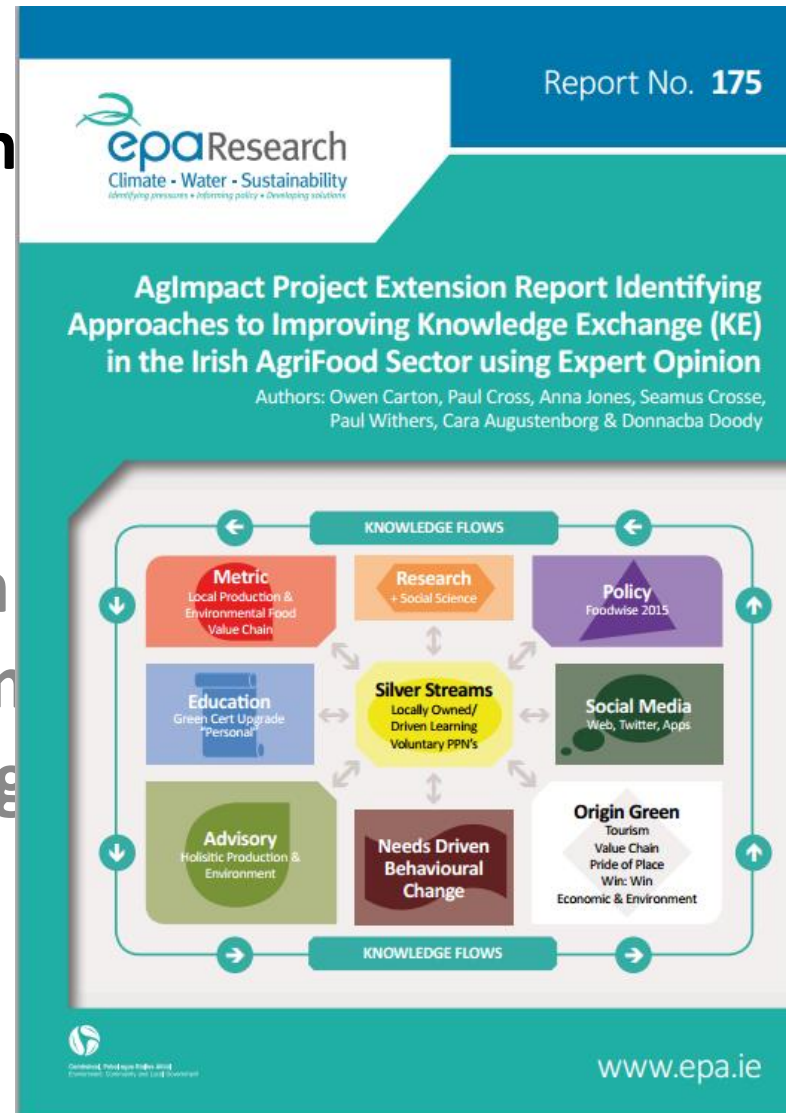


“Enhance

in Rural

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Seamus
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Doody



