



# multifarm\_eu

Spreading Multifunctionality in the European Union

# FINAL SUMMARY REPORT

From the Project Activities  
and Implementation

Project developed by



EUROPEAN COUNCIL  
OF YOUNG FARMERS



Lifelong  
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<http://www.multifarmeuproject.eu/>

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# 1. BACKGROUND INFORMATION ON MULTIFARM\_EU PROJECT

## 1.1 Information about Multifarm\_EU Project

### 1.1.1 Introduction

Multifarm\_EU is a project that is directed towards training and informing farmers on how to and possibly what kind of agri-multifunctionality techniques to implement on their farms in order to remain sustainable. This project is a follow-up project to Agri-multifunctionality II Project ([www.agrimultifunctionality.com](http://www.agrimultifunctionality.com)). The main aim of the Multifarm\_EU project is to provide training and to inform young farmers on how to implement good agricultural practices for sustainability of their income and food security by disseminating the Agri-multifunctionality II project products. This will allow young farmers to adapt to the request of society for a multifunctional agriculture.

It has been proven that multifunctionality in agriculture gives positive results in the process of revitalization of rural areas and in improving the prosperity of rural economy. Young farmers are the main actors in ensuring a sustainable food production. It is necessary that they differentiate their farming activities so that if one of them proves to be problematic they can still gain a secure income from another farming activity which will allow them to stay in business and foremost they will be able to continue with their farms and providing the public goods to the society. This will give them a special kind of security that they are not solely dependent on one activity.

The Multifarm\_EU Project disseminates further the Agri-multifunctionality II project results by improving the dissemination actions already implemented in the Agri-multifunctionality project and by means of new specifically designed dissemination tools.

The main outcome of the Agri-multifunctionality II (AMII) project was a training system made for Young European Farmers who would like to start different activities on their farms, thus adapting them and their farms to the multifunctionality concept.

The training system is made of the following parts:

1. A theoretical/background document about the state of the art of Multifunctionality in agriculture
2. A teaching guide for trainers;
3. The training system based on 50 Case Studies coming from 20 EU member countries.

The Agri-multifunctionality II training product has been developed in five languages: English, German, French, Italian and Spanish. Information on the Agri-multifunctionality II project can be found at

<http://www.agrimultifunctionality.com/usb/aplicacion/contenidos/aplicaciones/ingles.html>.

As part of the Multifarm\_EU Project, both the training product and the website of the previous project were translated into Polish. Together, these six languages are the most widely spoken as a first language in the EU-27 covering the 70% of the population (Special Eurobarometer 386 – Europeans and their languages, European Commission, June 2012). It guaranteed a wide accessibility and usability of the product and allowed a broad dissemination throughout the European countries.

The Agri-multifunctionality II training is innovative and combines the two following aspects:

- E-learning and self-learning based courses: These are the most suitable training methodology for young farmers living in marginal areas and who may not have the possibility of attending traditional face to face training course;
- Learning from Good Practices: Learners learn from real experiences of 'best practices' (Case Studies) coming from many different European contexts and covering almost all the aspects of multifunctional agriculture. The young farmer that will use the Agri-multifunctionality II product as a training tool will have the possibility of knowing what other European "colleagues" are actually successfully doing, select the aspects that fit his farming, cultural and social context and finally implement the activity on his farm.

To implement multifunctional 'best practices' European young farmers not only need an access to information but also to the vocational education and training. This Project aims to train and inform farmers on how to implement multifunctionality techniques on their farms so that they can play their crucial role in ensuring food security while improving their prosperity, and what kind of agri-multifunctionality techniques to implement on their farms in order to remain sustainable.

### 1.1.2 Aims of the Multifarm\_EU Project

The general aim of the project is to train and inform young farmers on how to implement good agricultural practices for sustainability of their income and food security.

These are the concrete aims of the project:

- \* To disseminate further the training product of the Agri-Multifunctionality II project;
- \* To raise awareness among European young farmers on the concept of agri-multifunctionality;
- \* To provide evidence that these practices can improve prosperity of the rural economy;
- \* To help young farmers to become 'greener' in line with the Europe 2020 priorities and through the application of the multifunctionality concept on their farms.

By reaching the above listed objectives we aimed at achieving the following impacts:

- \* To improve the knowledge, skills and attitudes, especially related to entrepreneurial spirit and to multifunctional farming;
- \* To foster a more active approach to learning by use of ICT;
- \* To help young farmers to start their own multifunctional farm or to adapt to multifunctionality on their actual farm;
- \* To help the social and economic sustainability of the rural areas;
- \* To help avoiding the ageing of rural areas inhabitants;
- \* To help contrasting the emigration flow from rural areas to urban areas;
- \* To help the integration of rural areas in the VET systems by means of ICT learning tools.

### 1.1.3 Project Deliverables

The dissemination - as the main focus and activity of the Multifarm\_EU project - was carried out in the following actions:

- \* Project information disseminated via carefully compiled mailing list of 1000 contacts of the sector stakeholders and potential beneficiaries and users of the Multifarm\_EU Project results
- \* Translation into Polish of the whole AMII product.
- \* Multifarm\_EU Project disseminated via the most relevant social networks and video-sharing web pages such as: Facebook, Twitter, You tube and Vimeo
- \* Two videos about different aspects of multifunctionality created
- \* New copies of the original project Products in USB-sticks created and distributed
- \* Vertical and Horizontal mainstreaming actions implemented
- \* 6 Project Specific dissemination events have been organized, including: four dissemination conferences in Belgium, Poland, Spain and Italy, and the project presentation at two international Agricultural Fairs.

