „brutari țărani”. În cele din urmă, întreaga regiune mică susținută de oficiali aleși, asociații și instituții de învățământ din educația națională este orientată prin educație începând de la „grădiniță” în „tranziția ecologică și societală” și către o reconciliere între „lumea agricolă” și cea non-locală. reînnoirea „teritoriului rural” a locuitorilor fermierilor, precum și a relațiilor dintre oraș și mediul rural.

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Fact sheet - Studii de caz pe succesori

Country **Germania**
Short title CSA Hof Pente GbR -Succes prin comunitate, educație și ecologie (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Probleme / oportunități: practica promițătoare abordează lipsa de înțelegere și angajament față de agricultură și producția de alimente.

Prin responsabilitatea partajată și competențele mari ale echipei de conducere, se creează o aprovizionare regională cu alimente prin agricultura ecologică lângă Osnabrück.

Rezultate: CSA Hof Pente este agricultura susținută de comunitate într-o formă organizată în cooperare. 300 de membri primesc alimente sezoniere și regionale produse la fermă prin intermediul unui membru. De asemenea, se simt responsabili în mod colectiv de faimă, deoarece deciziile sunt discutate în mod deschis în cadrul reuniunilor regulate. Aceștia acționează nu numai ca consumatori, ci și ca producători. Mulți membri se bucură, de asemenea, de atmosfera și de comunitatea socială din ziua preluării și folosesc ferma pentru recreere locală.

Ferma oferă o gamă largă de educație pentru dezvoltare durabilă. Există o grădiniță și o școală, unde predarea și învățarea au loc în sensul educației în medii complete. Ofertele educaționale sunt strâns legate de activitățile directe (agricole) de la fermă (ucenici, stagii, seminarii), dar și indirect prin experiența naturii, agriculturii și nutriției.

Ferma practică agricultura biodinamică, care protejează clima, solurile și resursele (îndrumări stricte ale lui Demeter). În special, trebuie subliniate contribuțiile la îngrijirea solului (de exemplu, cultivarea cu cai) și la biodiversitate (diversitatea pe terenurile agricole).

Recomandări:

Această practică arată cum o fermă destul de mică contribuie la nutriția regională și sezonieră, biodiversitatea și comunitatea locală. Chiar dacă dimensiunea terenurilor agricole este destul de redusă (37 de hectare), există multe locuri de muncă create la hectar.

Useful links: https://hofpente.de/
https://www.youtube.com/watch?v=5rQNN6dAhBI
https://www.youtube.com/watch?v=8P9PmQ-kTis
contact: csa@hofpente.de

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Fact sheet - Studii de caz pe succesori

Country **Finlanda**
Short title Agricultură vitală și silvicultură în regiunea Uusimaa (Proiectul ELINA Uusimaa) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Proiectul ELINA a fost implementat în provincia Uusimaa în 2015-2018. Circumstanțele de funcționare și profitabilitatea fermelor le-am dezvoltat prin organizarea de evenimente de informare și instruire pentru fermieri. Este o educație profesională de actualizare pentru fermieri. Instruirea s-a axat pe investițiile în ferme și pe problemele de reînnoire generațională și pe îmbunătățirea profitabilității și competitivității fermelor, luând în considerare și aspectele de mediu.

Proiectul a oferit noi abilități managementului fermei pentru a face față multor provocări viitoare, nu doar unor detalii ale anumitor probleme de producție. Fostul model de proiecte separate de dezvoltare mică pentru diferite linii de producție agricolă a fost respins în proiectul ELINA. Problema succesiunilor agricole a fost doar unul dintre numeroasele puncte de interes ale proiectului.

Prin evenimentele de instruire și călătoriile de studiu, participanții au obținut informații actualizate despre procesul de succesiune a fermei. Multe organizații oferă câteva informații necesare în succesiunea fermei. Proiectul a colectat aceste informații cu diverse aspecte împreună și le-a făcut să fie ușor disponibile pentru fermieri. Participanții au fost încurajați să se alăture grupurilor mai mici de formare pentru a-și dezvolta planurile individuale de viitor și pentru a continua procesul de succesiune cu sprijinul colegilor într-un mediu mai intim și confidențial. Practica a îmbunătățit rețeaua și a fost flexibilă. Ședințele de instruire au fost mai mult decât în sesiuni de instruire de grup mai mici și în afara sălilor de curs tipice. Inspirația puterii sprijinului de la egal la egal și a învățării de la egal la egal a fost văzută pozitivă și inovatoare. Cercetătorii agricoli s-au apropiat de fermieri pentru a le împărtăși cunoștințele și pentru a-și testa metodele mai des în practică cu fermierii.

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Fact sheet - Studii de caz pe succesori

Country **Ungaria**
Short title Comunitatea viticolă din regiunea viticolă Mór (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Regiunea viticolă Mór este una dintre cele mai mici, dar foarte renumite regiuni viticole din Ungaria. Comunitatea vinului din Mór a fost fondată în 1995, după schimbarea sistemului politic, când, ca urmare a privatizării terenurilor, au fost înființate numeroase ferme mici de producători de vin în regiune. Comunitatea lucrează pe 600 de hectare de vie, are 820 de membri în cinci așezări: Mór, Csákberény, Zámoly, Csókakő, Söréd. Principalele obiective ale Comunității Vinului sunt crearea unei rețele puternice între producătorii de vin și actorii conexi, precum organizațiile de turism și culturale din regiune și de a ajuta fermierii (succesori) să continue fermele familiale. Comunitatea organizează și susține, de asemenea, evenimente bazate pe patrimoniu în regiune.

Producătorii de vin sunt actori importanți în societatea locală, sunt implicați în multe activități locale, participă la procesele de planificare a dezvoltării locale, în special care se concentrează pe turism și / sau dezvoltarea bazată pe patrimoniul local. Majoritatea locuitorilor locali au legături cu vinul și podgoria, astfel încât vinificatorii sunt considerați ca un fel de protector al moștenirii și identității locale și, de asemenea, ca un sector important al economiei locale.

O schimbare generațională intensă a început în regiune în ultimul deceniu, transferul intergenerațional a început în fermele familiale și, de asemenea, unii tineri fermieri nou-veniți au ajuns în regiune și au început noi afaceri. Schimbarea generațională atât în fermele familiale, cât și în regiune are ca rezultat și susține o atitudine mai sensibilă a mediului a fermierilor și poate provoca o nouă abordare agricolă agroecologică.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Studii de caz pe succesori

Country **Irlanda**
Short title Parteneriatele agricole ca o practică promițătoare (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Parteneriatele agricole intră sub denumirea „agricultură colaborativă, facilitând succesiunea fermei într-un mod mai oportun și mai colaborativ. Fermierii irlandezi pot beneficia de stimulente financiare care vizează încurajarea și menținerea dezvoltării parteneriatelor. Principalul accent al studiului s-a concentrat pe parteneriatele agricole înregistrate (PAD), dintre care există acum peste 3.000 de astfel de acorduri în Irlanda, devin din ce în ce mai populare în Irlanda, identificate ca fiind extrem de importante pentru dezvoltarea viitoare a agriculturii. Unul dintre principalele avantaje identificate este faptul că parteneriatele au oferit succesorului o oportunitate de a crește nu numai amploarea, ci și de a îmbunătăți eficiența. Cu eficiență, în majoritatea cazurilor, condusă de tehnologii îmbunătățite, funcționând mai inteligent decât mai greu. Oportunitatea de a crește amploarea a dus la creșterea viabilității parteneriatului, aducând în același timp conversația de succesiune în prim plan. Fermierii mai în vârstă, văzuți ca fermieri de tip mai tradițional, nu erau adesea încrezători în explorarea noilor tehnologii. Cu toate acestea, pe măsură ce încrederea a crescut prin angajamentul cu succesorul, fermierii mai în vârstă au fost mai dornici să îmbrățișeze idei noi și să profite de beneficii. Acest studiu relevă faptul că succesiunea intergenerațională și eventuala moștenire a fermei familiale au fost asistate și facilitate de parteneriate. Succesorii sunt aduși în afaceri mai devreme de ceea ce altfel ar fi cazul, pentru a beneficia de stimulentele financiare menționate ca principala forță motrice pentru mulți. Schimbarea de minte stabilită prin parteneriat și consolidarea încrederii a beneficiat de transfer intergenerațional și de schimb de cunoștințe între fermierii mai în vârstă și cei mai tineri.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACT SHEETS IN SPANISH

Fact sheet - Estudio de caso sobre sucesores

Country **Irlanda**
Short title Maximización de los Sistemas de Producción Orgánica (MOPS) (code IE1B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
En 2018, un grupo de agricultores ecológicos, la Asociación Ecológica Irlandesa (IOA), investigadores y agrónomos se reunieron como unidad de colaboración para iniciar y formar el Grupo Operativo EIP-AGRI del Proyecto Maximización de los Sistemas de Producción Ecológica (MOPS). Este innovador proyecto tiene como objetivo optimizar la producción hortícola ecológica en Irlanda y mejorar la continuidad de las cadenas de suministro cortas para el mercado nacional mediante la creación de un sistema de cultivo colaborativo que corresponda a las crecientes demandas de los minoristas, además de hacer que las explotaciones sean más sostenibles mediante la reducción de la dependencia en importaciones de nutrientes. El proyecto utiliza las economías de escala de la producción colaborativa de 11 explotaciones de horticultura ecológica certificada en Irlanda, de diferentes tamaños y capacidad de cultivo, que producen como si fueran una única empresa agrícola. Las explotaciones ecológicas que participan en el proyecto MOPS son gestionadas por sus propietarios. En conjunto, los agricultores del proyecto MOPS abastecen a una serie de mercados, incluyendo la venta directa (en línea y en los mercados de agricultores), los mercados mayoristas, las tiendas especializadas, los restaurantes, los puntos de venta privados y los supermercados/minoristas. La mejora de la viabilidad de los agricultores que participan en el proyecto MOPS pone de manifiesto muchas cuestiones relacionadas con la viabilidad de las explotaciones agrícolas convencionales, la protección del medio ambiente y la valoración de la biodiversidad, pero también llama la atención sobre cuestiones relacionadas con los jóvenes agricultores y la sucesión. Este estudio revela que la sucesión intergeneracional, y la eventual herencia de la granja familiar, es la principal vía de entrada a la agricultura ecológica en Irlanda. El elemento de red del proyecto también ha permitido la transferencia intergeneracional y el intercambio de conocimientos entre los agricultores ecológicos más mayores y los más jóvenes en beneficio de la tierra y de la mejora de la viabilidad de la explotación agrícola..

Useful links:https://477341-1500199-raikfcquaxqncofqfm.stackpathdns.com/wp-content/uploads/2019/02/Maximising-Organic-Production-Systems-MOPS-NRN-Website.pdf;https://www.nationalruralnetwork.ie/eip-agri-blog/maximising-organic-production-systems-mops/?fbclid=IwAR2WUIWLC05eLizPXCEgUlu93KWLO_iDCKq4ISvc-vMisLsqHZo2D8g2gM0

Fact sheet - Estudio de caso sobre sucesores

Country **Polonia**

Short title Cydr Chyliczki, la Granja de Ludwik Majlert y la Granja Rysiny: producción y procesamiento familiar de alimentos social, medioambiental y económicamente sostenibles en las afueras de Varsovia (code PL2B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Las tres empresas familiares descritas en este caso se centran en la producción y el procesamiento de alimentos: Cydr Chyliczki en manzanas y sidra, y la granja de Ludwik Majlert así como la Granja Rysiny en una variedad de verduras (y flores así como plantones de plantas comestibles) que luego se venden directamente en las granjas. Los casos ilustran que la producción y el procesamiento familiar de alimentos tienen un importante potencial para combinar las dimensiones social, medioambiental y económica de la sostenibilidad al centrarse en productos locales, tradicionales, ecológicos y de alta calidad. En el caso de Cydr Chyliczki, el principal producto es la sidra elaborada con especies tradicionales de manzano de la región; la sidra es un producto de alta gama que se vende en restaurantes y tiendas de toda Polonia. Otras dos explotaciones integran la cadena de suministro produciendo, procesando y vendiendo directamente en la granja. Además, las granjas desempeñan funciones sociales y culturales, como por ejemplo los eventos de "cena en el campo", las visitas a las escuelas y guarderías locales, y un pequeño restaurante en la Granja Rysiny, un espacio comunitario local de facto. La Granja Rysiny también procesa y vende productos obtenidos de otros agricultores de la región (por ejemplo, pan). En todos los casos, la gestión de la empresa requiere mucha mano de obra, lo que significa depender de la mano de obra inmigrante estacional (especialmente teniendo en cuenta el competitivo mercado laboral de Varsovia). Las principales recomendaciones prácticas son asegurar terrenos en los alrededores de las ciudades para la agricultura (administración local), integrar múltiples partes de la cadena de suministro y funciones no agrícolas (explotaciones similares), aplicar políticas favorables a los inmigrantes, así como reducir las dificultades institucionales para la entrada y gestión una explotación familiar que son percibidas como una importante barrera por los actores (autoridades nacionales).

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Fact sheet - Estudio de caso sobre sucesores

Country **Flandes (Bélgica)**
Short title Diversificación de las explotaciones agrícolas en la sucesión (code BE3B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Durante el proceso de sucesión, un número cada vez mayor de sucesores opta por diversificar sus ingresos agrícolas. Los dos ejemplos Biohoeve Hof te Muizenhole y De Speiboerderij, en las Ardenas flamencas, mantienen sus principales ingresos procedentes de la producción agrícola tras la sucesión. La razón principal de la diversificación es proporcionar una base más rentable al sucesor(es), añadiendo valor a los productos por los que los clientes están dispuestos a pagar más y/o repartiendo los riesgos para proporcionar seguridad operativa. Hof te Muizenhole pasó de la agricultura tradicional a la ecológica en el momento de la sucesión. Se decidió por una mayor mecanización especializada del GPS. Se sustituyó la raza de ganado vacuno para adaptarla mejor al enfoque ecológico. El hijo es ahora el único accionista y se concentra en el cultivo y las técnicas innovadoras. El padre sigue activo y contribuye en el mercado de ventas, el marketing y la administración. De Speiboerderij añadió cabras lecheras ecológicas a su explotación y amplió la producción y las ventas a domicilio tras la sucesión del hijo y la hija. Antes sólo tenía vacas lecheras ecológicas. En la actualidad, la empresa está dirigida por tres personas, siendo el padre el responsable de las reses y los sucesores de las cabras, la producción casera y las ventas y la administración. La diversificación en estos ejemplos requirió conocimientos adicionales sobre técnicas, mercado de ventas y marketing. En el proceso de decisión de la diversificación es útil el asesoramiento externo sobre el mercado de ventas, las técnicas y la administración. Otro punto de atención es establecer una organización a prueba de futuro de la empresa agrícola en el momento de la sucesión con una división de responsabilidades entre padres y sucesores. Esto también en aras de la liquidación de las finanzas con los otros hermanos en la familia.

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Fact sheet - Estudio de caso sobre sucesores

Country **Italia**
Short title Sucesores agroecológicos y multifuncionales de éxito en la región de Sicilia (code IT4B)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Durante el proceso de sucesión, un número cada vez mayor de sucesores de pequeñas y medianas explotaciones agrícolas optan por adoptar enfoques fuertemente multifuncionales y agroecológicos. El estudio de los sucesores sicilianos muestra que esta es una forma de abordar el problema más relevante al que se enfrentan los sucesores, es decir, el traspaso de explotaciones que ya están estructuradas por las decisiones de la generación anterior sobre las trayectorias agrícolas basadas en terrenos muy específicos en localización y cultivo. La adopción de nuevos modelos permite cambiar la gestión de la generación anterior sin recurrir a fondos masivos para nuevas inversiones. Como estrategia general, innovan aprovechando la biodiversidad local (cultivos antiguos y razas autóctonas), internalizando las actividades de valor añadido (procesamiento de alimentos, cadenas de suministro cortas, venta in situ y en línea) y ofreciendo nuevos servicios (educación y agro-guardería, actividades recreativas, agricultura social, producción de energía renovable, agro-bienestar, turismo rural). Un resultado positivo es que son capaces de diversificar productos y procesos, contando así con diferentes fuentes de ingresos. Además, este proceso de ampliación del abanico de actividades suele estar acompañado de la creación de redes, lo que genera un aumento de las conexiones de colaboración social entre distintos actores locales.

Useful links: https://kipschool.org/usr_files/generic_pdf/BiodistrictsSicily-ENG.pdf; https://www.legallinefelici.bio; https://simenza.it; Invidiata Farm: https://www.youtube.com/watch?v=wLSxMb3rhKY

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Fact sheet - Estudio de caso sobre sucesores

Country **España**

Short title Sucesión lenta, revolución lenta: regenerando los sistemas agroalimentario en las tierras occidentales catalanas a través de la agrobiodiversidad y las culturas alimentarias locales (code ES5B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

"Cultures Trobades", un proyecto promovido en 2008 por la organización "Slow Food Terres de Lleida", prosigue y recupera el uso de semillas y razas animales antiguas locales. Una historia de éxito particular ha sido la de la cabra catalana, que ahora se conserva bajo su propia organización. Los agricultores agroecológicos y algunos restaurantes de la zona actúan como apoyos clave a las iniciativas, y juntos conforman y reforman un lento, pero persistente, movimiento contracultural y regenerativo originado a finales de los años 70 por los pioneros de la agricultura ecológica en la región. El proceso de sucesión, como acontecimiento vital, parece especialmente adecuado para la adopción de innovaciones agroambientales, tales como la reutilización de variedades locales. Pero, en algunos casos, la actitud conservadora de la vieja generación disuade a las nuevas generaciones emprendedoras de adoptar estas prácticas. La autogestión y la independencia se valoran mucho entre las nuevas generaciones. También un sentido de comunitarismo, a pesar de que los intentos históricos formales de coordinar las iniciativas regenerativas han resultado difíciles, probablemente por la falta de cultura cooperativa. Muchos participantes señalan la falta de educación alimentaria en la sociedad local, lo que dificulta que el público aprecie el valor añadido de estas prácticas y garantice su sostenibilidad. La administración pública no siempre ha apoyado las iniciativas regenerativas en las tierras occidentales catalanas. Las prácticas han contribuido a la diversificación del sistema agrícola de la región (orientándolo más hacia el consumo humano de alimentos), han difundido el conocimiento local, han mejorado la preservación del entorno natural y han generado una mayor conciencia social.

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Fact sheet - Estudio de caso sobre sucesores

Country **Francia**

Short title Formación en "profesiones de la naturaleza": un motor para la regeneración rural del "Pays Coutancais"" (code FR6B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La elección de la escuela agrícola de Coutances como experiencia prometedora de "regeneración rural" se debe a la orientación de esta institución dependiente del Ministerio de Agricultura (y gestionada de forma autónoma por Educación Nacional) por un grupo local de agricultores decididos a ejercer sus profesiones y competencias de forma innovadora al no adoptar el modelo general de agricultura intensiva, sino practicando una "agricultura campesina" que asocia la preservación de los recursos naturales con la apertura a la sociedad, en particular mediante la "acogida campesina" de los habitantes de la ciudad en la "granja". Si bien la regla general es tener una solo escuela agrícola por departamento, el grupo obtuvo su creación en una ubicación original ya que: 1) aunque con un gran terreno se encuentra no muy lejos del centro de la ciudad de Coutances; 2) que eligió centrarse en la agricultura y la agrobiología cultivando y criando animales pero también en la horticultura y el paisajismo con el fin de reforzar la diversidad de la agricultura y los "oficios de la naturaleza" característicos del departamento; 3) que en su "campus" reúne una escuela con internado dirigida a estudiantes universitarios y de secundaria donde la formación requiere prácticas en la granja y los invernaderos, un centro de formación para adultos que atrae a nuevos agricultores no originarios de la región y ajenos a la agricultura familiar, y un centro de formación para aprendices. La creación de redes y el trabajo con valores comunes consiguen construir un ambiente favorable a la instalación, menos a menudo, de jóvenes sucesores que de jóvenes y mayores recién llegados a la horticultura o a nuevos sistemas como "panaderos campesinos". Por último, toda la pequeña región apoyada por los cargos electos, las asociaciones y las instituciones educativas de la educación nacional se orientan por la educación a partir del "parvulario" en la " transición ecológica y social " y hacia una reconciliación entre el "mundo agrícola" y la renovación de los habitantes locales no agricultores del "territorio rural", así como las relaciones entre la ciudad y el campo.

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Fact sheet - Estudio de caso sobre sucesores

Country **Alemania**
Short title CSA Hof Pente GbR - El éxito a través de la comunidad, la educación y la ecología (code DE7AB)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemas/Oportunidades: la prometedora práctica aborda la falta de comprensión y compromiso con la agricultura y la producción de alimentos. Gracias a la responsabilidad compartida y a las grandes competencias del equipo directivo, se crea un suministro regional de alimentos mediante la agricultura ecológica cerca de Osnabrück.

Resultados: CSA Hof Pente es una agricultura apoyada por la comunidad en forma de organización cooperativa. 300 miembros reciben alimentos de temporada y regionales producidos en la granja a través de una suscripción. Además, se sienten colectivamente responsables de la explotación agrícola, ya que las decisiones se discuten abiertamente en reuniones periódicas. No sólo actúan como consumidores, sino también como productores. Muchos miembros también disfrutan del ambiente y de la comunidad social en el día de recogida y utilizan la granja para el ocio local. La granja ofrece una amplia gama de educación para el desarrollo sostenible. Hay una guardería y una escuela, donde se enseña y se aprende en el sentido de la educación en entornos completos. Las ofertas educativas están estrechamente vinculadas a las actividades directas (agrícolas) en la granja (aprendizajes, prácticas, seminarios), pero también indirectamente a través de la experiencia de la naturaleza, la agricultura y la nutrición.La granja practica la agricultura biodinámica, que protege el clima, los suelos y los recursos (estrictas directrices Demeter). En particular, hay que destacar las contribuciones al cuidado del suelo (por ejemplo, el cultivo con caballos) y a la biodiversidad (diversidad en las tierras de cultivo).

Recomendaciones: Esta práctica muestra cómo una granja más bien pequeña contribuye a la nutrición regional y estacional, a la biodiversidad y a la comunidad local. Aunque el tamaño de la explotación es bastante reducido (37 hectáreas), se crean muchos puestos de trabajo por hectárea.

Useful links: https://hofpente.de/; https://www.youtube.com/watch?v=5rQNN6dAhBI; https://www.youtube.com/watch?v=8P9PmQ-kTis
contact person: csa@hofpente.de

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Fact sheet - Estudio de caso sobre sucesores

Country **Finlandia**
Short title Agricultura y silvicultura vitales en la región de Uusimaa (proyecto ELINA Uusimaa) (code FI8B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

El proyecto ELINA se implementó en la provincia de Uusimaa en 2015-2018. Las circunstancias operativas y la rentabilidad de las explotaciones agrícolas se desarrollaron mediante la organización de eventos informativos y la formación de los agricultores. Se trata de una formación de actualización profesional para los agricultores. La formación se centró en las inversiones en las explotaciones y en cuestiones de renovación generacional, así como en la mejora de la rentabilidad y la competitividad de las explotaciones, teniendo en cuenta también los aspectos medioambientales.

El proyecto aportó nuevas capacidades a la gestión de las explotaciones para hacer frente a muchos retos futuros, no sólo a algunos detalles de determinadas cuestiones productivas. En el proyecto ELINA se rechazó el antiguo modelo de pequeños proyectos de desarrollo separados por varias líneas de producción agrícola. La cuestión de la sucesión de explotaciones fue uno de los muchos puntos de atención del proyecto.

Gracias a las actividades de formación y a los viajes de estudio, los participantes obtuvieron información actualizada sobre el proceso de sucesión de explotaciones. Muchas organizaciones proporcionan algunos datos necesarios para la sucesión de explotaciones. El proyecto recopiló esta información en varios aspectos y la puso a disposición de los agricultores. Se animó a los participantes a unirse a grupos de formación más pequeños para desarrollar sus planes individuales de futuro y continuar el proceso de sucesión con el apoyo de sus compañeros en un entorno más íntimo y confidencial. La práctica mejoró la creación de redes y fue flexible. Las sesiones de formación se realizaron más en grupos más pequeños y fuera de las típicas salas de conferencias. La inspiración del poder del apoyo y el aprendizaje entre iguales se consideró positiva e innovadora. Los investigadores agrícolas se han acercado a los agricultores para compartir sus conocimientos y probar sus métodos más a menudo en la práctica con los agricultores.

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Fact sheet - Estudio de caso sobre sucesores

Country **Hungría**
Short title Comunidad vinícola de la región vinícola de Mór (code HU9B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La región vinícola de Mór es una de las más pequeñas pero muy famosas de Hungría. La Comunidad Vinícola de Mór se fundó en 1995 tras el cambio de sistema político, cuando a raíz de la privatización de la tierra se establecieron en la región muchas pequeñas explotaciones de productores de vino. La Comunidad trabaja en 600 hectáreas de viñedo, y cuenta con 820 miembros en cinco asentamientos: Mór, Csákberény, Zámoly, Csókakő y Söréd. Los principales objetivos de la Comunidad Vinícola son crear una sólida red entre los productores de vino y los agentes relacionados, como las organizaciones turísticas y culturales de la región, y ayudar a los agricultores (sucesores) a continuar con las explotaciones familiares. La Comunidad también organiza y apoya los eventos basados en el patrimonio de la región.

Los productores de vino son actores importantes en la sociedad local, están involucrados en muchas actividades locales y participan en los procesos de planificación del desarrollo local, especialmente los que se centran en el turismo y/o el desarrollo basado en el patrimonio local. La mayoría de los habitantes de la zona están vinculados al vino y a los viñedos, por lo que los viticultores son considerados como una especie de protectores del patrimonio y la identidad locales, y también como un sector importante de la economía local.

En la última década se ha iniciado un intenso cambio generacional en la región, el traspaso intergeneracional ha comenzado dentro de las explotaciones familiares y también han llegado a la región algunos jóvenes agricultores recién llegados que han iniciado nuevos negocios. El cambio generacional, tanto en las explotaciones familiares como en la región, provoca y apoya una actitud más sensible al medio ambiente por parte de los agricultores y puede dar lugar a un nuevo enfoque agroecológico.

Useful link: https://www.facebook.com/watch/?v=1407963862565937

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Fact sheet - Estudio de caso sobre sucesores

Country **Irlanda**
Short title Asociaciones agrícolas como práctica prometedora (code IE10B)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Las asociaciones agrícolas se engloban bajo el término de "agricultura colaborativa", facilitando que la sucesión de explotaciones tenga lugar de forma más oportuna y colaborativa. Los agricultores irlandeses pueden beneficiarse de incentivos financieros destinados a fomentar y mantener el desarrollo de las asociaciones. El estudio se centró en las asociaciones agrícolas registradas (RFP), de las que existen actualmente más de 3.000 acuerdos de este tipo en Irlanda, que son cada vez más populares en el país, y que se consideran de vital importancia para el desarrollo futuro de la agricultura. Uno de los principales beneficios identificados es que las asociaciones han dado a los sucesores la oportunidad, no sólo de aumentar la escala, sino también de mejorar la eficiencia. En la mayoría de los casos, la eficiencia se debe a la mejora de las tecnologías, que permiten trabajar de forma más inteligente en lugar de más dura. La oportunidad de aumentar la escala ha conducido a un aumento de la viabilidad de la explotación en asociación, a la vez que ha puesto en primer plano el tema de la sucesión. Los agricultores de más edad, considerados como agricultores de tipo tradicional, no solían tener confianza en la exploración de nuevas tecnologías. Sin embargo, a medida que crecía la confianza gracias al compromiso con el sucesor, los agricultores de más edad se mostraron más dispuestos a adoptar nuevas ideas y a cosechar los beneficios. Este estudio revela que la sucesión intergeneracional, y la eventual herencia de la explotación familiar, fueron asistidas y facilitadas por las asociaciones. Los sucesores se incorporan a la empresa antes de lo que lo harían en caso contrario, para aprovechar los incentivos financieros citados como la principal fuerza motriz para muchos. El cambio de mentalidad a través de la asociación y la creación de confianza ha beneficiado a la transferencia intergeneracional y al intercambio de conocimientos entre los agricultores de más edad y los más jóvenes.

