

ANNEX 1 – DOCUMENTS FOR THE ELABORATION OF THE CASE STUDY MATERIAL TO BE INCLUDED IN THE E-LEARNING COURSE (IO2).

1.A - Case-studies by country: France

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Case-Studies on innovative development in Peripheral Rural Areas

INTRODUCTION TO PRA – BASELINE ASSESSMENT

Introduction to the CAUSSES AND CEVENNES (France) Peripheral Rural Area

Part 1 / CAUSSES & CEVENNES PORTRAIT

The Causse & Cévennes Peripheral Rural Area is located in south-west France and encompasses areas from 4 French Administrative units, Departments, (Lozère (50%), Gard (25%), Aveyron (17%) and Hérault (8%)). This large area comprises a total of over 6.000km² of highlands in the southern Massif Central turned towards the Mediterranean. It is representative of a lot of types of pastoral organisations and in the middle of big transhumance trail between plains of Languedoc and Massif Central. The core zone of this large territory is about 3000km². The site encompasses open landscape and dolines; grassland steppe type cover on a karst plateau; high-altitude grass and moorlands; and, peat soils and wetlands on a granite substrate.

Farming Systems are dominated by livestock production and extensive agro-sylvo-pastoralism of sheep and goats.

This mountainous area is relatively harsh, given that it is Mediterranean climate (cold in winter, hot in summer) with summer droughts (more common in the southern part). The use of agricultural machinery is almost impossible on these arid shallow soils and pastoralism flourished and counter invasion by broom, box trees, and spontaneous afforestation by pine or oak.

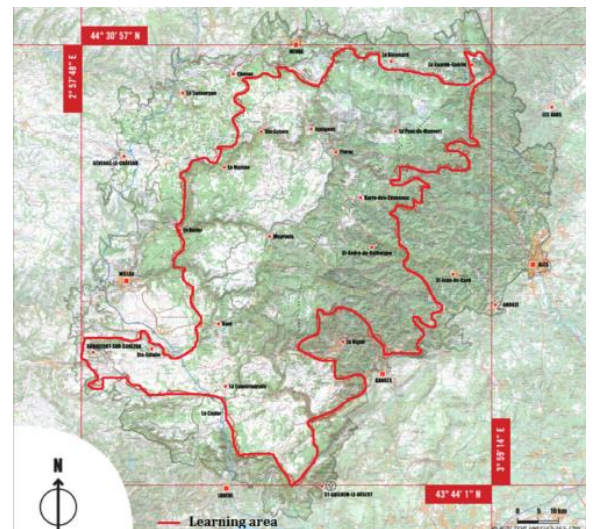


Agro-pastoralism, understood as the combination of extensive livestock breeding and cultivation of forage crops, in the Causse and Cévennes has always succeeded in keeping the land open. Combined cultural traditions are based on social structures and breeding that are adapted to the environmental constraints. Pastoral practices continue to be used today and transhumance continues to mark territories today.

AN INTERNATIONAL RECOGNITION

Causse and Cévennes Site was added to the World Heritage List, as a living cultural landscape of Mediterranean agro-pastoralism on June 28, 2011.

The Causse and Cévennes is registered as a living and evolving cultural landscape of Mediterranean agro-pastoralism, it is one of the largest properties with 615,000 ha in total. This recognition highlights the agro-pastoralism practices. Indeed, on the listed area, more than 50% of the area is dedicated to agricultural activity, 80% of which is pastoralism. This activity is in practice since the Neolithic and remains until today, succeeding in adapting to technical, societal and environmental evolutions. The very diverse agro-pastoral activity of the Causse and Cévennes has generated a mosaic of landscapes, practices, productions, and heritage, and it still continues to shape the landscape. The outstanding universal value of this territory is related to material heritage, such as landscapes, buildings, biodiversity, and to intangible heritage, such as transhumance, know-how of leather, wool, dry stone.



Part 2 - CAUSES AND CEVENNES FEATURES

Causses and Cevennes comprises 3 sub-territorial units

The limestone Causses, the granite mountains, the schistous Cevennes valleys. The land use data illustrate the division between forest areas (52%), moors or lawns (35%), and meadows and arable land (11%). The territory has a very high environmental value with a flora and fauna specific to open environments and a large number of priority habitats. Causses and Cevennes benefits from numerous protection and management measures by various operational structures allowing the preservation of environments of interest and landscapes: Cevennes National Park, Grands Causses Regional Natural Park, Major sites and Natura 2000 areas. However, at the same time, the territory has to face many challenges such the reduction of pastoral activities, which is generating brush and invasion by the dominant species.

Causses and Gorges (limestone plateau)

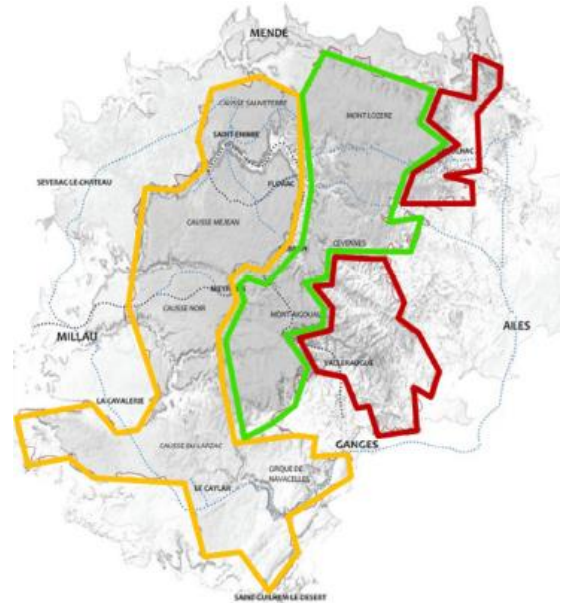
It is characterised by its flat land with shallow porous soils. It comprises a vast limestone plateau situated at an altitude of around 1,000 m asl and surrounded by gorges and cliffs. The plateau is crisscrossed by lanes linking villages, farms and the sparse arable land nestling in the hollows of vast rangelands. It includes the Causses Sauveterre, Mejean, Larzac, etc., and several Gorges: Tarn, Jonte, Dourbie, Vis, among others.

High Cevennes (granite mountains)

Geologically characterised by cans (small limestone plateau). it comprises 2 main massifs: in the north, the Mount Lozère (highest summit of the southern Massif Central) and Massif of Bouges; and in the south, the Mount Aigoual- Lingas (granite massif).

