

# Claim

Supporting the role of the Common agricultural policy in **L**andscape valorisation: Improving the knowledge base of the contribution of landscape Management to the rural economy



## Newsletter and Policy Brief

### The project

**Title:** Supporting the role of the Common agricultural policy in Landscape valorisation: Improving the knowledge base of the contribution of landscape Management to the rural economy

**Acronym:** CLAIM

**Grant agreement no:** 289578 – collaborative project

**theme:** KBBE.2011.1.4-04 – the CAP and landscape management

**Partners N°:** 10

**Case study regions:** 9 in EU and candidate member states

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**EU contribution:** €1,499,400.00

**Timing:** 1 January 2012-31 December 2014

**Project website:** [www.claimproject.eu](http://www.claimproject.eu)

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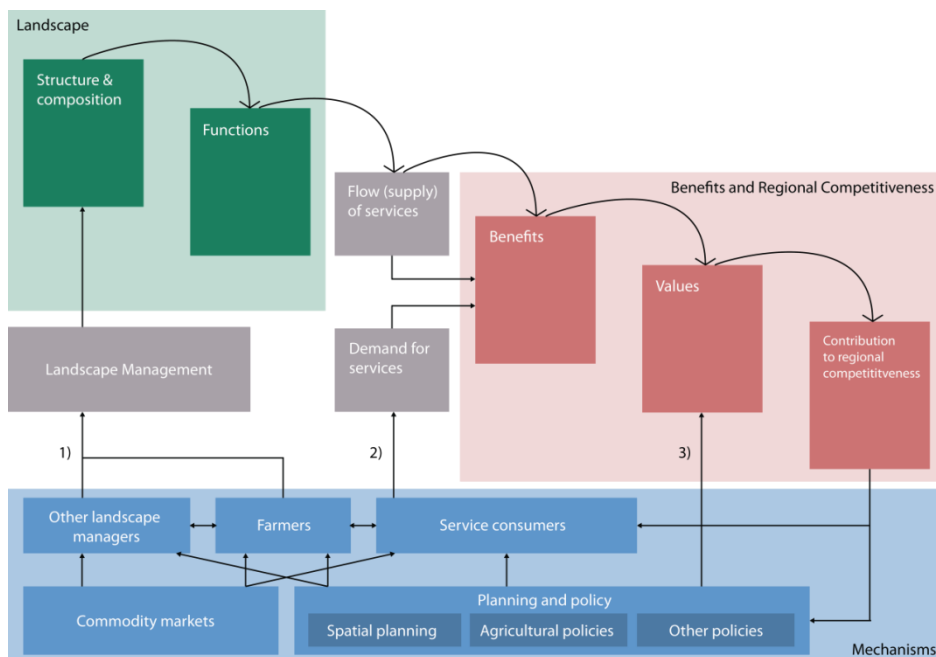
### Year 2 of CLAIM: objectives and achievements

The second year of the Project focused on the case study activities (WP4). The objectives of the WP4 are the collection of empirical evidence in the 9 case study areas (CSA) in order to contribute and validate the CLAIM analytical framework of landscape services in agricultural areas and to provide an overall evaluation of causal mechanisms of landscape effects on the economic and social systems.

#### *Intermediate achievements: the CLAIM analytical framework*

The conceptual framework (Figure 1), which has been discussed and validated through the local and plenary stakeholders' laboratories – an overall 100 experts that are involved at different stages of the Project activities.





**Figure 1 Analytical Framework of Landscape Services in Agricultural Areas**

The analytical framework addresses the relationship between agricultural landscape structure and composition, the supply and demand of ecosystem services and the contribution of these services to regional competitiveness. The mechanisms box describes the actors and policies that impact on agricultural landscapes and the ecosystem services they provide. Three important mechanisms influencing the value of agricultural landscapes are distinguished: 1) Farmers and other land managers affecting landscape structure and composition through landscape management, in response to policy, planning, markets and consumer demands; 2) Consumers of different ecosystem services who generate a demand for services and, therefore, create benefits; demands by consumers are influenced by markets, public opinion and policies; 3) Ecosystem service benefits are influenced by policy and planning through, e.g., payments for ecosystem services that add value to the produced services.

