

DIVERSIFOOD

*Embedding crop diversity and networking for local
high quality food systems*

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H2020 - Research and Innovation Action

Deliverable D6.6 ***Outcomes of DIVERSIFOOD public events***

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Dissemination level:

- ☒ **PU:** Public (must be available on the website)
- ☐ **CO:** Confidential, only for members of the consortium (including the Commission Services)
- ☐ **CI:** Classified, as referred to in Commission Decision 2001/844/EC

Abstract

In addition to classical approaches to dissemination, such as the production of scientific publications, participation in scientific and technological events, maintenance of a website and the production of factsheets or booklets, DIVERSIFOOD has been placing a specific focus on learning methods and the active involvement of a diversity of stakeholders through social events and workshops. The outcomes of these public events are presented in this Deliverable.

Public events such as field/farm days, workshops and trainings played successfully a key role in the communication strategy toward partners' networks, whereas the EU Forum in Brussels (11/04/18) mainly addressed policy makers and NGOs, and the final Congress in December 18 addressed the scientific community and sister projects.

Field/farm days and workshops were a very efficient way to involve new actors in our programmes and networks, in biodiversity management or in creating new market opportunities for high quality food products. Our face-to-face communication impact was highly increased by the astute use of participatory methods and social media tools. Bringing people together by organising these events is an efficient way to "transform" actors and make innovation happen.

The four years of DIVERSIFOOD have been an intense path of learning. Formal training activities have been only a part of a broader experience of training, intended as acquiring knowledge, skills and change of behaviour. In fact, all aspects of participatory research, especially when deployed according to an action-research approach, have an important learning outcome for all actors involved.

Authors

This Deliverable D6.6 is the result of the collective work of DIVERSIFOOD partners. It has been coordinated by Frédéric Rey, ITAB (WP leader), with relevant inputs from WP6 task leaders: Giulia Bonelli (Formicablu), Ambrogio Costanzo (ORC), Véronique Chable (INRA) and Bela Bartha (PSR).

Table of content

1. Introduction

2. Monitoring public events and communication: the dissemination plan

- The dissemination plan objectives and updates
- Stakeholder groups targeted by DIVERSIFOOD communication
- Procedure to collect and record DIVERSIFOOD public events

3. Outcomes of DIVERSIFOOD public events organised by partners

- Facts and figures
- Social media tools to support and promote public events
- Methodologies and advice for multi-actor involvement
- Internal trainings on participatory methods
- DIVERSIFOOD training and learning experiences

4. DIVERSIFOOD EU Forum with policy makers and stakeholders in Brussels (11th of April 2018)

5. DIVERSIFOOD Final Congress in Rennes (10-12th December 2018)

1. Introduction

The development of innovation through DIVERSIFOOD has been using a systemic approach, as opposed to a linear one, resulting in a different role to the dissemination activities than is usually found in projects. Following a participatory approach, the knowledge, perspectives and needs of local stakeholders have been taken into account in the research process, from the beginning of the project, through a continuous process of mutual learning in all the WPs. The dissemination strategy has been fitting with this approach and was focused on stakeholders who were not directly involved in DIVERSIFOOD.

In addition to classical approaches to dissemination, such as the production of scientific publications, participation in scientific and technological events, maintenance of a website and the production of factsheets or booklets, DIVERSIFOOD has been placing a specific focus on modern information technology (IT) solutions, learning methods and the active involvement of a diversity of stakeholders through social events and workshops. The outcomes of these public events are presented in this Deliverable.

Public events such as field/farm days, workshops and trainings (see chapter 3) played successfully a key role in the communication strategy toward partners' networks, whereas the EU Forum in Brussels (chapter 4) mainly addressed policy makers and NGOs, and the final Congress (chapter 5) addressed the scientific community and sister projects.

2. Monitoring public events and communication: *the dissemination plan*

2.1 The dissemination plan objectives and updates

The WP6 leader (ITAB), together with FORMICABU, set up at the beginning of the project, a **communication strategy** (with WP6 task leaders, WP leaders and project partners concerned) to define targeted dissemination plans, 1) to ensure that all potential end-users of the project results can be reached, and 2) to allow an evolution of the communication to fit with project developments (results and other outcomes availability), and to the multi-actor expectations.

This **dissemination plan** is a tool for designing the actions to be implemented, monitoring their progress, applying corrective actions on potential deviations and recording newly identified, emerging opportunities for communication. It is a flexible document that has been yearly updated (M12, M24, M36 – Deliverable D6.1 and Milestones MS35, MS36 and MS37), as new results became available and new potential communication actions and events appeared. Every year during the annual meeting, an update on the dissemination and external communication activities was presented and discussed with the DIVERSIFOOD Consortium.

Addressing the 'five Ws' (Who? What? Why? When? Where?) and 'H' (How?), this DIVERSIFOOD dissemination plan aims to (i) identify the target audience of the project results, (ii) define the dissemination objectives and audience's interest, and (iii) define the dissemination medium and means.