Useful link: https://www.youtube.com/watch?v=0lnW8fXhxhE Teagasc ;
https://www.teagasc.ie/publications/2020/transferring-the-family-farm-online-event.php

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FACTS SHEETS CASE STUDIES ON RURAL NEWCOMERS

Code N.	Case study on Rural Newcomers	Country	Region Typology
IE1C	Remote work as a promising practice to attract newcomers to rural areas	Ireland	Predominantly rural
PL2C	Artystyka: an ecotouristic farm that shows how art, local engagement and mutual respect can help newcomers take roots in a rural community	Poland	Intermediate
NL3C	The redevelopment of empty farm stables for commercial purposes	Netherlands	Intermediate
NL4C	Cultural festivals: Creating a more positive image for peripheral regions.	Netherlands	Intermediate
IT5C	Castel del Giudice- Municipality as an active agent of territorial marketing and economic initiative voicing community needs	Italy	Predominantly rural
FR6C	Renewal of the local develoment policy : personal networking and interknowledge	France	Intermediate
DE7C	Rohrlack village / Landkorb GmbH & Co. KG - Social innovation initiates ecological and economic strength	Germany	Predominantly rural
DE8C	Landwege e.G. - A producer-consumer cooperative enables regional and ecological food supply	Germany	Intermediate
FI9C	The Come Home project in Punkalaidun municipality in 2018-2020	Finland	Intermediate
HU10C	Newcomer artisans	Hungary	Predominantly Rural

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FACT SHEETS IN ENGLISH

Fact sheet - Case study on rural new comers

Country **Ireland**
Short title Remote work as a promising practice to attract newcomers to rural areas (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Remote work means jobs are not tied to a fixed location. Work is done remotely to the traditional workplace, be it at home, in a co-working space, a hub or even as a 'digital nomad'. Removing the location from jobs gives those rurally and urban located equal opportunity to access jobs and allows people's location decisions to be disconnected from the location of jobs. Personal circumstances and quality of life ambitions can be prioritised in location decisions. The benefits of remote work to rural communities goes beyond re-population, but also helps improve and create employment, retain the existing population, improve job quality, inject economic diversity, increased talent pool for business, reverse shrinking of services, impact return to work with increased participation amongst women and augment social capital. This practice involves a dual pathway, one for conditions relevant to employment and the other linked to relocation. A diverse range of actors are key to enabling remote work; community groups, social enterprise agencies, state bodies, businesses and organisations. Grow Remote, a national social enterprise, provides a key link between "remote work and local impact". Technology is a key condition to permit remote work but other factors around job progression, legislative guidance, isolation, training, housing and services impact the transition of newcomers as remote workers. Human, social, cultural and political resources and networks are integral elements to facilitate remote work and embed newcomers into communities. The viability of this practice is linked to a collaborative approach underpinned by funding that enable key actors. Remote working can act as a springboard for community and enterprise development.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

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Fact sheet - Case study on rural newcomers

Country **Poland**

Short title Artystyka: an ecotouristic farm that shows how art, local engagement and mutual respect can help newcomers take roots in a rural community (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka is a an eco-touristic farm established in 2005 in the village of Nowa Bystrzyca (Poland) by a pair of newcomers from the city of Wroclaw just after their graduation from university. Given their background in Arts, they decided not only to renovate the farmhouse and set up a business, but also to try and take root by organizing art-related events directed towards both local residents and visitors from Wroclaw. The newcomers were successful in forging deep relationships with various members of the local community thanks to their ability to balance sincere respect for the local context with the introduction of new perspectives genuinely improving the communal life. Some illustrative examples of that approach could be (1) art installations in the public spaces of a neighbouring town guided by local residents, (2) numerous workshops in cosmetics preparation based on local herbs, or (3) a series of personal development workshops for and with local women. The latter is a good example of creating lasting relationships, as these workshops provided a basis for the community to organize pro-choice protests in 2016 and 2020 (as a response to the attempt and introduction of anti-abortion laws in Poland). Another aspect of local embeddedness is the approach to ecological tourism of Artystyka, which – according to other research – is a prime example of an eco-touristic facility in Poland. Moreover, the farmhouse and the barn have been renovated in line with local cultural landscape. As of now the hosts are focusing more on their family life and business operation but the case shows how the approach they took can help newcomers take roots in the new location by adopting a combination of respecting the local context and sharing their own values and perspectives.

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Fact sheet - Case study on comers

Country **Netherland**

Short title The redevelopment of empty farm stables for commercial purposes

(code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Netherlands has an increasing number of empty farm stables, which creates a deterioration of the countryside and makes it a less attractive location to settle. The redevelopment of empty farm stables for commercial purposes could be one of the solutions to these problems, as it brings new life to deteriorating buildings and may create rural jobs. The Green East in Raalte (Overijssel province) and Mouthoeve in Boekel (Noord-Brabant province) are examples of redeveloped empty farm stables. The former is a center for circular start-ups in the agri-food industry and the latter a shopping center with authentic craft shops on the edge of a village. Both examples have been able to attract new entrepreneurs, jobs and enthusiasm to their respective areas. The Green East hosts several start-ups which otherwise would not have located in Raalte and which offer highly qualified employment to several young people which moved to the area. Mouthoeve hosts a wide number of small enterprises, of which most are owned by female and/or young entrepreneurs who otherwise would not have settled their business in Boekel. The planning rules in most Dutch municipalities make it difficult to redevelop empty farm stables for commercial purposes. However, these examples show that in some contexts, when there is a good plan and a local government with a flexible approach, the redevelopment of empty farm stables for commercial purposes could help to revitalize and regenerate a rural area.

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Fact sheet - Case study on rural newcomers

Country **Netherlands**
Short title Cultural festivals: Creating a more positive image for peripheral regions. (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Oldambt region, in the northeast of the Netherlands, has recently suffered under depopulation and a relatively negative image. However, during the last decade, four high-quality cultural festivals have been developed in or moved towards the area. These may help to create better cultural amenities and a more positive image for Oldambt. In the long-term, this could attract more residents, businesses and jobs. All of this may also strengthen the attractiveness of the area for younger generations. Pura Vida, Waterbei, Festival Hongerige Wolf and Grasnapolsky all have different histories and aims but share the desire to bring a high-quality cultural offer to the Oldambt region and to show the strengths of the area. So far, the festivals have attracted more visitors to the area, who have a positive effect on tourism and help to improve the region's image. Although the festivals are not specifically aimed at younger generations, they are appealing to people in their 30s and 40s. The festivals are mostly bottom-up initiatives by local citizens and rural newcomers, who fit their activities in the unique social and cultural history of Oldambt. The regional and local government strongly support the festivals, and the newcomers feel very welcomed in Oldambt. The practice is therefore most transferable to other areas with an active population, a unique history and supportive institutions. Since Covid-19 threatens the future of these cultural festivals, it seems important that the regional and local government maintain their high level of support. By doing so, Oldambt can keep its unique and high-quality offer of cultural festivals.

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Fact sheet - Case study on rural newcomers

Country **Italy**
Short title Castel del Giudice- Municipality as an active agent of territorial marketing and economic initiative voicing community needs (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice is part of the internal areas of the Apennine mountainous zone, which are characterised by depopulation, an ageing population and a high rate of youth unemployment. Usually the municipal council of small villages has a limited budget and planning capacity, while the municipal council of CdG has proactively and financially promoted the constitution of an organic apple company on 40 hectares of abandoned agricultural land; a public-private construction company to convert the disused primary school in the village into an assisted care residence for local elderly citizens and finally the restoration of the abandoned stables to create a widespread hotel with a restaurant and SPA. At the second stage, it also promoted a community beehive, an agricultural brewery, a community cooperative, a plan for the recovery and restoration of uninhabited houses and public spaces. All these initiatives are based on the leadership of young people of the area. The CdG social innovation illustrates a new model of how to manage natural and rural resources as well as environmental heritage based on a participatory approach: each initiative was set up in partnership with the municipal council, the local community and other key sectoral stakeholders. The CdG local development strategy is based on a process of change premised upon: first to understand processes of rural change and their implications, maximising opportunities for the inhabitants and managing the risks; second, the need to understand how to better manage local territorial assets and resources; and, third, the urgent need to take a more integrated approach to rural development.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY
;

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Fact sheet - Case study on rural newcomers

Country **France**

Short title Renewal of the local develoment policy : personal networking and interknowledge (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The local development (ie program Leader, « pays » policies in France), has showed its limits with difficulties to get or reproduce conditions necessary for a successful sustainable local development. The functionment on Granville Terre et Mer (a rural hinterland linked to a littoral medium town), show courses of action to overcome thoses difficulties.

The innovative promising practice. A functioning mainly based on a network of informal, interpersonal relations was progressively set up, starting from the institutional identity, established from shared common analyses, values and practices, taking into account what is locally at stake for "regeneration": balances, place of young people, social and professional integration, the ageing of the population, environment, economic and cultural dynamics, housing, … The concept of shared meaningfulness is essential for all. 2 parallel networks cross each other: the one of the elected people and local decision-makers, the one of the staffs.

Newcomers. Everyone, whatever its profile, newcomers, local people, or local people who moved, participates in an equivalent and complementary way. The dynamic comes from integration into these networks via cooptation, based first on shared values and commitment. The networks include farmers (new entrants, successors) or people with agricultural background who share the common values. For everyone, it is a matter of experience, training and/or personal history and background.

Toward regeneration? The capacity to go collectively toward « regeneration » – this term is rejected in favour of «adaptation» - is reflected in the implementation of concrete actions such as raising awareness of youth to green jobs, attention paid to sylver economy, PLUI project limiting housing estates, ..., prospect of free public transport, PAT,.... with, in the background two ideas: fulfill the needs of the local population as well as welcoming newcomers, while maintaining/ improving the local quality of life.

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Fact sheet - Case study on rural newcomers

Country **Germany**

Short title Rohrlack village / Landkorb GmbH & Co. KG - Social innovation initiates ecological and economic strength (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problems/Opportunities: The promising practice mainly addresses population and job decline in a structurally weak rural region in Eastern Germany. In the 1990s the infrastructure was in a desolate condition and the people of the small village in the federal state of Brandenburg were without prospects after a major political change and economic decline.

Results: The practice encompasses a strong local network between an ecological delivery service (Landkorb GmbH & Co. KG), a social facility for disabled people (housing and jobs in ecological farming and production) and an ecological bakery. The whole practice was strongly promoted by an architect, who bought land and renovated the Rohrlack village by including the locals in all decision-making processes.

The practice provides labour in a rural region, beyond agricultural production. These include jobs in craft and social professions. It fosters regional economic cycles and regional value creation. The strong economic development is based on ecological farming and businesses. It is based on a local stakeholders' network and strong regional ties, too. It integrates marginalized social groups. It creates an innovative form of civic participation and thus contributes to social cohesion. In the sense of sustainability, the practice helps to advance the local region in ecological, economic and social way.

Recommendations:

The practice shows how rural renewal can be addressed through a social facility, which combines housing and job opportunities. A local promoter helps rural newcomers with innovation potential to settle in the village. Building a strong local network enables synergies for all stakeholders including the local population.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf

https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en

https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

Fact sheet - Case study on rural newcomers

Country **Germany**
Short title Landwege e.G. - A producer-consumer cooperative enables regional and ecological food supply (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problems/Opportunities: The promising practice addresses the lack of ecology and regionality of the food market. An initiative of citizens from Lübeck established a cooperative. Its aim is to market regional and organic food directly and to bring producers and consumers closer together.

Results: LANDWEGE e. G. is regarded as an ecological model project for "real regionality in practice". It is a producer-consumer cooperative in Lübeck and includes 30 member farms located in a max. 100 km radius around Lübeck. These farms work organically and mostly under Demeter or Bioland principles. The Landwege cooperative markets the products of the member farms directly through five full-range retailers in Lübeck and Bad Schwartau. In addition to the products from the member farms, the range is supplemented by other organically produced products outside the region. In keeping with the cooperative concept, this is a democratic and self-governing form of organisation with a general assembly, a board of directors, a supervisory board and a farmers' assembly. The practice exists since late 1980s and has created 100 jobs in farming, processing, marketing, and sales.

In addition to the cooperative, there is also the non-profit association Landwege e.V. The non profit association sees environmental education and education for sustainable development, especially for children and young people, as its central task.

Recommendations: The promising practice is an alternative form of operation that focuses more on a strong interaction between consumers and producers. Marketing and distribution are dedicated to bring organic farming and food into the region. New organic farms have a guaranteed access to the market. for the human life and for the nature. The cluster needs the professionals.

Useful Links: https://www.landwege.de/
https://www.landwege.de/regional/philosophie
https://de-de.facebook.com/pg/LANDWEGE/videos/; contact: info@landwege.de

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Fact sheet - Case study on rural newcomers

Country **Finland**
Short title The Come Home project in Punkalaidun municipality in 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

The Come Home project tried to find new ways to turn the domestic migration positive for the municipality of Punkalaidun in south-western Finland. The Project funded by local LEADER group was a continuum of earlier successful asylum seekers' integration there.

The project made marketing and communication efforts to make the municipality wider known and to attract possible newcomers and returnees to move there. At first, the elderly people were invited to move back to their childhood region. That was a somewhat surprising target group. After all it was seen to be logical in that community. Later the marketing efforts were focused to families with children too.

The collaboration between municipal administration and the local parish is interesting. The Lutheran parishes of the state church in Finland, with wide networks and structures in rural municipalities, have been an underutilized resource in rural development. By the project, it was involved closer to local development activities in Punkalaidun.

The keywords were positivity and publicity. The publicity and communication in various channels about the positive things of Punkalaidun made the small rural municipality more visible and helped to reach the potential newcomers. The current residents are now better aware of all the positive features of their home region and better prepared to market it further. The community spirit has strengthened and the collaboration between the local actors improved. The recruitment of a good project coordinator was crucial to achieve these results.

Since the changes in migration pattern can be observed after longer time, it is too early to judge the final success of the two-year project if it has been a success or not for the main goal of bigger remigration.

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Fact sheet - Case study on rural newcomers

Country **Hungary**
Short title Newcomer artisans (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Who are the newcomers in rural Eastern Hungary? How can they find their living in the new communities, and how these communities accept them? These are the questions we would like to answer in the following paragraphs.

There are two main types of new comers in rural areas: there is a group, motivated by social reasons, and there is another motivated by ethical reasons (in a broad sense: they are in search of the rural idyll, traditions, healthy environment, sense of locality or a mixture of these).

In the case study we mainly focus on the latter group. Members of the middle strata choose rural areas as residence, and although some of them still commutes to the urban areas to work, and to use the services, in our case we contacted mainly entrepreneurs who started their business in the countryside. Usually, they have own resources but use also subsidies, and develop a diversified business.

Even if they have local shop, they almost in all case have a webshop, and a dense network outside the locality. In some cases, they can build a local network, but in most cases, they are detached from the local community; in places with a lot of newcomers, they tend to form their own circles, which may result in tensions with the original inhabitants. There is very few cooperation among the different newcomers.

Their acceptance is also dependent on the form of business they chose and their openness toward the locals, the closer the business to the community, the more probable that they can gain prestige within the community.

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FACT SHEETS IN DUTCH

Fact sheet - Case study on rural newcomers

Country **Ireland**

Short title Werken op afstand als veelbelovende praktijk om nieuwkomers naar plattelandsgebieden te trekken (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Werken op afstand betekent dat taken niet gebonden zijn aan een vaste locatie. Er wordt op afstand gewerkt van de traditionele werkplek, of dat nu thuis is, in een co-working space, een hub of zelfs als een 'digitale nomade'. Het aanmoedigen van werken op afstand geeft mensen op het platteland en in de stad gelijke toegang tot banen. Ook kunnen locatiebeslissingen van mensen worden losgekoppeld van de locatie van banen. Bij locatiebeslissingen kunnen persoonlijke omstandigheden en leefbaarheidsambities voorop staan. De voordelen van werken op afstand voor plattelandsgemeenschappen gaan verder dan herbevolking. Het helpt ook bij het verbeteren en creëren van werkgelegenheid, het behouden van de bestaande bevolking, het verbeteren van de kwaliteit van de banen, het injecteren van economische diversiteit, het vergroten van de talentenpool voor bedrijven, het terugdraaien van de inkrimping van diensten, het bevorderen van herintreden op de arbeidsmarkt, een grotere participatie van vrouwen en een groter sociaal kapitaal. Deze praktijk omvat een tweeledig traject, een voor arbeidsvoorwaarden en een voor herplaatsing. Een divers scala aan actoren is essentieel om werken op afstand mogelijk te maken; gemeenschapsgroepen, agentschappen voor sociale ondernemingen, overheidsinstanties, bedrijven en organisaties. Grow Remote, een nationale sociale onderneming, biedt een belangrijke schakel tussen 'werk op afstand en lokale impact'. Technologie is een essentiële voorwaarde om werken op afstand mogelijk te maken, maar andere factoren rond arbeidsvoortgang, wettelijke begeleiding, isolatie, opleiding, huisvesting en diensten zijn ook van invloed op de overgang van nieuwkomers naar thuiswerkers. Menselijke, sociale, culturele en politieke middelen en netwerken zijn integrale elementen om werken op afstand te vergemakkelijken en nieuwkomers in gemeenschappen in te bedden. De levensvatbaarheid van deze praktijk is daarom gekoppeld aan een gezamenlijke aanpak, inclusief financiering voor belangrijke actoren. Werken op afstand kan een springplank zijn voor de ontwikkeling van gemeenschappen en ondernemingen.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

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Fact sheet - Case study on rural newcomers

Country **Polen**

Short title Artystyka: een ecotoeristische boerderij die laat zien hoe kunst, lokale betrokkenheid en wederzijds respect nieuwkomers kunnen helpen wortel te schieten in een landelijke gemeenschap (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka is een eco-toeristische boerderij die in 2005 in het dorp Nowa Bystrzyca (Polen) is opgericht door een paar nieuwkomers uit de stad Wroclaw, net na hun afstuderen aan de universiteit. Gezien hun achtergrond in kunst, besloten ze niet alleen om de boerderij te renoveren en een bedrijf op te zetten, maar ook kunstgerelateerde evenementen te organiseren voor zowel lokale bewoners als bezoekers vanuit Wroclaw. De nieuwkomers creëerden diepe relaties met verschillende leden van de lokale gemeenschap dankzij hun vermogen om oprecht respect voor de lokale context in evenwicht te brengen met de introductie van nieuwe perspectieven die het gemeenschapsleven echt verbeteren. Enkele illustratieve voorbeelden van die aanpak zijn (1) kunstinstallaties in de openbare ruimte van een naburige stad onder leiding van lokale bewoners, (2) talrijke workshops in de bereiding van cosmetica op basis van lokale kruiden, of (3) een reeks workshops voor persoonlijke ontwikkeling voor en met lokale vrouwen. Dit laatste is een goed voorbeeld van het creëren van duurzame relaties, aangezien deze workshops een basis vormden voor de gemeenschap om pro-choice-protesten te organiseren in 2016 en 2020 (als reactie op de invoering van anti-abortuswetten in Polen). Een ander aspect van lokale verankering is de benadering van ecologisch toerisme van Artystyka, dat – volgens ander onderzoek – een goed voorbeeld is van een ecotoeristische faciliteit in Polen. Bovendien zijn de woonboerderij en de schuur gerenoveerd in lijn met het lokale cultuurlandschap. Vanaf nu concentreren de gastheren zich meer op hun gezinsleven en zakelijke activiteiten, maar de casus laat zien hoe de aanpak die ze hebben gevolgd, nieuwkomers kan helpen wortel te schieten in de nieuwe locatie door respect voor de lokale context te combineren met het delen van eigen waarden en perspectieven.

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Fact sheet - Case study on rural newcomers

Country **Netherland**

Short title Commerciële herontwikkelingen van vrijkomende agrarische bebouwing. (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Nederland kampt met toenemende leegstand in agrarisch vastgoed, ook wel bekend als Vrijkomende Agrarische Bebouwing (VAB-locaties). Dit zorgt voor verloedering van buitengebieden en maakt de omgeving een minder attractieve vestigingslocatie. Commerciële herontwikkeling van VAB-locaties kan helpen dit probleem op te lossen, doordat leegstaande gebouwen een nieuwe functie krijgen en er werkgelegenheid ontstaat. The Green East in Raalte (Overijssel) en De Mouthoeve in Boekel (Noord-Brabant) zijn voorbeelden van zulke commerciële herontwikkeling van VAB-locaties. The Green East is een centrum voor startups in de agrofood industrie. De Mouthoeve is een winkelcentrum met authentieke speciaalzaken aan de dorpsrand. Beide voorbeelden brachten nieuwe ondernemers en banen in de omgeving. The Green East biedt ruimte aan meerdere startups die banen bieden aan hooggekwalificeerd personeel. Zonder dit initiatief hadden deze bedrijven en hun personeel zich niet in Raalte gevestigd. De Mouthoeve herbergt een groot aantal kleine bedrijven, met voornamelijk jonge en/of vrouwelijke ondernemers als eigenaar. Deze zouden zich zonder dit initiatief niet in Boekel vestigen. De planologische regels in de meeste Nederlandse gemeenten maken het moeilijk om VAB-locaties commerciëel te herontwikkelen. Deze voorbeelden laten echter zien dat in sommige contexten, mits er een goed plan is en de gemeente zich flexibel opstelt, commerciële herontwikkeling van VAB-locaties kunnen zorgen voor vitaliteit en verjonging in een plattelandsgebied.

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Fact sheet - Case study on rural newcomers

Country **Netherlands**
Short title Culturele festivals in het Oldambt: Een positiever imago voor een perifere regio. (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Het Oldambt, gelegen in het Noordoosten van Nederland, heeft een recente geschiedenis van bevolkingskrimp en een negatief imago. Desondanks ontwikkelden of verplaatsten zich in het voorbije decennium vier hoogwaardige culturele festivals in of naar het Oldambt. Deze festivals verbeteren het culturele aanbod en creëren een positiever imago voor het gebied. Op de lange termijn kan dit bewoners, bedrijven en banen aantrekken. Hierdoor versterkt ook de aantrekkelijkheid van het Oldambt voor jongeren. Pura Vida, Waterbei, Festival Hongerige Wolf en Grasnapolsky hebben verschillende achtergronden en doelen, maar delen het verlangen tot een hoger kwalitatief cultureel aanbod in en het versterken van het imago van het Oldambt. Tot dusver trokken zij meer toeristen naar het gebied en hielpen ze het imago iets te verbeteren. De festivals richten zich niet op jongeren, maar maken het gebied wel aantrekkelijker voor dertigers en veertigers. Bovendien zijn het doorgaans initiatieven van lokale bewoners en nieuwkomers op het platteland, die hun activiteiten laten aansluiten bij de unieke sociale en culturele geschiedenis van het Oldambt. De provinciale en lokale overheid ondersteunen de festivals, die zich welkom voelen in het Oldambt. Om die redenen is deze praktijk het best verplaatsbaar naar gebieden die ook een actieve bevolking, unieke geschiedenis en welwillende overheden hebben. Covid-19 bedreigt wel de toekomst van de festivals. Om dit unieke en kwalitatief hoogstaande aanbod aan culturele festivals te behouden, is het daarom belangrijk dat de provinciale en lokale overheid hun ondersteuning de komende jaren doorzetten.

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Fact sheet - Case study on rural newcomers

Country **Italy**

Short title Castel del Giudice - Een actieve rol voor de gemeente in territoriale marketing en economisch initiatief om de behoeften van de gemeenschap te uiten. (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice maakt deel uit van de binnenlanden van de Apennijnen, een berggebied. De omgeving wordt gekenmerkt door ontvolking, vergrijzing en een hoge jeugdwerkloosheid. Meestal heeft de gemeenteraad van kleine dorpen een beperkte budget- en planningscapaciteit, terwijl de gemeenteraad van Castel del Giudice proactief en financieel de oprichting van een biologisch appelbedrijf op 40 hectare verlaten landbouwgrond heeft gepromoot; een publiek-privaat bouwbedrijf heeft gestart om de in onbruik geraakte basisschool in het dorp om te bouwen tot een woonzorgcentrum voor lokale ouderen en tot slot de restauratie van verlaten stallen op zich nam om een hotel met een restaurant en een spa te creëren. In de tweede fase promootte het ook een gemeenschappelijke bijenkorf, een lokale brouwerij, een gemeenschapscoöperatie en een plan voor het herstel van onbewoonde huizen en openbare ruimtes. Al deze initiatieven zijn gebaseerd op het leiderschap van jongeren uit de regio. De sociale innovatie in Castel del Giudice illustreert een nieuw model voor het beheer van natuurlijke en landelijke hulpbronnen en ecologisch erfgoed op basis van een participatieve benadering: elk initiatief werd opgezet in samenwerking met de gemeenteraad, de lokale gemeenschap en andere belangrijke sectorale belanghebbenden. De CdG-strategie voor lokale ontwikkeling is gebaseerd op een veranderingsproces dat gebaseerd is op: 1) inzicht krijgen in de processen van plattelandsverandering en hun implicaties, de kansen voor de inwoners maximaliseren en de risico's beheersen; 2) de noodzaak om te begrijpen hoe lokale territoriale activa en hulpbronnen beter kunnen worden beheerd; 3) de dringende noodzaak van een meer geïntegreerde benadering van plattelandsontwikkeling.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Case study on rural newcomers

Country **France**

Short title Vernieuwen van het lokale ontwikkelingsbeleid: persoonlijk netwerken en onderlinge kennis (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Lokale ontwikkeling (zoals Leader, en het "pays"-beleid in Frankrijk) blijkt zijn beperkingen te hebben, met moeilijkheden om de voorwaarden te scheppen of te reproduceren die nodig zijn voor een succesvolle duurzame lokale ontwikkeling. De werkzaamheden op Granville Terre et Mer (een landelijk gelegen gebied dat verbonden is met een middelgrote kustplaats), laat zien hoe deze moeilijkheden het hoofd kunnen worden geboden. De innovatieve praktijk:

Er is een manier van werken opgebouwd die voornamelijk is gebaseerd op een netwerk van informele, interpersoonlijke relaties. Dit vertrekt vanuit de institutionele identiteit, vastgesteld op basis van gedeelde gemeenschappelijke analyses, waarden en praktijken en rekening houdend met wat er lokaal op het spel staat voor "regeneratie": Balans, De plaats van jongeren, Sociale en professionele integratie, Vergrijzing, Milieu, Economische en culturele dynamiek en Huisvesting. Het concept van gedeelde zingeving is essentieel voor iedereen. Twee parallelle netwerken kruisen elkaar: die van de gekozen mensen en lokale besluitvormers en die van de staf.

Nieuwkomers

Iedereen (nieuwkomers, lokale mensen of bewoners die zijn terugverhuisd) participeert op een gelijkwaardige en complementaire manier. De dynamiek komt voort uit integratie in deze netwerken via coöptatie, in de eerste plaats gebaseerd op gedeelde waarden en commitment. Tot de netwerken behoren boeren (nieuwkomers, opvolgers) of mensen met een agrarische achtergrond die de gemeenschappelijke waarden delen. Voor iedereen is het een kwestie van ervaring, opleiding en/of persoonlijke geschiedenis en achtergrond.

Op weg naar regeneratie?

Het vermogen om gezamenlijk te gaan voor «regeneratie» – of, zoals men plaatselijk verkiest: «aanpassing» - wordt weerspiegeld in de uitvoering van concrete acties zoals het bewust maken van jongeren voor groene banen, kansen door vergrijzing, het PLUI-project voor woonwijken en uitzicht op gratis openbaar vervoer. Op de achtergrond spelen twee ideeën: voorzien in de behoeften van de lokale bevolking en nieuwkomers verwelkomen, met behoud en/of verbetering van de lokale levenskwaliteit

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Fact sheet - Case study on rural newcomers

Country **Germany**

Short title Het dorp Rohrlack / Landkorb GmbH & Co. KG - Sociale innovatie initieert ecologische en economische kracht (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemen/kansen: Deze veelbelovende praktijk richt zich vooral op de bevolkings- en banenafname in een structureel zwakke landelijke regio in Oost-Duitsland. In de jaren negentig verkeerde de infrastructuur in een desolate staat en hadden de inwoners van het kleine dorpje in de deelstaat Brandenburg weinig hoop voor de toekomst, na een grote politieke verandering en economische neergang.
Resultaten: De praktijk omvat een sterk lokaal netwerk tussen een ecologische bezorgdienst (Landkorb GmbH & Co. KG), een sociale voorziening voor gehandicapten (huisvesting en banen in ecologische landbouw en productie) en een ecologische bakkerij. De hele praktijk werd sterk gepromoot door een architect, die land kocht en het dorp Rohrlack renoveerde door de lokale bevolking te betrekken bij alle besluitvormingsprocessen. De praktijk biedt banen in een landelijke regio, buiten de landbouwproductie. Denk aan banen in ambachtelijke en sociale beroepen. Het bevordert regionale economische cycli en regionale waardecreatie. De sterke economische ontwikkeling is gebaseerd op ecologische landbouw en bedrijven. Het is gebaseerd op een netwerk van lokale belanghebbenden en ook op sterke regionale banden. Het integreert gemarginaliseerde sociale groepen. Het creëert een vernieuwende vorm van burgerparticipatie en draagt zo bij aan sociale cohesie. In de zin van duurzaamheid helpt de praktijk om de lokale regio vooruit te helpen op ecologische, economische en sociale wijze.
Aanbevelingen: De praktijk laat zien hoe plattelandsvernieuwing kan worden aangepakt door middel van een sociale voorziening, die huisvesting en werkgelegenheid combineert. Een lokale promotor helpt nieuwkomers op het platteland die innovatiepotentieel hebben om zich in het dorp te vestigen. Het bouwen van een sterk lokaal netwerk maakt synergieën mogelijk voor alle belanghebbenden, inclusief de lokale bevolking.
Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en
https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

Fact sheet - Case study on rural newcomers

Country **Germany**
Short title Landwege e.G. - Een coöperatie van producenten en consumenten creëert een regionale en ecologische voedselvoorziening. (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemen/kansen: De veelbelovende praktijk pakt het gebrek aan ecologie en regionaliteit van de voedselmarkt aan. Burgers uit Lübeck richtten op eigen initiatief een coöperatie op. Het doel is om regionale en biologische voeding direct op de markt te brengen en producenten en consumenten dichter bij elkaar te brengen.