Acknowledge Expert Opinion

- M. Archbold, EPA
- Eric Long, CAFREE, NI,
- Terence Patton, DARD
- Liam Stack, Dairygold
- Bernie O'Flaherty, Monaghan Co. Co.
- Patricia Torpey, DAFM
- Donal Daly, EPA
- Pat Byrne, EPA
- Tom O'Connell, Teagasc ACP Advisory
- Paul Devine,
- Chris Stoate, Game & Wildlife Conservation Trust
- Catherine Watson, AFBNI
- Ray Spain, SERBD
- Katrina Mackintosh, QUB
- Tadg O'Mahony, EPA
- Eadoin Joyce, Irish Water
- Gill Gallagher, Devenish
- Paul Murphy, UCD
- Gerard McCutcheon, Teagasc, Pig Development Unit
- Paddy Savage, DARDNI
- Kieran McCavana, NIRA
- Alice Murphy, Irish Water
- Kevin Murphy, Farmer
- Brendan Horan, Teagasc, Research
- Ger Shortle, Teagasc, ACP Manager
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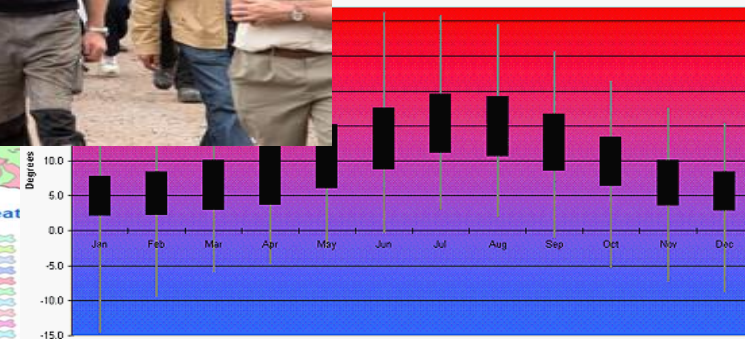
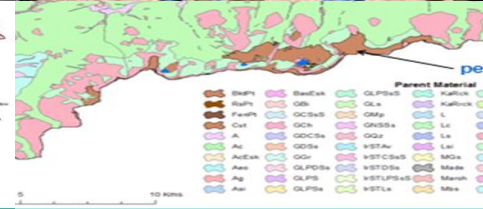
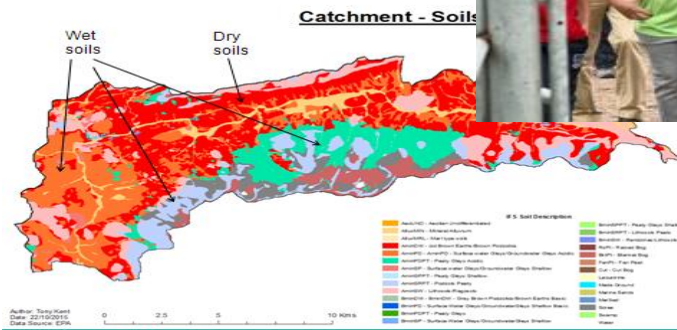
And the 87 Survey Respondents

The Sustainable Intensification Challenge

Production Efficiency

Environmental Performance

Integrated
Production &
Environmental
objectives



Outcome:
Sustainable Intensification (SI)

Project Objective

“to identify potential approaches
for a more integrated model to
improve knowledge exchange (KE)”

Aglm

What
required on mitigating
the impact of agriculture
on water quality in
Ireland?

