



Agripol



Agricultural Policy and Sustainability in Vocational Education



**Institut für
Didaktik der Demokratie**



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Preface

This handbook has been put together by a consortium of partners from Germany, Bulgaria, Austria and Poland as part of a project - Agricultural Policy and Sustainability in Vocational Education (AGRIPOL) – within the framework of a co-funded Erasmus+ programme of the European Union. The content is prepared to be a source of reference for vocational schoolteachers, educators, instructors, and trainers as well as provide a broader context on the link between food consumption, its impact on the environment, and the EU's Common Agricultural Policy (CAP). The materials provided herein offer teachers/instructors a hands-on information pool highlighting topics including sustainability, the history of the CAP, the two pillars of the CAP, the central stakeholders in the CAP, and sustainable nutrition. This resource material is free for use and may be incorporated into lesson plans and classroom activities.

Studies on the Eating Behavior of Young People in Europe

As depicted at the beginning of the film, young people in the countries surveyed display diverse eating habits. Most of them consume animal products, fruits and vegetables, as well as processed foods. In order to place these surveys in a broader context, the following chapter draws on various quantitative studies of adolescents' diets in Europe.

The study of adolescent nutrition is a field that has only gained importance in recent years. With the rise of environmental movements, issues such as meat consumption and the impact of different dietary practices on the climate are increasingly becoming the focus of scientific research. Moreover, in their role as future decision-makers young people hold a central position for societal development. For the establishment of sustainable nutrition, it is crucial to gain insights into their attitudes and behavior, and involve them in the process of designing concepts of the future.

In general, diets in Western Europe have long been characterized by high consumption of animal products and processed foods and low consumption of plant foods. The consumption of pork and beef has recently been slowly declining in most EU countries, while for poultry it is still rising (cf. James et al. 1988; Friends of the Earth Europe 2015: 68). However, young Europeans' eating behavior slightly deviates from these findings.

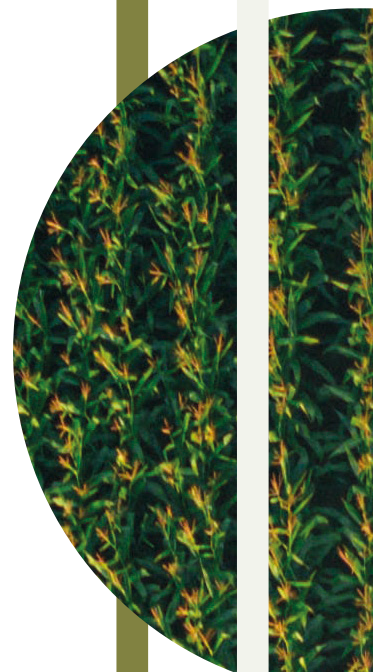
Representative research conducted across five European countries clearly demonstrates that young Europeans are interested in and fairly knowledgeable towards the topic of nutrition, having identified links between their food choices and the environment. Findings exhibit a clear preference towards whole and plant-based foods and a dislike for processed foods among young people. The cur-

rent state of the food system and the meat industry are described as the main drivers of the climate crisis (Eit Food 2021: 3).

Furthermore, findings from Austria and Germany exhibit high value allocation and approval of organically-produced goods. Organic fruits and vegetables form the product group that is most often chosen over conventional alternatives (Haftenberger et. al. 2020: 23f.). It is also significant that more than half of the children and adolescents interviewed stated that they were well informed about the regulations with which organic farming must comply (Steinwider/Starz 2018: 34f.).

Studies also suggest a trend towards vegetarian and vegan diets among the younger generation: in an online survey performed in Germany, 10.4 percent of the respondents had vegetarian diets, while 2.3 percent even answered that they were vegan. This amounts to more than twice as many people who follow meat-free diets than among the population as a whole, which leads to the conclusion that plant-based, climate-friendly diets are more popular among young people compared with adults. Furthermore, around 25 percent of young Germans consider themselves to be flexitarians, whose normally meatless diet occasionally includes meat or fish. These people also contribute to lower meat consumption. They rarely eat meat, would like to know where it comes from on those occasions, and 44 percent of flexitarians even state that they want to reduce their meat intake in the future. "Less but better meat" seems to be a clear preference here (cf. Friends of the Earth Europe 2015: 68f.).

As one of the main challenges that our world is currently facing, an awareness of climate change seems to be the decisive factor for their choice of

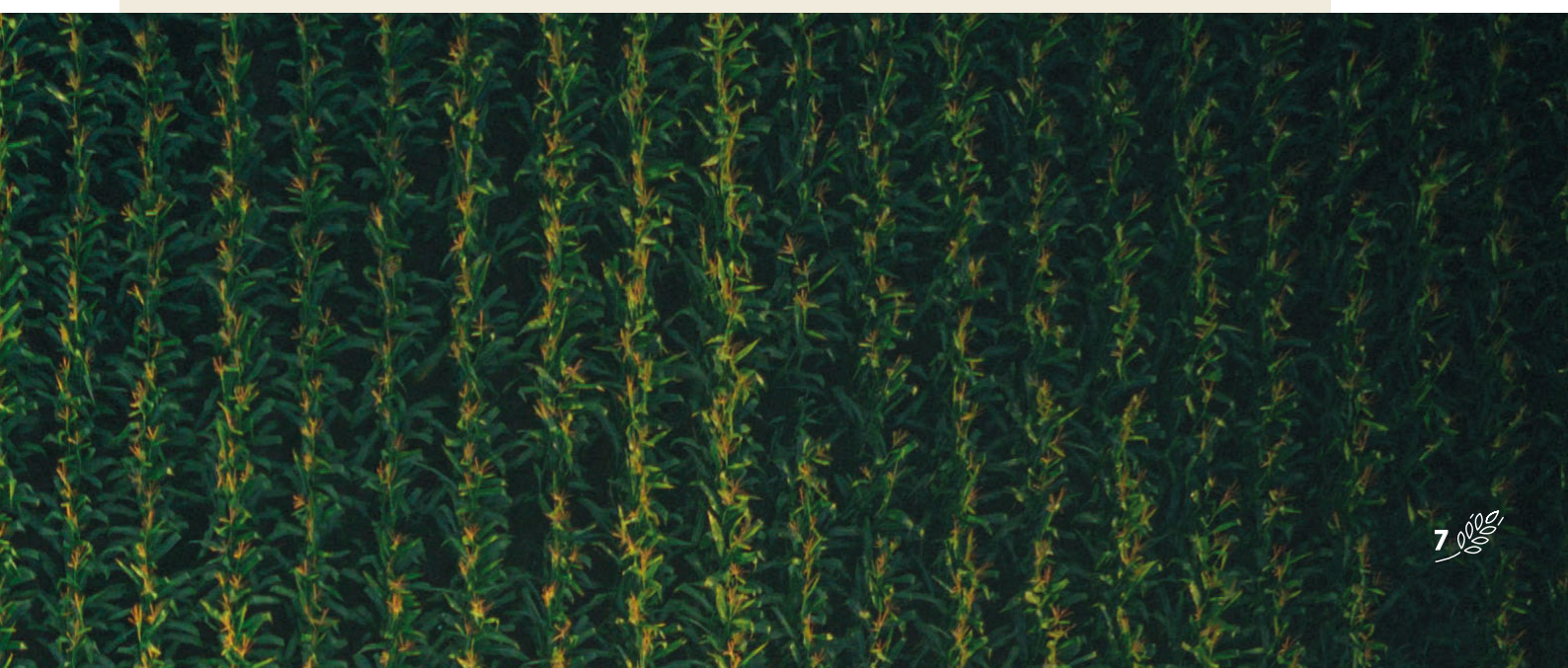


diet (cf. Jürkenbeck et al. 2021: 6). Concern for the environment and animal welfare are the political attitudes that strongly relate to reduced meat consumption. This can be exemplified by the number of people who have meat-free diets and are part of a climate protection movement. Among vegans, 75 percent consider themselves to be environmental activists, while 50 percent of vegetarians say the same. However, only 15 percent of omnivores take part in such movements (Friends of the Earth Europe 2015: 68). Thus, it will be interesting not only to ascertain the extent to which young climate activists become involved in food policy, but also how those movements further influence the rise of plant-based diets.

Several problems have been identified by young people: healthy food is more expensive, more difficult to access while on the go, and often information on better food alternatives is missing (cf. Eit Food 2021: 2). A trend towards snacking behavior can be observed, namely eating a larger proportion of food on the go instead of formal meals (cf. Lucas 1993; Gatenby 1997). Consequently, young people in Europe notice a need for environmental-friendly food packaging and healthy options in their cafeterias at school, college and university.

In order to satisfy these needs, young people in Europe demand that political authorities pursue policies to promote healthy and sustainable eating. When asked who they think should be responsible for ensuring that our food is healthy, four in ten young people respond “the EU”, while one-third of them and holds consumers, farmers and food manufacturers and national governments, respectively, accountable (cf. Eit Food 2021: 5). Proposed initiatives include discounting or subsidizing healthy food, which is generally considered more expensive than unhealthy food, compulsory nutritional education in national curricula, as well as creating environments that make sustainable food choices the default option.

Finally, Antonelli (2021: 9) concludes that new European agricultural policies should focus on promoting better biodiversity and ecosystem management, developing new tools for more sustainable food management systems and including and involving young people in all of these processes. Adolescents in Europe have discovered the benefits of a sustainable, healthy diet and are willing to take on an active role in society and contribute to preserving ecological resources through their eating behaviors.

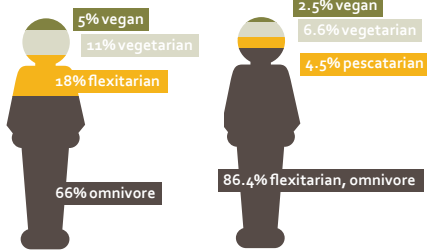


EATING WITH GENERATION Z

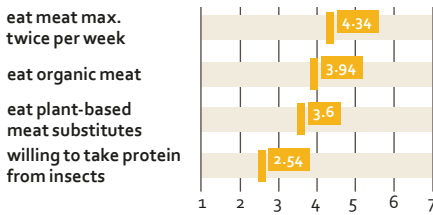
Food Consumption of youth and young adults in three industrialized countries, 2016 – 2019

United Kingdom: dietary practices of 2,000 shoppers in supermarkets aged 16 to 24, percent

Canada: dietary practices of 2,566 persons in 5 major cities, percent



Greece: preferences of 252 university students who live away from their families, aged 18 to 23, on a scale from 1 = no to 7 = Yes



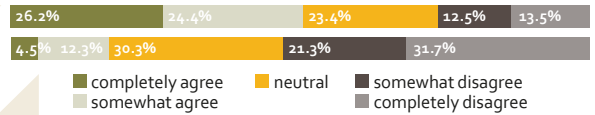
MEAT ATLAS 2021 / BRITAIN THINKS, VERGEER ET AL., KAMENIDOU ET AL.