Resultaten: LANDWEGE e. G. wordt beschouwd als een ecologisch modelproject voor "echte regionaliteit in de praktijk". Het is een producent-consumentencoöperatie in Lübeck en omvat 30 aangesloten boerderijen in een straal van maximaal 100 km straal rond Lübeck. Deze boerderijen werken biologisch en meestal volgens Demeter- of Bioland-principes. De coöperatie Landwege brengt de producten van de ledenboerderijen rechtstreeks op de markt via vijf groothandelaren in Lübeck en Bad Schwartau. Naast de producten van de ledenboerderijen wordt het assortiment aangevuld met andere biologisch geproduceerde producten buiten de regio. In lijn met het coöperatieve concept is dit een democratische en zelfbesturende organisatievorm met een algemene vergadering, een raad van bestuur, een raad van toezicht en een boerenvergadering.

De praktijk bestaat sinds eind jaren tachtig en heeft 100 banen gecreëerd in de landbouw, verwerking, marketing en verkoop. Naast de coöperatie is er ook de Stichting Landwege e.V. De stichting ziet milieueducatie en educatie voor duurzame ontwikkeling, in het bijzonder voor kinderen en jongeren, als haar centrale taak.

Aanbevelingen: De kansrijke praktijk is een alternatieve vorm van opereren die meer gericht is op een sterke interactie tussen consument en producent. Marketing en distributie zijn gericht op het brengen van biologische landbouw en voedsel in de regio. Nieuwe biologische boerderijen hebben een gegarandeerde toegang tot de markt.

Useful Links: https://www.landwege.de/
https://www.landwege.de/regional/philosophie
https://de-de.facebook.com/pg/LANDWEGE/videos/; contact:info@landwege.de

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The report is subject to possible changes due to approval process by the European Commission

Fact sheet - Case study on rural newcomers

Country **Finland**

Short title Het Come Home project in de gemeente Punkalaidun in 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Het Come Home-project probeerde nieuwe manieren te vinden om meer binnenlandse migranten naar de gemeente Punkalaidun in het zuidwesten van Finland te trekken. Het door de lokale LEADER-groep gefinancierde project was een voortzetting van de eerdere succesvolle integratie van asielzoekers daar.

Het project leverde marketing- en communicatie-inspanningen om de gemeente breder bekend te maken en mogelijke nieuwkomers en terugkeerders aan te trekken. In eerste instantie werden de ouderen uitgenodigd om terug te keren naar hun roots. Dat was een enigszins verrassende, maar voor de gemeenschap logische doelgroep. Later richtten de marketinginspanningen zich ook op gezinnen met kinderen.

Interessant is de samenwerking tussen het gemeentebestuur en de plaatselijke parochie. De lutherse parochies van de staatskerk in Finland, met brede netwerken en structuren in plattelandsgemeenten, zijn een onderbenutte hulpbron geweest bij plattelandsontwikkeling. In dit project was de kerk nauwer betrokken bij lokale ontwikkelingsactiviteiten in Punkalaidun.

De sleutelwoorden waren positiviteit en publiciteit. De publiciteit en communicatie in de media over de positieve dingen van Punkalaidun maakte de kleine landelijke gemeente zichtbaarder en hielp om de potentiële nieuwkomers te bereiken. De huidige bewoners zijn nu ook beter op de hoogte van alle positieve eigenschappen van hun thuisregio en zijn beter voorbereid om deze verder in de markt te zetten. De gemeenschapszin is versterkt en de samenwerking tussen de lokale actoren is verbeterd. Het aantrekken van een goede projectcoördinator was cruciaal om deze resultaten te behalen.

Aangezien veranderingen in het migratiepatroon pas na langere tijd kunnen worden waargenomen, is het te vroeg om het uiteindelijke succes van het tweejarige project te beoordelen.

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Fact sheet - Case study on rural newcomers

Country **Hongarije**
Short title Nieuwkomers als ambachtslieden (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Wie zijn de nieuwkomers op het platteland van Oost-Hongarije? Hoe vinden zij hun weg in de nieuwe gemeenschappen en hoe accepteren deze gemeenschappen hen? Dit zijn de vragen die we in de volgende paragrafen willen beantwoorden.

Er zijn twee typen nieuwkomers op het platteland: een groep die is gemotiveerd door sociale redenen en een groep die is gemotiveerd door ethische redenen (in brede zin: ze zijn op zoek naar de landelijke idylle, tradities, gezonde omgeving, gevoel voor plaats of een combinatie hiervan).

In de case study richten we ons vooral op de laatste groep. Leden van de middenklasse kiezen het platteland als woonplaats, en hoewel sommigen van hen nog steeds naar de stedelijke gebieden pendelen om te werken en van de diensten gebruik te maken, hebben we in ons geval vooral contact gezocht met ondernemers die hun bedrijf op het platteland begonnen. Meestal beschikken ze over eigen middelen, maar gebruiken ze ook subsidies en ontwikkelen ze een gediversifiseerde onderneming

Zelfs als ze een lokale winkel hebben, beschikken ze bijna altijd over een webshop en een sterk netwerk buiten de plaats. In sommige gevallen kunnen ze een lokaal netwerk opbouwen, maar in de meeste gevallen staan ze los van de lokale gemeenschap; op plaatsen met veel nieuwkomers vormen ze hun eigen kringen, wat kan leiden tot spanningen met de oorspronkelijke bewoners. Er zijn zeer weinig cooperaties onder de verschillende nieuwkomers

Hun acceptatie hangt ook af van de bedrijfsvorm die ze hebben gekozen en hun openheid naar de lokale bevolking. Hoe dichter het bedrijf bij de gemeenschap staat, hoe waarschijnlijker het is dat ze prestige kunnen verwerven binnen de gemeenschap.

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FACT SHEETS IN FINNISH

Fact sheet - Case study on rural newcomers

Country **Irlanti**
Short title Etätyö lupaavana käytänteenä maallemuuttajien houkuttamiseksi (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Etätyö tarkoittaa työtä, jonka suorittamista ei ole sidottu tiettyyn paikkaan. Etätyötä tehdään kotona, yhteisöllisessä työtilassa, hubissa tai jopa "digitaalisena nomadina". Poistamalla työltä paikkasidos kaupunkien ja maaseutujen ihmisille avautuvat yhtäläiset mahdollisuudet saada työtä sekä sallitaan ihmisten paikanvalintapäätösten tekeminen irrallaan työpaikkojen sijainnista. Henkilökohtainen elämäntilanne ja elämän laadulliset tavoitteet voivat korostua sijaintipäätöksissä. Etätyön hyödyt maaseutuyhteisöille ulottuvat väestökadon päättymistä laajemmalle, koska se auttaa parantamaan ja lisäämään työllisyyttä, säilyttämään olemassa olevaa väestöä, parantamaan työn laatua, monipuolistamaan taloutta, lisäämään liiketoiminnan osaamisperustaa, kääntämään palveluiden kadon niiden kasvuksi, helpottamaan töihin paluuta lisäämällä osallistumismahdollisuuksia erityisesti naisten keskuudessa ja lisäämään sosiaalista pääomaa. Käytänteeseen liittyy kaksi polkua, joista toinen liittyy työn kannalta olennaisiin puitteisiin ja toinen uudelleensijoittumiseen. Etätyön mahdollistamiseen liittyy suuri joukko toimijoita; paikallisyhteisöjä, yhteiskunnalisia yrityksiä, julkishallinnon elimiä, liikeyrityksiä ja muita organisaatioita. "Kasva kaukana" (Grow Remote), kansallinen yhteiskunnallinen yritys, luo yhteyden etätyön ja paikallisen vaikutuksen välille. Teknologia on avainasemassa etätyön mahdollistamisessa, mutta myös monet muut tekijät kuten urakehitys, lainsäädäntö, eristyneisyys, koulutus, asuminen ja palvelut vaikuttavat maallemuuttajien päätymiseen etätyöläisiksi. Inhimilliset, sosiaaliset, kulttuuriset ja poliittiset resurssit ja verkostot ovat olennaisia tekijöitä, joilla edistetään etätyötä ja maallemuuttajien pääsyä paikallisyhteisöjen jäseniksi. Käytänteen elinkelpoisuuteen vaikuttaa yhteistyön onnistuminen sekä sen taustalla paikallisten toimijoiden toiminnan mahdollistava rahoitus ja tuki. Etätyö voi toimia ponnahduslautana yhteisön ja yritystoiminnan kehittämiselle.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

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Fact sheet - Case study on rural newcomers

Country **Puola**

Short title Artystyka: ympäristömatkailumaatila, joka osoittaa kuinka taide, paikallinen osallisuus ja keskinäinen kunnioitus voivat auttaa maallemuuttajia juurtumaan paikallisyhteisöön (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka on ympäristömatkailutila, joka perustettiin vuonna 2005 Nowa Bystrzycan kylään (Puolassa) vasta yliopistosta valmistuneen ja Wroclawista maaseudulle muuttaneen pariskunnan toimesta. Koska heillä oli taustaanaan taideala, he päättivät maatilarakennuksen kunnostuksen ja liiketoiminnan käynnistämisen lisäksi kokeilla juurtumisen apukeinona taidetapahtumien järjestämistä sekä paikallisille että Wroclawista tuleville kävijöille. Maallemuuttajat onnistuivat luomaan syviä suhteita paikallisyhteisön moniin jäseniin, koska he onnistuivat tasapainottamaan paikallisen kontekstin aidon kunnioituksen ja uusien näkökulmien esilletuomisen tavalla, joka pohjimmiltaan kohensi yhteisön elämää. Joitakin lähestymistapaan sisältyäviä esimerkkejä mainitaksemme: 1) taideteoksia naapurikaupungin julkisissa tiloissa paikallisten asukkaiden opastuksella, 2) useita työpajoja, joissa valmistetaan kosmetiikkaa paikallisista yrteistä, 3) sarja henkilökohtaisen kehittymisen työpajoja, jotka on suunnattu paikallisille naisille ja toteutettu heidän kanssaan. Viimeinen näistä on hyvä esimerkki kestävien suhteiden luomisesta, koska työpajat loivat pohjan yhteisön protestien järjestämiselle vuosina 2016 ja 2020 (vastauksena esitykselle ja päätökselle abortinvastaisista laeista Puolassa). Toinen paikalliseen juurtuneisuuteen liittyvä näkökulma koskee ympäristömatkailua Artystykassa, joka on tutkimuksen mukaan tärkein esimerkkki ympäristömatkailusta Puolassa. Lisäksi maatilarakennus ja lato on kunnostettu paikalliseen kulttuurimaisemaan sopivalla tavalla. Vaikka yrittäjät nyt keskittyvät enemmän perhe-elämään ja liiketoimintaan, tapaus osoittaa kuinka heidän omaksumansa lähestymistapa voi auttaa maallemuuttajia juurtumaan uuteen paikkaan omaksumalla paikallista kontekstiä kunnioittavan asenteen ja jakamalla paikallisyhteisön arvot ja näkökulmat.

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The report is subject to possible changes due to approval process by the European Commission.

Fact sheet - Case study on rural newcomers

Country **Alankomaat**

Short title Maatilojen tyhjien tallien muuntaminen kaupalliseen käyttöön (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Alakomaissa on kasvava määrä tyhjiä maatilojen tallirakennuksia. Tämä heikentää maaseutua ja luo siitä vähemmän houkuttavan asuinpaikan. Tyhjien tallien muutaminen kaupallisiin käyttötarkoituksiin voisi olla yksi ratkaisu näihin ongelmiin, koska se herättää rapistuvat rakennukset uudelleen henkiin ja voi luoda uusia työpaikkoja maaseudulle. "Vihreä Itä" Raaltessa (Overijsselin maakunta) ja "Mouthoeve" Boekelissa (Noord-Brabantin maakunta) ovat esimerkkejä tyhjien maatalousrakennusten uudelleenkäytöstä. Ensin mainittu on maatalous- ja elintarvikealan start up -yritysten keskus ja jälkimmäinen kylän laidalla sijaitseva ostoskeskus autenttisine käsityöläismyymälöineen. Molemmat esimerkit ovat houkutelleet mukaan uusia yrittäjiä, luoneet työpaikkoja ja herättäneet ihastusta alueellaan. "Vihreä Itä" pitää suojissaan monia aloittavia yrityksiä, jotka eivät olisi ilman sitä sijoittuneet Raalteen ja jotka nyt tarjoavat korkealaatuisia työpaikkoja useille alueelle muuttaneille nuorille ihmisille. Mouthoevessa toimii suuri määrä pieniä yrityksiä, joista useimpien omistajina ovat naiset ja/tai nuoret yrittäjät, jotka eivät olisi ilman sitä sijoittuneet Boekeliin. Kaavoitusmääräykset tekevät maatilojen rakennusten kaupallisesta uudelleenkäytöstä vaikeaa useimmissa Alankomaiden kunnissa. Nämä esimerkit kuitenkin osoittavat, että joissakin paikoissa tyhjien tallirakennusten uudelleenkäyttö kaupallisiin tarkoituksiin voisi vireyttää ja uudistaa maaseutua, kunhan asiasta ja hyvä suunnitelma ja paikallishallinnon asenne on joustava.

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Fact sheet - Case study on rural newcomers

Country **Alankomaat**

Short title Kulttuurifestivaalit: myönteisemmän julkisuuskuvan luominen syrjöisille alueille (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Oldambtin alue Alankomaiden koillisosassa on kärsinyt viime aikoina väestökadosta ja suhteellisen kielteisestä julkisuuskuvasta. Viimeisen vuosikymmenen aikana alueella on kuitenkin synnytetty tai sinne on siirretty neljä korkeatasoista kulttuurifestivaalia. Nämä saattavat luoda parempia kulttuuripalveluita ja parantaa Oldambtin imagoa. Pitkällä aikavälillä tällainen muutos voisi houkutella alueelle uusia asukkaita, yrityksiä ja työpaikkoja. Kaikki tämä voisi myös vahvistaa alueen vetovoimaa nuorten keskuudessa. Kullakin neljöstä festivaalista – Pura Vida, Waterbei, Festival Hongerige Wolf ja Grasnapolsky – on oma historiansa ja tavoitteensa, mutta ne kaikki pyrkivät vahvistamaan Oldambtin korkeatasoista kulttuuritarjontaa ja tuomaan esille alueen vahvuuksia. Toistaiseksi festivaalit ovat houkutelleet alueelle uusia kävijöitä, millä on ollut alueen matkailua ja imagoa vahvistava vaikutus. Vaikka festivaaleja ei ole erityisesti suunnattu nuorille, ne kiinnostavat 30-50-vuotiaita. Festivaalit ovat syntyneet pääosin paikallisten asukkaiden ja maallemuuttajien toimesta alhaalta ylöspäin organisoituen, kun nämä toimijat ovat hyödyntäneet Oldambtin ainutlaatuista sosiaalista ja kulttuurista historiaa. Paikallis- ja aluehallinto tukee vahvasti festivaaleja ja maallemuuttajat kokevat olevansa tervetulleita Oldambtiin. Käytänne on siksi parhaiten siirrettävissä alueille, joilla on aktiivista väestöä, ainutlaatuinen historia ja myötämielisiä instituutioita. Koska koronapandemia uhkaa näiden kulttuurifestivaalien tulevaisuutta, paikallis- ja aluehallinnon merkittävän tuen jatkuminen vaikuttaa tärkeältä. Tällä tavoin Oldambt voi ylläpitää ainutkertaista ja korkealaatuista kulttuurifestivaalitarjontaansa.

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Fact sheet - Case study on rural newcomers

Country **Italy**
Short title Castel del Giudecen kunta aktiivisena toimijana alueellisessa markkinoinnissa ja talouden kehittämisessä paikallisyhteisön tarpeiden pohjalta (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudece kuuluu Apenniinien vuoriston sisämaa-alueeseen, jota luonnehtivat väestökato, väestön ikääntyminen ja korkea nuorisotyöttömyys. Yleensä pienten kylien kunnanvaltuustoilla on rajallinen budjetti ja suunnittelukyky, mutta Castel del Giudecen kunnanvaltuusto on edistänyt ennakoivasti ja taloudellisesti 40 hehtaarin luomu-omenatarhan perustamista käyttämättömälle maatalousmaalle, julkisten ja yksityisten tahojen yhdessä omistaman rakennusyhtiön perustamista kylän käyttämättömän koulun muuntamiseksi paikallisten ikäihmisten hoivakodiksi sekä käyttämättömien tallien kunnostamista isoksi hotelliksi, jossa on ravintola ja kylpylä. Toisessa vaiheessa kunta edisti myös yhteisöllistä mehiläispesää, maatalousperustaista panimoa, yhteisön osuuskuntaa sekä suunnitelmaa autiotalojen ja julkisten tilojen kunnostamiseksi ja elvyttämiseksi. Kaikki nämä aloitteet perustuvat alueen nuorten toimijoiden johtajuuteen. Castel del Giudecen sosiaalinen innovaatio havainnollistaa uutta mallia siitä, kuinka luonnon ja maaseudun resursseja sekä ympäristöperintöä voidaan hoitaa osallistavalla tavalla: kukin aloite syntyi kunnanvaltuuston, paikallisyhteisön ja sektorikohtaisten avaintoimijoiden yhteistyön tuloksena. Castel del Giudecen paikallinen kehittämisstrategia perustuu muutosprosessiin, jossa on kolme lähtökohtaa: 1) maaseudun muutosprosessien ja niiden vaikutusten ymmärtäminen tavalla, joka maksimoi asukkaille avautuvat mahdollisuudet ja minimoi riskit, 2) tarve ymmärtää, kuinka parhaiten hallitaan paikallisia paikkoihin kiinnnittyviä varantoja ja resursseja ja 3) kiireellinen tarve yhdentävälle lähestymistavalle maaseudun kehittämistyössä.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Case study on rural newcomers

Country **Ranska**

Short title Paikallisen kehittämispolitiikan uudistaminen: henkilökohtainen verkottuminen ja toistensa tunteminen (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Paikallisella kehittämisellä (Leader-ohjelmat) on omat rajoitteensa ja vaikeutensa tuottaa suotuisat olosuhteet kestävällä paikalliselle kehittämiselle. Granville Terre et Mer (keskisuuren rannikkokaupungin lähellä oleva sisämaan maaseutualue) näyttää tietä näiden vaikeuksien voittamiseksi.

Innovatiivinen, lupaava käytänne

Toiminta perustuu epämuodollisiin ihmissuhteisiin, joita on rakennettu paikallisen identiteetin, yhteisten arvojen ja aiempien käytänteiden pohjalta. Paikallinen sukupolven uudistumisvaihe on otettu huomioon: sukupolvien välinen tasapaino, nuorten ihmisten asema, sosiaalinen ja ammattillinen integroituminen, väestön ikääntyminen, ympäristöasiat, taloudellinen ja kulttuurinen dynamiikka, asumisolosuhteet,... Asioiden merkityksellisyyden löytyminen kaikille on välttämätöntä. Kaksi verkostoa limittyy toisiinsa: vaaleissa valitut paikalliset päätöksentekijät ja palkattu henkilöstö.

Maallemuuttajat

Jokainen taustastaan riippumatta, maallemuuttaja tai nykyinen asukas, osallistuu yhdenvertaisesti kehittämiseen täydentäen kokonaisuutta. Dynamiikka saavutetaan erilaisten tekijöiden yhteisiin arvoihin ja sitoutumiseen perustuvalla yhteistyöllä. Verkostossa on maanviljelijöitä (sukupolvenvaihdosjatkajat, uudet viljelijät) ja ihmisiä, joilla on maataloustausta ja samanlainen arvomaailma. Jokaisella on oma kokemusmaailma, koulutus, henkilökohtainen historia ja tausta.

Kohti sukupolvien uudistumista?

Yhdessä kohti "sukupolvenvaihdosta" - tai kohti "sopeutumista" - lisätään konkreettisilla toimilla nuorten tietoisuutta vihreistä työpaikoista, kiinnitetään huomiota myös senioritalouteen. PLUI rajoitteisten asuntoalueprojekti, maksuttoman julkisen liikenteen mahdollisuus, PAT... Otetaan huomioon paikallisten ihmisten tarpeet,toivotetaan uudet tulijat tervetulleiksi säilyttäen/kehittäen paikallista elämänlaatua.

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Fact sheet - Case study on rural newcomers

Country **Saksa**

Short title Rohrlackin kylä / Landkorb GmbH Sosiaalinen innovaatio osoittaa ympäristöllisen ja taloudellisen voimansa (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Ongelma/mahdollisuudet: Lupaava käytänne kiinnittää huomionsa väestön ja työpaikkojen vähenemiseen rakenteellisesti heikolla itäsaksalaisella maaseutualueella. Infrastruktuuri oli lohduttomassa tilassa 1990-luvulla. Pienen kylän ihmiset Brandenburgin osavaltiossa olivat suuren poliittisen ja taloudellisen murroksen jälkeen vailla selkeää näkymää tulevaisuudesta.

Tulokset: Vahvassa paikallisessa verkostossa ekologinen jakelupalvelu (Landkorb GmbH & Co. KG), vammaisten sosiaaliset palvelut (asunnot ja työpaikat luomumaatilalla) ja luomuleipomo. Käytänteen luojana on eräs arkkitehti, joka osti maata ja uudisti Rohrlackin kylän ottamalla paikalliset ihmiset mukaan päätöksenteossa.

Käytänne työllistää maaseutualueen ihmisiä myös muussa kuin maataloudessa. Näitä työpaikkoja on käsityöläis- ja sosiaalityön ammateissa. Se vie aluetaloutta ja alueellista lisäarvoa eteenpäin. Vahva talouskehitys perustuu luomutuotantoon ja -bisnekseen. Taustalla on myös paikallisten sidosryhmien verkosto ja vahvat siteet tähän alueeseen. Se integroi marginaaliin ajautuneita sosiaaliryhmiä. Se luo innovatiivisen väylän kansalaisten osallistumiselle ja edistää täten sosiaalista yhdenvertaisuutta. Kestävyyden näkökulmasta käytänne auttaa hyödyntämään aluetta ekologisesti, taloudellisesti ja sosiaalisesti.

Suositukset: Käytänne osoittaa kuinka asumisen ja työpaikkojen kautta saavutettava sosiaalisten olojen kehittäminen uudistaa maaseutua. Paikallinen kehittäjä auttaa omalla innovaatiokyvyllään maallemuuttajia asettumaan kylälle. Vahva, kaikkien paikallisten sidosryhmien ja asukkaiden verkosto työ synergiaetuja.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en; https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

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Fact sheet - Case study on rural newcomers

Country **Saksa**
Short title Landwege e.G. - Tuottaja-kuluttaja -osuuskunta tuo tarjolle paikallista ja ekologista ruokaa (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Ongelmat/Mahdollisuudet:

Lupaava käytänne tarttuu kiinni ruokamarkkinoiden paikallisuuden ja ekologisuuden puutteisiin. Osuuskunta perustettiin Lübeckin asukkaiden aloitteesta. Sen tarkoituksena on markkinoida paikallista ja luomuruokaa sekä tuoda tuottajat ja kuluttajat lähemmäksi toisiaan.

Tulokset:

LANDWEGE e. G. on ekologisen tuotannon mallihanke, todellista paikallisuutta käytännössä. Se on Lübeckissä sijaitseva tuottaja-kuluttaja -osuuskunta, jossa on mukana 30 jäsentilaa 100 kilometrin säteellä Lübeckistä. Maatilat ovat luomutuotannossa, useimmat niistä toimivat Demeter- tai Biolandperiaatteiden mukaisesti. Landwege-osuuskunta markkinoi jäsentilojen tuotteet viiden jälleenmyyjän kautta Lübeckissä ja Bad Schwartaussa. Jäsentilojen tuotteiden valikoimaa täydennetään alueen ulkopuolelta tulevilla luomutuotteilla. Osuuskunta on demokraattinen itsehallintomalli, johon kuuluu yleinen kokous, hallitus, neuvoa antava toimikunta ja viljelijöiden yleiskokous. Käytänne on toiminut 1980-luvulta saakka ja sen kautta on luotu 100 työpaikkaa maatiloilla, tuotteiden valmistuksessa, markkinoinnissa ja myynnissä.

Osuuskunnan rinnalla toimii voittoa tavoittelematon yhdistys Landwege e.V. Yhdistys huolehtii erityisesti lasten ja nuorten ympäristöasioiden ja kestävän kehityksen koulutuksesta.

Suositukset:

Tämä lupaava käytänne on vaihtoehtoinen toimintamalli, joka keskittyy kuluttajien ja tuottajien vahvaan vuorovaikutukseen. Markkinoinnissa ja jakelussa on omistauduttu tuottamaan alueelle luomutuotteita. Uusilla luomutiloilla on taattu pääsy markkinoille.

Useful Links: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/; contact: info@landwege.de

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Fact sheet - Case study on rural newcomers

Country **Suomi**
Short title Tule kotiin -projekti Punkalaitumella 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Tule kotiin pyrki löytämään uusia keinoja kääntääkseen kotimaisen muuttoliikkeen takaisin Punkalaitumen suuntaan Lounais-Suomessa. Projekti, jonka rahoitus hankittiin paikallisen LEADER-toimintaryhmän kautta oli tavallaan jatkoa paikkakunnalla aiemmin onnistuneesti toteutetulle maahanmuuttajien kotouttamistyölle. Projektissa tehtiin markkinointi- ja viestintätyötä paikkakunnan tunnettuuden ja houkuttelevuuden lisäämiseksi potentiaalisille uusille asukkaille ja paluumuuttajille.

Aluksi ikääntyneitä ihmisiä kutsuttiin muuttamaan takaisin lapsuuden kotiseudulleen. Se on ehkä yllättävä kohderyhmä, mutta se nähtiin kuitenkin paikkakunnalla järkeväksi valinnaksi. Myöhemmin markkinointiponnistelut kohdistettiin myös lapsiperheisiin.

Kunnan ja seurakunnan yhteistyö hankkeessa oli mielenkiintoinen. Luterilaiset seurakunnat osana valtiokirkkoa, laajoine verkostoineen ja rakenteineen maaseutukunnissa, ovat olleet alihyödynnetty resurssi maaseudun kehittämisessä. Projektissa seurakunta kutsuttiin läheisemmin mukaan Punkalaitumen kehittämistyöhön.

Avainsanoja olivat positiivisuus ja julkisuus. Positiivinen viestintä Punkalaitumen hyvistä puolista lisäsi paikkakunnan näkyvyyttä ja auttoi kuntaa tavoittamaan mahdollisia uusia asukkaita. Nykyiset asukkaat tiedostavat nyt paremmin kotiseutunsa hyvät piirteet ja heillä on myös paremmat valmiudet itse markkinoida kotiseutuaan. Yhteisöllisyys ja eri toimijoiden yhteistyö on lisääntynyt projektin ansiosta. Hyvän projektikoordinaattorin löytyminen oli ratkaisevan tärkeää projektin onnistumiselle.

Muuttoliikkeen kehityst voidaan havaita vasta pidemmällä aikavälillä, joten vielä on liian aikaista arvioida tämän kaksivuotisen projektin lopullista onnistumista suhteessa sen alkuperäisiin tavoitteisiin.

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Fact sheet - Case study on rural newcomers

Country **Unkari**
Short title Käsityöläiset uudisasukkaina (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Keitä ovat Itä-Unkarin uudet asukkaat? Kuinka he löytävät elinkeinon uusissa yhteisöissä ja kuinka nämä yhteisöt hyväksyvät heidät? Näihin kysymyksiin haluamme vastata seuraavissa kappaleissa.

Maaseudun uudisasukkaat edustavat kahta päätyyppiä: on ryhmä ihmisiä, joita motivoi sosiaaliset tekijät ja toinen ryhmä, jota motivoi eettiset tekijät (Laajasti ajatellen: he etsivät maaseutuidylliä, perinteitä, terveellistä ympäristöä, paikallisuuden tunnetta tai näiden tekijöiden yhdistelmää).

Tässä tapaustutkimuksessa keskitytään pääasiassa jälkimmäiseen ryhmään. Keskiluokkaa edustavat ihmiset valitsevat maaseudun asuinpaikaksi. Vaikka jotkut heistä käyvät kaupungissa töissä ja käyttävät kaupungin palveluja, me tapasimme pääasiassa yrittäjiä, jotka aloittivat yritystoiminnan maaseudulla. Tavallisesti heillä on omat resurssit aloittamiseen, mutta myös tukia hyödynnetään liiketoiminnan kehittämiseen ja monipuolistamiseen.

Vaikka heillä on paikallinen myymälä, lähes joka tapauksessa heillä on myös nettikauppa ja tiivis paikkakunnan ulkopuolinen verkosto. Joissakin tapauksissa he rakentavat paikallisen verkoston, mutta useimmiten he ovat irrallaan paikallisesta yhteisöstä; Paikoissa, joissa on paljon uudisasukkaita, heillä on taipumus muodostaa omat piirinsä, mikä saattaa aiheuttaa jännitteitä alkuperäisten asukkaiden kanssa.

Uudisasukkaiden hyväksyttävyys riippuu myös heidän liiketoimintansa tyypistä ja heidän avoimmuudestaan paikallisia kohtaan. Mitä lähempänä liiketoiminta on yhteisöä, sitä todennäköisemmin he saavat yhteisön arvostusta.

