



OLIVARES
vivos

Reconciliados con la vida





OLIVARES VIVOS

**BIODIVERSITY FROM THE
FIELD TO THE AGRARIAN INCOME**





WHY OLIVE GROVES?

A STRATEGIC CROP TO STOP THE LOSS OF BIODIVERSITY

In the most important
Biodiversity Hotspot in Europe.

An extraordinary refuge
of biodiversity.

With great potential
to get it back

MORE THAN 6 MILLION HECTARES
800 MILLIONS OF OLIVE TREES
300,000 HECTARES IN NATURA2000

Olive grove



Biodiversity Hotspot





A REAL KEY CROP THAT SHAPES THE SOCIO-ECONOMIC NETWORK OF THE MEDITERRANEAN BASIN.

1.5 million farms.

9,000 – 13,000 million €/year.

129 million daily wages/year.





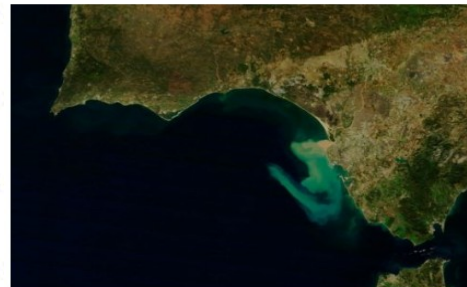
THE ENVIRONMENTAL CRISIS

MAIN ENVIRONMENTAL PROBLEMS

THE ENVIRONMENTAL PRICE

La agricultura convierte el Guadalquivir en el río más turbio de Europa

El estudio que desde hace cinco años realiza la Universidad de Huelva alerta sobre las prácticas agrícolas que provocan erosión y la ocupación por cultivos de zonas de inundación del río



