LAND USE for NET ZERO ⟩⟩⟩ HUB

LAND USE FOR NET ZERO (LUNZ HUB)
& AGRICULTURAL INDUSTRY CLIMATE CHANGE FORUM (AICCF)

Goresgyn rhwystrau a'r gyfer llwybr sero net yng Nghymru | Overcoming net zero pathway barriers in Wales

IONAWR 16EG 2025, ARLOESIABER, ABERYSTWYTH
16TH JANUARY 2025, ABERINNOVATION, ABERYSTWYTH

Workshop Report Summary

Following on from the first collaborative workshop held in June 2024, this second LUNZ Hub Wales National Team and the AICCF workshop in January 2025 followed on from the key messages of the first workshop, being how do we overcome key barriers to achieving positive progress towards net zero, nature and people.

The aim of this second workshop was to provide a space for stakeholders to share what their vision for the future farming system in Wales could look like and then to discuss these opportunities and related barriers in an open cross industry approach.

There were 37 people present, representing 26 organisations. Unfortunately, these numbers were lower than expected with a lot of illness and last-minute cancellations reducing numbers from the 55 registrations from 38 organisations (see Appendix 1). Despite these changes the day was an excellent example of people and organisations from across the farming, supply chain, land use, science and policy areas coming together to share perspectives, listen and discuss an effective way forward for all in Wales.

The day was largely divided into two sessions.

The morning session hearing from 5 stakeholder presentations on a vision for Wales, the impact this might have, evidence to support this approach and a recognition of the barriers that currently stand in the way of this being achieved.

The afternoon session was formatted as breakout groups to discuss the opportunities and barriers deemed most important to the participants, drawing the themes from the morning presentations and anything else they felt was relevant to the conversation.

Additionally, other engaging and thought-provoking content was brought by The Place Collective (an arts partner in the LUNZ hub), an explanation of the LUNZ Fable pathway tool workshop scheduled for February was outlined and the future of possible community activity to move forward with was gathered in an interactive session.

We would like to thank Welsh Government for the EEP funding to host this workshop.

Our next steps will be to share and discuss this report, feedback, and the ideas for future activity with representatives of Welsh Government, the wider LUNZ Hub project and the devolved national teams. We will begin working on the ideas for what's next and will communicate a plan of action soon.

In the meantime, if you have any other comments, thoughts or would like to discuss anything further, please do get in touch with Alan Radbourne (aradbourne@ceh.ac.uk).

We would again like to thank everyone for their time and input during the day.

Diolch!

VISION FOR WALES PRESENTATIONS

The morning session focussed on a 'Vision for Wales', with 5 participants presenting to a pre-determined set of slides that asked for:

- Describe key characteristics of the farming system by 2050.
- The opportunities and barriers to seeing this happen.
- How it could impact net zero, with evidence and scale it could provide.
- Co-benefits and trade-offs for nature and people.

The session was opened by Siwan Howatson (Mentera, LUNZ Wales national team co-lead) setting the scene to recognise the SFS details are being laid out currently, but this will evolve and change over time, therefore, the aim of the morning session is not to focus just on the SFS but aiming to set a broader vision of how to achieve the objectives of SLM.

Then the following presenters shared for 10 minutes each, followed by questions.

Organisation	Name	Topic proposal
Farmers' Union Wales	Teleri Fielden	I would like to highlight the soil carbon opportunities identified from the Carbon Sequestration panel work for the SFS, how we can ensure we take farmers on the journey in an economically sustainable way, and the role of data and politicians!
Soil Association Cymru	Andrew Tuddenham	An agroecological transition to net zero in Wales – what, where and how. This presentation will consider the potential of organic farms systems, agroforestry and the role of farm-level data in facilitating change.
Coed Cadw | The Woodland Trust	Jerry Langford	Thoughts on delivery of the new SFS requirements on tree cover and habitats and contribution to net zero
Leprino Foods	Ben Williams	Leprino Foods programme and achievements in delivering sustainable dairy production in Wales. How we are measuring, supporting and delivering emissions reductions (14% in 2 years) and our future goals and programmes.
Social Farms & Gardens / Powys County Council	Gary Mitchell	I would like to present / pitch an update on our Future Farms Partnership work in Powys where we are looking at utilising farm estate land to develop micro agroecological holdings as an alternative to more conventional farms. These will provide extensive Biodiversity Net Gain, manage soil health and improve local water courses.

Overall, the presentations covered a wide range of topics and approaches, yet held some clear core themes throughout, including:

- The importance of farm / land data, how it is displayed and utilised by all different actors (especially how to improve access and application for farm and land managers).

- Ensuring there is not a single focus on carbon and net zero as a sole target, but rather embed a whole system approach for business, nature and society benefit.
- Ensuring a fair deal for farmers and landowners as they make decisions and implement change.

The presentation slides are available along with this report, although we ask the presentation is not shared widely, please.

