



Sustainable & Resilient Value Chains

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Based on the paper written by Julia Bognar (IEEP) & Gerald Schwarz (Thunen Institute)





Recommendations for future rural policies

- Facilitate education and training
 - Policies and measures for education capturing needs for SVC
 - Provide incentives
 - **Availability of informal training**
 - Active engagement of academia
 - Expand agricultural education units (advisory services)
 - **Curriculum should reflect real needs of farmers**
 - Modules for development of marketing skills



Recommendations for future rural policies

- Providing financial support for rural areas
 - Relief from heavy taxation
 - **More flexible funding criteria**
 - **Incentivise collaboration not competition**
 - Level of support should not be based on surface area
 - **More substantial aid for practices that are environmentally friendly**



Recommendations for future rural policies

- Increasing resilience of producers
 - R&D programmes should be aimed at developing resilient value chains
 - Facilitate knowledge-intensive adaptation and innovation
 - **Long term funding for transitioning practices rather than short term funding**
- Decrease bureaucratic burdens
 - Simplify regulations, bureaucracy, and taxation system
 - **Administrative procedures for accessing funds should be streamlined; guidance should be provided**



Recommendations for future rural policies

- Communicating Sustainability
 - Promote alternative value chains beyond geographic regions they are located in
 - Create local labels that are easily recognisable
 - Promotional strategies should be based on cultural values
 - Promotion should target consumption patterns
 - **Reduce risks for producers participating in quality schemes**
- Incorporate local contexts into policy designs
 - Policies need to be adaptable to local needs, tools for implementing EU strategies should be adapted to local needs
 - Knowledge exchange between neighbouring communities



Feedback from two Maps

Monica Tudor, monitor of the MAP Rural Transylvania, Romania

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MAPs involved

- 15 MAPs (13 Position Papers)
 - Rural Mapping Bulgaria
 - Nienburg-Lower Saxony Germany MAP
 - South Aegean Greece MAP
 - Central Greece MAP
 - Peloponnese Greece MAP
 - Pays Pyrénées Méditerranée France MAP
 - Rural Prosperity Hungary MAP
 - 3 Italian Tuscan MAPs (Tuscany Italy MAP, Casentino Italy MAP, Montagna Toscana MAP)
 - Circular Bioeconomy Latvia MAP
 - Zielone Sasieztwo Poland MAP
 - Rural Transylvania Romania MAP
 - Iasi Romania MAP
 - Arges Romania MAP



Current situation of the MAPs

- Opportunities for increasing market power and resilience of rural producers through: 1) participation in alternative supply chains; 2) education and training opportunities; 3) horizontal and vertical coordination
- Currently, many MAPs noted the lack horizontal coordination within their areas (particularly within the Eastern European MAPs), and limited opportunities for vertical integration for small and medium sized farms
- Lack of resilience to withstand exogenous impacts, particularly those that have increased production costs
- Income stability is increasingly difficult to ensure