Source: Friends of the Earth Europe 2021: 68

YOUNG, FREE AND CRITICAL

Survey of 15- to 29-year olds in Germany about climate protests, diets and livestock keeping

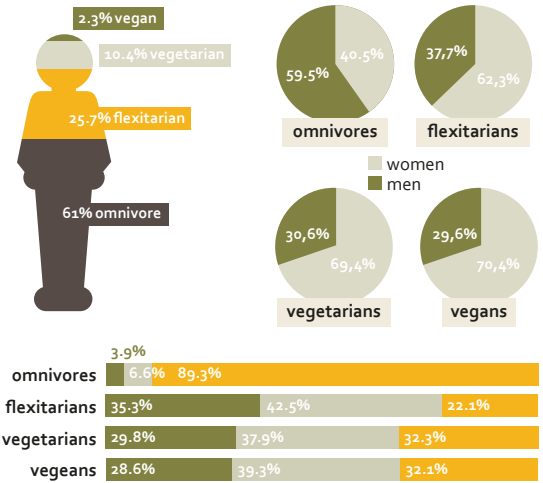
„Fridays for Future is an important movement.“



„I am a part of it.“

„I am a ...“

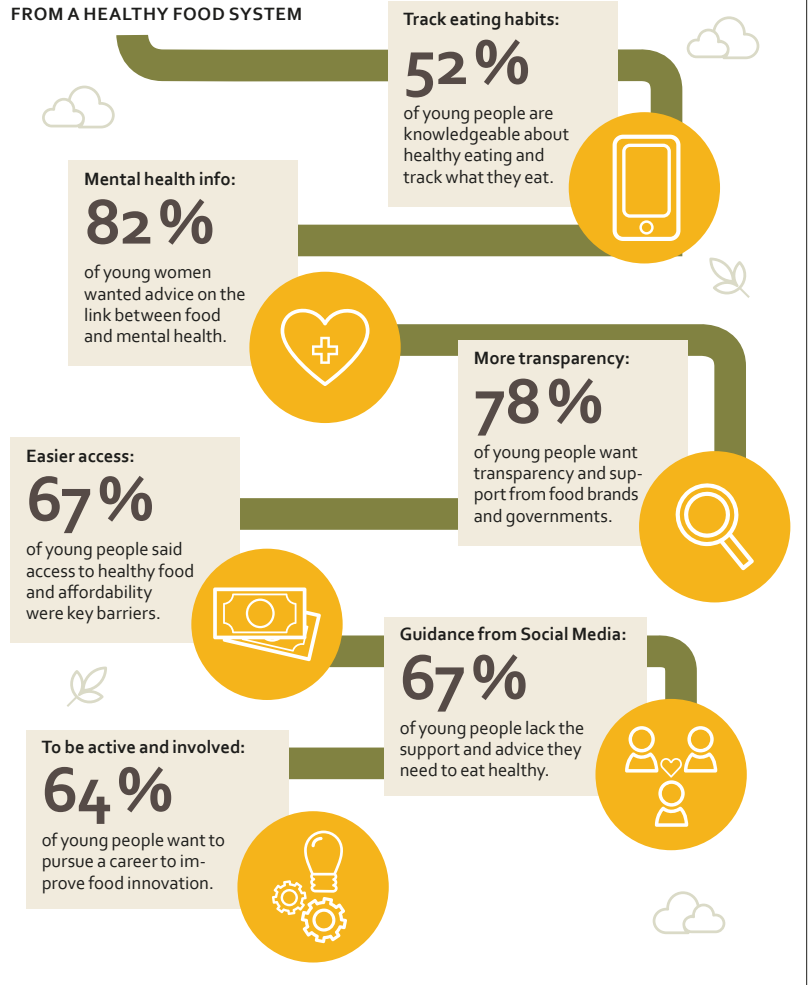
„I have eaten this type of diet.“



Differences due to rounding

Source: Friends of the Earth Europe 2021: 69

WHAT GENERATION Z WANTS FROM A HEALTHY FOOD SYSTEM



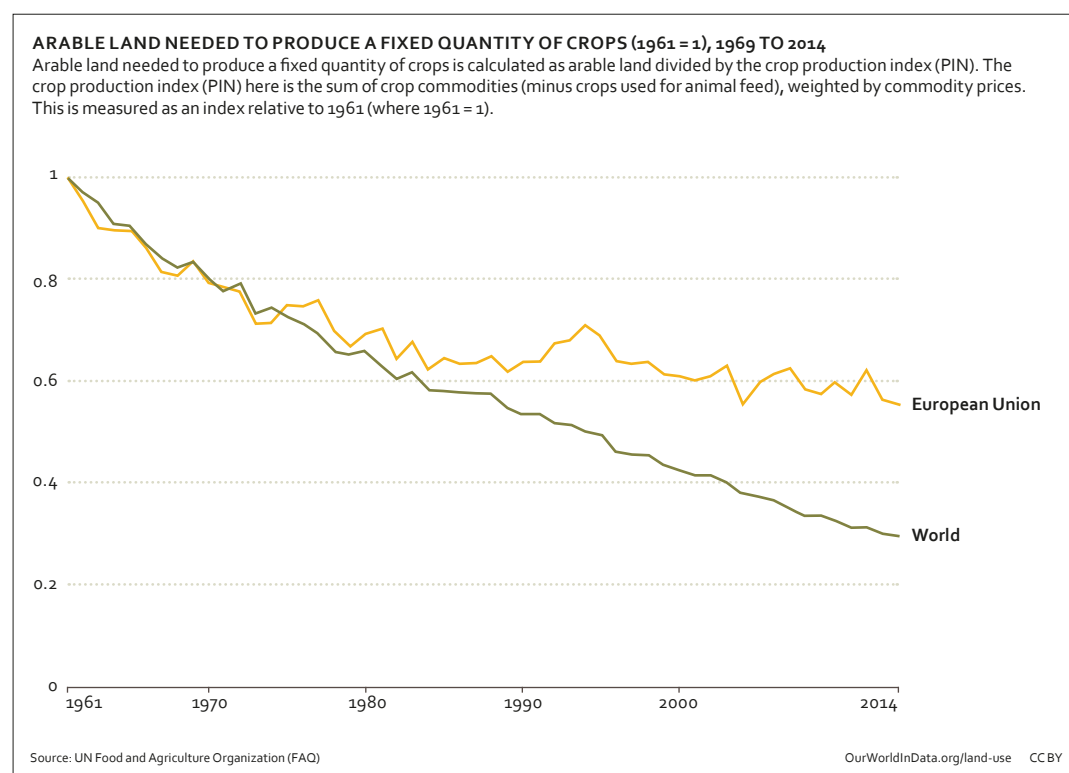
Source: Source: Eit Food Report 2021: 7

Sustainable Nutrition

Nutrition has to fulfill many requirements: it needs to be healthy, tasty and sufficiently nutritious, – meaning that all of the ingredients that a human body needs are made available. Furthermore, it is necessary to ensure that the production, processing, distribution, and consumption of food is sustainable and harmless to our environment, being produced under social and fair conditions for farmers and workers.

The growth of the world population is forcing us to produce increasingly more protein rich, high-carbohydrate, and high-energy foods. In order to guarantee food security, we have to rely on intensive agriculture.

The amount of arable land needed to produce a fixed quantity of crops has been decreasing since the 1960s due to the progress of agricultural technologies and modern seed cultivation. Today, we need on average only 30% of the land that was necessary in 1961 around the world. Within the EU, the need has declined to 56% (Ritchie & Roser, 2013).

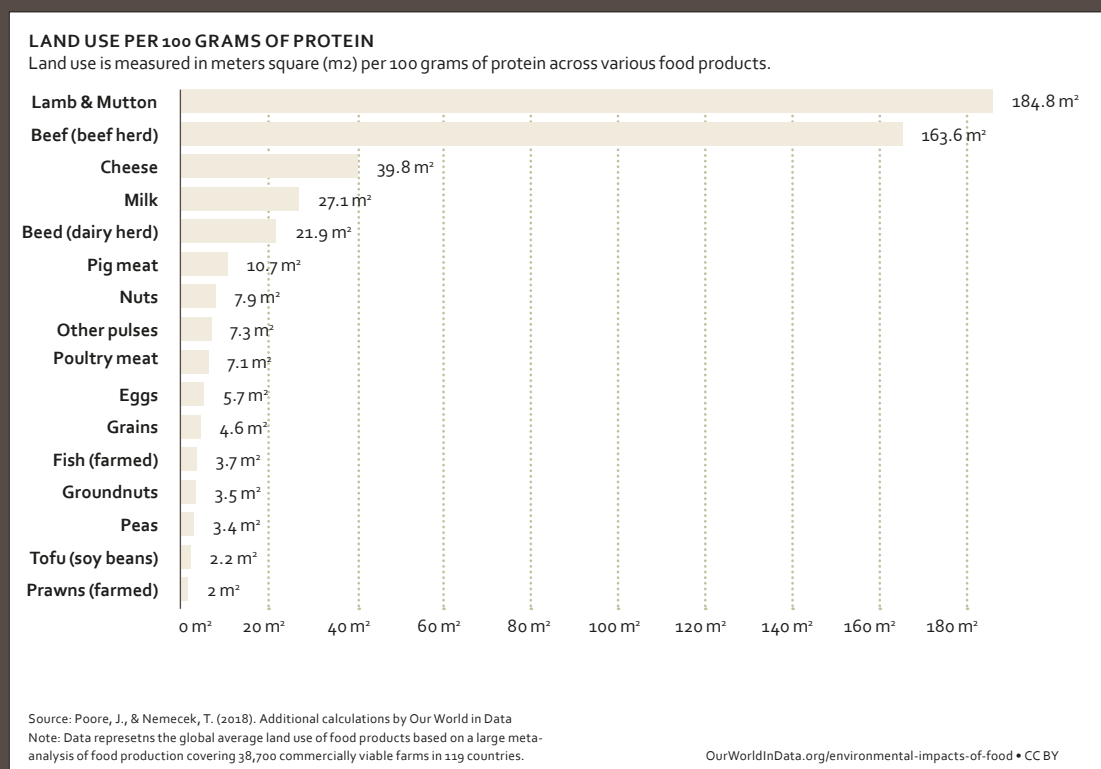


The upper graph shows the relative change of land needed to produce a certain quantity of crops, based on the initial value of 1961. In Europe, land usage has fallen less than in the rest of the world because Europe probably already had very efficient cultivation methods as early as 1961. Whereas in other parts of the world the technological development has been more considerable within the timeframe.