OVERCOMING BARRIES GROUP DISCUSSIONS

The afternoon session saw 4 breakout groups discuss the opportunities and barriers faced for a sustainable future for farming and nature in Wales, initially focussed on the themes coming out of the morning presentations, but also providing opportunity for anyone to bring another topic to discuss.

The session began with a reflection on what stood out as clear threads of opportunities and barriers from the morning session, with the groups writing these down as a starting point for discussion.

Then each group chose a topic to discuss further based on the following set of questions:

1) How can we realise the opportunities?
2) How can we overcome the barriers?
   a. Which actors are involved in making change happen?
   b. Who needs to do what?
   c. What factors determine whether they are able and willing to make the change(s) outlined?
   d. What needs to be in place to enable change to happen?

Some groups discussed more than one topic and have been combined in the notes below.

In the initial task the groups highlighted these common themes:

Theme	Opportunity	Barrier	Additional comments
Value	The value of the grass and livestock. What can agriculture do for society.	Poor land management approaches can lead to environmental and human harm.	What is the true cost and value of the land and its use and how can we improve the management of it. How can the value be communicated in a better way?
Living in a net zero society	What actually is the land for? Food amenity and other things.	Generally working in silos. Silos need to work together.	Need to look at narratives and storytelling.
Land Use	An overarching strategy - planning, housing, agriculture, forestry, energy, infrastructure, amenity.	Land Use can be dominated by agriculture. Is the 2024 National Plan doc clear? Can be single issues and a working in silos. International impacts (war, pandemic, trade deals). Soviet State attitude – top down (there is a challenge here – because is this a bad thing??).	Future Wales - The National Plan 2040 could be seen as a useful tool: Future Wales - The National Plan 2040 *Future Wales – the national plan 2040 is our national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities*
Citizen assemblies	A place to instigate change. Promote the undertaking of learning & development through training.	Fear and trust issues – the political cycle is short. Usual suspects syndrome - and voices of seldom heard could not be picked up.	Could this sort of activity deliver what we want? Wales has Wellbeing of Future Generations (Wales) Act 2015 Well-being of future generations act: the essentials *The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales.*

Skills & Training	Advice, support, knowledge, education. Capacity building.	There is lots of data being held everywhere by different organisation. Can be no or limited skills to access, synthetise and utilise this data by land managers. Perceived limited STEM knowledge in some government structures.	Need to release this potential. Lean and Keen! STEM (Science, technology, engineering & mathematics) is limited all the way through society.!
Behaviour Change	There are opportunities for everyone to improve their knowledge of behaviour science and have richer insights. Whole farm approach becoming better understood and applied to business. Not just for farmers to reflect on change, but others too (i.e. academics, WG, supply chain, etc).	There is sometimes a difficulty to accept change. There are many aspects of land use activity and conflicting in some areas. There is also a lot of research and information out there. How to filter and choose what to use! Focus currently often just on farmers, when does this need to shift?	Applying tried and tested social research methodology can be useful to understand populations and communities in more detail ie segmentation; behaviour science models; systems thinking and mapping approaches. Consider how other organisations are utilising their own engagement techniques. Ie Leprino use RESET (Regulation; Economics; Social; Education, Things)
Common goals	We are all largely wanting the same things, perhaps just for different reasons.	Perceptions of others goals, their reasons and importantly their approaches can hinder communication between groups causing conflict.	This will need a neutral voice and creative thinking to overcome.
Trees on farms	There is space for more trees and hedges. It provides more than carbon storage, so many other benefits for farm and nature. Better management of existing woodland. Appropriate grazing between trees – agroforestry. Lots already happening, need to normalise.	How to demonstrate and support this. Messaging has overly focussed on carbon and not the other benefits. Not enough practitioners / opportunities for skills and training on management. Rules restrict grazing and need relaxing. Cost.	
Role of retailers (and processors)	They hold a vital position to enable change.	Priorities in a commercial market.	

Improving efficiency	Better communication of the issues to support improvements, through positive messaging and practical examples / demonstrations. More approaches like peer-to-peer learning. Lean management.	Practical barriers such as cost and availability of advice. Risk of finance, social pressures and misinformation.	
Data	Lots of data is collected, how to best use it to support farmers decisions and drive wider behaviour change.	Quality and duplication. Silo mentality and lack of integration and sharing / access to data due to who owns data (ownership = power). Scale of data and its usefulness for different end-users.	
More than just Carbon	Sustainable Land Management and nature targets set out a broad vision. Good practice takes into account more than a carbon calculation.	Carbon tunnel vision dominates and so trade-off of good management that doesn't prioritise carbon over other benefits, deemed less important.	

The second task asked each group to focus in on one theme to take a deeper dive into the opportunities, barriers, and key actors for progress. Some groups covered more than one topic and some similar themes, so notes have been collated into the following four themes:

OPPORTUNITY
Behaviour insight

Everyone can improve their knowledge of behaviour science and have richer insights.

