



BEATLES

BEHAVIOURAL CHANGE TOWARDS
Climate-Smart Agriculture

Policy insights from BEATLES

First EU multi-actor working group workshop

23 May 2024

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Work Package on Transition through policy recommendations & tools



support the policy makers and implementers in the design & implementation of policy measures that support adoption of Climate-Smart Agriculture

- Task 5.1 **Formulation of policy recommendations** (AEIDL)
- Task 5.2 **Policy tools** for the adoption of sustainable, climate-neutral and environment-friendly practices and behaviours (AEIDL)
- Task 5.3 Support **guide for agri-business advisors** (Naturland)
- Task 5.4 Mutual **learning and capacity building for policy action** (AEIDL)

Research approach



Discovery phase

Identification and revision of relevant **EU legislation and literature**

Data collection with Use Cases and external experts

Identification of the necessary tools

Stakeholder mapping

AEIDL

Use Case leads

National and EU external experts

SEI

Development phase

Description of **policy insights at EU and Use Case level**

Definition of **common Barriers and Drivers for CSA transition**

Contribution to **EU consultations**

Identification of needs for **agri-advisors support**

AEIDL

Naturland

WPs leaders, ZPS and project coordinator

Assessment phase

EU multi-actor working group workshops

Appraisal alternative policies and solutions

Quality assurance of policy proposals

AEIDL

EU multi-actor group participants

WPs leaders and project coordinator

Proposal phase

Generation of policy recommendations and tools

Guide for agri-advisors

Communication, dissemination and exploitation of results

AEIDL

Naturland

Project coordinator and WPs leaders



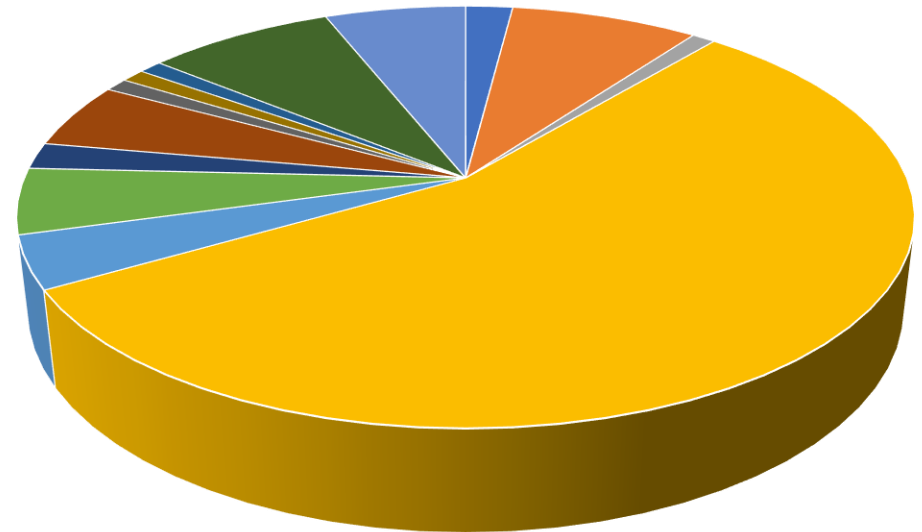
CO-CREATING BEHAVIOURAL CHANGE TOWARDS CLIMATE-SMART FOOD SYSTEMS

D1.1 Integrated framework of decision-making factors

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Main Topic



- AGROFORESTRY
- BIODIVERSITY
- BIOECONOMY
- CAP Incentives
- CLIMATE
- GREENING
- HABITAT
- ORGANIC
- PESTICIDES
- PRECISION
- SMART
- SUSTAINABILITY
- SOIL

Barriers and drivers across EU policies to achieve Climate-Smart Agriculture

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INTRODUCTION

The Policy Brief “Barriers and drivers across EU policies to achieve Climate-Smart Agriculture” has been produced by [AEIDL](#) (European Association for Innovation in Local Development), partner of the [BEATLES](#) project (funded by the European Union under GA no. 101060645) and responsible for [Work Package](#) (WP) 5: Transition through policy recommendations and tools.

