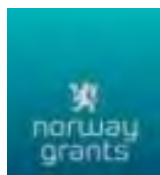




# Fundația ADEPT Transilvania



Protecting Romania's unique high-biodiversity landscapes and the small-scale farming communities that have created them



Fundația Orange



# The high-biodiversity farmed landscape of Southern Transylvania is a European treasure.

Tens of thousands of hectares of grassland and forest habitats, and many species, protected at European and global levels

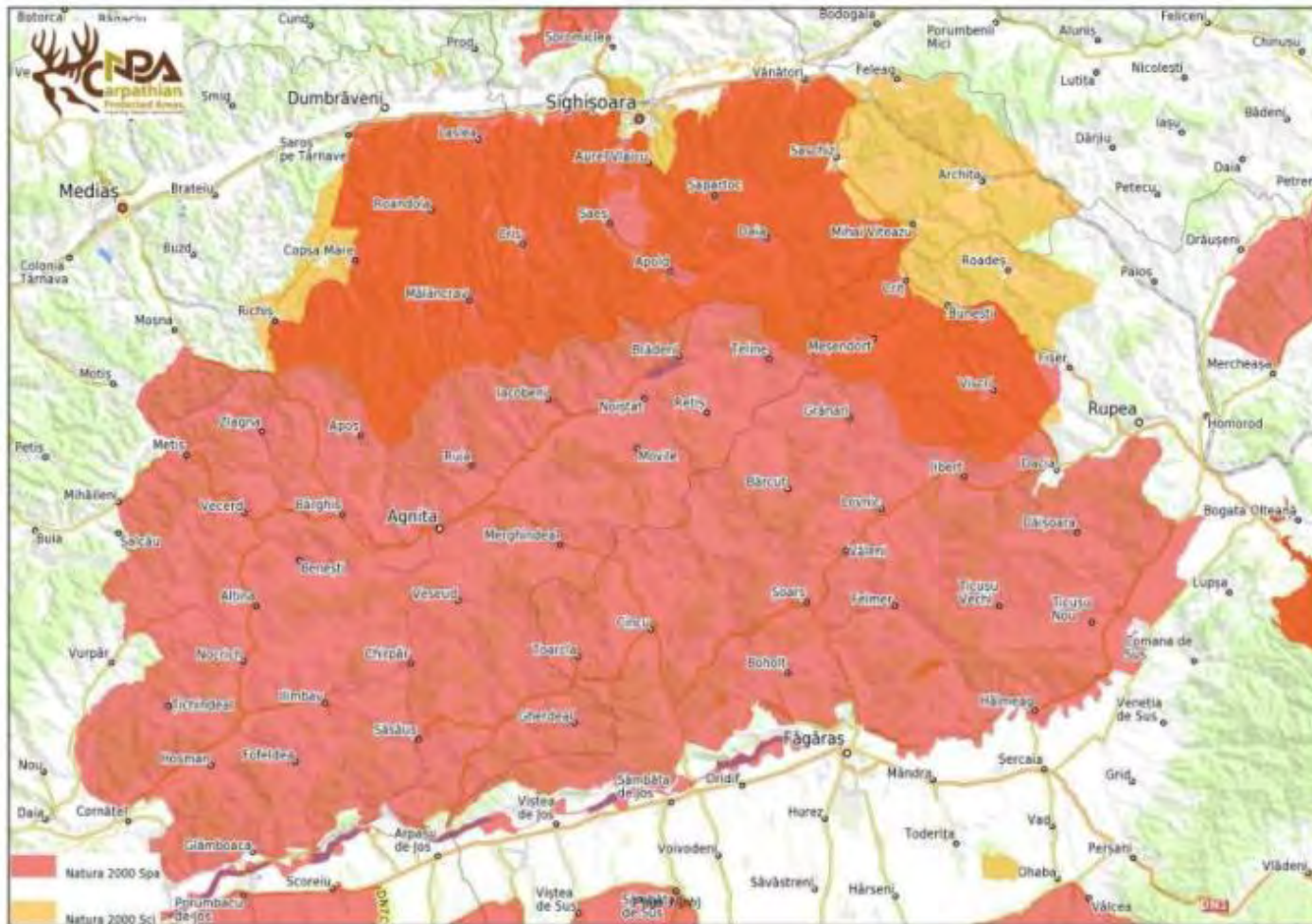




.... one of Romania's largest farmland  
SCI/Natura 2000 sites



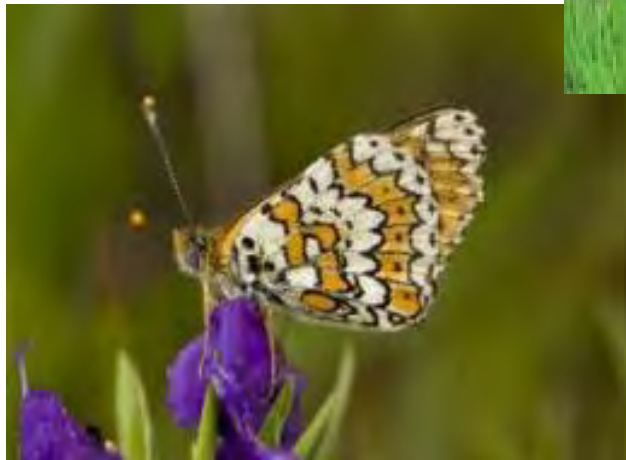
In addition, ADEPT responsible for grassland management and relationships with farmers in 250.000ha area, 44 communes, 240 villages, over 200.000 people



Some of the most important wildflower-rich lowland haymeadows in Europe ...