ACTORS

Welsh Government
Rural Managers
Consumers
Researchers
Supply Chain
Allied Industries
Educators

BARRIERS
Accepting change & choosing approach

It can be difficult to accept change, especially when there are many conflicting aspects and approaches.

1

WHAT IS NEEDED?
Agile thinking & Open to feedback

Actors who are willing to give and importantly recieve feedback, even if it challenges their approach. With agile thinking progress forward collaboratively can be made, breaking down silos of thought and action quickly.

Better understanding & comms

Skills and training for rural managers needs to be a priority for government, research communication and educators. Translating the science into practice for practitioners, upskilling will help remove barriers and misinformation. This will also help move from public being 'consumers', towards a 'concious citizen'.

Longer term strartergies

Supply chain longer contracts and the enabling of more longer term risk from allied industries will give confidence to make a behavioural change

OPPORTUNITY
Data

There is lots of different data collected for a range of purposes, how can this be best integrated and used for decision support.

ACTORS

Farmers
Welsh Government
Digital technologies
Industry
Vets
Levy bodies

BARRIERS
Disjointed datasets & lack of access

Pockets of data are often not shared and lack a consistency of methodology to collate.

2

WHAT IS NEEDED?
Connecting datasets

There is a lot of data out there that could be connected, tidied up and used to inform better decisions on a number of scales. This is not an easy job and needs funding. Could AI support this challenging task?

A unified voice on data access and use

Farmers and decision makers to all ask for access to the same data and the mechanism for how this is shared and displayed agreed. Alongside access more support, advice and training to be made available so people can really understand and make the most of this data.

Reduced duplication

Streamline and connect hubs of data to reduce the duplication and inconsistencies in methods of collection. This requires an open approach to data sharing and a move away from data = power.

OPPORTUNITY
Improving efficiency

Positive messaging and shared learning can benefit the business, nature and people.

ACTORS

Welsh Government
Farmers
Advisors
Researchers
Industry

Shared learning

More opportunities for peer-to-peer learning and support with demonstrations of how to become more efficient and the broader benefits

Getting the facts right

Clear communication in an accessible format of the key facts and dispelling the myths and misinformation that can circulate. Often people do not know the impact they are making, or think it is insignificant, this needs more positive messaging for the right reasons.

BARRIERS **3**
Cost, advice and risk management

Practical implementation is hard, especially with other business pressures and lots of misinformation

WHAT IS NEEDED?
Better communication

Often the way 'efficiency' is communicated can come across as patronising, no one tries to be inefficient. Need positive messaging. Not all farmers are trying to be profit maximisers

Improved advice

Access to well informed advice to discuss the risk, finance and other practical barriers of change. Need for more availabilty of skilled advisors and finance access to mitigate risk.

OPPORTUNITY
More & better managed trees on farms

The benefits are so much more than just carbon storage.

ACTORS

Farmers
Supermarkets
Banks & Finance
Supply chain
Weather / climate
Insurance
Welsh Government

Relax the rules

Appropriate grazing and other agroforestry opportunities need some rules changed to enable greater uptake.

More funding

Reduction of the financial risk and support with upfront costs.

BARRIERS **4**
Funding, skills & data

Demonstration and support is lacking with not enough skills and too much focus on carbon reducing the confidence to plant more.

WHAT IS NEEDED?
Promotion of all the benefits

Carbon is just one benefit. Shelter and shade for welfare, biodiversity enhancement, water protection and fuel are just some of the others. Need better communication of all the benefits and how they can support the farm business.

Increased skills & training

Knowledge of how to manage trees is not widely known, with little confidence for famers on how to effectively maintain and improve existing trees, nevermind planting more. Training, advice and support is much needed.

Behavioural shift

Taking a whole-farm approach

THE PLACE COLLECTIVE

We are very grateful to Rob and Harriett for joining us at the workshop. Their activities helped to foster creative thinking and acknowledgement of the wider perspectives for land management in relation to net zero, nature and people.

The 'teaspoon of soil' opened the day with a hands on reflection of our land and what it means to each of us individually.

Then the Land Manager's Perspectives videos, from the LUNZ Hub 'Big Tent' event in Edinburgh last year, excellently captured the diverse thoughts and feelings from farmers and landowners across the UK.

Finally, the short poem read in English and Welsh finished the day on another reflectional creative note.

The land manager's perspectives videos are available here: Land Use and Net Zero: Land Manager's Perspectives - LUNZ Hub

FABLE PATHWAY DEVELOPMENT

Rebecca Mason (Eunomia, LUNZ Hub WP3) shared a brief introduction to the work of the LUNZ Hub WP3, who are working with stakeholders across the UK in the development of plausible pathways for net zero using a bespoke version of the Fable model. There is a 2-day online workshop in February 2025 for stakeholders in Wales to support the development of an updated pathway model for Wales.

Sharing this detail hopefully helped connect some of the LUNZ Hub activities for participants and highlighted the broad impact the project is having.