## 1.2 Information about CEJA – the European Council of Young Farmers CEJA is in charge of developing the Multifarm\_EU Project

CEJA is a forum for communication and dialogue between young farmers and European decision makers. CEJA's main objective is to promote a younger and innovative agricultural sector across the EU 28 and to create good working and living conditions for young people setting up in farming and those who are already "Young Farmers".

The main concerns of young farmers, and the focus of our activities in Brussels and beyond are issues concerning access to land, credit and production rights and strengthening education and training facilities for young people in rural areas.

CEJA represents 2 million Young Farmers in Europe. CEJA's membership spans across 24 EU Member States and 32 national member organisations, including an observer member from Latvia. CEJA remains in regular contact with young farmers' organisations, agricultural institutions and associations throughout Europe and worldwide.



## 1.3 Disseminated Information on Multifunctional Agriculture (MFA)

CEJA staff have drafted a series of three analytical articles examining the conceptual context of Multifunctional Agriculture (MFA). These articles discuss the analytical context of the MFA concept with regards to today's agricultural sector in the EU. For more information or if you have any queries about the articles, please contact the CEJA office.

### 1.3.1 Multifunctional Agriculture: Conceptual Context

Considering the historical context of agriculture, that of MFA is a very recent one. The term only really came to light on the tailwinds of the birth of the concept of 'sustainable development', the focus of the 1992 Earth Summit in Rio da Janeiro. The idea that MFA "conserves land, water, plant and animal genetic resources, is environmentally non-degrading, technically appropriate, economically viable and socially acceptable" was particularly popular concept in FAO circles at the time. Following the Earth Summit and the official document containing commitments made in the Rio Declaration entitled "Promoting sustainable agriculture and rural development", this was to become the basis for EU efforts to reform the CAP. It is at this point that multifunctionality became a key word for sustainable agriculture in Europe.

A very important aspect of this political progress was the recognition that agriculture therefore had a number of functions which were not acknowledged by the market, and farmers delivered a number of public goods and services to society that they were not rewarded for. The OECD declared in 2001 that: "There can be a role for policy where there is absence of effective markets for such public goods, where all the costs and benefits are not internalised". It was after this that MFA became a policy concern at national and European levels, and the Union made sustainability and multifunctionality key objectives of its Common Agricultural Policy (CAP). From this point on, agriculture and rural areas were to be viewed "not only as producers of agricultural commodities but also as producers of environmental and social goods". This is now known to be expressed as the 'European model of agriculture', as described in a 2002 Commission document.

Since then, the term MFA has rapidly found its way into common use in environmental, agricultural and international trade circles despite the fact that it has no internationally agreed definition. This is partly because the goal of sustainable development cannot be isolated from other international debates. For example, it is generally acknowledged that policies in one country must not undermine the social, rural development and environmental objectives in other countries, according to the FAO.

This new definition of agriculture and the services and goods it can provide has led to a reinvention of rural identities as agricultural actors pursue new activities and new actors appear in the sector. In this respect, rural areas are no longer automatically farmer strongholds but increasingly represent "multiple realities in which farming has to coexist alongside other land uses and interests".<sup>1</sup> However, despite this newfound recognition of farmers as providers of public goods and services, agricultural entrepreneurs, contrary to most other entrepreneurs, still often do not feel comfortable with the exercise of their occupation. This, compounded with their lack of market reward for the additional services they provide, has put the prospects of the future generation of farmers at risk. Only 7.6% of farms in the EU are run by farmers under the age of 35, while a third are run by farmers over the age of 65. This is despite the fact that young farmers are on average more profitable and more willing to adopt innovative solutions than their older

counterparts. New strategies for investment in the next generation of farmers must be developed in order to secure them, but multifunctional agriculture means there are countless opportunities available for young farmers if they are able to enter the sector.

