ESSEDRA Policy Advocacy Event

Dates: 8-9 November 2013
Place: Sofia, Bulgaria
Participants: Appr.25 people:
All ESSEDRA project partners and their communicators,
plus associate partners and experts as invited by project partners

Aims of the event:
• Understand the farm-specific situations as well as biodiversity and policy-related
  issues of small-scale farmers and producers of artisan food identified during the field
  research including the terms used to describe them
• Exchange of policy-related experience between project partners and learn from each
  other
• Carry out a participatory and interactive advocacy training to address policy issues of
  the small scale farmers
• Provide a ground for strengthening the networking on policy issues between project
  partners and associate partners

Key Pre-conditions and preparations for the advocacy event:
• Project partners provide a response to the policy questions per each product
  identified during the field research.
  We know that each country has to identify 10 products; therefore, we may have a
  total of 70 farm-specific policy situations. This has the potential to become one of the
  key value-added policy-related aspects of our project so let’s make it well.
• By 30 October each participant in the Advocacy training sends his/her 5 top
  terms/words that cause confusion in the way we use them in the project – if you are
  not clear about this please ask us in advance, do not wait till the training!
• Each project partner makes a country specific presentation!

Key questions to be addressed in the country presentations (you will have
approximately 30 min for it):
• 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?
Indicative AGENDA

FRIDAY 8 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9.30</td>
<td>Arrival and welcome coffee</td>
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| 10.00 | **Morning sessions**  
Opening and Introduction to the ESSEDRA Policy Advocacy Event  
Introductions to communicators task for the day |
| 10.30 | **Presentations of project partners’ experience on policy-related advocacy experience of their organization** - 30 min each, please refer to the key questions above when preparing your presentation
Each presentation will be followed by Q&A to ensure good experience exchange and learning
- **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 |
| 12.30 | Lunch break |
| 14.00 | **Afternoon sessions** |
- **Turkey** – Fish campaign
- **Albania** – Local development, tourism capacity and food production
- **Bosnia and Herzegovina** – Cooperation between farmers
- **Croatia** – Land grabbing |
| 16.00 | **Presentation of the communicators’ task**  
Discussion and agreement of the terms used in ESSEDRA policy project |
| 17.00 | *End of day 1* |
### SATURDAY 9 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9.30</td>
<td>Advocacy training – EFNCP leads</td>
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<td>1) Presentation of findings of the analysis of farm-specific policy issues</td>
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<td>Discussion and feedback in order to reach agreement on specific key policy issues to be addressed by the project</td>
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<td>2) Introduction to EU and CAP policy decision making process</td>
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<td>3) Presentation of IPARD 2014-2020 and the policy measures of relevance to ESSEDRA project</td>
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<td>12.30</td>
<td>Lunch</td>
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<td>13.30</td>
<td>Initial steps on the development of joint regional policy position to address the farm-specific policy issues identified during the field research and summarized in day 1.</td>
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<td>15.00</td>
<td>Conclusions and next steps</td>
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<td>End of advocacy training</td>
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