

Overall Activity Report for the EU-Project “European Action Plan of Organic Food and Farming – ORGAP”

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EXECUTIVE SUMMARY

The aim of this overall activity report is mainly to summarize the project objectives, the methodology, the work performed and the final results of the project, which are in more detailed described in the final synthesis report (Deliverable 14) of the project. Furthermore it describes the achievements and the impact on the sector as well as the publishable results and dissemination activities.

The European Commission released in June 2004 the European Action Plan for Organic Food and Farming (EUOAP). With this Action Plan the Commission intended to assess the situation of organic farming and to lay down the basis for future policy development. At the national level many governments have also developed Action Plans for promoting organic farming.

The European Organic Action Plan gave the rationale that the DG Research of the European Commission decided to fund a specific support project, the ORGAP Project No. CT-2005-006591 within the 6th Framework Research Programme. This project, with the title "*European Action Plan of Organic Food and Farming - Development of criteria and procedures for the evaluation of the EU Action Plan for Organic Agriculture*", started in May 2005 and was completed in April 2008.

The overall objective of this project was to give scientific support to the implementation of the EUOAP by the development of an evaluation toolbox.

In the project 10 partners from 9 countries (CH, UK, DE, IT, DK, SI, CZ, NL, ES) participated, as well as the European umbrella organisation of the Organic Agricultural Movements (IFOAM EU Regional group), ensuring a broad stakeholder consultation process and dissemination all over Europe.

The European Action Plan for Organic Food and Farming (EC 2004) is the result of a three-year process of developing the Action Plan, starting in 2001. The involvement of stakeholders in the development of the EUOAP was mainly in the explorative phases involving identification of organic sector development needs and possible solution phase. The plan contained different 21 action points. The European Commission has started to implement the actions of the European Organic Action Plan, many of which have been achieved or are at an advanced stage of completion. The most significant initiatives are the publication of the new Council regulation (EC) 834/2004 on organic production and labelling of organic products and the consumer information campaign.

In the project a historical analysis of organic action plan development is given, in particular about the European as well as national organic action plan for organic food and farming. Eight national action plans were analysed. They vary very much with regard to the development process, targets, objectives and the emphasis of measures on certain areas. This is due to quite different political and socio-economic framework conditions for organic farming in these countries.

A main chapter is about organic action plans – what we know and do not know. When analysing the success of action plans the following question is crucial: What would have happened if the organic action plan would have not been in place? To answer this question it is important to keep in mind and to analyze the broader policy and market environment relevant to organic farming in order to judge success of the action plan as well as new challenges for organic farming such as climate change. It is clear that just looking at the originally envisaged targets and objectives might not be sufficient to judge whether or not an action

plan has been successful. One key argument going beyond clear targets and well balanced measures is that embedding action plan development in the wider policy area seems to be absolutely essential to be successful. However, there are a number of other issues to be dealt with which are also quite important prerequisites for successful organic action plans such as stakeholder involvement, coherence and consistency of action plans and an evaluation monitoring capacity.

Stakeholder involvement helps improving the information basis and the legitimacy of public policies. This is especially important on complex issues such as organic action plans, which involves actors with stakes in issues as different as the values of organic food and farming, the food market and the public goods of organic food and farming at one and the same time. In the selection of stakeholders to involve this should be considered; the ORGAP project has developed a theoretical model for the stakeholder classification. Successful stakeholder involvement demands: careful preparations of which stakeholders to include at any stage of the policy process and of the methods used to promote participation; sufficient time for the stakeholder to react.

For an evaluation of the internal and external coherence of the EU Organic Action Plan (OAP), the ORGAP project team made use of empirical methods and techniques suggested for analysing the synergy of programmes as well as their cross-impacts. A policy analysis of key synergies (positive and negative) was performed by means of a matrix of cross impacts. In order to provide an early assessment of potential risks and problems associated with the implementation system of the EU OAP, the ORGAP team used an adapted version of (process) Failure Mode & Effect Analysis (FMEA) combining the knowledge of a core team made of researchers from partner institutions with external expertise of a support team.

The development of an Organic Action Plan Evaluation Toolbox (ORGAPET) (Lampkin et al. 2008; www.orgap.org/orgapet) was a central part of the ORGAP project to support the European Commission in the evaluation of the EUOAP. ORGAPET has been developed as a web and CD-ROM-based toolbox, with hyperlinks between the different elements designed to make navigation easy. The Organic Action Plan Evaluation Toolbox (ORGAPET) is a collection of different information/data sources and evaluation tools, including participative techniques, quantitative assessments and methods to identify relevant indicators, which can be used selectively to meet the needs of a particular assessment of national or EU organic action plans.

“Golden Rules” for organic action plans as well as the recommendations for different actors such as the EU commission, EU member states and private stakeholders are summarised.

With regard to the dissemination and use of the results it is shown that ORGAPET – the Action Plan Evaluation Toolbox – and the ORGAP Manual – a resource handbook for the development, implementation and evaluation of organic action plans are unique and innovative tools. It is for the first time that for specific action plans of the EU such tools have been developed which complement the EU general evaluation tools (like the MEANS framework and Evalsed). During the project many dissemination activities were conducted.

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1 Introduction to the project

1.1 Background rationale for the project

Currently, the organic food sector is one of the most rapidly expanding sectors of the food industry in many European countries. In 2006, the European organic market grew by more than 10 percent, with a total value of approximately €14 billion. In many established European markets demand is growing considerably faster than supply (Willer et al. 2008).

Amongst the reforms to the European Common Agricultural Policy (CAP), that began in the late 1980s, came recognition of the key role that organic farming could play in meeting revised objectives: reducing surpluses, promoting quality goods and integrating environmental conservation practices into agriculture.

Since 1990 on, organic farming development in the European Union (EU) has been stimulated mainly by two factors related to strong consumer demand and policy support through:

- EC Reg. 2092/91, the EU-wide legal basis for organic farming, and
- area payments as an agri-environmental measure in the framework of EU rural development programmes (EC Reg. 2078/92 and 1257/1999).

Responding to concerns that area payments as 'supply-push' measures can impact negatively on the markets for organic products, policy-makers have started to take a more integrated approach to policy using the 'action plan' mechanism. This involves detailed analysis of the specific development needs of the sector and the application of a mix of demand-pull and supply-push measures in a co-ordinated way to help address the needs identified (Häring et al. 2004, Lampkin and Stolze 2005).

The European Commission released in June 2004 the European Action Plan for Organic Food and Farming (EUOAP). With this Action Plan the Commission intended to assess the situation of organic farming and to lay down the basis for future policy development. At the national level many governments have also developed Action Plans for promoting organic farming.

The European Organic Action Plan gave the rationale that the DG Research of the European Commission decided to fund a specific support project, the ORGAP Project No. CT-2005-006591 within the 6th Framework Research Programme. This project, with the title "*European Action Plan of Organic Food and Farming - Development of criteria and procedures for the evaluation of the EU Action Plan for Organic Agriculture*", started in May 2005 and was completed in April 2008.

1.2 Objectives of the project

1.2.1 Overall objective

The overall objective of this project was to give a scientific support in the implementation of the European Action Plan for Organic Food and Farming. This was be achieved by the identification of a set of suitable indicators and concepts as a basis for the development of an integrated evaluation tool. By means of this tool, the long-term and short-term effects of the implementation of the EU Action plan for Organic Food and Farming will be assessed.

1.2.2 Specific objectives

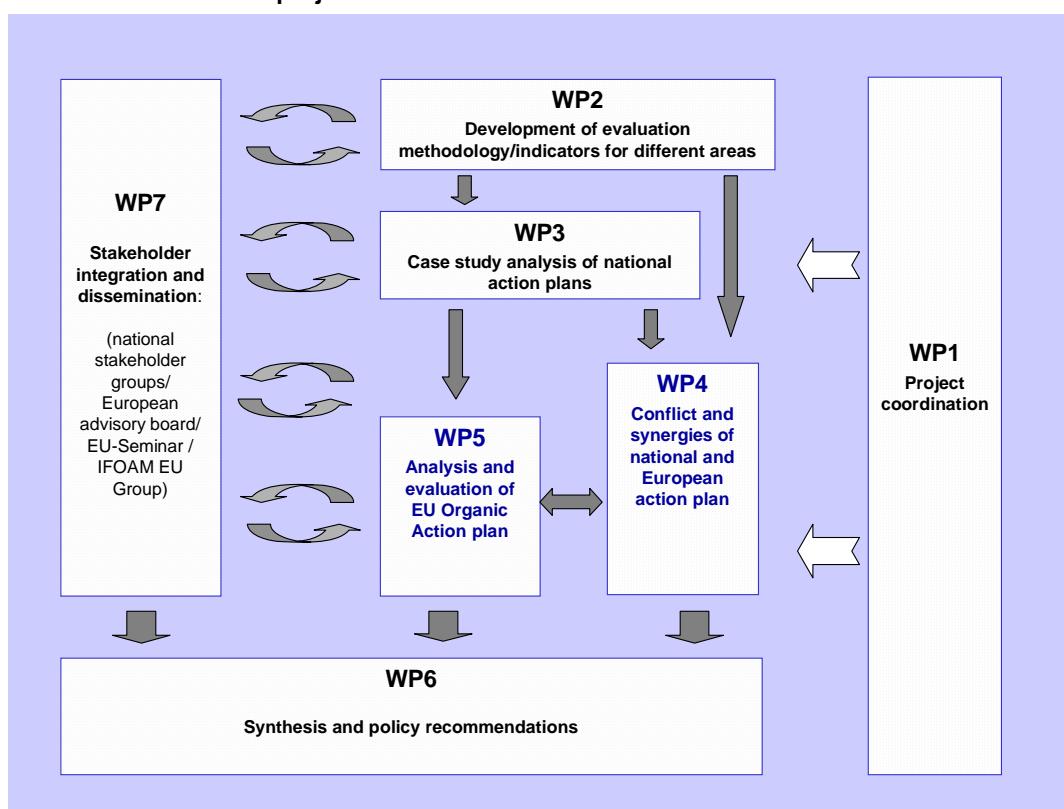
The project consisted of the following specific objectives and work packages:

- Development of a toolbox (ORGAPET) for EU and national administration to evaluate and monitor the implementation of the European Action Plan along the whole food chain for the following areas: information, training and education, research, production, processing, market development, certification, and public expenditures.
- Testing of the evaluation toolbox on a selected number of existing national action plans
- Identification of conflict areas between national and EU Action Plan targets concluding in policy recommendation to the Commission and national authorities.
- Early assessment of potential risks and problems associated with the implementation of the EU Action Plan and test initially the evaluation toolbox on the National level in those countries where an action plan is in place.
- Policy analysis for the implementation processes and procedures.
- Recommendations for different actors elaborated with involvement of essential stakeholders.

1.3 Overall project structure and methodologies

In figure 1 below the general structure of the project and the inter-linkages between the different work packages are schematically indicated.

Figure 1: Pert Diagram showing interconnection of work packages (WPs), responsibilities, and the major flow of information within the project.



As an overall methodology, the project followed an approach that combined analytical desk research with empirical qualitative research with a strong participatory approach.

The empirical part consisted of different methods such as focus group discussions, qualitative in-depth interviews and workshops with stakeholders from the organic farming sector and the supportive environment. Due to the qualitative focus of the project, no statistical analysis of the empirical data has been undertaken. The empirical analysis was conducted in each partner country, which had an organic action plan: United Kingdom, Germany, Italy, Denmark, Slovenia, Czech Republic, the Netherlands and Spain. The results were commented on and augmented by the members of the project advisory committee, where other countries and public institutions were also represented.