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FACT SHEETS IN GERMAN

Fact sheet - Case study on rural newcomers

Country **Irland**

Short title Remote Work als vielversprechender Ansatz um Newcomer in ländliche Räume zu ziehen (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Remote work bedeutet, dass der Arbeitplatz nicht an einen festen Ort verortet ist. Die Arbeit wird fernab des traditionellen Arbeitsplatzes erledigt, etwa zu Hause, in einem Co-Working Space, einem Hub oder sogar als "digitaler Nomade". Die standortunabhängige Arbeit gibt Menschen in ländlichen und urbanen Räumen gleichberechtigt Arbeitsmöglichkeiten und ermöglicht, ihre (Wohn)-Standortentscheidungen vom Standort des Arbeitsplatzes zu entkoppeln. Dadurch können persönliche Wünsche auch an die Lebensqualität bei (Wohn-)Standortentscheidungen berücksichtigt werden. Die Vorteile vom Remote work für ländliche Räume gehen weit über die Bevölkerungszunahme hinaus. Remote work kann dazu beitragen, dass Arbeitsplätze entstehen, die einheimische Bevölkerung gehalten werden kann, die Qualität der Arbeitsplätze verbessert wird, die wirtschaftliche Vielfalt gefördert wird, der Fachkräftepool für Unternehmen sich vergrößert, die Schrumpfung des Dienstleistungssektors umgekehrt wird, die Rückkehr von Frauen in ihren Beruf begünstigt wird und das Sozialkapital sich vergrößert. Das Fallbeispiel geht dabei zwei Wege: zum einen den, der für die Beschäftigung wichtig ist und zum anderen, der für den Umzug relevant ist. Um Remote work zu ermöglichen sind eine Vielzahl von Akteuren wichtig: Bürgergruppen, Wohlfahrtsverbände, staatliche Stellen, Unternehmen und Organisationen. Grow Remote, ein nationales Sozialunternehmen, stellt eine wichtige Verbindung zwischen Remote work und lokaler Wirkung her. Technologie ist eine Schlüsselvoraussetzung, um Remote work zu ermöglichen, aber auch andere Faktoren wie der berufliche Werdegang, gesetzliche Vorgaben, die Gefahr der Vereinsamung, Aus- und Weiterbildungsmöglichkeiten, Wohnen und Dienstleistungen sind wichtige Faktoren für Remote work für Newcomer. Menschliche, soziale, kulturelle und politische Ressourcen und Netzwerke sind integrierende Bestandteile, um Fernarbeit zu ermöglichen und Newcomer in die Gemeinschaft zu integrieren. Das Fallbeispiel nutzt einen kollaborativen Ansatz, der durch eine Finanzierung untermauert wird, die die Schlüsselakteure handlungsfähig macht. Remote work kann als Sprungbrett für die Entwicklung von Gemeinschaften und Unternehmen dienen.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

Fact sheet - Case study on rural newcomers

Country **Polen**

Short title Artystyka: ein ökotouristischer Bauernhof, der zeigt, wie Kunst, lokales Engagement und gegenseitiger Respekt Newcomer helfen können, in einer ländlichen Gemeinschaft Fuß zu fassen (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka ist ein ökotouristischer Bauernhof, der 2005 im Dorf Nowa Bystrzyca (Polen) von zwei Newcomern aus der Stadt Wroclaw kurz nach ihren Universitätsabschlüssen gegründet wurde. Aufgrund ihres künstlerischen Hintergrunds beschlossen sie, nicht nur das Bauernhaus zu renovieren und ein Unternehmen zu gründen, sondern auch Wurzeln zu schlagen, indem sie kunstbezogenen Veranstaltungen, die sich sowohl an Einheimische als auch an Besucher aus Breslau richten, organisieren. Die Newcomer verstanden es Beziehungen mit verschiedenen Mitgliedern der lokalen Gemeinschaft zu knüpfen. Grund dafür war ihre Fähigkeit aufrichtigen Respekt für den lokalen Kontext mit der Einführung neuer Perspektiven zu verbinden, die das Zusammenleben vereinfachte. Anschauliche Beispiele für diesen Ansatz waren: (1) Kunstinstallationen im öffentlichen Raum in einer benachbarten Stadt, die von dortigen Anwohnern geleitet wurden, (2) zahlreiche Workshops zur Herstellung von Kosmetika auf der Basis lokaler Kräuter oder (3) eine Reihe von Workshops zur persönlichen Entwicklung für und mit einheimischen Frauen. Aus dem letzten Beispiel entstanden langfristige Beziehungen, die zwischen 2016 und 2020 dazu organisierten Abtreibungsprotesten führten (als Reaktion auf den Versuch und die Einführung von Anti-Abtreibungsgesetzen in Polen). Ein weiterer Aspekt der lokalen Einbettung war der Ansatz des Ökotourismus von Artystyka - als ein Paradebeispiel für eine ökotouristische Einrichtung in Polen. Außerdem wurden das Bauernhaus und die Scheune im Einklang mit der lokalen Kulturlandschaft renoviert. Im Moment konzentrieren sich die Betreiber mehr auf ihr Familienleben und den Geschäftsbetrieb. Das Fallbeispiel zeigt, dass die Verbindung des Respekt gegenüber dem lokalen Kontext und eigenen Werten und Perspektiven, Newcomern helfen kann, an einem neuen Ort Wurzeln zu schlagen.

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Fact sheet - Case study on rural newcomers

Country **Niederlande**

Short title Die Umnutzung leerstehender landwirtschaftlicher Ställe für gewerbliche Zwecke (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

In den Niederlanden gibt es eine zunehmende Anzahl an leerstehenden Ställen auf Bauernhöfen. Dies führt zu einer Abnahme der Attraktivität des ländlichen Raums, auch für Neuansiedlungen. Die Sanierung leerstehender Ställe für kommerzielle Zwecke bietet hier eine Lösung, da Sanierungen und Neunutzungen neues Leben in verfallene Gebäude bringt und Arbeitsplätze im ländlichen Razum schaffen kann. Das Green East in Raalte (Provinz Overijssel) und Mouthoeve in Boekel (Provinz Noord-Brabant) sind Beispiele für Sanierungen leerstehender Ställe auf Bauernhöfen. Green East in Raalte ist ein Zentrum für Neugründungen in der Kreislaufwirtschaft von Agrar- und Ernährungunternehmen. Mouthoeve in Boekel ist ein Einkaufszentrum mit authentischen Handwerksläden am Rande eines Dorfes. Beide Beispiele haben es geschafft, neue Unternehmer anzuziehen, Arbeitsplätze und Begeisterung in ihren jeweiligen Ortschaften zu kreieren. Das Green East beherbergt mehrere Start-ups mit hochqualifizierten Arbeitsplätzen, die sich sonst nicht in Raalte angesiedelt hätten. Es zieht vor allem junge Menschen in die Gegend. Mouthoeve beherbergt eine große Anzahl von Kleinunternehmen, von denen die meisten im Besitz von weiblichen und/oder jungen Unternehmern sind, die sich sonst nicht in Boekel niedergelassen hätten. Das Planungsrecht macht es in den meisten niederländischen Gemeinden schwierig, leerstehende Ställe für gewerbliche Zwecke umzunutzen. Diese Beispiele zeigen jedoch, dass mit einem positiven Umfeld, einem überzeugenden Konzept und einer "flexiblen" lokalen Politik die Sanierung leerstehender Ställe für kommerzielle Zwecke möglich ist und diese Projekte zur Revitalisieren und Regenerierung des ländlichen Raums beitragen können.

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Fact sheet - Case study on rural newcomers

Country **Niederlande**
Short title Kulturfestivals: Positives Image für periphere Regionen (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die Region Oldambt im Nordosten der Niederlande hat in letzter Zeit unter Bevölkerungsabnahme und einem negativen Image gelitten. In den letzten zehn Jahren wurden jedoch vier hochwertige Kulturfestivals in der Region entwickelt oder in die Region verlegt. Diese können dazu beitragen, ein besseres kulturelles Angebot und ein positiveres Image für Oldambt zu schaffen. Langfristig könnte dies mehr Einwohner, Unternehmen und Arbeitsplätze anziehen. All dies kann auch die Attraktivität der Region für jüngere Generationen erhöhen. Pura Vida, Waterbei, Festival Hongerige Wolf und Grasnapolsky haben alle eine unterschiedliche Geschichte und Zielsetzung, haben aber ein gemeinsames Ziel, nämlich ein hochwertiges kulturelles Angebot in die Region Oldambt zu bringen und die Stärken der Region zu nutzen. Bislang haben die Festivals viele Besucher in die Region gelockt, was sich positiv auf den Tourismus und das Image der Region auswirkt. Obwohl sich die Festivals nicht speziell an jüngere Generationen richten, sprechen sie hauptäschlich 30- bis 40-jährige Menschen an. Die Festivals sind zumeist Bottom-up-Initiativen von lokalen BürgerInnen und NewcomerInnen im ländlichen Raum, die ihre Aktivitäten in die einzigartige soziale und kulturelle Geschichte von Oldambt einbetten. Die regionale und lokale Regierung unterstützt die Festivals. Die Newcomer fühlen sich in Oldambt sehr willkommen. Dieses Fallbeispiel ist daher am ehesten auf andere Räume mit einer aktiven Bevölkerung, einer einzigartigen Geschichte und unterstützenden Institutionen übertragbar. Da Covid-19 die Zukunft dieser Kulturfestivals bedroht, scheint es wichtig, dass die regionale und lokale Politik ihr hohes Maß an Unterstützung beibehält. Auf diese Weise kann Oldambt sein einzigartiges und hochwertiges Angebot an Kulturfestivals fortsetzen.

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Fact sheet - Case study on rural newcomers

Country **Italien**

Short title Castel del Giudice - Die Gemeinde als aktiver Akteur des territorialen Marketings und der wirtschaftlichen Initiative (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice liegt im Apennin-Gebirge, das durch Bevölkerungsrückgang, Alterung der Bevölkerung und eine hohe Jugendarbeitslosigkeit gekennzeichnet ist. Häufig hat der Gemeinderat von kleinen Dörfern ein begrenztes Budget und eine begrenzte Planungskapazität. Der Gemeinderat von Castel del Giudice hat proaktiv und finanziell die Gründung eines Bio-Apfelunternehmens auf 40 Hektar brachliegender Fläche gefördert; eine öffentlich-private Baufirma hat die leerstehende Grundschule im Dorf in eine Pflegeeinrichtung für ältere Menschen des Ortes umgewandelt und die verlassenen Stallungen restauriert und in ein Hotel mit Restaurant und SPA umgewandelt.
In der zweiten Phase förderte er auch einen gemeinschaftlichen Bienenstock, eine Brauerei, einen Gemeinschaftsverband, ein Konzept für die Wiederherstellung und Restaurierung unbewohnter Häuser und öffentlicher Räume.
All diese Projekte beruhen auf der Führung und Initiative von jungen Menschen aus der Region. Die soziale Innovation von Castel del Giudice zeigt eine neue Form, wie natürliche und ländliche Ressourcen sowie das Umwelterbe auf der Grundlage eines partizipatorischen Ansatzes verwaltet werden können: Jede Initiative wurde in Partnerschaft mit dem Gemeinderat, der lokalen Gemeinschaft und anderen wichtigen sektoralen Akteuren ins Leben gerufen. Die lokale Entwicklungsstrategie von Castel del Giudice basiert auf einem Veränderungsprozess, der drei Prinzipien verfolgt: (1) die Prozesse des ländlichen Wandels und ihre Auswirkungen verstehen, die Möglichkeiten für die Bewohner ausschöpfen und die Risiken handhabbar machen, (2) das Vverständnis aufbringen, wie lokale territoriale Vermögenswerte und Ressourcen besser verwalten können, (3) drittens die dringende Notwendigkeit, einen stärker integrierten Ansatz für die ländliche Entwicklung verfolgen.
Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ; https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it; https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY;

Fact sheet - Case study on rural newcomers

Country **Frankreich**

Short title Erneuerung der lokalen Entwicklungspolitik: Persönliche Vernetzung und gemeinsames Wissen (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Die lokale Entwicklung (Leader Programm, "pays"-Politik in Frankreich) hat ihre Grenzen gezeigt, die notwendigen Bedingungen für eine erfolgreiche nachhaltige lokale Entwicklung zu schaffen oder zu reproduzieren. Das Fallbeispiel von Granville Terre et Mer (ein ländlicher Raum, der mit einer mittelgroßen Stadt an der Küste verbunden ist) zeigt Handlungsmöglichkeiten auf, um die Schwierigkeiten zu überwinden.

Das innovative, vielversprechende Fallbeispiel

Ausgehend von einer institutionellen Identität, die auf gemeinsamen Erfahrungen, Werten und Praktiken beruht, wurde nach und nach eine Zusammenarbeit aufgebaut, die sich hauptsächlich auf ein Netzwerk informeller, persönlicher Beziehungen gründet, was vor Ort für die "Wiederbelebung" von Bedeutung ist: Ausgewogenheit, ein Ort für junge Menschen, soziale und berufliche Integration, die Überalterung der Bevölkerung, Umweltschutz, wirtschaftliche und kulturelle Entwicklungen, Wohnen, ... Das Konzept der gemeinsamen Sinnstiftung ist für alle wesentlich. Zwei parallele Netzwerke überschneiden sich hier: das der gewählten Personen und lokalen Entscheidungsträger und das der Mitarbeiter.

Newcomer: Jeder, egal ob Newcomer, Einheimischer oder Zugezogener, beteiligt sich gleichberechtigt und auf ergänzende Art und Weise. Die Motivation ergibt sich aus der Integration in diese Netzwerke, die zunächst auf gemeinsamen Werten und Engagement basiert. Zu den Netzwerken gehören Landwirte (Neueinsteiger, Nachfolger) oder Menschen mit landwirtschaftlichem Hintergrund, die gemeinsame Werte teilen. Für alle geht es um Erfahrungswerte, die Ausbildung und/oder um die persönliche Geschichte und den Hintergrund.

Auf dem Weg zur Regeneration? Die Fähigkeit, gemeinsam die " Wiederbelebung" zu steuern - besser vielleicht " Anpassung " - spiegelt sich in der Umsetzung konkreter Aktionen wider, wie z.B. die Sensibilisierung der Jugend für ökologische Arbeitsplätze, die Berücksichtigung der Silberwirtschaft, das PLUI-Projekt was der Regulierung von Wohnsiedlungen entgegenwirkt, ..., die Perspektive kostenloser öffentlicher Verkehrsmittel, PAT, ..., wobei im Mittelpunkt zwei Ideen stehen: die Erfüllung der Bedürfnisse der einheimischen Bevölkerung sowie die Aufnahme von Newcomern bei gleichzeitiger Erhaltung/Verbesserung der lokalen Lebensqualität.

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Fact sheet - Case study on rural newcomers

Country **Deutschland**

Short title Dorf Rohrlack / Landkorb GmbH & Co. KG - Soziale Innovation initiiert ökologische und ökonomische Stärke (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Dieses Fallbeispiel befasst sich vor allem mit dem Bevölkerungs- und Arbeitsplatzrückgang in einer strukturschwachen ländlichen Region in Ostdeutschland. In den 1990er Jahren befand sich die Infrastruktur in einem desolaten Zustand und die Menschen des kleinen Dorfes im Bundesland Brandenburg waren nach der Wiedervereinigung und dem wirtschaftlichem Rückgang resigniert. Das Beispiel umfasst ein starkes lokales Netzwerk zwischen einem ökologischen Lieferdienst (Landkorb GmbH & Co. KG), einer sozialen Einrichtung für behinderte Menschen (Wohnen und Arbeitsplätze in ökologischer Landwirtschaft und Produktion) und einer ökologischen Bäckerei. Das ganze Vorhaben wurde stark von einem Architekten gefördert, der ein Grundstück kaufte und das Dorf Rohrlack renovierte. Dies machte er sehr behutsam, indem er die Einheimischen in alle Entscheidungsprozesse einbezog. In dem Fallbeispiel wurden Arbeitsplätze in einer ländlichen Region geschaffen, die über die landwirtschaftliche Produktion hinausgehen. Dazu gehören Arbeitsplätze in handwerklichen und sozialen Berufen. Regionale Wirtschaftskreisläufe und regionale Wertschöpfung wird dadurch vor Ort gefördert. Die starke wirtschaftliche Entwicklung basiert auf ökologischer Landwirtschaft und ökologisch agierenden Betrieben. Das Vorhaben stützt sich auf ein lokales Akteursnetzwerk und eine starke regionale Verbundenheit, integriert hierbei gesellschaftliche Randgruppen, schafft eine innovative Form der Bürgerbeteiligung und trägt so zum sozialen Zusammenhalt bei. Indem ein ökologischer, ökonomischer und sozialer Nutzen entsteht, wird ein Beitrag zur Nachhaltigkeit der Region beigetragen. Das Beispiel zeigt, wie die Erneuerung des ländlichen Raums durch eine soziale Einrichtung, die Wohn- und Arbeitsmöglichkeiten kombiniert, initiiert werden kann. Ein Förderer vor Ort hilft ländlichen Newcomern mit Innovationspotenzial, sich im Dorf anzusiedeln. Der Aufbau eines starken lokalen Netzwerks ermöglicht Synergien für alle Beteiligten, einschließlich der lokalen Bevölkerung.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en ; https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

Fact sheet - Case study on rural newcomers

Country **Deutschland**
Short title Landwege e.G. - Erzeuger-Verbraucher-Genossenschaft ermöglicht eine regionale und ökologische Lebensmittelversorgung (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Landwege richtet sich gegen den Mangel an biologischen und regionalen Lebensmitteln auf dem Markt. Eine Initiative von Lübecker Bürgern hat eine Genossenschaft gegründet, die das Ziel verfolgt, regionale und ökologische Lebensmittel direkt zu vermarkten und Erzeuger und Verbraucher näher zusammenzubringen.

Die LANDWEGE e. G. gilt als biologischess Modellprojekt für "gelebte Regionalität". Sie ist eine Erzeuger-Verbraucher-Genossenschaft in Lübeck und umfasst 30 Mitgliedsbetriebe, in einem Umkreis von max. 100 km Radius um Lübeck. Diese Betriebe arbeiten ökologisch und meist nach Demeter- oder Bioland-Richtlinien. Die Genossenschaft Landwege vermarktet die Produkte der Mitgliedsbetriebe direkt über fünf Vollsortimenter in Lübeck und Bad Schwartau. Neben den Produkten der Mitgliedsbetriebe wird das Sortiment durch weitere ökologisch erzeugte Produkte von außerhalb der Region ergänzt. Dem Genossenschaftsgedanken entsprechend handelt es sich um eine demokratische und selbstverwaltete Organisationsform mit einer Generalversammlung, einem Vorstand, einem Aufsichtsrat und einer Bauernversammlung. Sie besteht seit Ende der 1980er Jahre und hat 100 Arbeitsplätze in den Bereichen Landwirtschaft, Verarbeitung, Marketing und Verkauf geschaffen. Neben der Genossenschaft gibt es den gemeinnützigen Verein Landwege e.V., der Umweltbildung und Bildung für nachhaltige Entwicklung, insbesondere für Kinder und Jugendliche, als seine zentrale Aufgabe betreibt.

Das Fallbeispiel zeigt eine alternative Betriebsform auf, die mehr auf eine starke Interaktion zwischen Konsumenten und Produzenten setzt. Marketing und Vertrieb sind darauf ausgerichtet, ökologische Landwirtschaft und Lebensmittel in die Region zu bringen. Neue Bio-Betriebe haben einen garantierten Zugang zum Markt.

Useful Links: https://www.landwege.de/
https://www.landwege.de/regional/philosophie
https://de-de.facebook.com/pg/LANDWEGE/videos/; contact: info@landwege.de

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Fact sheet - Case study on rural newcomers

Country **Finnland**
Short title Das Projekt "Come Home" in der Gemeinde Punkalaidun von 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Das Projekt "Come Home" versuchte neue Wege zu finden, um die Binnenwanderung in der Gemeinde Punkalaidun im Südwesten Finnlands positiv zu gestalten. Das von der lokalen LEADER-Gruppe finanzierte Projekt war eine Fortsetzung eines früheren, erfolgreichen Projektes zur Integration von Asylbewerbern vor Ort. Das Projekt umfasste Marketing- und Kommunikationsmaßnahmen, um die Gemeinde bekannter zu machen und mögliche Newcomer und Rückkehrer für einen Umzug dorthin zu gewinnen. Zuerst wurden ältere Menschen motiviert wieder zurück in die Region ihrer Kindheit zu ziehen. Diese etwas überraschende Zielgruppe wurde in der Gemeinde im Nachhinein als sinnvoll angesehen. Anschließend waren Familien mit Kindern eine weitere Zielgruppe. Die Zusammenarbeit zwischen der Gemeindeverwaltung und der örtlichen Kirchengemeinde war dabei besonders interessant. Die lutherischen Kirchengemeinden der finnischen Staatskirche, die in weitreichende Netzwerke und Strukturen in den ländlichen Gemeinden eingebunden sind, waren bislang kaum auf der Agenda der ländlichen Entwicklung. Durch das Projekt wurden die Kirchengemeinden stärker in die lokale Entwicklung in Punkalaidun eingebunden.

Die Schlüsselaspekte waren eine positive Einstellung und eine gezielte Öffentlichkeitsarbeit. Insbesondere die Öffentlichkeitsarbeit und Kommunikation über verschiedene Kanäle zeigten die positiven Entwicklungen der kleinen Landgemeinde Punkalaidun auf, um potenzielle Newcomer zu erreichen. Hervorzuheben ist auch der Effekt, dass die Einheimischen sich auch mit diesen positiven Eigenschaften ihrer Heimat identifizieren und sie so weitervermarktet werden konnten. Das Gemeinschaftsgefühl wurde gestärkt und die Zusammenarbeit zwischen den lokalen Akteuren verbessert. Auch die Einstellung eines guten Projektkoordinators war wichteig. Da die Entwicklungen des Wanderungsverhaltens erst nach längerer Zeit beobachtet werden kann, ist es noch zu früh zu bewerten, ob das Ziel der Rückwanderung nach Punkalaidun des zweijährigen Projekts erreicht wurde.

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Fact sheet - Case study on rural newcomers

Country **Ungarn**
Short title Handwerker als Newcomer (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Wer sind die Newcomer im ländlichen Ostungarn? Wie leben sie in der Gemeinschaft, und wie werden von ihr akzeptiert? Das sind die Fragen, die wir in den folgenden Abschnitten beantworten möchten.

Es gibt zwei Typen von Newcomer im ländlichen Raum: Die Motive der ersten Gruppe orientieren sich an sozialen Gründen. Die Motive der zweiten Gruppe sind ethisch begründet (Suche nach ländlicher Idylle, Traditionen, einer gesunden Umwelt, dem Gefühl von Lokalität oder einer Mischung all dieser Faktoren).

In der Fallstudie konzentrieren wir uns hauptsächlich auf die letztere Gruppe. Bei den untersuchten Newcomern handelt es sich um Unternehmer aus der Mittelschicht, die ihren Wohnsitz in ländlichen Gebieten wählen, um ein Unternehmen zu gründen. Für die Arbeit oder für Dienstleistungen pendeln einige weiterhin in die Stadt. In der Regel können die Newcomer auf bestehendes Kapital und Ressourcen zurückgreifen, nutzen aber auch oft die Kombination aus Fördermöglichkeiten, um ihr diversifiziertes Unternehmen aufzubauen. In den meisten Fällen haben die Unternehmen einen Onlineshop und auch ein ortsübergreifendes Netzwerk, auch wenn das Geschäft im ländlichen Raum verortet ist. Lokale Netzwerke sind nicht die Regel, denn die Unternehmer sind oft von der lokalen Gemeinschaft abgeschnitten. Wenn es in einem Ort mehrere Newcomer gibt, bilden sie eigene Netzwerke, was auch zu Spannungen bei der Einheimischen führen kann. Trotzdem gibt es insgesamt sehr wenige Kooperationen zwischen den verschiedenen Newcomern. Je mehr Verbindung das Unternehmen mit der Gemeinschaft hat und je offener die Newcomer auch gegenüber der Gemeinschaft auftreten, desto wahrscheinlicher ist es, dass sie innerhalb der Gemeinschaft akzeptiert und angesehen werden.

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FACTSHEET IN FRENCH

Fact sheet - Études de cas sur les nouveaux arrivants

Country **Irlande**

Short title Le travail à distance, une pratique prometteuse pour attirer de nouvelles populations dans les zones (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le travail à distance implique que les emplois ne soient pas liés à un lieu fixe. Le travail est effectué à distance du lieu de travail habituel, que ce soit à domicile, dans un espace de co-working, un hub ou même en tant que "nomade numérique". En supprimant la localisation des emplois, on donne aux personnes vivant en milieu rural ou urbain les mêmes chances d'accéder à l'emploi, et on permet de dissocier leur décision de lieu de vie de la localisation de l'emplois. Les circonstances personnelles et les ambitions en matière de qualité de vie peuvent ainsi être prioritaires dans les décisions de localisation. Les avantages du travail à distance pour les communautés rurales ne se limitent pas au repeuplement, mais permettent également d'améliorer et de créer des emplois, de retenir la population existante, d'améliorer la qualité des emplois, d'injecter de la diversité économique, d'augmenter le vivier de talents pour les entreprises, d'inverser le rétrécissement des services, d'avoir un impact sur le retour au travail avec une participation accrue des femmes, et d'augmenter le capital social. Cette pratique implique un double parcours, l'un pour les conditions relatives à l'emploi et l'autre lié à la relocalisation. Un large éventail d'acteurs est essentiel pour permettre le travail à distance : groupes locaux, agences d'entreprises sociales, organismes publics, entreprises et organisations. Grow Remote, une entreprise sociale nationale, constitue un lien essentiel entre "le travail à distance et l'impact local". La technologie est une condition essentielle pour permettre le travail à distance, mais d'autres facteurs tels que la progression professionnelle, les directives législatives, l'isolement, la formation, le logement et les services ont un impact sur la transition des nouveaux arrivants en tant que travailleurs à distance. Les ressources et réseaux humains, sociaux, culturels et politiques font partie intégrante de la facilitation du travail à distance et de l'intégration des nouveaux arrivants dans les communautés. La viabilité de cette pratique est liée à une approche collaborative soutenue par un financement qui permet aux acteurs clés d'agir. Le travail à distance peut servir de tremplin au développement des communautés et des entreprises.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Poland**

Short title Artystyka: une ferme ecotouristique qui montre comment l'art, l'engagement local et le respect mutuel peuvent aider les nouveaux arrivants à s'enraciner dans une société rurale. (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka est une ferme écotouristique créée en 2005 dans le village de Nowa Bystrzyca (Pologne) par un couple de nouveaux arrivants de la ville de Wroclaw, juste après leur diplôme universitaire. Étant donné leur formation artistique, ils ont décidé non seulement de rénover la ferme et de créer une entreprise, mais aussi d'essayer de prendre racine en organisant des événements artistiques destinés aux résidents locaux et aux visiteurs de Wroclaw. Les nouveaux arrivants ont réussi à nouer des relations profondes avec différents membres de la communauté locale grâce à leur capacité à trouver un équilibre entre le respect sincère du contexte local et l'introduction de nouvelles perspectives visant à améliorer véritablement la vie commune. Quelques exemples illustrant cette approche pourraient être (1) des installations artistiques dans les espaces publics d'une ville voisine, guidées par des résidents locaux, (2) de nombreux ateliers de préparation de cosmétiques à base d'herbes locales, ou (3) une série d'ateliers de développement personnel pour et avec les femmes locales. Ce dernier est un bon exemple de création de relations durables, car ces ateliers ont servi de base à la communauté pour organiser des manifestations pro-choix en 2016 et 2020 (en réponse à la tentative et à l'introduction de lois anti-avortement en Pologne). Un autre aspect de l'enracinement local est l'approche du tourisme écologique d'Artystyka, qui - selon d'autres recherches - est un excellent exemple d'installation éco-touristique en Pologne. En outre, la ferme et la grange ont été rénovées dans le respect du paysage culturel local. Pour l'instant, les hôtes se concentrent davantage sur leur vie de famille et leur activité professionnelle, mais ce cas montre comment l'approche qu'ils ont adoptée peut aider les nouveaux arrivants à s'enraciner dans leur nouvel environnement en combinant le respect du contexte local et le partage de leurs propres valeurs et perspectives.

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Pays-Bas**

Short title Réaménagement d'écuries agricoles vides à des fins commerciales (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Les Pays-Bas comptent un nombre croissant d'écuries de ferme vides, ce qui entraîne une détérioration de la campagne et en fait un lieu moins attrayant pour s'installer. Le réaménagement d'écuries vides à des fins commerciales pourrait être l'une des solutions à ces problèmes, car il redonne vie à des bâtiments détériorés et peut créer des emplois ruraux. Le Green East à Raalte (province d'Overijssel) et Mouthoeve à Boekel (province de Noord-Brabant) sont des exemples d'écuries agricoles vides réaménagées. Le premier est un centre pour les start-ups circulaires dans l'industrie agroalimentaire et le second un centre commercial avec des boutiques d'artisanat authentique à la lisière d'un village. Ces deux exemples ont réussi à attirer de nouveaux entrepreneurs, des emplois et de l'enthousiasme dans leurs zones respectives. Le Green East accueille plusieurs start-ups qui, autrement, ne se seraient pas installées à Raalte et qui offrent des emplois hautement qualifiés à plusieurs jeunes qui ont déménagé dans la région. Mouthoeve accueille un grand nombre de petites entreprises, dont la plupart sont détenues par des femmes et/ou des jeunes entrepreneurs qui, autrement, n'auraient pas installé leur entreprise à Boekel. Les règles d'urbanisme de la plupart des municipalités néerlandaises rendent difficile le réaménagement des écuries agricoles vides à des fins commerciales. Toutefois, ces exemples montrent que dans certains contextes, lorsqu'il existe un bon plan et une administration locale ayant une approche flexible, le réaménagement d'écuries agricoles vides à des fins commerciales peut contribuer à revitaliser et régénérer une zone rurale.