**consume
less,
share
better.**

Land Use

Nevertheless, there are major differences in land usage for different kinds of diets. While 163.6 m² of arable land is needed to produce 100 grams of protein based on beef, only 4.6 m² would be needed if we consumed grains instead (Poore & Nemecek, 2018)

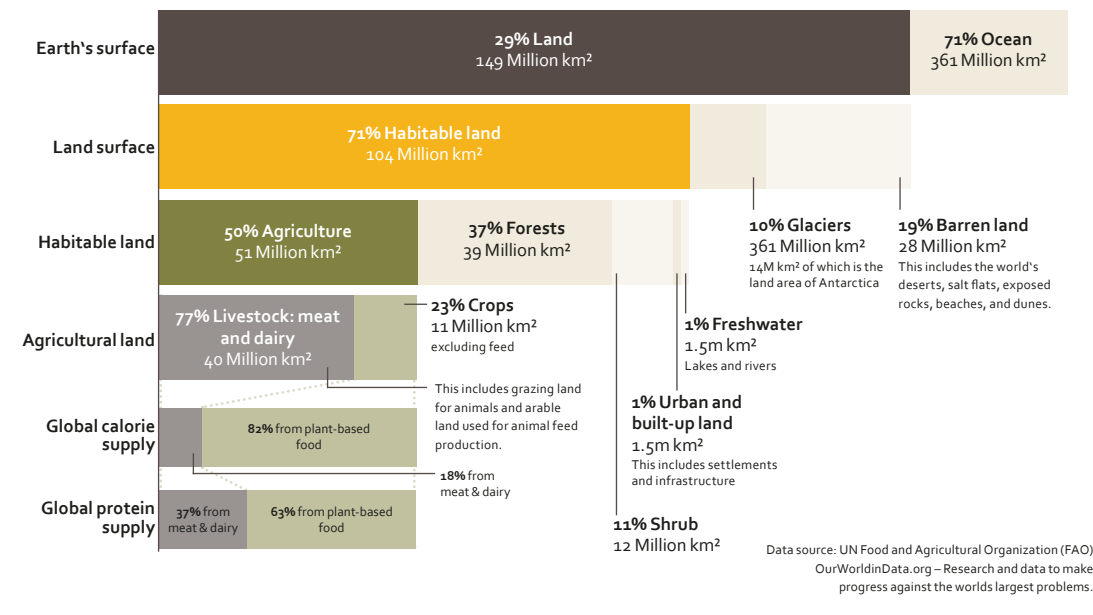


Plants are not only grown as food, but they also serve as feed for animals, which in one form or another also provides food, whether through meat, eggs, milk, or the like. Climate change also forces society to abandon carbon-based energy carriers like oil, gas or coal to reduce CO₂ emissions into the atmosphere. One of the alternatives is power generation through biogas, whereby plants are grown and processed to generate energy out of it. This increases the pressure on the decision concerning how to use fertile soil: shall the plants grown be used for the generation of food, energy or fodder?

Among our earth's surface, only 29% is landmass, while 71% is covered by oceans. Less than three-quarters of the land is habitable, and again half of that is used for agriculture.

77% of the agricultural area is used for livestock farming, i.e. for the production of meat and dairy products, while 23% is covered by all sorts of crops. Globally, only 18% of calorie supply comes from livestock products, while 82% comes from plant-based foods. The share for protein supply is 37% for meat and dairy products and 63% from plants.

GLOBAL LAND USE FOR FOOD PRODUCTION

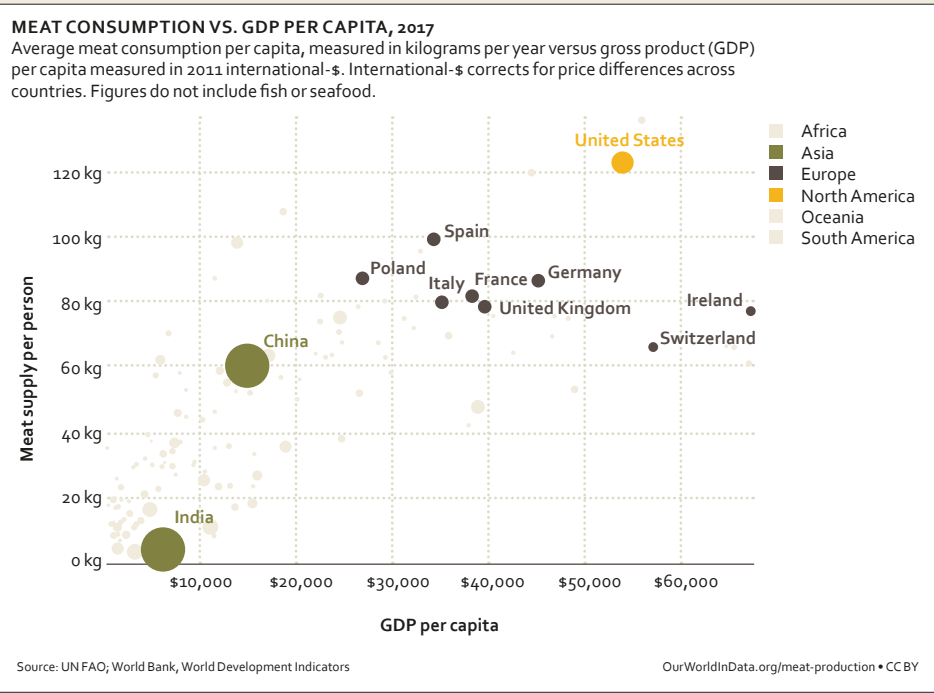


There is an ongoing battle between using land to grow fodder and food to feed the population on the one hand, and safeguarding resources – especially water and fertile soil – for the following generations on the other, as well as curbing global warming through the emission of greenhouse gases, especially CO₂. If we want to ensure that there are sufficient resources to provide a diverse, nutritious, and healthy diet for everyone around the world, it is clear that we will have to adapt our diets to reduce their impact on land usage.

Meat Consumption

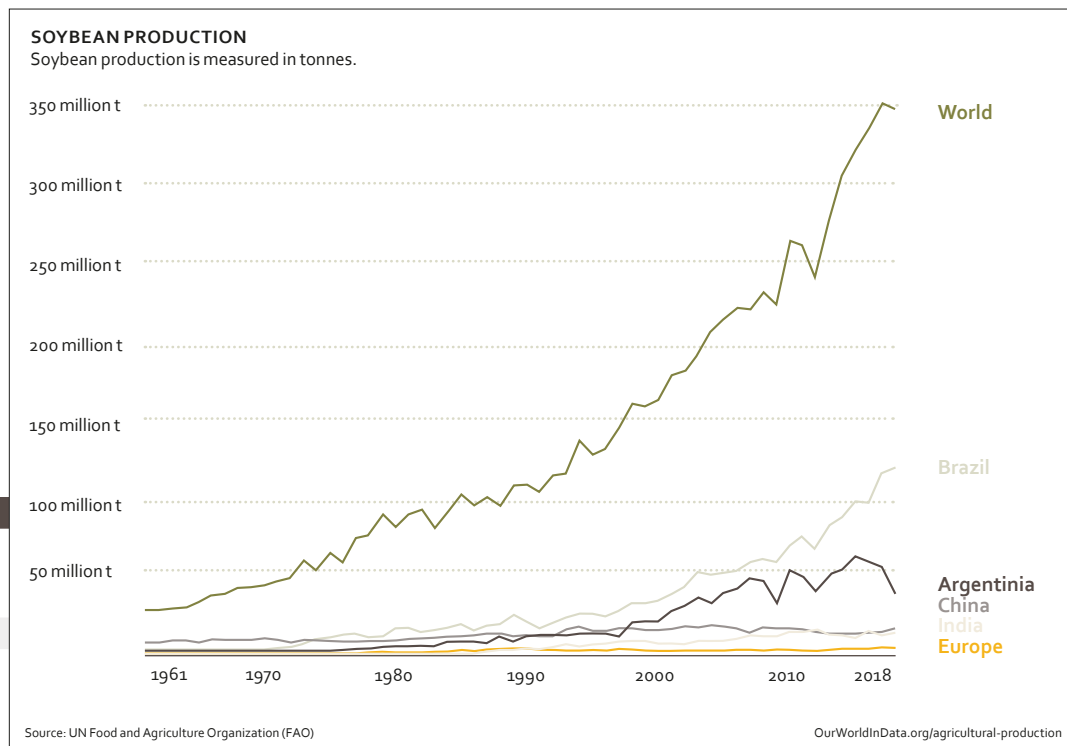
In the last 20 years, global meat consumption has increased by 58%, reaching 360 million tons per year in 2018. One factor has been population growth, accounting for 54% of the increase. However, the growth in per capita consumption accounted for the remainder. Developing countries were responsible for around 85% of the rise in global meat consumption (Whitnall & Pitts, 2020).

In the diagram below, a strong link between the meat consumption per capita and the gross domestic product (GDP) of a country is evident. This proves that the more developed countries consume more meat. As a result, the combination of population growth and strong economic growth around the globe will lead to more meat consumption.

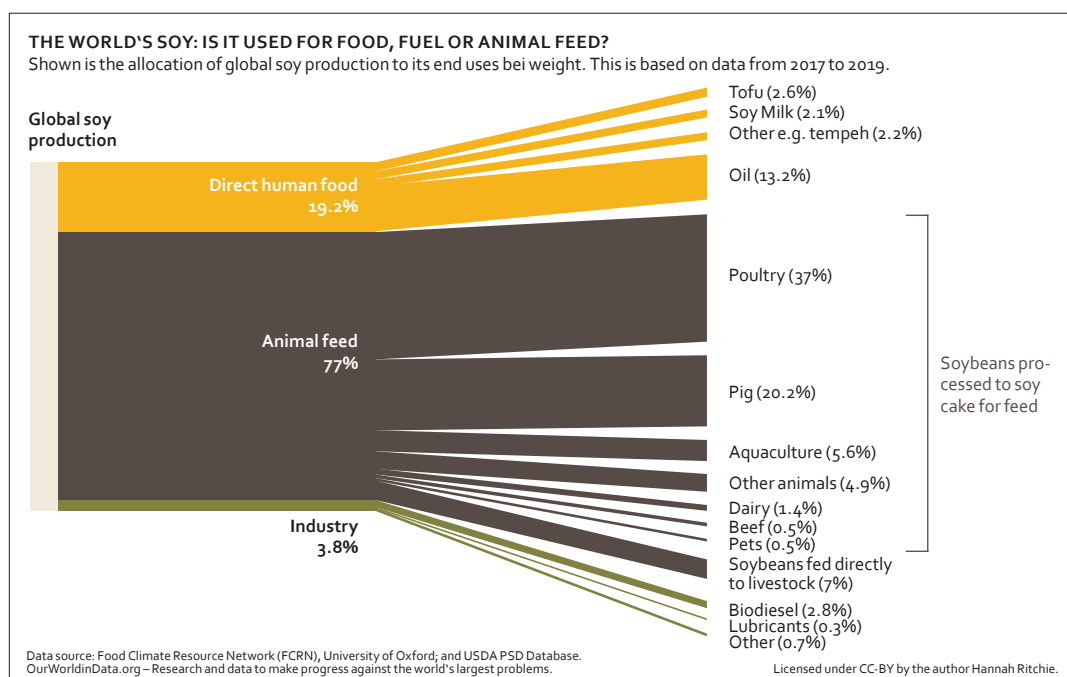


The Role of Soy

Global soy production has massively expanded over the past 50 years. Today, global production is more than thirteen times higher than it was in the early-1960s. Since 2000, production has more than doubled. More than three quarters (77%) of global soy production goes into feeding livestock for meat and dairy production. Most of the rest is used as vegetable-based oil or biofuels, and for industry applications. Only 7% of soy is used directly for human food products such as tofu, soy milk, edamame beans, and tempeh (Ritchie & Roser, 2021).



