



Bringing Organisations & Network Development  
to higher levels in the Farming sector in Europe

## BOND NEWSLETTER September 2019

Our BOND newsletters are an easy way to keep up-to-date with new developments at our project. From successful finished deliverables to upcoming activities, our newsletter informs you on how we are reaching the aim of this project - to reach higher levels of organisation and networking, and develop a healthier, and more productive and harmonious farming sector in Europe for the long term.

For up to date information, please also visit our

[BOND Webpage](#)

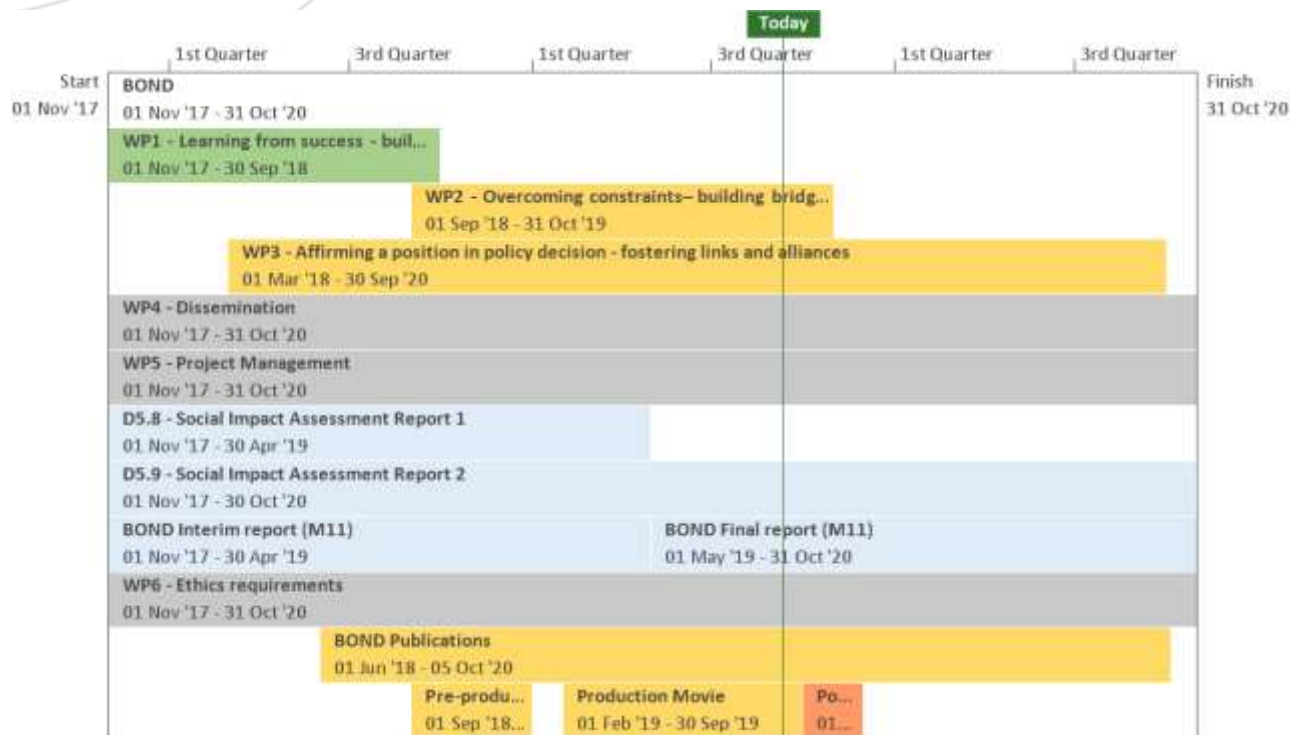
[BOND Facebook page](#) & [Facebook Group](#) & [BOND Twitter](#)

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## Overall Project Status

The BOND project successfully **completed the 18-month interim report** at the end of **April 2019**:



The BOND project has accomplished at the **end of August 2019** the **19 deliverables** and **6 milestones** and **13** of the **deliverables** are already **approved**.