2.2 Stakeholder groups targeted by DIVERSIFOOD communication

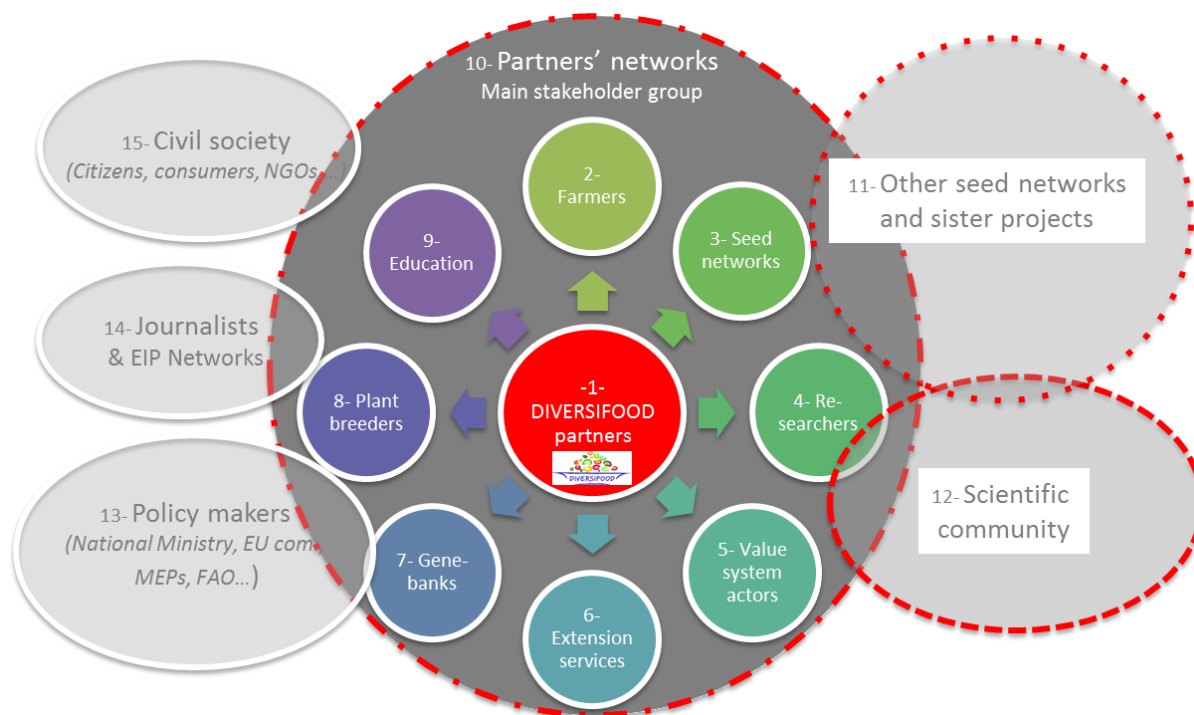


Fig. 1 - Stakeholder groups targeted by DIVERSIFOOD communication (updated version 2017)

Following the external advisory board suggestions and the guidelines on the H2020 "Communicate your project" document shared in February 2017 by the EU, DIVERSIFOOD messages and communication tools have been adjusted according to the targeted audience and their interest.

We involved all partners in the dissemination activities, to ensure a broad diffusion and that information on the project and its results reach each stakeholder groups targeted.

Figure 1 illustrates stakeholder groups, targeted by DIVERSIFOOD communication strategy. This version highlights with red borders the main groups targeted, according to the outputs of the WP6 workshop at the second annual meeting held in Bologna in February 2017.

These main stakeholder groups are:

- partners' networks (potentially 30 000 stakeholders, group n° 2 to 10)
- other seed networks and sister projects (group 11, to be specified in 2017)
- the scientific community (cf. T6.3)

Policy makers are also an important target group. Specific activities are planned to reach them, such as the EU stakeholder forum (T6.2.2) or the final booklets with recommendations (policy papers from WP4 and WP5).

As described in figure 2, public events such as field/farm days, workshops and trainings played a key role in the communication strategy toward partners' networks (see chapter 3), whereas the EU Forum in Brussels (chapter 4) mainly addressed policy makers and NGOs, and the final Congress (chapter 5) addressed the scientific community and sister projects.

NB. In Figure 1, group 5 "Value system actors" concerns: Label/Trademark owners, Retailers, Traders, Supply chains, Food processors.

Stakeholder groups



Fig. 2 –Stakeholder groups targeted by public events

2.3 Procedure to collect and record DIVERSIFOOD public events

The procedure to collect and record DIVERSIFOOD public events agreed with partners during the annual meeting in Feb. 2016- consists in:

- Partners fill the template (document in the Annex) and send it with photos to FORMICABLU.
- FORMICABLU upload these files on the collaborative platform.

The information from these templates have been used for newsletters, social media and project website.

3. Outcomes of DIVERSIFOOD public events organised by partners

DIVERSIFOOD public events were designed as brokerage events. They are very efficient tools to present, spread, or initiate innovations in breeding and farming. The amazing number of events (more than 200) organised and stakeholders reached during each project period show the high involvement of the project partners to communicate, share and discuss with stakeholders DIVERSIFOOD results and related topics (see 3.1). These events are also a very efficient way to involve new actors in our participatory plant breeding programmes, in biodiversity management or in creating new market opportunities for high quality food products. Our face-to-face communication impact was highly increased by the astute use of social media (see 3.2), to announce the events and share content, photos and videos. The project newsletters report several of them to illustrate these vivid activities.

To further optimise our methodologies for multi-actor involvement during public events, internal training sessions on participatory methods (see 3.4) and workshops (see 3.3) were organised during DIVERSIFOOD annual meetings with project partners.

3.1 Facts and figures

Period 3 – more than 70 public events and international dissemination

During the DIVERSIFOOD period 3, More than 70 public events were organised at local and international level.

To promote innovation within the food chain, local events used a multi-actor participatory approach, taking into account the knowledge, perspectives and needs of local stakeholders. Many local field activities and public events were organised with different formats (share shops, stakeholder forums, trainings) according to the specific stakeholders involved. In particular, these events were organised by DIVERSIFOOD partners in France (RSP, INRA, ITAB), Italy (RSR, UNIPISA), Spain (RAS, CSIC), Switzerland (PSR, FiBL), UK (ORC), Netherlands (LBI), Austria (Arche Noah), Portugal (IPC), and Norway (FNI).