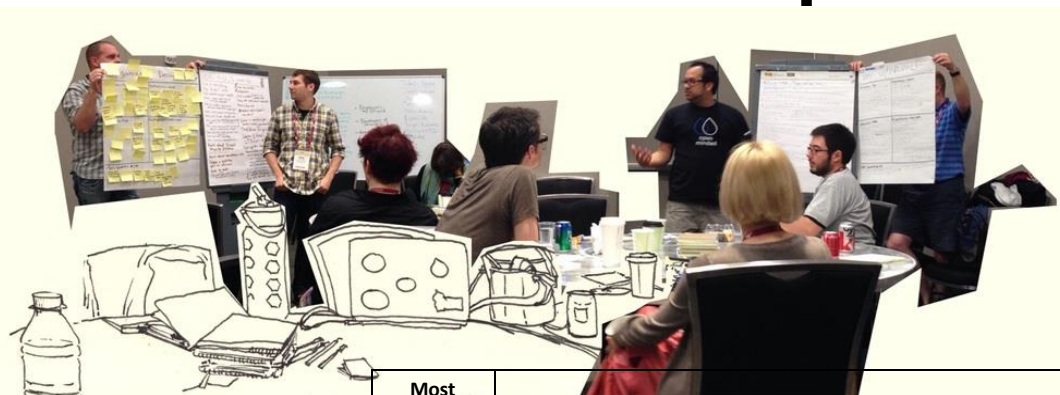
Food Wise 2025
Going For Growth

WFD

Project Approach

Two Workshops & on Line Survey

Workshop 1

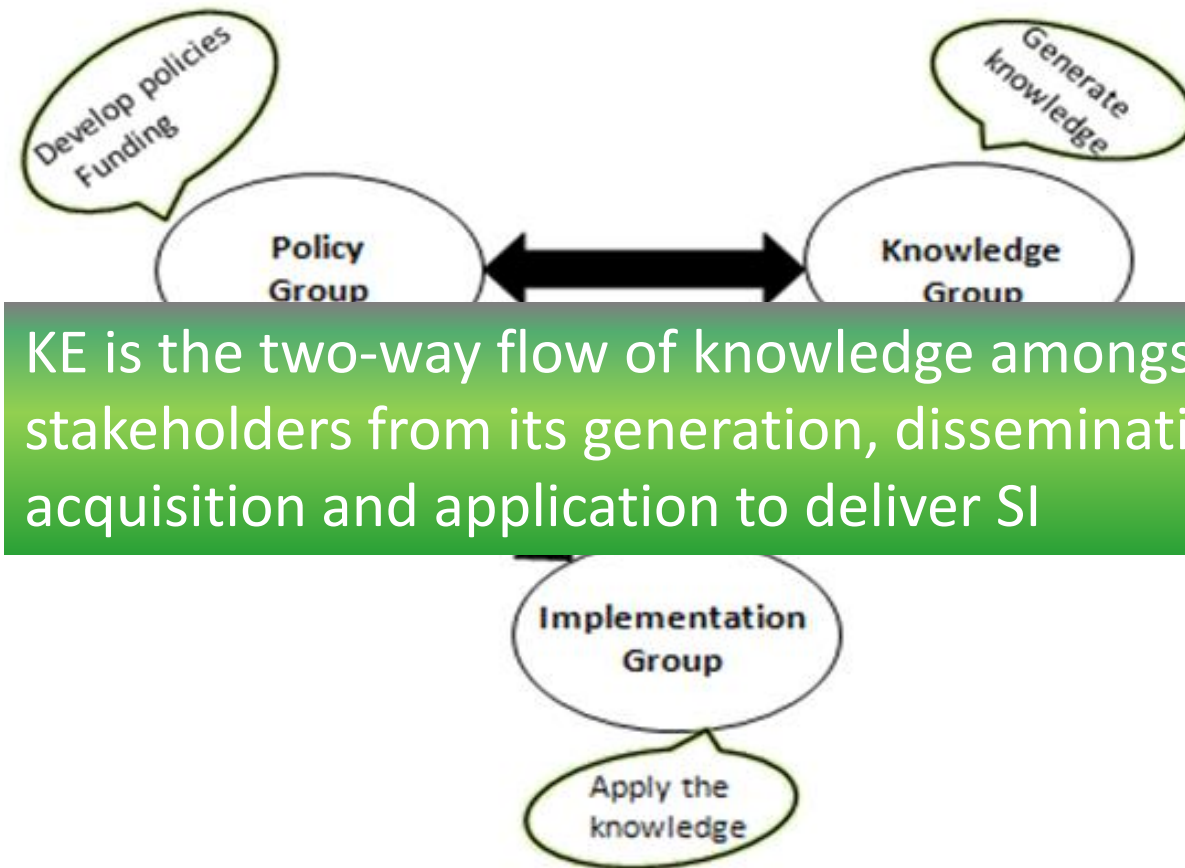


Most Important		Least important
<input type="checkbox"/>	Involve stakeholders in developing a common and agreed vision of national sustainable intensification	<input type="checkbox"/>
<input type="checkbox"/>	Define SMART, measurable objectives of sustainable intensification for both agricultural production and environmental goods and services	<input type="checkbox"/>
<input type="checkbox"/>	Work with farmers to identify and overcome existing communication issues, agricultural concerns and priorities for implementing sustainable intensification	<input type="checkbox"/>
<input type="checkbox"/>	Develop an action plan for sustainable intensification implementation at catchment / community level, including goals and mechanisms for delivery	<input type="checkbox"/>
<input type="checkbox"/>	Customise the range of innovation support measures to reflect the natural, social and demographic characteristics of the target area (i.e. there is no one size fits all solution)	<input type="checkbox"/>