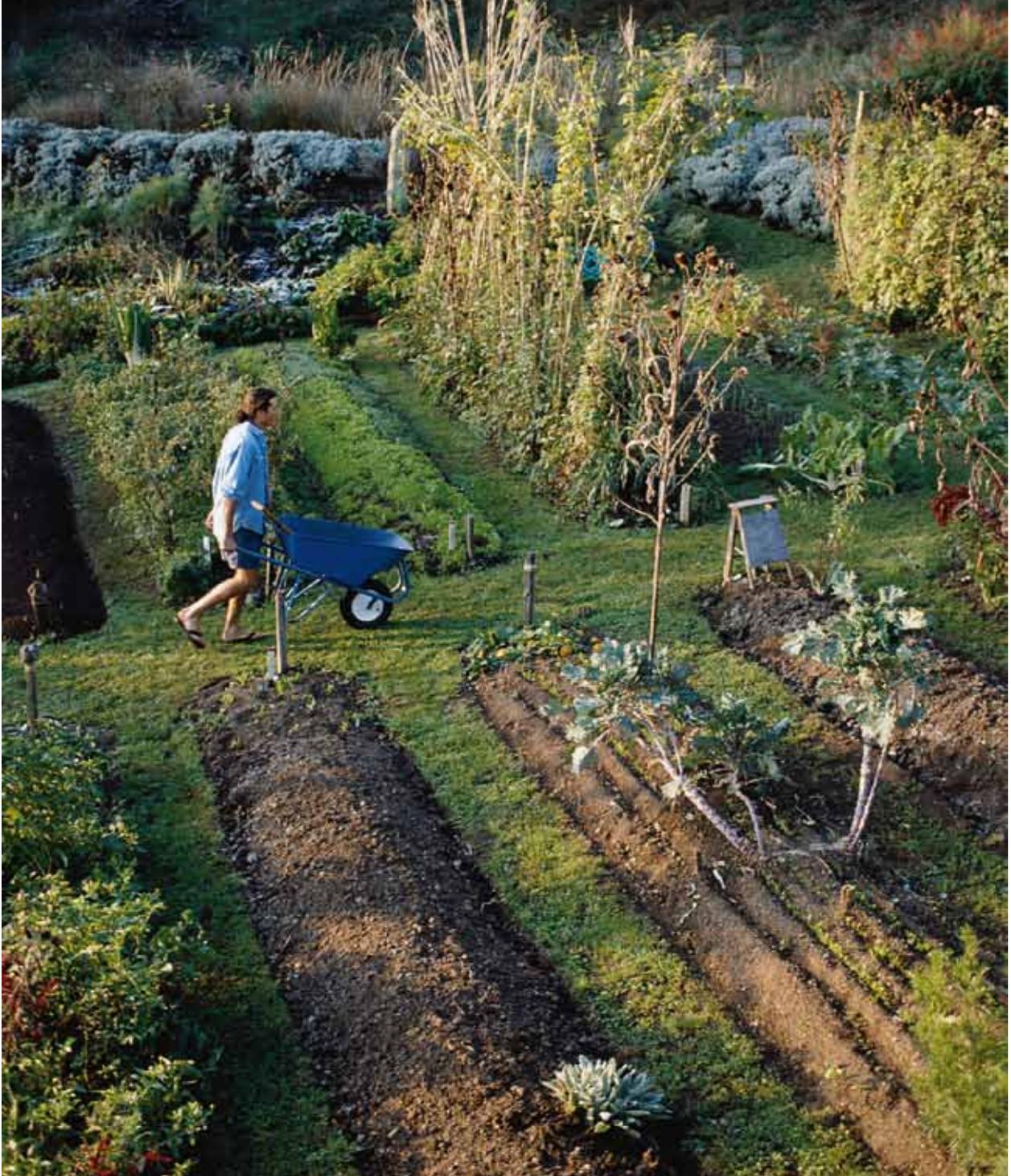


### 1.3.2 Multifunctional Agriculture: Analytical Context

One reason why an analytical framework for MFA should be examined more closely is that recent trends toward more intensive and specialised forms of agriculture have increased our ability to safeguard worldwide food provision, but, sometimes, apparently at the cost of social and environmental goals.<sup>2</sup> It is therefore essential to analyse agriculture in terms of its interrelations and interactions between multiple economic sectors and diverse stakeholders in order to inform future work on the subject of MFA and its promotion. This brings us to an analysis of the place agriculture holds within society and how this relates to sustainable development. In this article, we will identify and examine the relationship between MFA and sustainability, the shortcomings of the concept of MFA and, finally, the driving forces behind MFA on the ground – how MFA tends to be implemented and by whom.

Multifunctionality and sustainability can sometimes be confused, as sustainability is considered “a normative approach relating to society’s wish and ability to preserve current consumption levels”<sup>3</sup>, while multifunctionality is an “activity-outcome-oriented notion describing characteristics of farm production or outcomes of land use, focusing on the relationship between farmers and society”<sup>4</sup>. The meaning of MFA still changes depending on who is using the term and why, and both its strengths and weaknesses lie in the fact that it is more of a bridge or platform concept rather than a well-defined operational one. However, this conceptualisation of MFA can help to form and shape social concerns towards agriculture at European, national and local levels. It can also provide a basis for thinking about issues and problems that agriculture is faced with and as a foundation for the development of strategies to overcome these. The concept can be used to improve the literature on the economic justifications of public policies towards agriculture and rural development.

There are a number of driving forces behind the flourishing of MFA, all of which help us to understand the breadth of the concept.



- Economic limits

European agriculture is struggling with a continuously deepening economic crisis

- Environmental limits

Industrial agriculture has led to a loss of biodiversity and mono-cropping. The solution should invoke the sustainable use of natural resources.

- Social/Cultural limits

The decreasing population in rural areas has led to a breakdown of social services and rural infrastructures, despite the fact that modern society expects more from farming and rural areas including additional facilities related to rejuvenation and leisure.

MFA can be seen as a consequence of these elements as well as the thread which links them all together. "MFA is considered to be a consequence of the changing needs and demands of consumers and society regarding agriculture and rural areas. There is an increasing demand for quality food production, for environmental, ecological and landscape values, and for social and cultural aspects."<sup>5</sup>

These multidimensional natures of the demands on agriculture have, unsurprisingly, led to multifunctional agricultural activities. These activities are implemented in a number of different ways.

Farmers can depart from conventional agriculture in three particular directions. Broadening invokes diversification of the rural area, new on-farm activities such as agri-tourism or a crèche, or nature and landscape management. Deepening suggests a change in the agro-food supply chain such as changing to organic production, focusing on high quality production or regional products, and/or short supply chains. Finally, regrounding refers to a mobilisation of resources, including new forms of cost reduction and off-farm income.

With these in mind, it is not surprising that although economic driving forces are important to these changes, they are inadequate in explaining the rationale of such shifts. Agricultural activities are at least partly to be understood as the outcome of non-economic driving forces and motivations, such as: suitable location; personal interest/skills; necessary capacity available; relevance of available markets; intergenerational thinking; training and advisory services from governmental and private agencies; inspiration from other farmers; and available grants of subsidies.<sup>6</sup> Now that we have examined the driving forces behind MFA, we can turn to investigate its potential benefits – both for farmers and society at large.

#### - Viable rural communities

Agriculture is essential to the preservation of rural economies and cultural heritage and guarantees rural employment. Several EU countries support local marketing and adding value to agricultural products in order to benefit farms and/or local communities.

#### - Environmental benefits

Farmers are rewarded for positive contributions to biodiversity, prevention of negative impacts on water and soil quality. Modern agriculture has to have the goal of ecosystem and soil conservation on top of its other aims.