Cevennes Crest and valleys (schistous Cevennes valleys)

It is characterised by ridges and valley and by shallow sale soils and steep landscapes woodlands. It is located in the in the eastern part of the area. The schist valleys are situated at an altitude of under 1,000 m asl. In some places, 95% of the land is on a slope. It comprises several valleys: Gardons, Longue, de l'Hérault, Hautes vallees de la Ceze, etc.



The 3 sub-units of the Causses and Cévennes: Limestone Causses (yellow) Granite mountain (green), and schistous Cevennes valleys (red)
Source: Baseline Assessment HNV-Link - 2017

Some key data on biophysical and landscape features

Causses and Gorges and High Cevennes (Causses and Lozère)

- Average altitude of 1000 – 1700 m als.
- Biophysical constraints: regarding relief: low in general and strong locally; regarding soil: low to medium; regarding climatic constraints: medium since there are strong rainfalls and drought.
- Share of farm land: over 60%.
- Extensive & High Nature Value farmland: spots of in a surrounding intensified landscape and forest.
- High abandonment of extensive and HNV practices and generalised intensification on those areas.

Cevennes Crest and Valleys

- Average altitude of 600-1000 m als
- Biophysical constraints: regarding relief, strong in general; regarding soil: medium; regarding climate: medium since there are strong rainfalls and drought.
- Share of farm land: below 30%.
- Distribution of High Nature Value – extensive (HNV) farmland in the whole landscape: the whole landscape is potentially extensive.
- Strong abandonment of extensive and HNV practices and generalised intensification on those areas.

ECONOMICAL AND AGRICULTURAL VALUES AND FARMING SYSTEMS

The Agricultural activity plays a key role in the economy of the territory. The 1,400 active farms are mainly oriented towards animal production. Farms are mainly ruminants with 140,000 sheep, 8,500 goats and 5,800 cattle. This sector generates more than 2,000 jobs. Several signs of quality (AOC-AOP, IGP, red label) make it possible to develop dynamic sectors (Roquefort, Pélardon, Agneau de Lozère, etc.) and can contribute to maintaining attributes such as terraces (Sweet Onions from the Cévennes and Chestnut of the Cévennes). On-farm processing and short supply chains also make it possible to develop significant added value on farms and contribute to the high employment rate in the sector. The network of infrastructures necessary for production and its transformation on the territory is satisfactory, but certain weaknesses are felt (eg slaughterhouse, road infrastructure, etc.). The local consumer pool is very limited and a significant portion of sales are made outside the territory.

The table below summarises the main farming features by geographic area:

	Nb of farms	Size of farms	Economic logic	Markets	Trends on agricultural systems	Challenges for HNV conservation	Importance of rural development for agricultural development
Causses Lozère	1200 < < 1400	Large	Sheep farms with structural costs to cover	PDO export	Concentration, larger farms	Better target AE Strengthen extension for extensive livestock	Not a visible challenge - (as long as tourism supports the economy)
Cévennes Crest and Valleys		Small	Sheep/goat farms & limited productivity	PDO, local	Concentration, larger farms but encroachment	Higher level of AE Strengthen extension for extensive livestock	Not a visible challenge - (as long as tourism supports the economy)

Source: Baseline Assessment HNV-Link - 2017

SOCIAL AND DEMOGRAPHIC FEATURES

The Peripheral Rural Area of the Causses and Cévennes is composed of the core zone of the Cévennes National Park and almost the entire buffer zone. The Cévennes National Park is the only metropolitan one in France to be permanently occupied, (74,000 inhabitants in 2006). The population of those who live on the Park territory has increased since the 2000s, with an annual 0.7% increase in population (3,400 additional inhabitants between 1999 and 2006). As for the number of inhabitants living at the core zone of the Causses and Cévennes territory (3000 km² within the UNESCO park) was of about 34.000. However, the population density is growing differently depending on the zone. The Cévennes crests and valleys are more densely populated than Causses and the Gorges and the High Cévennes. Indeed, while the Cévennes Crest and Valleys shows a population density of an average of 17 by km², the population in Causses and Lozère shows an average density of 7 inhabitants / km². Therefore, the population dynamics are different, while overall dynamism this is lower on the Causses the Cévennes shows a strong overall dynamism, which is due to the strong influence of the 2 main big cities (Montpellier and Nîmes).

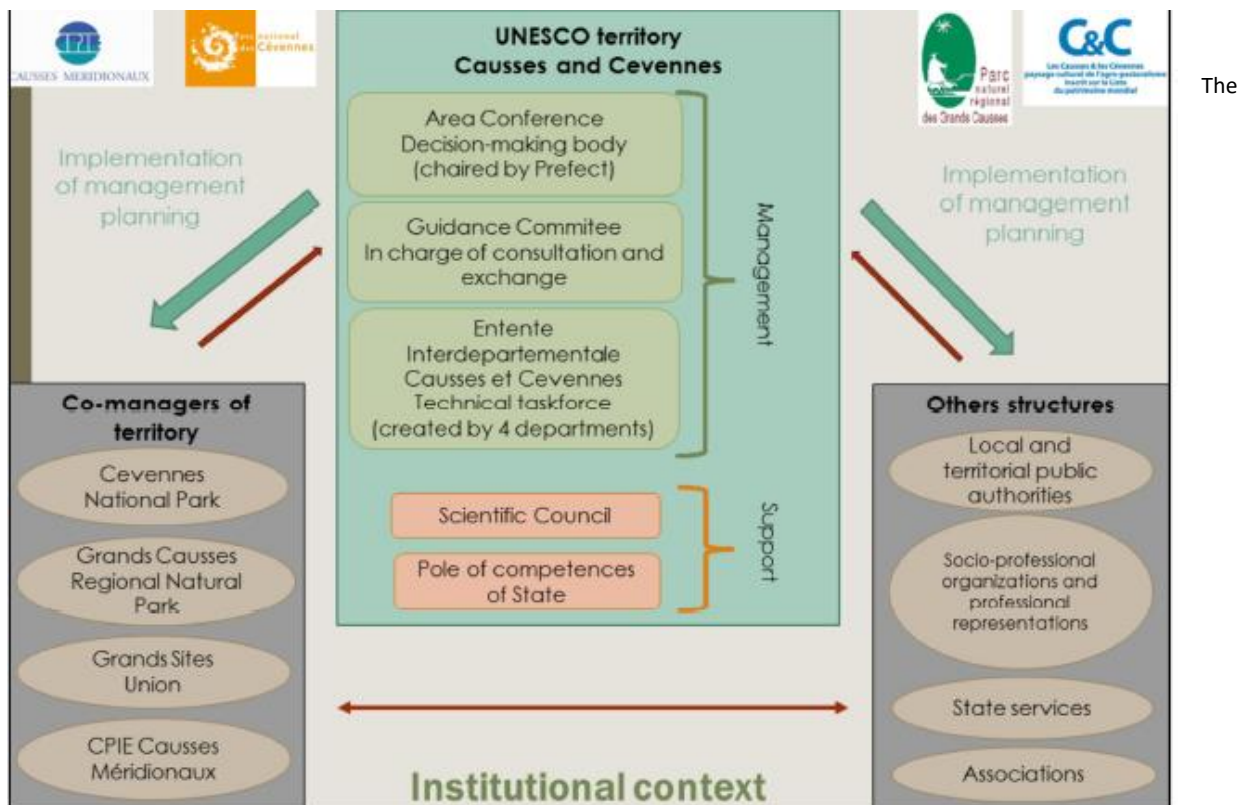
Since the 1970s, the positive demographic dynamics benefit mostly of neo-rural installations and agricultural activity remains the foundation for maintaining these local dynamics. The issue of generational renewal in a context of high retirement rates on farms is crucial. This problem joins the questions around the attractiveness of the profession of pastoral breeder in a context where societal expectations and environmental obligations are increasingly great.

