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North Sea Region
CANAPE
European Regional Development Fund

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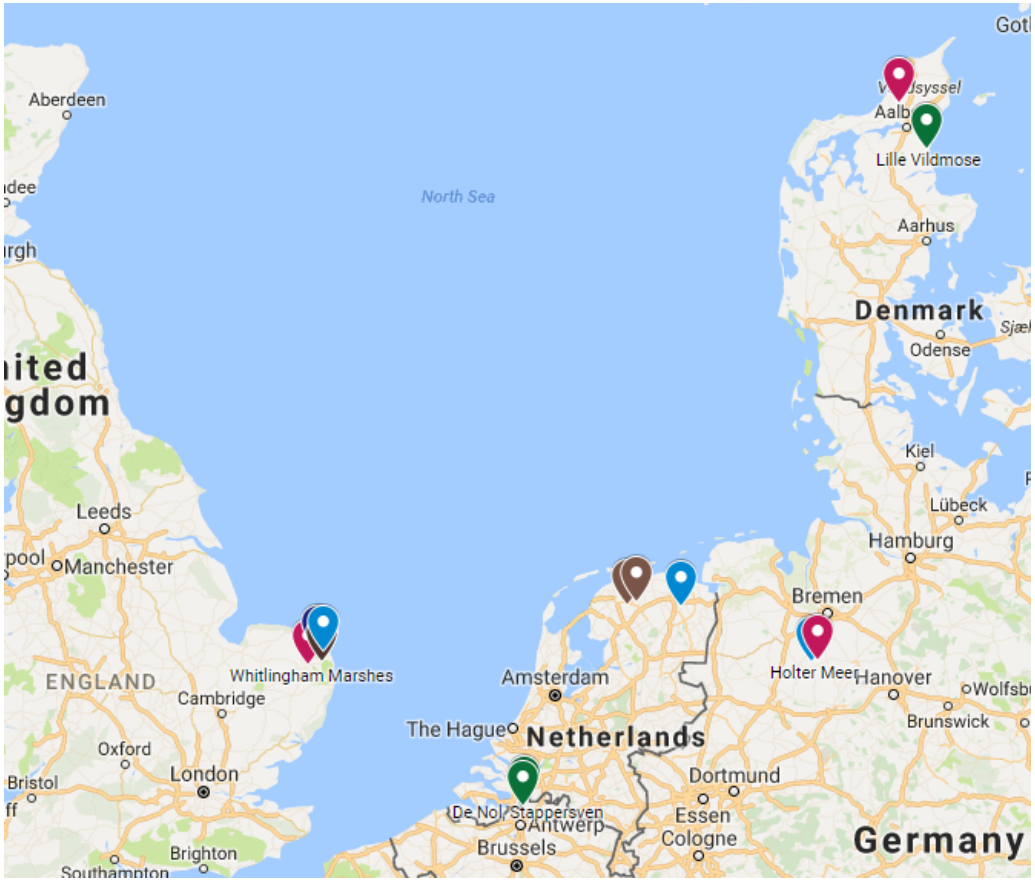
Creating A New Approach to Peatland Ecosystems

Fens for the Future 21/09/2018

Contents

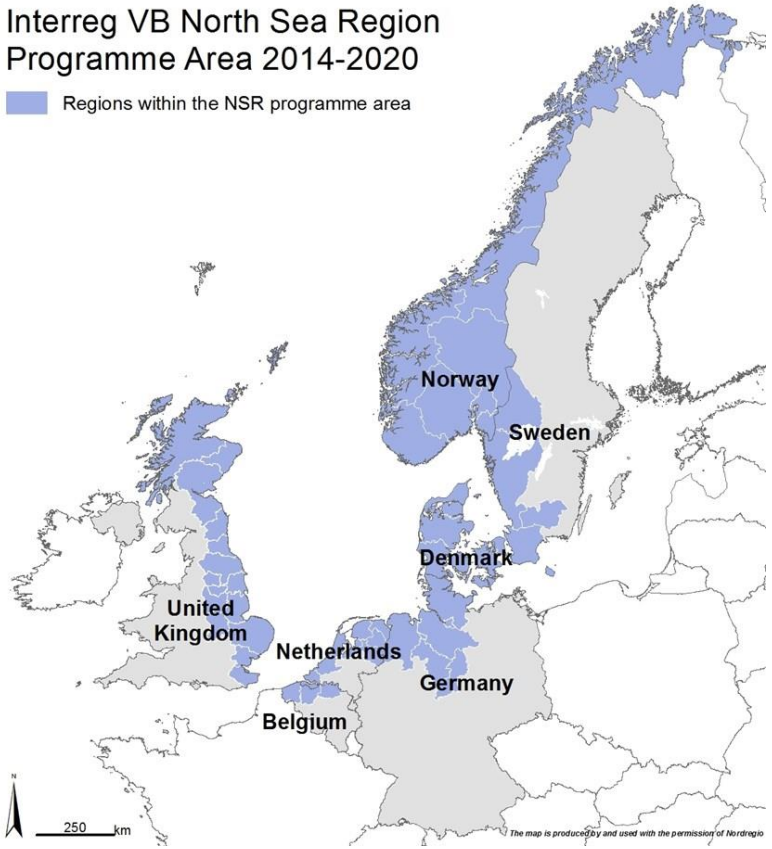
- Geographic overview
- Partnership Overview
- Timeline
- Paludiculture