The slides Rebecca shared are included alongside this report.

NEXT STEPS FOR LUNZ WALES

Mentimeter results

A final short session sought the input from participants for the possible future ways forward for the LUNZ Wales national team and the wider community assembled.

Using a Mentimeter, participants were asked to share their preference for future meetings and activities organised by the LUNZ Wales team (and AICCF), their suggestions for topics to cover, who else should we try to engage in the community and other ideas for approaches to catalyse change.

The full responses are included in Appendix 3.

In summary, there was good support for the continued development of in-person meetings, possibly as often as twice per year, ideally focussed on the translation of science into practice, yet including the importance of translation to policy to enable some change.

Skills and training, data availability and use, whole farm approaches and overcoming barriers to change (financial, behavioural, etc) were all topics mentioned by more than one participant as of interest to engage with.

The planning of other activities such as meeting at the Royal Welsh Show, online or other activities such as Groundswell, the agroforestry show or even the development of a 'Welsh Groundswell' were supported as ideas to explore further as LUNZ Wales or for the community to collaborate on as a catalyst for action. The development of more videos for wider communication and education was mentioned by many participants.

It was highlighted possible important voices not fully represented in the room included supermarkets and retailers, farmers, vets, energy and utilities, education, allied industries, finance and banks. Of course, those present did not represent the entire invite list (or even all those registered for the event as mentioned earlier in the report), but these recommendations will be taken on board and reviewed as plans for future events and activities develop.

Feedback form

During the meeting and afterwards via email, a short feedback form was shared for participants to help improve future events.

There were 12 responses, with overall feedback positive. Communication, practicalities of the event and overall impression was rated positively (4.25 average stars), with 9 saying they are very likely and 3 somewhat likely to attend a future LUNZ Wales event.

The comments largely related to additional ideas for future approaches linked with the Mentimeter results above.

One separate comment highlighted a question asked in the event about Welsh Government interest in the LUNZ Hub, reiterating that it would be good to have a clear indication from Welsh Government that events like this are worth attending as spaces to be heard, discuss and work collaboratively with policy development. It is worth noting the event was funded by Welsh Government as a signal of the value they see in the group, yet this

comment will be fed back to key representatives to ensure everyone's time and effort is truly valued in engaging with this and future activities and events.

Next steps

This report, feedback and ideas for future activity will be shared with representatives of Welsh Government, the wider LUNZ Hub project and the devolved national teams. We will begin working on the ideas for what's next and will communicate a plan of action soon. In the meantime, if you have any other comments, thoughts or would like to discuss anything further, please do get in touch with Alan Radbourne (aradbourne@ceh.ac.uk).

We would again like to thank everyone for their time and input during the day.

Diolch!

APPENDIX 1. EVENT REGISTRATIONS & ATTENDEES

This is the list of all registrations prior to the event, other organisations were invited yet did not register attendance. Unfortunately, illness and last-minute unavailability meant some were not able to attend.

Organisation	Name	Attended
AHDB	Rachael Madeley Davies	Yes
AIC Cymru	Michael Muncey	
Coed Cadw | The Woodland Trust	Jerry Langford	Yes
Confor	Elaine Heckley	Yes
Country Land and Business Association	Fraser McAuley	
Dunbia	Leisia Tudor	Yes
Dwr Cymru Welsh Water	Sarah Jones	Yes
Eunomia	Becca Mason	Yes
Facilitator	Dafydd Morris-Jones	Yes
Farmers' Union of Wales	Teleri Fielden	Yes
Food, Farming and Countryside Commission	Jon Parker	Yes
Forest Research	Hannah Gruffudd	
Forest Research	Kate Beauchamp	
Hybu Cig Cymru / Meat Promotion Wales	Heather McCalman	Yes
IBERS	Christina Marley	
IBERS	Judith Thornton	Yes
Kepak	Frances Thomas	Yes
Kepak	Julie Finch	Yes
Landworkers Alliance	Ian Rappel	
Leprino Foods	Dylan Jones	Yes
Leprino Foods	Ben Williams	Yes

Organisation	Name	Attended
Llais y Goedwig	Maria Wilding	
Mentera	Siwan Howatson	Yes
Mentera (Farming Connect)	Non Williams	Yes
National Beef Association	Neil Shand	
National Landscapes Association	Ieuan Llyr Jones	
National Sheep Association	Helen Roberts	Yes
Natural Resources Wales	Nicola Taylor	Yes
Prifysgol Bangor	Sophie Wynne-Jones	
Prifysgol Bangor	Prysor Williams	Yes
Prifysgol Bangor	Tim Pagella	Yes
Rhwydwaith Ffermio er Lles Natur Cymru / Nature Friendly Farming Network Cymru	Rhys Evans	
Social Farms & Gardens / Powys County Council	Gary Mitchell	Yes
Soil Association Cymru	Andrew Tuddenham	Yes
Sustainable Food Trust / Table initiative, University of Oxford	Richard Kipling	
The PLACE Collective	Harriet Fraser	Yes
The PLACE Collective	Rob Fraser	Yes
Translator	Hefin Jones	
UK Agri-Tech Centre	Amy Farrington	Yes
UK Agri-Tech Centre	Paddy Tarbuck	Yes
UKCEH (Independent)	Alan Radbourne	Yes
UKCEH	Bridget Emmett	Yes
University of Leicester	Martin Phillips	Yes
UWE Bristol	Angelina Sanderson Bellamy	Yes