The next deliverables and milestones to be submitted at the end of October 2019 are the following:

No	Title	Lead	Due Date
<b>D2.3</b>	National thematic workshops	COAG	OCT-19
<b>D3.1</b>	Gaming techniques as a new interface to foster linking with policy makers to build alliances	CU	OCT-19
<b>D5.5</b>	Project Meeting 5	CU	OCT-19
<b>M7</b>	Gaming interface designed and applied in policy roundtables	CU	OCT-19

## Project Highlights of the last months

### National thematic workshops

#### France

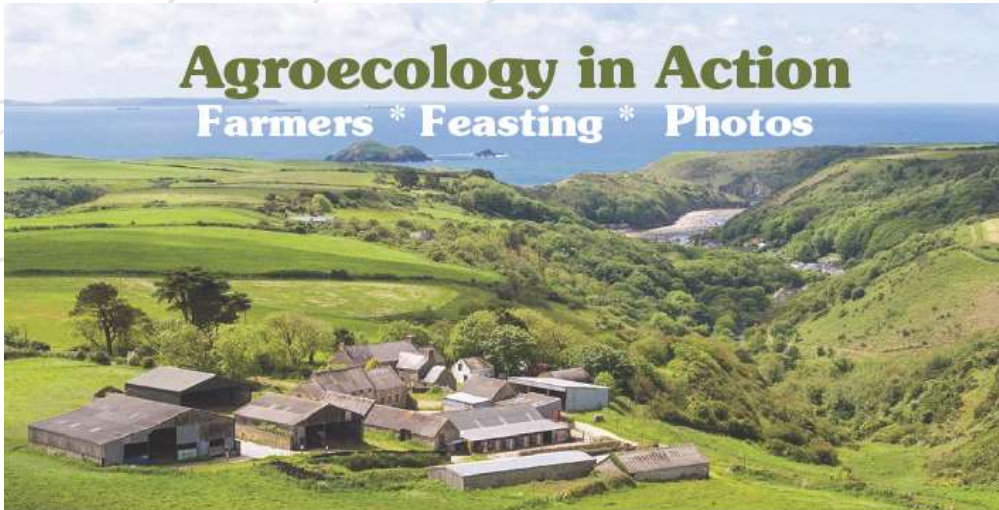
The **BOND French national workshop** took place in **Bergerac** (Dordogne) the **15, 16 and 17th of July**. The raised issue was:” Rescaling of economic value chains at territorial levels in France and Europe: do we speak the same (collective) language?”

One stake for the development of collective organizations in France is their capacity to find partners at European level also willing to develop their support to community/small-scale collective organizations for the autonomy and the development of familial-type farms.

The European dimension was the first specificity of this national workshop, the other being the fact that it took place during the “European Controversies of Bergerac”, an event focused on society and agriculture-linked issues.

4 partners organizations of Bond project, from Romania, Hungaria, Portugal, and Spain, attended this workshop, moderated by our partner from FAO. Fruitful talks led to recommendations and to a proposal for a co-signed Memorandum of Understanding.





# Agroecology in Action

## Farmers \* Feasting \* Photos

Tuesday, September 10, 2019, 12 noon to 2pm.  
Jubilee Room, Palace of Westminster

The All Party Parliamentary Group (APPG) on Agroecology, the Landworkers Alliance, Sustain: The Alliance for Better Food and Farming, CPRE The Countryside Charity, Organic Farmers & Growers, Soil Association and the Gaia Foundation are pleased to invite you to "Agroecology in Action": presentations and policy recommendations by farmers across the UK designed to create a deep transformation of our food and farming system in line with global commitments to restore the earth and end food poverty.

This event is also an opportunity to learn more about Agroecology amendments proposed to the Agriculture Bill so that they can be supported in the House of Commons and the House of Lords.

The presentations, rooted in the experience of UK farmers, will bring to life the steps that can be taken by government to implement a food and farming system that is equitable, sustainable, nourishing and humane in the face of the climate and nature crisis and rising levels of food poverty.

The event will illustrate:

- how agroecology restores nature whilst providing a credible path for food security in Europe;
- how to revitalise our localised food systems;
- how to develop post-Brexit policies that ensure that everyone, including the most disadvantaged, can access nutritious food that enhances rather than undermines their health.

The presentations will be accompanied by a buffet feast of UK grown, agroecological foods and a photographic exhibition of agroecological farmers called "We Feed the World".



Potato salad with autumn herbs and peppers  
Carrot salad with hazelnuts  
Beet salad with dill cream fraiche  
Red cabbage salad with cider vinegar  
Heritage tomato salad  
Green mixed salad leaves  
Wild garlic pesto

Roasted vegetable and UK lentil barley pflaf  
Potato bhaji  
Free-range organic quiche  
Smoked grass-fed mutton  
Pasture-fed roast beef  
Non-chlorinated coronation chicken

Jersey Cow, Dorset Red, Somerset Brie,  
Cheddar, and Lancashire Blue cheeses  
Meringues with cream, plums and apple sauce



The event will be followed by a roundtable from 2-4pm in W2 Westminster Hall for more detailed work with stakeholders and policy makers about "How to integrate Agroecology into government work programmes".