#### - Food safety and quality

Specific production methods to maximise the quality and safety of agricultural produce are encouraged in a number of countries, including promoting organic agriculture through labelling, direct sales and other programmes. This is partly to avoid excessive dependence on the fluctuations of international agricultural trade.

#### - Landscape values

The beauty of rural landscapes is fairly widely recognised. Non-farming rural populations appreciate these values and identify themselves with agriculture because of this. In this respect, modern agriculture needs to conserve and recreate rural landscapes, too.<sup>7</sup>

### 1.3.3 Multifunctional Agriculture: European Context

In recent years, more advanced production processes have been developed in Europe. Techniques such as 'precision farming' and 'precision livestock farming' for example have led to some industrial monoculture farming – but this is not the only way of preserving farms and generating income, which is where MFA comes in. Agriculture is constantly being redefined in terms of its aims, who needs it and why – in the last decade, we have changed this definition substantially in Europe. Identification of modern European society with authentic agriculture and agricultural goods "should be facilitated by a close connection between production and supply of these goods"<sup>8</sup>. Seasonal regional products are produced in an environmentally sustainable way and have an image which links to food, landscape, society and economic structure of the region concerned. By growing such produce and raising awareness of high-quality, environmentally-friendly and welfare-conscious agricultural production farmers can stress their non-profit achievements and bring consumers closer to producers. These services should be supported so as to cover costs and allow for competitive agriculture.

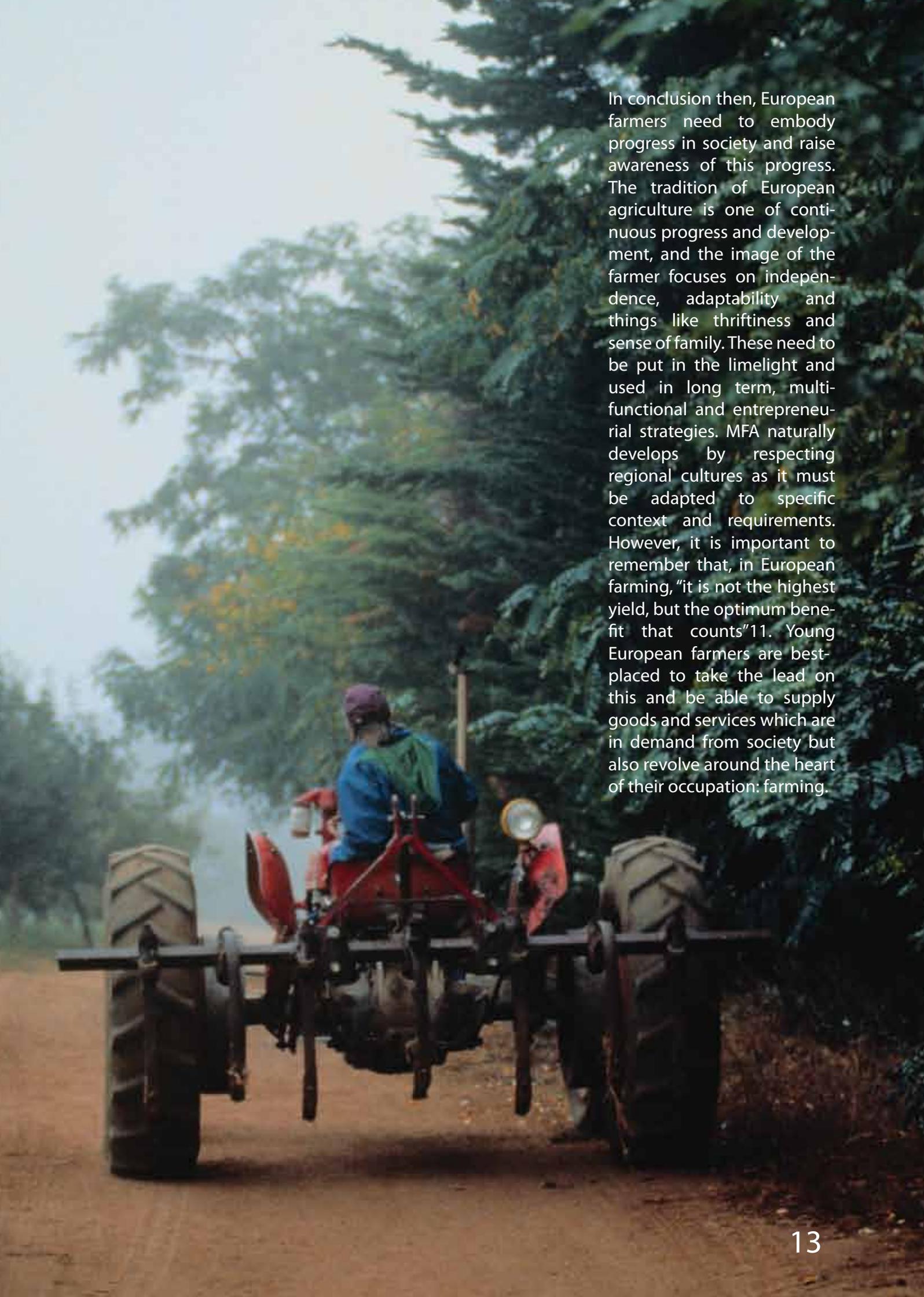
However, there are even more services that farmers can provide while carrying out their activities. A sustainable economy in keeping with natural conditions can contribute to not only food and raw materials of high quality, but to other services too.



Farmers are therefore part of a regional and energy-efficient circular flow economy. However, this has to be part of rural society, too, so the direct and amiable contact of farmers with consumers and others is essential in order to maintain and improve the already improving image of farming in Europe. Such community-based efforts, involving citizens, the public sector, non-agricultural businesses etc. in discussions of safety, quality and sustainability of agriculture in our communities are essential to the future of EU agriculture. Producers cannot operate in isolation, they need to interact with other members of society and other economic actors – in this sense, agriculture is an integral component of the economy, society and environment in Europe.



