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Advocacy Plan for EU

Deliverable 4.4

WP4. Multiplicative actions in demo countries

uP_running

Take-off for sustainable supply of woody biomass from agrarian pruning and plantation removal

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ABBREVIATIONS

APPR	Agricultural Pruning and Plantation Removal
AP	<i>uP_running</i> Agrarian Partner
CAP	Common Agricultural Policy
DC	Demo Countries
OC	Outreach Countries
OP	<i>uP_running</i> Outreach Partner
WP	Work Package

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1 INTRODUCTION

The current report constitutes **Deliverable D4.4 “Advocacy plan for EU”** of the uP_running project.

The main objective of this document is to develop an advocacy campaign for the rightness of the cause so as to engage government, businesses and large institutions to correct barriers and influence decisions through political or legal actions.

“Advocacy is a strategic series of actions designed to influence those who hold governmental, political, economic or private power to implement public policies and practices that benefit those with less political power and fewer economic resources (the affected group)”

Advocacy starts from the deeper understanding of the Agrarian Pruning and Plantation Removal (APPR) framework gained through sector analysis and strategic plans, demonstrations of new value chains and success cases analysis. The advocacy strategy has to be built on a strong evidence-base. Then, advocacy will be an ongoing process where support and understanding of engaging actors will be built incrementally in order to change attitudes, policies and practices.

Agrarian Pruning and Plantation Removal (APPR): Residual wood biomass obtained from pruning operations and from trees removed at the end of the plantation lifespan, in both specialized plantations and orchards, optionally useful in renewable energy generation, especially heat and power.

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2 METHODOLOGICAL APPROACH

Advocacy actions for EU will be oriented to place the main messages and demands in hands of policy makers and other key players needed to promote the take-off of APPR wood utilisation. This will be achieved by the methodological approach that was defined at the beginning of the project.

The methodological approach is composed by four steps. The first one is Partnership Building, the second one is a Research on the Opponents and the Climate of Opinion, the third one is the Development of a Common Advocacy Strategy and the Production of Key Messages and the fourth one is the Selection of Suitable Advocacy Tools.

2.1 Partnership building (or identification of policy makers at EU level)

The starting point of the advocacy actions at EU level consists in building partnership, which is, in other words, the identification of the policy makers, decision makers, opinion leaders, actors, organisations, authorities at European level that are susceptible to embrace that APPR use-to-energy is possible. Partners will share uP_running vision and goals with these stakeholders, so they can contribute to meet the project objectives, to make decisions, and to strengthen our advocacy initiatives.

From a global point of view, partnerships are important because they can provide uP_running with:

- Building reputation: help to provide credibility to the cause
- Filling the gaps: bring additional expertise, skills and resources
- Building capacity of all partners: enable to share experience and lessons learned
- Strength in numbers: add to the number of organisations actively working on the issue and amplify the message.

During the implementation of the other activities of the project, the following potential actors were detected at EU level, for which advocacy actions can be implemented and stress that biomass is a very powerful tool for rural development:

1. European Farmers and European Agri-Cooperatives (COPA-COGECA)
2. The European Council of Young Farmers (CEJA)
3. European Biomass Association (AEBIOM)
4. Civil Dialogue Groups (that assist the Commission and help to hold a regular dialogue on all the matters related to the common agricultural policy, including rural development and its implementation)
5. Directorate General for Agriculture and Rural Development (DG-AGRI)
6. Directorate General for Environment (DG-Environment)
7. Directorate General for Energy (DG-Energy)
8. Members of the European Parliament (MEPs)

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2.2 Research on the opponents and the climate of opinion

At this section the opposing voices will be reported because they can create a negative environment and messaging. The opposing voices, their arguments and messages should be identified. In this way, the type and degree of opposition can be anticipated and messages can be focused on disputing such arguments based on case studies or numerical data.