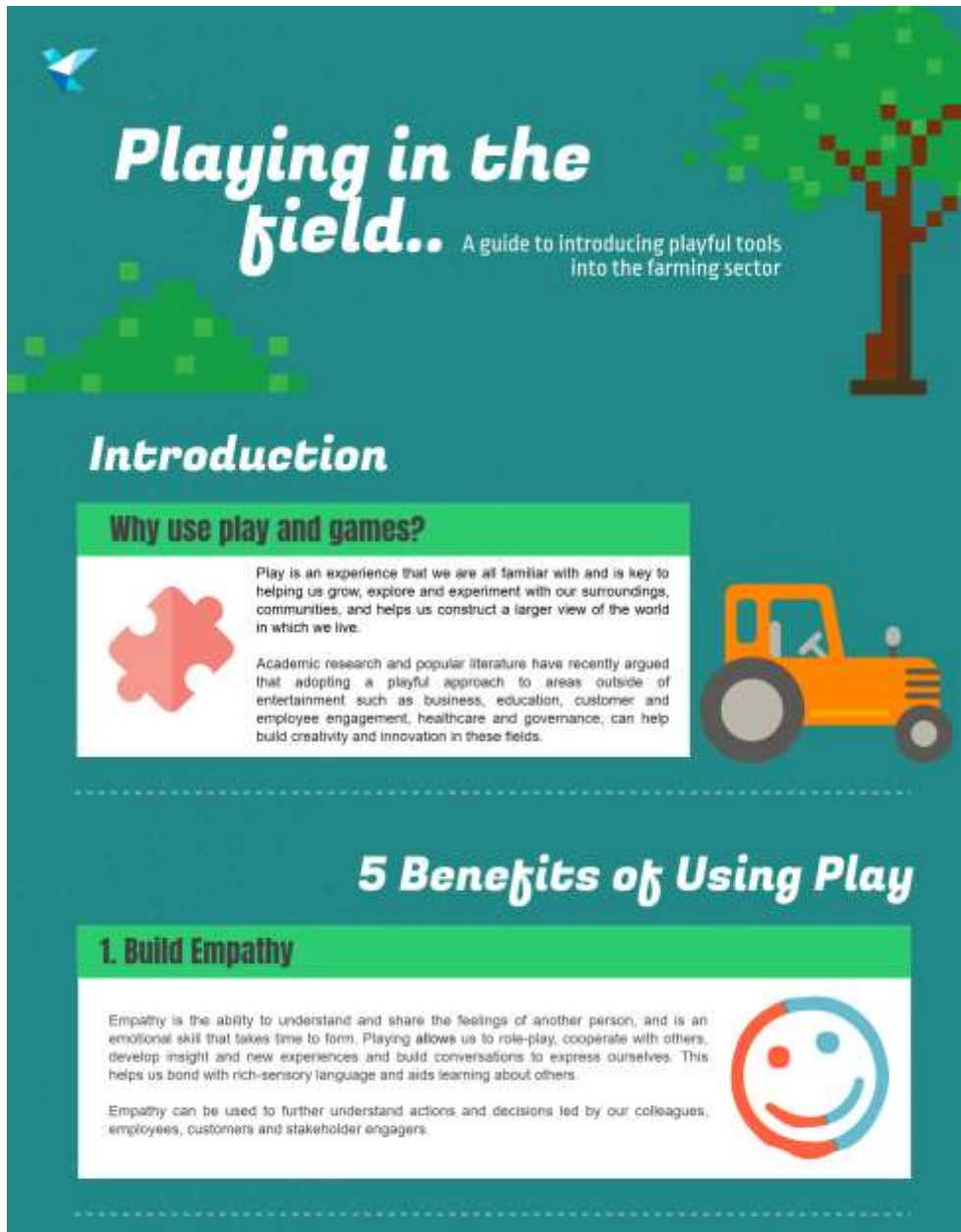
RSVP to [agroecology.appg@gmail.com](mailto:agroecology.appg@gmail.com)

## Gaming techniques - Remix play

The colleagues from DMLL created and infographics for the **Remix play**, the third tool inspired by Playful methodologies.

The Remix play covers:

1. How practitioners or anyone can create their own playful approaches (the creator of resources to exploit the sense of ownership and autonomy) – this is for sustainability beyond the project.
2. Also to be used as a learning process – where a team can discuss and understand more about a topic and a challenge while creating (learning by doing).