Geographic Overview



Funding

- Money from the Interreg North Sea Region – ERDF
- Project budget of 5.4M EUR
- 50% provided by partners – 2.7M EUR by NSR
- BA Total budget of 1.4M EUR
  - 350K – Project Management
  - 1.08M EUR - Implementation



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Timeline

- Final application submitted Feb 2017
- Approved June 2017
- Launched October 2018
- First Site works summer 2018
- First Products Summer 2019
- Final Conference Autumn 2021

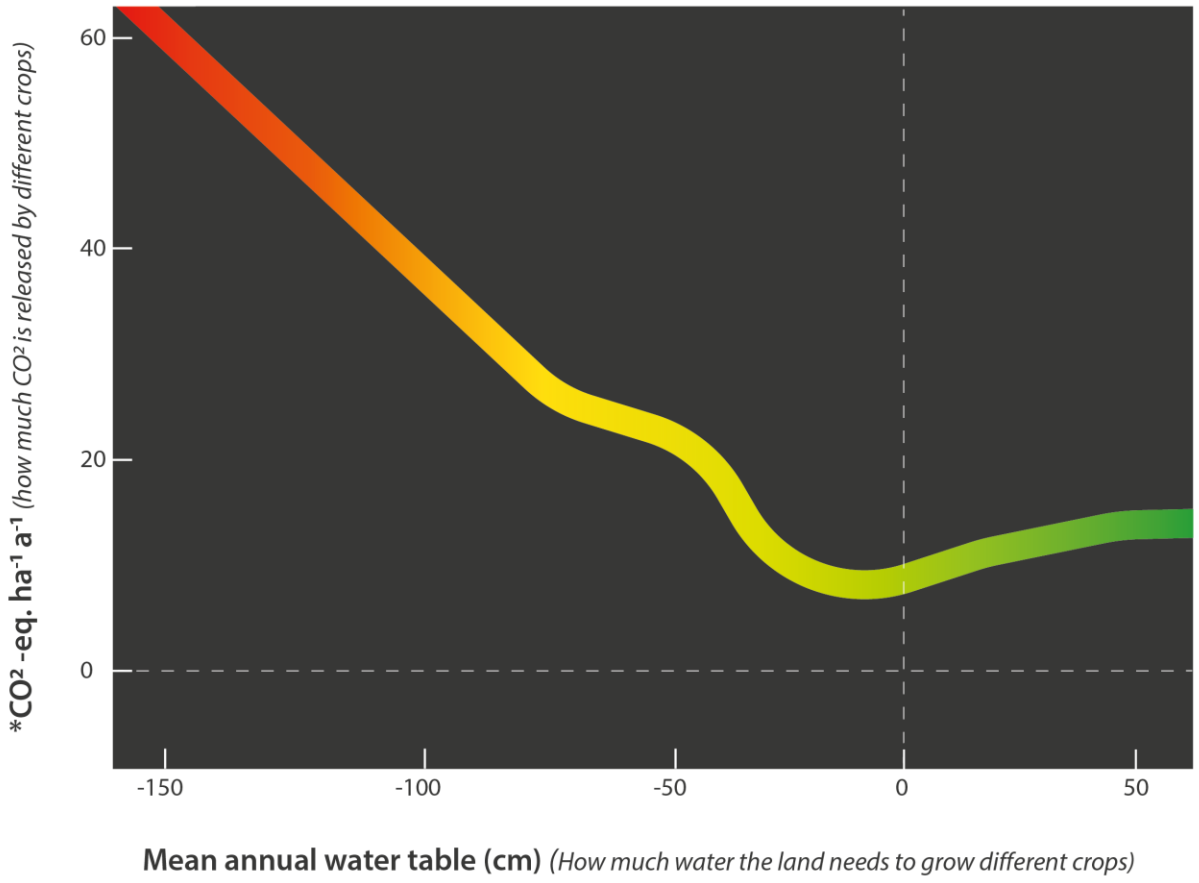
Paludiculture

Key

- Crops, high intensity grassland
- Low intensity grazing
- Low intensity grassland
- Reed canary grass
- Alder
- Reed, sedges, reedmace
- Peatmoss

Wetland agriculture

The relationship between CO^{2}* released from peatland crops and amount of ground water



Paludiculture objectives

1. Demonstrate best practice commercial and conservation reed management by converting the surplus materials into **products**
2. Create business and consumer engagement through market and product development and **market testing**
3. Engage with educational establishments to raise awareness of the use of peatland in the Broads and test a **citizen science** peat project
4. Develop a **spatial adaptation** approach to paludiculture in the Broads region

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Paludiculture – Product development Briquettes

- Reed briquettes for heating

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Paludiculture – Product development Compost

- Reed compost for soil improvement

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Paludiculture – Product development Peat soil improver