INSITUTIONAL FRAME

Due to the inscription of the Causse and Cévennes on the World Heritage List, a governance scheme was put in place and a specific entity was created: the Interdepartmental Agreement of the Causse and Cévennes (EICC, Entente Interdépartementale des Causse et Cévennes). The governance of the UNESCO Property and the Causse and Cévennes is complex and engages a multiplicity of actors at local, departmental, regional and national level.

The coordinating Prefect (from the Lozère Department) is the guarantor of the Property on behalf of the State. It leads the Territorial Conference and the State Competence Center. The Territorial Conference brings together the key actors of the territory and its role is to propose and validate management guidelines for the area. The State Competence Center brings together representatives of State structures from the four departments. Furthermore, the territory counts on a Scientific Council with an advisory and expert role. The EICC monitors and coordinates the implementation of actions on the territory alongside local partners.

Furthermore, other actors are operating in the area and one of the major challenges is to adapt and evolve this (already) complex governance frame to better integrate certain categories of actors such as breeders, local authorities and citizens.



Institutional and governance context of the Causse and Cévennes

Source: Baseline Assessment HNV-Link - 2017

Part 3 - AN OVERVIEW TO THE CAUSSES AND CÉVENNES MAIN CHALLENGES

The richness and high biodiversity and environmental benefits of the Causses and Cévennes is countered by several challenges and issues to overcome in order to ensure the maintenance of the sustainable development of the territory. There exist common challenges and strategies to the different sub-units in the light of the current trends.

Agricultural Intensification

The territory shows a tendency towards the **intensification of practices and extension of farmland while an increase of plot abandonments**.

In some cases, this trend is linked to the development of farming opportunities with local and territorial production ensuring a better productivity and territorial brand development. This is the case, for example, of the increase of labelled products as the Onion of Cévennes. This territorial dynamism implies sometimes a threat for the conservation of extensive land and farming systems since pressure on land increases their price, and then tends to further intensification in order to cover the costs or adopt more “modern” production patterns.

The landscape enclosure and abandonment, implying a clear progression of woodlands. There is an existing trend of land closure, use of fences, abandonment of rangeland that become grasslands, use of fertilisers, etc. Land abandonment also occurs when there is no young farmer to take over the land.

There are **existing threats related with the maintenance of agro-pastoral practices**, which are highly related to the conversion of rangelands into sowed grassland and the closure or the reduction of the use of rangeland. In addition, it is also affected by the increasing of sedentary large cattle farms which are not carrying out any pastoral activity or transhumance and therefore not using rangeland. In addition to that, the maintenance of transhumance trails used by the flocks and herds is in some cases also threatened because ownership of the trails is not clear.

Agro-pastoral practices are facing other important threats such as climate change, the presence and cohabitation with predators (e.g.: wolves); an existing dependency of public subsidies, amongst other.

Part 4 – CAUSSES AND CÉVENNES MAIN FORCES, STRENGTHS AND OPPORTUNITIES

The Causses and Cévennes contributes to the preservation and enhancement of the biodiversity and the sustainable development of the territory. Among others, the agro-pastoral practices have a positive impact on biodiversity, fire prevention, etc. The Causses and Cévennes territory has a high potential of development of the extensive production (and land recovery).

In addition, in the Causses and Cévennes there exist complementary sustainable practices that contribute directly to the United Nations Sustainable Development Goals (UN SDG) and to UE Farm to Fork strategy as, for example, the high potential of local production and products to become organic (e.g. onion des Cévennes).

The agro-pastoral practices and the development of sustainable sheep breeder and goat breeder practices could provide good (new) opportunities for the development of the dairy goat industry.

Furthermore, the multi-functionalism of the Causses and Cévennes farms and pastoral practices could provide complementary income resources related to the development of side-production or new activities linked to the farm (mostly in Cévennes Crest and Valleys) such as agro-tourism, among others. Other potentialities and new opportunities are related to wood industry at Cévennes Crest and Valleys, or the development of cattle and horse farms at Causses and Gorges, which have high potential while keep contributing to the maintenance of the heritage landscape.

One of the major strengths of the Causses and Cevennes is the fact that a high number of stakeholders are involved in pastoralism. There is effectively a multi-actor and participatory approach and the farming profession is quite well represented, this contributes to the existence of a good discussion arena for moving forward on a sustainable approach.

The innovation as a roadmap

The characteristics of the Peripheral Rural areas, their specificities, as the needs and expectations that stakeholders have on these territories, make them areas that must remain open to innovation, to exchanges and to learn from peers: “Innovate to change nothing”.

In the Causses and Cevennes, there exists many innovations at farm level (directly related to farming practices and products) but also at legal and administrative level; at institutional level (including farmers and breeders’ unions and professional groups).

The list below includes some examples of good practices in the Causses and Cevennes:

- The existence of the Interdepartmental Agreement of the Causses and Cévennes (EICC), a specific, innovative institutional framework for management of the UNESCO Site specific created for monitoring and coordinating the implementation of actions on the territory alongside local partners.
- The existence of a collective management of summer pastures and the legal instruments resulting from the Pastoral Law of 3 January 1972.
- The development of new sectors and added value for co-products (as the above mentioned agro-tourism, etc.)
- The Procedure for recognition of the quality of pastoral breeding products.
- Dispensation for oak and chestnut woods to be considered as pastures for CAP direct payments.
- etc.