At the international level, DIVERSIFOOD project was promoted through many different conferences and workshops in Europe and beyond. To mention a few examples, the project was presented during the Organic World Congress in New-Delhi, India (October 2017), the Seventh Session of the Government Body of the International Treaty on Plant Genetic Resources for Food and Agriculture in Kigali, Rwanda (October-November 2017), the 9th Organic Seed Growers Conference in Oregon (February 2018), the International Congress on Agroecology in Spain (June 2018), the 1st International Conference on Biodynamic Research in Switzerland (September 2018), the II International Conference on Agriculture and Food in Porto Alegre, Brazil (September 2018), the XIII Congress of Organic Agriculture in Spain (November 2018).

Period 2 - 100 public events to involve more than 2 000 stakeholders

During the 18 months of DIVERSIFOOD period 2, partners managed to organise close to 100 public events. We estimate that they allowed involving more than 2 000 stakeholders. Countries that were particularly active are Italy (RSR), Spain (RAS), Switzerland (PSR, FiBL), France (RSP, INRA, ITAB), Netherlands (LBI), Austria (Arche Noah), Portugal (IPC) and UK (ORC).

In 2016, a total of 46 public events such as farm days, training sessions or workshops were organised by 14 DIVERSIFOOD partners (Milestone MS45) and more than 44 events in 2017 (till the end of August 2017). These figures show the high involvement of the project partners to communicate, share and discuss with stakeholders DIVERSIFOOD results and related topics.

To further optimise our methodologies for multi-actor approaches during public events, a dedicated workshop was organised during the DIVERSIFOOD 2nd annual meeting (see point 3.3). Several questions were addressed such as: Which events have been organised? How were they defined? Which actors did they involve? Which tools were employed to promote a multi actor approach and what kind of evaluation was made? The outputs of this workshop were reported in Milestone MS45 and fed the DIVERSIFOOD dissemination plan of the project

year 3 (MS35). This workshop also allowed to launch the organisation of the EU Forum with policy makers and stakeholders in Brussels (see Chapter 4).

Period 1 - More than 40 DIVERSIFOOD public events in year 1

During the first year of the project (2016), partners managed to organise more than 40 public events such as social events, workshops and training sessions. We estimate that they allowed involving more than 1 000 stakeholders! Countries that were particularly active in T6.2 are Italy (RSR), Spain (RAS), Switzerland (PSR, FiBL), France (RSP, INRA, ITAB), Austria (Arche Noah), Portugal (IPC) and UK (ORC).

3.2 Social media tools to support and promote public events

To promote DIVERSIFOOD public events and activities, the project social media accounts were used in a synergic way. First, a joint effort has been put in place by FORMICABLU together with the project management. Every 2-3 months, an easy-to-fill form was sent to each project partners asking for information on their planned activities, pictures, descriptions, references and so on. This round of solicited information yielded much more material to be shared through our social media channels and made the internal communication much stronger as well.

In terms of social media that are currently active, we have four different channels (Facebook, Twitter, YouTube and SlideShare). The DIVERSIFOOD communication team proposed to mainly focus on Facebook, as it was the most effective social media channel for our community, while the Twitter account was temporarily frozen as a shared decision. YouTube channel was maintained as a repository to feed the DIVERSIFOOD Facebook page.

This new strategy proved to be very effective during the third year of the project. DIVERSIFOOD Facebook page grow well, with stronger engagement and interactions. After a lag period of time, we decided to invest heavily in the building an editorial plan to feed the timeline and to make it lively, seen, updated frequently.

To include also recommendation by H2020 “Communicating Your Project”, the updated social media approach was “targeted and adapted to audiences that go beyond the project's own community”. In particular, communication on Facebook now mainly addresses:

- Consumers groups and associations
- Farmers' networks
- Citizens

During the fourth year of the project, this social media strategy was reinforced. Facebook remained the main social media channel, and all the DIVERSIFOOD partners using a Facebook account were actively involved in this strategy. We continued to use the ‘tag’ system to engage partners and other relevant stakeholders; on the other hand, contents published by other related Facebook pages were also shared.

For what concerns the Twitter account, it was reactivated for the EU Stakeholder Forum held in Brussels in April 2018 (see Chapter 4). The main goal was to build up a Twitter conversation before, during and after the meeting, and to circulate and share the project results. A “live tweeting” session was also managed by FORMICABLU during the Stakeholder Forum, as well as during the DIVERSIFOOD Final Congress held in Rennes in December 2018 (see Chapter 5). This strategy proved to be effective and the DIVERSIFOOD Twitter community slowly but constantly increased during the last year of the project.

After the Stakeholder Forum, a DIVERSIFOOD account was also opened on SlideShare, a social media platform used to share power points and presentations. This helped to spread the DIVERSIFOOD materials provided by partners and stakeholders, which were also shared through Facebook, Twitter and DIVERSIFOOD website.

During the last year of the project, DIVERSIFOOD YouTube account was also constantly relaunched through Facebook and Twitter.

The project social media account can be found at the following links:

- Facebook : <https://www.facebook.com/pages/DIVERSIFOOD/1439945286309415?ref=hl>
- Twitter : https://twitter.com/DIVERSIFOOD_eu
- YouTube : https://www.youtube.com/channel/UCb2AS6ZKxB9bUBdh_g2D2Cg
- SlideShare: <https://www.slideshare.net/diversifoodproject>

DIVERSIFOOD social media facts and figures

Despite social media not being the main communication channels used by DIVERSIFOOD partners, there was a constant grow of the project accounts during the past 4 years. The images below provide some numbers, as well as some relevant examples of the DIVERSIFOOD social media use.