This Policy Brief seeks to complement WP5’s work on developing policy recommendations to guide policy formulations that enable a transition to fair, inclusive, sustainable climate-smart practices and behaviours. In particular, it has been developed in the framework of task 5.1 formulation of policy recommendations at regional, national and EU levels and task 5.2 on policy tools for adopting sustainable, climate-neutral and environment-friendly practices and behaviours.

The Agricultural University of Athens coordinates the BEATLES project.

Note: for now, this policy brief is for internal and exclusive use in the EU multi-actor working group co-creation workshop. The content has not yet been published and cannot be shared beyond this activity.

RESEARCH APPROACH

The work of AEIDL in BEATLES aims to support the policy makers and implementers in the design and implementation of policy measures that support adopting more sustainable and climate-smart food systems.

Climate-Smart Agriculture (CSA) is an integrated approach for developing agricultural strategies to address the interlinked challenges of economic viability, food security, climate change aiming to achieve three objectives: (i) sustainably increasing agricultural productivity and incomes; (ii) adapting and building resilience to climate change and (iii) reducing and/or removing greenhouse gas emissions.

At the European level, Climate-Smart Agriculture (CSA) lacks dedicated policy discourse since it is primarily associated with the United Nations. Consequently, there is a lack of explicit policies directly addressing CSA. As a result, AEIDL has focused on identifying how existing instruments and policies can align with and can support the achievement of each of the components of the CSA approach.

Tabla 2 Analysis of linkages among EU policies and CSA principles

CSA-related main EU policies analysed	CSA Objectives			Elements to consider related to CSA objectives or additional points for agriculture, land use and land management
	Sustainably increasing agricultural productivity and incomes	Adapting and building resilience to climate change	Reducing and/or removing greenhouse gas emissions	
Common Agricultural Policy	D	D	D	The general objectives include to foster a smart, competitive, resilient and diversified agricultural and to support and strengthen environmental protection, climate action and to contribute to achieving the environmental and climate-related objectives of the Union, including its commitments under the Paris Agreement. The specific objectives include: <ul style="list-style-type: none"> to support viable farm income and resilience of the agricultural sector across the Union to enhance long-term food security and agricultural diversity as well as to ensure the economic sustainability of agricultural production in the Union; to contribute to climate change mitigation and adaptation, including by reducing greenhouse gas emissions and enhancing carbon sequestration, as well as to promote sustainable energy.
Farm to Fork Strategy	D	D	D	The Farm to Fork strategy is part of the European Green Deal which sets out how to make Europe the first climate-neutral continent by 2050. The Farm to Fork Strategy lays down a new approach to ensure that agriculture, fisheries and aquaculture, and the food value chain contribute appropriately to this process. The EU’s goals are to reduce the environmental and climate footprint of the EU food system and strengthen its resilience, ensure food security in the face of climate change and biodiversity loss and lead a global transition towards competitive sustainability from farm to fork and tapping into new opportunities. One of the targets of the strategy is to achieve 25% of total farmland under organic farming by 2030. It is also aiming to reduce the excess of nutrients in the environment as it is a major source of air, soil and water pollution, negatively impacting biodiversity and climate. It targets to reduce nutrient losses by at least 50%, while ensuring no deterioration on soil fertility and to reduce fertiliser use by at least 20% by 2030.
Biodiversity Strategy 2030	I	D	I	The preamble to the strategy specifies that the natural capital investment, including restoration of carbon-rich habitats and climate-friendly agriculture, is among the five most important fiscal recovery policies, which offer high economic multipliers and positive climate impact. This Strategy aims to ensure that Europe’s biodiversity will be on the path to recovery by 2030 for the benefit of people, the planet, the climate and our
European Climate Law	-	D	D	This Regulation establishes a framework for the irreversible and gradual reduction of anthropogenic greenhouse gas emissions by sources and enhancement of removals by sinks regulated in Union law. It sets out a binding objective of climate neutrality in the Union by 2050. In the recitals, agriculture is referred as one of the main carbon sinks playing an essential role in the transition to climate neutrality in the Union. It also looks at how the state of ecosystems affects the capacity of agricultural land to sequester and store carbon.
Organic production and labelling of organic products	D	I	I	Recital 17 indicates that this Regulation should provide the basis for the sustainable development of organic production and its positive effects on the environment, while ensuring the effective functioning of the internal market in organic products and fair competition, thereby helping farmers to achieve a fair income, ensuring consumer confidence, protecting consumer interest and encouraging short distribution channels and local production. Those objectives should be achieved through compliance with general and specific principles and general and detailed production rules applicable to organic production. The preamble specifies that organic production is a global system of agricultural management and food production that among several objectives combines best environmental and climate action practices. Article 4 sets out the specific objective contributing to protection of the environment and the climate.
Food quality certification schemes	D	-	-	Recital 18 specifies that the specific objectives of protecting designations of origin and geographical indications are securing a fair return for farmers and producers for the qualities and characteristics of a given product, or of its mode of production, and providing clear information on products with specific characteristics linked to geographical origin, thereby enabling consumers to make more informed purchasing choices. In addition, recital 4 points out that quality schemes can contribute to and complement rural development policy as well as market and income support policies of the common agricultural policy (CAP). One of the main objectives of this regulation is fair competition for farmers and producers of agricultural products and foodstuffs having value-adding characteristics and attributes.
Protection of geographical indications	I	-	-	Geographical indications establish intellectual property rights for specific products, whose qualities are specifically linked to the area of production. Geographical indications comprise: <ul style="list-style-type: none"> PDO – protected designation of origin (food and wine) PGI – protected geographical indication (food and wine) GI – geographical indication (spirit drinks)