...with associated wildlife of European importance

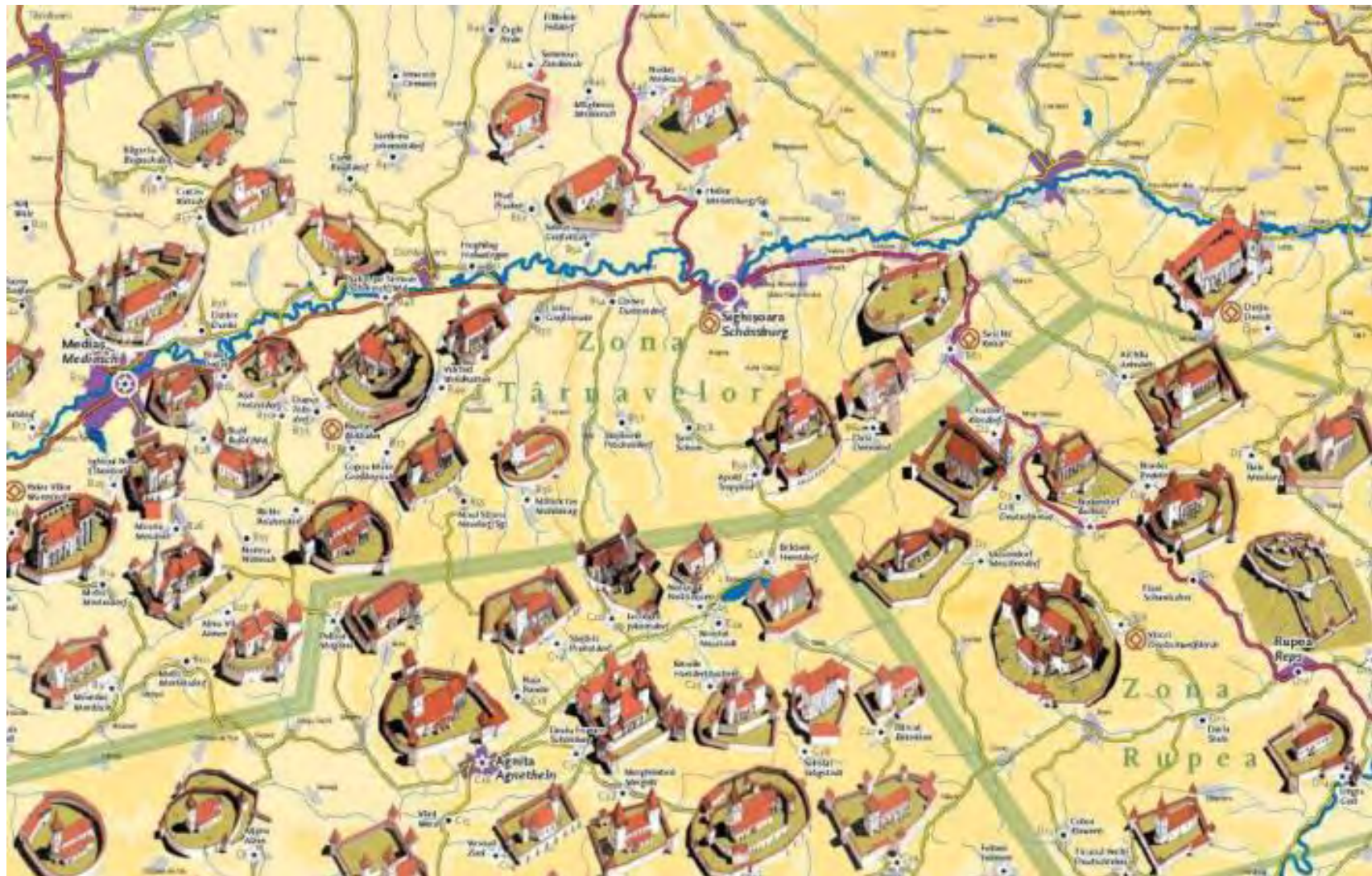


# High Nature Value farmed landscape – mosaic and connectivity