2\textsuperscript{nd} Thematic Group meeting on Sustainable Management of Water and Soils

Collective approaches

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Collective approaches

‘The action taken by a group (either directly or on its behalf through an organisation) in pursuit of members’ perceived shared interests’

(Marshall, 1998)

Other terms: ‘cooperation’ or ‘collaboration’
What are collective approaches in RDPs?

Different types of collective approaches:
• top-down, bottom up or combinations

Collectives can be organised as:

Formalised entities
Farmers coming together via a formalised ‘collective’ or ‘cooperative’

Less formalised approaches
Activities taken a group of farmers / land managers, facilitated by a key person

• At territorial scale (horizontally) or along a supply chain (vertically)
Benefits of using collective approaches

1. Achieving improved **environmental outcomes** across a wide area or throughout a supply chain;

2. Setting **commonly agreed objectives** and identification of synergies and trade-offs;

3. **Greater ownership and engagement** by all actors involved
RDP toolkit

- Cooperation measure (M16)
- Agri-environment-climate measure (M10)
- Organic farming (M11)
- Other measures supporting advice, investments, processing, marketing

**Cooperation (M16)**
- OGs of the EIP;
- Horizontal/vertical cooperation along supply chains;
- Join action for climate adaptation and mitigation;
- Cooperation for drawing up forest management plans;
- Diversification of farming activities.
Opportunities and challenges

+ A ‘champion’ within a local area;
+ Willingness to explore new solutions;
+ Clarity as to the environmental objectives at landscape / supply chain level.

- Absence of a local ‘champion’, ‘facilitator’;
- Perceived as more complicated to promote;
- Limitations in building trust;
- Higher transaction costs;
- Unclear accountability;
- Group priorities vs local, regional, national or EU ones
- Timing for application to multiple RDP measures
Examples of existing collective approaches

- Countryside Stewardship Facilitation Fund (England)
- WILD river basin management initiative (England)
- Dutch approach to delivering the agri-environment-climate scheme (Netherlands)
- Valdaso Agri-Environmental Agreement (Italy)
- Environmental Co-operation Action Fund (Scotland)
- Organic grass-fed beef (Estonia)
- Volvic watershed partnership (France)
- Agriculture-based development strategies for areas hit by economic crisis (Slovenia)
- Cooperation to set up a ‘landscape farming’ initiative (Hungary)
Why collective approaches for water and soils?

- Water pollution may be from multiple sources coming from various locations in the watershed
  - Action required across a broad area and all land managers to play a role
- Action to counter soil degradation processes is relevant at landscape scale rather than at farm level only, e.g. soil erosion
### Where the TG could add value

1. Investigation of key examples of RDP-funded collective approaches to understand results;
2. Factsheet promoting key benefits;
3. Brochure with examples of use of RDP measures for collective action;
4. Use the PEGASUS practitioner guidance and toolkit (NB: to be finalised in January 2018)

### Finding solutions to common barriers

1. Analysis of the implementation of RDP Cooperation measure – identify issues and solutions;
2. Extract best practices/lessons from the use of LEADER that can be applied to collective action;
3. Consider ways of mainstreaming collective action within RDPs.

### Promoting the benefits of collective action for water/soils with MAs and other stakeholders

1. Analysis of the implementation of RDP Cooperation measure – identify issues and solutions;
2. Extract best practices/lessons from the use of LEADER that can be applied to collective action;
3. Consider ways of mainstreaming collective action within RDPs.
Thank you!

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