The main arguments identified so far are:

- Why to use biocommodities instead of bioenergy
- Composting (contribute to soil organic matter) is preferred to energy
- Composting is preferred to energy because of the air emissions from the boilers

2.3 Develop a common advocacy strategy and produce key messages

A series of messages have been produced in the framework of the project, resulting from the deep elaboration of the analysis of the visions and solutions that stakeholders expressed at regional, national and EU level regarding the take-off of the bioenergy sector, especially APPR biomass. These key messages are listed hereinafter; more details and figures can be found in public deliverable D2.3 “Policy Guidelines and Roadmap” (available on the [project website](#)).

Key messages:

1. “Climate Change is the absolute planetary priority to be tackled”
2. “Bioenergy and solid biomass are playing a very crucial role in contributing in the EU energy mix”
3. “Impressive, unexpected and largely distributed is the amount of energy potentially obtainable from APPR in Europe”
4. “Energy value chains based on solid biomass are climate friendly energy solutions and can effectively save large GHG emissions”
5. “APPR kind of biomass represents a side-stream feedstock and a supplementary energy source to be used sustainably, but also plentifully and successfully”
6. “Solid biomass from APPR is a cost competitive kind of energy carrier”
7. “Energy value chains based on the APPR kind of biomass define a virtuous social-economic model that can be properly applied in promoting rural development at local level”

These messages are supported by recent and contrasted data and figures, with their respective sources.

2.4 Selection of Suitable Advocacy Tools

A variety of advocacy tools can be used in order to convey the messages at EU Level. It is always positive to reinforce the messages by providing materials that meet the informational needs of the

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various audiences. Advocacy tools and products can include a range of printed or visual material such as:

- Presentations
- Public speaking in events
- Lobbying
- Factsheets (statistics), information sheets
- Social networks
- Brochures and posters
- Pictures and videos
- Success stories and case studies
- Personal communication – face to face meetings
- Emails and Newsletters
- Communication with journalists

3 ADVOCACY ACTIONS ALREADY IMPLEMENTED AT EU LEVEL

At EU level, uP_running was presented in several events, making a strong promotion of APPR use-to-energy and policy recommendations to EU institutions:

- In November 2017, CIRCE, supported by HPK, presented uP_running at the Civil Dialogue Group of the Olive Oil Sector in Brussels.
- In April 2018, UFG, supported by HPK, presented uP_running at the Civil Dialogue Group of Wine Sector in Brussels.
- In April 2018, CIRCE, UFG and HPK meet with MEP office and the European Network for Rural Development (ENRD).
- Partners also attended several meetings with COPA-COGECA experts and its Director of Rural Development, MEP office assistant and ENRD representative.
- On the 17th of May 2018 the Croatian Chamber of Agriculture together with other partners of the uP_running project organized a workshop with the support of the Croatian member in the European Parliament, together with an Italian member in the European Parliament, and hosted representatives of the European Commission, colleagues and representatives in the European Parliament. The purpose of this event was to highlight the importance of using pruning residues, the opportunities that these residues offer and their potential.

More specifically, at this workshop the European strong potential of APPR residues was presented in order to evidence how its use is connected and an opportunity to rural development, bio economy and circular economy, and can be utilised respecting air quality and sustainability, whilst contributing to the development and growth in agricultural and energy sectors.

The aim was to explain the framework, realistic cases, keys for success, influencing regulations and framework conditions, real opportunities, and needs, all of them gathered through the consultation with stakeholders, policy makers and sectorial platforms in 7 EU



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countries, synthesized for this workshop in form of recommendations relevant for favouring a larger use of these resources.

It was targeted to policy makers from different EU institutions and countries and the idea was the interaction and the exchange of innovative ideas to exploit agro-residue biomass as one of the means to achieve EU energy independence and meet the objectives of EU2020 Strategy.

The main messages of this event were:

- Setting ambitious bioenergy targets
- Fostering biomass mobilization and securing its supply
- Favouring profitable and stable investments in the bioenergy sector
- Simplifying and harmonizing administrative procedures
- Promoting an intelligent and flexible financial support
- Supporting industrial leadership and technological development
- Phasing out from fossil subsidies through Carbon pricing
- Targeting effective technologies, value chains and business models
- Solid fuel quality standards, fuel flexibility, eco-design and retrofitting technologies

Number of attendees was 39 (including 5 members from European parliament), mainly policy makers from different EU institutions and countries. The interest of the members of the European Parliament attending the workshop and of the policy representatives was very high and the discussion finished with many concrete conclusions. The European Commission gave information that they would like to change direction and focus more on small and medium innovative value chains in order to build industrial heating plants. Also, in the new period 2020-2027, European Commission plan to distribute 10 billion euros in Horizon 2020 for agricultural sector, therefore a relevant MEP proposed that this kind of initiatives and projects need to have more space in new legal acts and budget.