characteristics



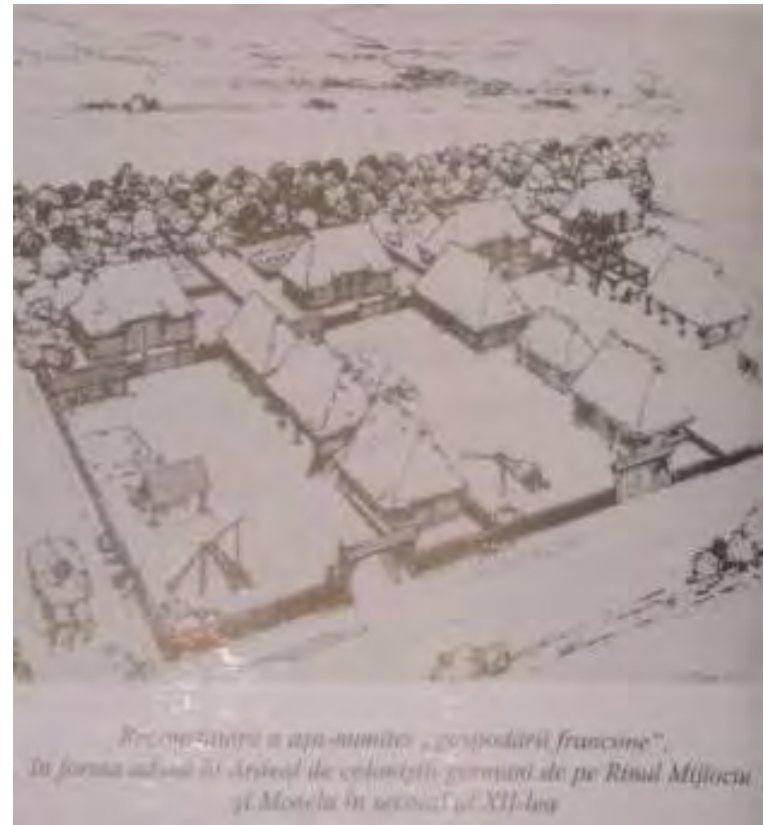


This is a cultural landscape also. Villages, land management and nature have maintained their balance