Soy is often promoted as a plant-based substitute for meat and dairy products (i.e. tofu and soy milk). This has given it a negative reputation, as it is said that this drives deforestation. Although research suggests that bushfires for the expansion of pastureland for beef production is by far the largest driver of deforestation in the Brazilian Amazon, soy, however, is very likely to play some role in the loss of forest (Ritchie & Roser, 2021).



| Phase | Task | Social form | Material/ supplies needed | Optional: further information |
|--------------------------|---|--|---|--|
| Warm Up | Discuss in your group: What do you mean by good nutrition? Take the following aspects into account: health, sustainability, environmental protection, animal welfare. Select a speaker and introduce the results to your class | Small group work | Paper/pencil | Sustainable Diet <i>What is a healthy and sustainable diet? The EAT-Lancet Lecture - Johan Rockström & Walter Willett</i> https://youtu.be/mnlaBhD-124 (for teacher, high level) https://youtu.be/Plc420lUolk (for students – overview) <i>Information about the Study and summary report:</i> https://eatforum.org/eat-lancet-commission/ https://eatforum.org/eat-lancet-commission/eat-lancet-commission-summary-report/ <i>Report of the Financial Times on EAT Lancet Study:</i> https://youtu.be/JY-vjePmK_c <i>The diet that helps fight climate change (University of California)</i> https://youtu.be/nUnJQWO4YJY <i>UN Environment Program: Why do we need to change our food system?</i> https://youtu.be/VcL3BQeteCc <i>UN Climate Change: How does your diet affect the environment?</i> https://youtu.be/7RufgoY9R2U <i>Food Aware Project: Food waste – animated educational video with English and german subtitles</i> https://youtu.be/EwS2Xc2IT_o easy to understand animated video |
| Opening | Discuss the inputs of the different groups (task above): where are contradictions? Can you find dependencies? Teacher/selected student(s) draw a network diagram | Plenary | Board/ pinboard | |
| Body | Internet research (in groups, partner or individual work) for following topics: <ul style="list-style-type: none"> How much land does it take to produce meat or crops? How much and which meat and crops is consumed by people in different parts of the world? How has this consumption developed? What do we mean by “renewable raw materials” (Nawaros)? What is the problem? For what is soy used and where does it grow? Create an informative poster for an exhibition/show dealing with nutrition. Don't forget to name the source of information. | Individual, work, partner work or group work. Split the questions or every group answers all questions | | |
| Deepening Phase/Homework | Interview different people (i.e. family, friends, colleagues) on the topic: What is good nutrition? What is important to you and why? - Ask different questions! Presentation: Film/Newspaper article | Group/partner/individual | Smartphone for filming or recording paper/pencil | Land-Use <i>Journey 2050: Land Use (the Producer Nutrien is a commercial manufacturer of fertilizer)</i> https://youtu.be/RMu7NtScdhU <i>Helmholtz-Zentrum für Umweltforschung Leipzig UFZ. Land Use Conflicts – Conflicts over the limited resource land</i> https://youtu.be/FWUwA3Ar4vE <i>Helmholtz-Zentrum für Umweltforschung Leipzig UFZ. Sustainable land management - Conclusions and findings from a global research program</i> https://youtu.be/8RdTnkEcbFs |
| Deepening Phase/Homework | Research and draw a mindmap for the topic: <ul style="list-style-type: none"> Land usage for food production Soy Fuel from renewable raw materials upsides/downsides | Individual | Paper/pencil | |
| Closing | Take the quiz: https://www.universityofcalifornia.edu/news/quiz-do-you-know-how-your-diet-affects-planet | Individual | YouTube/ Computer | <i>! NB: watch the video before: The diet that helps fight climate change (University of California)</i> https://youtu.be/nUnJQWO4YJY |





History of Common Agricultural Policy (CAP)

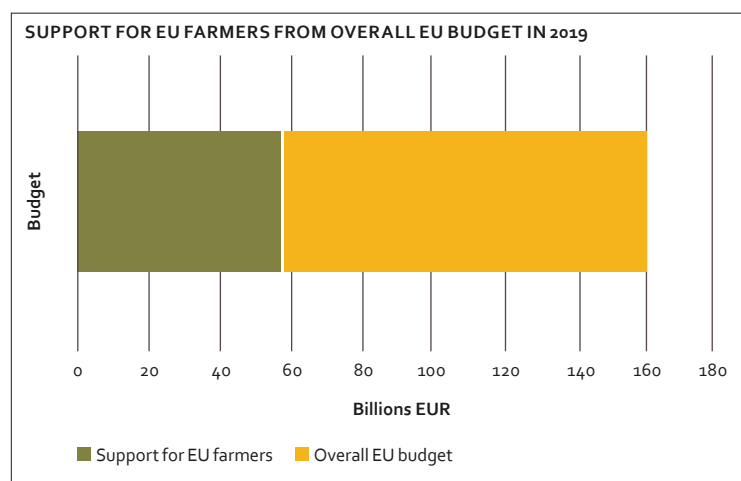
Implemented in 1962, the Common Agricultural Policy (CAP) is a longstanding agricultural policy of the EU designed as a cooperation between Europe's farmers and its citizens. The rationale behind the implementation of CAP was to eliminate any restrictions to the free movement of agricultural produce among member countries caused by existing national intervention mechanisms that were inconsistent with the guarantees of the common market, especially as the common policy was implemented to ensure food availability and affordability for Europe's population as well as guaranteeing an adequate level of living for its farmers. The coming into effect of the CAP was therefore in furtherance of the central objectives of a shared agricultural policy already enshrined in Article 39 of the Treaty of Rome (known today as the Treaty on the Functioning of the European Union - TFEU). The Treaty of Rome – which established the European Economic Community (EEC) in the aftermath of the Second World War, and by extension a common market – therefore provided for a collective course of action among member countries to pursue the following goals through a common policy (as specified in Article 39 of the Treaty of 1957 which then took effect in 1958):

- enhance agricultural output through technological advancement
- ensure market stability
- make certain of a steady supply of safe agricultural produce
- guarantee affordable price of food products for consumers
- make certain that farmers are able to earn a fair living

In addition, the CAP encourages the farmers to take care of natural resources and biodiversity. The budget for CAP was about 57 billion € in 2019. The donations are used for income support, market measures and rural development.

Reform of the CAP and the two pillars

The late-1970s saw the CAP achieve a central objective enshrined in the Treaty, which is to ensure a steady supply of agricultural produce. However, this was not without an unintended drawback. Due to a price support intervention mechanism in place as well as an unlimited purchasing guarantee of all unsold farm produce by EEC Member States, this consequently led to the problem of overproduction. Farmers overproduced, supply was in excess (as shown, for example, by the infamous butter moun-

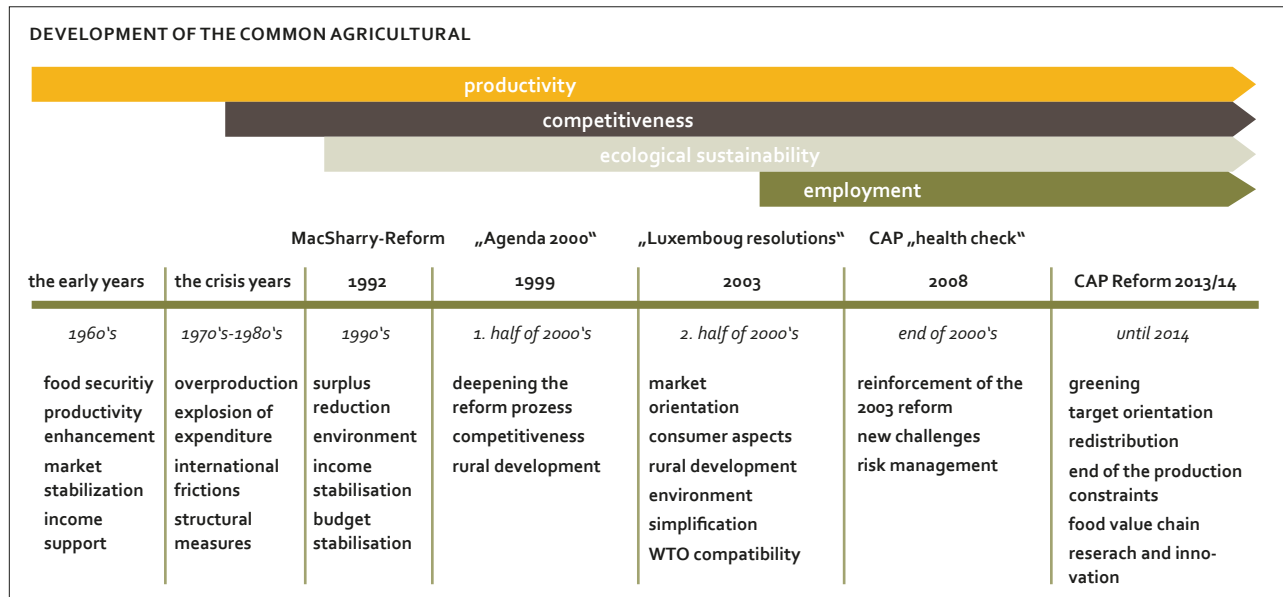


Budget for farmers in the EU budget 2019

https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cap-glance_en



tains and milk lakes), and the increase in consumption was slower than production. This gave rise to increased calls for reform of the CAP and several attempts at reform in the 1980s only proved abortive. However, reform of the CAP found its first major success with the substantial MacSharry Reform (MSR) in 1992, led by Ray MacSharry (then European Commissioner for Agriculture). The crucial component of the MacSharry Reform was to lower the guaranteed prices for two major commodities – beef and cereal. In doing so, the goal was to reduce budget costs by cutting back on production surpluses, trade protection, and export grants. Moreover, a direct payment scheme to farmers was implemented to compensate for these reductions. The MacSharry Reform also introduced complementary supply control mechanisms for instance, by further reducing milk quotas. “Milk quota” was a measure first adopted in 1984 to counteract the existing problem of oversupply of the late-1970s and the early-1980s as a result of overproduction. Farmers were not permitted to produce more than the fixed quota. Any farmer who produced more than was allowed was asked to pay a levy. Since the 1992 MacSharry Reform, the CAP has undergone several reforms such as the Agenda 2000 reforms.

