



**LA CONTRIBUTION DE L'INDUSTRIE  
DE LA PROTECTION DES PLANTES  
A UNE  
AGRICULTURE DURABLE**

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*Académie d'Agriculture, séance du 18 Novembre 2015*

## ECPA...

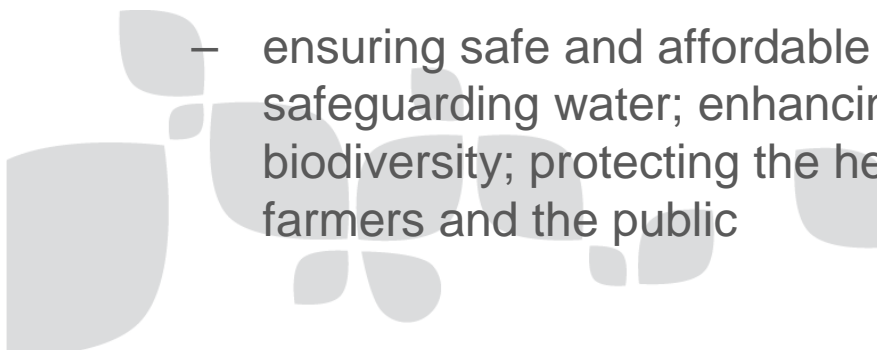
...represents the **highly innovative, R&D-driven crop protection industry** in Europe

...advocates **policies and legislation that foster innovation**

- giving Europe's farmers the tools they need to help meet the world's growing food demand

...promotes good agricultural practices through **Hungry for Change projects**

- ensuring safe and affordable food; safeguarding water; enhancing biodiversity; protecting the health of farmers and the public



Today's agriculture must be **sustainably  
productive**

Europe has the **responsibility** to remain a  
world **leader in agriculture**

And a **regulatory** framework that **fosters  
innovation is crucial** to achieving these goals  
for the future



# Our challenges



- Society-Agriculture gap: public ignorance and myths
- NGOs agenda: isolation and demonization
- Policy-making based on hazard and public pressure
- Industry reputation



# Our contribution:

## *Hungry for Change*

- A new direction for the crop protection industry
  - To better address societal concerns
  - To achieve more by working with stakeholders
  - To lead by example and deliver thematic projects
  - To encourage change by promoting best practices
  - To better communicate our role as solution providers for sustainable productive agriculture



# H4C –Hungry for Change

## Four Fundamental Commitments



Improve farmer  
& public health



Protect &  
conserve water



Increase food safety,  
quality & affordability



Enhance  
biodiversity



# H4C / Stewardship - Project Status



Area	Projects	Status - November 2015
Bio-diversity	European Index for Sustainable Productive Agriculture (INSPIA)	58 farms,15 BMP's
	Initiative on Bees	Multi stakeholder platform under construction ;workshop in 2016
Food	Residues Management	Training in Spain and Turkey
	Minor Uses	Contribution to the EU secretariat platform
	Anti-Counterfeit	Awareness campaigns and controls with enforcement authorities
Health	Container Management	In place in 25 countries
	Safe & Sustainable Use Initiative (SUI)	In place in 17 countries
	Epidemiology	Independent Epidemiologist experts analysis
	Closed Transfer Systems <b>NEW !!</b>	Standardisation of the system
Water	Train Operators & Promote best Practices & Sustainability (TOPPs)	In place in 24 countries ;BMP's in place;22 partners
	Vegetative Buffer Strips	Integrate VBS promotion in TOPPS project
	Provision of Analytical Standards	Move into operating phase within ECPA
	Water Management at Production sites (EWS audit & certification)	No longer as ECPA managed project, companies can continue on individual basis
Cross cutting	Demonstration Farms	Collaborative networks (members, EISA ,INSPIA)
	Company Training Programme	Training sales and marketing teams,webinar

# Key Performance Indicators (KPI's) - H4C / Stewardship Projects



Stewardship Projects		TOPPS	Analytical Standards	Residue Management	Minor Uses	Anti-Counterfeit	SUI	CMS	INSPIA	Demo-farm	Company Training
		Tangible KPIs									
Results	Persons trained							Via SUI			
	External partners involved										
	Project specific KPIs										
Impacts	Inclusion BMPs in official trainings										
	Training impact -Behaviour change, BMPs implementation										
	Recognition by official bodies / Logo, References										
	Project specific KPIs										
Outreach	Publications in media, success stories										
	Project specific KPIs										

Still to come: EPI, Bee Health Initiative, Closed Transfer Systems (CTS)



# H4C / Stewardship Projects and synergies with PA and regulatory issues



Stewardship Projects	TOPPS	Analytic Standard	Residue Manag,	Minor Uses	Anti-Counterfeit	SUI	CMS	EPI	CTS	INSPIA	Bee Health Initiative
PA /Regulatory Key Issues											
PPP exposure to humans	Significant Contribution	Secondary Contributions	Significant Contribution	Secondary Contributions	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
PPP exposure to environment	Significant Contribution	Secondary Contributions	Significant Contribution	Secondary Contributions	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
ED, HHPs	Significant Contribution	Secondary Contributions	Secondary Contributions	Secondary Contributions	Secondary Contributions	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
Bees/Biodiversity protection	Significant Contribution	Secondary Contributions	Secondary Contributions	Secondary Contributions	Secondary Contributions	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
Health impacts/illnesses	Secondary Contributions	Secondary Contributions	Significant Contribution	Secondary Contributions	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
Water issues/protection	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
Innovative solutions for modern agriculture	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
Sustainable use of PPP, IPM, sustainable agriculture	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution
CP industry image	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution	Significant Contribution

Demonstration Farms Project

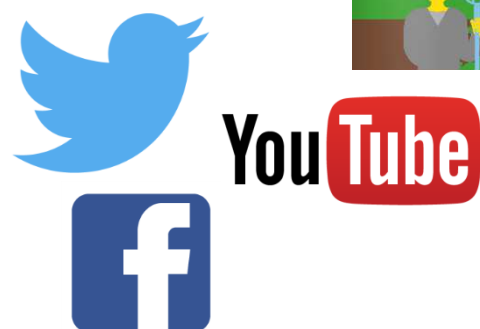
Company H4C Training

Significant Contribution

Secondary Contributions

# Outreach

- Reports and guides
- Fact sheets
- Infographics
- Video
- Web, Social Media





# Les démarches collectives : l' Avenir!

**Merci!**

**[www.ecpa.eu](http://www.ecpa.eu) et  
[www.hungry4change.eu](http://www.hungry4change.eu)**