Institutional change towards the diffusion of agroecology in traditional winegrowing areas. The case of Chianti, Italy

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Dilemma: How to produce public goods whilst having viable production of private goods and securing economic and social sustainability at the farm level?
Case studies

Chianti, Tuscany
• **Farming system:** specialized vineyards, olive trees, arable, abandoned land

• **Main sustainability issues:**
  - Soil erosion, biodiversity loss and pollution
  - Land abandonment, degradation of the cultural landscape

**Key dilemma:** how to promote cropping system diversification in a highly specialized and market-oriented winegrowing area while maintaining the profitability of farming through local value chains
Co-construction of the transition strategy

- **System perspective** and **participatory approach** to bring together information about system components (farms, value chains, stakeholders, policies) and their interactions.

- **Key actors:** farmers, local administrations, Region Tuscany, farm advisors, value chain (Chianti wine consortium for PDO wine), Biodistrict association (NGO)

**AGRO-ECOLOGICAL TRANSITION STRATEGY**

- **Dilemma**
- **Actors**
- **Practices**
- **Actions**
- **Instruments**
Step-by-step methods and data

Dilemma

Description of the system, sustainability challenges

Interviews (10 p)

Aca:rs

NetMap - participatory mapping (Schiffer and Hauck, 2010)

Interviews (4 p) and Workshop (12 p)

Practices

Identification of key practices - improvement

Interviews (13 p)

Actions

Identification of barriers, drivers and policy needs

2 Workshops (12 p; 6 p)

Instruments

Multicriteria analysis of Market and policy instruments (MPIs)

Workshop (12 p)
Identification of relevant actors (name generator) and their relationships (flows of knowledge and/or services) → network drawing and actor influence (consensus)
A new governance model

Biodistrict as key tool to adopt participatory planning, ensure a greater involvement of local institutions, and a more conscious involvement of the local community.

Source: Anderson et al. (2019)
Improving the sustainability of local farming systems:
green cover of vineyards; composting of agricultural residues; crop monitoring

Re-shaping farming systems:
recovering of olive groves, cereals and vegetable production on abandoned land, new food chains
<table>
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<tr>
<th>Barriers</th>
<th>Actions</th>
<th>Instruments</th>
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<tr>
<td>Knowledge and social capital</td>
<td>Empowering regional and local networks of knowledge about agroecology</td>
<td>• Coordination centre for regional AKIS&lt;br&gt;• Machinery rings</td>
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<td>Value added, processing and markets</td>
<td>Promoting the coordination among farmers and other local food chain actors</td>
<td>• Pilot projects for the provision of meals from short supply chains&lt;br&gt;• Development of information and awareness-raising campaigns</td>
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<td>Institutional and policy design</td>
<td>Strengthening and empowering existing local initiatives via institutional formalization</td>
<td>• Regional Law on Organic Districts of Tuscany Region&lt;br&gt;• Law for the procurement of locally grown food for public canteens</td>
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Multicriteria analysis of MPIs

- Performance criteria co-selected with EU-level stakeholders: Effectiveness; Undesired effects; Targeting; Efficiency; Feasibility
- Instrument scoring based on criteria (0=very bad to 5=very good performance)
- Criteria weight with respect to the exercise (0%=irrelevant to 100%=the only relevant one)

**Instrument ranking**

- Agri-env payments
- Advisory services
- Regional law on Bio-districts
- Support to cooperation actions
- Support to young farmers
- Regional public procurement law
- Support for investments
Key lessons

- Effective cooperation and targeted knowledge diffusion are key actions to operationalize agroecological practices
- Biodistrict may represent an effective approach to foster AE transition
- Need for a tailored support: mix of market and policy instruments (support of agro-ecological networks, AKIS and food chain initiatives)
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