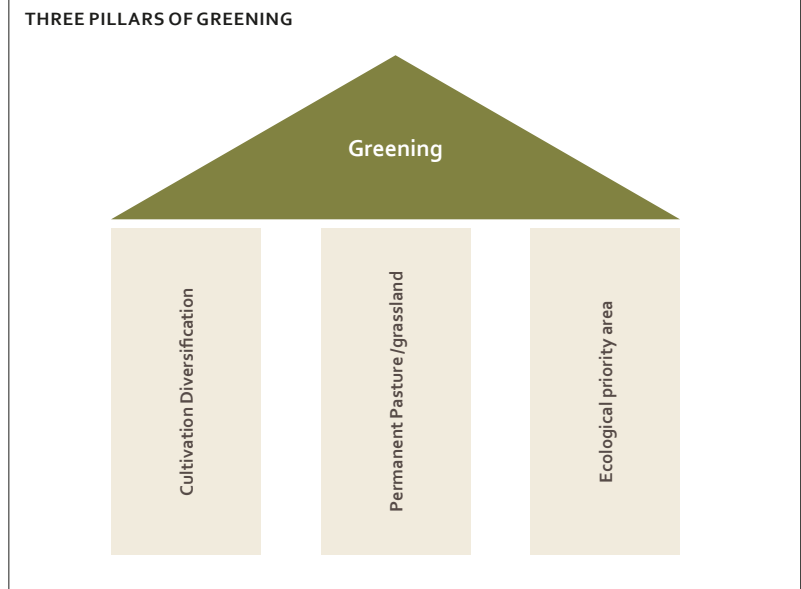


Source: Own representation according to Weingarten (2018); European Commission (2009)

The Agenda 2000 reform is especially significant because the European Council (EC) presented the two pillars upon which the CAP is presently based in the preceding year (1999) in Berlin. ‘Pillar 1 funds market price and income support on an annual basis and is fully financed from the EU budget. Pillar 2 funds one-off and multi-annual rural development measures on a programmed basis and is co-financed by the EU budget with Member States’ (Matthews 2013, 3). This enables countries to adapt the system better to their needs and tries to help small farmers. At the same time, a cross compliance system ensures that ecological

components such as saving permanent grassland, crop diversification and ecological priority areas are not ignored. Furthermore, the greening aspect of the CAP avails a farmer up to 30% of the payment.

It is also possible to transfer money from the first pillar to the second pillar. Money from the second is only available for a country if it has its own greening programs and co-finance them. The continued modernization of CAP also followed with reforms in 2003 ('Luxembourg resolutions' based on the decoupling of aid and the introduction of the single farm payment), 2009 ("Health Check" to further reinforce the reform of 2003), and the CAP reform in 2013.



Source: Own representation based on : http://images.raiffeisen.com/Raicom/news/Screen_KW45_baywa.JPG?width=640

Common Agricultural Policy

1st Pillar

- basic payment, based on the cultivated agricultural area
- greening payments
 - basic payment per hectare
 - greening component, as additional support to offset the cost of providing environmental public goods
- payment for young farmers
- redistributive payment for the first couple of hectares
- payments for areas with natural constraints
- support for production
- payment for small farmers up to 1,250€

2nd Pillar

- agri-environmental measures
 - rural development financial payments for:
 - new farmers,
 - farmer with a competitive disadvantage due to their geographic location or the production methods
- Priorities:*
- encouraging agricultural competitiveness.
 - sustainability regarding to natural resources and climate action
 - supporting rural development (e.g. jobs and enterprises)

Source : <https://bit.ly/3DKfPl0>



Lesson tool 1: Picture cards to support the explained content.

Repetition: Memory with sample pictures for thematic assignment.

Lesson tool 2: Creation of short videos for the individual sub-items of the individual pillars. The students should use different materials to create short scenes for each point. The aim should be a playful explanation for the two pillars.

Role of the EU institutions

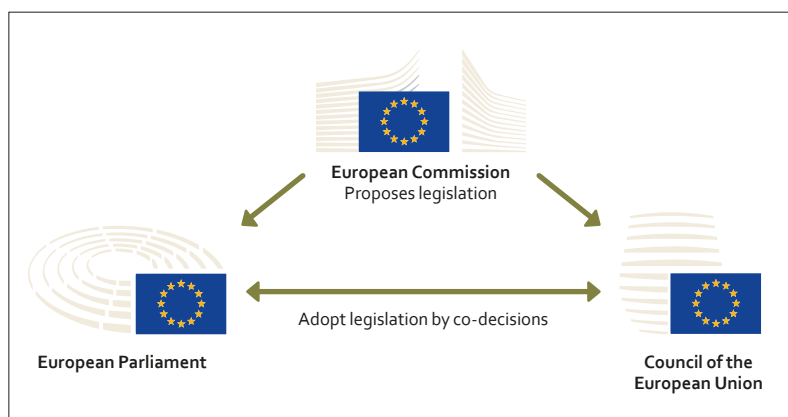
What role do EU institutions play – for instance – in a legislative process, especially as it relates to a reform? The central actors are the Parliament, Commission and Council. Nevertheless, other interest groups as well as relevant stakeholders likewise also play a significant role. The European Parliament is the legislative arm of the EU and a legislative process of passing a law begins with a proposal from the Commission. For instance, in the context of the MacSharry Reform, the 'European Commission had a central role as it was responsible for making proposals for agricultural policy' (Garzon 2006, 65.). Nonetheless, the ordinary legislative procedure (OLP) provides the European Parliament with the right to propose amendments to proposals for a new law being presented by the Commission. Negotiations between representatives from the Parliament, Commission, and Council to reach a compromise or agreement in consideration of the Commission's proposals, Parliament's amendments and Council's position are held in a tripartite format, in what is known as a 'trilogue'. This process is called a "trilogue" because not only the Commission and the Parliament are a part of it, but also the Council. Only if all three institutions have found a mutual consent will a law be passed. It is also for this reason – among others – that a very significant percentage of law proposals (80%) from the Commission pass in a first reading.

With that being said, just like at the national level, there are several lobby and interest groups who also want to ensure that their interests are taken into consideration when it comes to passing a new law. In view of the CAP, the most important ones are the farmers who want to be able to live off their harvest, which can only be achieved with a fair price for their products. They also want a perspective for their future. The second group are the environmental organizations who also want to achieve environmental sustainability and thus criticize that support payments are not linked to the compliance with ecological targets. Finally there are the workers trade unions, who make their case for better working conditions, protection of workers, and better workers insurance. There are over 22 million people working in the agricultural sector in Europe and they want improvements to the conditions of their people. Aside from these main lobby groups – who also kind of work like a triad – there also are the consumers.

This group also happens to be the largest and additionally comprises of the groups mentioned above. When asked, consumers usually would like to buy regional, organic and sustainable products, although when they are at the supermarket they mostly decide based on the product's price. This phenomenon is what is alluded to as cognitive dissonance.

Picture 1: Triad in the EU:

Source: <https://bit.ly/3sgtW1B>



Picture 2: Triad of interest groups while developing the new CAP
(design: Isabel Mang)



Lesson activity:

Split the class into seven groups. Each group chooses one of the aforementioned EU institutions or lobbying groups and prepares a presentation about it. They should also prepare an information sheet to hand out to their classmates after their presentation. The presentation/sheet should contain at least the following information:

- For EU institutions: i) What are their roles/tasks? ii) How many members do they have, how are they appointed and what is the location of the institution? iii) Who represents your country in this organization?
- For lobbying group: i) How many are there in Brussels and how many members do they have in the EU? ii) What are their main interests? iii) Do they have financial supporters? iv) What are their demands on the new CAP?

Further task on the next page!



Problem-oriented question for teaching practice:

- Whose interests must be fulfilled in the CAP?
- Which positions of the CAP can lead to a massive conflict of interests, and between whom?
- What role do the consumers play in the CAP?
- How do you support sustainability in your everyday life?

CAP and Sustainability

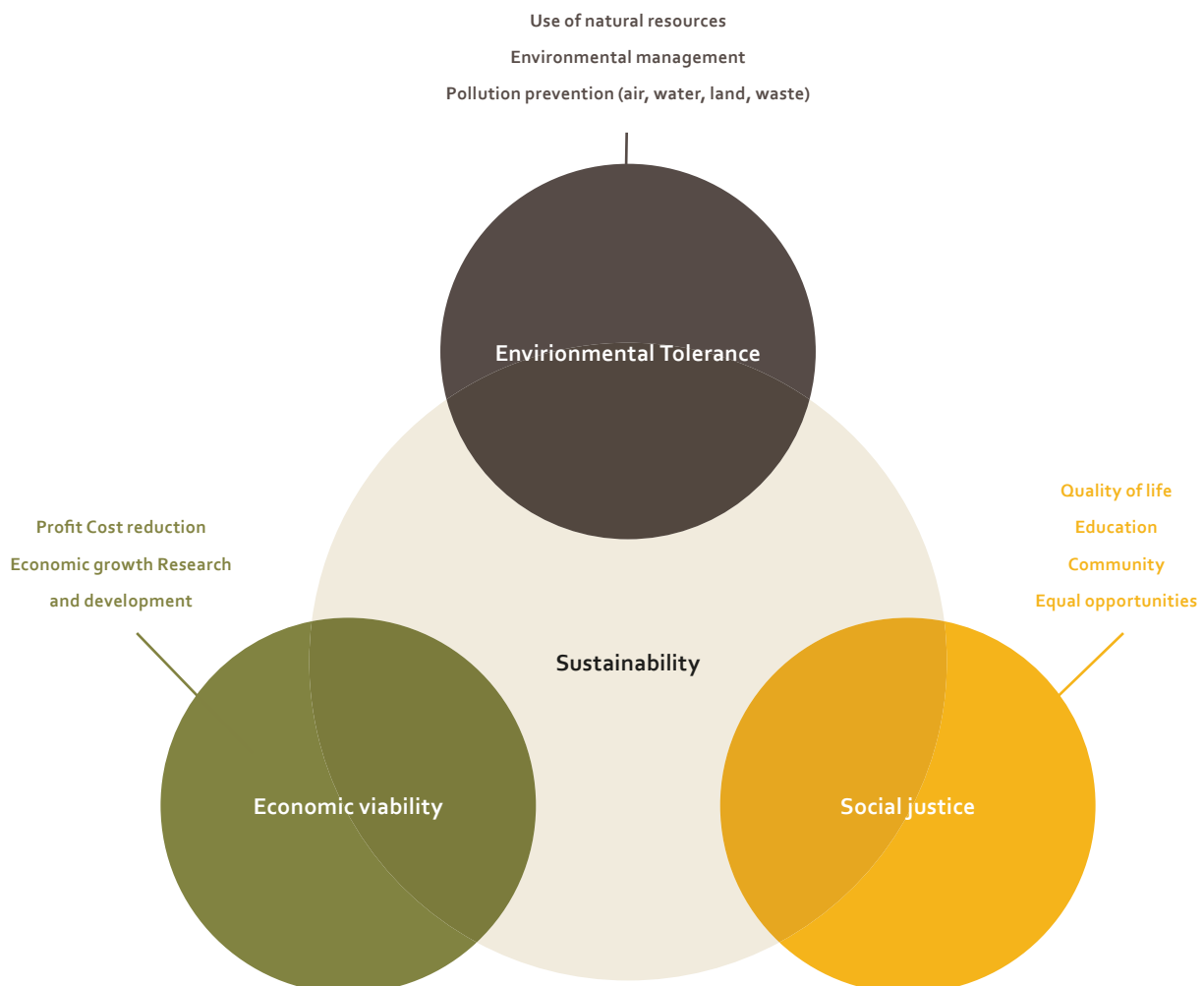
Three dimensions of the concept of sustainability (graphic)

Sustainable development is a process of change in which the exploitation of resources, the direction of investment, the orientation of technological development and institutional change are tailored to the needs of both current and future generations.