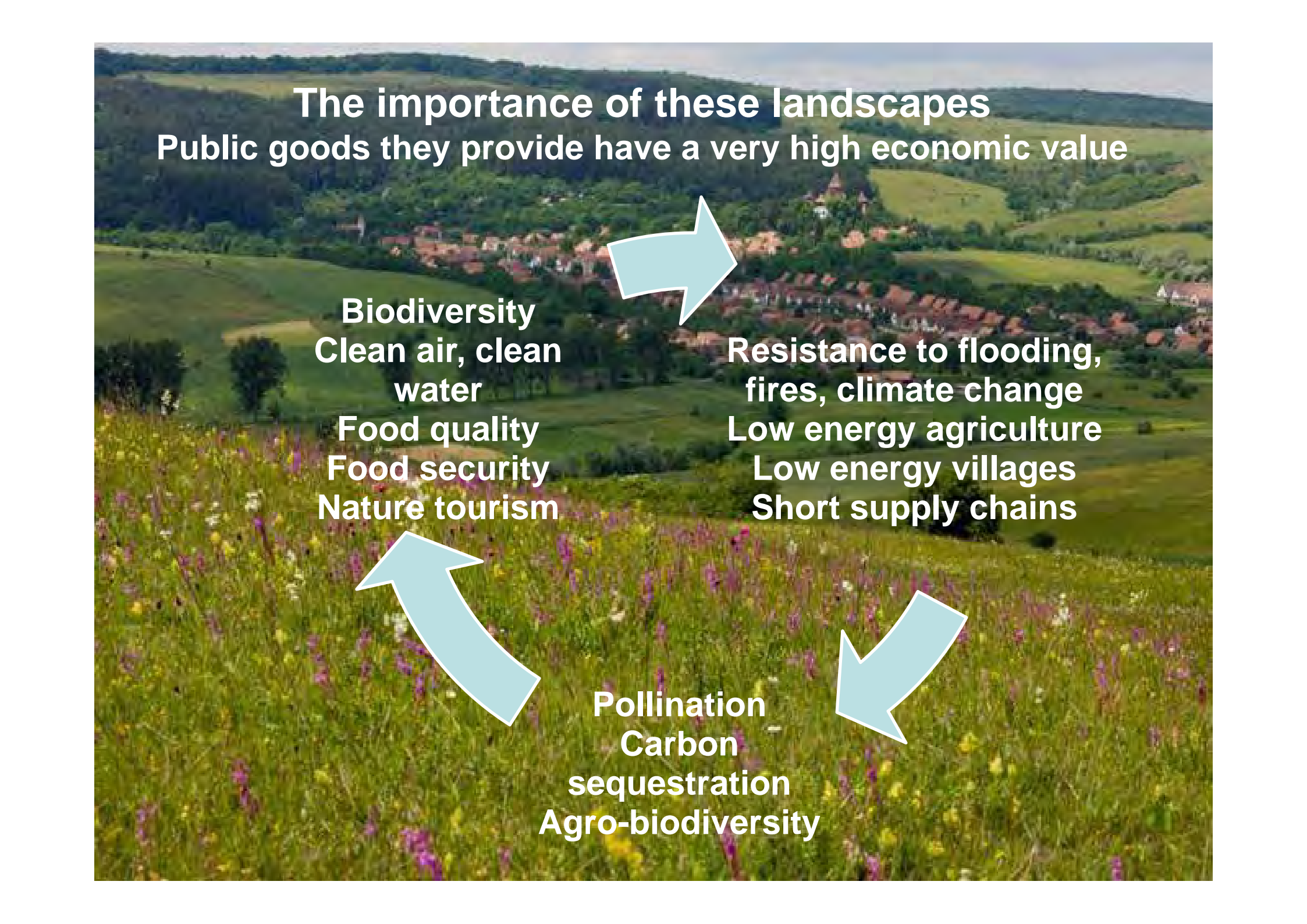
*Cincu în timpul construirii bazei și zărilor*



*Reconstruirea a spațiului „gospodăriei francone”,  
în jurul adunării în Ardeal de colonizatori germani de pe Rîsul Mîjlociu  
și Motelu în secolul al XII-lea*



Villages have maintained their  
mediaeval urban plans  
and farm layouts from 12<sup>th</sup>  
century to today



# The importance of these landscapes

Public goods they provide have a very high economic value

**Biodiversity**  
**Clean air, clean water**  
**Food quality**  
**Food security**  
**Nature tourism**

**Resistance to flooding, fires, climate change**  
**Low energy agriculture**  
**Low energy villages**  
**Short supply chains**