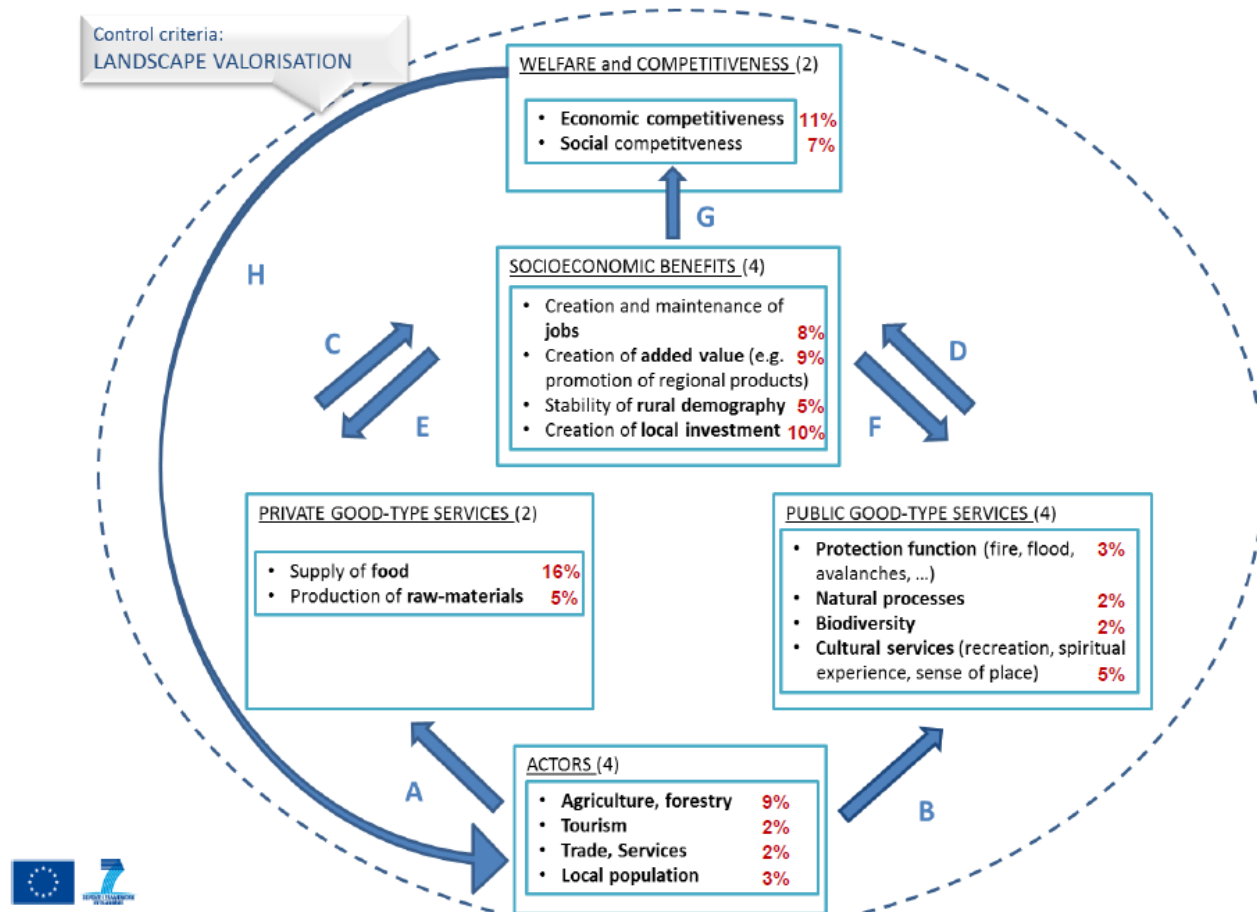
The cascade in the framework “closes” the loop linking mechanisms, landscape, ecosystem services and economic benefits in agricultural areas.