Although these trends are true across EU Member States, the concept does not play out in the same way everywhere in Europe. For some countries such as Czech Republic, environmental aspects of farming play a central role in MFA whereas in Poland, employment aspects are more crucial. "Every region generates its own image to the consumer."<sup>9</sup> Differences between European countries, regions and cultures offer different possibilities for MFA in terms of regrouping, broadening and deepening agricultural activities, depending on the specific needs of that region and the existing cultural and societal conditions at play there. Taking all of these different specificities into account can help develop lasting strategies for the future of a farming enterprise. For example, countries like Italy and Sweden have a long tradition in "research and promotion of the interactions between single farms and territory"<sup>10</sup>, encouraging the concept of MFA. In others though, such as the Netherlands, the single farm has been a central policy and focus of research over many years. These days though, since the 'agricultural turnaround' of 2001, there is at least a stronger emphasis than there used to be on environmental aspects of agriculture and a sustainable development of rural areas right across the Union.

A photograph showing a person from behind, wearing a blue jacket and a purple cap, operating a red tractor on a dirt road. The tractor is pulling a large, dark-colored trailer. The background is filled with lush green trees under a slightly overcast sky. The overall scene depicts a rural agricultural setting.

In conclusion then, European farmers need to embody progress in society and raise awareness of this progress. The tradition of European agriculture is one of continuous progress and development, and the image of the farmer focuses on independence, adaptability and things like thriftiness and sense of family. These need to be put in the limelight and used in long term, multi-functional and entrepreneurial strategies. MFA naturally develops by respecting regional cultures as it must be adapted to specific context and requirements. However, it is important to remember that, in European farming, "it is not the highest yield, but the optimum benefit that counts"<sup>11</sup>. Young European farmers are best-placed to take the lead on this and be able to supply goods and services which are in demand from society but also revolve around the heart of their occupation: farming.

## 2. DISSEMINATION OF MULTIFARM\_EU PROJECT AT TWO AGRICULTURAL FAIRS

### 2.1 Multifarm\_EU Project at the fair: 'Fiera in Campo' in Vercelli, Italy – 27 February – 1 March 2015

As part of its dissemination activities, CEJA attended one of the biggest agricultural fairs in Italy. The annual event, called Fiera in Campo in Vercelli, was held on 27-28 February and 1 March 2015 and it was organised by CEJA member organisation ANGA. This edition was dedicated to issues concerning rice-growing and organic agriculture, and the fair proved very popular with national as well as the international public. The exhibition is each year visited by over 20 thousand people. The purpose of CEJA's presence at the fair was to disseminate the goals and outcomes of the MULTIFARM\_EU project to farmers, stakeholders and general public who attended the fair. In our survey with a sample of 100 participants we registered that about half of the public were farmers or studying to become farmers. 32% of those asked said they had heard of the multifunctionality concept in agriculture before and 30% believed that it could help bring extra income for farmers and develop their farms.



## 2.2 Multifarm\_EU Project at the fair: 'AGROTECH' Fair in Kielce, Poland – 7 March 2015

On 7 March 2014 CEJA participated to AGROTECH Fair in Kielce, Poland which ranks as one of country's and region's top leading exhibition venues. The three-day event was attended by more than 50 thousand people and the agricultural exhibition was spread across some 60 thousand square metres. With the help of the Polish Rural Youth Organisation CEJA disseminated the MULTIFARM\_EU project to the general public, farmers, experts and decision-makers. By circulating a questionnaire CEJA found out that 71% of those sampled were farmers or studying to become farmers in the future. Only some 29% owned their own farm and more than two thirds (69%) replied that they had heard of the concept of agricultural multifunctionality before.



### 3. DISSEMINATION OF MULTIFARM\_EU PROJETO AT 4 SPECIFIC DISSEMINATION EVENTS

#### 3.1 Dissemination Conference in Spain – 17 November 2014

On 17 November 2014, a MULTIFARM\_EU Project Conference took place in Ciudad Real, Spain. The conference aimed to disseminate information about the project to Spanish young farmers and featured speakers such as the director of the Brussels office of Spanish farmer organisation, ASAJA, CEJA Secretary General Kleopatra Sidiropoulou, and CEJA Vice President Paola del Castillo. The conference focused on the benefits of multifunctionality for European young farmers as well as how to implement it and best practices for the diversification of agricultural activities. The conference also encouraged participants to share their own experiences of agri-multifunctionality. The programme of the conference and the evaluation questionnaire were available in English and in the language of the audience (Spanish). After the conference, a press release was sent out to all the participants and local press and media contacts.



## 3.2 Dissemination Conference in Italy – 28 February 2015

On 28 February 2015, a MULTIFARM\_EU Project Conference took place in Vercegli, Italy, as part of the Fiera in Campo Fair. The conference aimed to disseminate information about the project to Italian young farmers and featured high-level speakers from CEJA, the European Council of Young Farmers, including Vice-President Paola Del Castillo and staff member Frank Markovic as well as President of CEJA member ANGA, Alice Cerutti. Speakers discussed the importance of multifunctionality for young farmers with the participants, explaining its benefits and potential for sustainability and economic security



The programme of the conference and the evaluation questionnaire were available in English and in the language of the audience (Italian). After the conference, a press release was sent out to all the participants and local press and media contacts.



### 3.3 Dissemination Conference in Poland – 23 May 2015

The third project dissemination conference took place on 23rd May 2015 at Dworek nad Lakami in Kiermsy, Poland.