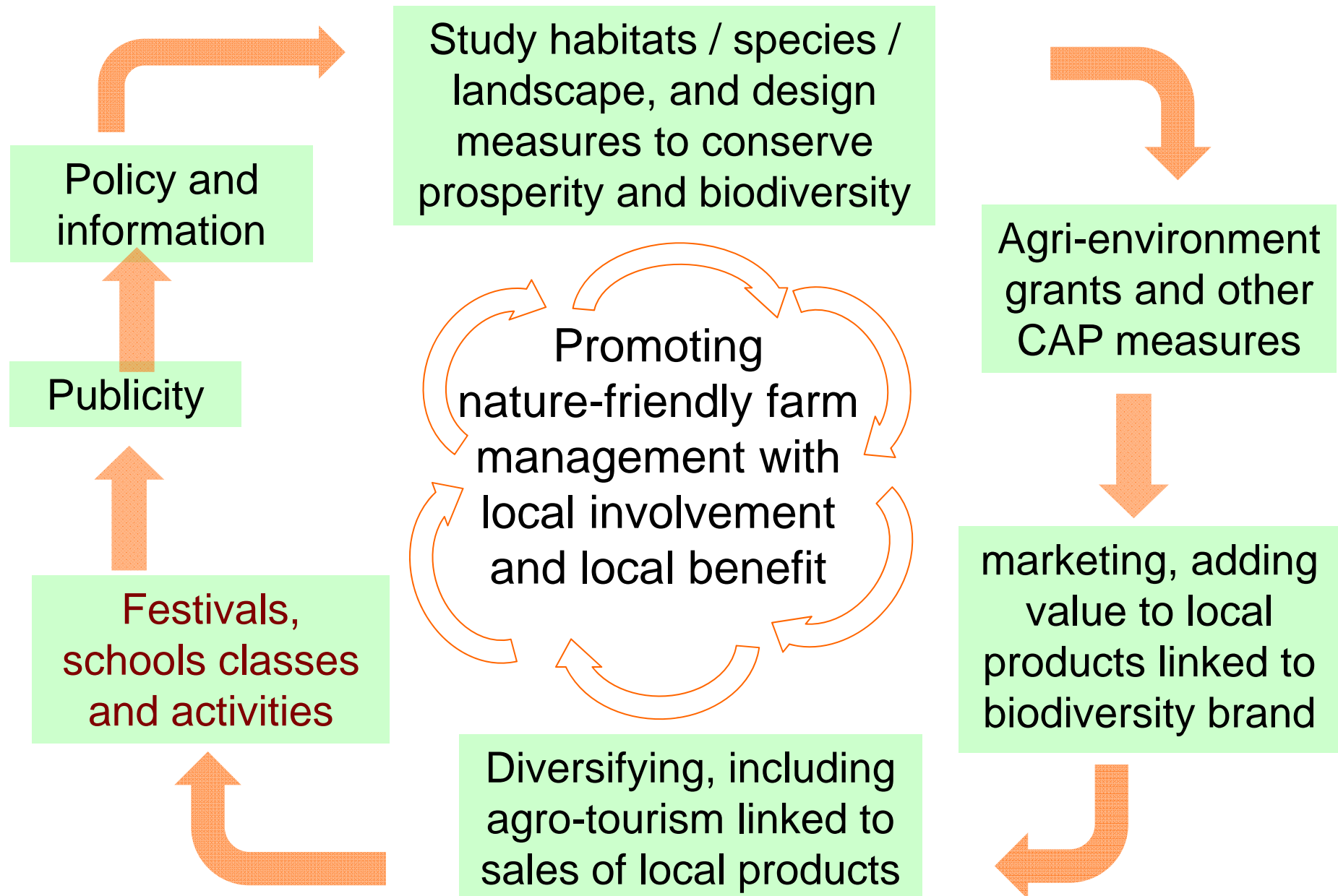
**Pollination**  
**Carbon sequestration**  
**Agro-biodiversity**

# The story of ADEPT 2004-2014

- Evolution of a local NGO .....during the past 10 years, ADEPT has grown from a local project, to an NGO with national and European influence
- How? Our ability to influence policy is derived from our practical experience on the ground. We try innovative solutions on the ground in immediate response to practical problems as they arise .... and then present these solutions as models at EU level
- What are we most proud of? ....proud to be a BOTTOM-UP initiative working for thousands of small-scale farming families ..... GIVING THEM A VOICE that they did not have before