## 2. Open Communication Channels



Play gives a space to talk openly and freely about issues and concerns. It breaks down barriers and puts everyone on an equal platform as it doesn't discriminate players based on gender, age, sexual preference, disability or socio-economic positioning.

Many games are used to develop negotiation and communication skills as part of the playful process, and can be adapted to help build meaningful relationships and open up important discussions within an industry environment.



## 3. Engage your Audience

Great companies and businesses know how to hold onto their target audiences attention. They understand the importance of personalisation, use of curiosity and excitement in the unknown.

Being playful, whether through developing a new strategy in your work environment or trying to grab a customers attention, can help onboard and engage your audience in unexpected and memorable ways.



## 4. Build Creativity and Innovation



Einstein once said that, "Imagination is more important than knowledge". Play is where creativity, imagination and thinking outside the box are encouraged to flourish as we are actively encouraged to interpret the world around us. In doing so, play gives permission to the player to question the known and push boundaries of innovation and creative thinking.

Allowing play into the workplace, encourages people to adopt creative approaches to problem solving and develop critical thinking skills around the way we work and live.



## 5. Develop Resilience

Resilience is our individual ability to cope with various pressures and challenges that arise throughout our lives. Evidence suggests that our ability to play supports and enhances the development of resilience as it offers opportunities to resolve uncertainty and build acceptance of failure as a learning opportunity rather than a negative experience.

Adopting play in work, helps to build skills in reacting, responding and adapting to everyday challenges, which in turn have a chance to significantly impact our ability to improving emotional and physical wellbeing.



# How can I be Playful?



Try this simple 5 Step approach to

## Remix Play

and create your own playful experience.



### 1. Step One: Understand the problem and audience

Grab a piece of paper and a pencil! Now think about the problem you want to address. List down the following...

- What is a key challenge you wish to address with play? Its best to try and pick one for now!
- What do you want to achieve with a playful experience?
- Who is your audience? And in what environment would your playful solution fit?



### 2. Step Two: Get inspired by existing play and games

Now have a think about some games and playful activities that you are familiar with. These can be from your childhood, or games you play with your family.

If you're struggling for ideas, ask some friends what they play, or even better have a go at playing something new!

List a few games down and think about how they work. Do you need dice or luck to win? Cards to pick roles? Or a large space to play? Write these down so you can easily remember them.



### 3. Step Three: Select Games to Address the Problem.

From the games and playful activities you identified in Step 2, think about how you could use parts of these games to address the problem you identified in Step 1. This is a tricky step so don't worry if it is difficult to start with!

Can luck be used as a way to engage new customers with a new product? Can exploration and adventure be used to excite your employees?

Try and play around with a few ideas of different games to see what might work with the objectives you set out to achieve.



**4. Step Four: Create a Layout.**

Now take some time to develop your playful idea further. Think about what makes up a game, and make it into an idea that you could show others!

Does anyone win in your game? If so, how? Do people compete or work together to achieve the goal? Remember to think of some rewards and prizes as a thank you for playing!

Get others opinions at this stage. Does the game make sense? What needs to change to make it better?

**5. Step Five: Now Make Your Game!**

Now for the best bit.... Make your game or playful activity a reality! Think about what you need to do this. Do you need special equipment? Permission from anybody?

Remember to treat this step as a way to test your idea. Games usually require some play-testing and adjustment to get them right, so ensure you grab some friends and colleagues to thoroughly test your idea.

Once its ready, put it out into the world and see how you can start to engage people in new exciting ways! And you're done!

**3 Top Tips**

- 01** Think about the experience for the player! Ask yourself is it fun?
- 02** Think about your aims. Ask yourself, does it achieve the goal?
- 03** Start slow and don't make your idea overly complicated to start.

This infographic was brought to you by: Disruptive Media Learning Lab, Coventry University in association with BOND, a EU Horizon 2020 project. 2019. This project has received funding from the European Union's Horizon 2020 Research & Innovation programme under grant agreement N° 734216.

**BOND**  
Building Creativity & Network Development  
 by the Disruptive Learning Lab at Coventry

**YOUR feedback is very much welcome.** The final version will be uploaded soon on the BOND website.

### BOND project website – New useful resources

One approach of the BOND project is to provide **useful and interesting training and development material** to the BOND community. Therefore **two new sections** on the BOND website were developed and the first content uploaded. **Please check it out and if YOU have comments or material you think it could be included, then share it with us:**

- <https://www.bondproject.eu/bond-playful-resources/>
- <https://www.bondproject.eu/tools-developed/>



## **BOND Movie – Farmer a way of life**

As some of you might now **BOND** will produce a **short film**, including special video releases of the major features of the project. The film will be of sufficient length to be broadcasted as a TV special (Shorts TV etc.). The purpose is to sensitize a wide audience of consumers and citizens about the fundamental role groups of farmers have on the quality and health of their own daily lives (foods and landscapes). The shooting of the movie made good progress during the last months, it has started in the Netherlands, continued in Norway and France.