Part 5 / THE CAUSSES AND CEVENNES PERSPECTIVES AND VISION

Local development actors are an essential link in guiding the territory towards a broader understanding of local expectations, wishes and needs. A horizontal approach widely mobilizing communities of actors in the territory is essential. The identification of a common ambition and objectives as well as the planning of concrete actions for (and on) the territory. It is a necessary condition for the pursuit of a collectively desired future in a sustainable and consensual manner. It is important to collectively become aware and analyze the main gaps between the current situation, the desired future and the future scenario if nothing changes. This analysis / evaluation leads to the identification of the needs for change and the necessary innovations.

Building a common VISION for the Causses and Cevennes:

“Managing biodiversity landscape for a vivid society”

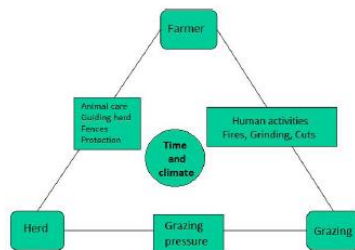
A multiactor participatory approach is essential to define a shared vision of the future of the territory in a sustainable way. In 2019, collective work brought out a vision of the desired future for the Causses and Cevennes. The actors met with the common objective of advancing the territory towards the maintenance and development of agro-pastoral activities while taking better account of the environmental and social issues linked to this form of High Natural Value agriculture. This process also made it possible to identify six main objectives to be pursued:

- To promote extensive agro-pastoral practices.
- To reduce the abandonment of certain spaces and promote open spaces.
- To recognise and promote the multifunctionality of pastoralism
- To improve the attractiveness of pastoralism.
- To support actions regarding predation and climate change mitigation.
- To contribute to the development of policies promoting pastoralism practices.

In order to implement the above mentioned and move towards the shared vision, the Causses and Cevennes needed to collectively define, plan and draw the necessary path while identifying the most appropriate and concrete responses and actions. In 2019, three lines of work were identified:

- 1- To bring together the actors involved in pastoralism and promote exchanges and collaboration between them.
- 2- To communicate on the specificities of Causses and Cevennes, the pastoralism and related topics (landscape, heritage, biodiversity) by informing and raising awareness to local stakeholders to the forms of HVN agriculture, practices and related innovations, and by promoting on a larger scale the actions that could be undertaken and the benefits of HVN farming for the Causses and Cevennes
- 3- To share the needs and proposals of the Causses and the Cevennes on a larger scale, and relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism.

Pastoralism is based on a triptych Farmer-Herd-Grazing which could be schematize as:



In the center, « time and climate » are really important and showed the place of climatic changes (so grazing changes too) and evolution of the herd (new ewes arrive, old ewe leave).

Source: Baseline Assessment HNV-Link - 2017

Sources:

- Causses and Cevennes Baseline Assessment HNV-Link, 2017
- Causses and Cevennes Innovation Experiences and Needs, HNV-Link, 2017
- Causses and Cevennes Action Plan, HNV-Link, 2019
- The HNV-Link ATLAS: Crossed perspectives on 10 learning areas - Understanding the field of play for High Nature Value innovation projects, HNV-Link, 2017
- The HNV-Link COMPENDIUM: Comparative collection of High Nature Value innovations, experiences, needs and lessons from 10 European “Learning Areas”, HNV-Link, 2017

Case-Study on innovative development in Peripheral Rural Areas

Part B – BUILDING A COMMON VISION FOR THE PERIPHERAL RURAL AREA: THE PARTICIPATORY PROCESS AND THE IDENTIFICATION OF SOLUTIONS AND INNOVATIONS FOR THE SUSTAINABLE DEVELOPMENT OF THE PRA

corresponding to Module 3– e-learning course

Building a common vision for the Causse and Cévennes Peripheral Rural Area, France

Framing and mapping the Participatory Process

The Baseline Assessment of the Causse and Cévennes area highlighted the existence of a specific multi-actor framework operating at institutional level, gathering the Interdepartmental Alliance Causse & Cévennes, 4 administrative institutions (French Departments), one National and several Regional Parks), as a need for mutualising efforts and deploying a multi-actor participatory strategy, for an effective sustainable development of the territory.

Within HNV-Link project, this participatory process was led by a tripartite partnership between the CEN L-R (the regional conservatory of nature reserves), the EICC (the Interdepartmental Alliance Causse and Cévennes), and the CRAO (the Regional Chamber of Agriculture of Occitanie), which used to work together (prior to HNV-Link project - 2016). The strength of this experienced partnership ensured the involvement and engagement of most of key actors (at institutional and grass-root level) and contributed to foster the high nature value (HNV) farming in the territory and in France.

Characterising actors operating in the Causse and Cévennes:

The implementation of an effective participatory process required a previous identification and characterisation of the main actors operating on the area. The following matrix (Table 1) analyses the Causse and Cévennes rural interrelations¹ and stakeholders concerned.

Table 1 – Characterisation of the territorial stakeholders in Causse & Cévennes

		Geographical scale	
Nature of missions	Collective	<ul style="list-style-type: none"> - Local administrations: DDTs, local Prefectures, municipal authorities and municipality communities - Natural areas managers: EICC, Cévennes National Park, Regional Nature Park Grands Causse, CPIE Causse méridionales, Grand site Navacelles - Local development companies, LEADER Local Action Groups (LAGs) - Environmental NGO : CEN Lozère - Agricultural secondary school and other educational bodies at a local scale 	<ul style="list-style-type: none"> - Regional or national NGO : CEN L-R, AsCA - Public bodies, European, National and local administration: European Commission (DG Agri, DG Env), French Ministries, CGAAR, Commissariat de massif, DREAL, DRAAF, regional and departemental territorial communities - Scientific institutes and educational bodies: CFPPA, Montpellier SupAgro - Florac office, Institut de l'élevage (French institute about breeding), INRA, CIHEAM-IAMM, IRD, AsCA - European partners and other rural
	Private	<ul style="list-style-type: none"> - Local population and local associations - HNV and non HNV farmers, Farming representative bodies, landowners - Suppliers, food businesses, economic players - Technical and professional partners : COPAGE, Chamber of Agriculture, farmers associations, local professional representatives 	<ul style="list-style-type: none"> - Tourists, general public, consumers, - Technical and professional partners : regional Chamber of Agriculture, other agriculture advisory services - Other representatives of civil society and of economic players : environmental NGO, professional representatives, agri-food sector

¹ Following the typology of actors proposed by Piveteau (1995) for the analyse of interrelations in rural areas. The matrix envisages two levels of analysis. The first level compares "internal/external" characteristics. Internal actors to an area: where actors actively develop actions and is not substitutable to another one. External refer to actors who care about the area, but this area is one amongst others, it is substitutable (ie. visiting tourists). The second level compares the nature of projects: 'private' refers to one given interest; 'collective' refers to a role of arbitrator/facilitator (trying to combine and regulate different interests).

