

BRIDGING THE DIVIDE: A SUSTAINABLE FUTURE FOR EUROPEAN AGRICULTURE



SUMMARY

European farmers are protesting new environmental policies that they fear will hurt their livelihoods.[1] This proposal bridges the gap by empowering farmers with online resources for subsidies and loans, fostering knowledge sharing through training and showcasing sustainable practices, and incentivizing eco-friendly methods with targeted rewards.[2] Streamlined access to credit and online support from advisors further equip farmers for success. By working together, policymakers, farmers, consumers, and environmental groups can build a sustainable and profitable European agricultural sector for the future.



INTRODUCTION

Every day, people are becoming more and more convinced of the importance of preserving our environment. That's why the EU aims to reduce greenhouse gas emissions by 55% by 2030 and eliminate them by 2050. However, this entails a number of restrictions, which affects the price of agricultural products. So European farmers are protesting against a new environmental policy that they believe could harm their welfare. The proposal aims to bridge the gap between environmental goals and farmers' welfare.[3]

TARGET AUDIENCE:

- European policymakers (Commission, Parliament, national governments)
- European farmers and their representative organizations
- European consumers and environmental NGOs



STRATEGY

THIS CAMPAIGN WILL UTILIZE A MULTI-PRONGED APPROACH



- **Digital One-Stop Shop for Farmers**

Empower farmers with a user-friendly online platform for subsidies, loan applications, and cost estimates.

- **Knowledge Sharing and Innovation Hub**

Foster learning through training programs, farm tours, and an online platform showcasing sustainable advancements.

- **Incentives for Sustainability**

Reward farmers for adopting environmentally friendly practices with targeted subsidies and biogas plant grants.

- **Streamlined Access to Resources**

Facilitate access to loans through guarantee programs and connect farmers with advisors via online chat support.

POLICY RECOMMENDATIONS



- **Targeted Subsidies:** Allocate subsidies that prioritize environmental benefits alongside income support for farmers transitioning to sustainable methods.
- **Reduce Bureaucracy:** Streamline regulations and simplify administrative processes for farmers to access subsidies and comply with environmental requirements. This can be solved in the following way. Create online platforms to streamline and simplify the documentation process for farmers complying with regulations and applying for subsidies.
- **Biogas and energy independence:** Soaring global energy prices threaten European farmers' profitability due to rising production costs. On-farm biogas plants offer a potential solution. By converting organic farm waste into usable energy, these plants could lessen dependence on expensive conventional sources, boosting farm sustainability.
- **Knowledge Transfer and Support for Innovation:** Invest in research and development of sustainable agricultural practices and facilitate knowledge transfer to farmers through extension services and training programs. Encourage investment in innovative technologies and infrastructure that can enhance farm productivity and environmental sustainability.
- **Simplified Credit Access:** Facilitate easier access to credit for farmers to invest in sustainable practices and technologies.



CAMPAIGN ACTIVITIES



1 TARGETED SUBSIDIES & REDUCED BUREAUCRACY

Create a user-friendly online platform where farmers can easily access information on available subsidies, eligibility criteria, and application processes. Integrate interactive calculators within the online portal to help farmers estimate the potential value of targeted subsidies based on their specific practices and farm size. Implement a live chat support system on the online portal to connect farmers with agricultural advisors who can answer questions and provide guidance regarding subsidy applications and environmental compliance

2 BIOGAS AND ENERGY INDEPENDENCE

Establish grant programs to incentivize farmers to invest in on-farm biogas plants. These grants could cover a portion of the upfront costs associated with installation and equipment. Organize farm tours showcasing successful on-farm biogas plants in operation. This will allow other farmers to learn firsthand about the technology's potential and benefits

3 KNOWLEDGE TRANSFER AND INNOVATION

Develop and deliver comprehensive training programs on various sustainable agricultural practices, including soil health management, water conservation techniques, and integrated pest management. Offer these programs in a blended format, combining online modules with in-person workshops

4 SIMPLIFIED CREDIT ACCESS

Partner with financial institutions to establish loan guarantee programs specifically designed for farmers seeking to invest in sustainable technologies and practices. These programs would mitigate lenders' risk and encourage them to offer more favorable loan terms for farmers. Develop a streamlined online portal where farmers can access information on loan options from various lenders, compare interest rates, and submit loan applications electronically

5 MONITORING AND EVALUATION

Track progress towards achieving campaign goals through data collection and surveys. Regularly evaluate the effectiveness of campaign activities and adjust strategies as needed. The tracking will be based on the following criteria: improvement of the environmental situation in Europe, including reduction of CO₂ emissions, successful agricultural business that generates profit, satisfied consumers of agricultural products

CONCLUSION



By implementing this comprehensive campaign, we can bridge the divide between environmental sustainability and farmer well-being.

Through collaborative efforts, open communication, and targeted policies, we can build a European agricultural sector that is not only productive but also environmentally responsible, ensuring a stable and prosperous future for European agriculture



REFERENCES

1) https://climate.ec.europa.eu/eu-action/european-climate-law_en

2) <https://amp.theguardian.com/environment/2024/jan/15/why-europe-farmers-are-protesting>

3) <https://www.sciencedirect.com/science/article/pii/S2949911923000059>