Organisation	Name	Attended
Wales YFC	Angharad Davies	
Welsh Government	Adriana Kiss	
Welsh Government	Nia Meddins	
Welsh Government	Ken Stebbings	Yes
Welsh Government	Rory Johnson	Yes
Welsh Government	Sarah Jones	Yes
Welsh Government	Siobhán Rogers	Yes
Welsh Lamb and Beef Producers	Lynet Pugh	Yes
Wildlife Trusts Wales	Tim Birch	Yes
Wood knowledge Wales	Chris Jones	
WWF	Alexander Phillips	

APPENDIX 2. WORKSHOP AGENDA

Land Use for Net Zero (LUNZ Hub)
& Agricultural Industry Climate Change Forum (AICCF)

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Goresgyn rhwystrau a'r gyfer llwybr sero net yng Nghymru - Eich cyfle i rannu!

Ionawr 16eg 2025, 09.45-15.30
ArloesiAber, Aberystwyth, SY23 3EE

Overcoming net zero pathway barriers in Wales - Your opportunity to share!

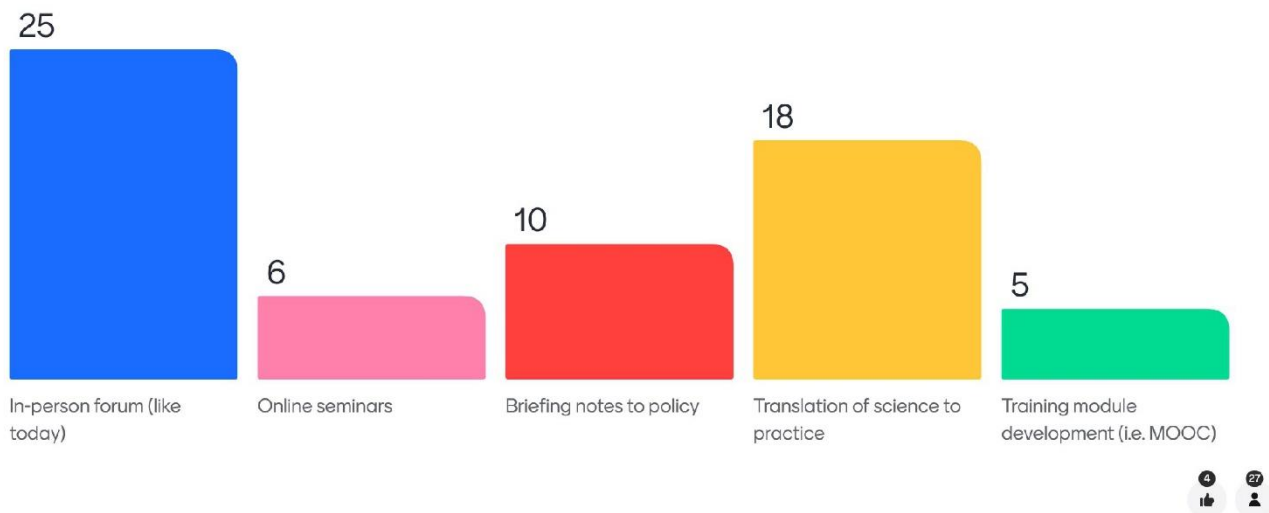16th January 2025, 09.45-15.30
AberInnovation, Aberystwyth, SY23 3EE

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Agenda

09:45	**Cyrraedd** Bydd lluniaeth ysgafn ar gael.	**Arrival** Drinks and refreshments will be available on arrival.
10:00	**Croeso** Dewch â llond llwy de o bridd gyda chi ar gyfer gweithgaredd agoriadol creadigol dan arweiniad y PLACE Collective.	**Welcome** Bring a teaspoon of soil with you for a creative opening activity led by the PLACE Collective.
10:30	**Sesiwn 1: Gweledigaeth i Gymru** Cyflwyniadau ganddoch chi ar ddulliau cydweithredol o oresgyn rhwystrau posibl a chyfaddawdu ar gyfer dyfodol Rheoli Tir yn Gynaliadwy yng Nghymru.	**Session 1: Vision for Wales** Presentations from the community on collaborative approaches to overcoming possible barriers and trade-offs for the future of Sustainable Land Management in Wales.
12:00	**Cinio**	**Lunch**
13:00	**Fideo PLACE Collective 2**	**The PLACE Collective video 2**
13:15	**Sesiwn 2: Goresgyn rhwystrau** Sut y gallwn ni fel cymuned sydd	**Session 2:** *Overcoming barriers* How can we as a community