Erosion



Loss of biodiversity

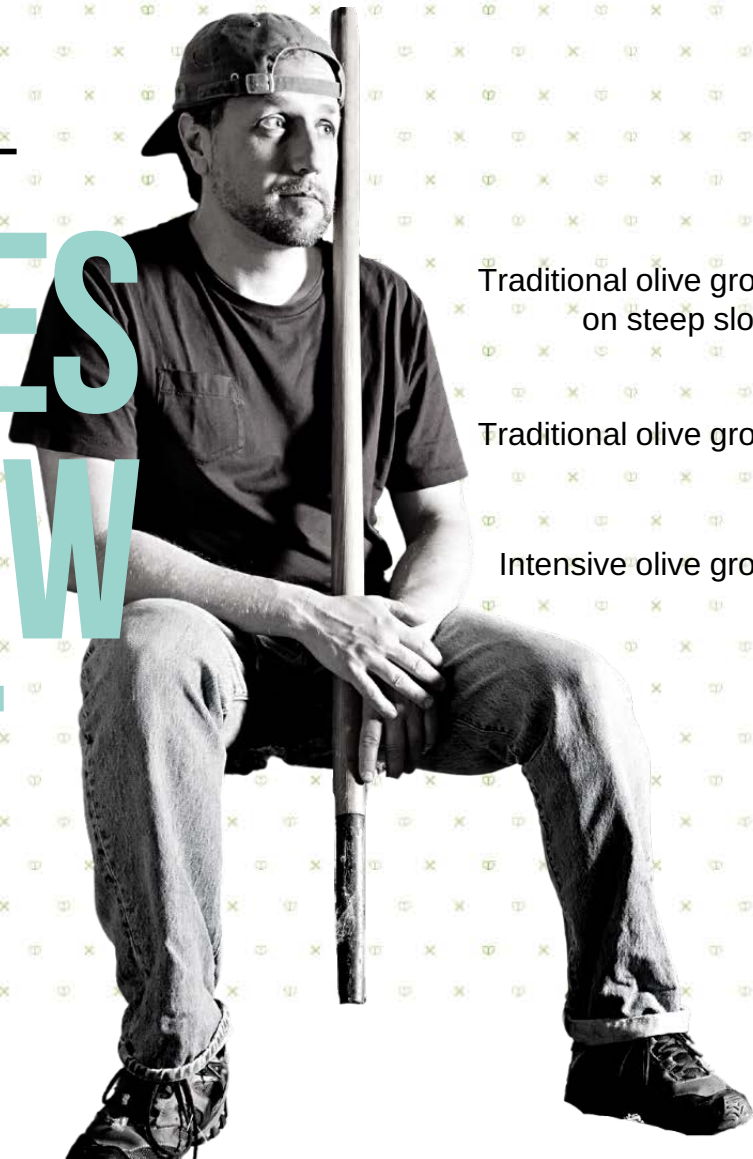




THE ECONOMIC CRISIS

IN TRADITIONAL
OLIVE GROVE

PRICES
BELOW
COST

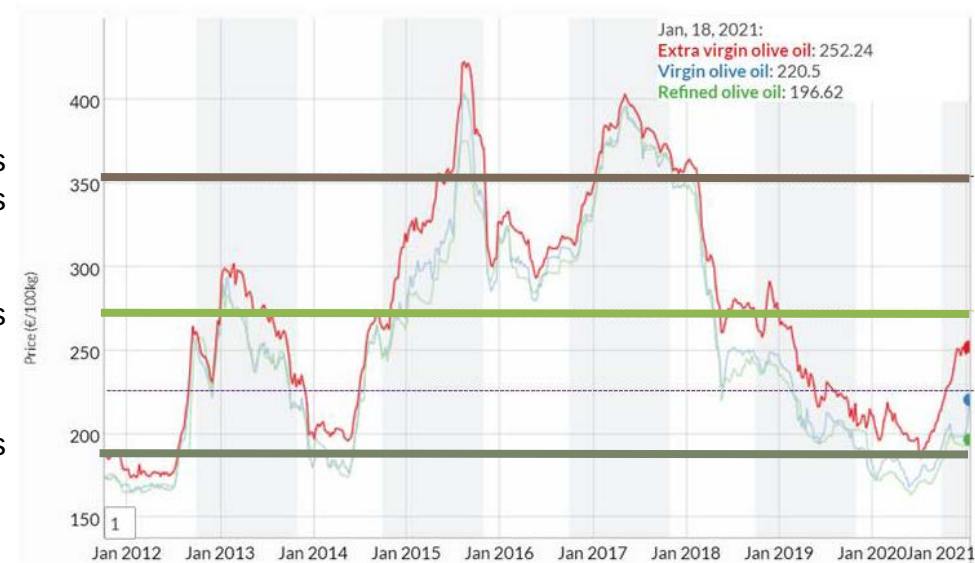


Traditional olive groves
on steep slopes

Traditional olive groves

Intensive olive groves

Production costs and market price (Jaén, Spain)





THE STRATEGICAL APPROACH

WHY NOT? A LIVING OLIVE GROVE FOR FAIR PRICES





THE STRATEGICAL APPROACH

TO ADDRESS

BOTH CRISES

TOGETHER

To recover the biodiversity of the olive groves and to turn it into profitability.

In agriculture, there is no sustainability without profitability.





THE STRATEGICAL APPROACH

GOING BEYOND
FARMING
FIELD
TO ENCOMPASS THE WHOLE
AGRI-FOOD
FIELD



Farm to Fork approach

Nature-based solutions.
The leading role must be
assumed by farmers.



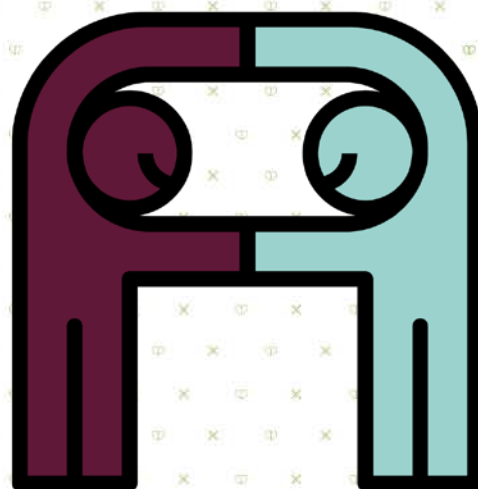


THE STRATEGICAL APPROACH



Farm to Fork approach

A STRATEGY TO CONNECT PRODUCERS WITH CONSUMERS



HOW?