Assessment of the European policy framework and its alignment with the three CSA principles

Sustainably increasing agricultural PRODUCTIVITY and incomes	ADAPTING and building resilience to climate change	MITIGATING, reducing and/or removing greenhouse gas emissions
<ul style="list-style-type: none"> ✎ Common Agricultural Policy ✎ Farm to Fork Strategy ✎ Organic production and labelling ✎ Food quality certification schemes ✎ General Food Law ✎ EU Mission: a Soil Deal for Europe ✎ Industrial Strategy agri-food pathway 	<ul style="list-style-type: none"> ✎ Common Agricultural Policy ✎ Farm to Fork Strategy ✎ Biodiversity Strategy 2030 ✎ European Climate Law ✎ LULUCF Regulation ✎ EU Digital Strategy ✎ EU Mission: a Soil Deal for Europe ✎ Industrial Strategy agri-food pathway ✎ Nature Restoration Law ✎ EU carbon removals certification framework 	<ul style="list-style-type: none"> ✎ Common Agricultural Policy ✎ Farm to Fork Strategy ✎ European Climate Law ✎ LULUCF Regulation ✎ EU Digital Strategy ✎ EU Mission: a Soil Deal for Europe ✎ Industrial Strategy agri-food pathway ✎ EU carbon removals certification framework
<ul style="list-style-type: none"> ✎ Biodiversity Strategy 2030 ✎ Protection of geographical indications ✎ Fruit and vegetables and processed sectors ✎ Nitrates, Pesticides, Water Directives ✎ LULUCF Regulation ✎ Food safety regulations ✎ Health rules as regards animal by-products ✎ EU animal health law ✎ LTVRA ✎ EU Digital Strategy ✎ Framework Law on SFS 	<ul style="list-style-type: none"> ✎ Organic production and labelling ✎ Nitrates Directive ✎ Pesticides Directive ✎ Water Directive ✎ LTVRA ✎ Framework Law on SFS 	<ul style="list-style-type: none"> ✎ Biodiversity Strategy 2030 ✎ Organic production and labelling ✎ Pesticides Directive ✎ Water Directive ✎ Health rules as regards animal by-products ✎ LTVRA ✎ Framework Law on SFS

The notion of supply chain fairness in the EU policies related to Climate-Smart Agriculture

Authors: Blanca Casares Guillén, Expert in Rural and Territorial Development (AEIDL) and Serafin Pazos-Vidal, Senior Expert (AEIDL)

The Horizon Europe project **BEATLES**, which stands for “Co-creating Behavioural Change Towards Climate-Smart Food Systems” (2022-2026), **aspires to change the way agri-food systems currently operate and accelerate behavioural shift to Climate-Smart Agriculture (CSA) and smart farming technologies.**

AEIDL heads the work focused on policy recommendations and tools. Led by [Blanca Casares](#) and [Serafin Pazos-Vidal](#), the aim is to assist policymakers and implementers in designing and implementing policy measures that foster fair, inclusive, and sustainable climate-smart practices and behaviors.