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Pays-Bas**

Short title Les festivals culturels : Créer une image plus positive des régions périphériques. (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La région d'Oldambt, dans le nord-est des Pays-Bas, a récemment souffert du dépeuplement et d'une image relativement négative. Cependant, au cours de la dernière décennie, quatre festivals culturels de grande qualité ont été développés dans la région ou ont été déplacés vers celle-ci. Ces festivals pourraient contribuer à créer de meilleurs équipements culturels et une image plus positive d'Oldambt. À long terme, cela pourrait attirer davantage de résidents, d'entreprises et d'emplois. Tout cela pourrait également renforcer l'attrait de la zone pour les jeunes générations. Pura Vida, Waterbei, le Festival Hongerige Wolf et Grasnapolsky ont tous une histoire et des objectifs différents, mais ils partagent le désir d'apporter une offre culturelle de qualité à la région d'Oldambt et de montrer les atouts de la région. Jusqu'à présent, les festivals ont attiré davantage de visiteurs dans la région, ce qui a un effet positif sur le tourisme et contribue à améliorer l'image de la région. Bien que les festivals ne soient pas spécifiquement destinés aux jeunes générations, ils attirent les trentenaires et les quadragénaires. Les festivals sont principalement des initiatives ascendantes prises par les citoyens locaux et les nouveaux arrivants ruraux, qui inscrivent leurs activités dans l'histoire sociale et culturelle unique d'Oldambt. Les autorités régionales et locales soutiennent fortement les festivals, et les nouveaux arrivants se sentent très bien accueillis à Oldambt. Cette pratique est donc tout à fait transférable à d'autres régions ayant une population active, une histoire unique et des institutions qui les soutiennent. Étant donné que Covid-19 menace l'avenir de ces festivals culturels, il semble important que le gouvernement régional et local maintienne son haut niveau de soutien. Ce faisant, Oldambt peut conserver son offre unique et de qualité de festivals culturels.

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Italie**

Short title Castel del Giudice - La municipalité, acteur du marketing territorial et de l'initiative économique exprimant les besoins de la communauté (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice fait partie des zones internes de la zone montagneuse des Apennins, qui se caractérisent par un dépeuplement, une population vieillissante et un taux élevé de chômage des jeunes. Habituellement, le conseil municipal des petits villages dispose d'un budget et d'une capacité de planification limités, alors que le conseil municipal de CdG a encouragé de manière proactive et financière la constitution d'une entreprise de pommes biologiques sur 40 hectares de terres agricoles abandonnées ; une entreprise de construction publique-privée pour convertir l'école primaire désaffectée du village en une résidence de soins assistés pour les citoyens âgés locaux et enfin la restauration des écuries abandonnées pour créer un hôtel étendu avec restaurant et SPA. Dans un deuxième temps, elle a également promu une ruche communautaire, une brasserie agricole, une coopérative communautaire, un plan de récupération et de restauration des maisons inhabitées et des espaces publics. Toutes ces initiatives reposent sur le leadership des jeunes de la région. L'innovation sociale CdG illustre un nouveau modèle de gestion des ressources naturelles et rurales ainsi que du patrimoine environnemental basé sur une approche participative : chaque initiative a été mise en place en partenariat avec le conseil municipal, la communauté locale et d'autres acteurs sectoriels clés. La stratégie de développement local de CdG repose sur un processus de changement fondé sur : premièrement, la nécessité de comprendre les processus de changement rural et leurs implications, en maximisant les opportunités pour les habitants et en gérant les risques ; deuxièmement, la nécessité de comprendre comment mieux gérer les actifs et les ressources territoriales locales ; et, troisièmement, l'urgence d'adopter une approche plus intégrante du développement rural.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **France**

Short title Renouveau du développement local : réseau personnel et interconnaissance (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le développement local (programme LEADER, politiques des Pays en France) a montré ses limites : difficultés de réunir ou de reproduire les conditions nécessaires à la réussite d'un développement local dans la durée. Le fonctionnement sur Granville Terre et Mer (un arrière-pays rural adossé à un port, ville moyenne) montre des pistes d'action pour résoudre ces difficultés. La pratique innovante : En effet il s'est mis progressivement en place un fonctionnement fondé sur un réseau de relations informelles, interpersonnelles, instauré à partir d'un faisceau d'analyses, de valeurs et de pratiques communes, partagées, convergentes, prenant en compte des enjeux relatifs à la « régénération » du territoire : la place des jeunes, leur insertion sociale et professionnelle, le vieillissement de la population, l'environnement, les dynamiques économiques et culturelles. Le sens donné à l'action est essentiel pour tous. Deux réseaux de travail parallèles existent et se croisent : celui des responsables élus et décisionnaires, celui des professionnels salariés. Rôle des nouveaux arrivants dans ce réseau : Tous, nouveaux arrivants, personnes habitant depuis toujours sur le territoire, personnes étant parties puis revenues. Quel que soit leur profil, participent de façon équivalente et complémentaire. La dynamique provient de l'intégration dans ce réseau par cooptation, cooptation basée sur les valeurs partagées et l'engagement. : les réseaux sont ouverts, et incluent des nouveaux entrants en agriculture ou des successeurs, ou des personnes issues du monde agricole. Pour chacun c'est une question d'expérience, de formation, de parcours. Vers une régénération ? La capacité à aller collectivement vers une « régénération » -le terme est rejeté en faveur du terme adaptation- se traduit par la mise en œuvre d'actions concrètes, plurisectorielles telles que sensibiliser les jeunes aux métiers verts, prendre en compte la silver économie, un PLUI limitant le développement des lotissements, …, perspectives de transports en commun (navettes) gratuits, PAT, … projets sous-tendus par deux orientations majeures : répondre aux besoins de la population locale et à ceux des nouveaux arrivants tout en maintenant ou améliorant la qualité de vie locale .

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Allemagne**

Short title Rohrlack village / Landkorb GmbH & Co. KG - L'innovation sociale est à l'origine d'une force écologique et économique (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problèmes/Opportunités : La pratique prometteuse concerne principalement le déclin de la population et de l'emploi dans une région rurale structurellement fragile d'Allemagne orientale. Dans les années 1990, l'infrastructure était dans un état désolant et les habitants du petit village de l'état fédéral du Brandebourg étaient sans perspectives après un changement politique majeur et un déclin économique.
Résultats : La pratique englobe un solide réseau local, entre un service de livraison écologique (Landkorb GmbH & Co. KG), un établissement social pour personnes handicapées (logement et emplois dans l'agriculture et la production écologiques) et une boulangerie écologique. L'ensemble de la pratique a été fortement encouragé par un architecte, qui a acheté un terrain et rénové le village de Rohrlack en incluant les habitants dans tous les processus décisionnels. La pratique fournit du travail dans une région rurale, au-delà de la production agricole. Il s'agit notamment d'emplois dans l'artisanat et les professions sociales. Elle favorise les cycles économiques régionaux et la création de valeur régionale. Le fort développement économique est basé sur une agriculture et des entreprises écologiques. Il s'appuie sur un réseau d'acteurs locaux et sur des liens régionaux forts, également. Il intègre les groupes sociaux marginalisés. Il crée une forme innovante de participation civique et contribue ainsi à la cohésion sociale. Dans le sens de la durabilité, cette pratique contribue à faire progresser la région locale sur le plan écologique, économique et social.
Recommandations: Cette pratique montre comment le renouveau rural peut être abordé par le biais d'une structure sociale, qui combine logement et opportunités d'emploi. Un promoteur local aide les nouveaux arrivants ruraux ayant un potentiel d'innovation à s'installer dans le village. La création d'un réseau local solide permet des synergies pour toutes les parties prenantes, y compris la population locale.
Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf ; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en
https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

Fact sheet - Études de cas sur les nouveaux arrivants

Country **Allemagne**

Short title Landwege e.G. - Une coopérative de producteurs-consommateurs permet un approvisionnement alimentaire régional et écologique (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problèmes/Opportunités : Cette pratique prometteuse s'attaque au manque d'écologie et de régionalité du marché alimentaire. Une initiative de citoyens de Lübeck a créé une coopérative. Son objectif est de commercialiser directement des aliments régionaux et biologiques et de rapprocher les producteurs et les consommateurs.
Résultats: LANDWEGE e. G. est considéré comme un projet écologique modèle de "régionalité réelle en pratique". Il s'agit d'une coopérative de producteurs-consommateurs de Lübeck qui comprend 30 exploitations membres situées dans un rayon de max. 100 km autour de Lübeck. Ces exploitations travaillent de manière biologique et le plus souvent selon les principes Demeter ou Bioland. La coopérative Landwege commercialise les produits des fermes membres directement auprès de cinq détaillants de gamme complète à Lübeck et Bad Schwartau. Outre les produits des exploitations membres, l'assortiment est complété par d'autres produits biologiques provenant de l'extérieur de la région. Conformément au concept de coopérative, il s'agit d'une forme d'organisation démocratique et autonome avec une assemblée générale, un conseil d'administration, un conseil de surveillance et une assemblée des agriculteurs. Elle existe depuis la fin des années 1980 et a créé 100 emplois dans les domaines de l'agriculture, de la transformation, du marketing et de la vente. Outre la coopérative, il existe également l'association à but non lucratif Landwege e.V. L'association à but non lucratif considère l'éducation à l'environnement et l'éducation au développement durable, notamment pour les enfants et les jeunes, comme sa tâche centrale.
Recommandations: Cette pratique prometteuse est une forme alternative d'exploitation qui se concentre davantage sur une forte interaction entre les consommateurs et les producteurs. Le marketing et la distribution sont dédiés à l'introduction de l'agriculture et de l'alimentation biologiques dans la région. Les nouvelles exploitations biologiques ont un accès garanti au marché.
Useful Links: https://www.landwege.de/ ; https://www.landwege.de/regional/philosophie ; https://de-de.facebook.com/pg/LANDWEGE/videos/
Contact: info@landwege.de

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Fact sheet - Études de cas sur les nouveaux arrivants

Country **Finland**

Short title Le projet "Come Home" dans la municipalité de Punkalaidun en 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Le projet "Come Home" a tenté de trouver de nouveaux moyens de rendre la migration intérieure positive pour la municipalité de Punkalaidun, dans le sud-ouest de la Finlande. Le projet financé par le groupe local LEADER s'inscrivait dans la continuité de l'intégration réussie des demandeurs d'asile.

Le projet a déployé des efforts de marketing et de communication pour faire connaître la municipalité et inciter les nouveaux arrivants et les rapatriés à s'y installer. Dans un premier temps, les personnes âgées ont été invitées à revenir s'installer dans la région de leur enfance. C'était un groupe cible quelque peu surprenant. Après tout, cela semblait logique dans cette communauté. Par la suite, les efforts de marketing se sont également concentrés sur les familles avec enfants.

La collaboration entre l'administration municipale et la paroisse locale est intéressante. Les paroisses luthériennes de l'Église d'État en Finlande, qui disposent de vastes réseaux et structures dans les municipalités rurales, ont été une ressource sous-utilisée dans le développement rural. Grâce au projet, elle a été impliquée plus étroitement dans les activités de développement local à Punkalaidun.

Les mots-clés étaient positivité et publicité. La publicité et la communication dans divers canaux sur les aspects positifs de Punkalaidun ont rendu la petite municipalité rurale plus visible et ont permis d'atteindre les nouveaux arrivants potentiels. Les résidents actuels sont désormais mieux informés de tous les aspects positifs de leur région et mieux préparés à la promouvoir. L'esprit communautaire s'est renforcé et la collaboration entre les acteurs locaux s'est améliorée. Le recrutement d'un bon coordinateur de projet a été crucial pour obtenir ces résultats.

Étant donné que les changements dans les schémas de migration ne peuvent être observés qu'après un certain temps, il est trop tôt pour juger de la réussite finale de ce projet de deux ans, à savoir s'il a réussi ou non à atteindre l'objectif principal d'une plus grande remigration.

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Fact sheet –Études de cas sur les nouveaux arrivants

Country **Hongrie**
Short title Nouveaux artisans (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Qui sont les nouveaux arrivants dans les zones rurales de l'Est de la Hongrie? Comment peuvent-ils trouver leur place dans les nouvelles communautés, et comment ces communautés les acceptent-elles ? Ce sont les questions auxquelles nous aimerions répondre dans les paragraphes suivants.

Il existe deux types principaux de nouveaux arrivants dans les zones rurales : il y a un groupe, motivé par des raisons sociales (), et un autre motivé par des raisons éthiques (au sens large : ils sont à la recherche de l'idylle rurale, des traditions, d'un environnement sain, du sens de la localité ou d'un mélange de ces éléments).

Dans l'étude de cas, nous nous concentrons principalement sur ce dernier groupe. Les membres des couches moyennes choisissent les zones rurales comme lieu de résidence, et bien que certains d'entre eux fassent encore la navette vers les zones urbaines pour travailler et utiliser les services, dans notre cas, nous avons contacté principalement des entrepreneurs qui ont démarré leur activité à la campagne. Généralement, ils disposent de ressources propres mais utilisent également des subventions et développent une activité diversifiée.

Même s'ils ont un magasin local, ils ont presque toujours une boutique en ligne et un réseau dense en dehors de la localité. Dans certains cas, ils peuvent construire un réseau local, mais dans la plupart des cas, ils sont détachés de la communauté locale ; dans les endroits où il y a beaucoup de nouveaux arrivants, ils ont tendance à former leurs propres cercles, ce qui peut entraîner des tensions avec les habitants d'origine. Il existe très peu de coopératives entre les différents nouveaux arrivants.

Leur acceptation dépend également de la forme d'entreprise qu'ils choisissent et de leur ouverture envers les habitants. Plus l'entreprise est proche de la communauté, plus elle a de chances d'acquérir du prestige au sein de celle-ci.

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FACT SHEETS IN HUNGARIAN

Fact sheet - Case study on rural newcomers

Country **Ireland**

Short title A távmunka mint ígéretes gyakorlat a vidéki térségekbe újonnan érkezők vonzására (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A távmunka azt jelenti, hogy a munkahelyek nincsenek helyhez kötve. A munkát a hagyományos munkahelytől távol végzik, akár otthon, egy co-working térben, egy hubban vagy akár "digitális nomádként". A munkahelyek helyhez kötöttségének megszüntetése egyenlő esélyt biztosít a vidéken és a városokban élők számára a munkahelyekhez való hozzáférésre, és lehetővé teszi, hogy az emberek döntései a munkahelyek valós helyétől függetlenedjenek. A személyes körülmények és az életminőségi ambíciók elsőbbséget élvezhetnek a helymeghatározás során. A távmunka előnyei a vidéki közösségek számára túlmutatnak az újranépesedésen, de segítenek a foglalkoztatás javításában és létrehozásában, a meglévő lakosság megtartásában, a munkahelyek minőségének javításában, a gazdasági sokszínűség növelésében, a vállalkozások számára a tehetségek számának növelésében, a szolgáltatások zsugorodásának visszafordításában, a nők fokozott részvételével a munkába való visszatérésben, valamint a társadalmi tőke növelésében. Ez a gyakorlat kettős útvonalat foglal magában: az egyik a foglalkoztatással kapcsolatos feltételekhez, a másik pedig az áthelyezéshez kapcsolódik. A távmunka lehetővé tételéhez a szereplők sokfélesége kulcsfontosságú: közösségi csoportok, szociális vállalkozói ügynökségek, állami szervek, vállalkozások és szervezetek. A Grow Remote, egy nemzeti szociális vállalkozás, kulcsfontosságú kapcsolatot biztosít a "távmunka és a helyi hatás" között. A technológia kulcsfontosságú feltétele a távmunka lehetővé tételének, de a munkahelyi előrehaladás, a jogszabályi iránymutatás, az elszigeteltség, a képzés, a lakhatás és a szolgáltatások egyéb tényezői is befolyásolják az újonnan érkezők távmunkássá válását. Az emberi, társadalmi, kulturális és politikai erőforrások és hálózatok szerves részét képezik a távmunka megkönnyítésének és az újonnan érkezők közösségekbe való beilleszkedésének. E gyakorlat életképessége a kulcsfontosságú szereplőket lehetővé tevő, finanszírozással alátámasztott együttműködési megközelítéshez kapcsolódik. A távmunka ugródeszkaként szolgálhat a közösség- és vállalkozásfejlesztés számára.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV

Fact sheet - Case study on rural newcomers

Country **Poland**

Short title Artystyka: egy ökoturisztikai farm, amely megmutatja, hogy a művészet, a helyi elkötelezettség és a kölcsönös tisztelet hogyan segíthet az újonnan érkezőknek gyökeret verni egy vidéki közösségben. (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Az Artystyka egy ökoturisztikai farm, amelyet 2005-ben alapított a lengyelországi Nowa By egy Wroclaw városából érkező pár, közvetlenül az egyetem elvégzése után. Mivel műv rendelkeznek, úgy döntöttek, hogy nemcsak felújítják a tanyát és vállalkozást alap megpróbálnak gyökeret verni a helyi lakosoknak és a Wroclawból érkező látogatóknak s rendezvények szervezésével is. Az újonnan érkezetteknek sikerült mély kapcsolatokat kiala közösség különböző tagjaival, köszönhetően annak, hogy képesek voltak egyensúlyt ter hagyományok és környezet őszinte tiszteletben tartása és az új perspektívák bevezetése l valóban javították a közösségi életet. Néhány szemléletes példa erre a megközelítésre installációk egy szomszédos város közterein, helyi lakosok vezetésével, (2) számos, a helyi gy alapuló kozmetikai termékek készítésével foglalkozó workshop, vagy (3) egy sor szem workshop helyi nők számára és velük együtt. Ez utóbbi jó példa a tartós kapcsolatok kialakítá a műhelytevékenységek alapot szolgáltattak a közösség számára ahhoz, hogy 2016-ba abortuszpárti tüntetéseket szervezzenek (válaszul a lengyelországi abortuszellenes törvénye tett kísérletre, majd bevezetésére). A helyi beágyazottság egy másik aspektusa az Artystyka való hozzáállása, amely - más kutatások szerint - az ökoturisztikai létesítmények egyik Lengyelországban. A parasztházat és a pajtát ráadásul a helyi kultúrtájjal összhangban házigazdák jelenleg inkább a családi életükre és az üzleti működésre koncentrálnak, de az bemutatja, hogy az általuk alkalmazott megközelítés hogyan segíthet az újonnan érkezőknel az új helyen, a helyi környezet tiszteletben tartásának és a saját értékeik és perspektíváik kombinációjával.

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Fact sheet - Case study on rural newcomers

Country **Netherland**
Short title Üres mezőgazdasági istállók kereskedelmi célú átalakítása (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Hollandiában egyre több az üres istálló, ami a vidék állapotának romlásához vezet, és kevésbé vonzóvá teszi az ott történő letelepedést. Az üres istállók kereskedelmi célú átalakítása az egyik megoldás lehet ezekre a problémákra, mivel új életet lehel a romló állapotú épületekbe, és vidéki munkahelyeket teremthet. A Raalte-ban (Overijssel tartomány) található Green East és a Boekelben (Noord-Brabant tartomány) található Mouthoeve példa az üres mezőgazdasági istállók átalakítására. Az előbbi az agrár-élelmiszeriparban működő körkörös start-up-ok központja, az utóbbi pedig egy bevásárlóközpont autentikus kézműves boltokkal egy falu szélén. Mindkét példa képes volt új vállalkozókat, munkahelyeket és lelkesedést vonzani a saját területére. A Green East számos olyan start-up vállalkozásnak ad otthont, amelyek máskülönben nem telepedtek volna le Raalte-ban, és amelyek magasan képzett munkát kínálnak több, a területre költözött fiatalnak. Mouthoeve számos kisvállalkozásnak ad otthont, amelyek többsége női és/vagy fiatal vállalkozók tulajdonában van, akik egyébként nem telepedtek volna le Boekelben. A legtöbb holland település tervezési szabályai megnehezítik az üres mezőgazdasági istállók kereskedelmi célú átalakítását. Ezek a példák azonban azt mutatják, hogy bizonyos körülmények között, ha van egy jó terv és egy rugalmasan gondolkodó helyi önkormányzat, az üres mezőgazdasági istállók kereskedelmi célú átépítése segíthet egy vidéki terület újjáélesztésében és regenerálásában.

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Fact sheet - Case study on rural newcomers

Country **Netherlands**
Short title Kulturális fesztiválok: A peremterületek pozitívabb képének kialakítása. (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Hollandia északkeleti részén fekvő Oldambt régiót az utóbbi időben elnéptelenedés és viszonylag negatív megítélés sújtotta. Az elmúlt évtizedben azonban négy magas színvonalú kulturális fesztivál jött létre a térségben, vagy költözött oda. Ezek hozzájárulhatnak a kulturális kínálat javításához és Oldambt pozitívabb megítéléséhez. Hosszú távon ez több lakost, vállalkozást és munkahelyet vonzhat. Mindez a terület vonzerejét is erősítheti a fiatalabb generációk számára. A Pura Vida, a Waterbei, a Festival Hongerige Wolf és a Grasnapolsky mind különböző történettel és célokkal rendelkeznek, de közös bennük a vágy, hogy magas színvonalú kulturális kínálatot hozzanak az Oldambt régióba, és megmutassák a terület erősségeit. A fesztiválok eddig is számos látogatót vonzottak a térségbe, ami pozitívan hatnak a turizmusra és hozzájárulnak a régió imázsának javításához. Bár ezek a fesztiválok nem kifejezetten a fiatalabb generációkat célozzák meg, a 30-as és 40-es éveikben járók számára vonzóak. Az események többnyire a helyi polgárok és a vidéki újonnan érkezők alulról jövő kezdeményezései, akik tevékenységüket Oldambt egyedülálló társadalmi és kulturális történelmébe illesztik. A regionális és helyi önkormányzat erőteljesen támogatja a fesztiválokat, és az újonnan érkezők úgy érzik, hogy Oldambtban szívesen látják őket. A gyakorlat ezért leginkább átvihető más olyan területekre, ahol aktív lakosság, egyedi történelem és támogató intézmények élnek. Mivel a Covid-19 veszélyezteti ezeknek a kulturális fesztiváloknak a jövőjét, fontos, hogy a regionális és helyi önkormányzat fenntartsa magas szintű támogatását. Ezáltal Oldambt megőrizheti a kulturális fesztiválok egyedülálló és magas színvonalú kínálatát.

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Fact sheet - Case study on rural newcomers

Country **Italy**

Short title Castel del Giudice- Az önkormányzat mint a területi marketing és a gazdasági kezdeményezés aktív szereplője, ami a közösségi igényeknek hangot ad (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice az Appenninek hegyvidéki övezetének belső területei közé tartozik, amelyeket a népességfogyás, az elöregedő népesség és a fiatalok magas munkanélküliségi rátája jellemez. A kis falvak önkormányzati tanácsa általában korlátozott költségvetéssel és tervezési kapacitással rendelkezik, míg a CdG önkormányzati tanácsa proaktívan és pénzügyileg támogatta egy bio almával foglalkozó vállalat létrehozását 40 hektár elhagyott mezőgazdasági területen; egy köz-magán építőipari vállalat létrehozását, amely a falu használaton kívüli általános iskoláját a helyi idősek számára kialakított gondozóházzá alakítja át, és végül az elhagyott istállók felújítását, hogy egy nagy szállodát hozzanak létre étteremmel és fürdővel. A második szakaszban egy közösségi méhészet, egy mezőgazdasági sörfőzde, egy közösségi szövetkezet, valamint a lakatlan házak és közterületek helyreállítási és helyreállítási terve is támogatásra került. Mindezek a kezdeményezések a környék fiataljainak vezetési tevékenységére épülnek. A CdG társadalmi innováció a természeti és vidéki erőforrások, valamint a környezeti örökség kezelésének új, részvételi megközelítésen alapuló modelljét mutatja be: minden egyes kezdeményezés a városi tanáccsal, a helyi közösséggel és más kulcsfontosságú ágazati érdekeltekkel partnerségben jött létre. A CdG helyi fejlesztési stratégiája a változás folyamatán alapszik, amely a következőkre épül: először is, a vidéki változások folyamatainak és következményeinek megértése, a lakosok lehetőségeinek maximalizálása és a kockázatok kezelése; másodszor, annak megértése, hogy hogyan lehet jobban kezelni a helyi területi eszközöket és erőforrásokat; harmadszor, a vidékfejlesztés integráltabb megközelítésének sürgős szükségessége.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

Fact sheet - Case study on rural newcomers

Country **France**

Short title A helyi fejlesztési politika megújítása: személyes hálózatépítés és ismeretközvetítés (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A helyi fejlesztés (azaz a Leader program) megmutatta korlátait, és nehézségekbe ütközött a sikeres fenntartható helyi fejlődéshez szükséges feltételek megteremtése vagy reprodukálása. A Granville Terre et Mer (egy vidéki hátország, amely egy part menti közepes méretű városhoz kapcsolódik) cselekvési irányokat mutat be e nehézségek leküzdésére.

Az innovatív, ígéretes gyakorlat

A főként informális, személyközi kapcsolatok hálózatán alapuló működés fokozatosan jött létre, az intézményi identitásból, a közös elemzésekből, értékekből és gyakorlatokból kiindulva, figyelembe véve, hogy mi a helyi "regeneráció" tétje: egyensúly, a fiatalok helye, társadalmi és szakmai integráció, a lakosság elöregedése, környezet, gazdasági és kulturális dinamika, lakhatás, ... A közös értelmesség fogalma mindenki számára alapvető fontosságú. Két párhuzamos hálózat keresztezi egymást: a választott emberek és helyi döntéshozók hálózata, illetve a munkavállalóké.

Újonnan érkezők

Profiltól függetlenül minden újonnan érkezett, vagy helyi lakos egyenértékű és egymást kiegészítő módon vesz részt a tevékenységekben. A dinamika az e hálózatokba való beilleszkedésből származik a kooptáció révén, amely elsősorban a közös értékeken és elkötelezettségen alapul. A hálózatokba olyan gazdálkodók (új belépők, utódok) vagy mezőgazdasági háttérrel rendelkező emberek tartoznak, akik osztoznak a közös értékekben. Mindenki számára a tapasztalat, a képzés és/vagy a személyes történet és háttér a fontos.

A megújulás felé ?

A "megújulás" felé való közös elmozdulás képessége - ezt a kifejezést elutasítják az "alkalmazkodás" javára - olyan konkrét intézkedések végrehajtásában tükröződik, mint a fiatalok tudatosságának növelése a zöld munkahelyek iránt, az ezüst gazdaságra fordított figyelem, a lakótelepek korlátozására irányuló PLUI projekt, ..., az ingyenes tömegközlekedés kilátásba helyezése, PAT,...., a háttérben két gondolattal: a helyi lakosság igényeinek kielégítése, valamint az újonnan érkezők befogadása, a helyi életminőség fenntartása/javítása mellett.

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Fact sheet - Case study on rural newcomers

Country **Germany**

Short title Rohrlack falu / Landkorb GmbH & Co. KG - A szociális innováció ökológiai és gazdasági erőt eredményez (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problémák/lehetőségek: Elsősorban a népesség és a munkahelyek csökkenésével foglalkozik egy szerkezetileg gyenge kelet-németországi vidéki régióban.

Az 1990-es években az infrastruktúra lepusztult állapotban volt, és a Brandenburg tartományban található kis falu lakói egy jelentős politikai változás és gazdasági hanyatlás után kilátástalan helyzetbe kerültek.

Eredmények: Egy erős helyi hálózatot foglal magában egy ökológiai szállítási szolgáltatás (Landkorb GmbH & Co. KG), egy fogyatékkal élők számára létrehozott szociális intézmény (lakhatás és munkahelyek az ökológiai gazdálkodás és termelés területén) és egy ökológiai pékség között. Az egész tevékenységet erőteljesen támogatta egy építész, aki földet vásárolt és felújította Rohrlack falut, bevonva a helyieket minden döntéshozatali folyamatba.

A tevékenység a mezőgazdasági termelésen túlmenően munkát biztosít egy vidéki régióban. Ezek közé tartoznak a kézműves és szociális szakmák munkahelyei. Elősegíti a regionális gazdasági ciklusokat és a regionális értékteremtést. Az erős gazdasági fejlődés az ökológiai gazdálkodáson és vállalkozásokon, továbbá a helyi érdekeltek hálózatán és erős regionális kapcsolatokon alapul. Integrálja a marginalizált társadalmi csoportokat. Az állampolgári részvétel innovatív formáját hozza létre, és ezáltal hozzájárul a társadalmi kohézióhoz. A fenntarthatóság jegyében a gyakorlat hozzájárul a helyi régió ökológiai, gazdasági és társadalmi fejlődéséhez.

Javaslatok: A tevékenység megmutatja, hogyan lehet a vidék megújítását egy olyan szociális létesítményen keresztül megoldani, amely a lakhatást és a munkalehetőségeket egyesíti. Egy helyi szervező segíti az innovációs potenciállal rendelkező vidéki újonnan érkezők letelepedését a faluban. Egy erős helyi hálózat kiépítése szinergiákat tesz lehetővé minden érdekelt fél számára, beleértve a helyi lakosságot is.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en
https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWIjaGVy/

Fact sheet - Case study on rural newcomers

Country **Germany**
Short title Landwege e.G. - A termelő-fogyasztó szövetkezet lehetővé teszi a regionális és ökológiai élelmiszerellátást (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problémák/lehetőségek: Az ígéretes tevékenység az élelmiszerpiac ökológiai és regionális jellegének hiányával foglalkozik.

