

A close-up photograph of a person's hand holding a clump of dark, rich soil. A carrot root is visible, partially buried in the soil. The background is a blurred blue and green, suggesting an outdoor setting.

**BUILDING LONG-TERM ENGAGEMENT
– WWF BALTIC FARMER AWARD**
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Programme

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WWF BALTIC SEA FARMER AWARD – OVERVIEW



- Started in 2009, organized nine times since in each of the nine partner countries as well as Belarus and Ukraine more recently.
- Juries select a national winner award from 11 countries in the Baltic Sea catchment area. One regional winner!
- Beyond the competition itself, each of the 11 winners (Over 80+) serve as ambassadors of sustainable farming for the entire region.
- Two levels to this project, regional and national. Our partners have really taken this project and adapted it to their context.



CONNECTION TO THE HELCOM BALTIC SEA ACTION PLAN (BSAP)

Segment

Horizontal topics: knowledge exchange and awareness raising

BSAP Actions

- HT27 Increase knowledge exchange and awareness raising to promote public and **stakeholder support** and interest in understanding the state of the Baltic Sea and threats to its environment as well as promote opportunities for the general public to participate in citizen science.



PARTNERS

DENMARK – SEGES

ESTONIAN FUND FOR NATURE

FINLAND – WWF

GERMANY – WWF

LATVIA – PASAULES DABAS FONDS

LITHUANIAN FUND FOR NATURE

POLAND – WWF

RUSSIA – BALTIC FUND FOR NATURE

SWEDEN – WWF

BELARUS – ECOIDEA

UKRAINE – ECOTERRA

WWF BALTIC ECOREGION PROGRAMME

COALITION CLEAN BALTIC



WINNING PRACTICES



SOIL

Practices that promote healthy soil lead to better water retention, higher biological activity, and more fruitful harvests.



WATER

Practices that control water movement can help retain water and capture nutrients by forming areas for flood water and storage for irrigation.



NUTRIENTS

Practices that monitor the amount, timing, and methods of fertilisation are key to reducing nutrient losses and improving nutrient use efficiency.

WHY AN AWARD FOR FARMERS?

- Eutrophication is the main cause why environmental targets of good ecological status are not being achieved
- Main source of anthropogenic loading today is agriculture.
- We need to reduce nutrient loading from land.



TARGET AUDIENCE

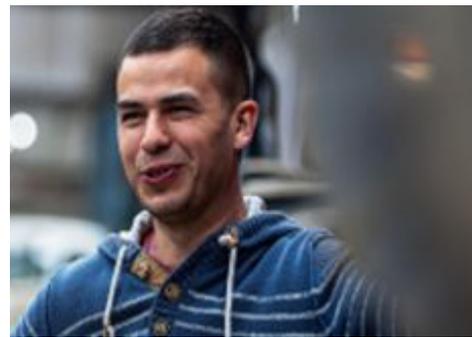
- Primary - Key to reduce nutrients and increase sustainable farming practices are **farmers** because of decisions they make on their land
- Secondary - We also know that these farmers decisions are guided by policy making. Therefore we must aim to inform **policy (national level)**



MAIN ASKS

- Inspire farmers around the Baltic to use our ‘winning practices’- sustainable farming practices on their farms.
- Inform policy to better encourage sustainable farming measures.





RESULTS VS. IMPACTS

- Easier to measure results.
- Notoriously more difficult to measure impact in campaigns.
- Even if you increase awareness that does not guarantee action or change.



EXAMPLES OF IMPACTS IN PARTICIPATING COUNTRIES

- **Increased** number of farmers applying each year
- **Builds bridges** between NGOs, farmers and farmers associations
- **Breaks down barriers** to action
- **Opens doors** for knowledge sharing and stakeholder dialogue
- **Strengthens relationships** with agricultural advisors



CHALLENGES

- War - Fear of food security
- Different contexts in all countries
- Access to EU policy level



TOP LESSONS LEARNED

- Have well-defined target audiences
- Work with local stakeholders (like farmers) is crucial for success - Help them be the messenger.
- Close the awareness - action gap by offering clear actions people can take.
- Be enablers for change not accusers of inaction.





THANK YOU!
www.wwf.balticfarmer.org