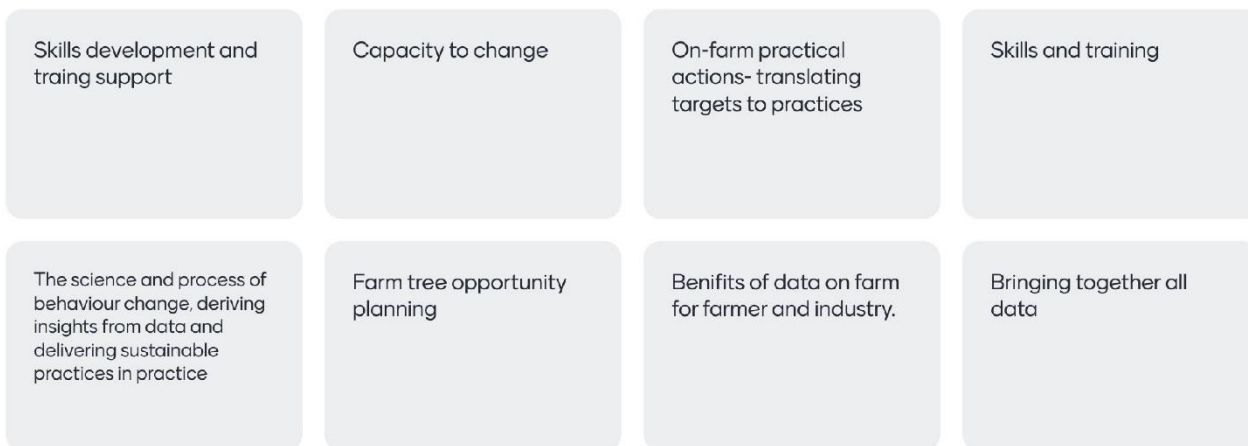|		
	wedi buddsoddi i weld y dyfodol gorau ar gyfer defnydd tir yng Nghymru gytuno ar ddull o newid ymddygiad a rhoi hyn mewn lle er mwyn goresgyn y rhwystrau sy'n llesteirio cynnydd ar hyn o bryd i'r weledigaeth ar gyfer Cymru a gafodd ei rannu yn gynharach yn y dydd? Bydd cyfle i drafod a rhannu syniadau mewn grwpiau llai.	invested in seeing the best future for land use in Wales agree and pursue an approach to behaviour change to overcome the barriers currently hindering progress to the vision for Wales shared earlier in the day? Break out groups will discuss and share ideas together.
15:00	**Datblygu Llwybr Fable yng Nghymru** Cyflwyniad i waith LUNZ WP3 sy'n gweithio gyda rhanddeiliaid i ddatblygu model o lwybr wedi'i ddiweddaru i Gymru.	**Fable pathway development in Wales** An introduction to the work of LUNZ WP3 who are working with stakeholders in the development of an updated pathway model for Wales.
15:10	**LUNZ Cymru** Beth yw'r ffordd orau i ni ddefnyddio LUNZ Cymru i gefnogi cyfnod pontio cynaliadwy a trawsnewid yng Nghymru? Rydym eisiau eich mewnbwn.	**LUNZ Wales** How can we best use LUNZ Wales to support a sustainable and just transition in Wales? We want your input.
15:20	**Crynodeb**	**Summary**
15:30	**Gweithdy yn cau**	**Workshop close**

APPENDIX 3. MENTI RESPONSES

Mentimeter

What would you appreciate LUNZ prioritising for future meetings and activities (select one or more)

In-person forum (like today)	Online seminars	Briefing notes to policy	Translation of science to practice	Training module development (i.e. MOOC)
25	6	10	18	5

Mentimeter

Suggestions for event topic (i.e. barriers for change, system diversity, links to dietary change, limitations of processing chain, CPD)

Skills development and traing support	Capacity to change	On-farm practical actions- translating targets to practices	Skills and training
The science and process of behaviour change, deriving insights from data and delivering sustainable practices in practice	Farm tree opportunity planning	Benifits of data on farm for farmer and industry.	Bringing together all data

Suggestions for event topic (i.e. barriers for change, system diversity, links to dietary change, limitations of processing chain, CPD)

Training	Developing effective comms	Understanding and solutions to behavioural change,	Applying whole system thinking
Behaviour change	Systems mapping training event	Economic impacts of implementing measures	Engaging the market

3 👍   22 👤

Suggestions for event topic (i.e. barriers for change, system diversity, links to dietary change, limitations of processing chain, CPD)

Reducing offshoring of supply chain and increase home produce (products not just food)	Integrating culture and the arts for harnessing behaviour levers	Barriers to change.	Understanding behavioural change and non change
Making data accessible	Collaborative data sharing to make data collection easier and more streamlined for farmers	What might we need land for in 2050	Enabling technologies

