



**European Network for Rural Development  
Coordination Committee  
Workshop**

**Quality design of environmental and climate  
measures for 2014-2020 RDPs**

March 4<sup>th</sup>, 2013

**Centre Borschette, Rue Froissart 36, 1040 Brussels (Room: 0D)**

## Context of the meeting

The workshop is part of the series of ENRD activities for the preparation of the new programming period (2014-2020). It will be based on the general programming guidance and the guidelines for measures being prepared by the European Commission and the conclusions of the work of the ENRD Focus Group on the delivery of environmental services.

The workshop encourages exchanges between all stakeholders involved in the design and implementation of rural development programmes (Managing Authorities, Paying Authorities, National Rural Networks, EU organisations, etc.), with the aim to provide:

- a platform for exchange on the successful programming and design of environment and climate measures; and
- information on available guidelines and tools to accompany the process.

The discussions will give the opportunity to enhance the awareness of underlying needs and issues regarding the delivery of environmental services; as well as to improve the knowledge of the possibilities offered by the new policy framework. In this context, ensuring a wider stakeholder involvement in the design and preparation of environmental and climate measures is of key importance.

## DRAFT AGENDA



- 8:30 – 9:30 Registration and reimbursement formalities
- 9:30 – 9:40 **Welcome and introduction**, *Jose Manuel Sousa Uva, Director, DG AGRI*
- 9:40-10:30 **Guidelines for strategic programming for 2014-2020 and measures related to environment/climate**  
Presentations (*DG AGRI, DG CLIMA*):
- The environment-climate dimension of RD programming
  - Climate considerations, assistance for MS
  - The agri-environment-climate measure
- Questions & Answers
- 10:30-11:00 *Coffee break*
- 11:00-12:30 **Session 1: Effective assessment of needs and definition of priorities, including external coherence and complementarity**
- Presentation:
- Raising awareness and improving RDP measures by involving stakeholders in the early stages of programme design, *by Anna Schulman, Ministry of Agriculture and Forestry, Finland*
- Questions & Answers
- Discussion: definition of programmes and involvement of stakeholders
- *How to conduct an accurate needs assessment?*
  - *How to make sure that the needs assessment plays a coherent role within the national environmental/climate strategy?*
- 12:30-14:00 *Lunch break*

14:00-15:15      **Session 2:** Selection of measures, design and implementation

- Using a combination of measures to provide integrated environmental advisory services to farmers in Germany, *by Bettina Rocha, National Rural Network, Germany*

Questions & Answers

Discussion: effective targeting and combination of measures

- *How to choose the most effective measures to deliver the envisaged targets? How to take the best decision between 'continuity' and 'change'?*

15:15-16:30      **Session 3:** Effective delivery of environmental services

- The Higher Level Stewardship scheme in England, *by Geoffrey Radley, environmental expert, United Kingdom*

Questions & Answers

Discussion: outcomes-focused approach to delivery

- *How to put in place result-oriented measures and schemes that encourage ownership and deliver measurable outputs?*

16:30              **Closing remarks**