The participatory process followed for building the Vision of the PRA

Following the starting point above mentioned, the French partnership contacted and engaged the identified key actors for specific purposes and through different means (ie. interviews, bilateral meetings, group discussions, workshops, collective meetings, communication and dissemination actions, etc.). Table 2 summarises the participatory events that were held in the area during the period 2016-2018 (nb. duration of HNV-Link project).

As an example, the Baseline assessment and the identification of the future Vision for the area were the result of a collective contribution of a focus group gathering 10 key actors and other experts involved in Causses and Cévennes natural area management (Cevennes National Park, Grands Causses Regional Nature Park, etc.). The French partner also engaged a collective process with local actors for the identification of the existent innovations in the area and the innovative solutions needed and organised an Innovation Seminar on July 13, 2017: 20 participants from 16 organisations, presented in the below (Table 3):

Table 2 – Summary of main participatory events organised in the Causses and Cévennes during the period 2016-2019

Activities	Num.	Date
Causses and Cévennes Territorial Conference	60	Dec 2016
Local workshop on baseline assessment	10	Feb 2017
Interviews with key stakeholders	15	May 2017
Innovation seminar	20	Jul 2017
International Encounters of practitioners of Mediterranean agro-silvo-pastoralism (RIAAM)	180	Oct 2017
Causses and Cévennes Territorial Conference	40	Dec 2017
Presenting the project at the Forum on Alternative Agricultural Practices, looking for new partnerships (LIFE+ Alpilles)	50	April 2018

Table 3 – Stakeholders engaged in the Causses & Cévennes Innovation process

Organisation	Profile of the attendees
CEN L-R	Organisator, technicians and manager
CRAO - Chambre d'Agriculture Occitanie	Agro-pastoralism project manager
EICC - Entente Interdépartementale C&C	Agro-pastoralism project manager Member of the Scientific Advisory Board
CIHEAM-IAMM	Researcher – HNV-Link project coordinator
IRD	Researcher
Chambre Agriculture du Gard (Agricultural Chamber of the Gard)	Breeder – elected representative
Union of Raïole and Raïolaine sheep races	President - breeder
PNR des Grands Causses (Natural Regional Park)	Technician
Idele (Institut de l'Élevage, Livestock Institute)	Technician
Sheep Breeders Association	President and breeder
Parc National des Cévennes (National Park of the Cévennes)	Technician agri-environnementale
Millavois Veterinary and Breeders Association (AVEM)	Veterinary and agronomist
AOP Pélardon Cheese (Appellation d'origine contrôlée, Protected designation of origin)	Advisor
SCTL Larzac (Société Civile des Terres du Larzac, Civil Society of Terres du Larzac)	Breeder
Chambre d'Agriculture de l'Hérault, Syndicat des éleveurs de l'Hérault (Agricultural Chamber of the Herault, Union of Herault breeders)	Breeder and President of the Chamber (elected representative)
GFA du Larzac (Civil Society Agricultural Land Management of Larzac)	Employee (land tenure)

2- Assessment of the participatory process

The strategy of having a multi-actor partner (CEN-LR, EICC, and CRAO) leading the process and the implementation of a collaborative approach in the area allowed that all institutions and local actors

were participating and being represented. This methodology was highly appreciated by the actors and ensured the adoption of engagements and follow-up actions, not only for the deployment of the project (HNV-Link) itself, but for the sustainable development of the territory as a whole (and the global awareness of HNV concerns on the territory). Furthermore, synergies and participatory process with other initiatives, projects and framework programmes revealed also necessary (useful and suitable) for ensuring long-lasting actions and territorial development.

3- Creating the vision of the Causses and Cévennes Peripheral Rural Area

Taking knowledge of the strengths, the vulnerability factors and the challenges

The Baseline Assessment of the Causses & Cévennes showed an overall territorial tendency towards the intensification of agricultural practices and land abandonment. The collective work developed by local actors revealed the need and willingness of improving the conservation of habitats and vegetation linked to pastoralism (open spaces, undergrowth vegetations, etc.), and to ensure the maintenance and development of pastoral activities. Following this first work, the next steps focused on fostering common reflection and calibrating actions on how to involve stakeholders on these topics.



Figure 1: shoot-screen of the HNV vision process

Taking knowledge of the needs:

The Baseline Assessment identified the needs for the maintenance and development of the agriculture in the area and a common work of local stakeholders identified some possible actions to be set up for answer to those needs, which are summarised as follows:

1 -Technical initiatives:

Analyse of needs to maintain extensive pastoralism and for valorising its products; Support research projects; Elaborate technical assessments for advisors.

2- Adaptation of regulations

Remove obstacles to pastoral clearing; Adapt regional programme and promote sylvo-pastoral economic and ecological interest groups; Assess the proratisation of basic payment entitlements in order to simplify its application; Defend this system and upgrade it in CAP; Adapt the agro-environmental and climate measures.

3- Promotion and development of the pastoral sector

Support the development of the sector by promoting technical and organizational innovations; Creation of high added value for local products (organic farming, short value chains) including a Causses and Cévennes label.

4- Engagement of local authorities

Support of local authorities dealing with urban planning programmes and engaging training of technical officers.

5- Concrete actions to territorial concerns

As the request of limitation of predation by wolves

Taking knowledge of innovations. Innovation scoring and priorities

Following the identification of the territorial needs and challenges and the possible actions to be developed, the participatory process of the Causses and Cévennes move forward and brought to light some **innovative possibilities to answer to those needs**. This collective reflection also served to take knowledge of some crucial innovations successfully developed in the territory. The table below (Table 5) summarises this information:

Table 5: Global overview of the innovation strengths and challenges in the Causse and Cévennes

Innovation strengths	Innovation Weaknesses
<ul style="list-style-type: none"> - High number of stakeholders involved in pastoralism, high representation of the farming sector. - Many innovations in the region at farm level as well as the structures and the breeders' groups. - There are innovations to address the challenges encountered in the region, such as installation of young farmers, access to land and the structuring of collective instruments. 	<ul style="list-style-type: none"> - A complex agricultural structure (multi-layered administration) - Some innovative success are not permanent (e.g. the CAP dispensation for oak and chestnut wood pastures). - The structuring of new sectors and new instruments implies the active commitment of the breeders who often lack time and communication skills in particular.

Identifying innovation needs and possible approaches

Following the innovation classification developed in HNV-Link project, the figure below (Figure 2) shows in detail the needs and possible approaches.