3 👍   22 👤

Suggestions for event topic (i.e. barriers for change, system diversity, links to dietary change, limitations of processing chain, CPD)

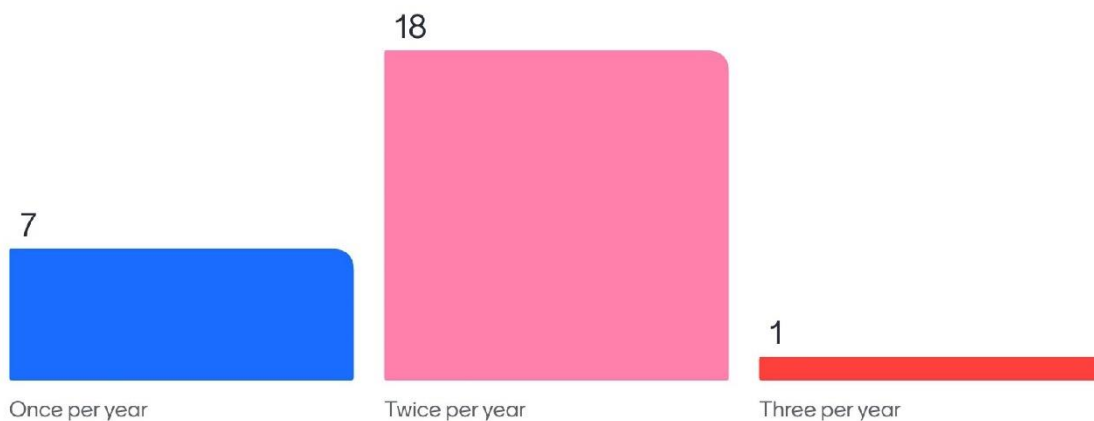|			
Full farm approach	Measuring nature/multi captials	What makes financial sense now and in the future!	Data integration
Links to dietary change!	Land use strategy that works for Wales	Data verification	Positive narratives showcase

3 👍   22 👤

Suggestions for event topic (i.e. barriers for change, system diversity, links to dietary change, limitations of processing chain, CPD)
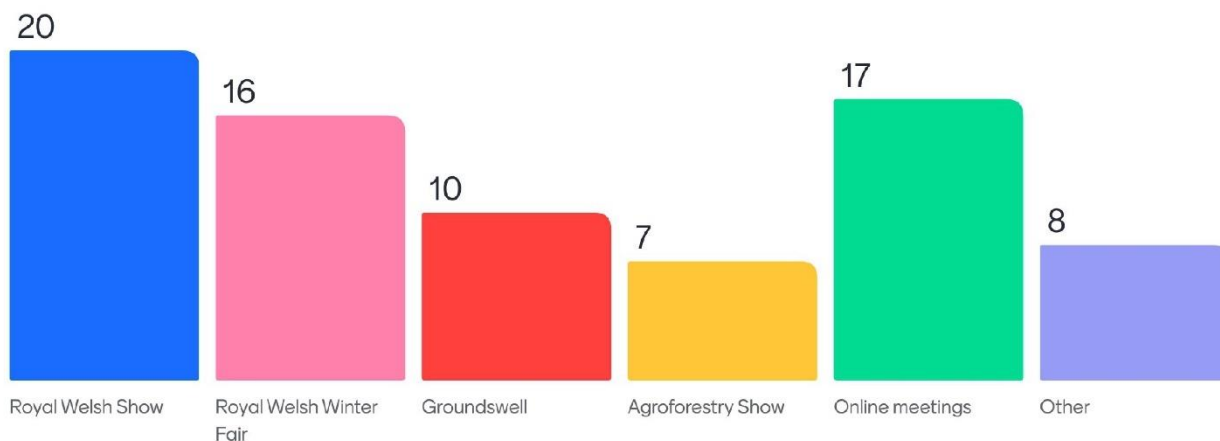
Attitudes/ behavior

3 👍   22 👤

Mentimeter

Frequency of LUNZ Wales events (like today)?

Once per year	Twice per year	Three per year
7	18	1

Mentimeter

Other places and events suggest we could meet / engage?

Royal Welsh Show	Royal Welsh Winter Fair	Groundswell	Agroforestry Show	Online meetings	Other
20	16	10	7	17	8

Organisations / industries that might be missing from this community?

43 responses

Other ideas of ways this community could lead change (within or beyond scope of LUNZ)...

Organise groundswell wales	More training	Program of farm visits	Educating public - using videos?
Discussions between attendees in between workshops	Create living labs	Use community skills to train others from the best of ourselves. Community forum to find allied changemakers.	Speed 'networking' between us all...! Q+A to each other

Other ideas of ways this community could lead change (within or beyond scope of LUNZ)...