The following workpackage description shows the stages of the project with their corresponding workplan and the methods applied.

The workplan consisted of six work packages (for a diagrammatic representation see Figure 1) each designed to address specifically the key objectives.

The six workpackages were the following:

Work package 1

addressed the project management and scientific co-ordination tasks, including communication and dissemination, quality management, time planning, reporting and financial control.

Work package 2

involved the development of the organic action plan evaluation toolbox (ORGAPET), incorporating quantitative and qualitative product and process indicators covering the key areas of the EU organic action plan, building on existing socio-economic and agri-environmental policy evaluation methods (MEANS, IRENA) and incorporating work from current and previous projects on organic farming policy analysis and development. Stakeholder input into the development of the toolbox was emphasised.

Work package 3

provided a general overview and status quo analysis of national action plan objectives, design and implementation in 8 case study countries, as well as an analysis of the results of existing evaluations of a selection of these national action plans in order to a) draw conclusions concerning issues affecting the success or failure of these plans and b) determine the potential contribution of the results and available data to the application of ORGAPET at the European level. Group interviews with stakeholders in the case study countries were used to assess the feasibility of applying the ORGAPET approach at national level and to prepare for its application at the European level. In a special subtask there were focus group discussion on the identification of areas of conflict and/or synergy between objectives of national and EU action plans and their significance for the implementation of the EU Action Plan at national level. This provided the basis for the development, again with stakeholder input, of strategies aimed at resolving the potential conflicts and exploiting the synergies in order to facilitate implementation of the EU Action Plan at national level.

Work package 4

provided an early assessment of the potential risks and problems associated with specific policy-relevant areas and assists in the initial implementation of the EU Organic Action Plan

by offering a structure for thinking through the likelihood, seriousness and probability of detection of potential problems. The work package also involved the testing of the ORGAP evaluation toolbox at the European level in the context of the early stages of implementation of the EU Organic Action Plan.

Work package 5

delivered the synthesis of the results of the analyses of national action plans and the implementation of the EU action plan, taking into account potential conflict/synergy areas and risk/problems. Policy conclusions relating to the implementation and development of EU and national action plans were identified. On the basis of the testing in earlier work packages, the ORGAP evaluation toolbox has been revised and a manual for the initiation and evaluation of action plans was produced.

Work package 6

This WP paralleled the project co-ordination work package, focusing on the effective integration of stakeholders in the project work by means of national workshops, interviews with national stakeholders, European advisory committee meetings, electronic discussion groups and other means of consultation with/dissemination to stakeholders and non-academic audiences.

This summary in the overall activity report interprets and synthesises all the work done in the ORGAP-Project, based mainly on the executive summary of the final project synthesis report (Deliverable 14, www.orgap.org). The main focus areas are: the analysis of organic action plan at European and national level what we know about organic action plans, the issue of stakeholder involvement, the internal and external coherence of the European Organic Action plan, the ORGAPET (evaluation toolbox), the “Golden Rules” for organic action plans and the recommendations.

2 Project results

2.1 Analysis of organic action plans at European and national level

Action plans can be found in most EU member states. At national level, action plans provide a mechanism to ensure a balanced policy mix, reflecting different aims and the various supply-push and demand-pull policy instruments available, tailored to local conditions.

2.1.1 European Action Plan for Organic Food and Farming

The European Action Plan for Organic Food and Farming (EC 2004) is the result of a three-year process of developing the Action Plan, starting in 2001. This process led to: a Commission staff paper exploring the options for an action plan in 2001; the establishment of an independent expert working group in 2002, a public internet consultation on specific options in February 2003; a European Parliament hearing on the action plan options in June 2003; and a public hearing on the action plan options in January 2004. In June 2004 the action plan was decided by the EU Council in June 2004, following significant internal debate within the Commission and the EU Parliament.

The involvement of stakeholders in the development of the EUOAP was mainly in the explorative phases involving identification of organic sector development needs and possible solutions. The actual action plan was prepared after the public hearing in January 2004, so that stakeholders were not able to comment on the action plan document or the balance of individual actual action points.

During the subsequent implementation phase, primary responsibility also rests with the EU Commission, with input from the EU Council, EU Parliament and member-state government representatives, with only limited input from other stakeholder groups.

In 2004 the European Commission launched the European Action Plan for Organic Food and Farming. The plan contained 21 action points, which relate to the following areas:

- Consumer information and promotion campaigns;
- Improved research, market intelligence and statistical data collection;
- Full utilisation of the rural development programme and other existing options to support organic farming;
- Improving the transparency, scope and implementation of the regulation defining organic farming

The European Commission has started to implement the actions of the European Organic Action Plan, many of which have been achieved or are at an advanced stage of completion. The most significant initiatives are the publication of the new Council regulation (EC) 834/2004 on organic production and labelling of organic products and the consumer information campaign, launched in July 2007. The continued inclusion of organic farming in the 2007-2013 rural development programmes and in the FW7 research programmes are also important outcomes.

2.1.2 National organic action plans

The development of national organic action plans started in Europe in 1995 when Denmark introduced its first organic action plan. Denmark thus acted as a forerunner and pioneer in this field. Nowadays, most EU Member States have organic action plans for organic food and farming. Of those that don't, some have plans in preparation.

Under the framework of the ORGAP Project, six national (CZ, DK, DE, IT, NL, SI) and two regional (Andalucia (AND), England (ENG) action plans for organic food and farming were compared. As a consequence of the very different situation in the eight case-study countries, the action plans studied vary in their scope. The English and the Dutch action plans represent market-driven and demand-led approaches with a clear focus on market development measures. The German Federal Organic Farming Scheme on the other hand puts a distinct emphasis on informational policy instruments to strengthen the organic sector through consumer information as well as through research and development. Finally, the Andalusian, Czech, Danish, Italian and the Slovenian action plans represent quite broad approaches integrating a broad portfolio of measures targeted to supply and market development as well as to information and research.

Apart from the Andalusian Action Plan, all other action plans studied include quantitative targets. Most typically targets for organic adoption are set (CZ, DK, NL, SI, DE). However, the Dutch and Slovenian action plans include a combination of targets addressing the share of nationally produced organic products, the domestic organic market share in general, organic sales per capita and the development of tourist farms. The English action plan target was defined in terms of the proportion of the organic market for indigenous products supplied by domestic producers.

To conclude, the case study action plans vary with regard to the development process, targets, objectives and the emphasis of measures on certain areas. This is due to quite different political and socio-economic framework conditions for organic farming in these countries. The comparison revealed that the weaknesses identified in the status quo analyses have only partly been translated to the targets and measures included in the action plan documents. This is on the one side a result of the national priority and budget setting and on the other side on the interdependency between EU policies and national policies. However, as all action plans were developed together with stakeholders, the composition of the stakeholder groups and the power of the initiating actor are crucial to the target and priority setting.

2.2 Organic action plans – what we know and what we do not know

2.2.1 What makes a successful action plan?

This question is much more difficult to answer than it looks at first sight. Many other economic, social and policy developments influence the organic sector and often instances occur which have not been foreseen when a certain action plan was devised. Because of this a simple measurement of the state of a specific objective might be too simplistic. Under certain circumstances an organic action plan could already be regarded as a success if the measures contribute substantially to a development in the right direction. The point of reference would be here: What would have happened if the organic action plan would have not been in place?

The second point to keep in mind in judging the success of an organic action plan is to be aware of the fact that such action plans are often not complete in a sense that they fully include all political measures directly relevant for organic farming. In such cases it is important to keep in mind and to analyze the broader policy and market environment relevant to organic farming in order to judge success of the action plan.

Organic farming policies can of course only be successful if they are successfully implemented and need sufficient care and knowledge with respect to the often numerously legal conditions outside the specific organic farming area that influence implementation. It also means that a clear mission of implementation agencies and qualified and motivated personal involved are a key to successful organic policies and to successful organic action plans.

Is the concept of an organic action plan an outdated concept? Some policy makers believe that it has been a fashion and its time is over. The authors of this report are convinced that any attempt to unify elements that influence organic farming and organic farming policies and to bring policies into an integrated, coherent framework will still be necessary and welcome in the future. Whether such attempts in the future will be called organic action plans is a different issue.

Currently some key challenges include the question whether the general trend in agricultural prices has actually been reversed. If agricultural prices which tended to decrease in real terms throughout the 20th century are actually moving upwards due to factors such as increased demand for agricultural products, climate change and a possible slowdown of technological progress. Such general developments will also influence the development of organic farming and the development of suitable measures to support it. Some of the implications of a higher price level for conventional agriculture and a higher volatility of prices both in the conventional and organic markets might challenge the continuation of the traditional per hectare organic support policies. If climate change is actually perceived as the key challenge for decades to come then effects with respect to mitigate climate change of organic farming and with respect to the adaptive capacity of organic farming are quite important for any policy justification in support of organic farming. And finally, there is the productivity issue. If the actual demand for food stuff is increasing rapidly throughout the world then the obvious limitations of organic farming in this respect reported from industrial countries become more serious. In that context research and development supporting increasing productivity in organic farming might become much more important than in the past.

It is clear that just looking at the originally envisaged targets and objectives might not be sufficient to judge whether or not an action plan has been successful. One key argument going beyond clear targets and well balanced measures is that embedding action plan development in the wider policy area seems to be absolutely essential to be successful. However, there are a number of other issues to be dealt with which are also quite important prerequisites for successful organic action plans such as stakeholder involvement, coherence and consistency of action plans and an evaluation monitoring capacity.

2.2.2 Stakeholder involvement

Stakeholder involvement may be understood and carried out in quite different ways including the provision of information, providing opportunities to comment on proposals, and empowering stakeholders to make their own choices.

When preparing the toolbox aimed for evaluating the European Organic Action Plan in the ORGAP project, attempts were made to involve both organic and mixed stakeholders in various steps in eight different national/regional settings and with different methods. These experiences form the background for recommending stakeholders with a purely organic and/or mixed portfolio to involve through group discussions in order to increase and optimize their analytical capacities and thereby their delivery of relevant information regarding the preconditions for implementing the EUOAP and for assessing its policy impacts. Parallel to this, relevant non-organic stakeholders could be involved on the basis of individual interviews or small group interviews.

When deciding on which stakeholders to involve in any stage it is thus necessary to identify all stakeholders considered relevant to the issue and to clarify for each of them which perspective they represent in first priority. Therefore a general model for analyzing stakeholder involvement in public policy on organic food and farming has been developed in the project. It includes a distinction of expertise involved in the three main perspectives of organic action plans realised in Europe up to now: the specific values defining organic food and farming; the market perspective as organic food in most plans is expected to develop in response to consumer demand; and a political recognition of the public goods delivered as a consequence of performing organic farming practices. With regard to each of these three perspectives, it is possible to specify expertise of stakeholders acting in the core or periphery of the perspective and to distinguish expertise of purely organic stakeholders and other stakeholders with a mixed or even non-organic expertise relevant for the development of policies in support of organic food and farming.

The degree to which participatory methods realise their potential contribution depends critically on how carefully they are used and in what context. There is no one set of techniques to be mechanically applied in all contexts for all participants, but a diverse range of possible techniques which need to be flexibly adapted to particular situations and needs.

Stakeholder involvement helps improving the information basis and the legitimacy of public policies. This is especially important on complex issues such as organic action plans, which involves actors with stakes in issues as different as the values of organic food and farming, the food market and the public goods of organic food and farming at one and the same time.