### *Intermediate achievements: WP4 empirical evidence collection*

The intermediate results show that the variety of characteristics of agricultural landscapes in Europe induces a highly diverse picture of possible focuses of landscape valorisation. In all regions, agricultural landscapes strongly influence local demand for landscape services. However, the characteristics of this demand differs significantly throughout the regions (e.g. prevention of fire in Corsica, recreation in the Netherlands, agricultural production in Turkey, tourism in Austria, etc.).

Local actors have different degrees of awareness of the services that agricultural landscapes supply; the same applies for engagement in valorising landscape services. However, local stakeholders often perceive landscapes as a “treasure”, which cannot be valorised sufficiently. Consequently, the evaluation of indirect benefits and their contribution to competitiveness appears as the biggest knowledge gap. The CLAIM project, with its qualitative data gathering approach, constitutes a first step towards improving available information. In figure 2 the preliminary results from the Analytic Network Process (ANP) is presented. The ANP network derives directly from the CLAIM analytical framework. Coefficients summarise the opinions of the local stakeholders and the priorities of the elements in the landscape valorisation process.

# Preliminary results of ANP (n=27)



## The CLAIM workshop with the EU services

An intermediate workshop with the European Commission services was organised in Brussels (12 November 2013), to allow for an illustration of preliminary findings of the Project, to discuss policy relevant issues with staff in charge of the European Agricultural Fund for Rural Development and Cohesion Policy funds, and to gain feedback related to Project activities.

Project partners, Selected DG RTD and DG AGRI staff and Members of the Plenary Stakeholder Laboratory attended the workshop (Photo 1).



**Photo 1** a shot during the workshop with the EU services in Brussels

The workshop highlighted the importance of the implementation and validation of a general framework as a reference for the CLAIM case study activities. Feedbacks between landscape and economy concerns a complex system that cannot be reduced to tourism or in-migration in rural areas only. The CLAIM “holistic” approach could be useful for the systematic analysis of such a system and it allows also for the consideration of external drivers that may impact landscapes. For example, energy production, climate change and other drivers may impact specific elements included in the framework.

Questions were raised about the need of a “brand-new” framework on landscape and services. But existing frameworks cover the CLAIM project themes partially. The main innovation of the CLAIM is probably the splitting of demand and supply of services because it focuses the attention on the well-known mismatch between actors that “produce” the public services and actors that benefit from them. The loop in the CLAIM framework also highlights the benefits for agriculture from regulation services and the boosting of local competitiveness: when benefits are not realized and do not translate in values that contribute to local economy, the loop between economy and landscape is broken. That is very common for public goods-related services.

#### **Related project papers**

- Lefebvre M., Espinosa M., Gomez y Paloma S., Paracchini M. L., Piorr A., Zasada I. (2013). Agricultural landscapes as multi-scale public good and the role of the Common Agricultural Policy, Working paper.
- Zanten (van) B., Verburg P.H., Espinosa M., Gomez-y-Paloma S., Galimberti G., Kantelhardt J., Kapfer M., Lefebvre M., Manrique R., Piorr A., Raggi M., Schaller L., Targetti S., Zasada I., Viaggi D. (2013). The value of European agricultural landscapes: an analytical framework for the assessment of agricultural landscape services, Agronomy for Sustainable Development.

#### **References**

Haines-Young R. H., Potschin M. B. (2010). The links between biodiversity, ecosystem services and human well-being. In: Raffaelli DG, Frid CLJ (eds) Ecosystem Ecology: A New Synthesis. Cambridge University Press, pp 110–139.

TEEB (2010). The Economics of Ecosystems and Biodiversity: Mainstreaming the Economics of Nature: a synthesis of the approach, conclusions and recommendations of TEEB.

### Links

<http://www.claimproject.eu>

join the LinkedIn group [CLAIM - the Common Agricultural Policy and landscape management](#)

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