Egy lübecki polgárokból álló kezdeményezés szövetkezetet hozott létre, melynek célja a regionális és bioélelmiszerek közvetlen értékesítése, valamint a termelők és a fogyasztók közelebb hozása egymáshoz.

Eredmények: A LANDWEGE e. G.-t a "valódi regionalitás gyakorlati megvalósításának" ökológiai mintaprojektjeként tartják számon. Ez egy lübecki termelői-fogyasztói szövetkezet, amely 30 taggazdaságot foglal magában, Lübeck legfeljebb 100 km-es körzetében. Ezek a gazdaságok biogazdálkodással foglalkoznak és többnyire Demeter- vagy Bioland-elvek szerint működnek. A Landwege szövetkezet a taggazdaságok termékeit közvetlenül öt lübecki és Bad Schwartau-i kiskereskedőn keresztül értékesíti. A taggazdaságok termékei mellett a választékot a régión kívül más, biogazdálkodással előállított termékekkel is kiegészítik. A szövetkezeti koncepciónak megfelelően demokratikus és önigazgató szervezeti formáról van szó, amely közgyűléssel, igazgatótanáccsal, felügyelőbizottsággal és gazdagyűléssel rendelkezik. A tevékenység az 1980-as évek vége óta létezik, és 100 munkahelyet teremtett a gazdálkodás, a feldolgozás, a marketing és az értékesítés területén.

A szövetkezet mellett létezik a Landwege e.V. nonprofit egyesület is, amely a környezeti nevelést és a fenntartható fejlődésre való nevelést, különösen a gyermekek és fiatalok számára, központi feladatának tekinti.

Javaslatok: Az ígéretes tevékenység egy olyan alternatív működési forma, amely jobban összpontosít a fogyasztók és a termelők közötti erős interakcióra. A marketing és a forgalmazás elkötelezett a biogazdálkodás és a bioélelmiszerek régióba való bevitelére. Az új biogazdaságoknak garantált a piacra jutás.

Useful Links: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/; kontakt: info@landwege.de

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Fact sheet - Case study on rural newcomers

Country **Finland**
Short title A Come Home projekt Punkalaidun településen 2018-2020-ban (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

A Come Home projekt új megoldásokat próbált találni arra, hogy a délnyugat-finnországi Punkalaidun település számára pozitív irányba fordítsa a belföldi migrációt. A helyi LEADER-csoport által finanszírozott projekt a menedékkérők korábbi sikeres integrációjának folytatása volt.

A projekt marketing- és kommunikációs erőfeszítéseket tett a település szélesebb körű megismertetése és a lehetséges újonnan érkezők és visszatérők odaköltözése érdekében. Először az idős embereket hívták fel, hogy költözzenek vissza gyermekkoruk régiójába. Ez egy kissé meglepő célcsoport volt. Végül is logikusnak tűnt abban a közösségben. Később a marketing erőfeszítések a gyermekes családokra is összpontosítottak.

Érdekes az önkormányzat és a helyi egyházközség együttműködése. A finnországi államegyház lutheránus egyházközségei, amelyek széles hálózattal és struktúrákkal rendelkeznek a vidéki településeken, a vidékfejlesztés alulhasznosított erőforrásának számítanak. A projekt révén ugyanakkor közelebbről is bevonták őket a helyi fejlesztési tevékenységekbe Punkalaidunban.

A kulcsszavak a pozitivitás és a nyilvánosság voltak. A Punkalaidun pozitív dolgairól szóló reklám és kommunikáció különböző csatornákon keresztül láthatóbbá tette a kis vidéki települést, és segített elérni a potenciális újonnan érkezőket. A jelenlegi lakosok most már jobban ismerik szülőhelyük minden pozitív tulajdonságát, és felkészültebbek. A közösségi szellem megerősödött, és javult a helyi szereplők közötti együttműködés. A jó projektkoordinátor alkalmazása döntő fontosságú volt ezen eredmények eléréséhez.

Mivel a migráció mintájában bekövetkezett változások csak hosszabb idő elteltével figyelhetők meg, még túl korai lenne megítélni a kétéves projekt végső sikerét, azaz hogy sikeres volt-e vagy sem a fő cél, a nagyobb mértékű visszavándorlás szempontjából.

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Fact sheet - Case study on rural newcomers

Country **Hungary**
Short title Újonnan érkező kézművesek (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Kik az újonnan érkezők a vidéki Kelet-Magyarországon? Hogyan tudnak megélni az új közösségekben, és hogyan fogadják be őket ezek a közösségek? Ezekre a kérdésekre szeretnénk választ adni a következőkben.

A vidéki újonnan érkezőknek két fő típusa van: van egy csoport, akiket szociális okok motiválnak (), és vannak, akiket etikai okok motiválnak (tágabb értelemben: a vidéki idillt, a hagyományokat, az egészséges környezetet, a helytudatot vagy ezek keverékét keresik).

Az esettanulmányban elsősorban az utóbbi csoportra összpontosítunk. A középső rétegek tagjai a vidéki területeket választják lakóhelyül, és bár néhányan közülük még mindig a városi területekre ingáznak dolgozni, illetve szolgáltatásokat igénybe venni. Elsősorban olyan vállalkozókkal vettük fel a kapcsolatot, akik vidéken indították vállalkozásukat. Általában saját forrásokkal rendelkeznek, de támogatásokat is igénybe vesznek, és diverzifikált vállalkozást alakítanak ki.

Ha van is helyi üzletük, szinte minden esetben rendelkeznek webáruházzal, és sűrű hálózattal a településen kívül is. Néhány esetben helyi hálózatot tudnak kiépíteni, de legtöbbször elszakadnak a helyi közösségtől; azokon a helyeken, ahol sok az újonnan érkezett, hajlamosak saját köröket kialakítani, ami feszültséget eredményezhet az őslakosokkal. A különböző újonnan érkezettek között nagyon kevés kooperáció van.

Elfogadásuk függ az általuk választott vállalkozási formától és a helyiek iránti nyitottságuktól is, minél közelebb áll a vállalkozás a közösséghez, annál valószínűbb, hogy presztízsre tehetnek szert a közösségen belül.

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FACT SHEETS IN ITALIAN

Fact sheet – Caso studio sui nuovi abitanti rurali

Country **Irlanda**

Short title Il lavoro da remoto come pratica promettente per attrarre nuovi abitanti nelle aree rurali (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Il lavoro da remoto significa che l'attività lavorativa non è più legata necessariamente ad un luogo fisico, come l'ufficio, ma può essere svolta da qualsiasi luogo (casa, spazio di co-working, presso il cliente o come "nomade digitale") purchè sia disponibile una connessione telematica e si sia in possesso di un PC, smartphone, ecc. Lo sganciamento dell'attività lavorativa da un luogo fisico fisso offre a coloro che si trovano nelle zone rurali e urbane pari opportunità di accedere ai posti di lavoro. Questo consente alle persone di decidere il luogo dove vivere indipendentemente da dove si trova il luogo di lavoro. Le circostanze personali e le ambizioni sulla qualità della vita possono essere prioritarie nelle decisioni sul luogo dove vivere. I vantaggi del lavoro a distanza per le comunità rurali vanno oltre il ripopolamento, aiutano anche a migliorare e creare occupazione, trattenere la popolazione esistente, migliorare la qualità del lavoro, iniettare la diversità economica, aumentare il pool di talenti per le imprese, invertire la contrazione dei servizi, incidere sul ritorno al lavoro con una maggiore partecipazione delle donne e un aumento del capitale sociale. Questa pratica prevede un duplice percorso, uno per le condizioni relative all'occupazione e l'altro legato alla ricollocazione. Una gamma diversificata di attori è fondamentale per consentire il lavoro a distanza; gruppi comunitari, agenzie dell'impresa sociale, enti statali, imprese e organizzazioni. *Grow Remote,* un'impresa sociale nazionale, fornisce un collegamento chiave tra “lavoro a distanza e impatto locale”. La tecnologia è una condizione chiave per consentire il lavoro a distanza, ma altri fattori legati alla progressione del lavoro, alle norme legislative, all'isolamento, alla formazione, all'alloggio e ai servizi influiscono sulla scelta dei nuovi abitanti di diventare lavoratori a distanza. Le risorse umane, sociali, culturali e politiche e le reti sono elementi integranti per facilitare il lavoro a distanza e l’inserimento dei nuovi abitanti nelle comunità. La fattibilità di questa pratica è legata a un approccio collaborativo sostenuto da finanziamenti che abilitano gli attori chiave. Il lavoro a distanza può fungere da trampolino di lancio per lo sviluppo di comunità e imprese.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Poland**

Short title Artystka: una fattoria ecoturistica che mostra come l'arte, l'impegno locale e il rispetto reciproco possano aiutare i nuovi abitanti a mettere radici in una comunità rurale (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka è una fattoria eco-turistica fondata nel 2005 nel villaggio di Nowa Bystrzyca (Polonia) da una coppia di nuovi abitanti provenienti dalla città di Breslavia subito dopo la laurea. Data la loro formazione artistica, hanno deciso non solo di ristrutturare la fattoria e avviare un'attività, ma anche di provare a radicarsi organizzando eventi legati all'arte rivolti sia ai residenti che ai visitatori di Breslavia. I nuovi abitanti sono riusciti a creare relazioni profonde con i vari membri della comunità locale grazie alla loro capacità di bilanciare il sincero rispetto per il contesto locale con l'introduzione di nuove prospettive che migliorano realmente la vita comunitaria. Alcuni esempi illustrativi di tale approccio sono (1) installazioni artistiche negli spazi pubblici di una città vicina guidate da residenti locali, (2) numerosi laboratori di preparazione di cosmetici a base di erbe locali, (3) una serie di laboratori di sviluppo personale per e con le donne locali. Quest'ultimo è un buon esempio di creazione di relazioni durature, poiché questi workshop hanno fornito alla comunità la base per organizzare proteste *pro-choice* nel 2016 e nel 2020 (come risposta al tentativo e all'introduzione di leggi anti-aborto in Polonia). Un altro aspetto del radicamento locale di Artystyka è l'approccio al turismo ecologico, che – secondo altre ricerche – è un ottimo esempio di struttura eco-turistica in Polonia. Inoltre, il casale e il fienile sono stati ristrutturati in linea con il paesaggio culturale locale. Al momento i proprietari si stanno concentrando maggiormente sulla loro vita familiare e sul funzionamento degli affari, ma il caso mostra come l'approccio adottato possa aiutare i nuovi abitanti a mettere radici nella nuova località adottando una combinazione di rispetto del contesto locale e condivisione dei propri valori e prospettive.

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Olanda**

Short title La riqualificazione delle stalle agricole inutilizzate a fini commerciali (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

I Paesi Bassi hanno un numero crescente di stalle agricole inutilizzate, il che crea un deterioramento della campagna e la rende un luogo meno attraente per stabilirsi. La riqualificazione di stalle agricole inutilizzate a fini commerciali potrebbe essere una delle soluzioni a questi problemi, in quanto ridona vita a edifici in degrado e può creare posti di lavoro rurali. Il Green East a Raalte (provincia di Overijssel) e Mouthoeve a Boekel (provincia del Brabante settentrionale) sono esempi di stalle agricole inutilizzate e ora ristrutturate. Il primo è un centro per start-up nel settore agroalimentare e il secondo è un centro commerciale con autentiche botteghe artigiane ai margini di un villaggio. Entrambe le realtà sono state in grado di attrarre nuovi imprenditori, posti di lavoro ed entusiasmo nelle rispettive aree. Il Green East ospita diverse start up che altrimenti non avrebbero sede a Raalte ed offrono occupazione altamente qualificata a diversi giovani che si sono trasferiti nella zona. Mouthove ospita un ampio numero di piccole imprese, la maggior parte delle quali sono di proprietà di donne e/o giovani imprenditrici che altrimenti non avrebbero stabilito la loro attività a Boekel. Le regole di pianificazione nella maggior parte dei comuni olandesi rendono difficile la riqualificazione delle stalle agricole inutilizzate per scopi commerciali. Tuttavia, questi esempi mostrano che in alcuni contesti, quando c'è un buon piano e un governo locale con un approccio flessibile, la riqualificazione di stalle agricole inutilizzate per scopi commerciali potrebbe aiutare a rivitalizzare e rigenerare un'area rurale.

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Fact sheet – Caso studio sui nuovi abitanti rurali

Country **Olanda**
Short title Festival culturali che creano un'immagine più positiva delle regioni periferiche. (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La regione di Oldambt, nel nord-est dei Paesi Bassi, ha recentemente sofferto lo spopolamento e un'immagine relativamente negativa. Tuttavia, durante l'ultimo decennio, quattro importanti festival culturali sono stati creati o spostati nell'area. Questi hanno contribuito a migliorare i servizi culturali e a dare un'immagine più positiva di Oldambt. Nel lungo periodo, questo potrebbe attirare più residenti, imprese e creare posti di lavoro. Tutto ciò può anche rafforzare l'attrattività del territorio per le giovani generazioni. Pura Vida, Waterbei, Festival Hongerige Wolf e Grasnapolsky hanno storie e obiettivi diversi, ma condividono il desiderio di portare un'offerta culturale di alta qualità nella regione di Oldambt e di mostrare i punti di forza dell'area. Finora, i festival hanno attirato più visitatori nell'area, che hanno un effetto positivo sul turismo e contribuiscono a migliorare l'immagine della regione. Sebbene i festival non siano specificamente rivolti alle generazioni più giovani, attraggono persone tra i 30 ei 40 anni. I festival sono per lo più iniziative dal basso dei cittadini locali e dei nuovi abitanti rurali, che inseriscono le loro attività nella storia sociale e culturale unica di Oldambt. Il governo regionale e locale sostiene fortemente i festival e i nuovi abitanti si sentono molto ben accolti a Oldambt. La pratica quindi potrebbe essere trasferibile in altre aree che abbiano una popolazione attiva, una storia unica e istituzioni di supporto. Poiché il Covid-19 minaccia il futuro di questi festival culturali, sembra importante che il governo regionale e locale mantengano il loro alto livello di sostegno. In tal modo, Oldambt può mantenere la sua offerta unica e di alta qualità di festival culturali.

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Italia**
Short title Castel del Giudice- Un Comune, promotore di marketing territoriale e iniziativa economica, che dà voce ai bisogni della comunità (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice (CdG) è un piccolo borgo montano situato nella zona centrale dell'Appennino, a 800 metri di altitudine, nel cuore dell'Alto Sangro, ai confini dell'Abruzzo, caratterizzato da spopolamento, invecchiamento della popolazione e alto tasso di disoccupazione giovanile. Solitamente i consigli comunal dei piccoli borghi hanno budget e capacità progettuali limitati, al contrario il consiglio comunale di CdG ha promosso e finanziato la costituzione di un'azienda di mele biologiche su 40 ettari di terreno agricolo abbandonato; una società pubblico-privata che gestisce una residenza di cura assistenziale (RSA) per anziani, riconvertendo la scuola elementare dismessa del paese e infine il restauro delle stalle abbandonate per realizzare un albergo diffuso con ristorante e SPA. Nella seconda fase ha anche promosso un apiario comunitario, un birrificio agricolo, una cooperativa di comunità, un piano di recupero e restauro di case e spazi pubblici disabitati. Tutte queste iniziative sono basate sulla leadership dei giovani del territorio. L'innovazione sociale di CdG illustra un nuovo modello di gestione delle risorse naturali e rurali, nonché del patrimonio ambientale, basato su un approccio partecipativo: ogni iniziativa è stata realizzata in collaborazione con il consiglio comunale, la comunità locale e altri attori chiave del settore. La strategia di sviluppo locale di CdG si basa su un processo di cambiamento basato su: primo, la comprensione dei processi di cambiamento rurale e delle loro implicazioni, massimizzando le opportunità per gli abitanti e gestendo i rischi; secondo, la necessità di capire come gestire meglio i beni e le risorse territoriali locali; terzo, l'urgenza di adottare un approccio più integrato allo sviluppo rurale.

Link Utili: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Francia**

Short title Rinnovamento della politica di sviluppo locale: networking e conoscenze condivise (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Lo sviluppo locale (per es. il programma Leader, le politiche «pays» in Francia), ha mostrato i suoi limiti mostrando le difficoltà a ottenere o riprodurre le condizioni necessarie per uno sviluppo locale sostenibile. Il funzionamento di Granville Terre et Mer (un entroterra rurale legato ad una media cittadina litoranea), mostra le linee di azione per superare queste difficoltà.

La pratica promettente innovativa. Si è progressivamente instaurato un funzionamento basato principalmente su una rete di relazioni informali e interpersonali, a partire dall'identità istituzionale, stabilita a partire da analisi, valori e pratiche comuni condivise, tenendo conto di ciò che è in gioco localmente per la "rigenerazione": equilibri, ruolo dei giovani, integrazione sociale e professionale, invecchiamento della popolazione, ambiente, dinamiche economiche e culturali, alloggi, ecc... Il concetto di significatività (*meaningfullness)* condivisa è essenziale per tutti. Due reti parallele si incrociano: quella degli eletti e dei decisori locali, quella del personale.

Nuovi abitanti. Tutti, qualunque sia il loro profilo, nuovi abitanti, gente del posto o gente del posto che si è trasferita, partecipano in modo equivalente e complementare. La dinamica nasce dall'integrazione in queste reti attraverso la cooptazione, basata innanzitutto su valori e impegni condivisi. Le reti includono agricoltori (nuovi entranti, successori) o persone con un background agricolo che condividono i valori comuni. Per tutti, è una questione di esperienza, formazione e/o storia personale e background.

Verso la rigenerazione? La capacità di andare collettivamente verso la «rigenerazione» – termine rifiutato a favore di quello di «adattamento» – si riflette nell'attuazione di azioni concrete come la sensibilizzazione dei giovani ai lavori verdi, l'attenzione alla *silver economy*, il progetto PLUI che limita i complessi residenziali, la prospettiva di un trasporto pubblico gratuito, con, in secondo piano, due idee: soddisfare i bisogni della popolazione locale e accogliere i nuovi abitanti, mantenendo/migliorando la qualità della vita locale.

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Germania**

Short title Rohrlack village / Landkorb GmbH & Co. KG - L'innovazione sociale innesca forza ecologica ed economica (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemi/Opportunità: Il progetto affronta principalmente il declino della popolazione e dell'occupazione in una regione rurale strutturalmente debole della Germania orientale. Negli anni '90 l'infrastruttura era in condizioni desolate e la gente del piccolo villaggio, nello stato federale del Brandeburgo, era senza prospettive dopo un grande cambiamento politico e un declino economico.

Risultati: Il progetto comprende una forte rete locale tra un servizio di consegna di prodotti ecologici (Landkorb GmbH & Co. KG), una struttura sociale per disabili (alloggio e posti di lavoro in agricoltura ecologica e nella produzione) e una panetteria bio. L'intero progetto è stato fortemente promosso da un architetto, che ha acquistato un terreno e ristrutturato il villaggio di Rohrlack, coinvolgendo la gente del posto in tutti i processi decisionali. Le diverse strutture offrono lavoro in una regione rurale, al di là della produzione agricola, come nell'artigianato e nelle professioni sociali. Promuove cicli economici regionali e la creazione di valore aggiunto regionale. Il forte sviluppo economico si basa sull'agricoltura ecologica e sulle imprese ecologiche, oltre che su una rete di attori locali e su forti legami regionali. Integra gruppi sociali emarginati. Crea una forma innovativa di partecipazione civica e contribuisce così alla coesione sociale. Nel senso della sostenibilità, la pratica aiuta a sviluppare la regione locale in modo ecologico, economico e sociale.

Raccomandazioni:

il progetto mostra come il rinnovamento rurale può essere affrontato attraverso una struttura sociale, che combina alloggi e opportunità di lavoro. Un promotore locale aiuta i nuovi abitanti rurali con potenziale di innovazione a stabilirsi nel villaggio. La costruzione di una forte rete locale consente sinergie tra tutte le parti interessate, compresa la popolazione locale.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf ; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en ; https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWljaGVy/

Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Germany**
Short title Landwege e.G. - Una cooperativa produttori-consumatori consente un approvvigionamento alimentare regionale ed ecologico (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemi/Opportunità: Il progetto affronta la mancanza di ecologia e regionalità nel mercato alimentare. Su iniziativa di alcuni cittadini di Lubecca è stata costituita una cooperativa. Il suo scopo è commercializzare direttamente alimenti regionali e biologici e avvicinare produttori e consumatori.

Risultati: LANDWEGE e. G. è considerato un modello ecologico per una "regionalità reale in pratica". La cooperativa comprende 30 aziende agricole associate situate in un raggio massimo di 100 km intorno a Lubecca. Queste fattorie lavorano in modo biologico e per lo più secondo i principi Demeter o Bioland. La cooperativa Landwege commercializza i prodotti delle aziende agricole associate direttamente, attraverso cinque rivenditori a Lubecca e Bad Schwartau. Oltre ai prodotti delle aziende agricole associate, la gamma è completata da altri prodotti biologici fuori regione. In linea con il concetto di cooperativa, si tratta di una forma di organizzazione democratica e autonoma con un'assemblea generale, un consiglio di amministrazione, un comitato di vigilanza, e un'assemblea degli agricoltori. La pratica esiste dalla fine degli anni '80 e ha creato 100 posti di lavoro nell'agricoltura, nella trasformazione, nel marketing e nelle vendite.

Oltre alla cooperativa, c'è anche l'associazione senza fini di lucro Landwege e.V. L'associazione no profit ha come compito centrale l'educazione ambientale e l'educazione allo sviluppo sostenibile, in particolare dei bambini e dei giovani.

Raccomandazioni:

La pratica promettente è una forma alternativa di azione che si concentra maggiormente su una forte interazione tra consumatori e produttori. Il marketing e la distribuzione sono dedicati a portare l'agricoltura e il cibo biologici nella regione. Le nuove aziende biologiche hanno un accesso garantito al mercato.

Links Utili: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/; contatti: info@landwege.de

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Finland**
Short title Il progetto Come Home nel comune di Punkalaidun nel 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Il progetto *Come Home* ha cercato di trovare nuovi modi per trasformare la migrazione interna in un fattore positivo per il comune di Punkalaidun nella Finlandia sudoccidentale. Il progetto finanziato dal gruppo LEADER locale è in continuità con una precedente esperienza di successo nell'integrazione di richiedenti asilo.

Il progetto ha fatto sforzi di marketing e comunicazione per far conoscere il comune e per attrarre possibili nuovi abitanti e precedenti emigrati della città. In un primo momento, gli anziani sono stati invitati a tornare nella loro regione d'infanzia. Dopotutto, per questo gruppo ritornare al paese nativo era visto come logico in quella comunità. Successivamente gli sforzi di marketing si sono concentrati anche sulle famiglie con bambini.

Interessante la collaborazione tra amministrazione comunale e parrocchia locale. Le parrocchie luterane della religione di stato in Finlandia, dotate di ampie reti e strutture nei comuni rurali, sono state una risorsa sottoutilizzata nello sviluppo rurale. Con il progetto, è state coinvolta più da vicino nelle attività di sviluppo locale a Punkalaidun.

Le parole chiave erano positività e pubblicità. La pubblicità e la comunicazione attraverso vari canali sulle cose positive di Punkalaidun hanno reso più visibile il piccolo comune rurale e hanno aiutato a raggiungere i potenziali nuovi abitanti. Gli attuali residenti sono ora più consapevoli di tutte le caratteristiche positive della loro regione d'origine e meglio preparati a promuoverla ulteriormente. Lo spirito comunitario si è rafforzato e la collaborazione tra gli attori locali è migliorata. Il reclutamento di un buon coordinatore del progetto è stato fondamentale per raggiungere questi risultati.

I cambiamenti nel modello migratorio possono essere osservati solo nel lungo periodo, è troppo presto, dopo solo due anni, per giudicare se il progetto ha raggiunto il suo obiettivo di una maggiore migrazione nell'area.

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Fact sheet - Caso studio sui nuovi abitanti rurali

Country **Ungheria**
Short title I nuovi artigiani (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Chi sono i nuovi abitanti nell'Ungheria orientale rurale? Come possono trovare da vivere nelle nuove comunità e come queste comunità li accettano? Queste sono le domande a cui vorremmo rispondere nei paragrafi seguenti.

Ci sono due tipi principali di nuovi abitanti nelle aree rurali: c'è un gruppo, motivato da ragioni sociali e un altro motivato da ragioni etiche (in senso lato: sono alla ricerca dell'idillio rurale, delle tradizioni, di un ambiente salutare, del senso del luogo o una combinazione di questi).

Nel caso di studio ci concentriamo principalmente su quest'ultimo gruppo. I membri della classe media scelgono le aree rurali come residenza, sebbene alcuni di loro si spostino ancora nelle aree urbane per lavorare e utilizzare i servizi. Nel nostro caso abbiamo contattato principalmente imprenditori che hanno iniziato la loro attività in campagna. Di solito dispongono di risorse proprie, ma utilizzano anche sussidi e diversificano la loro attività. Anche se hanno un negozio locale, quasi sempre hanno anche un sito per la vendita online e una fitta rete di relazioni al di fuori della località. In alcuni casi, costruiscono una rete locale, ma nella maggior parte dei casi sono distaccati dalla comunità locale; in luoghi con molti nuovi abitanti, questi tendono a formare i propri circoli e ciò può provocare tensioni con i nativi. Ci sono pochissime collaborazioni tra i diversi nuovi abitanti.

La loro accettazione dipende anche dalla forma di impresa che hanno scelto e dalla loro apertura verso la gente del posto, più l'azienda è vicina alla comunità, più è probabile che possano ottenere prestigio all'interno della comunità.

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FACT SHEETS IN POLISH

Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Irlandia**

Short title Praca zdalna jako obiecująca praktyka ułatwiająca osiedlanie się na wsi (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Praca zdalna oznacza, że miejsca pracy nie są związane ze stałą lokalizacją. Praca odbywa się zdalnie w tradycyjnym miejscu pracy, czy to w domu, w przestrzeni coworkingowej, hubie, a nawet jako „cyfrowy nomada". Usunięcie lokalizacji z miejsc pracy daje osobom znajdującym się na obszarach wiejskich i miejskich równe szanse dostępu do miejsc pracy i umożliwia odłączenie decyzji lokalizacyjnych ludzi od lokalizacji miejsc pracy. Przy podejmowaniu decyzji lokalizacyjnych priorytetem mogą być okoliczności osobiste i ambicje dotyczące jakości życia. Korzyści z pracy zdalnej dla społeczności wiejskich wykraczają poza ponowne zaludnienie, ale także pomagają poprawić i stworzyć miejsca pracy, zatrzymać istniejącą populację, poprawić jakość pracy, wprowadzić różnorodność ekonomiczną, zwiększyć pulę talentów dla przedsiębiorstw, odwrócić kurczenie się usług, wpływać na powrót do pracy ze zwiększonym udziałem kobiet i zwiększeniem kapitału społecznego. Praktyka ta obejmuje podwójną ścieżkę, jedną dotyczącą warunków związanych z zatrudnieniem, a drugą związaną z relokacją. Różnorodny zakres podmiotów jest kluczem do umożliwienia pracy zdalnej; grupy społeczne, agencje przedsiębiorstw społecznych, organy państwowe, przedsiębiorstwa i organizacje. Grow Remote, krajowe przedsiębiorstwo społeczne, zapewnia kluczowe połączenie między „pracą zdalną a wpływem lokalnym". Technologia jest kluczowym warunkiem umożliwiającym pracę zdalną, ale inne czynniki związane z awansem zawodowym, wytycznymi legislacyjnymi, izolacją, szkoleniem, mieszkaniem i usługami wpływają na zmianę nowoprzybyłych w charakterze pracowników zdalnych. Zasoby i sieci ludzkie, społeczne, kulturowe i polityczne są integralnymi elementami ułatwiającymi pracę zdalną i osadzanie nowoprzybyłych w społecznościach. Rentowność tej praktyki jest powiązana z podejściem opartym na współpracy, wspieranym przez finansowanie, które umożliwia kluczowym podmiotom działanie. Praca zdalna może działać jako trampolina do rozwoju społeczności i przedsiębiorstw.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Polska**

Short title Artystyka: gospodarstwo ekoturystyczne pokazuje jak sztuka, lokalne zaangażowanie i wzajemny szacunek pomagają osiąść na obszarach wiejskich (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka to gospodarstwo ekoturystyczne założone w 2005 roku we wsi Nowa Bystrzyca (Polska) przez parę przybyszów z Wrocławia tuż po ukończeniu studiów. Ze względu na swoje wykształcenie artystyczne postanowili nie tylko wyremontować gospodarstwo i założyć firmę, ale także spróbować zapuścić korzenie, organizując wydarzenia związane ze sztuką, skierowane zarówno do mieszkańców, jak i gości z Wrocławia. Nowoprzybyli odnieśli sukces w nawiązywaniu głębokich relacji z różnymi członkami społeczności lokalnej dzięki umiejętności zrównoważenia szczerego szacunku dla lokalnego kontekstu z wprowadzaniem nowych perspektyw, rzeczywiście poprawiających życie wspólnotowe. Ilustrującymi przykładami takiego podejścia mogą być (1) instalacje artystyczne w przestrzeni publicznej sąsiedniego miasta prowadzone przez lokalnych mieszkańców, (2) liczne warsztaty z przygotowywania kosmetyków na bazie lokalnych ziół, czy (3) cykl warsztatów rozwoju osobistego dla i z miejscowymi kobietami. Ta ostatnia jest dobrym przykładem budowania trwałych relacji, gdyż warsztaty te stały się podstawą do zorganizowania przez społeczność protestów pro-choice w latach 2016 i 2020 (jako odpowiedź na próbę i wprowadzenie w Polsce ustaw antyaborcyjnych). Kolejnym aspektem lokalnego zakorzenienia jest podejście do turystyki ekologicznej Artystyki, która – według innych badań – jest doskonałym przykładem obiektu ekoturystycznego w Polsce. Ponadto zagroda i stodoła zostały wyremontowane zgodnie z lokalnym krajobrazem kulturowym. Obecnie gospodarze koncentrują się bardziej na życiu rodzinnym i działalności biznesowej, ale przypadek pokazuje, w jaki sposób podejście, które przyjęli, może pomóc nowoprzybyłym zakorzenić się w nowej lokalizacji, przyjmując połączenie poszanowania lokalnego kontekstu i dzielenia się własnymi wartościami i perspektywami.

