

# Thematic Group

## Promoting the Transition to the Green Economy

### 2<sup>nd</sup> Meeting

*Rotterdam, 6<sup>th</sup> to 7<sup>th</sup> April  
2016*

### FINAL REPORT



V3 – April 2016

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<p>Visit <b>Fenix Food Factory</b> Tom Van der Avoort (Zaak Acht) Maarten Bouten (Rechtstreex)</p> <p>Visit <b>Klompe</b> Jeroen and Mellany Klompe Martijn Buijsse (Skylark Foundation)</p> <p>Visit <b>Hotspot Hutspot</b> Bob Richters</p>	<p><b>Field Trip – 6<sup>th</sup> April</b></p> <p>The Thematic Group included an optional one day ‘field’ trip around Rotterdam which incorporated three elements – a trip to Fenix Food Factory where eight businesses cooperate in a single premises, a visit to a farm operating precision farming techniques and engaging in sustainability, and a meal at a community restaurant.</p> <p><a href="#">Fenix Food Factory</a> is a single premises in Rotterdam where eight food and drink businesses cooperate on a single premises. Lunch was provided entirely from the produce available on site, and a presentation was made by <a href="#">Rechtstreex</a>, a company who are set up to buy directly from producers and sell via neighbourhood delivery, and who have premises within the Fenix Food Factory. This was complemented by an introduction and tour by Tom Van de Avoort of <a href="#">Zaak Acht</a> (‘Business Eight’).</p> <p>The group moved on to <a href="#">Klompe</a> Farm where a presentation of the production was made, this included some detail of the support provided by the <a href="#">Skylark Foundation</a> (Stichting Veldleeuwerik) which is a membership organisation aimed at developing sustainability plans with farmers. The plans include ten sustainability indicators: Product Value, Soil Fertility, Soil Loss, Nutrients, Crop Protection, Water, Energy, Biodiversity, Human Capital and the Local Economy. Within this framework, farmers are challenged to continuously improve their farming methods.</p> <p>The evening meal was at a community restaurant <a href="#">Hotspot Hutspot</a> in Rotterdam which featured an approach to social inclusion, community growth and urban farming, as the restaurant tries to give opportunities to those who might not have them elsewhere in the restaurant sector. It also engages 10-15 year olds in active agriculture and meal preparation, and uses leftover and waste food in the meals prepared, at an affordable price.</p>
<p>Presentation</p>	<p><b>Thematic Group 7<sup>th</sup> April</b></p> <p><b>Introduction</b></p> <p>The TG opened with a presentation setting out the objectives, context and working approach of the ENRD thematic work package and thematic group on ‘Promoting the Transition to the Green Economy’. The focus</p>

<p><b>Thematic Group on Promoting the Transition to the Green Economy</b></p> <p>by Paul Soto (ENRD CP)</p>	<p>of the workshop was clarified, and also the role of both the ENRD Contact Point and the EIP-Agri Service Point in delivering the thematic work</p> <p><i>Key messages from the presentation:</i></p> <ul style="list-style-type: none"> <li>• It is important to develop a practical focus for the thematic work.</li> <li>• Work will be delivered in a number of areas, and the TG should help support the identification of good practice at project and programme level</li> <li>• The key opportunity for implementation will be through RDPs</li> </ul>
<p>Presentation</p> <p><b>Update on the work of the group</b></p> <p>Clunie Keenleyside (IEEP)</p> <p>Presentation</p> <p><b>Presenting the survey results and the project examples</b></p> <p>Ben Allen (IEEP)</p>	<p><b>Work Programme and Green Economy examples</b></p> <p>Clunie Keenleyside presented the work carried out since the first meeting on 16<sup>th</sup> December 2015, and the focus of next workshops, highlighting that the main area of focus for this workshop was ‘making it real’ - focusing on practical examples which deliver both green and economic benefits.</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• It is important to consider how projects can be green and economic, and any other benefits they can provide</li> <li>• The focus of the ongoing Green economy approach, and of the third meeting of the Group (17<sup>th</sup> May) will be ‘making it work’ though programming in RDPs</li> </ul> <p>Ben Allen’s presentation reported on the preliminary analysis of the 28 project examples received from the TG GE members. The examples cover a broad geographic range across Europe from Finland to Italy and the Netherlands to Romania. The majority of the examples had multiple objectives including resource and business efficiency, environmental management, innovation, climate mitigation, awareness raising and education.</p> <p>The results achieved in the projects were equally multi-beneficial covering the three pillars of sustainability (environmental, economic, social). Most projects delivered multiple results. Initiators or project champions were important when getting projects off the ground and maintaining their development, including good communication between stakeholders. They ranged from local business people and land managers, to public organisations (such as national resource institutes, regional promotion organisations), to cooperative groups and</p>