Workshop 2



Knowledge Transfer (KT) vs Knowledge Exchange (KE)

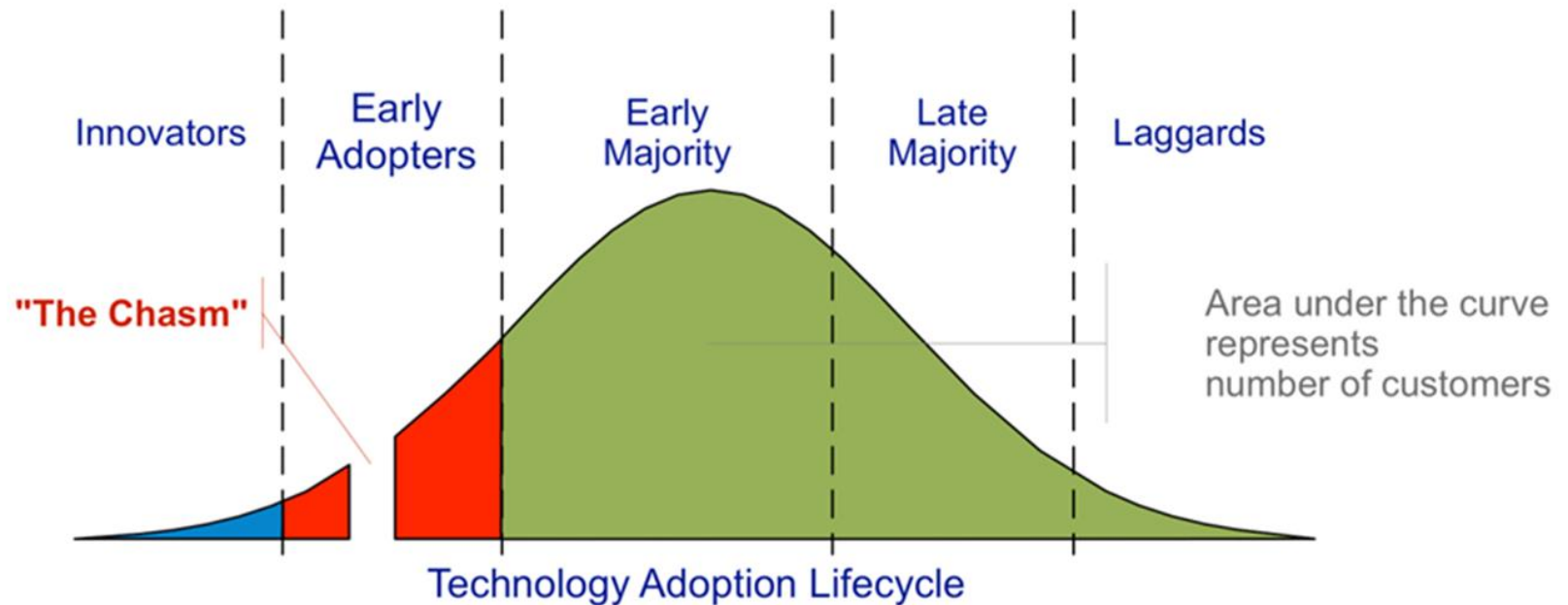


KT

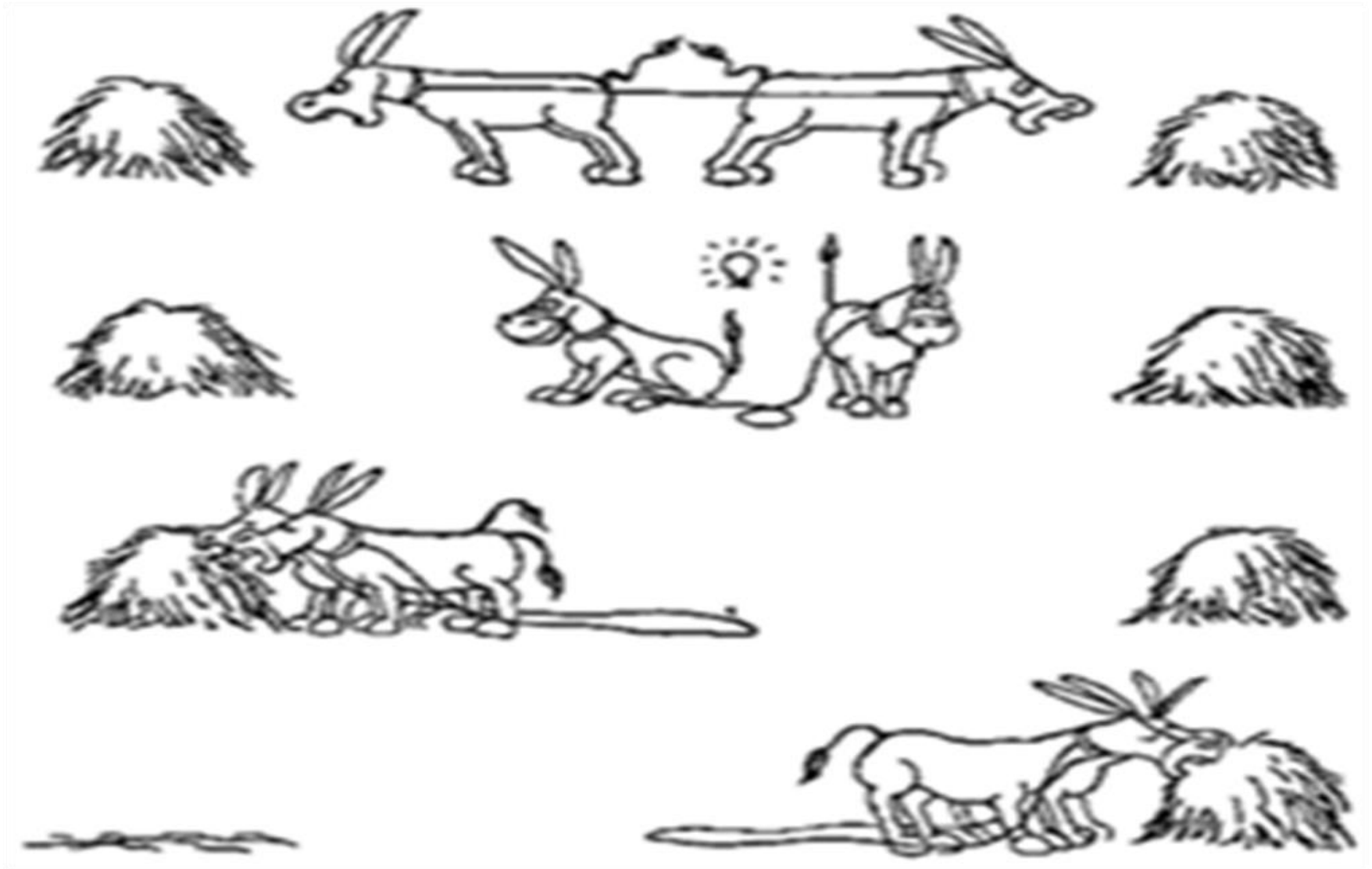
The Three Groups

- “Policy Group”: The policy development (high level) group that includes Government Departments, their agencies (e.g. Teagasc, EPA, Bord Bia, National Parks and Wildlife Services), universities, senior representatives of farmers, processors and consumers. They develop the policies, provide direction, funding and create the KE operating environment.
- “Implementation Group”: This group has the same stakeholders as the policy group but are the active “on-the-ground” participants in the exchange and application of the knowledge at either regional, local/community or farm level.
- “Knowledge Group”: The stakeholders are those involved in knowledge generation, acquisition, procurement, dissemination and funding. It generally includes government departments, universities, colleges, research organisations, commercial companies, third level educators and entrepreneurs.