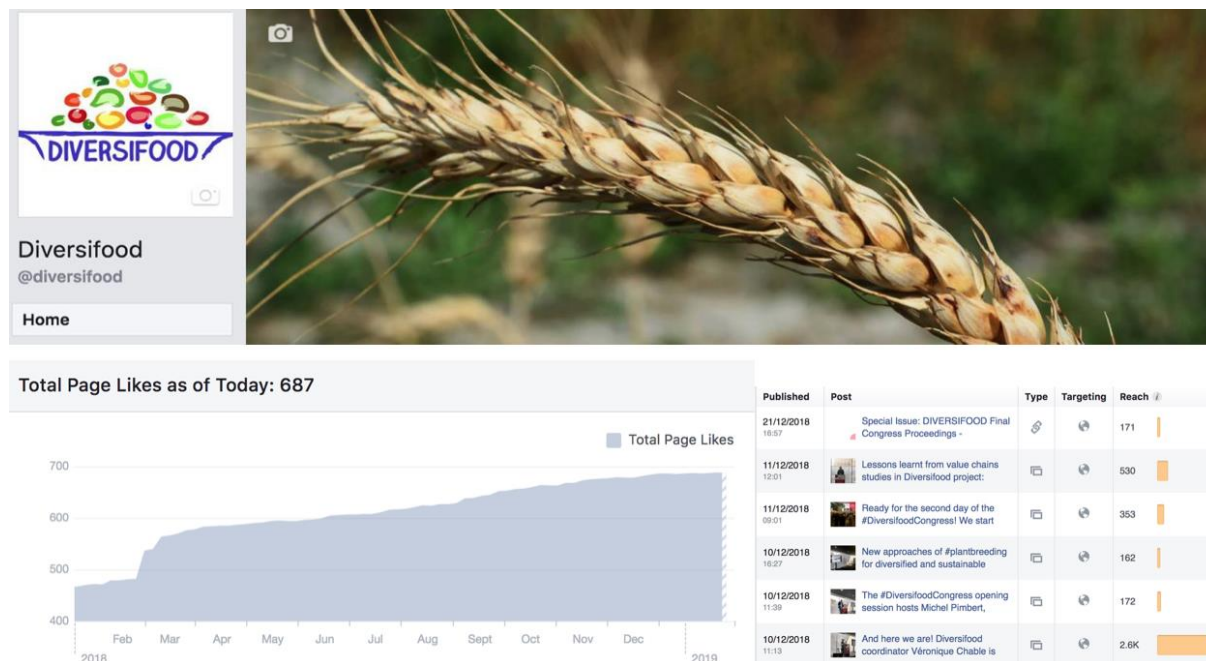


Fig. 3 – Facebook Facts and Figures



Fig. 4 – Twitter Facts and Figures

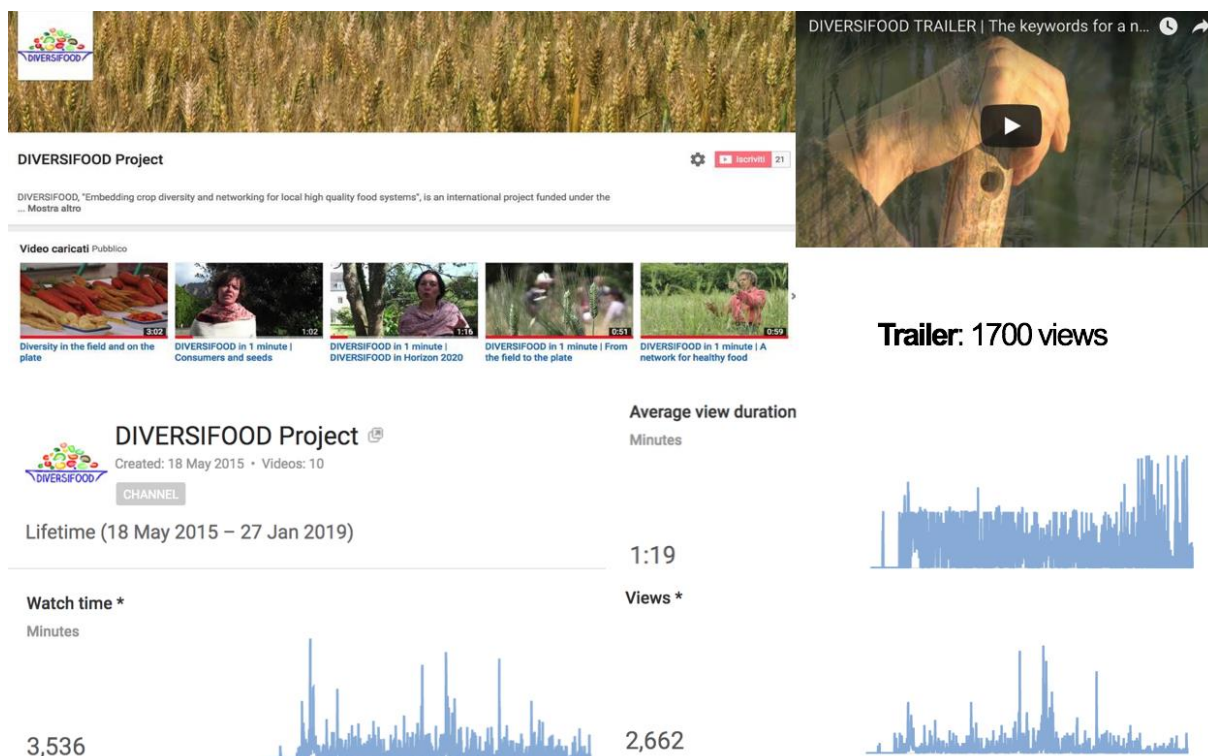


Fig. 5 – YouTube Facts and Figures

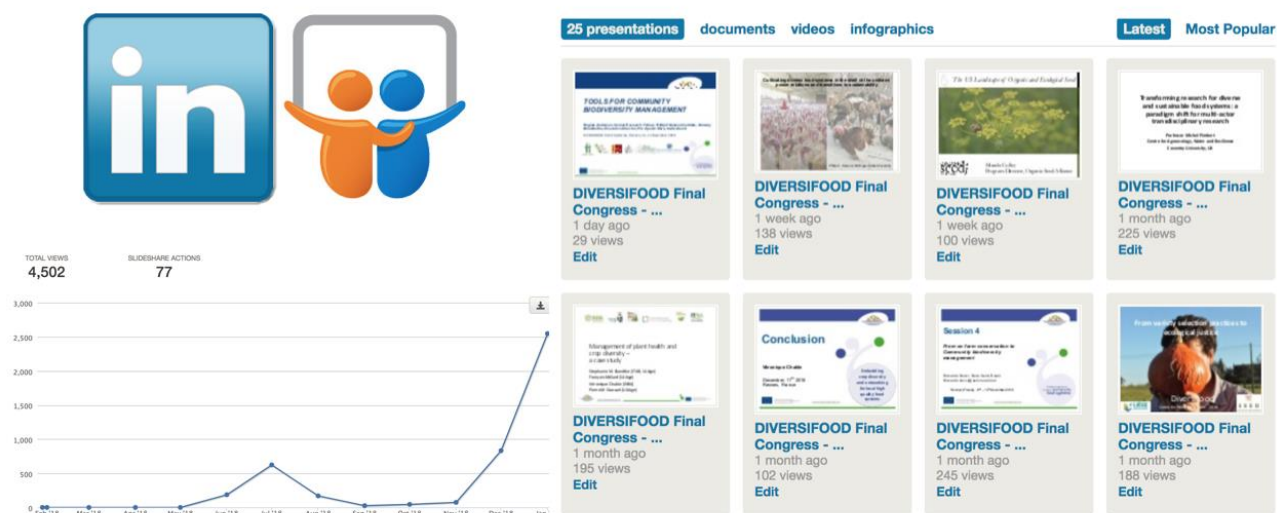


Fig. 6 – SlideShare Facts and Figures

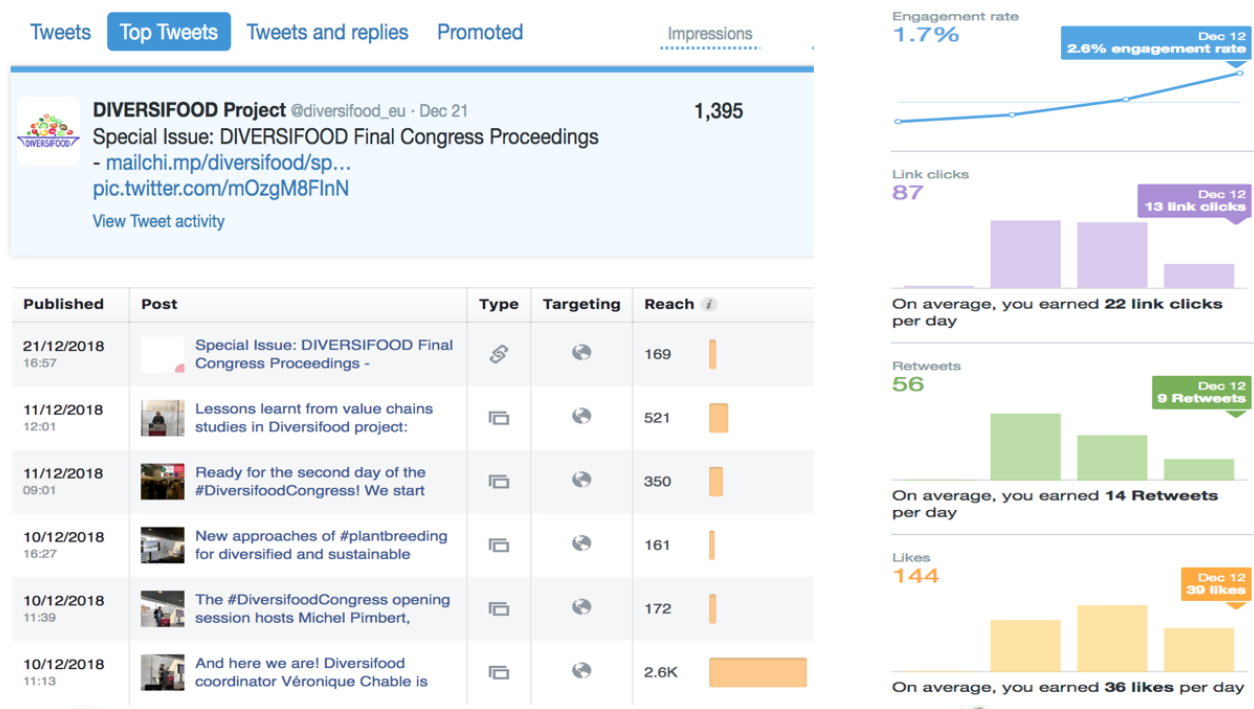


Fig. 7 – DIVERSIFOOD Final Congress
Special Issue newsletter shared via Facebook and Twitter

3.3 Methodologies and advice for multi-actor involvement

During DIVERSIFOOD 2nd (Feb. 17) and last (Jan. 19) annual meetings, **workshops** addressing the following issue were proposed to partners: “Which methodologies and advice for multi-actor approaches during public events (farm days, workshops, trainings...)?”

Several questions were raised, such as:

- Which events have been organised?
- Which are the most promising activities to bring people together by and make innovation happen?
- How events were defined? Which actors did they involve?
- Which tools were employed to promote a multi actor approach and what kind of evaluation was made?

Main outcomes

Make your farm days successful: suggestions

- involve people with communication skills in your event organisation team,
- present (your) field trials and propose a multi-actor assessment (e.g. scoring the populations/varieties),
- organise a plant selection game: participants choose their favourite plants, explain and discuss their choices,
- organise food tasting (e.g. bread, tomato), sensory analyses (e.g. hedonic tests, mapping...),
- make them cook together, to break the ice and start discussions,
- organise a workshop during the farm day, implementing a participatory method (e.g. to plan and discuss collectively future activities),
- organise policy days: seminars to policy makers, to make them aware of your activities.