Successful stakeholder involvement thus demands: careful preparations of which stakeholders to include at any stage of the policy process and of the methods used to promote participation; sufficient time for the stakeholder to react; this means at least 8-12 weeks of time for allowing substantial and broad participation, in particular in the case of involvement of farmers organisations, and good communication and transparency in each of the five stages of the policy process. Although this results in higher costs and more resources for those administrating the process, the outcome of such a process will improve the legitimacy and acceptability of the decisions and will facilitate very much the implementation (e.g. through public private partnerships). Such a more participative, transparent and time-balanced process helps to avoid unnecessary discussions and misunderstandings, which at the end might be more effective and cost-efficient.

2.2.3 Internal and external coherence of the EU Organic Action Plan

For an evaluation of the internal and external coherence of the EU Organic Action Plan (OAP), the ORGAP project team generally made use of empirical methods and techniques suggested for analysing the synergy of programmes as well as their cross-impacts.

A policy analysis of key synergies (positive and negative) was performed by means of a matrix of cross impacts as specified in the MEANS framework (EC, 1999). Two separate matrices were constructed: to appraise the internal coherence between the various measures of the EU Organic Action Plan; and to appraise the external coherence between the EUOAP and some national organic action plans. Experts involved in this evaluation process (Evaluation team) identified any synergy which may exist between pairs of measures or categories of measures. The effects of synergies or conflicts have been rated with the help of 2 electronic consultation rounds. After validation of these ratings, the calculation of the "synthetic" coefficient of synergy was performed, in order to evaluate the overall level of synergy/conflict within the European Organic Action Plan. The analysis suggests that Actions 9 (ensure integrity) and 10 (harmonisation of standards) are essential for the success of the EUOAP, given their synergistic effects. They in addition enter into synergy with many other actions. Interesting is also Action 13 (risked based-inspections) with a high coefficient of synergy and number of measures with which has interactions.

In order to provide an early assessment of potential risks and problems associated with the implementation system of the EU OAP, the ORGAP team used an adapted version of (process) Failure Mode & Effect Analysis (FMEA) combining the knowledge of a core team made of researchers from partner institutions with external expertise of a support team (Advisory Committee, EU Commission). The analysis revealed that no single failure mode is particularly risky. Nevertheless the most important cause-effect relationships mentioned were: lack of stakeholder involvement – lack of capacity building; inadequate information and promotion campaign – lack of knowledge/awareness of organic farming; lack of information – lack of political interest to support organic farming.

2.3 Organic Action Plan Evaluation Toolbox (ORGAPET)

The development of an Organic Action Plan Evaluation Toolbox (ORGAPET) (Lampkin et al. 2008; www.orgap.org/orgapet) was a central part of the ORGAP project to support the European Commission in the evaluation of the EUOAP. ORGAPET has been developed as a web and CD-ROM-based toolbox, with hyperlinks between the different elements designed to make navigation easy. The Organic Action Plan Evaluation Toolbox (ORGAPET) is a collection of different information/data sources and evaluation tools, including participative techniques, quantitative assessments and methods to identify relevant indicators, which can be used selectively to meet the needs of a particular assessment of national or EU organic action plans.

The toolbox is structured around 'compartments' or sections containing 'tools' fulfilling different functions. Each section contains an overview document and a series of annexes detailing a range of methodological approaches (including background documents, relevant data sources and other items), as well as examples of how these have been applied in specific cases.

ORGAPET is designed to provide a comprehensive guide to the different aspects of policy evaluation in the context of organic action plans, and in doing so to meet the needs of different groups. There are three levels at which it can be used.

The printed manual (also available in pdf form from www.orgap.org) provides a basis guide to users of the evaluations, so that they might better understand some of the tools and procedures used in an evaluation and the results contained in an evaluation report – the manual

also includes ORGAPET as a CD-ROM. The main overview documents of each Section of ORGAPET should provide an introduction to key evaluation issues that should be considered by programme managers and those commissioning evaluations.

Links to relevant internet resources, data sources, literature and examples where techniques have been applied in similar contexts are provided to assist evaluation teams carrying out evaluations.

Tab. 2-1. Content of the Organic Action Plan Evaluation Toolbox (ORGAPET)

<p>Part A: Background and context</p> <ul style="list-style-type: none"> • Section A1: Introduction to organic action plans and the ORGAP Project covers: • Section A2: Principles of policy evaluation with reference to organic action plans • Section A3: How does policy influence the development of organic farming? • Section A4: Involving stakeholders in programme design, implementation and evaluation • Section A5: Planning an evaluation <p>Part B: Evaluating programme design and implementation</p> <ul style="list-style-type: none"> • Section B1: Evaluating the process of programme design and implementation • Section B2: Assessing coherence and failure risk of action plans • Section B3: Methods for evaluating the level and nature of stakeholder involvement <p>Part C: Evaluating programme effects</p> <ul style="list-style-type: none"> • Section C1: Methods for identifying objectives to be evaluated considers: • Section C2: Methods for defining indicators • Section C3: Generic • Section C4: Using expert (including stakeholders) judgement <p>Part D: Synthesis</p> <ul style="list-style-type: none"> • Section D1: Integrating and interpreting results • Section D2: Examples of existing evaluations

Source: <http://www.orgap.org/internal/orgapet/>

2.4 “Golden Rules” for organic action plans and recommendations

Detailed recommendations are found in the ORGAP Manual, in ORGAPET and the final project report (Schmid et al., 2008), which is available to the public via the project web site www.orgap.org/publications.

2.4.1 “Golden Rules” for organic action plans

The “Golden Rules” for organic action plans consider the following points as being important:

- Participatory stakeholder involvement – early & with resources, in all stages of OAP;
- Good communication during entire period;
- OAP as strategic instrument for achieving policy goals;
- Clear and operational objectives;
- Based on a status quo analysis;
- Review of policy areas related to the OAP and their impact;
- Actions tailored to the respective problems;
- Good implementation plan with sufficient financial and human resources;
- Relevant government departments must be involved;
- Balanced mix of 'supply-push' and 'demand-pull' policy measures;
- Countries with short tradition in OAP development need special measures;
- Monitoring and evaluation should be included from the outset;
- Action Plan evaluation = tool for further development of the plan;
- Successful evaluation with clearly purpose, scope and appropriate standard.

For a detailed description of these points see ORGAP Manual and/or the Final project report.

2.4.2 Recommendations for different actors

Recommendations to the EU Commission: The EU Organic Action Plan is still at an early stage of implementation. While relevant baseline data are in place as part of the monitoring of the EU organic regulation and the Rural Development programme, there is a need to prepare for evaluation of the effects of implementing the major regulatory changes planned from 2009. In particular, the effects of the proposed promotional campaign and compulsory adoption of an EU organic logo on consumer recognition, understanding and trust cannot be captured by current data sources and should be the subject of a specific before and after consumer survey, possibly as part of the Euro-barometer series.

Recommendations to EU Member states: The application of ORGAPET to national action plan evaluations should be considered. Members of the project partnership are able to provide assistance with application of ORGAPET. In the absence of action plans, consideration should be given to their potential role in integrating policy measures to deliver the diverse public policy objectives and to mitigate some of the undesired effect of specific policy instruments.

Recommendations to private stakeholders: By engaging with action plan development, implementation and evaluation processes, stakeholders can ensure that the results, conclusions drawn and future policies implemented are more relevant to meeting their specific needs. The ORGAP Manual and ORGAPET is assisting stakeholders in this process and give guidance how to best develop and/or evaluate action plans and other policies for organic food and farming.

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3 Consortium management

3.1 Consortium partners and advisory board

Table 2 gives an overview of participating partners.

Table 3-1: Project partner Organisations and team members

No.	Acronym	Organisation	Country	Team members
1	FiBL	Research Institute for Organic Agriculture, Frick	Switzerland	Otto Schmid (scientific coordinator), Bettina Landau (administrative coordinator), Matthias Stolze, Hanna Stolz
2	UWA	University of Wales, Institute of Rural Sciences, Aberystwyth	United Kingdom	Nic Lampkin, Ian Jeffreys, Phillipa Nicholas
3	UHO	University of Hohenheim, Department of Farm Economics, Stuttgart	Germany	Stephan Dabbert, Christian Eichert
4	UPM	Universita Polytechnica delle Marche (DIIGA), Ancona	Italy	Raffaele Zanoli, Susanna Vitulano, Daniela Vairo
5	USD	University of Southern Denmark, Department of Political Science and Public Management	Denmark	Johannes Michelsen, Anne-Maria Tyroll Beck (2006-2007), Mette Meldegaard (until December December 2005), Thyra Bonde-Arnholm (2006)
6	IFOAM EU	IFOAM EU Regional Group	Belgium	Victor González, Marco Schlueter, Alessandro Triantafyllidis (through AIAB Italy), Christopher Stopes (through Soil Association, UK)
7	ISD	Institute for Sustainable Development	Slovenia	Anamarija Slabe
8	VUZE	Institute for Agricultural Economics	Czech Republic	Pavla Wollmuthová, Iva Dvorská, Kamila Koutná, Tomáš Zídek
9	LEI	Agricultural Economics Research Institute	Netherlands	Robert Stokkers, Johan Bakker
10	SEAE	Sociedad Española de Agricultura Ecológica	Spain	José Luis Moreno, Victor González, José Luis Porcuna, Manuel González de Molina

Each work package had a work package (WP) manager and a co-manager (see Table 2). These had been chosen on the basis of their expertise in the particular field to give the best possible team. The WP managers in close cooperation with the co-managers and the coordinator were responsible for the coordination of the work carried out in their respective WP's.

Table 3-2: Work package managers and co-managers

WP	WP description	WP-manager	Country	WP Co-manager	Country
1	Project coordination and management	Otto Schmid, FiBL (scientific coordinator)	CH	Bettina Landau, FiBL (administrative coordinator)	CH
2	Development of Evaluation Toolbox (ORGAPET)	Nic Lampkin, UWA	UK	-	-
3	National Action Plan analysis	Stephan Dabbert, UHO	DE	Johannes Michelsen, USD	DK
4	European Action plan analysis	Raffaele Zanoli	IT	Johannes Michelsen	DK
5	Synthesis and recommendations (Manual for implementation)	Otto Schmid	CH	Anamarija Slabe	SI
6	Stakeholder integration and dissemination	Victor Gonzalvez,	IFOAM EU	Otto Schmid, FiBL	CH

A project advisory committee was involved in different stages of the project with three physical meetings and/or through electronic consultation.

Below in table 3 is the list of participants.

Table 3-3. Members of the ORGAP Advisory Committee

Acs Eva	Kishantos Rural Development Centre, Hungary
Aertsens Joris	Gent University FBW, Gent Belgium
Ahle Per	Ministry of Food, Agriculture and Fisheries, Copenhagen, Denmark
Beck Alexander	European Processors of Organic Food (BEO), Germany
Becu Brigitte	Flamisch Ministry of Agriculture, Belgium
Ingvaldsen Morten	Debio, Norway
Källander Inger	Swedish Ecological Farmers Association, Sweden
Lankester Martien	Avalon-Foundation, Netherlands
Monod Mariane	French Ministry of Agriculture, Paris, France
Nieberg Hiltrud	Federal Agricultural Research Centre (FAL), Braunschweig, Germany
Mikk Merit	Estonian Organic Farming Foundation, Estonia
Nebel Johann	COPA-COJEGA, Denmark
Pisek Karl	Federal Ministry of Health and Woman,
Ramos García María	Junta de Andalusia, Sevilla, Spain
Roland Thomas	The Danish Consumer Council, Denmark
Sarapatka Borivoj	University Olomuc, Czech Republic

Appendix 1 – Plan for using and disseminating the knowledge

App. 1 A Summary of exploitable results

The two main exploitable results are the ORGAPET and the ORGAP Manual, which are described below.