The conference was attended by 50 people being rural youth representatives, young farmers and general public interested in multifunctional farm practices. The conference was also attended by CEJA Member Organisation from Poland: ZMW – Polish Rural Youth Association <http://www.zmw.pl/>.

Speakers at the conference explored the benefits of implementing multifunctionality on farms, focusing on the advantages of higher income security for farmers and increased food security for society. The programme of the conference and the evaluation questionnaire were available in English and in the language of the audience (Polish). After the conference, a press release was sent out to all the participants and local press and media contacts.



### 3.4 Final Dissemination Conference in Belgium – 29 June 2015

On Monday 29 June 2015, the final MULTIFARM\_EU Project Conference took place in Brussels, Belgium. The project provided European farmers with a training tool to help farms become more multifunctional in order to foster European young farmers' entrepreneurship and the vitality of European rural areas. MULTIFARM\_EU aimed to further disseminate the Agri-Multifunctionality II Project which had come before it and transferred it to a broader audience by providing it in the Polish language, as the old tool only existed in Spanish, Italian, French, German and English.



The conference was attended by CEJA Member Organisations from all over the EU, with many external guests also attending. The discussion during the conference was particularly dynamic, and the conference attendees greatly appreciated the Project and the Conference. It was especially interesting for them to see the case studies of other farmers from their countries so that they could use their examples of multifunctional farming for further dissemination and perhaps also apply them on their farms. After the conference, the press conference took place and a press release was sent out. The whole conference was conducted in English and all project promotional materials, programme and questionnaire were also available in English. From this final conference as well as from the three other conferences, a detailed satisfaction analysis and the evaluation results were compiled in an External Evaluation Report. To view the External Evaluation Report for the Project, please contact CEJA



## 4. Two Videos on Spreading Multifunctionality in the European Union Production to Disseminate the Multifarm\_EU Project

Two videos on spreading multifunctionality in the EU were created. Shot in Flanders and Wallonia in Belgium, these two videos featured case studies of young farmers discussing the advantages of implementing multifunctionality on their farms. The videos also included experts and policymakers on the subject of agricultural multifunctionality. Both videos are available in English and in Polish on the Project website, the CEJA Vimeo channel, the CEJA webpage, and on the Project Facebook page.

### 4.1 Multifarm\_EU Video No.1 on: agro tourism, environment and landscape protection, renewable energies and energy efficiency

The first video discussed multifunctionality in agriculture through the themes of agro tourism, environment and landscape protection, renewable energies and energy efficiency. Shot in Flanders, Belgium, the video included the following three people:





\* **Leen Gielis** – Multifunctional farmer  
Farm 't Alkeveld (in Flemish: Hoeve 't Alkeveld)  
Chris and Leen Steenhuyse-Gielis  
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\* **Michael Gregory** – Deputy team leader,  
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Belgium  
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\* **Jarosław Kalinowski** – Member of the  
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Group of the European People's Party  
(Christian Democrats)  
European Parliament  
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Altiero Spinelli 12E242  
1047 Brussels  
[http://www.europarl.europa.eu/meps/en/96771/JAROSLAW\\_KALINOWSKI\\_home.htm](http://www.europarl.europa.eu/meps/en/96771/JAROSLAW_KALINOWSKI_home.htm)

## 4.2 Multifarm\_EU Video No.2 on: short supply chain, on-farm processing, direct selling

The second video explored multifunctionality in agriculture through the themes of short supply chain, on-farm processing and direct selling. Shot in Wallonia, Belgium, the video included the following three people:





MEP Marian Harkin  
Politician, Ireland

\* **Marian Harkin** – Member of the European Parliament (MEP)  
Group of the Alliance of Liberals and Democrats for Europe  
European Parliament  
Rue Wiertz  
Altiero Spinelli 09G146  
1047 Brussels

[http://www.europarl.europa.eu/meps/en/28116/Marian\\_HARKIN\\_home.html;jsessionid=AB92B3F2650A0F82A80C37E6210846C9.node1](http://www.europarl.europa.eu/meps/en/28116/Marian_HARKIN_home.html;jsessionid=AB92B3F2650A0F82A80C37E6210846C9.node1)



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[www.ferme-des-hetres.be](http://www.ferme-des-hetres.be)

## 5. MULTIFARM\_EU PROJECT PRODUCTS AND FINAL RESULTS

### 5.1 Project Website

CEJA developed a new Multifarm\_EU Project website independent of the Agrimultifunctionality II website. Completed in April 2015, the Multifarm\_EU Project website has a current total of 2000 visitors (from April till August 2015), who learnt of the website through the Project conferences and newsletters. This number will increase with the continual dissemination of the Project products into the future. The website is available in two languages, English and Polish, and it provides all information concerning the Project, including the Project online training platform and all other Project products in English and in Polish.

The Project website can be found at <http://www.multifarmeuproject.eu/>



## 5.2 Project Online Training Platform

It is important to provide an access to vocational education and training to European young farmers about the advantages arising from adapting to the multifunctionality concept on farms and to show their good impact on the environment. This will facilitate European young farmers to implement multifunctional 'best practices' on their own farms.

On the Project website a training platform comprising of a Training System is provided. This is available both in English and in Polish. The Training System is an online tool for European young farmers to facilitate their understanding and development of multifunctional activities in farming. It shows young farmers in practice how other farmers who had an idea of multifunctional farming have developed it, what problems they have had, what grants they received, how they started it up, and what the final results of the adventure were. Included in the Training System are 50 case studies of Multifunctional experiences from 20 European countries.

Additionally the Training System provides a teaching guide for teachers and tutors of multifunctional agriculture, a bibliography of relevant texts related to multifunctional agriculture, training, and other aspects discussed in the case studies, as well as a list of links to web pages of relevant bodies, institutions and organizations at national and European Level related to multifunctional agriculture.