Some common traits and outcomes

Which events have been organised and how were they defined?

- Most partners have not organised specific DIVERSIFOOD events, but have in many cases included some work and contents from the project into their already ongoing activities and public events (this is not true for all but for the majority).
- In most cases, partners who are involved in organising public events have a range of events depending on who they really want to involve and the objective they have in mind.
- Some are more general events, others are more closed ones with very specific targets and participants.
- Some partners have also more traditional type of events, such as national or regional meetings or conferences.
- The majority of the events are organised with farmers in mind. In most cases, they take place in a farm and start from a very practical activity in the field that can be a simple tour, an evaluation of the crops, a simple discussion and confrontation on the approaches, yields and experiences. Very often this 'field activity' is then followed by a more formal meeting or workshop with the participants which can vary from a more educational activity to a more participatory and comparative discussion over some specific problem and experiences.

Which actors did they involve?

- In many cases, these activities involved: farmers, researchers, value chain actors, colleagues and in some cases other type of actors, such as cooks/chefs; bakers, students; school children, policy makers and public authorities; consumers and general public.
- Some partners successfully experienced the involvement of artists (e.g. producing jewels from seeds, photographer).
- The more common ways to inform actors about these events are using newsletters, known networks and partners and associations, in some case also Facebook pages or even personal emails and text messages.
- There have been a couple of cases where partners have been surprised by the amount of interest when going 'more public' with media coverage or during an event such as the "Researchers night": lots of participation and interest in knowing more.
- Some partners have tried to involve chefs/cooks also to get feedback from them on the entire chain and involve them in the choice of seeds and varieties but they appear to be interested in the product they will cook than the origin of food and its characteristics.

Which tools were employed to promote a multi actor approach and what kind of evaluation was made?

- Very few participants discussed the use of evaluation tools to assess outcomes of their events.
- For feedback / collecting information, SWOT-analysis was mentioned several times.

3.4 Internal trainings on participatory methods

DIVERSIFOOD placed a specific focus on learning methods and the active involvement of a diversity of stakeholders through public events such as farm days, workshops and training sessions. To boost these events' efficiency, internal training sessions on participatory methods were organised during DIVERSIFOOD meetings with the project partners. Therefore, through a better participation of these actors, we aimed to facilitate the development and/or adoption of DIVERSIFOOD outcomes.

FORMICABLU organised a **first internal training session** on participatory methods during the DIVERSIFOOD kick off meeting. The goal was to give a concrete idea of the participatory methods' potential and functioning, highlighting those more suitable to the project need.

A **second training session** on this issue was held during the DIVERSIFOOD first annual meeting, and involving all the partners. It addressed two main issues:

- How to set up a participatory method according to the different objectives: gathering opinions, taking actions or fostering decisions;
- How to bring DIVERSIFOOD topics into a participatory setting, in order to increase the discussion among partners.

Two specific methods were presented and tested during the 2nd session at the annual meeting: the Discussion Game and a modified version of the Open Space Technology (OST). The aim of these training sessions was to facilitate and optimise the outputs and stakeholders' participation in the future workshops and forums that will be organised by partners in the Framework of DIVERSIFOOD.

FORMICABLU also organised a training session on social media during this first annual meeting in order to introduce the potentials of social media (mainly Facebook, Twitter and YouTube) with a specific focus on DIVERSIFOOD dissemination activities. A particular attention was paid to confidentiality/privacy issues, highlighting how social media can be used to increase the visibility of scientific projects without threatening the privacy of the single users.

In addition, partners experienced participatory methods during the 2nd annual meeting, with the implementation of the "speed dating" and the "fish bowl" methods to facilitate discussions amongst partners and with the external advisory board. During the 3rd annual meeting, the "Town Hall Meeting" method was experienced to build and select the content of the project Booklet #6. It was also a way to experiment this method before its implementation during the EU Forum in Brussels (see Chapter 4).

3.5 DIVERSIFOOD training and learning experiences

The four years of DIVERSIFOOD have been an intense path of learning. Formal training activities have been only a part of a broader experience of training, intended as acquiring knowledge, skills and change of behaviour. In fact, all aspects of participatory research, especially when deployed according to an action-research approach, have an important learning outcome for all actors involved.

Formal training

Target = Students

Formal training has taken place in including DIVERSIFOOD concepts and experience in training programmes for the academic partners engaged in training curricula. In this case, students from university courses generally framed around the primate of technology and molecular sciences have been exposed for the first time to the multi-actor and complex reality of the DIVERSIFOOD experiences. Some statements from partners have particular relevance in highlighting that biology (or related subjects) students generally focused on laboratory activities have had the opportunity to experience the field and "see the phenotypes" and the "G*E interaction for real", and come back to their desk and approach "their daily activities, including data analysis, in a different way" (ITQB).

Trials as an opportunity of learning

Target = farmers, advisors, researchers

The basic "learning tool" around trials is the "field/farm day", where researchers, farmers and advisors have the opportunity to observe a trial with the people (either researchers, farmers, or both) that are managing it. That is where, for example, farmers can learn about microbial biodiversity associated with plant diversity, and research can learn about farmers' priorities from their questions and feedbacks.

When researchers and farmers, and possibly other figures, are actively involved in all steps of a research, particularly in designing a trial and planning the protocol, the learning potential is especially high. It is when addressing the practical issues of putting an experiment in the ground that the actual requirements and constraints of on-farm research emerge. Of particular relevance is the experiences of some partners (PSR, RSP, ITAB) that hold "classes" of co-teaching led by a researcher and a farmer, where the audience was exposed to the different points of view and the dialectic search of the best compromise or solution to fulfil both parties' requirements.