ORGAPET – the Organic Action Plan Evaluation Toolbox

As described in chapter 2.3 of this report, the Organic Action Plan Evaluation Toolbox was the most important result of the ORGAP Project.

Below is a more detailed description of the content of ORGAPET, which can be found on the CD-ROM included with the ORGAP manual, as well as on the ORGAP website at www.orgap.org/orgapet.

The Organic Action Plan Evaluation Toolbox (ORGAPET) is a collection of different information/data sources and evaluation tools, including participative techniques, quantitative assessments and methods to identify relevant indicators, which can be used selectively to meet the needs of a particular assessment of national or EU organic action plans.

The toolbox is structured around 'compartments' or sections containing 'tools' fulfilling different functions. Each section contains an overview document and a series of annexes detailing a range of methodological approaches (including background documents, relevant data sources and other items), as well as examples of how these have been applied in specific cases, for example the evaluations and workshops conducted as part of the ORGAP project.

The structure of ORGAPET is summarised in the screen shot below.



ORGAPET: The Organic Action Plan Evaluation Toolbox

				Version 6	April 2008
A	A1: Introduction	A2: Evaluation principles	A3: Development of organic farming	A4: Involving stakeholders	A5: Planning evaluations
B	B1: Describing programmes	B2: Assessing logic and content	B3: Evaluating stakeholder involvement		
C	C1: Defining objectives	C2: Defining indicators	C3: Key indicators	C4: Expert judgement	
D	D1: Integrating results	D2: Evaluation examples			

See ORGAP Website: <http://www.orgap.org/internal/orgapet/>

ORGAP Manual

In order to communicate the results of this project as widely as possible, a practical manual for initiating and evaluating Organic Action Plans has been produced. This manual has been created to inspire the people, organisations and institutions involved, or with an interest, in the organic food and farming sector to engage in the initiation, review, revision and renewal of regional, national and European Organic Action Plans.

The objectives of the manual are to provide:

- a tool for stakeholder involvement in future Action Plan development and implementation processes at EU, national and regional level;
- a guide to the use of the Organic Action Plan Evaluation Toolbox (ORGAPET) developed through the project.

The manual summarises the key lessons learnt from more than 10 years experience of development, implementation and evaluation of Organic Action Plans throughout Europe.

The Organic Action Plan Evaluation Toolbox (ORGAPET), which includes comprehensive information to support the Organic Action Plan development and evaluation process is included with the manual as a CD-ROM, and is also accessible on-line at www.orgap.org/orgapet.

The manual was printed in a paper version (500 copies) and is also on the project website as pdf-version. There is also a French version as pdf-version available on the website, as there was no French speaking country represented in the project consortium.

Comparison and documentation of national organic action plans

A part of the project work a comparison of national organic action plans was made, which can be downloaded from the ORGAP Website. http://www.orgap.org/documents/orgap_wp31_documentation_250107.pdf

The main aim of this report is to provide a structured documentation about the objectives, development processes and measures of eight national and regional Action Plans for Organic Food and Farming (Czech Republic, Andalusia (Spain), England, Denmark, the Netherlands, Germany, Slovenia and Italy). Thus, the aim of this report is not to evaluate the action plans, but i) to facilitate the access to detailed action plan information and ii) to provide a condensed comparison of the action plans documented.

Furthermore on the project website a library with national organic action plans has been made, where the detailed plans from 8 different (Czech Republic, Andalusia/Spain, England, Denmark, the Netherlands, Germany, Slovenia and Italy) countries can be downloaded. See: <http://www.orgap.org/library.html>

In addition in the ORGAP Newsletter No. 6 an overview about the state of the development of organic action plans in almost all European Countries is published. This overview is also integrated in the final project synthesis report in the Annex (Deliverable 14), See project website.

Status quo of implementation and planned intermediate (mid-term) evaluation of the EU Organic Action Plan

On the ORGAP Website the state of implementation of the European Action Plan for Organic Food and Farming is documented and is regularly updated. For each of the 21 action points the following questions are answered:

- What is the content?
- What has been done? What was achieved?
- What is planned? What is on the way?

This gives interested persons the possibility to learn what has been implemented and what is planned. This information has been provided by the unit F.5 for organic farming of DG Agriculture of the European Commission.

More information see ORGAP Website: <http://www.orgap.org/implementation.html#ac>

In the second half of 2008 it is planned to make an intermediate (mid-term) evaluation of the EU Organic action plan with support of DG Agriculture of the European Commission, the unit for organic agriculture, using ORGAPET and the proposed core indicators. The work will be conducted by the University of Hohenheim as part of a Master thesis with support of the University of Wales, Institute of Rural Sciences, Aberystwyth and FiBL, the Research Institute of Organic Agriculture in Frick (Switzerland) and will be published until the end of 2008. The work will be financed with the own resources of these three institutions, as the ORGAP project has finished.

Project reports about perceptions of stakeholders and experts regarding the EU Organic Action Plan and ORGAPET

A project report (Deliverable7) on “Implementing the European Organic Action Plan in EU member states - stakeholders’ perceptions of implementation problems and coping strategies” recapitulates the results of a series of national workshops undertaken in winter/spring 2007. It brings together very different views and perceptions on organic action plans and possible evaluation methodologies and can be seen as ORGAP’s stakeholder oriented or public oriented step.

A public synthesis report on the scope of national action plans, their evaluation procedures and the operability and appropriateness of the developed evaluation concept at national level, as well as the impact of conflict/synergies and policy proposals for implementing the EU Action Plan in member states. This report (Deliverable 8) comprises different views on the topic evaluation of organic action plans (“National Action Plan analysis”) prepared in the ORGAP project.

Both reports can be downloaded from the ORGAP Website: <http://www.orgap.org/publications.html>

Final project synthesis report

The aim of this synthesis report (Deliverable 14) is not only to summarise the project results but to put them in a wider context. Therefore the report does not strictly follow the structure of the different workpackages but focuses more on the lessons learnt from the project. Chapter 1 describes the background and the objectives, structure and the outcome of the ORGAP Project. In chapter 2 a brief history about organic action plan development is given, in particular about the European as well as national organic action plan for organic food and farming. In chapter 3 the authors write about organic action plans – what we know and do not know. This includes success factors, stakeholder involvement, coherence and consistency issues and the how to evaluate organic action plans with ORGAPET. In chapter 4 the Golden Rules for organic action plans. The final Chapter 5 consolidates the recommendations of the whole project arising from the various different work packages in one place. The editors hope that this final project synthesis report helps to initiate a process of evaluation and progressive development of Organic Action Plans at the European, national and regional level.

The report can be downloaded from the ORGAP Website: <http://www.orgap.org/publications.html>

App. 1 B Exploitation and use potential

The following table provides an overview of exploitable results

(NB the nature of the resource generated by this project precludes commercial exploitation of IPR)

Table A-1

Results generated	Owner(s)	Sector(s) of application	Exploitation / use of potential measures	Available since
ORGAPET – Organic Action Plan evaluation toolbox.	Primarily Aberystwyth University (Lampkin) and FiBL (Schmid) as set out on ORGAPET homepage with shared input from all ORGAP partners	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators. Agriculture policy sector	Can be used freely by relevant agencies/institutions to support their evaluation of organic action plans Free for use via project homepage Interested persons or institutions may receive the tool as CD-Rom from FiBL, the Research Institute of Organic Agriculture in Frick. Project partners can provide support in application of toolbox subject to resource availability.	April 2008
ORGAP Manual “Organic Action Plans” – resource book for development implementation and evaluation of organic action plans I	All ORGAP partners	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators. Agriculture policy sector.	Can be used freely by relevant agencies to support development, implementation and evaluation of organic action plans. Free for use via project homepage Interested persons or institutions may receive the ORGAP Manual as printed booklet from FiBL, the Research Institute of Organic Agriculture in Frick or from the IFOAM EU Group office in Brussels (with the ORGAPET CD-Rom included)	April 2008

Table A-1 (cont.)

Results generated	Owner(s)	Sector(s) of application	Exploitation / use of potential measures	Available since
Comparison and documentation of national organic action plans	Primarily FIBL as set out on ORGAPET homepage with shared input from all ORGAP partners	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators. Agriculture policy sector.	Can be used freely by relevant agencies/institutions to support the development or evaluation of organic action plans Free for use via project homepage	May 2006
Status quo of implementation and planned intermediate evaluation of the EU Organic Action Plan	Primarily FIBL as set out on ORGAPET homepage with shared input from UHO and UWA	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators.	Can be used freely by relevant agencies/institutions to support the development or evaluation of organic action plans Free for use via project homepage	Since 2006, regularly updated (Status July 2008)
Project reports about perceptions of stakeholders and experts regarding the EU Organic Action Plan and ORGAPET	Primarily University of Hohenheim (UHO) and University of Southern Denmark (USD) as set out on ORGAPET homepage with shared input from all ORGAP partners	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators.	Can be used freely by relevant agencies/institutions to support the development or evaluation of organic action plans Free for use via project homepage	October 2007
Final project synthesis report	Primarily FIBL as set out on ORGAPET homepage with shared input from all ORGAP workpackage leaders (UWA, UHO, USD, UPM)	Organic agriculture sector: stakeholders, administrators, policy makers, researchers, evaluators. Agriculture policy sector.	Can be used freely by relevant agencies/institutions to support the development or evaluation of organic action plans Free for use via project homepage	July 2008

For the generation of the recommendations, especially important were the links to the results of three older EU projects, which dealt with policies for organic farming and the regulatory framework:

- EEC 2092/91 Revision (SSP-CT-2004-502397).
- EU CEEOFP Further Development of Organic Farming Policy in Europe, with Particular Emphasis on EU Enlargement (QLK5-2002-00917);
- OFCAP Effects of the CAP-reform and possible further developments on organic farming in the EU (FAIR3-CT96-1794)

App. 1 C Innovation related activities

The Organic Action Plan Evaluation Toolbox (ORGAPET), which has been developed under the lead of the University of Wales, Institute of Rural Sciences, Aberystwyth (United Kingdom), is in this form unique. It is for the first time that for a specific action plan of the European Union such a specific tool has been developed, which also brings together in easily accessible form a significant literature and data resource to support the evaluation process. Furthermore ORGAPET complements very well the more general evaluation tools of the European Commission such as the MEANS framework and Evalset.

Furthermore the ORGAP Manual is in this form also as it is for the first time that for persons involved in organic action plans an easy to read guide is at hand, which will allow to develop, implement and evaluate action plans in a systematic and consistent way.

The first feedback from the presentation both of the toolbox and the manual to different interested users, such as the European Commission and EU members states as well as to private sector stakeholders has been very positive.

As Partner 1 (FiBL) was the project coordinator, both the ORGAPET CD-Rom and the ORGAP Manual will be stored at the Research Institute of Organic Agriculture in Frick (Switzerland).

The data of direct internet users are collected by Partner 1 (FiBL), who will maintain the project webpage for at least 5 years. A regular update of the completion of the European Organic Action plan will be made.

UWA together with FiBL will maintain the internet version of ORGAPET with occasional updates for relevant literature, data and internet links. The updates can be accessed by the CD-ROM users.

App. 1 D Report on engaging with the public

Dissemination activities were an integrated part of the project. Thus, several workshops with stakeholders and researchers were held in all consortium countries, where there was an organic action plan in place. Furthermore, many partners organized additional dissemination activities.