The problem of sustainable development is complex. When developing strategies for achieving sustainable development, various contradictions and conflicts are taken into account: between man and other plant and animal species in nature, between different social groups in society, and between the present and future generations. These contradictions underlie the concept of the three pillars of sustainability: 1) environmental tolerance; 2) social justice; and 3) economic viability (Fig. 1).

Fig. 1. The three dimensions of sustainability

Source: Author's own representation



1). *First dimension - Environmental tolerance is determined by the carrying capacity of the surrounding environment. It depends on the number of organisms of certain types that can live in the area, with the available resources of the ecosystem. Environmental tolerance means equitable participation in the distribution of environmental goods and resources.*

2). *Second dimension - Social justice means that based on their value system and opportunities, people themselves choose the degree, production of responsibility for their social and economic actions and their impact on family, business, and society.*

3). *Third dimension - Economic viability is based on the four types of capital: natural (solar energy, biosphere, natural materials, etc.), man-made (infrastructure facilities, machinery and equipment), social (network of institutions and organizations of economic activity, social norms) and human (personal qualities, knowledge, skills and abilities of people). For strong sustainability, the available amount of natural capital must be maintained and improved, because the functions that it performs cannot be replaced by the capital and goods produced. Strong sustainability implies non-interchangeability between the different types of capital and preservation of each of them separately.*

Second pillar of the CAP

The CAP is Europe's response to the need for a decent standard of living for 12 million farmers and a stable, diverse and secure food supply for the 500 million citizens of the European Union (EU). It strengthens the competitiveness and sustainability of EU agriculture by providing direct payments and market measures to farmers and funding rural development programs in the Union.

The main instruments of the CAP are:

- First pillar - Common Market Organization (CMO) for agricultural products, direct payments, market support and promotional programs. The measures under the first pillar of the CAP are financed by the European Agricultural Guarantee Fund (EAGF).
- Second pillar – Includes the measures/policies for development of rural areas. Rural development policy is financed by the European Agricultural Fund for Rural Development (EAFRD), supplemented by Member States' budgets (national co-financing). (Zlatkova, 2019)

As a second pillar of the CAP, the Union's rural development policy aims to support the Union's



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well,
make it
last.**

rural areas and address the many economic, environmental and societal challenges of the 21st century. The higher degree of flexibility (compared to pillar I) allows regional, national and local authorities to formulate their own multi-annual rural development programs based on a European „menu of measures.“ Unlike the first pillar – which is fully funded by the EU – the programs under the second pillar are co-financed by EU funds, and by regional or national funds.

Rural development policy is implemented through the preparation of rural development programs by Member States. They apply a personalized strategy that meets the specific needs of the Member States. The programs must be approved by the European Commission, and they also contain a funding plan and a set of performance indicators.

Cross-compliance/conditionality

In order to receive EU income support, farmers must respect a set of basic rules. The interplay between this respect for rules and the support provided to farmers is called cross-compliance.

The functioning of cross-compliance is governed by rules.

Through cross-compliance, farmers are encouraged to comply with high EU standards for public, plant, and animal health and welfare. Cross-compliance plays a role in making European farming more sustainable.

Rules farmers are expected to comply with include:

- statutory management requirements that apply to all farmers whether or not they receive support under the CAP;
- rules for the maintenance of good agricultural and environmental conditions which apply only to farmers receiving support under the CAP.

Farmers violating EU law on environmental, public and animal health, animal welfare or land management will have their EU support reduced and may face other penalties.

All farmers – whether receiving CAP support or not – have to respect statutory management requirements (SMR). They include EU rules on public, animal and plant health, animal welfare, and the environment.

In addition to the SMR, farmers receiving CAP support have to respect EU standards on the good agricultural and environmental condition of land (GAEC).

These standards are designed to prevent soil erosion by defining minimum soil cover and minimum land management practices, maintain soil organic matter and soil structure, maintain permanent grassland, protect biodiversity and ensure the retention of landscape features. For example, through a ban on cutting hedges and trees during the bird breeding and rearing season which protect and manage water through the establishment of buffer strips along water courses, the authorization on water for irrigation, and the protection of ground water from pollution.

European Court of Auditors report: Support target not met

The European Court of Auditors criticizes the plans for reform of the CAP (Special Report № 05/2018). The Court believes that less money should be spent and that it should be used more purposefully. The list of goals is long, but one of them is support for farmers' incomes.

Sufficient funding provided by the CAP and the EU must be used by genuine farmers, rather than those who rent land for profit. In their latest opinion, the Court's experts criticized the fact that a significant part of the funding was disbursed in the form of direct payments „based on a given quantity of hectares owned or used.“ These payments cannot take into account the many environmental concerns that exist. This approach is not the most sensible way to provide farmers with a decent income (Linking Renewable Energy to Rural Development, 2012; Pedrolí et al. 2011).

According to the European Court of Auditors, the Commission's 2019 CAP implementation reports are overly positive and not result-oriented. For example, direct payments to farmers have contributed to reducing the volatility of farmers' incomes, but they do not provide them with an acceptable standard of living (Report of the European Court of Auditors on the performance of the EU budget – Status at the end of 2019, 2020).

Green measures

In the first decade of the 21st century, the phrase New Green Deal became popular among environmental movements as a symbol of the need for economic reform to tackle climate change.

In 2009, the UN Environment Program proposed the adoption of a „Global New Green Course,“ in response to which the EU initiated its „European Green Course“ in 2019. It is not only a „deal“ but also a long-term and comprehensive vision for profound change. This meaning should be given to the name European Green Pact.

The European Green Pact is a roadmap with measures in various areas to make Europe the first continent with zero net emissions by 2050. The ultimate goal of this ambitious vision is to promote the economic development of the EU without harming the environment and human health.

Examples of problems and contradictions:

Bulgaria is one of the countries in the EU with the highest number of deaths related to air pollution (Fig. 2). The main source of pollution is domestic heating, which mostly uses solid fuels. In addition, the country's transport and lignite-fired power plants are also among the country's most serious polluters. The Bulgarian economy also has the largest greenhouse gas emissions in the EU.

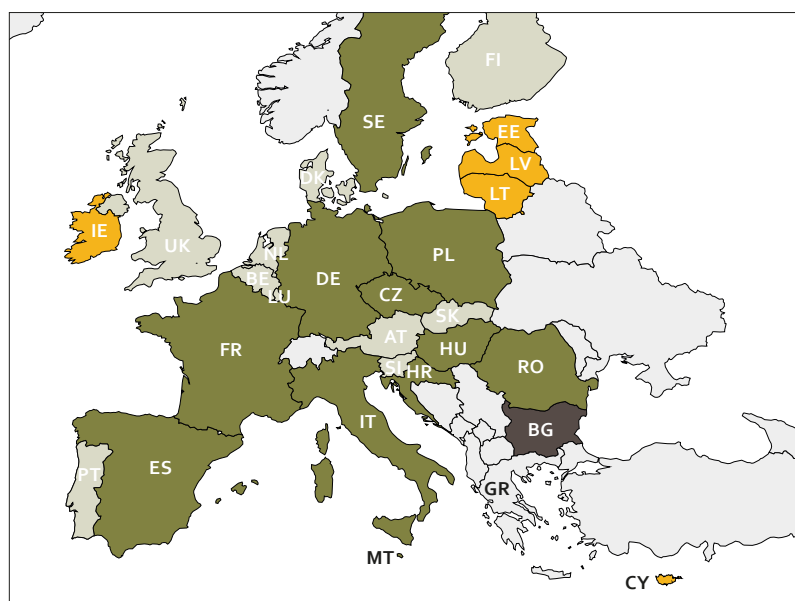
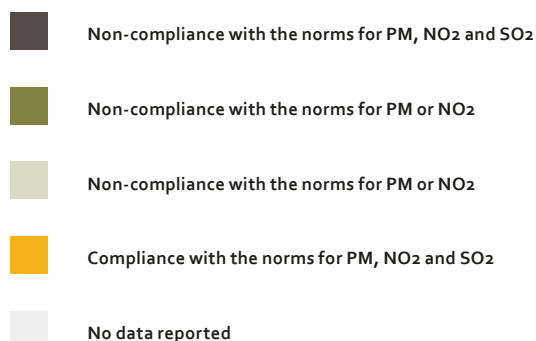
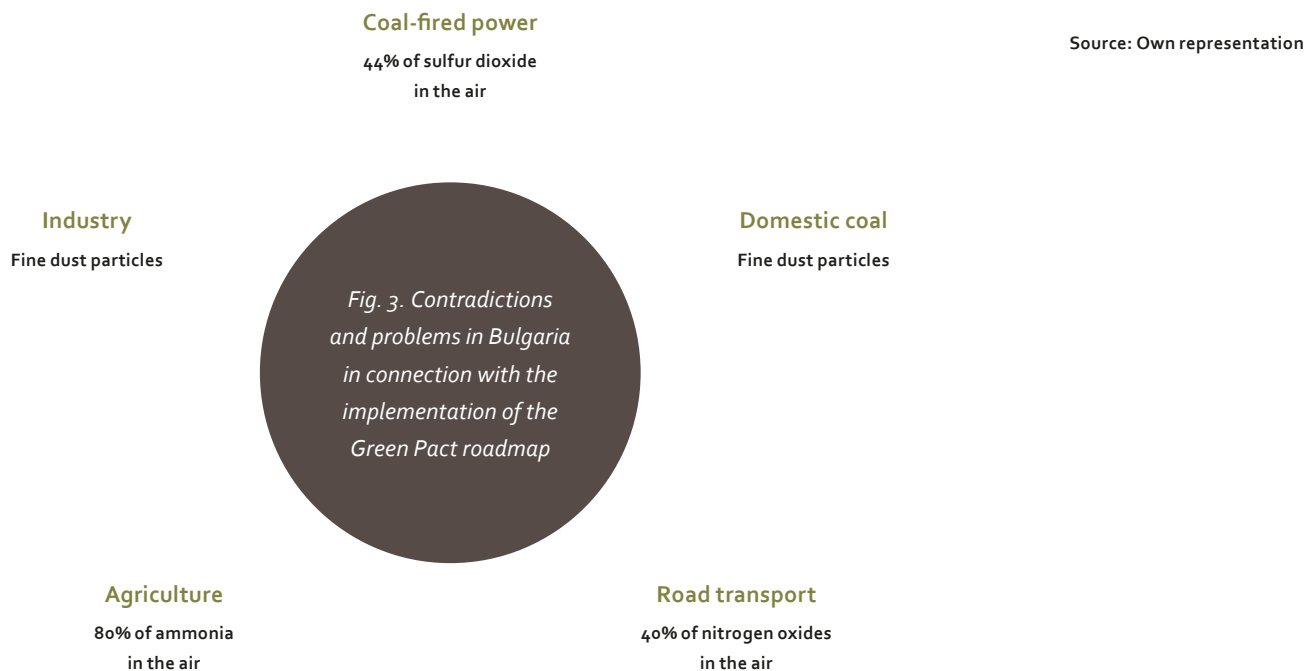