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Holandia**
Short title Odnowa opuszczonych stajni na cele komercyjne (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.
Holandia ma coraz więcej pustych stajni rolniczych, co powoduje degradację krajobrazu i sprawia, że jest to mniej atrakcyjne miejsce do osiedlania się. Jednym z rozwiązań tych problemów może być przebudowa pustych stajni gospodarskich na cele komercyjne, ponieważ ożywia niszczejące budynki i może tworzyć miejsca pracy na wsi. Zielony Wschód w Raalte (prowincja Overijssel) i Mouthoeve w Boekel (prowincja Brabancja Północna) to przykłady przebudowanych pustych stajni rolniczych. Pierwsza z nich to centrum cyrkularnych start-upów w branży rolno-spożywczej, a druga to centrum handlowe z autentycznymi sklepami rzemieślniczymi na obrzeżach wsi. Oba przykłady były w stanie przyciągnąć nowych przedsiębiorców, miejsca pracy i entuzjazm do swoich obszarów. Na Zielonym Wschodzie znajduje się kilka nowych firm, które inaczej nie miałyby siedziby w Raalte i które oferują wysoko wykwalifikowaną pracę kilku młodym ludziom, którzy przenieśli się do tego obszaru. W Mouthoeve znajduje się wiele małych przedsiębiorstw, z których większość należy do kobiet i/lub młodych przedsiębiorców, którzy w przeciwnym razie nie osiedliliby się w Boekel. Zasady planowania w większości holenderskich gmin utrudniają przebudowę pustych stajni na cele komercyjne. Jednak te przykłady pokazują, że w niektórych kontekstach, gdy istnieje dobry plan i samorząd z elastycznym podejściem, przebudowa pustych stajni rolniczych na cele komercyjne może pomóc w rewitalizacji i rewitalizacji obszarów wiejskich.

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Holandia**

Short title Festiwale kulturalne: tworzenie pozytywnego wizerunku obszarów peryferyjnych (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Region Oldambt na północnym wschodzie Holandii cierpi ostatnio z powodu wyludnienia i stosunkowo negatywnego wizerunku. Jednak w ciągu ostatniej dekady na tym obszarze opracowano lub przeniesiono cztery wysokiej jakości festiwale kulturalne. Mogą one pomóc w stworzeniu lepszych udogodnień kulturalnych i bardziej pozytywnego wizerunku Oldambt. W dłuższej perspektywie może to przyciągnąć więcej mieszkańców, firm i miejsc pracy. Wszystko to może również wzmocnić atrakcyjność obszaru dla młodszych pokoleń. Pura Vida, Waterbei, Festival Hongerige Wolf i Grasnapolsky mają różne historie i cele, ale łączy pragnienie dostarczenia wysokiej jakości oferty kulturalnej regionowi Oldambt i pokazania atutów tego obszaru. Do tej pory festiwale przyciągnęły do regionu więcej gości, którzy pozytywnie wpływają na turystykę i przyczyniają się do poprawy wizerunku regionu. Chociaż festiwale nie są skierowane specjalnie do młodszych pokoleń, są atrakcyjne dla osób po trzydziestce i czterdziestce. Festiwale to w większości oddolne inicjatywy lokalnych mieszkańców i przybyszów ze wsi, którzy wpisują swoją działalność w wyjątkową społeczną i kulturalną historię Oldambt. Władze regionalne i lokalne mocno wspierają festiwale, a nowoprzybyli czują się w Oldambt bardzo mile widziani. Praktyka ta jest zatem najłatwiejsza do przeniesienia na inne obszary z aktywną populacją, unikalną historią i instytucjami wspierającymi. Ponieważ Covid-19 zagraża przyszłości tych festiwali kulturalnych, ważne wydaje się utrzymanie wysokiego poziomu poparcia władz regionalnych i lokalnych. Dzięki temu Oldambt może zachować swoją wyjątkową i wysokiej jakości ofertę festiwali kulturalnych.

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Włochy**

Short title Castel del Giudice - gmina jako aktywny aktor w marketingu terytorialnym i inicjatywie gospodarczej, która odpowiada na (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice jest częścią wewnętrznych obszarów górskiej strefy Apeninów, które charakteryzują się wyludnieniem, starzejącym się społeczeństwem i wysokim bezrobociem wśród młodzieży. Zazwyczaj rada miejska małych wiosek ma ograniczony budżet i możliwości planowania, podczas gdy rada miejska CdG proaktywnie i finansowo promowała utworzenie ekologicznej firmy produkującej jabłka na 40 hektarach opuszczonej ziemi rolnej; publiczno-prywatna firma budowlana, która przekształci nieczynną szkołę podstawową w wiosce w dom opieki dla miejscowych starszych mieszkańców i wreszcie odrestauruje opuszczone stajnie, aby stworzyć rozległy hotel z restauracją i SPA. W drugim etapie promował także gminny ul, browar rolniczy, gminna spółdzielnia, plan rekultywacji i renowacji niezamieszkanych domów i przestrzeni publicznych. Wszystkie te inicjatywy opierają się na przywództwie młodych ludzi z tego obszaru. Innowacje społeczne CdG ilustrują nowy model zarządzania zasobami naturalnymi i wiejskimi oraz dziedzictwem środowiskowym oparty na podejściu partycypacyjnym: każda inicjatywa została stworzona we współpracy z radą gminy, społecznością lokalną i innymi kluczowymi interesariuszami sektorowymi. Strategia rozwoju lokalnego CdG opiera się na procesie zmian, który bazuje na: najpierw zrozumieniu procesów zmian na obszarach wiejskich i ich implikacji, maksymalizacji szans dla mieszkańców i zarządzania ryzykiem; po drugie, potrzeba zrozumienia, jak lepiej zarządzać lokalnymi zasobami i zasobami terytorialnymi; i po trzecie, pilna potrzeba przyjęcia bardziej zintegrowanego podejścia do rozwoju obszarów wiejskich.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ;
https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it;
https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Francja**

Short title Odnowa lokalnej polityki rozwoju: sieciowanie osób i wymianawiedzy (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Rozwój lokalny (tj. program Leader, polityka „płaci" we Francji) wykazał swoje ograniczenia w zakresie trudności w uzyskaniu lub odtworzeniu warunków niezbędnych do pomyślnego zrównoważonego rozwoju lokalnego. Funkcjonowanie na Granville Terre et Mer (wiejskie zaplecze połączone z nadmorskim miastem średnim) wskazuje kierunki działania mające na celu pokonanie tych trudności.

Innowacyjna obiecująca praktyka. Funkcjonowanie oparte głównie na sieci nieformalnych, międzyludzkich relacji było stopniowo tworzone, zaczynając od tożsamości instytucjonalnej, ustalonej na podstawie wspólnych wspólnych analiz, wartości i praktyk, biorąc pod uwagę lokalną stawkę dla „regeneracji": równowagę, miejsce młodzi ludzie, integracja społeczna i zawodowa, starzenie się społeczeństwa, środowisko, dynamika gospodarcza i kulturowa, mieszkalnictwo… Koncepcja wspólnego znaczenia jest niezbędna dla wszystkich. Przecinają się dwie równoległe sieci: jedna z wybranych osób i lokalnych decydentów, jedna ze sztabów.

Nowe osoby na wsi. Każdy, bez względu na profil - przybysze, lokalna ludność lub miejscowa ludność, która się przeprowadziła, uczestniczy w równoważny i uzupełniający się sposób. Dynamika pochodzi z integracji z tymi sieciami poprzez kooptację, opartą najpierw na wspólnych wartościach i zaangażowaniu. Sieci obejmują rolników (nowych uczestników, następców) lub osoby o pochodzeniu rolniczym, które podzielają wspólne wartości. Dla każdego jest to kwestia doświadczenia, wyszkolenia i/lub osobistej historii i pochodzenia.

W kierunku regeneracji?

Zdolność do wspólnego dążenia do „rewitalizacji" – termin ten jest odrzucany na rzecz „adaptacji" – znajduje odzwierciedlenie w realizacji konkretnych działań, takich jak podnoszenie świadomości młodzieży na temat zielonych miejsc pracy, dbałość o srebrną (senioralną) gospodarkę, projekt PLUI ograniczający osiedla mieszkaniowe, perspektywa darmowego transportu publicznego, etc. .... z dwoma pomysłami w tle: zaspokojenie potrzeb miejscowej ludności oraz powitanie przybyszów, przy jednoczesnym utrzymaniu/poprawieniu lokalnej jakości życia.

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Niemcy**

Short title Wieś Rohrlack / przedsiębiorstwo Landkorb - innowacja społeczna tworzy ekologiczną i gospodarczą siłę (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemy/szanse: Obiecująca praktyka dotyczy głównie spadku liczby ludności i zatrudnienia w strukturalnie słabym regionie wiejskim we wschodnich Niemczech. W latach dziewięćdziesiątych infrastruktura była w opłakanym stanie, a mieszkańcy małej wioski w Brandenburgii po poważnych zmianach politycznych i upadku gospodarczym byli bez perspektyw.

Wyniki: Praktyka obejmuje silną lokalną sieć między ekologicznymi usługami dostawczymi (Landkorb GmbH & Co. KG), placówką socjalną dla osób niepełnosprawnych (mieszkania i miejsca pracy w ekologicznym rolnictwie i produkcji) oraz ekologiczną piekarnią. Cała praktyka była mocno promowana przez architekta, który kupił ziemię i odnowił wioskę Rohrlack, włączając mieszkańców we wszystkie procesy decyzyjne.

Praktyka zapewnia pracę w regionie wiejskim, poza produkcją rolną. Należą do nich miejsca pracy w zawodach rzemieślniczych i społecznych. Sprzyja regionalnym cyklom gospodarczym i tworzeniu regionalnej wartości. Silny rozwój gospodarczy opiera się na rolnictwie ekologicznym i biznesie. Opiera się również na sieci lokalnych interesariuszy i silnych powiązaniach regionalnych. Integruje marginalizowane grupy społeczne. Tworzy innowacyjną formę partycypacji obywatelskiej, a tym samym przyczynia się do spójności społecznej. W sensie zrównoważonego rozwoju praktyka pomaga rozwijać lokalny region w sposób ekologiczny, ekonomiczny i społeczny.

Zalecenia: Praktyka pokazuje, w jaki sposób odnowę obszarów wiejskich można rozwiązać za pomocą placówki społecznej, która łączy możliwości mieszkaniowe i możliwości pracy. Lokalny promotor pomaga przybyszom z obszarów wiejskich o potencjale innowacyjnym w osiedleniu się w wiosce. Budowanie silnej sieci lokalnej umożliwia synergię wszystkim zainteresowanym stronom, w tym społeczności lokalnej.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf

https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en

https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWIjaGVy/

Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Niemcy**
Short title Landwege - spółdzielnia producencko-konsumencka tworzy regionalny i ekologiczny łańcuch dostaw żywności (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemy/szanse: Obiecująca praktyka dotyczy braku ekologii i regionalności rynku żywności. Z inicjatywy mieszkańców Lubeki powstała spółdzielnia. Jego celem jest bezpośrednia sprzedaż żywności regionalnej i ekologicznej oraz zbliżenie do siebie producentów i konsumentów.

Wyniki: LANDWEGE mi. G. jest uważany za ekologiczny projekt modelowy „prawdziwej regionalności w praktyce". Jest to spółdzielnia produkcyjno-konsumencka w Lubece i obejmuje 30 gospodarstw członkowskich zlokalizowanych w max. Promień 100 km wokół Lubeki. Farmy te działają organicznie i głównie zgodnie z zasadami Demeter lub Bioland. Spółdzielnia Landwege sprzedaje produkty należących do niej gospodarstw bezpośrednio za pośrednictwem pięciu sklepów detalicznych oferujących pełen asortyment w Lubece i Bad Schwartau. Oprócz produktów z gospodarstw członkowskich asortyment uzupełniają inne produkty ekologiczne produkowane poza regionem. Zgodnie z koncepcją spółdzielczą jest to demokratyczna i samorządna forma organizacji z walnym zgromadzeniem, radą dyrektorów, radą nadzorczą i sejmem rolników. Praktyka istnieje od końca lat 80. i stworzyła 100 miejsc pracy w rolnictwie, przetwórstwie, marketingu i sprzedaży.

Oprócz spółdzielni istnieje również stowarzyszenie non-profit Landwege e.V. Stowarzyszenie non-profit traktuje edukację ekologiczną i edukację na rzecz zrównoważonego rozwoju, szczególnie dla dzieci i młodzieży, jako swoje główne zadanie.

Zalecenia:

Obiecująca praktyka jest alternatywną formą działania, która koncentruje się bardziej na silnej interakcji między konsumentami a producentami. Marketing i dystrybucja mają na celu wprowadzenie do regionu rolnictwa ekologicznego i żywności. Nowe gospodarstwa ekologiczne mają zagwarantowany dostęp do rynku.

Useful Links: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/ ; contact: info@landwege.de

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Finlandia**
Short title Projekt "wróć do domu" w gminie Punkalaidun (2018-2020) (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

W ramach projektu Come Home starano się znaleźć nowe sposoby na pozytywne przekształcenie migracji krajowej dla gminy Punkalaidun w południowo-zachodniej Finlandii. Projekt finansowany przez lokalną grupę LEADER był kontinuum wcześniejszej udanej integracji osób ubiegających się o azyl.

W ramach projektu podjęto działania marketingowe i komunikacyjne, aby uczynić miasto bardziej znanym i przyciągnąć do niego ewentualnych nowych i powracających. Początkowo zaproszono osoby starsze, aby wróciły do swojego regionu dzieciństwa. To była dość zaskakująca grupa docelowa.W tej społeczności wydawało się to logiczne. Później działania marketingowe koncentrowały się również na rodzinach z dziećmi.

Interesująca jest współpraca administracji miejskiej z miejscową parafią. Parafie luterańskie kościoła państwowego w Finlandii, posiadające rozległe sieci i struktury w gminach wiejskich, były niewykorzystanym zasobem w rozwoju obszarów wiejskich. W ramach projektu była zaangażowana bliżej działań na rzecz rozwoju lokalnego w Punkalaidun.

Słowami kluczowymi były pozytywność i rozgłos. Reklama i komunikacja w różnych kanałach na temat pozytywnych aspektów Punkalaidun sprawiła, że mała wiejska gmina stała się bardziej widoczna i pomogła dotrzeć do potencjalnych przybyszów. Obecni mieszkańcy są teraz lepiej świadomi wszystkich pozytywnych cech swojego regionu ojczystego i lepiej przygotowani do dalszego wprowadzania go na rynek. Wzmocnił się duch wspólnoty i poprawiła się współpraca między lokalnymi podmiotami. Rekrutacja dobrego koordynatora projektu była kluczowa dla osiągnięcia tych rezultatów.

Ponieważ zmiany wzorca migracji można zaobserwować po dłuższym czasie, jest zbyt wcześnie, aby oceniać ostateczny sukces dwuletniego projektu, czy był on sukcesem, czy nie dla głównego celu, jakim jest większa remigracja.

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Fact sheet - Studium przypadku dot. nowych mieszkańców/ek wsi

Country **Węgry**
Short title Rzemieślnicy_czki osiedlający się na wsi (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Kim są nowi przybysze na wiejskich wschodnich Węgrzech? Jak mogą odnaleźć swoje życie w nowych społecznościach i jak te społeczności ich akceptują? Oto pytania, na które chcielibyśmy odpowiedzieć w kolejnych akapitach.

Istnieją dwa główne typy przybyszów na tereny wiejskie: istnieje grupa, motywowana względami społecznymi, a także inna grupa motywowana względami etycznymi (szeroko rozumiejąc: poszukują wiejskiej sielanki, tradycji, zdrowego środowiska, poczucia lokalności lub ich mieszanki).

W studium przypadku skupiamy się głównie na tej drugiej grupie. Członkowie klasy średniej wybierają jako miejsce zamieszkania obszary wiejskie i choć część z nich nadal dojeżdża do miast do pracy i korzysta tam z usług, w naszym przypadku kontaktowaliśmy się głównie z przedsiębiorcami, którzy rozpoczynali działalność na wsi. Zwykle dysponują środkami własnymi, ale korzystają też z dotacji i rozwijają zdywersyfikowany biznes.

Nawet jeśli mają lokalny sklep, prawie zawsze mają sklep internetowy i gęstą sieć kontaktów poza miejscowością. W niektórych przypadkach potrafią zbudować sieć lokalną, ale w większości są oderwani od społeczności lokalnej; w miejscach z dużą ilością przybyszów mają tendencję do tworzenia własnych kręgów, co może skutkować napięciami z pierwotnymi mieszkańcami. Wśród nowych przybyszów jest bardzo niewielu współpracowników.

Ich akceptacja zależy również od wybranej formy biznesu i otwartości na mieszkańców. Im bliżej biznesowi do społeczności, tym większe prawdopodobieństwo zdobycia prestiżu w społeczności.

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FACT SHEETS IN ROMANIAN

Fact sheet - Studii de caz pe noi veniti

Country **Irlanda**

Short title Munca la distanță ca o practică promițătoare pentru a atrage noi veniți în zonele rurale (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Munca la distanță înseamnă că joburile nu sunt legate de o locație fixă. Munca se face de la distanță la locul de muncă tradițional, fie el acasă, într-un spațiu de lucru în comun, într-un hub sau chiar ca „nomadă digitală". Eliminarea locației din locuri de muncă oferă celor din mediul rural și din mediul urban șanse egale de a accesa locuri de muncă și permite deciziilor de localizare ale oamenilor să fie deconectate de la locul de muncă. Circumstanțele personale și ambițiile de calitate a vieții pot fi prioritare în deciziile de localizare. Beneficiile muncii la distanță pentru comunitățile rurale depășesc repopularea populației, dar ajută și la îmbunătățirea și crearea de locuri de muncă, la păstrarea populației existente, la îmbunătățirea calității locurilor de muncă, la injectarea diversității economice, la creșterea numărului de talente pentru afaceri, la reducerea inversă a serviciilor, la impactul revenirii la muncă cu o participare sporită în rândul femeilor și crește capitalul social. Această practică implică o cale dual, una pentru condițiile relevante pentru ocuparea forței de muncă și cealaltă legată de relocare. O gamă diversă de actori sunt esențiale pentru a permite munca la distanță; grupuri comunitare, agenții de întreprinderi sociale, organisme de stat, companii și organizații. Grow Remote, o întreprindere socială națională, oferă o legătură cheie între „munca la distanță și impactul local". Tehnologia este o condiție cheie pentru a permite munca la distanță, dar alți factori în legătură cu progresul locului de muncă, îndrumarea legislativă, izolarea, instruirea, locuința și serviciile au impact asupra tranziției noilor veniți ca lucrători la distanță. Resursele și rețelele umane, sociale, culturale și politice sunt elemente integrale pentru a facilita munca la distanță și pentru a încorpora noii veniți în comunități. Viabilitatea acestei practici este legată de o abordare colaborativă bazată pe finanțare care permite actorilor-cheie. Munca la distanță poate acționa ca o trambulină pentru dezvoltarea comunității și a întreprinderii.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV .

Fact sheet - Studii de caz pe noi veniti

Country **Polonia**

Short title Artystyka: o fermă ecoturistică care arată cum arta, angajamentul local și respectul reciproc pot ajuta noii veniți să își facă rădăcinile într-o comunitate rurală (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka este o fermă eco-turistică înființată în 2005 în satul Nowa Bystrzyca (Polonia) de către o pereche de nou-veniți din orașul Wroclaw imediat după absolvirea universității. Având în vedere experiența lor în domeniul artelor, au decis nu numai să renoveze ferma și să înființeze o afacere, ci și să încerce să se înrădăcineze organizând evenimente legate de artă, atât pentru rezidenții locali, cât și pentru vizitatorii din Wroclaw. Noii veniți au reușit să stabilească relații profunde cu diverși membri ai comunității locale datorită capacității lor de a echilibra respectul sincer pentru contextul local cu introducerea de noi perspective care îmbunătățesc cu adevărat viața comunitară. Câteva exemple ilustrative ale acestei abordări ar putea fi (1) instalații de artă în spațiile publice ale unui oraș învecinat ghidate de rezidenții locali, (2) numeroase ateliere de preparare a produselor cosmetice pe bază de ierburi locale sau (3) o serie de ateliere de dezvoltare personală pentru și cu femeile locale. Acesta din urmă este un bun exemplu de a crea relații de durată, deoarece aceste ateliere au oferit comunității o bază pentru organizarea protestelor pro-alegere în 2016 și 2020 (ca răspuns la încercarea și introducerea legilor anti-avort în Polonia). Un alt aspect al încorporării locale este abordarea turismului ecologic al Artystyka, care - conform altor cercetări - este un prim exemplu de facilitate ecoturistică în Polonia. Mai mult, ferma și hambarul au fost renovate în conformitate cu peisajul cultural local. În prezent, gazdele se concentrează mai mult pe viața lor de familie și pe activitatea lor de afaceri, dar cazul arată cum abordarea pe care au adoptat-o poate ajuta noii veniți să își facă rădăcinile în noua locație adoptând o combinație de respectare a contextului local și împărtășirea propriilor valori și perspective.

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Fact sheet - Studii de caz pe noi veniti

Country **Olanda**
Short title Reamenajarea grajdurilor goale goale în scopuri comerciale (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Olanda are un număr din ce în ce mai mare de grajduri goale, ceea ce creează o deteriorare a peisajului și o face o locație mai puțin atractivă pentru a se așeza. Reamenajarea grajdurilor agricole goale în scopuri comerciale ar putea fi una dintre soluțiile la aceste probleme, deoarece aduce o viață nouă clădirilor deteriorate și poate crea locuri de muncă în mediul rural. Orientul Verde în Raalte (provincia Overijssel) și Mouthoeve în Boekel (provincia Noord-Brabant) sunt exemple de grajduri goale reamenajate. Primul este un centru pentru întreprinderi circulare în industria agroalimentară, iar cel de-al doilea un centru comercial cu magazine autentice de meșteșuguri la marginea unui sat. Ambele exemple au reușit să atragă noi antreprenori, locuri de muncă și entuziasm în domeniile lor respective. Green East găzduiește mai multe întreprinderi noi care altfel nu s-ar fi situat în Raalte și care oferă locuri de muncă înalt calificate mai multor tineri care s-au mutat în zonă. Mouthoeve găzduiește un număr mare de întreprinderi mici, dintre care cele mai multe sunt deținute de femei și / sau tineri antreprenori care altfel nu și-ar fi stabilit afacerea în Boekel. Regulile de planificare din majoritatea municipalităților olandeze fac dificilă reamenajarea grajdurilor goale în scopuri comerciale. Cu toate acestea, aceste exemple arată că, în anumite contexte, când există un plan bun și un guvern local cu o abordare flexibilă, reamenajarea grajdurilor goale goale în scopuri comerciale ar putea ajuta la revitalizarea și regenerarea unei zone rurale.

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Fact sheet - Studii de caz pe noi veniti

Country **Olanda**

Short title Festivaluri culturale: crearea unei imagini mai pozitive pentru regiunile periferice (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Regiunea Oldambt, din nord-estul Olandei, a suferit recent sub depopulare și o imagine relativ negativă. Cu toate acestea, în ultimul deceniu, patru festivaluri culturale de înaltă calitate au fost dezvoltate sau mutate în zonă. Acestea pot ajuta la crearea unor facilități culturale mai bune și a unei imagini mai pozitive pentru Oldambt. Pe termen lung, acest lucru ar putea atrage mai mulți rezidenți, afaceri și locuri de muncă. Toate acestea pot, de asemenea, să consolideze atractivitatea zonei pentru generațiile mai tinere. Pura Vida, Waterbei, Festival Hongerige Wolf și Grasnapolsky au toate istorii și obiective diferite, dar împărtășesc dorința de a aduce o ofertă culturală de înaltă calitate în regiunea Oldambt și de a arăta punctele forte ale zonei. Până în prezent, festivalurile au atras mai mulți vizitatori în zonă, care au un efect pozitiv asupra turismului și contribuie la îmbunătățirea imaginii regiunii. Deși festivalurile nu sunt destinate în mod special generațiilor mai tinere, ele sunt atrăgătoare pentru persoanele de 30 și 40 de ani. Festivalurile sunt în mare parte inițiative de jos în sus ale cetățenilor locali și ale noilor veniți din mediul rural, care își încadrează activitățile în istoria socială și culturală unică din Oldambt. Guvernul regional și local sprijină cu fermitate festivalurile, iar noii veniți se simt foarte bine primiți în Oldambt. Prin urmare, practica este cel mai transferabilă către alte zone cu o populație activă, o istorie unică și instituții de susținere. Deoarece Covid-19 amenință viitorul acestor festivaluri culturale, pare important ca guvernele regionale și locale să își mențină nivelul ridicat de sprijin. Procedând astfel, Oldambt își poate păstra oferta unică și de înaltă calitate a festivalurilor culturale.

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Fact sheet - Studii de caz pe noi veniti

Country **Italia**

Short title Castel del Giudice- Municipalitatea ca agent activ al marketingului teritorial și al inițiativei economice care răspunde nevoilor comunității (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castelul Giudice face parte din zonele interne ale zonei montane apeninice, care se caracterizează prin depopulare, îmbătrânirea populației și o rată ridicată a șomajului în rândul tinerilor. De obicei, consiliul municipal al satelor mici are un buget și o capacitate de planificare limitate, în timp ce consiliul municipal al CdG a promovat în mod proactiv și financiar constituirea unei companii de mere organice pe 40 de hectare de teren agricol abandonat; o companie de construcții public-privată pentru a transforma școala primară dezafectată din sat într-o reședință de îngrijire asistată pentru cetățenii vârstnici locali și în cele din urmă restaurarea grajdurilor abandonate pentru a crea un hotel larg răspândit, cu restaurant și SPA. În cea de-a doua etapă, a promovat și un stup comunitar, o fabrică de bere agricolă, o cooperativă comunitară, un plan de recuperare și restaurare a caselor nelocuite și a spațiilor publice. Toate aceste inițiative se bazează pe conducerea tinerilor din zonă. Inovația socială CdG ilustrează un nou model de gestionare a resurselor naturale și rurale, precum și a patrimoniului de mediu bazat pe o abordare participativă: fiecare inițiativă a fost înființată în parteneriat cu consiliul municipal, comunitatea locală și alte părți interesate sectoriale cheie. Strategia de dezvoltare locală CdG se bazează pe un proces de schimbare bazat pe: mai întâi să înțeleagă procesele de schimbare rurală și implicațiile acestora, maximizând oportunitățile pentru locuitori și gestionând riscurile; în al doilea rând, necesitatea de a înțelege cum să gestionăm mai bine activele și resursele teritoriale locale; și, în al treilea rând, necesitatea urgentă de a adopta o abordare mai integrată a dezvoltării rurale.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ; https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it; https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Studii de caz pe noi veniti

Country **Franta**

Short title Reînnoirea politicii de dezvoltare locală: rețele personale și cunoștințe interioare (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Dezvoltarea locală (de exemplu, programul Leader, „plătește" politicile din Franța) și-a arătat limitele cu dificultăți în obținerea sau reproducerea condițiilor necesare pentru o dezvoltare locală durabilă de succes. Funcționarea pe Granville Terre et Mer (un hinterland rural legat de un oraș litoral mediu), arată cursuri de acțiune pentru a depăși dificultățile acestor.

Practica inovatoare promițătoare

O funcționare bazată în principal pe o rețea de relații informale, interpersonale, a fost înființată progresiv, pornind de la identitatea instituțională, stabilită din analize, valori și practici comune comune, luând în considerare ceea ce este în joc la nivel local pentru „regenerare": echilibrele, locul tinerii, integrarea socială și profesională, îmbătrânirea populației, mediul înconjurător, dinamica economică și culturală, locuința, ... Conceptul de semnificație comună este esențial pentru toți. Se intersectează 2 rețele paralele: cea a poporului ales și factorii de decizie locali, cea a personalului.