Another Variable



Workshop Outcomes



Summary

1. Work with Farmers to identify and overcome existing communications issues

Work with farmers to identify and overcome existing communications issues

Develop an action plan for SI implementation

Involve stakeholders in developing a common and agreed vision of SI

Employ dedicated agri-environmental advisors to support farmers

Develop a national network of relevant advisory bodies and professional bodies

Customise the range of innovation support

Develop new ways for "farm to fork"

Develop an ongoing communication programme to share information

Define SMART, measurable objectives of sustainable innovation

Develop lifelong educational programs for all stakeholders

Develop an inventory of existing innovation and knowledge exchange measures

Develop SMART metrics

Address the negative perception of legislation by explaining the benefits

Create a new role(s) of knowledge translator

Broaden the coalition of stakeholders

4. Employ dedicated agri-environmental advisors to support farmers

15. Broaden the coalition of stakeholders

Measures



Citizen science initiatives to promote KE between implementation and knowledge groups.

Discussion groups, champion farmers, new ways of encouraging farmers talking to farmers... stakeholders involved in identifying measures and metrics..



Demonstration initiatives to create curiosity, learning & knowledge demand among stakeholders



Workshop 2 Outcomes

Steps in the Integrated Catchment Management Process ¹	
1. Build Partnerships	<ul style="list-style-type: none">• Identify key stakeholders• Identify issues of concern• Conduct public outreach
2. Create and communicate a vision of ICM	<ul style="list-style-type: none">• For example: A healthy, resilient, productive and valued water resource, that supports vibrant communities.
3. Characterise the Catchment	<ul style="list-style-type: none">• Gather existing data and create a catchment inventory• Identify data gaps & collect additional data, if needed• Analyse data• Identify causes and sources of pollution

More balanced “bottom up and top down KE approach”.



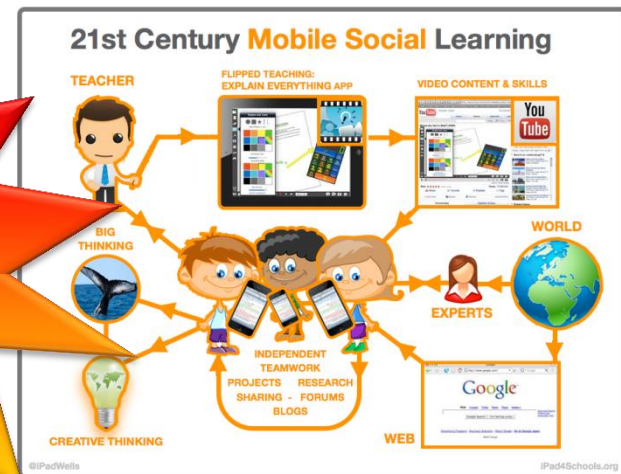
Figure 4: Bottom-up approach: The figure shows bottom up approach, which is about empowering the community and giving them a voice, rather than top-down model, where the message is from an external source.

Education
Green Cert Upgrade
"Personal"

**Education
is the basis of higher
innovation rates & leads to
higher rates of tech adoption.**

**LIFELONG
LEARNING**

**All
Stakeholders**



**Making full use of ICT to enhance the
communication strategy between and within
the groups.**

Metric

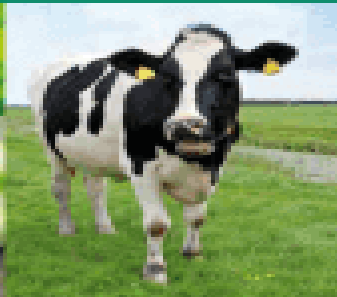
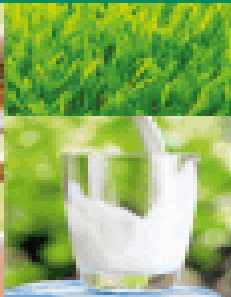
Local Production &
Environmental Food
Value Chain

SMART Metrics



The Dairy Carbon Navigator

Improving Carbon Efficiency on Irish Dairy Farms



The Farm Carbon Navigator was developed by Teagasc and Bord Bia as an advisory tool to support the Sustainable Dairy Assurance Scheme (SDAS).
www.gas.bordbia.ie