The project produced 6 main public reports, 6 scientific publications (see Table 3), and a project web-page at www.orgap.org where all reports are available. Furthermore more than 20 articles have been published in non-scientific journals or press. Many presentations about the ORGAP Project have been made during the 3 yearly projects. At several conferences posters from the ORGAP project have been presented. 6 ORGAP newsletters were published. The IFOAM EU member organisations (more than 300) have been regularly informed or involved by direct mailing or through the IFOAM EU newsletter (ca. monthly).

Members of the team produced from May 2005 until July 2008 in total more than 250 dissemination items in the form of book chapters, scientific conference papers published in the proceedings, workshop presentations, posters and papers, articles in magazines and newsletters and direct E-mail communications both national languages and in English.

The project organised 3 workshops with stakeholders and had ongoing communication with the Unit on Organic Farming in DG Agriculture, which is responsible for the Organic Regulation.

The manual together with ORGAPET was presented to the EU Commission and the Standing Committee on Organic Farming on the 2nd of July 2008 in Brussels. The feedback was very positive. See press release of FiBL: <http://www.fibl.org/english/news/press-releases/2008/0708-orgap.php>

Furthermore at the World Organic Congress of IFOAM in June 2008 in Modena both the manual as well as ORGAPET was presented to the public in two sessions, in a session of DG Research of the European Commission and in a policy session.

At the world biggest fair in Nuremberg the ORGAP results have been presented in February 2007 and in February 2008 in a special seminar.

Table A-1: Main public project reports and publications

Del. no.	Project reports	Lead author(s)	Available at
-	Documentation about national Action Plans for Organic Food and Farming	Stolze M., Stolz H., Schmid O.	ORGAP Website: http://www.orgap.org/documents/orgap_wp31_documentation_250107.pdf
D7	Implementing the European Organic Action Plan in EU member states - Stakeholders' perceptions of implementation problems and coping strategies	Michelsen J., Tyroll Beck A.-M.	ORGAP Website: http://www.orgap.org/documents/ORGAP_D7_Conflicts-synergies_Nov2007_final.pdf
D8	Public synthesis report on the scope of national action plans, their evaluation procedures and the operability and appropriateness of the developed evaluation concept at national level, as well as the impact of conflict/synergies and policy proposals for implementing the EU Action Plan in member states	Dabbert S., Eichert C.	ORGAP Website: http://www.orgap.org/documents/ORGAP_D8_final_Dec2007.pdf
D13	ORGAPET The Organic Action Plan Evaluation Toolbox (as CD Rom, included in the Manual)	Lampkin, N.; Schmid, O.; Dabbert, S.; Michelsen, J. and Zanoli, R. (eds.)	ORGAP Website: http://www.orgap.org/orgapet/ and as CD_ROM available from FIBL
D13	Manual: Organic Action Plans. Development, implementation and evaluation	Schmid O., Dabbert S., Eichert C., González V., Lampkin N., Michelsen J., Slabe A., Stokkers R., Stolze M., Stopes C., Wollmuthová P., Vairo D. and Zanoli R.	ORGAP Website: http://www.orgap.org/documents/manual.pdf and as book available from FIBL
D14	Final project report)	Schmid O., Lampkin N., Dabbert S., Zanoli R., Johannes Michelsen J. (eds.)	www.orgap.org

Table A-2: Project reports and publications continued

Title, Journal/Book
Michelsen J. (2008): An Europeanization deficit? The impact of EU organic agriculture regulations on new member states. <i>Journal of European Public Policy</i> 15/1.
Schmid O. and Lampkin N. (2008): Action plans for organic food and farming - state of European and national action plans. In: European Journal of Nutraceuticals & Functional Foods. AgroFOOD industry hi-tech, Vol 19 n 3. May/June 2008. 38-40
Schmid O. et al. (2008) "Development of criteria and procedures for the evaluation of the European Organic Action Plan of Organic Food and Farming", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISO FAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. ISO FAR, Bonn and FiBL, Frick. 250-253 (ISBN:978-3-03736-023-1)
Eichert C. (2008) "Meta-evaluation of action plans - The case of the German Federal Organic Farming Scheme", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISO FAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. ISO FAR, Bonn and FiBL, Frick. 810-813 (ISBN:978-3-03736-023-1)
R. Zanolli and D. Vairo (2008) "Potential implementation problems of the EU OAP: a failure mode and effects analysis", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISO FAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. ISO FAR, Bonn and FiBL, Frick. (ISBN:978-3-03736-023-1)
Gonzalvez, V. Moreno J.L. (2008) "Public support for organic food and production, promotion and Action Plans in ", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISO FAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. ISO FAR, Bonn and FiBL, Frick. 246-249 (ISBN:978-3-03736-023-1)

The tables on the next pages give an overview of dissemination activities per partner, the first summarizing the activities integrated in the project, followed by all partners for each project year.

Several publications and additional 11 dissemination activities are still planned in the second half of 2008 in particular two scientific papers about the intermediate evaluation of the European Organic Action plan and one on stakeholder involvement in Action plans.

See next tables marked in blue color.

Table A-4 Dissemination activities in the first project year (May 2005 until April 2006)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
03.05.2005	FiBL Webpage	General public	all	not applicable	FiBL	Project on the FiBL Webpage
05.06.2005	Short Press release	IFOAM EU members	all	330 Org	IFOAM EU Group & FiBL	Short update information in IFOAM-EU Newsletter
16.06.2005	Meeting discussion	IFOAM EU Group Board members	all	22	IFOAM EU Group & FiBL	IFOAM EU Research Subcom meeting, Kurasaaree (Estonia)
05.07.05	Short notice IFOAM-EU Newsletter	IFOAM EU members	all	330 Org	IFOAM EU Group & FiBL	Short update information
06.09.2005	Small press release	IFOAM EU members	all	330 org	IFOAM EU Group & FiBL	Short update information in IFOAM-EU Newsletter
29.09.2005	Conference of IFOAM and ISOFAR	General public, scientists	all	700	FiBL	Project Leaflet at the information stand of ISOFAR/FiBL

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
22.11.2005	Workshop	IFOAM EU Board Members	all	25	IFOAM EU Group & FiBL	IFOAM EU Group Board meeting
30.03.2006	Presentation	IFOAM EU Group members	all	50	IFOAM EU Group & FiBL	IFOAM EU Group Meeting in Slovenia
07.04.2006	Project Workshop (WP2.2.)	Organic sector	UK		UWA	Presentation of basic information about ORGAP project at the national stakeholder workshop in London
Mai 06	Press (AgraEurope) "Stakeholder-Partizipation und Stakeholder-Protest: Zur geplanten Überarbeitung der EU-Öko-Verordnung"	Gerneral agricultural public, research, industry	Germany		UHO (Eichert, Zorn, Dabbert)	http://www.uni-hohenheim.de/i410a/dabbert/agraeurope182006.pdf

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
Mai 06	Press release University of Hohenheim: "Gefahr für „Bioland“, „Demeter“ und Co.? Geplante EU-Öko-Verordnung droht hohe Qualitätsstandards zu verwässern "	General public	Germany		UHO	http://www.uni-hohenheim.de/presse/pm_anzeigen.php?id=246
Mai 06	Conference Poster presentation (Joint Organic Congress at Odense): "Stakeholder participation and stakeholder protest: On the planned revision of the EU Organic regulation"	Research, partly organic sector	Europe/worldwide	approx. 1.000	UHO (Zorn, Eichert, Dabbert)	
June 06 (planned)	Press (Ökologie und Landbau)	Organic sector	Germany		UHO (Eichert, Zorn, Dabbert)	

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
June 06 (planned)	Press (Organic Standard): Commission to practice what it preaches"	Organic sector	Europe/worldwide		UHO (Eichert, Zorn, Dabbert)	
03.-05.04.06	Project Workshop (WP2.2.)	Organic sector	Italy		UPM	Presentation of basic information about ORGAP project at the national stakeholder workshop in ROME and the SIDEA conference
03.04.2006	Project Workshop (WP2.2.)	Organic sector	Denmark		USD	Presentation of basic information about ORGAP project at the national stakeholder workshop in Kgs. Lyngby
03.05.2005	Short notice	IFOAM EU members	all	330 Org	IFOAM EU Group	Short update information in IFOAM-EU Newsletter issues
06.05.2005	Meeting Presentation	IFOAM Members	Spain	8	IFOAM EU Group	Spanish IFOAM members meeting, Biocultura-Barna
20.05.2005	Meeting discussion	Organic stakeholders	all	50	IFOAM EU Group	Advisory Group for Organic Farming Meeting in Brus-selles
09.09.2005	Conference Speech	General Public	all	200	IFOAM EU Group	GMO's Conference Sana, Bologna, Italy
17.09.2005	Paper/Seminar	Organic stakeholders	Spain	30	IFOAM EU Group	Seminar on Biodiversity & organic seeds, Ronda, Málaga (Seeds National Network)
05.10.2005	Meeting participation	EU organic stakeholders	all	50	IFOAM EU Group	Advisory Group for Organic Farming Meeting in Brus-selles

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
10.10.05	Article	Organic stakeholders	Spain	3000	IFOAM EU Group	Interview with Otto, Spanish Organic Magazine
13.10.2005	Conference	Organic Inputs Project Partners	all	140	IFOAM EU Group	Short interventions
25.10.2005	Seminar Speech	General public	Spain	30	IFOAM EU Group	Consumers event in Castellon
04.11.2005	Conference	Organic Stakeholders	Spain, mediterranean countries	200	IFOAM EU Group	Biocitrics International conference, Gandia
11.11.2005	EU Seminar	EISfOM Project partners	all	150	IFOAM EU Group	Bruselles
28.01.2006	Presentation	IFOAM Spain Members	Spain	15	IFOAM EU Group	National IFOAM Assambly in Valencia
15.02.2006	Presentation	IFOAM EU Group members	all	50	IFOAM EU Group	IFOAM EU Group GA Assembly in Nueremberg
07.04.2006	Project Workshop (WP2.2.)	Organic sector	Slovenia		ISD	Presentation of basic information about ORGAP project at the national stakeholder workshop in Dolsko
29-30.03.2005	Project Workshop (WP2.2.)	Members of Action team for development of organic farming in Czech Republic	Czech Republic		VÚZE	Presentation of basic information about ORGAP project at the national stakeholder workshop near Melnik in Chloumek

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
Apr 06	Project Workshop (WP2.2.)	Organic sector	Netherlands		LEI	Presentation of basic information about ORGAP project at the national stakeholder workshop
18.05.2005	Seminar Presentation	General public	Spain	35	SEAE	Pirineu Forum, presentation
19.05.2005	Workshop participation	Organic stakeholders	Spain	40	SEAE	Organic national Platform meeting, Madrid
27.05.2005	Seminar participation	Organic Stakeholders	Spain	140	SEAE	National Seminar of Ministry Agriculture (MAPA) on Organic Farming Action Plan, Madrid.
20.06.2005	Workshop Presentation	Master Students	Spain	30	SEAE	University of Barcelona (www.ub.es)
24.06.2005	Seminar Speech	General Public	Spain	40	SEAE	Organic Husbandry Seminar, Panticosa (Huesca)
01.07.2005	Seminar Speech	General Public	Spain		SEAE	Riofrio (Zamora) Organic farming & Rural Development
15.07.2005	Meeting presentation	SEAE board	Spain	15	SEAE	Meeting in Valencia