From the behavioural science perspective, the **notion of fairness** is fundamental to the development of recommendations in the BEATLES project. Among other research work, AEIDL has been **working closely with the 5 pilots (Use Cases)** comprising a good representation of EU regions (Lithuania, Germany, Spain, Denmark, Netherlands), value chains (wheat, dairy, organic apple, pig sector, onions and potatoes) and CSA practices. In addition, AEIDL is coordinating the **EU multi-actor working group** as a key part of BEATLES co-creation process so that the leading research and policy findings produced can be assessed by experts and policy practitioners from outside the BEATLES project. This will enable to assess how project results can be extrapolated to the EU level and whether they may be turned into actionable and fair policy recommendations to reinforce CSA practices in EU agriculture.

The notion of fairness in BEATLES's policy work

At the very core of the BEATLES's project lies the concept of 'fairness'. The project is going to develop **pathways of change through improved farm advice, design of better-fitting business models, and evidence-based policies.** For the change towards sustainable food systems to happen, **agri-food value chain actors must feel that the transformation pathways provide fair value propositions, business models, and policies for all stakeholders.**

BEATLES aims to understand and capture the negotiated meaning of fairness within the interactions occurring in food systems among multiple stakeholders to establish pathways of change that provide fair value distribution and ensure the welfare of all value chain actors.

Perceptions of fairness are **key to committing actors to change and to achieve large-scale and long-term transitions towards climate-smart food systems.**

The formulation of fair policy recommendations and tools within the BEATLES's project will take into consideration:

- The formulation of evidence-oriented policy recommendations will focus on improving fairness across value chains as core behavioural trigger towards sustainable practices.
- The set of identified policy recommendations and tools in BEATLES aims to improve the fairness of policy measures by taking into account the fairness perceptions of value chain stakeholders. Policy analysis will be context-specific and tailored per Use Case, selected CSA practices and value chains.
- The fairness approach relies on collaborative, multisectoral, and transdisciplinary efforts of stakeholders working at regional, national, and European levels. Key to our progress in BEATLES beyond the state-of-the-art is that policy

- ✎ 17 Sustainable Development Goals
- ✎ Treaty of the European Union & Treaty on the Functioning of the EU
- ✎ European Pillar of Social Rights
- ✎ EU administrative law
- ✎ Taxonomy Regulation - “don't do significant harm”
- ✎ Better Regulation
- ✎ Common Agricultural Policy
- ✎ Directive unfair trading practices
- ✎ EU competition rules
- ✎ Antitrust rules
- ✎ European Green Deal



Getting findings at Use Case level

- ✎ Selection of 2 CSA practices for policy analysis
- ✎ Joint analysis of findings co-creation workshops at Use Case level
- ✎ Analysis of national CAP Strategic Plans as well as the identification of other relevant national policies and initiatives
- ✎ Interviews to UCs leads and external actors at national level (MA, PA and advisors)
- ✎ Factsheets of policy insights for each Use Case

Use Case	Value Chain	Selected CSA practices for policy analysis
Lithuania	Wheat	<ul style="list-style-type: none"> • No-tillage system • Precision farming
Denmark	Pig sector	<ul style="list-style-type: none"> • Slurry handling (frequent discharge and acidification) • Technologies for ventilation
Spain	Organic apple	<ul style="list-style-type: none"> • Cover crops • Organic production
The Netherlands	Onions and potatoes	<ul style="list-style-type: none"> • Biodiversity farm management • Sustainable irrigation
Germany	Organic dairy	<ul style="list-style-type: none"> • Organic production (according to Naturland standards) • Conversion animal feed from forage

Main CAP interventions for the UCs



Direct payments

Eco-schemes:

- Diverse plant production (DK)
- Cultivation of diverse crops with at least five main crop species in arable farming, including leguminous crops with a minimum share of 10 percent (DE)
- Extensification of the total permanent grassland of the holdings (DE)
- Arable land – Non simultaneous conservation farming technologies (LT)
- Carbon agriculture: green cover and inert cover on woody crops on flat land (ES), medium slope land (ES) and steep sloping land (ES)
- Climate and living environment (NL)