- 1 Designing and certifying scientifically an olive growing model compatible with the conservation of biodiversity.





AN OLIVE GROWING MODEL

Farm to Fork approach

2 Positioning, through a certification seal, this production model as a profitable added value in the oil market.





THE STRATEGICAL APPROACH

YET ANOTHER SEAL?

THE FIRST AGRI-FOOD PRODUCT WITH A SCIENTIFICALLY PROVEN CONTRIBUTION TO BIODIVERSITY

It is not just another seal; it is
the only one whose specific
objective is the recovery of
flora and fauna.





LIFE OLIVARES VIVOS

AN IDEA

TURNED

INTO

REALITY thanks to the
LIFE programme



THE PARTNERS



SEO BirdLife

Spanish Society of Ornithology / BirdLife



Provincial Council of Jaén



University of Jaén



Spanish National Research Council





1

To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivos Vivos EVOO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2

To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivos Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

3

4

To establish the Olivos Vivos certification scheme and to design and validate its certification regulations.





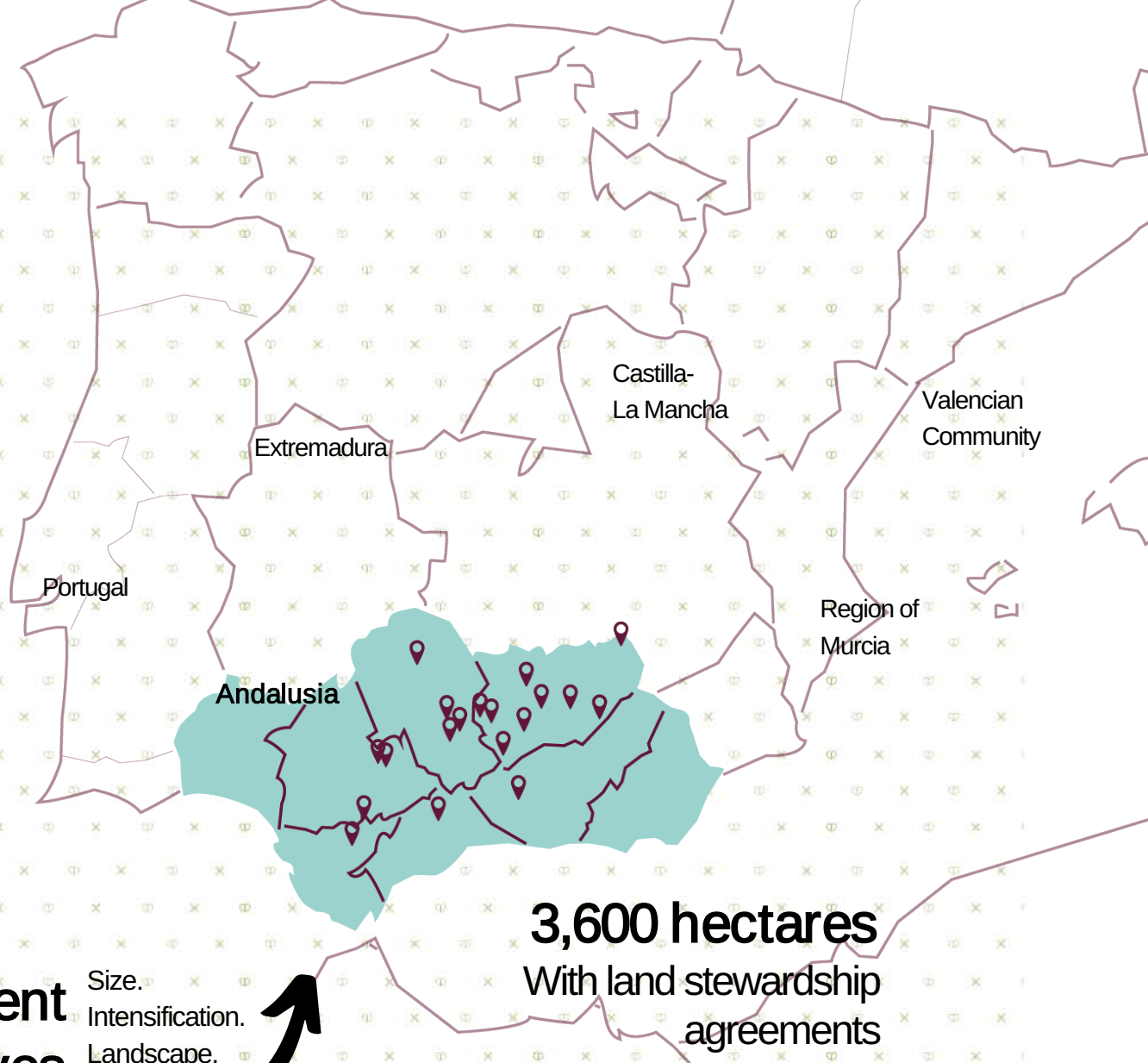
OLIVARES VIVOS DEMONS- TRATION PROJECT

**40 very different
olive groves**
20 demonstrative
20 control

Size.
Intensification.
Landscape.



3,600 hectares
With land stewardship
agreements





OLIVARES VIVOS DEMONS- TRATION PROJECT



**Biodiversity
monitoring**

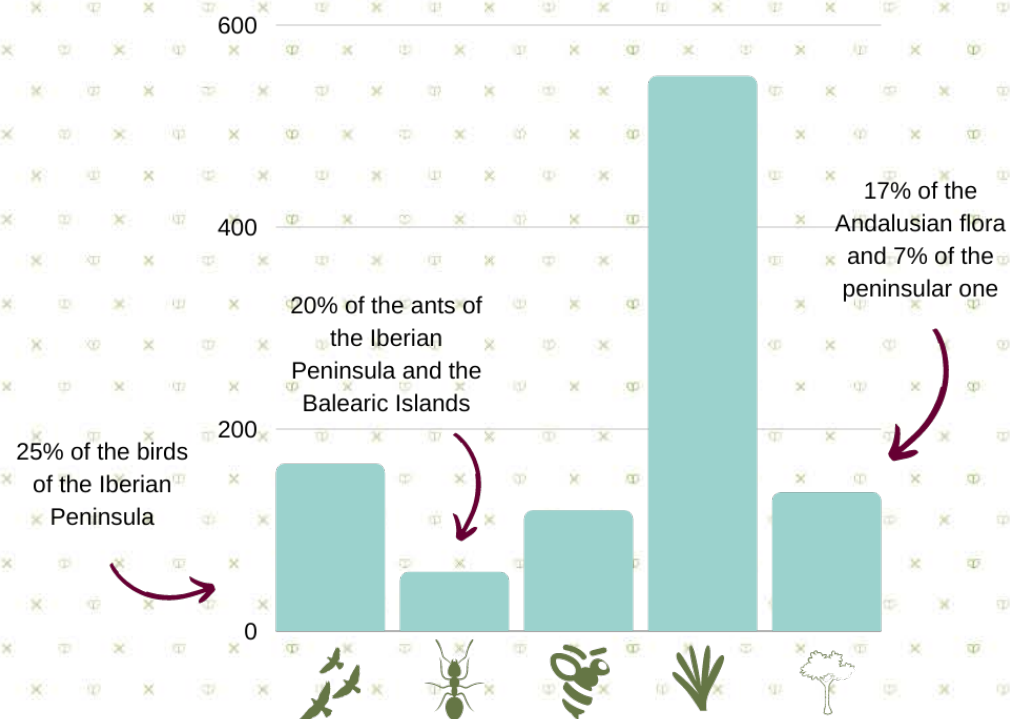
Birds
Ants
Pollinators
Herbaceous plants
Woody plants