Fig. 2. Air pollution in Europe



Source: European commission.









Achievement of agriculture: e.g. renewable energies, wood utilization

Renewable energy is energy produced from sources that are not based on fossil fuels and that are recovered within human life. Renewable energy sources include solar and wind energy, marine and hydroelectric energy, geothermal energy and bioenergy. Figure 2 shows the main types of energy from renewable sources, the relevant technologies and their usual applications.

The production and consumption of energy from renewable sources in the EU is growing. If by 2020 the EU target was a 20% share of renewable energy sources in final energy consumption, then by 2030 this share should increase to at least 27%. The importance of using this type of energy is related to the reduction of greenhouse gas emissions to comply with the Paris Agreement on Climate Change of 2015.

Fig. 4. Renewable energy sources, technologies and applications

| Solar energy | Wind energy | Marine energy | Hydro power | Geothermal energy | Bio energy |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Source: Sun | Source: Wind | Source: Waves, tides | Source: Water | Source: Earth | Source: Biomass, waste |
| Technology: Photovoltaics, Solar thermal | Technology: Wind turbines | Technology: Dams, tidal barrages | Technology: Hydropower plant | Technology: Geothermal and heat pumps | Technology: Biomass com- bustion, biogas plants, biofuels |
| Applications: Electricity, Heating and Cooling | Applications: Electricity | Applications: Electricity | Applications: Electricity | Applications: Electricity, Heating and Cooling | Applications: Electricity, Heating and Cooling, Transport |



Problem-oriented questions and tasks

1. Study the methodology for applying cross-compliance in your country.
2. What reductions in support schemes are required in the case of non-compliance with the regulations?
3. How can the potential of renewable energy be used for rural development? (Special Report 5, p.29)?
4. Look for examples of good practice in the use of energy from renewable sources in rural areas and the impact on their development.
5. Find out what problems and contradictions that Bulgaria faces in implementing the green measures:

| Problems | Contradictions | Upcoming tasks | Good practices |
|-----------------------|--|--|---|
| Coal power plants | Energy mix in Bulgaria; energy security; Thousands of jobs | Overcoming the coal dependence | ... |
| Domestic coal heating | Energy poverty of the population | Overcoming energy poverty and replacing wood and coal in heating | ... |
| Road transport | Poverty of the population; use of old cars | Investments in measures for clean transport | Creating new green areas; encouraging people to use alternative means of transport |
| Agriculture | Outdated equipment; low income of farmers | Investing in modern agriculture | Measures for attracting young people in agriculture, stimulating entrepreneurship, protection of the environment and biodiversity |
| Industry | ... | Need to transform the economic model | ... |



6. Investigate what problems and challenges your country faces in implementing green measures. Introduce good practices!

| Country | Problems and challenges | Good practices |
|-------------|---|---|
| Netherlands | ... | Ban on the sale of petrol and diesel cars after 2035; change in the tax system for vehicles |
| Denmark | ... | Ban on the sale of petrol and diesel cars after 2035; change in the tax system for vehicles |
| Poland | Limited financial resources for corrective action; lack of state policy to limit solid fuels; economic problems (low income, unemployment). | Modernization of heating systems; financial support for households; replacement of the bus fleet; wet cleaning of road surfaces; expanding the network of bike lanes; information and educational activities. |
| Germany | ... | ... |
| Austria | ... | ... |
| ... | ... | ... |



7. Identify the main alternative energy sources. Give examples of their use in your area. Look for information on more non-traditional energy sources.



1. _____



2. _____



3. _____



4. _____



5. _____



6. _____

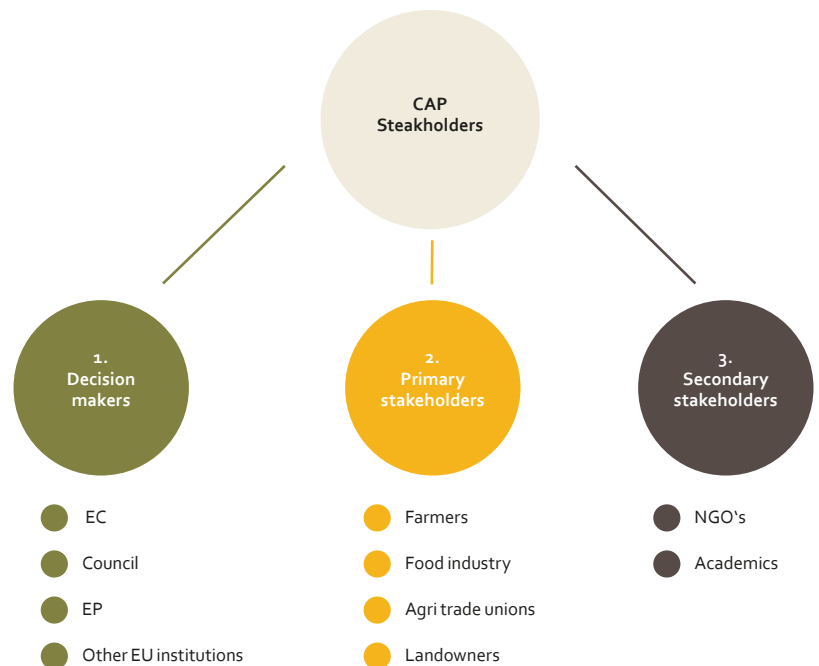
Stakeholders in the CAP

Who are stakeholders?

The international standard providing guidance on social responsibility – called ISO 26000 – defines a stakeholder as an „individual or group that has an interest in any decision or activity of an organization.“ According to the Cambridge Dictionary, a stakeholder is a person such as an employee, customer or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and in interests in its success.

CAP stakeholder groups influencing the CAP reform process are defined as:

- 1) the agenda setters and decision makers: the EU institutions and EU Member States;
- 2) primary stakeholders: farmers; the food manufacturing, processing and wholesale industry; trade unions representing agricultural workers; and land owners;
- 3) secondary stakeholders, which include environmental non-governmental organizations (NGOs), development NGOs and academics engaging in advocacy around the CAP (consumer groups are further groups).



Source: https://www.die-gdi.de/uploads/media/ODI_7888.pdf



Exercise 1 : <https://wordwall.net/play/22285/688/280>

Ways of lobbying

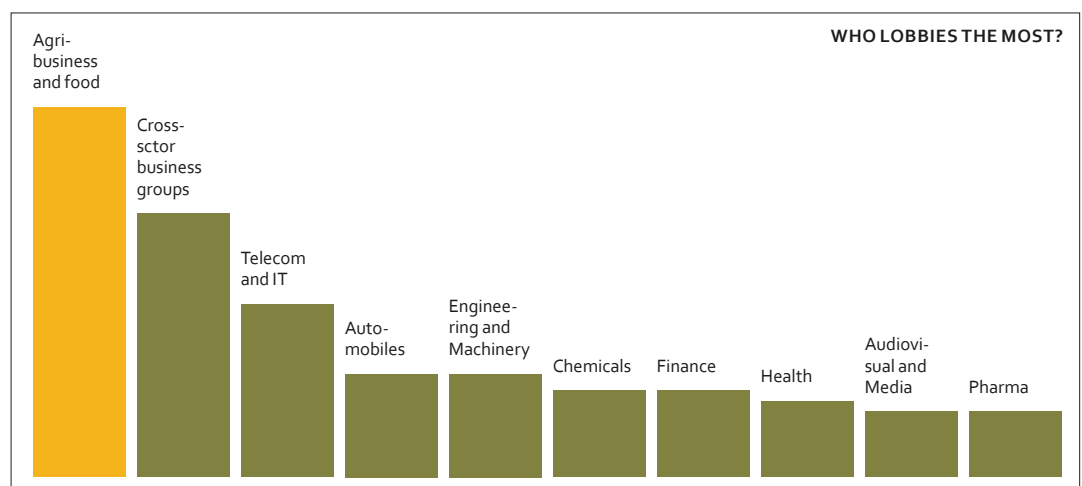
- working with policy-makers
- consultations
- face-to face meetings
- presentations
- conferences, seminars, public meetings
- written or telephone communication (reports, petitions, letters, phone calls, email, internet)
- legal demonstrations, protests

Stakeholders' influence

The CAP is managed by the European Commission's department for agriculture and rural development, which regularly consults civil dialogue groups and agricultural committees to best shape law and policies governing agriculture. Expert groups provide input to the European Commission, such as the agricultural market task force on unfair trading practices.

All interest groups of stakeholders share a desire to affect EU policy to benefit themselves or their causes. They attempt to achieve their goals mainly by lobbying, namely by attempting to bring pressure to bear on policy-makers to gain policy outcomes in their favour.

Source: <https://corporateeu-rope.org/en/international-trade/2014/07/ttip-lose-lose-deal-food-and-farming>



From a look at their lobbying demands, the agribusiness industry seems to regard the treaty as a perfect weapon to counter existing and future food regulations. The size and organization of the EU farm lobby is greater than any comparative group. The power and influence of the broader agricultural community hold paramount importance.

At the national level, farming officials retain privileged access to government ministers, and by not cooperating with reform programs farmers can prevent any controversial reform from working. At the European level, agricultural interests are protected in the Council and the Commission as well as numerous highly organized lobby groups that also deal at the regional level, such as new movements and networks of organizations, informal groups as well as agricultural and consumer organizations.