Engaging farmers in selection has a powerful, two-fold learning outcome:

1. Farmers are exposed to a more analytic view of the plant and its genetic, and to a wide phenotypic diversity. They change their view of the crop from a rather static phenotype to a very dynamic pool of possible phenotypes, whilst becoming aware of the process of selection. This goes beyond learning as it is a key aspect of empowerment: what is unconsciously 'outsourced' to, at bought from, breeding companies, becomes a process that can be mastered.
2. Researchers found in participatory selection the most effective experience to learn what the farmers' needs and priorities actually are. Researchers are therefore able to shift their focus from "supposed to be" ideotypes to actual farmers' needs

The learning process around participatory trials can have a strong impact in terms of empowerment. Many farmers learn how, and decide to, carry out small trials themselves. In some cases (Portugal), the DIVERSIFOOD trials experiences stimulated the application for an EIP operational group on the "Action for Genetic Resources", in an overall context where farmers' engagement in breeding is not a shared priority in plant breeding.

DIVERSIFOOD as an occasion to share points of view with a wider public

Experimentation on genetic resources is not only a meeting point between farmers and researchers. It can reach and engage other levels of the supply chain, as e.g. processors and consumers. This can happen through focus groups where individuals from different categories share their point of view, building at the same time relationships that can have an impact for future supply chains, or through wider operations such as the consumer survey carried out in WP5, where hundreds of people reached remotely with a questionnaire have been exposed to the idea of, by being asked their perception about, "biodiverse products", and have shared their feedback. Policy makers, at local, National and EU level have also been involved in learning processes, rather than just being the target of advocacy and recommendations, and have therefore embedded the concepts explored and developed in DIVERSIFOOD in their activity.

Learning experiences within the consortium: a transdisciplinary process

The DIVERSIFOOD consortium, before being a source of learning for the actors that have been engaged in project activities, has been a learning space for all partners. Annual meetings have been organised around workshops and trainings on the key novelties of DIVERSIFOOD: Multi-actor and participatory approaches, Farmers rights and seed regulation aspects, Statistical methods, etc. Many of the partners, involved in farming, policy, science, have experienced the transdisciplinary dimension of the project: attending all the workshops, they could enlarge their horizons and build a more complete context of their main activity. Their participation remained active all along the project.



4. DIVERSIFOOD Forum with policy makers and stakeholders *in Brussels*

How can we better embed crop diversity for resilient sustainable food systems?

To tackle this issue, DIVERSIFOOD team organised a forum with policy makers and stakeholders on the 11th of April 2018, in Brussels. It aimed to share results and key lessons including new approaches for the management of cultivated biodiversity, for plant breeding for sustainable farming systems, and new relationships among actors of food systems.

In the afternoon, there was time for discussion, knowledge sharing, collecting feedback and extending current policies to better include cultivating diversity and food quality.

The forum was kindly hosted by the European Committee of the Regions (Rue Belliard/Belliardstraat 101, 1040 Brussels).

Participants: Policy makers, Members of Parliament and of Committee of the Regions, Foundations, NGOs, Farmer Organisations, Researchers, Value chain actors.

Organising Committee

ÖMKi, Dóra Drexler

ITAB, Frederic Rey

FiBL, Bernadette Oehen, Monika Messmer, Pedross Pia

RSR, Riccardo Bocci

INRA, Véronique Chable

Proceedings

Rey F., Drexler D., Bocci R., Oehen B., Constanzo A., Goldringer I., Padel S., Chable V. (Eds) 2018. Cultivating diversity and food quality. Proceedings of DIVERSIFOOD EU Forum, Brussels, 11th April 2018.

<http://www.diversifood.eu/events/diversifood-forum-with-policy-makers-and-stakeholders/>

Main outcomes of DIVERSIFOOD Forum

This forum allowed collecting inputs for DIVERSIFOOD's final recommendations by using the « Town Hall Meeting » participatory method.

It addressed in particular the following topic: How can policies and FP9 better support food diversity and the active involvement of communities?

Here are the outputs:

Research

- Redistribute funds towards agroecological innovation and away from biotech/high-tech
- Provide incentives for multi-actor and inter/transdisciplinary research projects (also for project reviews)
- Support community led local research and experiments
- Support research for breeding for organic and sustainable agriculture and open-pollinated
- Make it easier for civil society and small organisations to participate in FP 9 (funding for proposal writing, less administration, training in marginal area)
- Improve data management and visualisation in research
- Encourage more public debate about the outcomes of research by involving journalists
- Balance the long-term and short-term impacts of agricultural research using socio-environmental benefits as criteria
- Communicate EU funding opportunities better in marginal areas of members states

Seed system

- Improve the transparency of origin/breeding methods (including novel breeding techniques) and intellectual property of seeds
- Harmonise seed regulation for diversity by making the seed system more flexible and allowing diversity to become mainstream (also for CAP)
- Provide funding to raise awareness of agrobiodiversity among citizens and for the promotion of agrobiodiversity to consumers (also for CAP)
- Provide support for local seed banks
- Prohibit patenting of plants and animals to enable easy access to genetic resources

Common Agricultural Policy (CAP)

- Support farmers in creating crop diversity at field level and in producing diverse products (including through green public procurement)
- Raise awareness about and emphasise climate change and environmental issues (e.g. obligatory diverse rotations) in policies
- Involve citizens in the definition of subsidy schemes at regional level
- Provide training for farmers and advisors in agro-biodiversity

Food system

- Rethink labelling strategies for food diversity
- Support local co-operatives and the marketing of diverse crops (also for CAP)
- Improve traceability in the food supply chain, i.e. provide information on the origin of the ingredients

Education

- Include local and diverse food production at all levels of education



5. DIVERSIFOOD Final Congress in Rennes

The DIVERSIFOOD Final Congress was held in Rennes on 10-12 December 2018: three exciting days to share ideas and concepts about cultivating diversity and food quality, with more than 120 participants coming from 19 countries in Europe and the US.

