



Practice abstract 13: How to Involve Farmers and Stakeholders in Renewable Energy Projects – Practical Engagement Guidelines



COUNTRY AND CLIMATIC ZONE

Pan-European (with regional focus: Italy, Denmark, Spain, and Norway)

CONTACT

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3 BENEFITS OF THE PRACTICE

- Provides a clear and replicable framework for engaging local stakeholders in renewable energy transitions.
- Encourages stakeholder buy-in and collaboration through practical, region-specific communication activities.
- Supports increased adoption of renewable energy sources through demonstrated economic, environmental, and social benefits.

PRODUCTION SYSTEM

N/A

KEYWORDS

Renewable Energy, Sustainable Agriculture, Stakeholder Engagement, Agrivoltaics, Biogas



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

This strategy provides clear and practical guidance for involving local stakeholders in renewable energy adoption in farming communities. It includes templates, case studies, and recommended activities such as workshops and campaigns that help farmers and others collaborate to adopt renewable energy sources.

LONGER DESCRIPTION – IN ENGLISH

The HarvRESt Strategy for Multi-Actor Engagement and Awareness Creation developed by White Research outlines a comprehensive and regionally tailored framework for stakeholder engagement in the context of integrating renewable energy sources (RES) within agricultural communities.

Focusing on pilot regions in Italy, Denmark, Spain, and Norway, the strategy details how to identify, classify, and involve local stakeholders — including farmers, technology providers, energy suppliers, researchers, and policy actors — based on their specific ecosystem roles and needs.

Key components of the strategy include:

- Stakeholder mapping methodologies
- Warm-up events and awareness campaigns to introduce concepts
- Targeted training workshops that support hands-on learning and local adaptation
- Communication templates and guidelines to maintain consistency across regions
- Use of successful local case studies and demo activities to build trust and legitimacy

The report provides practical recommendations that demonstrate clear benefits of renewable energy source integration for agricultural stakeholders. These include cost savings, energy independence, improved sustainability, and enhanced productivity.

By promoting active collaboration and mutual understanding among stakeholders, the strategy helps overcome resistance to change and facilitates a smoother transition to cleaner energy models. It ultimately serves as a roadmap for building resilient, engaged, and low-carbon agro-communities across Europe.

ADDITIONAL DISSEMINATION AND COMMUNICATION MATERIAL(S)

Title/Description: HarvRESt Co-Creation Guidelines

URL: TBD