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
28.07.2005	Seminar Speech	Higher Education	Spain	60	SEAE	University of Alicante (www.ua.es)
22.09.2005	Press Release	SEAE members	Spain	500	SEAE	SEAE Internal newsletter article Organic Revision Update
23.09.2005	Paper/Conference	Organic stakeholders	Spain	200	SEAE	National SEAE Seminar "Dry areas and Organic farming"
27.09.2006	Oral presentation in meeting	Education	Spain, France, Bulgaria	8	SEAE	ORGAP Project meeting Karlovo
29.09.2005	Seminar Speech	Higher Education	Spain	15	SEAE	University of Mallorca (UIB.es)
11.10.2006	Oral presentation in meeting	Organic stakeholders	Spain	10	SEAE	meeting of organic National Platform
20.10.2005	Speech	Higher Education	Spain	200	SEAE	Agroecology & Rural Development Univ Orihuela (UMH.es)
21.10.2005	Seminar Speech	General public	Spain	45	SEAE	Zamora Ecocultura Fair
25.10.2005	Seminar Speech	General public	Spain	30	SEAE	Consumers event in Castellon
27.10.2005	Seminar Speech	EU Organic Stakeholders	Spain	60	SEAE	National Event organized by SEAE and Regional Government, Sevilla with SCOF Spanish Representative participation

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
28.11.2005	Workshop Presentation	Sustanaibility criterias Olive cultivation, Project partners	Spain, Italy & France	30	SEAE	Project webside information
15.12.2005	Press Release	SEAE members	Spain	500	SEAE	SEAE Internal newsletter article Organic Revision Up-date
09.01.2006	Short oral presentation	Organic stakeholders Catalunya	Spain	12	SEAE	Manresa meeting, Working Group for Catalunya Action Plan
22.01.2006	Short oral presentation	Minstry Officers & Organic stakeholders	Spain	10	SEAE	Meeting with Agriculture Minstry, Action Plan
28.01.2006	Presentation	SEAE Board Members	Spain	11	SEAE	SEAE Board Members Meeting in Valencia
01.02.2006	Meeting presentation	Organic National Platform	Spain	15	SEAE	Short Project presentation
06.02.2006	Oral presentation in meeting	Organic stakeholders Ecogourmet Fair Meeting	Spain	7	SEAE	Short Project presentation
02.03.2006	Speech presentation	Organic National Platform	Sevilla, Spain	40	SEAE	Presentation

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
03.04.2006	Workshop short presentation	Organic National Platform	Jerez, Spain	42	SEAE	Short Project presentation
19.04.2006	Meeting presentation	Organic National Platform	Madrid, Spain	20	SEAE	Short Project presentation
25.04.2006	Short presentation	National workshop	Madrid, Spain		SEAE	Short Project presentation
28.04.2006	Short presentation	Aragón organic stakeholders	Huesca, Spain	30	SEAE	Short Project presentation

Table A-5 Dissemination activities in the second project year (May 2006 until April 2007)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
30./31. May 2006	Odense, Brussels Joint Organic Congress, Workshop	Researchers, stakeholders	Europe	50	FiBL (Stolz)	Presentation of status quo analysis of National Action Plans objectives, design and implementation (Task 3.1)
17. January 2007	England workshop (London), (Wp3.3)	Organic sector and policy stakeholders	England	10	UWA	Presentation of updated information about ORGAP project at the national stakeholder workshop in London
25. April 2007	UK Action Plans Forum, Belfast	Organic sector and policy stakeholders	UK	20	UWA	Presentation of project information to representatives from the 4 UK action plan groups.

(cont.)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
May 2006	Press release University of Hohenheim: "Gefahr für „Bioland“, „Demeter“ und Co.? Geplante EU-Öko-Verordnung droht hohe Qualitätsstandards zu verwässern "	General public	Germany		UHO	http://www.uni-hohenheim.de/presse/pm_anzeigen.php?id=246
May 2006	Conference Poster presentation (Joint Organic Congress at Odense): "Stakeholder participation and stakeholder protest: On the planned revision of the EU Organic regulation"	Research, partly organic sector	Europe/worldwide	approx. 1.000	UHO (Zorn, Eichert, Dabbert)	
June 2006	Press (Ökologie und Landbau)	Organic sector	Germany		UHO (Eichert, Zorn, Dabbert)	

(cont.)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
June 2006	Press (Organic Standard): Commission to practice what it preaches"	Organic sector	Europe/worldwide		UHO (Eichert, Zorn, Dabbert)	
12 th December 2006	Project focus group (WP 3.4)	Organic sector	Italy		UPM	Presentation of basic information about ORGAP project at the national focus group discussion in Rome
15. May 2007	Informal meeting	Chair of the Danish Organic Food Board	Denmark	1	USD	The Danish minister of food had announced a new Danish organic action plan and the chair of the Organic Food Board was informed about the need for including evaluation from the beginning of developing an action plan
30. May 2007	Meeting preparing strategies for developing Danish organic food and farming	Danish researchers on organic food and farming	Denmark	25	USD	The initial meeting of a process initiated by the Danish Food ministry demanding a research synthesis as basis for assessing future options for the development of the Danish sector on organic food and farming
20.05.06	Direct e-mailing	EU Organic stakeholders	EU	330	IFOAM EU Group	Project update
29.05.06	Conf. flyers copies	EU Organic Researchers & stakeholders	Odense, Denmark	50	IFOAM EU Group	Distribution
29.05.06	Seminar meeting ppt	EU Organic Rev Project Partners	Odense, Denmark	20	IFOAM EU Group	
30.05.06	Conference paper	EU Organic Researchers & stakeholders	Odense, Denmark	300	IFOAM EU Group	Paper in Conference Proceedings

(cont.)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
25.06.06	Seminar ppt present	EU Organic teachers	Rennes, France	38	IFOAM EU Group	Short PPT Presentation
06.07.06	Seminar ppt present	EU organic stakeholders (IFOAM European Group)	Stange, Oslo Norway	30	IFOAM EU Group	Short ppt update & feedback
08.07.06	Press release	EU General Public	Stange, Oslo Norway	various	IFOAM EU Group	IFOAMEU Research discussion results
19.07.06	Short note	EU Organic stakeholders	Brussels, Belgium	330	IFOAM EU Group	IFOAM EU newsletter nr 13
09.10.06	Short intervention	EU organic stakeholders & EC Authorities	Brussels, Belgium	40	IFOAM EU Group	Advisory Committee EC
18.10.06	Seminar ppt presentation	EU organic stakeholders (IFOAM European Group)	Brussels, Belgium	27	IFOAM EU Group	Update & gathering comments
22.10.06	Press release	EU general public	Brussels, Belgium	Various	IFOAM EU Group	IFOAM EU Research workshop results
08.12.06	Seminar short ppt presentation	Conventional farmers	Tirana, Albania	35	IFOAM EU Group	Project update
16.02.07	Seminar short ppt presentation	General Public	Nuremberg, Germany	80	IFOAM EU Group	Marco Schlueter

(cont.)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
17.02.07	Seminar presentation & Flyers	Organic actors	Nuremberg, Germany	120	IFOAM EU Group	Presented by IFOAM EU Group
01.03.07	Short intervention	EU Organic Actors & EC officials	Brussels, Belgium	50	IFOAM EU Group	Advisory Committee CE
10.03.07	Direct e-mailing	EU Organic Stakeholders	EU	330	IFOAM EU Group	short update for the ORGAP newsletter, gathering information on new national action plans through IFOAM EU members
15.03.07	Short Notice	EU organic stakeholders	Brussels, Belgium	330	IFOAM EU Group	IFOAM EU Newsletter no. 14
22.03.07	Seminar short ppt presentation	EU organic stakeholders (IFOAM European Group)	Bari, Italy	25	IFOAM EU Group	IFOAM EU Board Meeting
23.03.07	Conference Paper	Organic research community	Hohenheim, Germany	300	IFOAM EU Group	Proceedings
24.03.07	Press release	General public	Bari, Italy	Various	IFOAM EU Group	IFOAM EU research workshop results
17.04.07	Short ppt presentation	ORGAP Advisory Committee	Brussels, Belgium	14	IFOAM EU Group	short description
30.04.07	Direct e-mail	EU Organic Stakeholders	EU	330	IFOAM EU Group	Gathering information on new national action plans through IFOAM EU members
28.07.06	Seminar ppt present	National Organic Teachers	Caudiel, Castellon Spain	28	SEAE	Short ppt distribution

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
19.09.06	Conference ppt presentation	EU Agronomy students	Zaragoza, Huesca, Spain	62	SEAE	update WP2
11.10.06	Conference ppt presentation	Organic veterinary stakeholders	Zamora, Spain	160	SEAE	Husbandry Conference
14.10.06	Conference ppt presentation	EU Network local Seeds NGO's	Bullas, Murcia Spain	120	SEAE	Network
07.11.07	Conference ppt presentation	Spanish and EU Partners	Génave (Jaén), Spain	30	SEAE	Network Project Sustainability Olive Crop

Table A-6 Dissemination activities in the third project year (May 2007 until July 2008)

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
December 04-05. 2007	Poster at the European Organic Congress	European Organic Sector	All European countries	150	P1: FiBL (Otto Schmid)	Congress, organised by IFOAM EU in Brussels
December 04-05. 2007	Paper in Conference Proceeding of the European Organic Congress	European Organic Sector	All European countries	200	P1: FiBL (Otto Schmid)	Congress, organised by IFOAM EU in Brussels
February 21, 2008	Presentation at a specific workshop, BIOFACH Nuernberg - trade exhibition	organic sector, general public, policy makers	International	80	P1: FiBL (Otto Schmid)	Introduction to ORGAP Project
May/June 2008	Article in Journal "AgroFOOD industry hi-tech, Vol 19 n 3. May/June 2008	Food industry	European	not known	P1: FiBL (Otto Schmid) with assistance of P2: UWA (Nic Lampkin)	Paper: Schmid O. and Lampkin N. (2008): Action plans for organic food and farming - state of European and national action plans.
June 16. 2008	EU Research Session at the 2nd ISOFAR Conference Modena (Italy)- oral presentation and paper at scientific conference	academic community, researchers, organic stakeholders	World	60	P1: FiBL (Otto Schmid)	Scientific paper: Schmid O. et al. (2008) "Development of criteria and procedures for the evaluation of the European Organic Action Plan of Organic Food and Farming", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISOFAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. 250-253 (ISBN:978-3-03736-023-1)

June 17. 2008	Policy Session of the 16th IFOAM Organic World Congress - oral presentation and paper (Abstract)	academic community, researchers, organic stakeholders	World	120	P1: FiBL (Otto Schmid)	Paper (Abstract): Schmid O. et al. (2008) "Lessons learnt from the ORGAP Project: Planning, implementation and evaluation of Action Plans for Organic Food and Farming". in: Cultivate the Future. IFOAM Head Office. Bonn. ISBN:978-3-940946-03-4 (Full paper on CD-Rom)
June 16.-18. 2008	Poster Session of the 16th IFOAM Organic World Congress - oral presentation and paper (Abstract)	academic community, researchers, organic stakeholders	World		P1: FiBL (Otto Schmid)	Poster (Abstract): Schmid O. et al. (2008) "Stakeholder involvement in action plans and/or policies for organic food and farming – ORGAP project recommendations". in: Cultivate the Future. IFOAM Head Office. Bonn. ISBN:978-3-940946-03-4
July 02. 2008	Presentation of Project results, manual and ORGAPET to SCOFO (Standing Committee on Organic Farming, Brussels)	Organic policy makers from member states	All EU Member States	60	P1: FiBL (Otto Schmid) with assistance of P2 UWA (Nic Lampkin) and P3: UHO (Christian Eichert)	Main presentation of results of ORGAP and ORGAPET to Commission/ member states
July 08. 2008	Publication of press release on ORGAP results on FiBL Website and through Email	wider public	Europe	Public	P1: FiBL (Otto Schmid) with assistance of P2 UWA (Nic Lampkin) and P3: UHO (Christian Eichert)	Launch of manual and ORGAPET