# ADEPT' s integrated programme



# Example of integrated project: STIPA: Saving Transylvania's Important Pastoral Ecosystems



Dates 01/10/2010 – 30/09/2013

Total budget €356.330

## Partners from Private, Academic, NGO and state sectors



Agriculture University Cluj



Babes Bolyai University Cluj



Ministry of Agriculture  
and Rural Development



Romanian Lepidopterological  
Society



Saschiz Town Hall  
Tarnava Mare  
Local Action Group



Progresul Silvic: area  
administrator



Brielmaier Motor-mowers

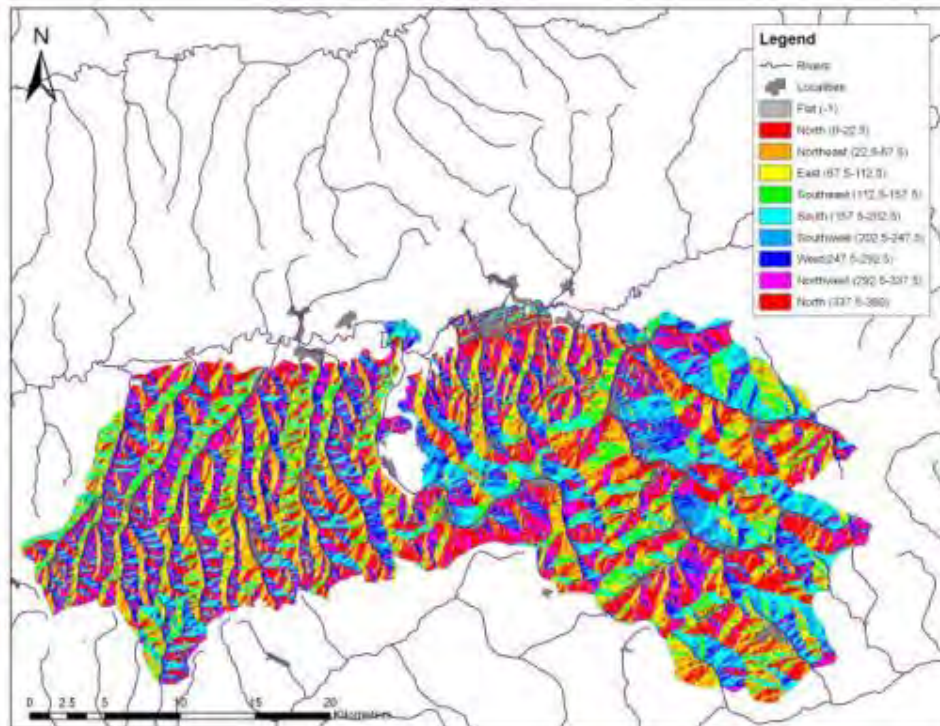


Orange Romania

# Innovation 1: Field assessments of 30,000ha in 2 years, with only 4 Botanists! How ?

Innovative mapping system developed working with institutes and universities

- Maps prepared using contours of 30m and 5 m to assist location of target habitats based on aspect, inclination.
- Detailed GIS mapping identified 6000 surfaces with correct aspect/inclination as potential target habitats = 6.000 ha. Field testing showed 90% accurate
- Working with the MADR: LPIS



## Innovation 2: modern walk-behind mechanical mower

After mapping, we restored large areas using innovative machinery developed by Martin Brielmaier



With Cluj Agriculture University (USAMV) we helped farmers by combining modern equipment with traditional management

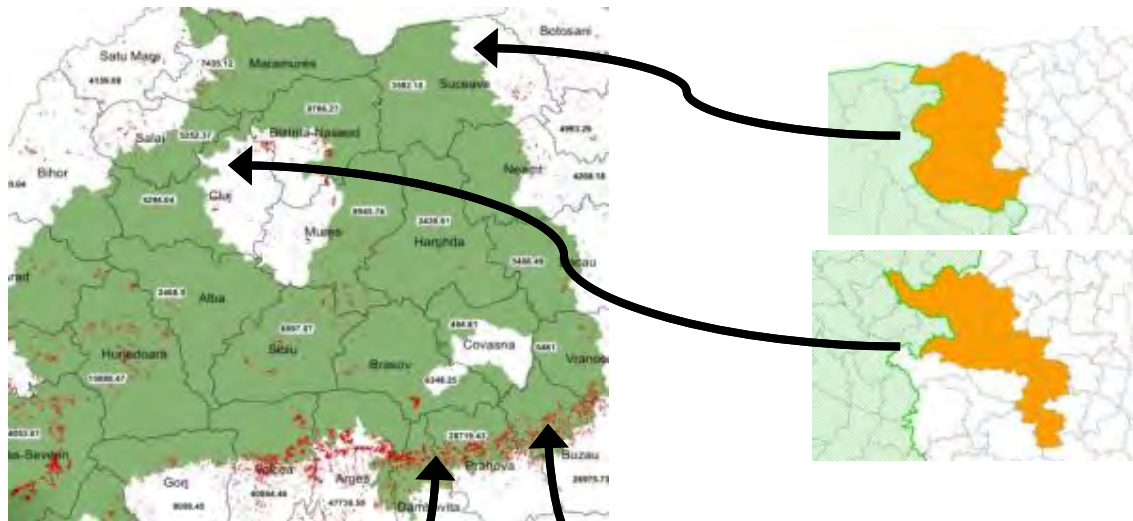




## Innovation 3: development of new AE payments

Working directly with the Ministry of Agriculture and university specialists, we have successfully proposed new agri-environment measures effective from 2012. Impact: over 400,000 ha eligible: millions of Euros support for small-scale farmers

1. We justified butterflies as umbrella species for damp grassland conservation, making an additional 26 communes eligible



2. In cooperation with bird and butterfly NGOs we justified eligibility of 195.000 ha of extensive orchards

# Forest certification



- 18.000 ha of forest – Forest Stewardship Council assessment and first certification paid for by ADEPT
- Encourages owners and administrators to work more closely together

## Impact:

- better prices for wood produced under sustainable management by forest owners and administrators.
- Town Halls exempt from environmental taxes and so can spend budget on other community projects (e.g. infrastructure).