Furthermore, networking is implemented on a continuous basis with representatives of COPA-COGECA mainly through personal meetings, telephone communications and e-mails.

On the other hand, partner Croatian Chamber of Agriculture (HPK) suggested to the EIP-AGRI to develop new Research priority when it comes to the creation of Operational Groups, Focus Groups or general topics and challenges to be better tackled in the future: “Potential innovative actions and ideas for better use of agricultural waste and residues in order to add value farmers income and growth jobs in rural areas”. The final decision of acceptance or not of this proposal will be announced.

uP_running also gave amendment on Opinion of the Committee on the Environment, Public Health and Food Safety for the Committee on Agriculture and Rural Development on the future of food and farming. Document under recommendation 49. Considers that the CAP must include an ambitious European green energy strategy promoting highly sustainable biofuels based on the co-production of plant protein; the CAP should also encourage the use of agricultural waste and

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residues for bioenergy as an additional support to rural areas and farmers. It was voted by the European parliament members on April 30, 2018.

uP_running gave amendment on Committee on Agriculture and Rural Development Report on the future of food and farming. This report considers:

- Recommendation 49. That the CAP should also encourage the use of agricultural waste and residues for bioenergy as an additional support to rural areas and farmers;
- Recommendation 102. Considers that the greater use of field residues as a renewable, efficient and sustainable source of energy for rural areas should be supported and promoted;
- It was voted by the European parliament members on May 22nd 2018.

Last, but not least, APPR biomass is being introduced in the new standard ISO 17225-9 dedicated on industrial wood chips, which will allow an appropriate definition of APPR properties in view of increasing consumers' confidence in this kind of biomass.

4 NEXT STEPS

In the framework of the implementation of the advocacy plan at European Level some more actions are foreseen up to the end of the project.

INASO-PASEGES will continue to communicate the outcomes of the project in COPA-COGECA, as well as to its members. This will be achieved by personal meetings and also by an informative letter. It has to be reminded that COPA-COGECA has expressed its interest in the projects and its results at the initial stage by submitting a letter of support.

In addition, a specific workshop has been foreseen orientated to agrarian and non-agrarian EU players. This workshop will be implemented on 20-21 September 2018 at the Charlemagne building, Room MANS (Sicco Mansholt), Brussels. The Commission has invited the consortium to present the uP_running at the Workshop of the European Commission, DG Agriculture and Rural Development on *“Best practices in integrating primary producers (farmers and forestry owners) in the BIOECONOMY value chains and boosting the development of the BIOECONOMY in rural areas”*. The opening speech will be given by EU Commissioner for Agriculture and Rural Development.

The aim of this workshop is to give an overview of positive activities around Europe in order to give ideas to the representatives from national Ministries of Agriculture and to prepare them for the scopes of the national bio-economy strategy. uP_running project has been invited to present positive examples of APPR value chains, calculations, recommendations, technical aspects and concrete solutions that national authorities should put in their strategies as well as to the future budget of CAP.

Finally, the project consortium will seek other events and opportunities in European level in order to promote the uP_running project and to implement advocacy actions.

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5 CONCLUSIONS

The advocacy plan for EU has been created with the aim to place the main messages and demands in hands of policy makers and other key players needed to promote the take-off of APPR wood utilisation. The methodological approach is analysed in this document so as to explain the framework that the advocacy actions will be implemented at EU level.

The advocacy actions at EU level that the uP_running partners have already undertaken have been reported, as well as some future activities with the aim to promote that the exploitation of agro-residues biomass can help to achieve the EU energy independence and the objectives of EU2030 strategy.