### Case Studies Map

Names list



SELECT A COUNTRY

The training platform was also uploaded by CEJA on USB sticks. These were distributed to all participants at all project dissemination events.



## 5.3 Project Facebook Page

The Multifarm\_EU Project Facebook page website was newly created specifically for the Project. In order to secure the maximum amount of 'likes' it is connected to the CEJA Facebook page, which has 3776 likes. The Project Facebook page can be found at <https://www.facebook.com/multifarmeu>.

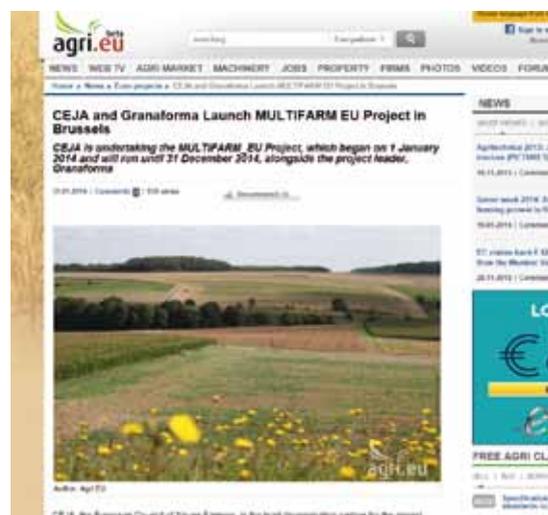


## 5.4 Multifarm\_EU Project and Project Videos Dissemination through Social Media Channels

The two project videos were disseminated through various social media channels to maximize their public visibility. In order to reach the largest audience possible, the videos were mostly disseminated on CEJA's social media channels, which all already have a very high number of viewers. These channels included Vimeo, the CEJA Twitter account, the CEJA Facebook page and the CEJA website. Consequently, the videos secured a high visibility through at least 1932 followers of the CEJA Twitter account, 3776 'likes' from the CEJA Facebook page, and 350 daily visitors on the CEJA website. On the CEJA Facebook page all other Project products were also mentioned, such as the fairs and conferences. Besides the two videos, the Multifarm\_EU Project was further advertised on the CEJA website through a link to the Project website. Moreover, as well as the two videos, all the Project results were additionally disseminated through the social media channels mentioned above.

Multifarm\_EU Project was mentioned in the press:

<http://agri.eu/ceja-and-granaforma-launch-multifarm-eu-project-in-brussels-news5591.html> with 941 views



[http://www.farmingnewsdaily.co.uk/news/2011/4/ceja\\_and\\_granaforma\\_launch\\_multifarmeu\\_project\\_with\\_kick\\_off\\_meeting\\_in\\_brussels.aspx](http://www.farmingnewsdaily.co.uk/news/2011/4/ceja_and_granaforma_launch_multifarmeu_project_with_kick_off_meeting_in_brussels.aspx)



Multifarm\_EU Project disseminated through the CEJA weekly newsletters to its Members:



Multifarm\_EU Project and videos disseminated through the CEJA Facebook page:

**CEJA** **Ceja Young Farmers** added 10 new photos to the album **MULTIFARM\_EU Project: CEJA at Agrotech Fair in Poland**  
Just now · 🌐

On 7 March 2014 CEJA participated to AGROTECH FAIR in Poland (Kielce) for Multifarm\_EU Project

**CEJA** **Ceja Young Farmers** shared a link.  
3 hours ago · 🌐

In order to provide European farmers with a training tool to help farms become more multifunctional CEJA has become the lead dissemination partner to the MULTIFARM\_EU Project, alongside Granaforma. To learn more about the project please visit <http://www.ceja.eu/en/multifarm-eu>

[ceja.eu / MULTIFARM\\_EU](http://ceja.eu/MULTIFARM_EU)  
[www.ceja.eu](http://www.ceja.eu)

Press Release

Like · Comment · Promote · Share



**CEJA**

1979 20% 30% 20% 15% 10% 5% 0%  
20% 30% 20% 15% 10% 5% 0%  
**TODAY**

CEJA Young Farmers  
CEJA Young Farmers

Photos

Multifarm\_EU Project video

On 27 March 2014, CEJA Young Farmers, alongside Granaforma, participated to the AGROTECH FAIR in Poland (Kielce) for the Multifarm\_EU Project. The video is part of the Multifarm\_EU Project.

