



This is the THIRD newsletter of the TRANSFARM project, where you can:

- Find out the latest developments in TRANSFARM's activity.
- Learn about the Multiplier Events that have taken place in each of the project partners' countries.



Norwegian University
of Life Sciences



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Latest news from TRANSFARM

What has TRANSFARM worked on in the last months of the project?

After successfully publishing the case studies, which showcase the good practices of transhumance practitioners across Europe, the project headed toward its final outcome: the training modules and the online learning platform.

Partners drafted four training modules, each of them devoted to a specific topic that was considered relevant to equipping livestock breeders with the appropriate skills to engage in transhumance.

The first module of the training platform provides insight into various ways of practising transhumance across European countries, highlighting its importance and historical background.

The second module explores the connections between transhumance and economic activities, emphasising sustainable land use, biotope preservation, water management, high-value food production and recreational facilities, and includes a list of European training materials for international self-study.

The third module presents the general framework, opportunities, limits, and risks for entrepreneurs in transhumance. It offers recommendations for starting a business and addresses key issues of business development, with an aim to raise awareness about the business framework, basic tools and entrepreneurial thinking for transhumance practitioners.

The fourth module of the training platform highlights the importance of a communication strategy for transhumance, aligning it with practitioner needs and consumer demands for quality, sustainability, and animal wellbeing. It covers marketing, cooperation and networking, and provides guidelines for developing storytelling and branding plans.

All four training modules, along with the case studies and an e-reference book (that includes the Summary and National Reports and a glossary), were compiled into a [learning training platform](#). This platform is free and open to farmers, livestock breeders, rural entrepreneurs and any other interested stakeholder.

Partners have also worked to disseminate the project to relevant stakeholders through Multiplier Events organised in every participating country and the Final Conference, which took place in Brussels on May 29th.

If you wish to read more about the project, check out our [leaflet](#).

Multiplier Events

The project has come to an end, and it was time to present the project to the general public. Multiplier Events are a strong tool to increase the outreach of the project results by allowing stakeholders to learn why TRANSFARM is important to the rural world and why transhumance can help farmers to diversify their businesses and provide an additional source of income.

The Multiplier Events are organised by the partners in each of the participating countries. Here's a summary of all the events that have taken place.

Multiplier Event in Greece on 25th February 2024 – Karitsa, Pierias



The Multiplier Event in Greece was organised by the Aristotle University of Thessaloniki on February 25th. The event, celebrated in Karitsa, brought together close to 100 people.

The majority of participants were transhumance practitioners, along with local and regional government representatives, officers from forest and agricultural services, tourism development officers, and local reporters. The presentations covered the Greek national report on the evolution of transhumance, the TRANSFARM site, Summary Report, representative case studies and project factsheets, with a focus on wool. A farmer explained the challenges faced by Greek transhumance farmers and called for improved road infrastructure. The round table discussion addressed current issues in transhumant livestock practices, promotion of local products, eco/agrotourism potential, the need to attract younger practitioners, and proposed establishing farmers' schools to preserve transhumance knowledge.

Multiplier Events

Multiplier Event in Germany on 27th March 2024 – Lißberg



The German Multiplier Event was organised jointly by EUCALAND and Hof und Leben in the framework of a scientific workshop.

The Multiplier Event placed a special emphasis on the developed training materials. The presentation featured a discussion on landscape management by transhumance breeds and concluded with a tasting of regional products.

Multiplier Event in Norway on April 25th 2024 – Vingelen

The Norwegian University of Life Sciences was in charge of organising the Multiplier Event in Norway.

The Multiplier Event delved into several pertinent topics regarding transhumance. These included examining the distinctive features of Norwegian transhumance within a broader European context and identifying common values shared across Europe regarding this traditional practice. Additionally, discussions centred on identifying the primary barriers and counterforces influencing the future trajectory of transhumance. Participants also explored how transhumance plays a crucial role in adapting to climate change and preserving biodiversity. Moreover, the event examined the significant societal contributions of transhumance. Lastly, attention was given to the competencies necessary for individuals engaged in transhumance, reflecting the diverse skill set required for its successful continuation.

