

Discussion outcomes

Discussion question: How could efficient decision support approaches be rolled out in wider scale so that rural actors across the board would start contributing to climate change mitigation?

- What are the possible methods and channels of upscaling (= throughout a territory, country, production or industry sector, a value chain..) effective decision support to rural actors?
- What conditions or additional elements need to be in place?

Legislative framework, subsidies, stability

- Legislation coupled with funding; reduce risk, shorter payback period
- Changing existing patterns can be investing in risk, so minimize risk
- Coherent energy policies → incentives for biofuels
- Taxation and subsidies (AEC measures)
- Long-term stability, commitment from authorities → reduces risk!
- E.g. solar panels for private use was built on a long-term commitment scheme
- Mixed funding opportunities → repository of available funds (EU, national, local) → guidance



Strategy, guidance, vision

- Political objectives and strategies to link to at global / national level
- Policy documents to relate to
- Reducing fossil energy in value chains – creating and branding fossil free farms, etc.
- Reduce animal production (sustainable or out!) – consumer demand needed
- Transform technical info into understandable messages / suitable narrative for farmers
- E.g. JRC smart specialisation initiative; ex ante evaluation of needs of a region and exchange of practices

Skills, capacity building, tools

- Curriculum of agri-training programmes
- Educational institutions, from elementary to higher level schools
- Training for advisers → toolbox of practices to propose to farmers
- Generic tools for farms – tailored to regional conditions
- Mentoring and certification schemes; knowledge transfer
- Develop digital platforms together with (potential) users
- (e.g. apps to bring producers and consumers closer)
- For less developed regions, policy & capacity building are key → but local context specific
- Technological development / lower process can help



Creating market pull

- Challenge: Convincing the consumers
- Clarity on carbon footprint of consumer products; labels
- Transparency on the whole chain: what fertilisers used, etc.?

Tailoring to local

- For small scale you need to consider local standards, cooperation and trust.
- Allocate funding to local needs and clear commitment



Financing

- Innovative financing (e.g. local banks, shared investments, insurance)
- 2 steps model: I Public funding; II Shift to self-sustaining business model
- Establish public-private partnerships
- (e.g. innovation hub, incubator, consumers' involvement)

Multipliers, networks

- Use existing organisations and structures to demonstrate and disseminate good practice
- Open data platforms and access to them in a focused, structured format
- Agricultural advisory services, National Rural Networks, Operational Groups as multipliers
- Join forces, avoid duplication of effort