Advisory



Advisory
Holistic Production &
Envir

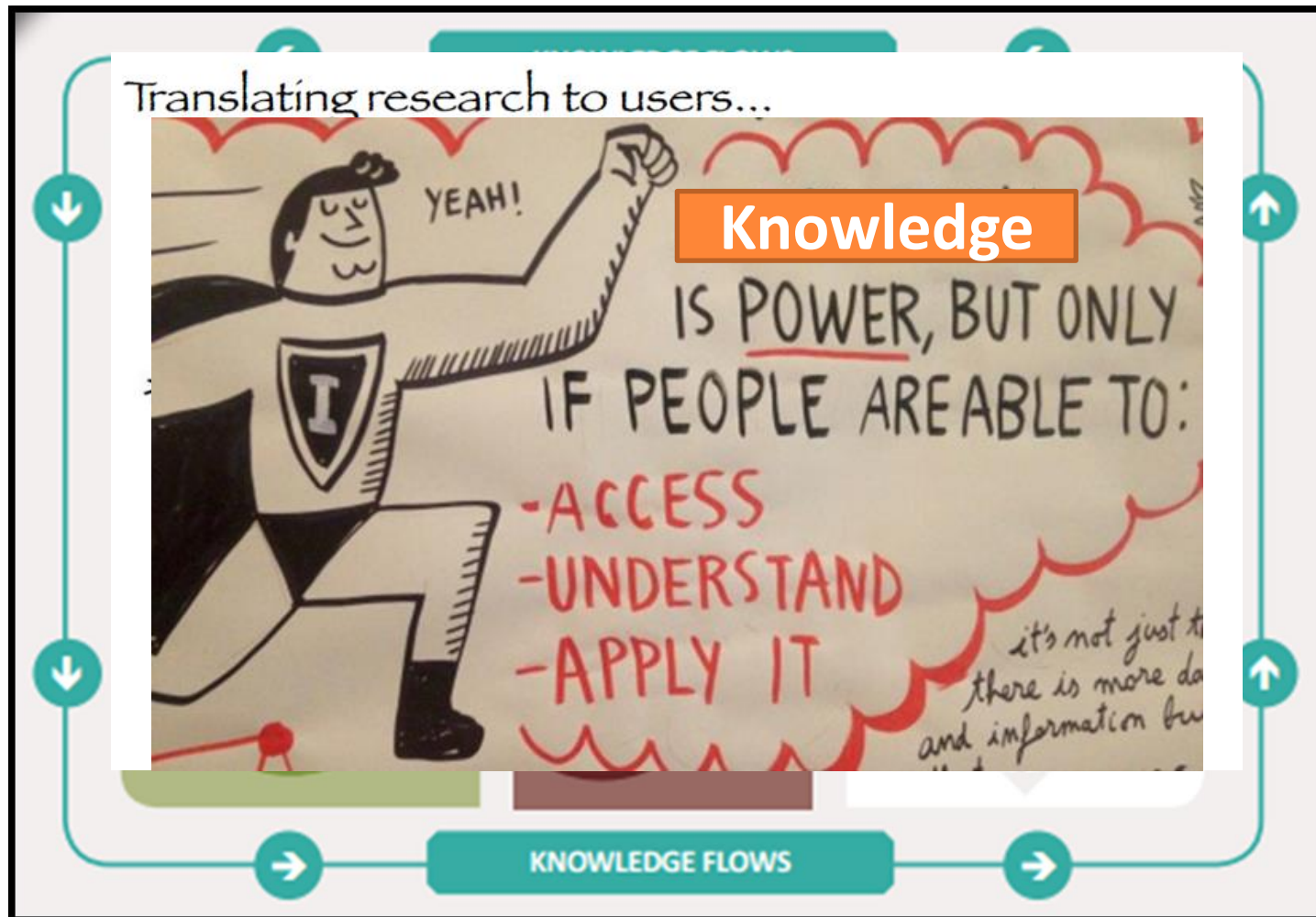
4. Employ dedicated agri-environmental advisors to support farmers

“Essential role of this relationship emphasised”

Bottom UP



Knowledge Flows



Characteristics of successful stakeholder involvement

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or

Thank You



M. Archbold, EPA
Eric Long, CAFREE, NI,
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