PREOPERATIONAL BIODIVERSITY

More than 7,500 censuses carried out
and more than 250,000 contacts
registered and analyzed



	Species	Genera	Families/ Subfamilies
Birds	165	119	52
Ants	58	18	3
Pollinators	119	40	32
Solitary bees	17	5	1
Herbaceous	549	271	59
Woody plants	137	105	49





LINARIA

QARTOBENSIS



NORDIC JOURNAL OF
BOTANY

AN INTERNATIONAL JOURNAL FOR BOTANY AND MYCOLOGY

Volume 36 • August 2018



**A species new to
science.**





1 To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivos Vivos EVOO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2 To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivos Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

4 To establish the Olivos Vivos certification scheme and to design and validate its certification regulations.





THE OLIVARES VIVOS MODEL

AGRI- ENVIRON- MENTAL SCHEME



Sustainable
management
of
herbaceous
cover

Restoration
of non-
productive
areas of the
farms



Structures to
help fauna





IMPLEMENTATION OF THE ACTION PLANS IN THE 20 DEMONSTRATION FARMS

18
Bird perches



IN NUMBERS

446
Bird nest boxes



75 bat
nest boxes



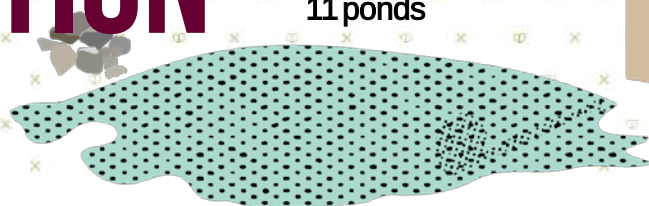
2,500 ha
management
of herbaceous
cover



34,000 m²
barley
18,578 m²
herbaceous



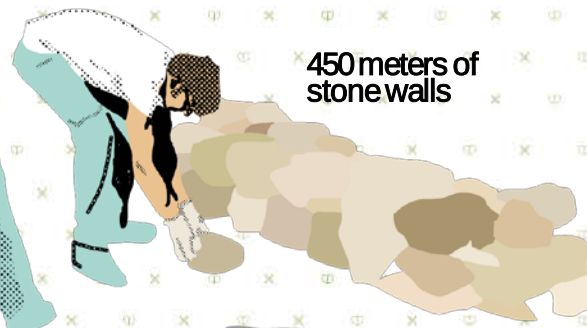
11 ponds



30
water trough



450 meters of
stone walls



32,126
woody plants



186
bee hotels





To carry out market studies
to establish the marketing
and promotion strategy of
Olivos Vivos EVOO

To promote the culture of the olive groves in the
Network of Municipalities for Living Olive
Groves (REMOV) and for the rest of Andalusia,
as well as the multifunctionality of this crop.

1 To select 40 olive groves and
to measure their initial
biodiversity.

2 To carry out 20 action plans to
recover biodiversity in the
demonstration olive groves and
to implement them.

Promotion of the Olivos Vivos
seal and testing of its impact on
the market.

To measure again the biodiversity in
the 40 farms, after implementing the
action plans in the 20 demonstration
olive groves.