<p>Presentation</p> <p><b>Good and Bad examples on the Green Economy</b> Faustine Bas-Defossez (European Environmental Bureau)</p>	<p>environmental NGOs. Most projects were RDP funded, reflecting what was asked of the TG GE members, but included also private and state funding.</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• There are benefits beyond economic and green (environment) – mostly notably social benefits</li> <li>• A wide range of funding sources were used, including EAFRD</li> <li>• Project initiators and champions were key to the success of projects, but range considerably from local business people and land managers, to public organisations (such as national research institutes, regional promotion organisations), to cooperative groups and environmental NGOs.</li> </ul> <p>Faustine Bas-Defossez presented some ‘good and bad’ examples of Green Economy programming, as the analysis conducted by the EEB had suggested that more than a third of RDP 2014-20 ecosystems spending goes to ANC measures (M 13) despite the fact that no environmental conditions are attached to these measures, and that in 79% of the cases, the quality of the measures was overstated.</p> <p>The conclusion was that not everything claimed to be ‘green’ is actually green.</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• Some funding is going towards weak or ‘fake’ environmental measures</li> <li>• The Green Economy has to be ‘truly’ green – there is no sustainability without that</li> <li>• A holistic approach is needed – an assessment of the environmental needs and good targeting</li> </ul>
<p>Presentation</p> <p><b>TESLA Project</b> Guilane Saint-Aubin (Copa-Cogeca)</p>	<p>A presentation was put forward by Copa-Cogeca on the TESLA project ‘Transferring Energy Save Laid on Agroindustry’. The project was a three-year initiative which ended in March 2016, the aim of which was the reduction of energy consumption in industrial processes in wineries, olive oil mills, animal feed factories and fruit and vegetables processing plants. The project was delivered by a multidisciplinary team, including cooperative businesses, academic research centres and experts in energy efficiency.</p> <p><i>Key messages from the presentation included:</i></p>

	<ul style="list-style-type: none"> <li>• The multi-actor approach was extremely successful in developing support</li> <li>• Handbooks were developed for each sector and an online tool which provided energy analysis for each of the chosen sectors</li> <li>• Outcomes from the project need to be shared for it to have maximum impact, and extension of the project is already planned for other sectors: drying of cereals and fodder, meat, dairy and fruit juices and concentrates</li> </ul>
<p>Group discussion</p> <p><i>What are the essential steps and decisions to be taken in designing and implementing an effective project for the green economy?</i></p> <p>David Lamb (ENRD CP)</p>	<p><b>Interactive Session 1: Developing and Implement Projects</b></p> <p>The Thematic Group was divided into three working groups with membership arranged to ensure a spread of participant types. The subgroups were then invited to consider two questions through facilitated discussion and feedback.</p> <p>The questions were:</p> <ul style="list-style-type: none"> <li>• What does a good Green Economy project look like?</li> <li>• What steps are needed to implement an effective Green Economy project, including project initiators / leaders?</li> </ul> <p>The discussion raised several common points, which are summarised in the conclusions section of this report, as it was felt that a consistent model could be found for an effective Green Economy project, and that this could and should be shared with participants and the wider network.</p> <p><i>Further reference: Conclusion</i></p>

<p>Presentation</p> <p><b>NRN Examples of Sharing Best Practice</b></p> <p>Cristina Coman (Romanian NRN)</p>	<h3>Sharing Best Practice</h3> <p>The afternoon session concentrated on how ENRD, national networks and partners could share and promote best practice information about Green Economy projects.</p> <p>This was introduced by looking at some examples of how networks, other stakeholders and the Contact Point currently share good practice and information, including publications, online material, social media and events including networking.</p> <p>In the Romanian NRN delivery, a great deal of activity has been undertaken promoting projects in both Romanian and English, and this has included collecting examples from international projects for comparison. The main output for these has been through publications, but web tools and social media were also seen as important outlets</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• Facebook is an important outlet in Romania, as it is very widely used for information that is tailored for specific audiences</li> <li>• The NRN website was restructured to make access to the most important information easier</li> <li>• The newsletter distribution was improved by using a WhiteList application</li> </ul>
<p>Presentation</p> <p><b>EIP-Agri Examples</b></p> <p>Willemine Brinkman (EIP-Agri Service Point)</p> <p>Fabio Cossu (DG Agri H5)</p>	<p>EIP-Agri activities with regard to the theme had been discussed in the morning session, and Willemine Brinkman presented the various means of sharing knowledge, including networking activities, printed material and online content.</p> <p>Fabio Cossu presented information from the Focus Group on Precision Farming, and upcoming themes relevant to the Green Economy, including workshops, focus groups and newly published reports</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• There are a wide range of EIP activities covering the theme, with new focus groups being launched</li> <li>• Ongoing activities will include operational groups in Member States, so the Thematic Group participants will have the opportunity to get involved at the local level</li> <li>• The interactive EIP website and publications can support participants</li> </ul>

