



Practice Abstract 10: Bringing People Together – A Strategy to Engage Stakeholders in Farm Energy Transitions



COUNTRY AND CLIMATIC ZONE

Pan-European

CONTACT

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3 BENEFITS OF THE PRACTICE

- Fosters collaboration across different agricultural, energy, and policy actors to support the uptake of renewable energy sources.
- Builds local ownership of renewable energy solutions through inclusive dialogue and stakeholder mapping.
- Enhances outreach and awareness in agro-communities using tailored engagement tactics.

PRODUCTION SYSTEM

N/A

KEYWORDS

Renewable Energy Integration, Multi-actor Engagement, Agricultural Innovation



SUMMARY FOR PRACTITIONERS ON THE MAIN FINDING(S)/INNOVATIVE SOLUTION(S) – IN ENGLISH

This strategy outlines how to engage farmers, cooperatives, rural communities, and local institutions in meaningful dialogue around renewable energy solutions. It builds trust and alignment across actors, enabling more effective and sustainable implementation of renewable energy sources in agriculture.

LONGER DESCRIPTION – IN ENGLISH

The HarvRESt strategy for multi-actor engagement is a key foundation for ensuring that renewable energy solutions are not only technically sound but also socially accepted and locally embedded. This approach places multi-stakeholder collaboration at the heart of the project's implementation across Europe.

The strategy builds on the belief that energy transition in agriculture must be co-created with the people it affects – including farmers, advisors, rural cooperatives, energy providers, and policymakers. It therefore outlines a structured methodology for identifying, understanding, and engaging these actors from the early stages of project development.

Key components of the strategy include:

- **Stakeholder identification and mapping:** Who are the relevant actors in each region or value chain?
- **Engagement planning:** What are the most appropriate formats (e.g. interviews, workshops, field visits, webinars)?
- **Trust-building and value alignment:** How can renewable energy sources be framed in ways that resonate with farmers' priorities (e.g. cost savings, independence, environmental care)?
- **Feedback loops:** How will stakeholder insights shape technical tools like HarvRESt's Decision Support System and Agricultural Virtual Power Plant?

The strategy also reflects lessons learned from previous EU projects and rural innovation initiatives, ensuring that engagement activities are context-sensitive and culturally relevant.

It emphasises the importance of reciprocity in engagement: practitioners are not just recipients of information, but contributors to knowledge production. This approach ensures better project uptake and sustainability of results, while also supporting behavioural shifts in how energy is produced and consumed in agricultural settings.

ADDITIONAL DISSEMINATION AND COMMUNICATION MATERIAL(S)

Title/Description: HarvRESt Multi-Actor Engagement Strategy

URL: TBD