Nou-veniți

Toată lumea, indiferent de profilul său, noii veniți, localnici sau localnici care s-au mutat, participă într-un mod echivalent și complementar. Dinamica provine din integrarea în aceste rețele prin cooperare, bazată mai întâi pe valori și angajament partajat. Rețelele includ fermieri (noi intrați, succesori) sau persoane cu experiență agricolă care împărtășesc valorile comune. Pentru toată lumea, este o chestiune de experiență, formare și / sau istorie personală și fond.

Către regenerare? Capacitatea de a merge colectiv către „regenerare" - acest termen este respins în favoarea „adaptării" - se reflectă în implementarea unor acțiuni concrete, precum sensibilizarea tinerilor la locuri de muncă ecologice, atenția acordată economiei inteligente, proiectul PLUI care limitează zonele de locuințe , ..., perspectiva transportului public gratuit, PAT, ... cu, în fundal, două idei: satisfacerea nevoilor populației locale, precum și primirea noilor veniți, menținând / îmbunătățind în același timp calitatea vieții locale.

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Fact sheet - Studii de caz pe noi veniti

Country **Germania**

Short title Satul Rohrlack / Landkorb GmbH & Co. KG - Inovația socială inițiază puterea ecologică și economică (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Probleme / oportunități: practica promițătoare abordează în principal declinul populației și al locurilor de muncă într-o regiune rurală slabă din punct de vedere structural din Germania de Est. În anii 1990, infrastructura era într-o stare dezolantă, iar oamenii din micul sat din statul federal Brandenburg erau fără perspective după o schimbare politică majoră și un declin economic.

Rezultate: practica cuprinde o rețea locală puternică între un serviciu de livrare ecologic (Landkorb GmbH & Co. KG), o facilitate socială pentru persoane cu dizabilități (locuințe și locuri de muncă în agricultură și producție ecologică) și o brutărie ecologică. Întreaga practică a fost puternic promovată de un arhitect, care a cumpărat terenuri și a renovat satul Rohrlack prin includerea localnicilor în toate procesele de luare a deciziilor.

Practica oferă forță de muncă într-o regiune rurală, dincolo de producția agricolă. Acestea includ locuri de muncă în meserii și profesii sociale. Încurajează ciclurile economice regionale și crearea de valoare regională. Dezvoltarea economică puternică se bazează pe agricultură ecologică și pe afaceri. Se bazează și pe o rețea locală de părți interesate și pe legături regionale puternice. Integra grupuri sociale marginalizate. Creează o formă inovatoare de participare civică și contribuie astfel la coeziunea socială. În sensul durabilității, practica ajută la avansarea regiunii locale în mod ecologic, economic și social.

Recomandări:

Practica arată modul în care reînnoirea rurală poate fi abordată printr-o facilitate socială, care combină locuințele și oportunitățile de muncă. Un promotor local îi ajută pe noii veniți din mediul rural cu potențial de inovație să se stabilească în sat. Construirea unei rețele locale puternice permite sinergii pentru toate părțile interesate, inclusiv pentru populația locală.

Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en; https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWIjaGVy/

Fact sheet - Studii de caz pe noi veniti

Country **Germania**

Short title Landwege e.G. - O cooperativă producător-consumator permite aprovizionarea regională și ecologică cu alimente (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Probleme / oportunități: practica promițătoare abordează lipsa de ecologie și regionalitate a pieței alimentare. O inițiativă a cetățenilor din Lübeck a înființat o cooperativă. Scopul său este de a comercializa alimente regionale și organice direct și de a apropia producătorii și consumatorii.

Rezultate: LANDWEGE e. G. este considerat un proiect de model ecologic pentru „o realitate regională în practică". Este o cooperativă de producători-consumatori din Lübeck și include 30 de ferme membre situate într-un maxim. Raza de 100 km în jurul orașului Lübeck. Aceste ferme funcționează în mod organic și în principal în conformitate cu principiile Demeter sau Bioland. Cooperativa Landwege comercializează produsele fermelor membre direct prin intermediul a cinci comercianți cu amănuntul din Lübeck și Bad Schwartau. În plus față de produsele din fermele membre, gama este completată de alte produse produse în afara regiunii. În conformitate cu conceptul de cooperare, aceasta este o formă de organizare democratică și autonomă, cu o adunare generală, un consiliu de administrație, un consiliu de supraveghere și o adunare a fermierilor. Practica există de la sfârșitul anilor 1980 și a creat 100 de locuri de muncă în agricultură, prelucrare, marketing și vânzări.

Pe lângă cooperativă, există și asociația non-profit Landwege e.V. Asociația non-profit consideră educația ecologică și educația pentru dezvoltare durabilă, în special pentru copii și tineri, ca sarcină centrală.

Recomandări:

Practica promițătoare este o formă alternativă de operare care se concentrează mai mult pe o interacțiune puternică între consumatori și producători. Marketingul și distribuția sunt dedicate pentru a aduce agricultura și alimentele ecologice în regiune. Noile ferme ecologice au acces garantat la piață.

Useful Links: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/; contact: info@landwege.de

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Fact sheet - Studii de caz pe noi veniti

Country **Finlanda**
Short title Proiectul “Vino acasa” 2018-2020 din municipiul Punkalaidun (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Proiectul "Vino Acasa” a încercat să găsească noi modalități de a transforma pozitiv migrația internă pentru municipalitatea Punkalaidun din sud-vestul Finlandei. Proiectul finanțat de grupul local LEADER a fost un continuu al integrării de succes a solicitanților de azil acolo.

Proiectul a făcut eforturi de marketing și comunicare pentru a face municipalitatea mai largă cunoscută și pentru a atrage posibili noi și repatriați să se mute acolo. La început, persoanele în vârstă au fost invitate să se mute înapoi în regiunea copilăriei lor. Acesta a fost un grup țintă oarecum surprinzător. La urma urmei, s-a văzut că este logic în acea comunitate. Mai târziu, eforturile de marketing s-au concentrat și asupra familiilor cu copii.

Colaborarea dintre administrația municipală și parohia locală este interesantă. Parohiile luterane ale bisericii de stat din Finlanda, cu rețele și structuri largi în municipalitățile rurale, au fost o resursă subutilizată în dezvoltarea rurală. Prin proiect, a fost implicat mai aproape de activitățile de dezvoltare locală din Punkalaidun.

Cuvintele cheie au fost pozitivitate și publicitate. Publicitatea și comunicarea în diferite canale despre lucrurile pozitive din Punkalaidun au făcut ca micul municipiu rural să fie mai vizibil și a ajutat la atingerea potențialilor nou veniți. Actualii rezidenți sunt acum mai conștienți de toate caracteristicile pozitive ale regiunii lor de origine și sunt mai pregătiți să o comercializeze în continuare. Spiritul comunitar s-a consolidat și colaborarea dintre actorii locali s-a îmbunătățit. Recrutarea unui bun coordonator de proiect a fost crucială pentru a obține aceste rezultate.

Întrucât schimbările modelului de migrație pot fi observate după un timp mai îndelungat, este prea devreme pentru a judeca succesul final al proiectului de doi ani, dacă acesta a fost sau nu un succes pentru obiectivul principal al unei emigrări mai mari.

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Fact sheet - Studii de caz pe noi veniti

Country **Ungaria**
Short title Artizani noi veniti (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Cine sunt noii veniți din Ungaria de Est din mediul rural? Cum își pot găsi viața în noile comunități și cum le acceptă aceste comunități? Acestea sunt întrebările la care am dori să răspundem în paragrafele următoare.

Există două tipuri principale de noi veniți în zonele rurale: există un grup, motivat de motive sociale (), iar altul este motivat de motive etice (în sens larg: sunt în căutarea idilei rurale, a tradițiilor, a sănătății mediu, simțul localității sau un amestec al acestora).

În studiul de caz ne concentrăm în principal pe ultimul grup. Membrii straturilor medii aleg zonele rurale ca reședință și, deși unii dintre ei se deplasează încă în zonele urbane pentru a lucra și pentru a utiliza serviciile, în cazul nostru am contactat în principal antreprenori care și-au început afacerea în mediul rural. De obicei, au resurse proprii, dar folosesc și subvenții și dezvoltă o afacere diversificată.

Chiar dacă au magazin local, aproape în toate cazurile au un magazin online și o rețea densă în afara localității. În unele cazuri, ei pot construi o rețea locală, dar în majoritatea cazurilor sunt desprinși de comunitatea locală; în locuri cu o mulțime de noi veniți, aceștia tind să-și formeze propriile cercuri, ceea ce poate duce la tensiuni cu locuitorii originali. Există foarte puțini cooperatini printre diferiții nou-veniți.

Acceptarea lor depinde, de asemenea, de forma de afaceri pe care au ales-o și de deschiderea lor față de localnici, cu cât afacerea este mai aproape de comunitate, cu atât este mai probabil ca aceștia să câștige prestigiu în cadrul comunității.

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FACT SHEETS IN SPANISH

Fact sheet - Estudio de caso sobre recién llegados

Country **Ireland**

Short title El trabajo a distancia como práctica prometedora para atraer a los recién llegados a las zonas rurales (code IE1C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

El trabajo a distancia significa que los puestos de trabajo no están vinculados a una ubicación fija. El trabajo se realiza a distancia desde el lugar de trabajo tradicional, ya sea en casa, en un espacio de co-working, en un hub o incluso como "nómada digital". La eliminación de la ubicación de los puestos de trabajo ofrece a los habitantes de zonas rurales y urbanas las mismas oportunidades de acceder a los puestos de trabajo y permite que las decisiones sobre la ubicación de las personas estén desconectadas de la ubicación de los puestos de trabajo. Las circunstancias personales y las ambiciones sobre la calidad de vida pueden tener prioridad al elegir la localización. Los beneficios del trabajo a distancia para las comunidades rurales van más allá de la repoblación, ya que también ayudan a mejorar y crear empleo, retener a la población existente, mejorar la calidad del trabajo, inyectar diversidad económica, aumentar la reserva de talento para las empresas, invertir la reducción de los servicios, a incidir en la vuelta al trabajo con una mayor participación de las mujeres y a aumentar el capital social. Esta práctica implica una doble vía, una para las condiciones relevantes para el empleo y otra vinculada a la reubicación. Para hacer posible el trabajo a distancia es fundamental una serie de actores: grupos comunitarios, agencias de empresas sociales, organismos estatales, empresas y organizaciones. Grow Remote, una empresa social de ámbito nacional, ofrece un vínculo clave entre "el trabajo a distancia y el impacto local". La tecnología es una condición clave para permitir el trabajo a distancia, pero hay otros factores en torno a la progresión laboral, la orientación legislativa, el aislamiento, la formación, la vivienda y los servicios que afectan a la transición de los recién llegados como trabajadores a distancia. Los recursos humanos, sociales, culturales y políticos y las redes son elementos integrales para facilitar el trabajo a distancia e integrar a los recién llegados en las comunidades. La viabilidad de esta práctica está vinculada a un enfoque de colaboración respaldado por una financiación que permita activar actores clave. El trabajo a distancia puede servir de trampolín para el desarrollo comunitario y empresarial.

Useful links: https://www.youtube.com/watch?v=i4PcOZ8xMsA&t=51s ; https://www.youtube.com/watch?v=BeuUkEFQeGo&list=PLL63vPrL9tXlTQaSMGWQ9lKi9QW6FnogV

Fact sheet - Estudio de caso sobre recién llegados

Country **Polonia**

Short title Artystyka: una granja ecoturística que muestra cómo el arte, el compromiso local y el respeto mutuo pueden ayudar a los recién llegados a echar raíces en una comunidad rural (code PL2C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Artystyka es una granja ecoturística creada en 2005 en el pueblo de Nowa Bystrzyca (Pol pareja de recién llegados de la ciudad de Wroclaw justo después de su graduación universi formación en arte, decidieron no solo renovar la granja y montar un negocio, sino también t raíces organizando eventos relacionados con el arte dirigidos tanto a los residentes local visitantes de Wroclaw. Los recién llegados consiguieron forjar relaciones sólidas con varios m comunidad local gracias a su capacidad para equilibrar el respeto sincero por el context introducción de nuevas perspectivas para mejorar realmente la vida comunitaria. Algu ilustrativos de ese enfoque podrían ser (1) las instalaciones artísticas en los espacios públicos vecina guiadas por residentes locales, (2) numerosos talleres de preparación de cosmétic hierbas locales, o (3) una serie de talleres de desarrollo personal para y con mujeres locales. un buen ejemplo de creación de relaciones duraderas, ya que estos talleres sirvieron de ba comunidad organizara protestas a favor del aborto en 2016 y 2020 (como respuesta introducción de leyes antiabortistas en Polonia). Otro aspecto del arraigo local es el enfoqu ecológico de Artystyka, que -según otras investigaciones- es un ejemplo de instalación e Polonia. Además, el caserío y el granero han sido renovados de acuerdo con el paisaje cultu actualidad, los anfitriones se centran más en su vida familiar y en el funcionamiento de su ne caso muestra cómo el enfoque que adoptaron puede ayudar a los recién llegados a echa nuevo emplazamiento adoptando una combinación de respeto al contexto local y com propios valores y perspectivas.

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Fact sheet - Estudio de caso sobre recién llegados

Country **Los Países Bajos**
Short title La reutilización de establos vacíos para fines comerciales (code NL3C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

En los Países Bajos hay un número creciente de establos vacíos, lo que deteriora el campo y lo convierte en un lugar menos atractivo para establecerse. La reutilización de los establos vacíos para fines comerciales podría ser una de las soluciones a estos problemas, ya que da nueva vida a los edificios deteriorados y puede crear puestos de trabajo rurales. Green East, en Raalte (provincia de Overijssel), y Mouthoeve, en Boekel (provincia de Brabante Septentrional), son ejemplos de establos vacíos reconvertidos. El primero es un centro para la creación de empresas circulares de la industria agroalimentaria y el segundo un centro comercial con auténticas tiendas de artesanía a las afueras de un pueblo. Ambos ejemplos han conseguido atraer a nuevos empresarios, puestos de trabajo y entusiasmo a sus respectivas zonas. Green East alberga varias empresas de nueva creación que, de otro modo, no se habrían ubicado en Raalte y que ofrecen empleo altamente cualificado a varios jóvenes que se trasladaron a la zona. Mouthoeve alberga un gran número de pequeñas empresas, de las cuales la mayoría son propiedad de mujeres y/o jóvenes empresarios que, de otro modo, no habrían establecido su negocio en Boekel. Las normas de planificación de la mayoría de los municipios neerlandeses dificultan la reconversión de los establos vacíos para fines comerciales. Sin embargo, estos ejemplos demuestran que en algunos contextos, cuando hay un buen plan y un gobierno local con un enfoque flexible, la reutilización de los establos vacíos para fines comerciales podría ayudar a revitalizar y regenerar una zona rural.

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Fact sheet - Estudio de caso sobre recién llegados

Country **Los Países Bajos**
Short title Festivales culturales: Crear una imagen más positiva de las regiones periféricas (code NL4C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

La región de Oldambt, en el noreste de los Países Bajos, ha sufrido recientemente los efectos de la despoblación, lo que ha generado una imagen relativamente negativa. Sin embargo, en la última década se han desarrollado y/o trasladado a la zona cuatro festivales culturales de gran calidad. Este hecho puede ayudar a crear una mejor oferta cultural, además de una imagen más positiva de Oldambt. A largo plazo, esto podría atraer a más residentes, empresas y empleos. Todo ello puede reforzar también el atractivo de la zona para las generaciones más jóvenes. Pura Vida, Waterbei, Festival Hongerige Wolf y Grasnapolsky tienen historias y objetivos diferentes, pero comparten el deseo de aportar una oferta cultural de calidad a la región de Oldambt y mostrar los puntos fuertes de la zona. Hasta ahora, los festivales han atraído a más visitantes a la zona, lo que ha tenido un efecto positivo en el turismo y ha contribuido a mejorar la imagen de la región. Aunque los festivales no se dirigen específicamente a las generaciones más jóvenes, atraen a personas de entre 30 y 40 años. Los festivales son, en su mayoría, iniciativas que parten de los ciudadanos locales y de los recién llegados al campo, que encajan sus actividades en la singular historia social y cultural de Oldambt. Tanto el gobierno regional como el local apoyan firmemente los festivales, y los recién llegados se sienten muy bien acogidos en Oldambt. Por tanto, la práctica es muy transferible a otras zonas con una población activa, una historia única e instituciones de apoyo. Dado que la Covid-19 amenaza el futuro de estos festivales culturales, parece importante que el gobierno regional y el local mantengan su alto nivel de apoyo. De este modo, Oldambt podrá mantener su oferta única y de alta calidad de festivales culturales.

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Fact sheet - Estudio de caso sobre recién llegados

Country **Italia**

Short title Castel del Giudice- El municipio como agente activo del marketing territorial y de la iniciativa económica expresando las necesidades de la comunidad (code IT5C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Castel del Giudice (CdG) forma parte de las áreas internas de la zona montañosa de los Apeninos, que se caracterizan por la despoblación, el envejecimiento de la población y una elevada tasa de desempleo juvenil. Por lo general, el ayuntamiento de los pueblos pequeños tiene un presupuesto y una capacidad de planificación limitados, mientras que el ayuntamiento de CdG ha promovido de forma proactiva y financiera la constitución de una empresa de manzanas ecológicas en 40 hectáreas de terrenos agrícolas abandonados; una empresa de construcción público-privada para convertir la escuela primaria en desuso del pueblo en una residencia de asistencia para los ciudadanos mayores de la localidad y, por último, la restauración de las caballerizas abandonadas para crear un hotel generalizado con restaurante y SPA. En la segunda etapa, también promovió una colmena comunitaria, una cervecería agrícola, una cooperativa comunitaria, un plan de recuperación y restauración de casas deshabitadas y espacios públicos. Todas estas iniciativas se basan en el liderazgo de los jóvenes de la zona. La innovación social del CdG ilustra un nuevo modelo de gestión de los recursos naturales y rurales, así como del patrimonio medioambiental, basado en un enfoque participativo: cada iniciativa se ha puesto en marcha en colaboración con el ayuntamiento, la comunidad local y otras partes interesadas que son clave del sector. La estrategia de desarrollo local de CdG se basa en un proceso de cambio que tiene como premisas: en primer lugar, comprender los procesos de cambio rural y sus implicaciones, maximizando las oportunidades para los habitantes y gestionando los riesgos; en segundo lugar, la necesidad de entender cómo gestionar mejor los activos y recursos territoriales locales; y, en tercer lugar, la urgente necesidad de adoptar un enfoque más integrado del desarrollo rural.

Useful Links: https://www.rai.it/dl/RaiTV/programmi/media/ContentItem-adf53759-a51b-4870-86a3-4f02386a09c7-tg1.html ; https://biomelise.it/bio/; http://www.comune.casteldelgiudice.is.it; https://www.borgotufi.it; https://www.youtube.com/watch?v=k3Yy2i-utaY

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Fact sheet - Estudio de caso sobre recién llegados

Country **Francia**

Short title Renovación de la política de desarrollo local: creación de redes personales e interconocimiento (code FR6C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

El desarrollo local (es decir, el programa Leader, las políticas de «paga» en Francia), ha mostrado sus límites con dificultades para conseguir o reproducir las condiciones necesarias para un desarrollo local sostenible exitoso. El funcionamiento en Granville Terre et Mer (una zona rural del interior vinculada a una ciudad no muy grande del litoral), muestra cursos de acción para superar estas dificultades.

Una práctica innovadora y prometedora

Un funcionamiento basado principalmente en una red de relaciones informales e interpersonales se ha puesto en marcha progresivamente, a partir de la identidad institucional, establecida a partir del análisis, los valores y las prácticas comunes compartidas, teniendo en cuenta lo que está en juego localmente para la "regeneración": los equilibrios, el lugar de los jóvenes, la integración social y profesional, el envejecimiento de la población, el medioambiente, las dinámicas económicas y culturales, la vivienda, ... El concepto de sentido compartido es esencial para todos. Se cruzan 2 redes paralelas: la de los elegidos y responsables locales y la de los funcionarios.

Los recién llegados

Todos, sea cual sea su perfil, los recién llegados, los locales o los habitantes que se han desplazado, participan de forma equivalente y complementaria. La dinámica procede de la integración en estas redes por cooptación, basada en primer lugar en valores y compromisos compartidos. Las redes incluyen a los agricultores (recién llegados, sucesores) o a personas con antecedentes agrícolas que comparten los valores comunes. Para todos, se trata de una cuestión de experiencia, formación y/o historia personal y antecedentes.

¿Hacia la regeneración?

La capacidad de ir colectivamente hacia la "regeneración" - este término se rechaza en favor de la "adaptación" - se refleja en la puesta en marcha de acciones concretas como la sensibilización de los jóvenes a los empleos verdes, la atención prestada a la economía sumergida, el proyecto PLUI que limita los polígonos de viviendas, ..., la perspectiva de un transporte público gratuito, el PAT,.... con, en el fondo dos ideas: satisfacer las necesidades de la población local así como acoger a los recién llegados, manteniendo/mejorando la calidad de la vida local.

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Fact sheet - Estudio de caso sobre recién llegados

Country **Alemania**

Short title Pueblo de Rohrlack / Landkorb GmbH & Co. KG - La innovación social inicia la fuerza ecológica y económica (code DE7C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemas/Oportunidades: La práctica prometedora aborda principalmente el declive de la población y el empleo en una región rural estructuralmente débil del este de Alemania. En los años noventa, las infraestructuras estaban en un estado desolador y los habitantes del pequeño pueblo del estado federado de Brandeburgo se encontraban sin perspectivas tras un gran cambio político y un declive económico.
Resultados: La práctica engloba una sólida red local entre un servicio de reparto ecológico (Landkorb GmbH & Co. KG), un centro social para personas discapacitadas (vivienda y puestos de trabajo en agricultura y producción ecológica) y una panadería ecológica. Toda la práctica fue fuertemente impulsada por un arquitecto, que compró terrenos y renovó el pueblo de Rohrlack, incluyendo a los lugareños en todos los procesos de decisión.
La práctica proporciona mano de obra en una región rural, más allá de la producción agrícola. Se trata de puestos de trabajo en profesiones artesanales y sociales. Fomenta los ciclos económicos regionales y la creación de valor a nivel regional. El fuerte desarrollo económico se basa en la agricultura y en las empresas ecológicas. Pero también se basa en una red de actores locales y en fuertes vínculos regionales. Además, integra a los grupos sociales marginados. Crea una forma innovadora de participación ciudadana y contribuye así a la cohesión social. En el sentido de la sostenibilidad, la práctica ayuda al progreso de la región local de manera ecológica, económica y social.
Recomendaciones: La práctica muestra cómo se puede abordar la renovación rural a través de un equipamiento social, que combina oportunidades de vivienda y empleo. Un promotor local ayuda a los recién llegados del medio rural con potencial de innovación a establecerse en el pueblo. La creación de una sólida red local permite crear sinergias para todas las partes interesadas, incluida la población local.
Useful links: https://www.netzwerk-generationen.de/fileadmin/user_upload/PDF/Fachtagung_Inklusion/05_Feddersen_Rohrlack-klein.pdf; https://www.ruralroadmap.eu/bildung-kultur-identitat/1347/rohrlack-brandenburg-germany/?lang=en
https://www.ardmediathek.de/video/brandenburg-aktuell/rohrlack-ostprignitz-ruppin/rbb-fernsehen/Y3JpZDovL3JiYi1vbmxpbmUuZGUvYnJhbmRlbmJ1cmdha3R1ZWxsLzIwMTgtMTItMjNUMTk6MzA6MDBfYzNjOTE3YWMtMjc0ZS00MDE0LWE5NDEtNjRlODdlZDlhNzNjL0xhbmRzY2hsZWIjaGVy/

Fact sheet - Estudio de caso sobre recién llegados

Country **Alemania**
Short title Landwege e.G. - Una cooperativa de productores y consumidores permite el suministro regional y ecológico de alimentos" (code DE8C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

Problemas/Oportunidades:
La prometedora práctica aborda la falta de ecología y regionalidad del mercado alimentario. Una iniciativa de ciudadanos de Lübeck creó una cooperativa. Su objetivo es comercializar directamente alimentos regionales y ecológicos y acercar a productores y consumidores.
Resultados:
LANDWEGE e. G. se considera un proyecto modelo ecológico de "regionalidad real en la práctica". Se trata de una cooperativa de productores y consumidores de Lübeck que incluye 30 explotaciones agrícolas asociadas, situadas en un radio máximo de 100 km alrededor de Lübeck. Estas explotaciones trabajan de forma orgánica y, en su mayoría, bajo los principios de Demeter o Bioland. La cooperativa Landwege comercializa los productos de las explotaciones miembro directamente a través de cinco minoristas de gama completa en Lübeck y Bad Schwartau. Además de los productos de las explotaciones asociadas, el surtido se completa con otros productos ecológicos producidos fuera de la región. De acuerdo con el concepto de cooperativa, se trata de una forma de organización democrática y autogestionada mediante una asamblea general, una junta directiva, un consejo supervisor y una asamblea de agricultores. Esta iniciativa existe desde finales de los años 80 y ha creado 100 puestos de trabajo en la agricultura, la transformación, la comercialización y los procesos de venta.
Además de la cooperativa, también existe la asociación sin ánimo de lucro Landwege e.V. La asociación sin ánimo de lucro considera que su tarea central es la educación medioambiental y la educación para el desarrollo sostenible, especialmente para niños y jóvenes.
Recomendaciones:
La práctica prometedora es una forma alternativa de funcionamiento que se centra más en una fuerte interacción entre consumidores y productores. La comercialización y la distribución se dedican a introducir la agricultura y los alimentos ecológicos en la región. Las nuevas explotaciones agrícolas ecológicas tienen un acceso garantizado al mercado.
Useful Links: https://www.landwege.de/; https://www.landwege.de/regional/philosophie https://de-de.facebook.com/pg/LANDWEGE/videos/; contact: info@landwege.de

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Fact sheet - Estudio de caso sobre recién llegados

Country **Finlandia**
Short title El proyecto Come Home en el municipio de Punkalaidun en 2018-2020 (code FI9C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

El proyecto Come Home trató de encontrar nuevas formas de convertir la migración interna en algo positivo para el municipio de Punkalaidun, en el suroeste de Finlandia. El proyecto, financiado por el grupo local LEADER, era una continuación de los anteriores éxitos de integración de los solicitantes de asilo allí.

El proyecto realizó esfuerzos de marketing y comunicación para dar a conocer el municipio y atraer a posibles recién llegados y retornados para que se trasladasen allí. Al principio, se invitó a las personas mayores a trasladarse a la región de su infancia. Era un grupo objetivo algo sorprendente. Al fin y al cabo, se veía como algo lógico en esa comunidad. Más tarde, los esfuerzos de marketing se centraron también en las familias con niños.

Es interesante la colaboración entre la administración municipal y la parroquia local. Las parroquias luteranas de la iglesia estatal en Finlandia, con amplias redes y estructuras en los municipios rurales, han sido un recurso infrautilizado en el desarrollo rural. Gracias al proyecto, se implicó más en las actividades de desarrollo local en Punkalaidun.

Las palabras clave fueron positividad y publicidad. La publicidad y la comunicación en varios canales sobre las cosas positivas de Punkalaidun hicieron más visible el pequeño municipio rural y ayudaron a llegar a los potenciales recién llegados. Los actuales residentes son ahora más conscientes de todas las características positivas de su región natal y están mejor preparados para seguir comercializándola. El espíritu comunitario se ha reforzado y la colaboración entre los agentes locales ha mejorado. La contratación de un buen coordinador del proyecto fue crucial para lograr estos resultados.

Dado que los cambios en las pautas migratorias pueden observarse al cabo de más tiempo, es demasiado pronto para juzgar el éxito final del proyecto de dos años y saber si ha sido un éxito o no para el objetivo principal de aumentar el retorno.

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Fact sheet - Estudio de caso sobre recién llegados

Country **Hungría**
Short title Artesanos recién llegados (code HU10C)

Short summary for practitioners on the (final or expected) outcomes of the practice.

¿Quiénes son los recién llegados a las zonas rurales del este de Hungría? ¿Cómo pueden encontrar su vida en las nuevas comunidades y cómo son aceptados? Estas son las preguntas a las que queremos dar respuesta en los siguientes párrafos.

Hay dos tipos principales de recién llegados a las zonas rurales: hay un grupo motivado por razones sociales y hay otro motivado por razones éticas (en un sentido amplio: buscan el idilio rural, las tradiciones, un entorno saludable, el sentido de la localidad o una mezcla de estos).

En el estudio de caso nos centramos principalmente en este último grupo. Los miembros de la clase media de la sociedad eligen las zonas rurales como residencia y, aunque algunos de ellos siguen desplazándose a las zonas urbanas para trabajar y utilizar los servicios, en nuestro caso contactamos principalmente con empresarios que iniciaron su actividad en el campo. Suelen tener recursos propios, pero también utilizan subvenciones y desarrollan un negocio diversificado.

Incluso si tienen una tienda local, casi en todos los casos tienen una tienda web y una densa red fuera de la localidad. En algunos casos pueden crear una red local, pero en la mayoría están desvinculados de la comunidad local; en lugares con muchos recién llegados tienden a formar sus propios círculos, lo que puede provocar tensiones con los habitantes originales. Hay muy pocos colaboradores entre los distintos recién llegados.

Su aceptación también depende de la forma de negocio que elijan y de su apertura hacia los lugareños; cuanto más cerca esté el negocio de la comunidad, más probable es que pueda ganar prestigio dentro de ella.

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