Figure 2- Causse and Cévennes innovation needs and possible approaches

Social and institutional - innovation needs	Possible approaches	Regulatory framework - innovation needs	Possible approaches
The breeder's job lacks appeal.	Reduce constraints by improving replacement services (e.g. to allow farmers to take holidays) and employer groups for easy employment procedures), using technology, improving buildings, opening access to certain farms, increased Internet and phone provision to the areas that have no coverage.	Predation and legal protection of the wolf: the presence of wolves is not compatible with pastoral practices	Change the status of the wolf in the Berne Convention (according to breeders) and allow flocks to be protected effectively
Loss of the notion of the multifunctional nature of breeding.	Work with civil society and public policies to increase recognition.	Development of public policies and CAP subsidies in support of pastoralism	Improved targeting and adaptation of the Agri-Environmental and Climatic Measures (MAEC). Focus on financial support for small-scale farms.
Products and markets - innovation needs	Possible approaches	Farm techniques and management - innovation needs	Possible approaches
The loss of collective facilities such as the Vigan slaughterhouse	Support from the State or local authorities preserves indispensable facilities such as mobile slaughter units, on-farm slaughter.	Lack of research into the consequences of climate change	Research on the behaviour of semi-natural vegetation in the light of climate change, especially for rangeland and woods.
Develop direct distribution and sales.	Extend and publicise the Agrilocal distribution network.		

Stablishing innovation priorities

The figure below (Figure 3) represents the innovations scoring and needs in the Causse and Cévennes elaborated by the multiactor group. Main conclusions revealed a lack of innovation and greater needs on social and institutional, legal and legislative issues. At the same time, major obstacles to the development of pastoral activities appear on different topics: predation, access to land, attractiveness of the job of shepherd or breeder, multifunctional nature of breeding, research into climate change, collective facilities (slaughterhouses)

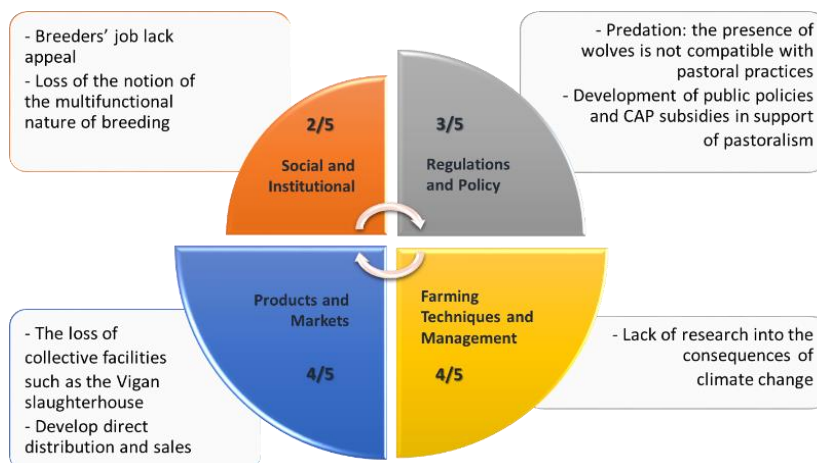


Figure 3:
Causse & Cévennes ranking of innovations

What is needed to be done in the Peripheral Rural Area of the Causse and Cévennes

Overall Objectives

The participatory process contributed to the elaboration of the following ambitions for the territory:

- To promote extensive agricultural practices
- To reduce the abandonment of certain spaces (promote open areas)
- To promote the recognition of the multifunctionality of pastoralism
- To improve the attractiveness of pastoralism,
- To be act in public policies and CAP (promotion of pastoralism)
- To anticipate the consequences of predation and climate change.

Furthermore, the CEN-LR, the EICC and the CRAO drafted an Action Plan / framework of concrete actions to be undertaken within the territory of the Causse & Cévennes towards these ambitions, which are summarised in the following priorities and specific objectives:

1 -Gather local actors concerned with pastoralism and promote exchange and co-construction

a- Identification of stakeholders concerned with the Causse & Cévennes

b- Co-building strategies on structural issues

c- Mobilisation of stakeholders, sources and means to anticipate new issues

d- Trigger a reflection of common experiences and exchanges and develop networks at European level

2- Communicate on: Causse & Cévennes specificities, pastoralism, HVN farming, and related issues

a- Inform, raise awareness and disseminate on HVN farming, practices and related issues

b- Promote at a larger scale the specificities of the Causse & Cévennes territory

3-Advocate to wider scale the needs and proposals from the Causse and Cévennes

a- Relay to regional, national and European stakeholders the needs and proposals identified regarding public policies concerning pastoralism (anticipate in particular the construction of the future CAP)

The Causse and Cévennes Vision for the territory

The whole participatory process led to an agreed and common Vision and future for the territory.

Agree and adoption of a common territorial Vision slogan, as follows:

“Mobilise the strengths and the multifunctionality of pastoralism to promote it and make it attractive.

Common agree on the Vision and future actions for the territory:

The goal: to make the territory **progress towards the maintaining and further development of agro-pastoral activities** by improving economic viability while strongly integrating environmental and social issues related to this form of High Nature Value farming (pastoral farming).

For achieving this, several challenges need to be overcome, in particular: the promotion of **extensive agricultural practices** (and avoiding intensification); the reduction of the abandonment of certain spaces and the **promotion of open areas**; the **recognition of the multifunctionality of pastoralism**, the services provided and the close link with the conservation of natural habitats; and the **improvement of the attractiveness of this activity**, among others.