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
May 03. 2007	Orgap Newsletter n° 3 : Organic Action Plan of England	Organic Sector	All European countries	330	P2: UWA (Nic Lampkin) in support of P6: IFOAM EU Group	Sent by E-mail by Brussels office
December 05. 2007	IFOAM EU group congress, Brussels, 2007, presentation on CAP health check and action plans	Organic sector (business, research, policy)	International	50	P2: UWA (Nic Lampkin)	More generally focused on EU policy developments, less on ORGAPET
February 21. 2008	Presentation at a specific workshop, BIOFACH Nuernberg - trade exhibition	Organic sector (business, research, policy)	International	100	P2: UWA (Nic Lampkin) support of P1: FiBL	Organised by FiBL, Some government officials requested access to testing version of ORGAPET
April 30. 2008	Publication of manual	Organic sector (business, research, policy)	UK part of international effort	public access	P2: UWA (Nic Lampkin) support of P1: FiBL	Launch of manual and ORGAPET, organised by FiBL
April 30. 2008	Publication of CD-ROM	Organic sector (business, research, policy)	UK part of international effort	public access	P2 UWA (Nic Lampkin) support of P1: FiBL	Launch of manual and ORGAPET, organised by FiBL
April 30. 2008	Launch of website	Organic sector (business, research, policy)	UK part of international effort	public access	P2 UWA (Nic Lampkin) support of P1: FiBL	Launch of manual and ORGAPET, organised by FiBL
June 18-20. 2008	IFOAM Congress, Modena - participation in workshops supporting OS in promoting manual and CD-ROM of ORGAPET	Organic sector (business, research, policy)	International	100+	P2 UWA (Nic Lampkin) support of P1: FiBL	Major launch of ORGAP Manual and ORGAPET, organised by FiBL

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
July 1. 2008	Presentation of ORGAPET to Welsh Action plan group as part of mid-term evaluation of 2005-2010 action plan	Organic sector (business, research, policy)	Wales	20	P2 UWA (Nic Lampkin)	ORGAPET may be used to evaluate Welsh Organic Action Plan
July 03. 2008	Presentation of ORGAPET to Organic Unit member in DG AGRI, Brussels	Organic policy makers from member states	All EU Member States	25-50	P2 UWA (Nic Lampkin) support of P1: FiBL	Main presentation of results of ORGAP and ORGAPET to Commission/ member states
July 08. 2008	Publication of press release	wider public	All EU Member States - UK element	public access	P2 UWA (Nic Lampkin) support of P1: FiBL	Launch of manual and ORGAPET
Sep 08	Presentation of ORGAPET and other policy issues to Spanish organic conference	Organic sector (business, research, policy)	Spain	not known yet	P2: UWA in support of P10: SAEA	
Autumn 2008	Peer-reviewed paper on application of ORGAPET to mid-term evaluation of EU OAP	Research community	International	not known	Led by P3: UHO (Christian Eichert) with input from P3:UWA (Nic Lampkin) and P1: FiBL (Otto Schmid)	
January-February 2009	Peer-reviewed paper on application of ORGAPET to evaluation of English & Welsh action plans	Research community	England/Wales	not known	P2: UWA (Nic Lampkin)	

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
December 04. 2007	European Organic Congress	Sector experts, politicians	Europe	250	P3: UHO (Stephan Dabbert)	Organic Congress organised by IFOAM EU
February 21. 2008	Presentation at a specific workshop, BIOFACH Nuernberg - trade exhibition	General public, scientists, press	Germany & international	80	P3: UHO (Stephan Dabbert, Christian Eichert)	Biofach ORGAP Seminar, organised by FiBL
June 17.-20. 2008	2nd ISOFAR Conference Modena (Italy)- oral presentation and paper at scientific conference	Sector experts (focus on research)	International	50	P3: UHO (Stephan Dabbert)	Scientific paper: Eichert C. (2008) "Meta-evaluation of action plans - The case of the German Federal Organic Farming Scheme", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISOFAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. 810-813 (ISBN:978-3-03736-023-1)
Autumn 2008	Publications	research, politics	International		P3: UHO (Christian Eichert), P2: UWA (Nic Lampkin), P1: FiBL (Otto Schmid)	Journal of European Public Policy
Autumn 2008	Publications	research, politics	International		P3: UHO (Christian Eichert) assisting P5: UPM (Johannes Michel-sen), P1: FiBL (Otto Schmid)	Evaluation, EES Conference
Autumn 2008	Publications	research, politics	International		P3: UHO (Christian Eichert)	Evaluation journal

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
February 21, 2008	Presentation at a specific workshop, BIOFACH Nuernberg - trade exhibition	organic sector, general public, policy makers	Europe	80	P4: UPM (Raffaele Zanolli and Daniela Vairo)	Title of the presentation: Policy analysis of EU Action Plan implementation - European Action Plan Analysis (Early assessment of potential risks and implementation problems with the European Action plan for organic food and farming)
June 16-20, 2008	2nd ISOFAR Conference Modena (Italy)- oral presentation and paper at scientific conference	academic community, researchers, organic stakeholders	World		P4: UPM (Raffaele Zanolli and Daniela Vairo)	Scientific paper: R. Zanolli and D. Vairo (2008) "Potential implementation problems of the EU OAP: a failure mode and effects analysis", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISOFAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture : ISBN:978-3-03736-023-1
Autumn 2008	scientific paper in refereed journal	academic community	world		P4: UPM (Raffaele Zanolli and Daniela Vairo)	R.Zanolli & D. Vairo, "The use of Failure Mode and Effect Analysis (FMEA) as a policy tool: an empirical application", Policy Sciences (to be submitted)
Autumn 2008	paper in organic farmers journal	Italian Organic stakeholders	Italy		P4: UPM (Raffaele Zanolli and Daniela Vairo)	R.Zanolli & D. Vairo, "Una valutazione del Piano di Azione Europeo per l'agricoltura biologica (An evaluation of the EU Organic Action Plan)", AZBIO (to be submitted)
September 21 2007	Publication Danish journal of organic farming	Industry /Sector x)	Scandinavia	not known	P5: USD (Johannes Michelsen)	
December 1. 2007	Publication Journal of European Public Policy 15/1	research	International research community	not known	P5: USD (Johannes Michelsen)	
January 2008	Publication in the DARCOF enews	Industry /Sector x)	International research community	not known	P5: USD (Johannes Michelsen)	

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
June 2008	Publication special issue of Food Policy	research	International research community	not known	P5: USD (Johannes Michelsen)	
May 03. 2007	Orgap Newsletter n° 3	Organic Sector	All European countries	330	P6: IFOAM EU Group (Victor Gonzalvez)	Sent by E-mail by Brussels office
May 04. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
June 15. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
July 14. 2007	PPT Presentation	European Organic Sector	Poland, Pulawy	35	P6: IFOAM EU Group (Victor Gonzalvez)	CAP Seminar
July 21. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
September 14. 2007	Presentation	EU Organic stakeholders	All European countries	50	P6: IFOAM EU Group (Victor Gonzalvez)	EU Advisory Committee meeting
September 21. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News update
October 25. 2007	IFOAM EU Newsletter	European Organic Sector	All European	330	P6: IFOAM EU Group (Victor Gonzalvez)	Brussels
October 30. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
November 21. 2007	Poster	EU Biotechnology Sector	Spain, Seville	230	P6: IFOAM EU Group (Victor Gonzalvez)	GMCC Coexistence Conference of JRC-EU
November 30. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
December 04-05. 2007	Poster	European Organic Sector	All European countries	150	P6: IFOAM EU Group (Victor Gonzalvez)	IFOAM EU Congress, Brussels
December 07. 2007	PPT Presentation	European Organic Sector	All European countries	30	P6: IFOAM EU Group (Victor Gonzalvez)	CAP Seminar, Brussels
December 15. 2007	PPT Presentation	European Organic Sector	EU & Nordafrican countries	100	P6: IFOAM EU Group (Victor Gonzalvez)	Madrid, Conf Organic Farming & Finances by Triodos Fund
January 07. 2008	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
January 10. 2008	E-mail Press Release	Project Consortium meeting	All European countries	330	P6: IFOAM EU Group (Victor Gonzalvez)	Belgium Brussels
February 20. 2008	ORGAP Newsletter Nº 4	EU organic stakeholders	All European	330	P6: IFOAM EU Group (Victor Gonzalvez)	Brussels
February 20. 2007	PPT Presentation	EU organic stakeholders	All European countries	50	P6: IFOAM EU Group (Marco Schlüter, Victor Gonzalvez)	Brussels
February 20. 2007	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update

Planned / Actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible / involved	Comments
February 20. 2007	Presentation at a specific workshop, BIOFACH Nuernberg - trade exhibition	EU organic stakeholders	All EU members	100	P6: IFOAM EU Group (Victor Gonzalvez)	Biofach ORGAP Seminar (organised by FiBL)
March 15. 2008	ORGAP Newsletter No 5	EU organic stakeholders	All European	330	P6: IFOAM EU Group (Victor Gonzalvez)	Brussels
March 18. 2008	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
April 04. 2008	PPT Presentation	European Organic Sector	Bulgaria, Plovdiv	32	P6: IFOAM EU Group (Victor Gonzalvez)	Brussels
April 07. 2008	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
April 21. 2008	IFOAM EU Newsletter	European Organic Sector	All European	330	P6: IFOAM EU Group (Victor Gonzalvez)	Brussels
April 26. 2008	Roundtable speech	General Public	Italy, Monopoli	35	P6: IFOAM EU Group (Victor Gonzalvez)	Biofish, organised by CiBi, AIAB
April 12. 2008	PPT Presentation	Organic sector	Ukraine	80	P6: IFOAM EU Group (Marco Schlüter)	Belgium, Brussels
July 15.2008	ORGAP Newsletter No 6	Organic sector	All European	330	P6: IFOAM EU Group (Victor Gonzalvez)	Belgium, Brussels
June 2007	Publications (web)	General public	Slovenia	10.000 individuals	P7: ISD, Institute for Sustainable Development	Presentation of the project and current results

					(Anamarija Slabe)	
November 26. 2007	Direct e-mailing	research, organic producers and trade	Slovenia	120 individuals, 20 organisations	P7: ISD, Institute for Sustainable Development (Anamarija Slabe)	Information on project development and actual activities
February 14. 2008	Direct e-mailing	research, organic producers and trade	Slovenia	120 individuals, 20 organisations	P7: ISD, Institute for Sustainable Development (Anamarija Slabe)	Information on project development and actual activities
June 2008	Press release (press/radio/TV)	general public, organic producers and trade	Slovenia	50.000 individuals	P7: ISD, Institute for Sustainable Development (Anamarija Slabe)	Presentation of the project and its results in the main farmers'/rural communities newspaper "Farmers' voice"
June 2008	Direct e-mailing	research, organic producers and trade	Slovenia	120 individuals, 20 organisations	P7: ISD, Institute for Sustainable Development (Anamarija Slabe)	Presentation of FINAL results of the project
July 2008	publications (web)	General public	Slovenia	10.000 individuals	P7: ISD, Institute for Sustainable Development (Anamarija Slabe)	Presentation of the project and FINAL results
April 16 and 17 2008	Meeting with farmers and representatives of farmers union	industry (agriculture people)	Czech Republic	30	P8 VUZE (Pavla Wollmuthová)	Meeting with farmers where they acknowledged the project, Discussion where implementation of Action Plan and situation of OF in CZ