# Innovation 4: innovation in marketing

- Farmers markets



- New products



- Elite products

- Apps



- Area branding identity



- SMS

- Farmer associations



- Mountain bike trails to link producers and guest houses



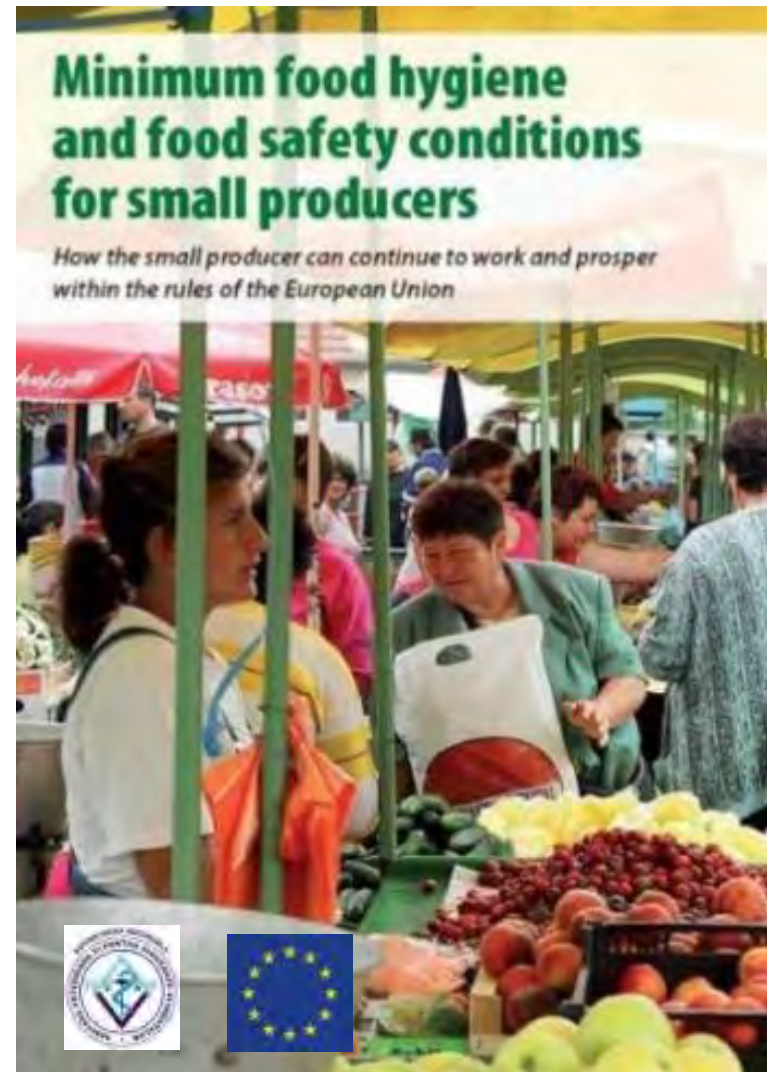
# Clarifying EU regulations which can otherwise damage small-scale farmer viability

Clarification so that authorities have the confidence to apply flexible approach to small-scale producers

- Booklet with clear information for farmers, producers and for food inspectors
- Now used by hygiene authorities as a standard document in Romania. EU Commission wishes to replicate.

## Impact:

- better links between hygiene authorities and small-scale producers.
- Small-scale producers can continue to operate under more flexible approach from hygiene inspectors.





# Processing unit developed using minimum conditions for small-scale producers

Village processing units authorized at minimum standards are already being replicated in other areas.

Full design plans for the model food unit will be published in a manual for free distribution to other interested communities.

Fermele mici de subsistență și semi-autosuficiență sunt de o importanță atât de mare pentru țara noastră, prin care o mare parte din populația noastră trăiește în mod de subsistență.

Ghidul de față se adresează atât celor care practică deja agricultura agricolă, dar și celor care doresc să se informeze, să se pregătească și să înceapă să lucreze în agricultură. Acest ghid este destinat atât producătorilor mici și mijocii, cât și celor care doresc să se pregătească pentru a deveni producători de produse agricole.

Producția	Procesarea
<p>Tractor, mașină agricolă, autoghidare, servomotor, etc.</p>	<p>Procesarea fructelor și legumelor, etc.</p>
<p>Sistem de certificare și etichetare în România.</p>	<p>Procesarea laptei și a produselor lactate, etc.</p>
<p>Agricultura ecologică și agricultura biologică.</p>	

### Procesarea fructelor și legumelor

Tratamentul de fructe și legume prin gătit, congelare sau alte procese de conservare este o activitate importantă în țara noastră și este realizată în mod tradițional în gospodăriile rurale. Acest ghid este destinat atât producătorilor mici și mijocii, cât și celor care doresc să se pregătească pentru a deveni producători de produse agricole.