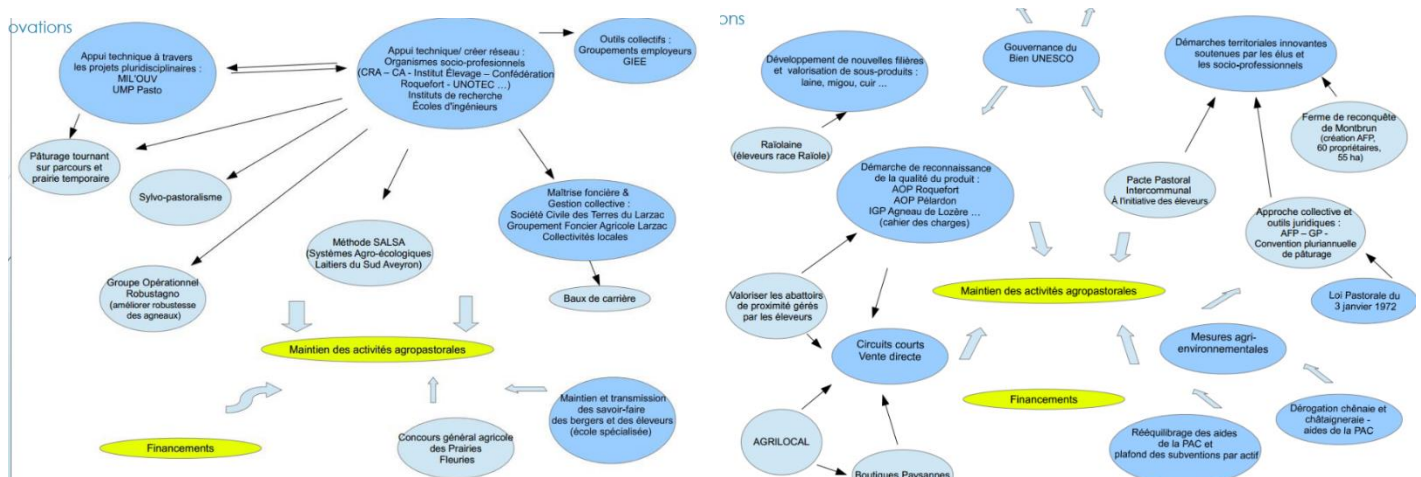
Annex 1:

The following figures represent how the territory organised collective and collaborative work (Figure A) and the methodology followed for the identification of innovative solutions for the sustainable development of the peripheral rural area (Figure B)

Figure A: screenshot of the presentation of the participatory approach methodology



Figure B: Screenshot of the collective brainstorm for identifying innovative solutions for the territory of the Causse and Cévennes



Sources from HNV-Link project:

Causse and Cévennes Baseline Assessment (2017)

hnvlink.eu/download/France_BaselineAssessment.pdf

Baseline Assessment participatory process (2017)

http://www.cenlr.org/divers/hnv_link_cenlr_slides/

Report on the Causse and Cévennes participatory approach (2019)

hnvlink.eu/download/FR_Causse_CevennesParticAppFINALAPPROVED.pdf

Report on the Innovation Seminar (2017) <http://hnvlink.eu/download/FranceInnovationseminar.pdf>

Presentation of the innovation seminar (2017)

<http://hnvlink.eu/download/PresentationinnovationseminarFrance.pdf>

Causse and Cévennes Action Plan (2018)

http://hnvlink.eu/download/P12-FR-LAACTIONPLAN_Causse_Cevennes_EN_20181221.pdf

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French case-study on innovative sustainable development in Peripheral Rural Areas

Part D – INNOVATION EXCHANGE, TRANSFER AND DISSEMINATION

corresponding to Module 5 – e-learning course

Communication, Dissemination and innovation exchange strategy in the Causses and Cévennes (France)

1 -Engaging Communication and Dissemination actions for a sustainable development of the PRA

Under the framework of HNV-Link, and throughout the whole project lifespan, the Causses and Cévennes area carried out a large number of communication and dissemination activities. These activities contributed to raise awareness on the specificities of the territory, the benefits of its farming systems (HNV and agro-pastoral), its opportunities, challenges, tenders and vulnerabilities, and the actions needed to maintain them and to ensure their sustainable development.

The Causses and Cévennes elaborated a Communication and Dissemination strategy which was successfully implemented. This was possible thanks to the close cooperation of the leading tripartite partnership and the participatory approach implemented. The C&D strategy was drafted taking into account actors to be reached (stakeholders C&D end-users map) and the area priorities (prior identified), which were the following:

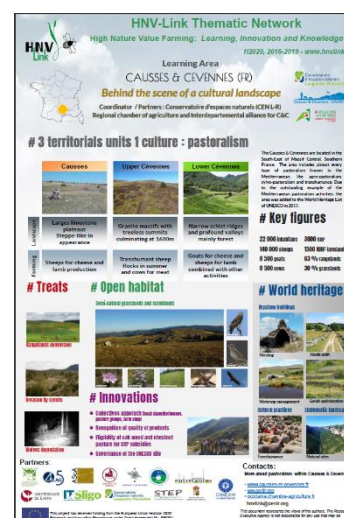
- Gather actors concerned with pastoralism and promote exchange and co-construction in the area
- Communicate on the HNV farming, the specificities for the Causses and Cévennes and related issues
- Advocate the needs and proposals coming from the Causses & Cévennes territory

The table below (Table 1) summarises some of the main communication and dissemination actions developed

Action	When	Level	Means	Benefits/Outcomes
HNV-Link project presentation and Causses and Cévennes territory presented	Causses and Cévennes Territorial Conference (Dec 2016) <i>Starting meeting gathering a large panel of regional actors.</i>	Reg.	Project brochure and presentations	Enhancing local and regional awareness on the HNV farming systems and the benefit of common (international) actions for the maintain of the biodiversity. Awareness on collective and participatory approach – engaging local actors (Focus Group).
Disseminate the Baseline Assessment to stakeholders	Organisation of Local workshop on baseline assessment (Feb 2017)	Reg.	On-site collective workshop	Awareness on the main features of the Area, and its tenders, challenges and opportunities among the actors of the territory
Disseminate the Baseline Assessment to partners	Throughout the whole project	Nat. / Internat	Websites publications	To inform project peers and potential national peers and actors on the main features of the Causses and Cévennes.
Disseminate Causses and Cévennes Innovations Report - Disseminate and inform on project / partners innovations	Organisation of the Innovation seminar (July 2017)	Reg.	Workshop of collective reflection Presentation	The participation and contribution of local stakeholders to the innovation seminar allowed the and to start a common reflection on the actions to be deployed in the territory
Disseminate on peer-learning exchanges and lessons learnt.	Organisation of the Causses and Cévennes Regional Meeting (2018)	Reg. / Nat.		Awareness on innovations and actions needed for the territory. Trigger a reflection in innovation transfer and elaborate a road map.
Dissemination of Causses and Cévennes results and outputs	Organisation of RIAAM, International Meeting of Mediterranean agro-silvo-pastoralism actors (Oct 2017)	Internat	Presentation	Exchanges with international and Mediterranean partners, actors and with other areas, learning from and with them and creating common synergies. Presenting HNV farming benefits for the area.