**Some insides and updates** you can find on the **Facebook of the film maker Gaetano**, who all of you might know from the study tours.

<https://www.facebook.com/gaetano.naccarato/videos/10214990694145163/>

<https://www.facebook.com/gaetano.naccarato/videos/10215144336986138/>

<https://www.facebook.com/gaetano.naccarato/videos/10215658592202197/>

## Project ongoing and upcoming activities of the next months

### National thematic workshops

As you might now the BOND project will carry out **10 National thematic workshops** between **February and October 2019**. During those multi-actor workshops in the 10 participating countries concrete proposals for collective action in main areas for action: markets, economic activity, environmental sustainability will be developed.

Please find below the updated dates.

Country	Planned dates
<b>Portugal</b>	24 February and 30 March 2019
<b>Hungary</b>	6 May 2019 and a 6 June 2019
<b>Czech</b>	11-12 May 2019
<b>Romania</b>	1-2 June 2019
<b>Moldova</b>	13-14 June 2019
<b>Poland</b>	24-26 June 2019
<b>Spain</b>	5-6 July 2019
<b>France</b>	16-18 July in linked with the European Controversies in Bergerac
<b>UK</b>	10-11 September 2019
<b>Croatia</b>	25-27 September 2019

If **YOU** are interested in **participating or supporting of a workshop** please let us know.

### Regional policy roundtables

Following the national workshops **4 regional policy roundtables** in the selected regions in Europe (South, Centre, East and North), in **Portugal, Hungary, Romania and Poland** respectively will be organised between **October 2019 and February 2020**. In each regional policy roundtable, 20 participants will be invited, representative of the farmer/land manager and policy making constituencies as well as other key stakeholders as deemed relevant. The meetings will be interactive and use the tools and methods developed, for creating links at different levels, and developing alliances and a better understanding of the realities of the farming and land manager constituencies. Drawing from all the previous WPs, a list of recommendations to policy-makers will be developed and made available widely in the selected countries and for EU policy-makers in general.

Please find below the provisionally dates.

Country	Planned dates
<b>Romania</b>	November 2019
<b>Poland</b>	November 2019
<b>Hungary</b>	January 2020
<b>Portugal</b>	February 2020

If **YOU** are interested in **participating or supporting of a roundtable** please let us know.

## Other Interesting Topics and Events

### Discover EU Programme Horizon 2020 Moldova

On August 20 – 21 the event “Discover EU Programme Horizon 2020” organized within the summer school took place at the National Agency for Research and Development.

The main training topics within the Summer School were focused on the following:

- Registration, administration of the submission portal, selection of calls and partners for participation in the Horizon 2020 Program;
- Writing proposals for projects and essential elements;
- Phases of the project proposal after closing the call. Role of the Coordinator and partners in the negotiation phase of the Grant Agreement;
- Project implementation;
- Reporting the execution of the project;
- Success stories, exchange of experience;
- Instruments related to the EU Horizon 2020 Program.



<http://proentrance.md/discover-eu-programme-horizon-2020/>

## 2nd Agroecology Europe Forum

The **2nd Agroecology Europe Forum** will be held **between 26 and 28 September 2019** in **Heraklion, Crete, Greece**:

<http://www.agroecologyeuropeforum.eu/agroecology-europe-forum-programme>

The Forum is organised by Agroecology Europe, an association that intends to place agroecology high on the European agenda of sustainable development of farming and food systems. It intends to foster interactions between actors in science, practice and social movements, by facilitating knowledge sharing and action. It aims at the creation of an inclusive European community of professionals, practitioners and citizens engaged in agroecology.

Two BOND Project partners, the University of Córdoba and Végeylet will have active roles in the programme. On the they will host together a workshop on the last day of the forum on 'Scaling out Agroecology', using similar methodologies that were applied in the BOND project, and presenting the barriers and strategies to foster collective action in Europe, to strengthen family farming and Agroecology that were identified in the BOND Project. Mamen Cuellar Padilla from UCO will give a presentation on the Spanish Participatory Guarantee System in a roundtable discussion on certification issues and community supported agriculture, while Lili Balogh and her colleague Katalin Réthy will present the primary results of their mapping project on Agroecology in Hungary.