Each one of us speak to 2-3 people about this, who we don't normally engage with

Tik Tok videos for younger farmers

Simple factsheets, for farmer

Sharing videos with public

Attend other industry events, speaker slots

Baseline where we are are where we want to be and monitor the success and effect consumers have - feedback

Presentations to minister and senior civil servants - help open the door to decision makers

Given the value of culture in Wales, how do you engage with the poets and storytellers to help embed change into the narrative

Other ideas of ways this community could lead change (within or beyond scope of LUNZ)...

Myth busting videos

Diversity and inclusivity in wider sector

Readable carbon and emissions comparable data for farmers

Plant trees to create a LUNZ agroforestry scheme - closing ceremony

Make science as simple as possible but no simpler

Have some CPD ourselves...systems mapping and behaviour science etc

Research translation briefing notes

APPENDIX 4. FEEDBACK RESPONSES

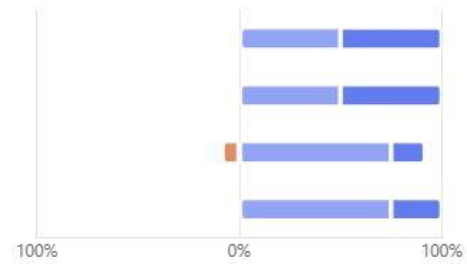1. How did you find the pre-event communications and registration?   More details

● Poor   ● Ok   ● Good   ● Excellent

Ease of registration

Detail of event

Number of communications

Event was as expected from invite

100%   0%   100%

2. Please rate the following elements of the event   More details
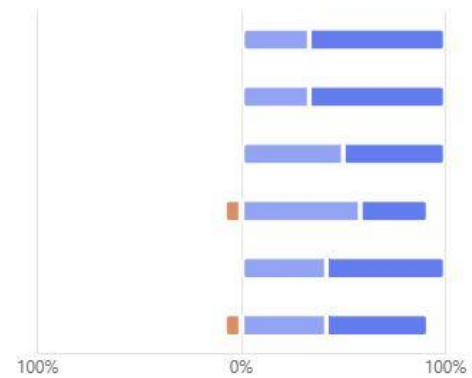
● Poor   ● Ok   ● Good   ● Excellent

Venue

Food & refreshments

Morning session (presentations)
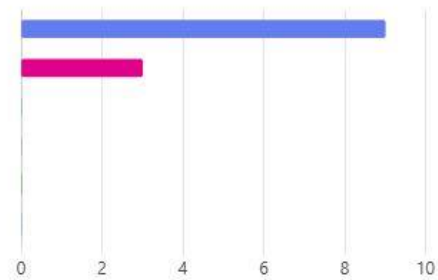
Afternoon session (discussion)

Timing of sessions

Networking opportunity

100%   0%   100%

3. How likely are you to engage with LUNZ events in the future?   More details

● Very likely   9
● Somewhat likely   3
● Neither likely nor unlikely   0
● Somewhat unlikely   0
● Very unlikely   0
● Other   0

0   2   4   6   8   10

Question 5. Is there anything else you would like to suggest or reiterate for possible future ways LUNZ can engage in Wales?

To ensure foresters are in your videos
Include farmers in these discussions. It's their future we're discussing and including them will allow us to have a better understanding of the real barriers
Mae cadw i ddigwyddiadau un diwrnod fel ddoe yn syniad da. Be am fwy am rôl cyllid preifat? Ond dwi ddim yn siŵr os yw hyn o fewn cylch gorchwyl LUNZ
Regular online written updates
Perhaps somehow reach beyond the bubble of who the project usually engages with. After all the people of Wales may not have much of a say in how land is managed (or mis-managed) but what happens on land has a huge effect on everyone.
Site visit
To follow on from these meetings with potential "action plans"?

Question 6. Any other comments?

Oedd digon o bobl ddylanwadol o Lywodraeth Cymru yno? Fe fyddai'n dda cael mwy o sicrwydd o Lywodraeth Cymru fo nhw am ddefnyddio'r adborth / trafodaeth ar y diwrnod i effeithio'r hyn maent yn fwriadu ei wneud. Pan ofynnwyd y cwestiwn yma, ymateb digon llugoer a gafwyd - roedd llawer iawn o amser (a chost) i bawb fynychu - mae angen gwybod nad yw hyn yn mynd yn ofer.
Please can you share an electronic version of the presentations. Also do you have links to the videos you can share (they were really good). Thanks.

Challenging some of the incorrect information that people came out with in their morning presentations seems necessary. Not necessarily directly on the day, but perhaps by email at a later date. My concern is that the more that things get stated as facts, the more they are believed. At least if the individuals concerned knew what they were saying wasn't true, they would then have to choose whether to continue to peddle myths.

It is very easy to get bogged down in the necessary important and complex conversations but don't lose sight of the many positive actions that are already happening. Some are small, some are big, but they all add up.

Shame that some of the speakers didn't stay for the afternoon session.

Needs to move forward but if it were that easy we'd have done it by now. Slight concern that adding retailers into the group might stifle discussion........