This Congress aimed to share DIVERSIFOOD results and key lessons, covering complementary approaches connected with crop diversity for resilient sustainable food systems:

- Underutilized/forgotten crops: multi-actor and on farm evaluation
- New approaches of plant breeding for diversified and sustainable farming systems
- Community biodiversity management
- Diversity and sustainability within food systems: new relationships among actors
- Paradigm shift for multi-actor and transdisciplinary research

This scientific Congress was opened for external oral speakers and/or poster presentations, to better connect sister projects and researches with DIVERSIFOOD outputs.

It provided inputs to shape DIVERSIFOOD messages for the future, on how to better embed crop diversity for resilient sustainable food systems and move toward a real socio-ecological transition.

DIVERSIFOOD final congress has been designed by the consortium as a platform to share with a large community, results, issues and perspectives.

Thanks to the event, the DIVERSIFOOD conceptual context has also been strengthened by **keynote speakers** who provided inputs to boost and complete DIVERSIFOOD messages for the future. Michel Pimbert (from Coventry University in UK) highlighted the main institutional, methodological, and policy challenges for a transformative paradigm change in the production of knowledge for diversity and sustainable food systems. He provided thoughts to democratize the production of transdisciplinary knowledge to expand the construction of agroecological skills for enhanced biocultural diversity in food systems.

Micaela Colley (from the Organic Seed Alliance in the USA) examined many parallels that exist between the United States (US) and Europe regarding the motivations, initiatives and emerging models for developing organic seed systems. Differences that exist in the context of governance, history, and social factors impacting progress have also been highlighted.

Philip Howard (from Michigan University in the USA) enlarged DIVERSIFOOD perspective by reminding us the most dominant trends in food and agricultural systems toward specialisation and uniformity, despite a long list of negative impacts that typically result. Although counter-trends are currently quite small, some are growing very rapidly fostering decentralisation, cooperation and transparency. These efforts are critical for maintaining a sufficient reservoir of knowledge, skills and plant and animal diversities to replace uniform food systems.

For the last day of the congress, participants were invited to **farm visits** followed by two parallel workshops.

Two Farmers based in Rennes surroundings (Brittany) involved in crop diversification and on farm seed production explained and demonstrated how they integrate all activities from seed to products, aiming at producing high quality produces for local markets. One of the farmers is producing arable crops and the other vegetables, both are organic farmers.

One workshop associated LIVESEED partners to better conceptualise organic plant breeding to fit with IFOAM principles, with the hypothesis that plant breeding is not only about improving efficiency, but also entails ethical aspects such as food and seed sovereignty and food quality. This workshop aimed to develop a shared vision of organic plant breeding and to build a system-based breeding as an overarching approach to integrate different breeding strategies and tools, and entrepreneurship, but also a change in attitude based on corporate responsibility, circular economy and true-cost accounting, and fair and green policies.

A second workshop invited to a brainstorming to boost the transition to more sustainable food systems thanks to a multi-actor and transdisciplinary approach. This approach has a strong potential to achieve this outcome, but it cannot be founded only through short terms projects. We need to develop collectively a perennial development and to find adapted means to implement the life-oriented paradigm, to foster a transition from proofs-of-concept within EU projects towards a more systematic deployment to deal with the complexity of real societies. Alternative



organisational and funding models need to be developed to produce effective impacts at a significantly larger scale.

This congress contributed to consolidate a new research community closely linked to practitioners for agroecological transition and the revival of cultivated biodiversity.

The Scientific Committee of DIVERSIFOOD Congress:

- Véronique Chable, INRA (project coordinator)
- Edwin Nuijten, LBI
- Ambrogio Costanzo, ORC
- Isabelle Goldringer, INRA
- Riccardo Bocci, RSR
- Bernadette Oehen, FiBL
- Frédéric Rey, ITAB
- Monika Messmer, FiBL
- Micaela Colley, OSA
- Carlo Fadda, Bioversity International

Proceeding

Véronique Chable, Riccardo Bocci, Micaela Colley, Ambrogio Costanzo, Carlo Fadda, Isabelle Goldringer, Monika Messmer, Edwin Nuijten, Bernadette Oehen, Frédéric Rey (2018) Proceedings of DIVERSIFOOD Final Congress, 10-12 December 2018, Rennes, France, 90p.

=> Download this document: <https://symposium.inra.fr/diversifood2018/Proceedings2>



ANNEX – Template to collect and record DIVERSIFOOD public events Contents for dissemination

For DIVERSIFOOD Newsletter, website and social media

Name of the partner:
COUNTRY:

Publication - videos

- ☐ Videos
- ☐ Publication
- ☐ Conference presentation or poster
- ☐ Others (specify): _____

The file you would like to share is related to:

- WP:
- Task:

Short description + web link:

NB: Don't forget to enclose your files to be shared.

Public events

Name of the event:

Please fill in a table for each event planned or realised

| | |
|--|--|
| Date | |
| Type of event <i>Share Shops – Stakeholder Forum- Training</i> | |
| DIVERSIFOOD partner(s) involved | |
| Village-Place | |
| Address | |
| Species or issues | |
| Documents distributed <i>(e.g. DIVERSIFOOD brochure, booklet..)</i> | |
| Stakeholder involved <i>(e.g. experts, policymakers, scientists, farmers, extension services or stakeholders)</i> | |

Outcomes (To be filled for each event or as synthesis for all of them)



Objectives

Positive and negative points (strengths and weaknesses)

Relevance

Tricks for other partners (e.g. how you invited people (invitation-card, -mail), information on what innovation you applied/developed to make your event successful...)

Perspectives