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July 2008	Press (Biomesicnik = magazin targeted at organic farming)	public	Czech Republic	not known	P8 VUZE (Pavla Wollmuthová)	Paper about the project, we plan to write more papers for this magazine
July 2008	Direct mailing of ORGAP manual	Stakeholders involved in Workshops	The Netherlands	15	P9: Lei (Robert Stokkers)	
May 05. 2007	Exibition, PPT Presentation	IFOAM Members	Spain, Barcelona	30	P10: SEAE (José Luis Moreno, Victor González)	Biocultura Fair organised by Asoc. Vida Sana
May 14. 2007	PPT Presentation	Rural Dev. Entities	Spain, Guadajira	14	P10: SEAE (José Luis Moreno, Victor González)	Extremadura Regional OAP organised by UEX, Red Calea
May 14. 2008	Flyer presentation	AECID authorities	Spain Madrid	4	P10: SEAE (José Luis Moreno, Victor González)	cooperation international Agency
May 20. 2007	Direct E-Mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	Update News on OAP
June 18. 2007	Flyer presentation	Organic stakeholders & authorities	Spain, Madrid	6	P10: SEAE (José Luis Moreno, Victor González)	Madrid Region
Juni 19. 2007	Flyer and Presentation	Organic sector	Spain, Toledo	22	P10: SEAE (José Luis Moreno, Victor González)	Castilla La Mancha Regional OAP
June 23. 2007	PPT Presentation	Training Course	Spain, Jerez	30	P10: SEAE (José Luis Moreno, Victor González)	Training Course organised by Junta Andalucia, Education Dep.
June 25. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News and update OAP

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June 30. 2007	PPT presentation	Organic sector	Spain, Almonte	90	P10: SEAE (José Luis Moreno, Victor González)	Platform Meeting organised by
June 30. 2007	Article	SEAE Magazin	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	Catarroja
July 03. 2007	Direct e-mail	Organic sector	Spain, Catarroja		P10: SEAE (José Luis Moreno, Victor González)	Seminar Programme
July 05. 2007	Paper + PPT Presentation	Education sector	Spain, Catarroja	120	P10: SEAE (José Luis Moreno, Victor González)	Seminar on Organic Training & Advice
July 10. 2007	Presentation	OAP Authorities	Spain madrid	6	P10: SEAE (José Luis Moreno, Victor González)	MAPA
July 21. 2007	Presentation	Environmentl Authorities	Spain, Madrid	8	P10: SEAE (José Luis Moreno, Victor González)	Environmental Ministry
July 26. 2007	PPT Presentation	National Organic re-searchers	Spain, Madrid	14	P10: SEAE (José Luis Moreno, Victor González)	Organised by CSIC-CCMA
July 29. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
July 31. 2007	Presentation	organic Plat-form	Spain, Madrid	12	P10: SEAE (José Luis Moreno, Victor González)	
July 12. 2007	PPT presentation	Students, organic sector	Latinamerica Countries	400	P10: SEAE (José Luis Moreno, Victor González)	Medellin Colombia, organised by SOCLA, SEAE

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August 14. 2008	Exhibition, Flyer + presentation	Authorities	Spain, Asturias	6	P10: SEAE (José Luis Moreno, Victor González)	Asturian Regional OAP, organised by CADAE, SEAE
September 04. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
September 26. 2007	Flyer	Authorities	Spain, Madrid	4	P10: SEAE (José Luis Moreno, Victor González)	Biodiversity Foundation
September 29. 2007	Exhibition Flyer & Stand	Biocordoba Fair	Spain, Córdoba	50	P10: SEAE (José Luis Moreno, Victor González)	Biocordoba Fair organised by FEPECO
September 30. 2007	Exhibition Flyer & Stand	General Public	Spain, Valencia	35	P10: SEAE (José Luis Moreno, Victor González)	Valencia, Ecovalencia Fair organised by Asoc Ecovida
October 03. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
October 05. 2007	Flyer + Paper + PPT Presentation	Organic farming sector	Spain, Madrid	60	P10: SEAE (José Luis Moreno, Victor González)	Seminar Organic university education
October 13. 2007	Exhibition PPT Presentation	General Public	Spain, Zamora	45	P10: SEAE (José Luis Moreno, Victor González)	Ecocultura Fair, organised by Dip Zamora
October 15. 2007	Direct e-mail	Organic sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	update News on OAP
October 19. 2007	Short PPT Presentation	Students	Spain, Huesca	25	P10: SEAE (José Luis Moreno, Victor González)	Huesca, organised by UNIZAR

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October 21. 2007	Exhibition leaflet, Stand	General Public	Spain, Manresa	20	P10: SEAE (José Luis Moreno, Victor González)	Manresa organised by L'ERA
October 24. 2008	PPT Presentation	Students	Spain, Albacete	20	P10: SEAE (José Luis Moreno, Victor González)	Course organised by etisa, UCLM
October 30. 2007	Article Spanish OAP (Paper)	Organic secor	All countries		P10: SEAE (José Luis Moreno, Victor González)	For Modena Conference
October 07. 2007	Poster	National SEAE OF Research Seminar	Spain, Plasencia	140	P10: SEAE (José Luis Moreno, Victor González)	Research Seminar organised by UEX
November 19. 2007	Flyer + presentation	Organic stakeholders		20	P10: SEAE (José Luis Moreno, Victor González)	MAPA Organic Promotion Campaign
November 22. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
November 23. 2007	Exhibition Flyer & Stand	Organic Sector and public	Spain, Madrid	42	P10: SEAE (José Luis Moreno, Victor González)	Biocultura Fair organised by Asoc Vida Sana
November 25. 2007	Poster	Researchers and Organic farmers	Spain, Orihuela	150	P10: SEAE (José Luis Moreno, Victor González)	Orihuela, Alicante organised by EPSO UMH
December 15. 2007	PPT Presentation	Organic Sector	EU & NordAfrican countries	100	P10: SEAE (José Luis Moreno, Victor González)	Madrid, Intern Conf organic Farming & Finances by Triodos Fund
December 19. 2007	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update

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January 07. 2008	Direct e-mail	IFOAM EU Board	All European countries	29	P6: IFOAM EU Group (Victor Gonzalvez)	News & update
January 10. 2008	E-mail Press Release	Project Consortium meeting	All European countries	330	P6: IFOAM EU Group (Victor Gonzalvez)	Belgium Brussels
January 10. 2008	Interview orgapet	Organic sector	Spain,	5000	P10: SEAE (José Luis Moreno, Victor González)	Brussels, organised by La Fertilidad de la Tierra
January 16. 2008	Article SEAE Magazin	Organic sector	Spain	800	P10: SEAE (José Luis Moreno, Victor González)	Boletin SEAE
January 26. 2008	Report (PPT slides)	Organic teachers & researchers	Spain, Madrid	12	P10: SEAE (José Luis Moreno, Victor González)	Madrid, Meeting organised by CSIC-CCMA
January 29. 2008	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
January 30.01.2008	Press Release	SEAE Members	Spain	800	P10: SEAE (José Luis Moreno, Victor González)	SEAE Magazin
February 12.02.2008	Presentation	Authorities	Spain, Madrid	8	P10: SEAE (José Luis Moreno, Victor González)	Environmental Ministry
February 26.02.2008	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
February 27.02.2008	Flyer sheet Presentation	Authorities MAPA	Spain, Madrid	12	P10: SEAE (José Luis Moreno, Victor González)	

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February 28.02.2008	Flyer presentation	Journalist + Authorities	Spain	20	P10: SEAE (José Luis Moreno, Victor González)	Madrid, MAPA Agreement
February 29.02.2008	Presentation	Fair Organisers	Spain, Tarragona	14	P10: SEAE (José Luis Moreno, Victor González)	Fair Organising Committee
March 06.03.2008	ppt Presentation	Agronomy Students	Spain, Castelldefels	50	P10: SEAE (José Luis Moreno, Victor González)	Climate Change & Organic Farming organised by UPC, SEAE
March 14.03.2008	PPT Presentation	Local Farmers	Spain, Altea	100	P10: SEAE (José Luis Moreno, Victor González)	Organic farming in Europe organised by Municipality, CAE-CV
March 17.03.2008	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News & Regional OAP update
April 17.04.2008	PPT Presentation	Environmental Education sector	Spain, Zaragoza	60	P10: SEAE (José Luis Moreno, Victor González)	Climate Change
April 18.04.2008	PPT Presentation	Organic Sector	All european sector		P10: SEAE (José Luis Moreno, Victor González)	Clermont Ferrand
April 19.04.2008	Direct e-mail	Organic Sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	News and update OAP
April 23.04.2008	PPT Presentation	Rural Dev. Organisations	Spain, Baena	90	P10: SEAE (José Luis Moreno, Victor González)	Energia and OF
April 25.04.2008	Roundtable speech	Viticulture Sector	Spain, Logroño	40	P10: SEAE (José Luis Moreno, Victor González)	La Rioja Government

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April 30.04.2008	Announcement Orgapet Course	Organic sector	Spain, Catarroja	20	P10: SEAE (José Luis Moreno, Victor González)	Translation of ORGAPET
April 30.04.2008	Direct e-mail	organic sector	Spain, Catarroja	800	P10: SEAE (José Luis Moreno, Victor González)	Final results
April 29.04.2008	Final Meeting	Organic researchers	Spain, Madrid	10	P10: SEAE (José Luis Moreno, Victor González)	Working Group Meeting
May 05.2008	ppt presetation Conference	Latinamerica organic sector	Latinamerica, La Habana	300	P10: SEAE (José Luis Moreno, Victor González)	La Habana Conference
June 08. 2008	PPT Presentation	Organic sector	Spain, menorca	40	P10: SEAE (José Luis Moreno, Victor González)	Seminar organised by SEAE, APEM
June 14. 2008	PPT Presentation	General Public	Spain, Sabadell	35	P10: SEAE (José Luis Moreno, Victor González)	SEAE-Seminar
June 15. 2008	Exibition Flyer & Stand	General Public	Spain, Tarragona	60	P10: SEAE (José Luis Moreno, Victor González)	ecoteca Fair
June 21. 2008	2nd ISOFAR Conference Modena (Italy)- oral presentation and paper at scientific conference	Organic sector	Italy, Modena	120	P10: SEAE (José Luis Moreno, Victor González)	Scientific paper: Gonzalvez, V. Moreno J..L. (2008) "Public support for organic food and production, promotion and Action Plans in ", Proceedings of the 2nd Scientific Conference of the International Society of Organic Agriculture Research (ISOFAR) "Cultivating the future based on science", Volume 2 – Livestock, socio-economy and cross disciplinary research in organic agriculture. 246-249 (ISBN:978-3-03736-023-1)

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September 20. 2008	PPT Presentation Congress	Organic sector	Spain, Bullas	300	P10: SEAE (José Luis Moreno, Victor González)	National congress and Latinamerica
September 26. 2008	PPT Presentation Course	Organic sector	Spain, Seville	35	P10: SEAE (José Luis Moreno, Victor González)	Manual in Spanish
November 06. 2008	PPT Presentation	Organic Advisors	Spain, Seville	80	P10: SEAE (José Luis Moreno, Victor González)	Orgap Result presentation