Communication and Dissemination of Causse and Cévennes results and outputs	Participation of C&C at the Forum on Alternative Agricultural Practices, looking for new partnerships (LIFE+ Alpilles) (April 2018)	Internat.	Presentation	Promotion of synergies and common actions with other projects, programmes and activities carried out in the territory of the Causse and Cévennes with international peers.
Communication and Dissemination of Causse and Cévennes results and outputs	Participation of the Causse and Cévennes area to HNV-Link Final Conference (Jan 2019)	Internat	Poster	Presenting territorial activities, outputs and results and a road map for the territory to a global audience and target end-users.
Presenting policy recommendations to key stakeholders	Policy Brief presented during Project Final Conference (Jan 2019)	Reg. / Nat. / Internat	Project Policy Paper (English and French)	Disseminate project outputs to key actors and decision-makers at national and international level
Disseminate outputs and results to educational institutions (high schools and training centers)	Throughout the whole project lifespan	Local	Interviews with key actors Informative meetings	To raise awareness and disseminate information to high schools and agricultural training centers for taking it into consideration on their pedagogical programmes.
Communicate on Causse and Cévennes activities and disseminate project results and outputs	Throughout the whole project lifespan	Reg. / Nat.	Press releases, publications, etc. (in French)	Overall communication to global audience on project and C&C activities, outputs and results. Arising awareness on how the maintain and development of the HNVf system contributes to the development of the territory.
Disseminate through social media at local and int. level (contributing to project overall communication and dissemination strategy)	Throughout the whole project	Reg. / Nat. / Internat	Videos / social networks / newsletter / etc.	Overall communication to global audience on activities, outputs and results. Awareness on how the maintain and development of the HNV farming system contributes to the development of the biodiversity.

Picture 1. left: moment during the Innovation Seminar; right: Poster presenting the Causse and Cévennes main features



2 - Focus on Peer-exchanges and Cross-Visits learning activities as a part of an effective knowledge transfer strategy for the territory of the Causse and Cévennes.

Under HNV-Link project framework, peer-learning exchanges between stakeholders / areas took place through field visits exchanges (Cross-Visits). The main goal was to exchange and learn about innovations *in-situ* and by peers, for a better understanding on the real possibilities of innovation transfer. Prior to the exchanges, the French partners and the rest of the partners of the project elaborated a matching matrix with the innovative experiences developed in their own area and the innovation needs identified from the other areas. Once the match was done, partners scheduled visits and elaborated the peer-learning programmes for the operational trips.

Under this framework, the Causse and Cévennes delegation participated to the Cross-Visit activity as a visitor, visiting the area of The Burren in Ireland; and, as a host, hosting in the Causse and Cévennes area 2 delegations, from the area of Mount Pindos (Greece) and La Vera (Extremadura, Spain).



Picture 2: moment during the Cross-Visit to The Burren

The French Cross-Visit to The Burren took place between 25 to 28 October 2018, during the Burren's Winterage School event. Swedish and Romanian areas representatives also participated in the event.

The French delegation was made up of: 1 Aubrac cow farmer, 2 agri-environment project managers from the Cévennes National Park, 1 the Regional Conservatory of Natural Areas and 1 representative from the Interdepartmental Alliance of Causse and Cévennes.

The aim of the Cross-Visit was to learn about how The Burren developed and implemented a programme for supporting pastoralism. In this area, farms have been supported for almost 20 years to maintain or develop pastoral practices which are positive for the entire territory. More in detail the French delegation wanted to know about:

- how do the agri-environment schemes work with a results-based payment approach?
- how pastoral farms achieve economic sustainability? what is the share of subsidies, in comparison with the sale of products?
- is the administrative set-up of the agri-environment measures simplified to favor the involvement of the breeders?
- is the support of breeders with the agri-environment measures planned on long time steps in order to maintain their membership?
- how is the CAP apprehended by breeders? is the consideration of pastoral areas satisfactory?
- what value for livestock by-products (eg. wool)? is there a structured economic sector for this?
- how to create positive dynamics on the scale of territories beyond administrative measures?
- how to maintain dynamics of exchange on a European scale? what to do after HNV-Link project?

Despite the differences between both territories, partners learnt that there were similarities in the problems experienced by the 2 territories, as the challenge to convince and help breeders to re-graze some pastures by restoring or developing some practices. To overcome this, in The Burren specific measures were set up for volunteer Burren breeders funded by the second pillar of the CAP (equivalent of the MAEC in France). The particularity was that these aids were not linked to the means implemented but proportional to the environmental quality achieved on process (ie. Result Based Payment Scheme: RBPS). Furthermore, in The Burren, technical support was regularly provided to the breeders, so they were able to observe and follow the evolution of the flora of their pastures. As a

result, breeders were highly motivated by the improvement of their practices, allowing an increase in subsidies and a true recognition of the positive work implemented.

In parallel with these financial measures, a local association was contributing to raise awareness on the population of the stakes of this territory. Inhabitants showed to be aware of and appreciated the services provided by breeders and their pastoral practices for the whole territory. Besides, volunteers contributed to raise awareness among schoolchildren and the general public but also contributed to rebuilding the many walls that delimitate meadows and pastures.

The French delegation highly appreciated participating in this peer-learning experience and giving the possibility for grass-root stakeholders to meet peers (Irish breeders).

The French partner also participated in the Cross-Visit as a host and organised a study visit for 2 delegations from Spain and Greece (3 to 5 October 2018). Despite some logistic issues (eg. to deal with simultaneous translation in 3 languages during in-field visit, to harmonize the availability and expectations of different actors, etc.), the exchange was very positive from both sides. The French partner took advantage of hosting external actors to mobilise own local stakeholders for promoting actions, learning from external experiences, and taking inspiration from other contexts and points of view.



Picture 3: moment during the Greek and Spanish breeders visit to the Causse and Cévennes

Through all these exchanges, different perspectives of collaboration emerged to follow up collaborative actions and work collectively to maintain and develop Mediterranean agro-pastoralism.

Sources from HNV-Link project:

Report on the Causse and Cévennes participatory approach (2019)

hnvlink.eu/download/FR_Causse_CevennesParticAppFINALAPPROVED.pdf

HNV-Link Cross-Visit activities (2019)

<http://hnvlink.eu/activities/cross-visits/>

Causse and Cévennes Cross-Visit Reports (2018)

http://hnvlink.eu/download/FR-IREP12-CENLR_CV_Report_Burren_Oct-2018.pdf

http://hnvlink.eu/download/HNV-Link_Cross_Visits_Burren_FR_RO_SE_hostreport_FINAL.pdf

HNV-Link Regional Meetings activities (2019)

<http://hnvlink.eu/activities/regional-meetings/>

Causse and Cévennes Regional Meeting report and materials (2018)

<http://hnvlink.eu/download/meetings/Franceregionalmeetingmaterials.zip>

Causse and Cévennes Action Plan (2018)

http://hnvlink.eu/download/P12-FR-LAACTIONPLAN_Causse_Cevennes_EN_20181221.pdf

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