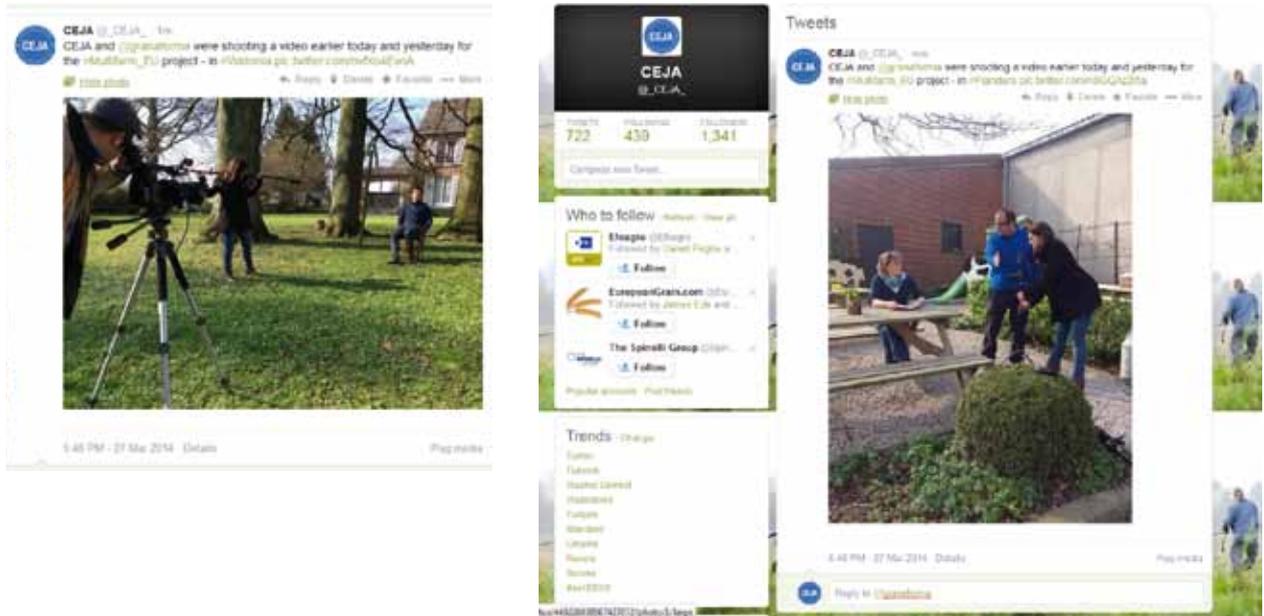
**CEJA** **CEJA**  
On Saturday CEJA attended Fiera in Campo in Vercelli, Italy during which we promoted Multifarm\_EU Project.  
[www.ceja.eu/en/multifarm-eu](http://www.ceja.eu/en/multifarm-eu)

**AREA WORKSHOP**

12 March 2014 · 10:00 AM



Multifarm\_EU Project and Videos disseminated through the CEJA Twitter account:



Multifarm\_EU Project disseminated on LinkedIn:

**Recent Updates**

**CEJA-European Council of Young Farmers** In order to provide European farmers with a training tool to help farms become more multifunctional CEJA has become the lead dissemination partner to the MULTIFARM\_EU Project, alongside Granaforma. To learn more about the project please visit [http://... more](#)

**MULTIFARM\_EU Project**  
 ceja.eu · CEJA, the European Council of Young Farmers, is the lead dissemination partner for the project MULTIFARM\_EU, alongside Granaforma. The project was launched yesterday evening at a press conference in Brussels, Belgium, in the CEJA offices, on the...

**Organic** Targeted to: All Followers

12	0	0	0.00%
impressions	clicks	interactions	engagement

[Sponsor update](#)

Like · Comment · Pin to top · 5 hours ago

## 5.5 Project Mailing List

A Project mailing list of 1000 contacts was created to reach a wider number of potential users/beneficiaries of the Multifarm\_EU Project products. Another alternative mailing list of EU National Rural Networks, including organisations and associations from the European Network for Rural Development, was also created to disseminate the Project products. Additionally, CEJA sent email updates about the Project to all CEJA Members. The mailing lists are confidential.

## 5.6 Project Newsletters

CEJA created five newsletters about the Project developments. These were distributed to: a mailing list of 1000 contacts, all CEJA networks, CEJA Member Organisations, and to the EU National Rural Networks mailing list. From here, the CEJA Member Organisations disseminated the newsletters to their local and regional members throughout their whole country. This created a multiplier effect, resulting in many more people being reached. The newsletters are available to download from the Project website.

## 5.7 Horizontal Mainstreaming Actions

The 16 horizontal mainstreaming actions addressed the main stakeholders of the farming/rural development sector. The objective of these actions was to use the Agri-multifunctionality II products in order to put multifunctionality activities into practice. The main target of these actions was organisations and entities that have direct contact with European young farmers and that are able to provide young farmers with training using the training materials developed in the Agri-multifunctionality II project. CEJA had secured 16 informal agreements with 16 National Young Farmers Organisations, who will be using and disseminating further the Multifarm\_EU Project results in their training activities to their members.

## 5.8 Vertical Mainstreaming Actions

The four vertical mainstreaming actions of the Multifarm\_EU Project predominantly addressed the policy makers and public bodies at European level in order to raise awareness of the possibilities offered by multifunctionality in farming, and to integrate the results of the Agri-multifunctionality II project into wider practices and programmes. CEJA held four separate meetings with the representatives from the EP and the EC to inform them about the project. CEJA has also secured four informal agreements with them, so that the project results will be further disseminated on many possible occasions relevant to their work.

## 5.9 Press Conferences and Press Releases

On 29th January 2014 a press conference was organized to launch the Multifarm\_EU Project and the official press release was sent out. Next, the project kick-off meeting was organized and was also followed by a press release. Additionally, at each one of the two agricultural fairs and four specific dissemination events, a press conference was held, after which a press release was sent out. Finally, the results of the Project were concluded at the final press conference, which took place after the final project dissemination conference on 29 June 2015 in Brussels, Belgium.

## 5.10 External Evaluation Reports

Two external evaluation reports were produced to aid the realization of the Project work, processes and the Project results. The first evaluation report covered the period 01.01.2014 – 31.12.2014, and the final evaluation report covered the entire Project duration to the 30.06.2015. Both reports were edited by the Monitoring and Evaluation Committee, comprising of the external evaluator and the Project Coordinator. In case of interest, please contact CEJA to view the two external evaluation reports.

## 5.11 Promotional Material

CEJA has developed promotional material of the Multifarm\_EU Project that is readily available to you.

Project's leaflet in English:



Project's leaflet in Polish:



Multifarm EU poster and roll-up available in English and Polish:





**multifarm\_eu**

Spreading Multifunctionality in the European Union





<http://www.multifarmeuproject.eu/>

 <http://www.facebook.com/multifarmeuproject>



<http://www.multifarmeuproject.eu/>



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[www.ceja.eu/](http://www.ceja.eu/)  
<https://www.facebook.com/cejayoungfarmers>



Lifelong  
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