- Peat from conservation work for soil improvement

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Paludiculture – Product development Biochar

- Charred biomass from vegetation to create cooking charcoal and biochar for soil improvement

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Paludiculture – Business engagement

- Business to Business marketing
- Business to Consumer marketing
- Market testing

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Business to Business marketing

- Developing the credibility of the Broads Authority as product developers and confidence of the business/landowners we will focus on:
  - Sourcing and supply maps
  - Testing processes
  - Quality control
  - Packaging
  - Marketing
  - Supply chain management including wholesale, wholesale delivered and direct sales.
- Hold or attend 4 events that reach businesses

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Business to Consumer marketing

- To make it as easy as possible for the customer to buy the product we will:
  - Identifying product attributes
  - Customer relevance
  - Product positioning
  - Product packaging
  - Added value
  - Brand positioning
  - Product promotion
  - Product support and distribution
  - Marketing plan
- Hold or attend 6 events that reach the consumer

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Product Development and Market Testing

- Developing base product variants (e.g. firelighters/briquettes)
- Ensuring products meet current legislation requirements
- Exploring routes to markets i.e. distribution methods, working with wholesalers and agents etc
- Testing and evaluating pilot products prior to launch
- Engage 20-30 businesses and 500 consumers

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Citizen Science – ‘For Peats Sake’

- Our underlying strategy is to get the community to learn from the community
- East Norfolk 6th Form College Environmental Science students and will be the hub of the project and the first link in the chain
- This nucleus of students will become **‘CANAPE Ambassadors’**. They will be involved in the initial planning, and responsible with support, for many aspects of the delivery of the project to other schools and the wider community
- 593 people will be engaged during the project

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Spatial adaptation approach

- List paludiculture products and their environmental requirements, highlighting suitability and constraints
- From this list, map economic opportunities of paludiculture products
- Use the map to support business cases and management decisions including new reed areas for thatching
- Locate potential issues and opportunities (e.g. access and logistics)

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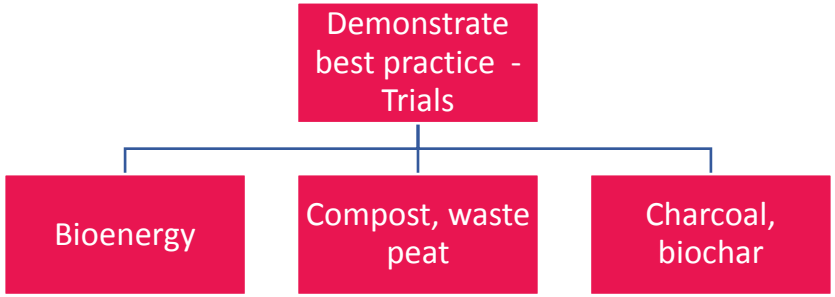
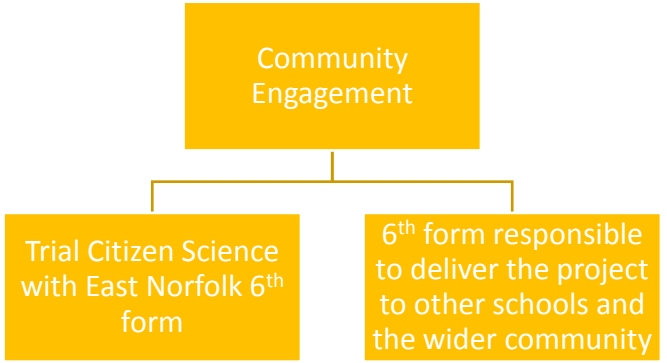
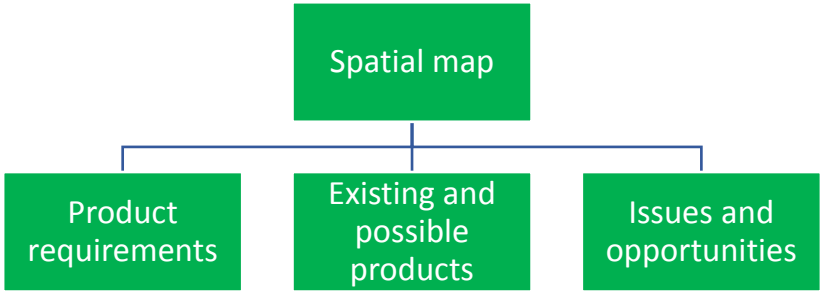
Summary of Approach







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Defra projects

Contract

- Evaluate the **viability of paludiculture** as an alternative agricultural system on lowland peat for mitigating GHG emissions;
- Develop a greater understanding of the **impact of water table mitigation measures for lowland peat** (other than paludiculture) on GHG emissions, the wider environment, and agriculture productivity;
- **Assess the practicality** of these mitigation measures including any socio-economic barriers which may exist;
- Provide **evidence to help support delivery options** for the forthcoming peatland strategy.

Lowland Agricultural Peat Task Force

- Come up with a collective view on more sustainable management solutions for agricultural peatlands
- Established in 2019
- Stakeholder workshop in November 2018 to discuss and agree the purpose and scope of the Task Force

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