

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

9.30 **Arrival and welcome coffee**

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

9.30 Advocacy training – EFNCP leads

1) Presentation of findings of the analysis of farm-specific policy issues

Discussion and feedback in order to reach agreement on specific key policy issues to be addressed by the project

2) Introduction to EU and CAP policy decision making process

3) Presentation of IPARD 2014-2020 and the policy measures of relevance to ESSEDRA project

12.30 Lunch

13.30 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.

15.00 Conclusions and next steps

End of advocacy training