### Construcția atelierului: 6 spații de lucru obligatorii

În general, atelierul pentru procesarea fructelor și legumelor trebuie să aibă următoarele spații de lucru și echipamente obligatorii, în funcție de tipul de activitate și de cantitatea de produse care vor fi procesate:

1. vestiar personal
2. depozitare legume/fructe și lămpi de lucru (și echipamente frigorifere și fier) - 20m<sup>2</sup>
3. depozit pentru materii prime auxiliare (zahăr, ingrediente, etc.)
4. camera de producție
5. camera de ambalare și etichetare
6. camera de stoc pentru produsele finite (ambalate, livrate)

Respectarea normelor tehnologice în spațiul de producție și distribuție dintr-un spațiu de lucru este obligatorie și trebuie să fie asigurată în permanență.

În funcție de activitatea și de cantitatea de produse care vor fi procesate, este posibil să fie necesare și alte spații de lucru, cum ar fi: camera de ambalare și etichetare, camera de stoc pentru produsele finite, etc.

## Impact:

- Replication of village processing units, authorised at minimum level and so sympathetic to small producers

# Farmers markets for local products

Local products such as cheese, dried/smoked meats, fruits/nuts, traditional bread, jams/honey



Leading the development of Slow Food movement in Romania



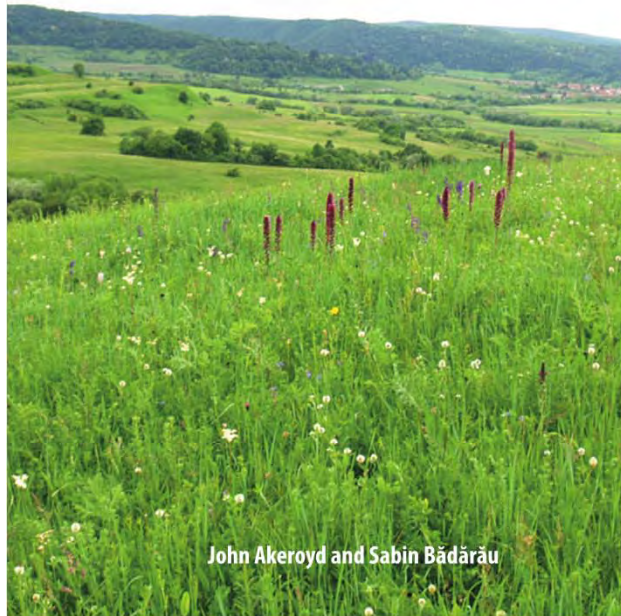
## Impact

- Successful markets in 3 cities
- Markets sales rose to over €150.000 in 2012
- Info-centre sales about €2.000/month in 2011 and 2012
- 70 producers directly benefiting

Education/awareness: we have produced area butterfly guide in 2010, and habitat, flower and butterfly identification manuals for schools and farmers in 2012

### The High Nature Value dry grasslands of southern Transylvania

- 6210\* Scrub habitats and semi-dry grassland over limestone or other calcareous substrates (*Festuco-Brometalia*), with important orchid sites
- 6240\* Sub-Pannonic steppic grasslands



## Innovation 5: imaginative, interactive approach integrating a wide range of solutions

- Our imaginative approach is the most important innovation of all – underlying all the other innovative actions
- Making nature conservation, local benefits to farmers, and benefits to wider communities all work together
- We engaged with local farmers to solve the environmental, social and economic problems of these valuable pastoral ecosystems.
- We did this by taking risks: if we saw a problem, we reacted quickly, not limited by previous planning and existing projects. The fact that we listened and responded immediately to farmers' problems helped us build a relationship of trust.
- To do this we have to be active on the ground, communicating through our farm advisory team, and speaking the farmers' language: concrete solutions to concrete problems.





# Experiences and recommendations

- We need to provide ***integrated approaches*** to landscape-scale conservation, bringing together a wide range of support payments and technical assistance.
- We need to **work at all levels**, bringing together
  - Innovative Businesses (Brielmaier, mobile phones, marketing ideas like mobile phone apps)
  - University specialists, NGOs
  - Local Authorities
  - Ministries and management Authorities
  - European Commission.
- Design ***regional schemes*** to ensure schemes suit local conditions
  - Use ***group agreements*** to achieve scale
  - Use ***local partnerships*** including NGO farm advisory services in order to promote uptake of schemes
  - Improve capacity of **Farmer Associations** to act as channels of skill and innovation



# Hot-spots























**Thank you for your attention!**



[www.fundatia-adept.org](http://www.fundatia-adept.org)  
[www.discovertarnavamare.org](http://www.discovertarnavamare.org)

***Innovation in Rural Development***

**Winner of:**



2012: 1st prize in EU for best communication with farmers



2013: 1st prize in EU for most innovative communication with farmers



2014: 1st prize in EU for bringing most benefits to communities in a protected area



Fundația Orange 