Sectoral Fruit and Vegetables (ES, NL)

BISS (LT, DE, ES, DK; NL)

Rural Development

Envclim:

- Organic farming (DE, ES)
- Management commitments to: Climate change mitigation (DE); Animal welfare (DE); Integrated production (ES); Sustainable crop commitments (ES); Maintenance or improvement of habitats and traditional farming activities that preserve biodiversity (ES); Soil improvement and erosion control practices (ES);
- Agricultural Nature and Landscape Management (NL)

Invest:

- Environmental and climate-friendly technology (DK);
- Development of small to medium-sized farms (LT);
- Productive investment for farm modernisation (NL);
- Investments in agricultural holdings (LT, ES);
- Non- productive investments on agricultural holdings (NL) and in non-agricultural holdings (NL)

Macro-type intervention	Type intervention	Intervention name in the Member State	Conditionality	Area of action	Total public expenditure (2023-2029)	% of total public expenditure (2023-2029) Strategic Plan
Direct payment - decoupled	BISS	Basic Income Support for Sustainability	Not applicable	Not applicable	13.517.916.727	39,7
Direct payment - decoupled	Eco-scheme	Cultivation of diverse crops with at least five main crop species in arable farming, including leguminous crops with a minimum share of 10 percent	GAEC07 Crop rotation in arable land, except for crops growing underwater	CC adaptation Soil	757.805.055	2,2
Direct payment - decoupled	Eco-scheme	Extensification of the total permanent grassland of the holdings	GAEC01 Maintenance of permanent grassland	Water Biodiversity	1.018.711.880	3
Rural development	RD ENVCLIM	Management commitments to improve climate change mitigation	GAEC01 Maintenance of permanent grassland GAEC02 Protection of wetland and peatland GAEC04 Establishment of buffer strips along water courses GAEC09 Ban on converting or ploughing permanent grassland designated as environmentally-sensitive permanent grasslands in Natura 2000 sites SMR02 Water Directive SMR07 Regulation (EC) No 1107/2009 concerning the placing of plant protection products on the market SMR08 Pesticides Directive	Not applicable	139.156.312 = 107.115.516 (EU) + 32.040.796 (national funding)	0,4
Rural development	RD ENVCLIM	Organic Farming	GAEC02 Protection of wetland and peatland GAEC07 Crop rotation in arable land, except for crops growing underwater SMR02 Water Directive SMR07 Regulation (EC) No 1107/2009 concerning the placing of plant protection products on the market	Not applicable	2.373.862.224 = 1.733.226.780 (EU) + 640.635.444 (national funding)	7
Rural development	RD ENVCLIM	Management commitments to improve animal welfare	GAEC09 Ban on converting or ploughing permanent grassland designated as environmentally-sensitive permanent grasslands in Natura 2000 sites	Not applicable	355.469.639 = 313.883.278 (EU) + 41.586.361 (national funding)	1

Policy needs at UCs to enable a transition to CSA

Long-term perspective

- ✎ Maximise policy impact by leveraging all EU Funds available.
- ✎ Reduce the uncertainty scenario for farmers and provide with a long-term perspective for the management of their farms and business plans.
- ✎ Ensure a coherent green architecture in the CSPs by ensuring complementarity of interventions from direct payments & RD.
- ✎ Improve budget planning and reorganisation of funds due to high uptake for certain eco-schemes.
- ✎ Reassess the level of co-financing required for some CAP rural development interventions to encourage ambitious planning at national level.

Technical support

- ✎ Train and encourage policy makers to support the behavioural approach in the design of interventions.
- ✎ Enhance technical capacity among farmers or provide support to meet CSA requirements.
- ✎ Examine the role of advisors strengthening their knowledge and capacity.
- ✎ Promote the uptake of smart solutions and digital tools.
- ✎ Address challenges related to an ageing workforce and lack of generational renewal, impacting investment and other aspects.

Marketing support

- ✎ Guarantee viability, sustainability and fair competition for small and medium-sized farms, tailoring interventions to their scale and marketing support.

Questions & Answers

Contact Details

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Thank you!