<p>Presentation</p> <p><b>ENRD Contact Point Tools</b> David Lamb (ENRD CP)</p>	<p>The presentations preceding the interactive session outlined the range of tools available to participants, with the same range of online and published content.</p> <p><i>Key messages from the presentation included:</i></p> <ul style="list-style-type: none"> <li>• Participants can already access newly developed Good Practices on the website</li> <li>• The Rural Review (22) contains an article on Climate Change delivered by IEEP</li> <li>• The upcoming Rural Seminar (June 24<sup>th</sup> 2016) will be a key opportunity to interact, exchange knowledge and learn from experts</li> </ul>
<p>Group discussion</p> <p><i>Which networking and web-based tools would Group members find most useful to help them promote the transition to the Green Economy?</i></p> <p>David Lamb (ENRD CP)</p>	<p><b>Interactive Session 2: Sharing Results</b></p> <p>The Thematic Group was once again divided into three working groups. The subgroups were then invited to consider the sharing of information through facilitated discussion and feedback.</p> <p>The question was:</p> <ul style="list-style-type: none"> <li>• What networking and web-based tools should be used by Group members?</li> </ul> <p>The discussion raised some normal methods of communication, and some new ideas which are detailed in the concluding session. Participants felt that there is value in online tools, meetings and newsletters, but focused on the need to inspire through short, practical messages.</p> <p><i>Further reference: Conclusion</i></p>



## Conclusion

Paul Soto & David Lamb (ENRD CP)

## What would a good project look like?

The following summarises the key features of good projects to boost the green economy to be supported through RDPs:

- **Holistic and systemic approach:** Contribution to the 3 main aspects of the Green Economy (i) Environment (ii) Economy (iii) Society. This involves a change of mindset and often additional expertise
- **Demand driven:** Projects address existing demands from society and within different economic sectors
- **Result based** in the short-medium- long term (depending on the objectives of the project). It is crucial to set up robust monitoring system to measure the performance and achievements of the project
- **Flexibility** to adapt projects in the case of changing contexts
- **Multi actor approach** in the development and implementation of the projects through the involvement of key stakeholders / networks / expertise throughout the supply chain. The engagement of the community with the project is often key factor for its success
- **Economic and environmental sustainability** in a realistic timescale, which may not be achievable immediately;
- **Innovative** (where possible) to access new economic niches that bring environmental benefits, or following successful approaches from other projects
- **Leadership** as a key feature to ensure the effective implementation and coordination of the project
- **Communication** with society and clients in order to increase support to the project
- **Access to finance** which may involve new financial tools and business models

## What are the key steps in the development of a good project?

The table presents a summary of the steps required to develop a good project, based on the participant feedback. Key stages were developed:

- An ideas phase
- Piloting and small scale production / implementation

- Reviewing and scaling up

The RDPS need to adapt their different tools to ensure projects have support at each and all key phase(s). It was highlighted that investment in projects need not be financial, as in-time or voluntary input can be a valuable resource.

#

1. Ideas Phase

**1- Assess the state of the art** to understand the existing context in which the project will perform

**2- Set clear objectives** in the three arenas of a green project (i) environment (ii) economy and (iii) society

**3- Access to good information and advice** that support the development and implementation of knowledge-based green projects (e.g. advisors, project examples, etc.)

**4- Assess the impacts of the project** including the potential positive / negative as well as direct / indirect consequences

**5- Test the idea** establishing green criteria into the economic decisions and explore the opportunities in all sectors

2. Piloting & Small Scale Production

**6- Assess the different funding sources**

**7- Build trust with investors** through demonstrating and communicating the value of the project (e.g. through a Green Business Plan)

**8- Consultation with stakeholders** (including public authorities from different sectors) encouraging engagement and support. It will include peer to peer assessment to improve the project

**9- Define a robust planning and monitoring system** that ensure the good management of the project in terms of resources, logistics, technical capacities, etc. *“Start small and grow bigger”*

**10- Project promotion**

3. Reviewing and scaling up

**11- Scale up** through logistics, technology, finance, collaboration and other business development

### How do we share information?

Participants in their feedback identified some of the most important communication tools and methods for sharing information:

- **Define the audience** for information, as the method will change
- **Use the networks** including stakeholder partners and their events
- **Inspire** through varying media types – video, blogs, artists and writers
- **Create a Green Economy Ambassador** to spread the message
- **Use newsletters** as they are a frequently read type of communication
- **Education and Training** – possibility of having a ‘green hour’
- **Peer to peer exchanges** and letting participants set the agenda
- **Focus groups** to develop and implement thematic ideas

#### **NRNs and the Contact Point**

- **Monthly Inspiration** through good examples/ quotes / blogs
- **Factsheets** in short format rather than longer reports
- **Videos** where farmers talk to farmers

## Annex 1: Workflow for the Thematic Group