Multiplier Events

Multiplier Event in Slovakia on April 30th 2024 – Zvolen



The Slovak partners, the Technical University of Zvolen, organised their Multiplier Event at the university headquarters.

The event convened various professionals, institutions, and students from vocational education programmes, including governmental bodies like the Slovak Ministry of Culture, conservation agencies, regional development agencies and agricultural associations. Representatives from local action groups, NGOs, schools and farmers also attended. The workshop centred on roundtable discussions, addressing issues such as wildlife attacks on farmed animals, balancing landscape conservation with economic interests in transhumance. Participants proposed establishing a platform, coinciding with transhumance festivals, to foster knowledge exchange, raise public awareness, and attract tourists to mountain regions. This initiative aims to support transhumance-related businesses and services, ultimately benefiting local economies. The discussions reflected the complex interplay between conservation, agriculture, and economic sustainability in mountainous regions, highlighting the need for collaborative solutions and community engagement in promoting and preserving transhumance practices.

Multiplier Events

Multiplier Event in Spain on May 8th 2024 – Jaén



On Projects, with the collaboration on COAG Jaén, organised the Multiplier Event in Spain. The event explored the current situation of transhumance in Europe from various perspectives. An overview of the TRANSFARM project and its main achievements was presented. Insights into current practices, challenges, and innovative solutions in transhumance at the European level were shared based on TRANSFARM Reports and case studies. Discussions included topics such as transhumance in the region of Jaén and its impact on the production of Segureño lamb, as well as agroforestry work carried out by the cooperative "Los Apisquillos" in Madrid. Finally, the event analysed how the Common Agricultural Policy (CAP) affects transhumance and the measures being implemented to support transhumant practitioners.

Multiplier Events

Multiplier Event in France on May 18th 2024 – Cézens



TRANSFARM was also presented in France by our associated partners VetAgro Sup. The event, celebrated on May 18th, was part of the Fête du Pastoralisme de Cézens, a farming festival that seeks to highlight the relevance of transhumance and in which livestock is taken to the mountains.

Transnational Meetings

5th Transnational Meeting on 2nd and 3rd October 2023 – Thessaloniki (Greece)



The partners of the project met once again in Thessaloniki (Greece), hosted by the Aristotle University of Thessaloniki, on the 2nd and 3rd of October 2023.

On the first day, the partners visited the Association of Transhumance Farmers, in Agios Spyron, where they learned about the living and farming conditions of the Sarakatsani. This semi-nomadic ethnic group were historically shepherds and livestock breeders, known for their seasonal migration patterns in search of pastureland for their animals. Afterwards, the partners headed to Dion, where farmers welcomed them with a delicious meal composed of tiropita and galopita, cheese and milk pies. Partners also had the opportunity to visit the traditional Sarakatsian huts.

And after the field visit, it was time for some office work! The second day was entirely devoted to discussing the development of the project, the status of each of the work packages and the project's upcoming stages.

What's about to come

Preparations for the training platform have already started, and **partners have developed a set of training modules related to transhumance** from a multi-faceted perspective. **A beta version of the training platform is planned to be tested in the upcoming weeks, while the launch of the final learning interface is expected for the next months.** The training platform will be open and free to any interested stakeholder who wants to engage in transhumance. It will include, along with the training modules, the materials already produced by the partners: the e-reference book containing the National and Summary Reports and the glossary, and the case studies.

Partners are now devoted to presenting the project in the Multiplier Events that will be held in each of the participating countries. **Don't miss out on the opportunity to attend one of them if you have the chance!**

Save this date in your calendar: 29 May. This will be the day of the Final Project Conference, where the results of TRANSFARM will be presented to an exceptional audience.

The event, which will be held in Brussels at a location to be determined, will feature Members of the European Parliament, senior officials from the European Commission and experts in the field. Keep an eye out for updates on our social media and newsletters!

On the previous day, the partners will meet for the last time at ELO headquarters, where they will bring the project to an end after 30 months of intense and fruitful work.

If you want to stay tuned for the latest news and developments from TRANSFARM, don't forget to subscribe to our newsletter and to follow us on social media.