



This project is funded by the European Union



ESSEDRA
Environmentally Sustainable Socio-Economic
Development of Rural Areas



Slow Food®
a project implemented by

**INTRODUCTION
TO THE ADVOCACY TRAINING**

***ESSEDRA
Policy Advocacy Event
Sofia, 8-9 November 2013***



EUROPEAN FORUM ON
NATURE CONSERVATION
AND PASTORALISM



Let's first remind ourselves the objectives of this project

This project will catalyse and support a

- 1)** skilled and engaged CSOs network in the Balkans and Turkey
- 2)** which will develop a joint strategy to achieve the goal of an effective agriculture and rural development providing
- 3)** effective analysis, advocacy and monitoring at local, national and European level.



Focus of the two days

Day 1 (today) is on 1) skilled and engaged CSOs network in the Balkans and Turkey – i.e. we learn from each others' advocacy experience

Day 2 (tomorrow) is on 3) and 2) looking into this year's analysis, potential for advocacy and monitoring and trying to refine our joint strategy



Today's programme

Project partners' experience on policy-related advocacy experience of their organization:

Morning session focus on FARMING AND FARMING SYSTEMS advocacy:

- **Macedonia** – Raw milk campaign and guidelines
- **Bulgaria** – Direct sales legislation at national level
- **Serbia** – Support for local breeds
- **Romania** – Agri-environmental measures design and training for farmers to benefit from them
- **EFNCP** – Permanent pasture definition at EU level



Afternoon session focus on socio-economic aspects of rural development

- **Turkey** – Fish campaign
- **Albania** – Local development, tourism capacity and food production
- **Bosnia and Herzegovina** – Cooperation between farmers
- **Croatia** – Land grabbing



Key questions addressed in the presentations:

- What is the specific problem that was addressed by your organization? How was it identified?
- What has been done – main activities and actions to address the problem?
- Who initiated it? What other partners/stakeholders were involved in addressing the problem?
- Which policy actors were contacted and at which level - local, national, international? Were the proposals/solutions taken on board by policy actors and to what extent?
- What is achieved? What is still expected to be achieved?
- What are the next steps?



• What are the main lessons learnt?

Tasks for the day:

- Learn and understand each partner's specific experience on the specific advocacy issue;
- Identify policy issues that are of common interest for several partners in order to discuss potential joint advocacy actions tomorrow;
- Review the lessons learned in addressing the specific policy issues;
- Identify good advocacy practices from project partner's experience (things TO DO);
- Identify (if relevant) practices that should be avoided (things NOT TO DO).



Specific task for the day

- **Discuss and agree on particular terms used in ESSEDRA policy project**
- ...



Terms to be discussed (1)

- Difference between local and native varieties
- Plant /animal population
- Ecotype
- Biodiversity
- High Nature Value



Terms to be discussed (2)

- Not all of the traditional food producers have land or own animals; some of them are just processors let's say. Are they also counted as farmers in this case?
- Artisan food producer and the link to small farmers?



Terms to be discussed (3)

- Artisan food
- Policy issues



**Would you like to add something
to the tasks for today?**