Exercise 2: <https://wordwall.net/play/22286/442/316>

Change of influence possibilities

The CAP is the oldest of the Community policies. When the common market was established in 1958, state intervention was a major feature of agriculture in the six founding Member States. The Treaty of Rome (1962) set out five objectives of the CAP. Following the entry into force of the Treaty of Rome, Member States' agricultural policies were replaced by *intervention mechanisms at the community level*. The foundations of the CAP have remained unchanged since the Treaty of Rome, with the exception of rules relating to the decision-making procedure. The [Maastricht Treaty](#) (1992) significantly modified the EEC's institutions and decision-making processes. The Commission was reformed to *increase its accountability to the Parliament*. The Lisbon Treaty (2007) *strengthens Parliament, recognizes co-decision as the 'ordinary legislative procedure'* for the CAP in place of the consultation procedure. Moreover, professional organizations in the EU – represented by the Committee of Professional Agricultural Organisations (COPA) and the General Confederation of Agricultural Cooperatives in the European Union (COGECA) – have always been indirectly involved in the European decision-making process through *the work of the advisory committees*. *The scope of consultation* has very recently been widened through the creation of civil dialogue groups to assist the Commission in implementing the CAP (the so-called 'structured dialogue' process).

Didactics: Teaching suggestions – The future of the CAP

Watch the film "The Common Agricultural Policy (CAP): Purpose, History & Current Events" (<https://study.com/academy/lesson/the-common-agricultural-policy-cap-purpose-history-current-events.html>) and look at the picture below:

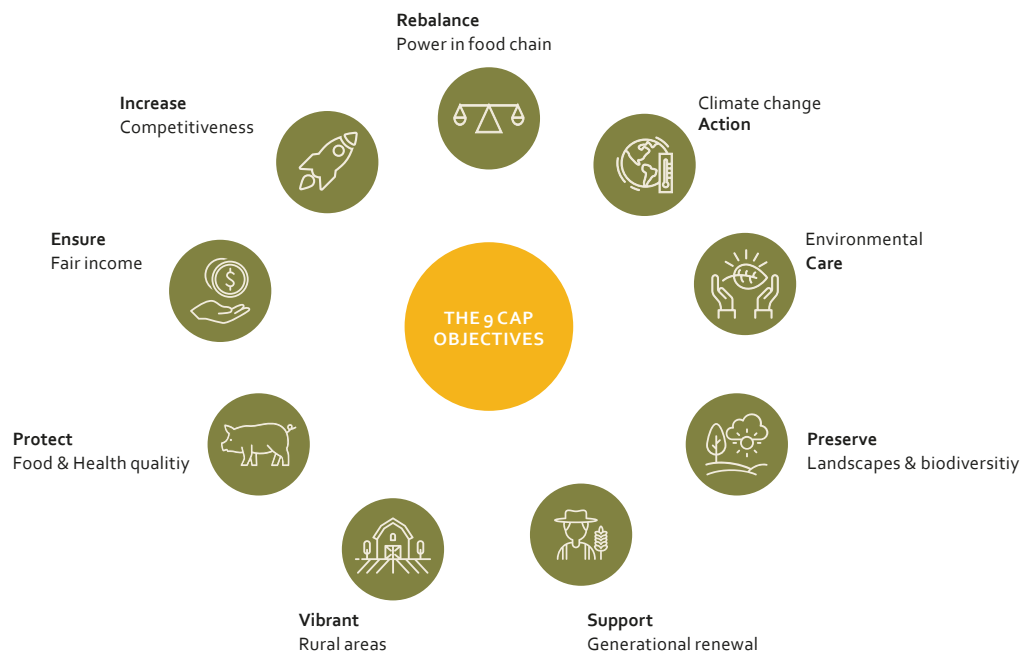


Source: https://www.wwf.eu/what_we_do/agri_food/last_chance_for_the_cap/



In groups: Answer the question „What is the direction of the changes in the CAP?“

In groups: Based on the question „What are the key objectives of the future CAP?“, look for information on the internet and link thoughts together (<https://wordwall.net/play/22282/773/823>)



Source: https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/new-cap-2023-27/key-policy-objectives-new-cap_en

In groups: The pupils are divided into three (or nine) groups to discuss particular objectives. The basic questions are:

1. Why is this objective important to achieve?
2. What can/should be done to achieve it?

The suggestions are noted down here: <https://padlet.com/dorotarn51/usaxs42alh68lktb> and displayed for all to see. One person from each group presents their work and their feasibility is checked in a discussion .

// all you
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Possibilities for action in this thematic context

An individual inhabits different possibilities of co-determination within a democratic system. This also applies to the EU level. On the one hand, citizens enjoy the right to vote and stand for election. On the other hand, the EU Commission provides different instruments:

- a) Conference on the Future of Europe: The platform provides opportunities for organizing conferences, participating in discussions and contributing ideas.
- b) Consultations: Citizens can respond to Commission consultations on policies and legislation at different stages of the decision-making process.
- c) European Citizens' Initiative: Via this initiative the European Commission can be asked to propose new legislation. One Million signatures have to be reached.
- d) Transparency register: The transparency register discloses which organizations and individuals exert influence on EU decision-making processes.

Citizens can also obtain information on topics concerning the EU via the „Europe Direct“ platform or the „Your Europe“ portal (European Commission, 2021).

Association work and lobbying in the CAP

To achieve their goals, people with similar interests get together to form clubs, associations or interest groups. Subsequently, they jointly try to influence policy outcomes.

Lobbyism is ...

- ... an important instrument for promoting one's own interests.
- ... an attempt to influence legislation and law implementation.
- ... used as a tool by companies, associations, federations or interest groups.

Source: Demokratiezentrum.org, 2021

The CAP is one of the most important policy areas of the EU. Accordingly, a lot of money is spent on it and many interests gather around the negotiations (European Parliament, 2021).

The *Umweltdachverband (UWD)* is an environmental protection association that campaigns in Austria for the preservation of biodiversity, the conservation of species and their habitats, and soil and climate protection (Umweltdachverband, n.d.). Due to the industrialization of agriculture, the effect of preserving biodiversity – which was a by-product of the small scale farming – is no longer present. For this reason, it is necessary to search for new ideas. Gerald Pfiffinger – CEO of the organization – explains that the *cooperation of all actors* is crucial in this process. The focus is on discussions involving all actors and the *joint search for ideas* that are *applicable in practice*. He emphasizes the importance of *cooperation and consensus* in the joint learning process. In addition, he sees education and training and the creation of subsidies as the main success factor (Interview G. Pfiffinger, 19th. August 2021).

// do
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LEADER

What is LEADER, what does it stand for, and what is the aim of LEADER?

LEADER is ...

- ... French for „liason for the development of the rural economy“
- ... a joint initiative of the EU for promoting local-led rural projects
- ... a promotion of exchange, networking and cooperation between EU regions

Source: Regis, o.J.

LEADER in the European Union

In LEADER, the participatory idea should be emphasized in particular. The approach should be that the people from the LEADER regions should have opportunities to participate and be involved in the development of their region. According to the EU, there are around 2,800 local action groups (LAGs) conducting projects all over Europe, with 61% of the rural population bringing together representatives from the states, the economy and society. These cover topics ranging from the providing of basic services to the promotion of regional products, and the conservation of nature and tourism. Besides their difference, all projects follow the common goal of promoting sustainable development in the rural areas (European Network for Rural Development, 2018).

The Austrian LEADER project “Schwertberg Regional Shop”

The regional shop is one of the many LEADER projects in Austria. The shop is intended to help local farmers and small businesses to sell their products in their region. The project also aims to raise awareness of regional products among the local population in Upper Austria (Zukunftsraumland, 2016).

Individual behavior

Sometimes it seems as if we – as individuals – have no influence on this seemingly inscrutable economic system. Of course, the possibilities of a single individual are limited. Nevertheless, our behavior as a consumer has an impact on the economy because the market structures move along the demands, and it is we, the consumers, determining that demand (BWL-Lexikon, o.J.).

So, what can we do?

Among other things, nutrition is an important factor in climate protection:

- 70% loss of biodiversity and 80% of deforestation and
- 21% to 37% of total greenhouse gas emissions are due to our diet (WWF, 2021).

Buy regional products

By buying local and seasonal products, it is possible to reduce the CO₂ emissions caused by transporting food as well as helping to support the local economy.

Eat vegetables instead of meat

Our increased consumption of meat is a major contributor to diet-related greenhouse gas emissions, although this does not imply that everyone must be vegetarian. Even simply reducing your weekly amount of meat consumption helps. By eating meals based on vegetables and grains, you not only contribute to environmental protection, but it is also healthier (WWF, o.J.).

Donate instead of wasting

Every day, a lot of food goes to waste. Initiatives like „foodsharing“ or the app „TooGoodToGo“ work against this tendency. Food collection campaigns save food that is still eatable from the bin and bring it to community fridges (Foodsharing, 2021). Find out about the possibilities in your region to take action against the waste of food.

Source: Fridays for future,
2021



Didactics: Teaching suggestions

Scope: 2-3 teaching units

1. Bisociation, linking of thoughts

In groups: Based on the question „How can we help to shape agricultural policy?“, look for pictures that are “off-topic” on the internet and link thoughts together. The images should have nothing to do with the topic upon first sight.

In plenary: (1) The pupils from the other groups freely associate key words with this picture. The moderator writes down the associations on cards. Afterwards or while associating, the cards are put up on a pin board. (2) The pupils are then given the task of making suggestions for solving the initial question by trying to connect the initial problem with the associations. (3) In a final step, the suggestions noted down are displayed for all to see and their feasibility is checked in a discussion (Bundeszentrale für politische Bildung, n.J.).

-> For further information about bisociation: <https://www.youtube.com/watch?v=HeZ21W-3dkE>

2. Internet research

Now that you have got to know the thoughts from the first exercise, search the internet for further answers to the initial question. Write down the results of your joint research so that you can present them to the class later.

In group work: For this purpose, different groups are formed, focusing on:

- *Group 1:* What levels of participation exist in the EU for the CAP?
- *Group 2:* What local initiatives can you find on this topic in your country?
- *Group 3:* Individual behavior – what can I pay attention to myself?

3. Open fishbow discussion

In plenary: Finally, the collected findings on the initial question are discussed together in class. One person from each group sits in the circle of chairs. One chair remains empty so that other pupils can sit down in turn. Discuss advantages and disadvantages associated with the respective forms of participation, what you learned about the topic and any further ideas and concerns. The teacher documents all of the comments on the board or flipchart for the final joint reflection phase in the class.

Tips for the fishbowl discussion can be found here -> <https://www.facinghistory.org/resource-library?search=Fishbowl>

Notes

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Notes

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Stakeholders in the CAP

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