3

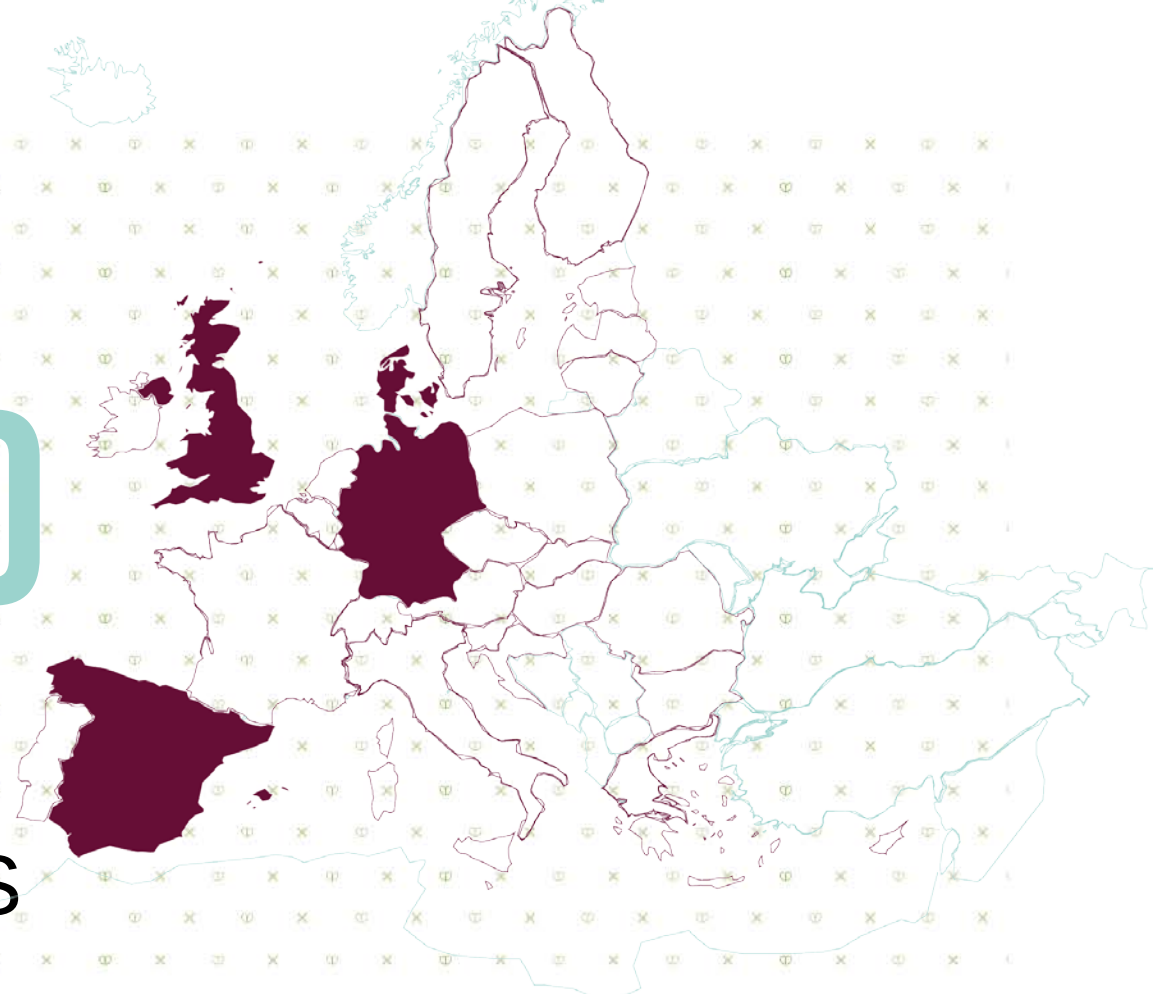
4

To establish the Olivos Vivos
certification scheme and to
design and validate its certification
regulations.





ASSISTANCE FOR THE PRODUCTION AND MARKETING OF OLIVARES VIVOS OLIVE OILS



BACKGROUND

1 Market studies in Spain, Denmark, Germany and the United Kingdom. 800 surveys in each country. Quotas by sex, age and educational level.

2 Report on the key aspects of the potential consumer behavior of Olivares Vivos oil





1 To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivos Vivos EVOO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2 To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivos Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

3

4 To establish the Olivos Vivos certification scheme and to design and validate its certification regulations.





PROMOTION OF THE OLIVE OIL CULTURE





PROMOTION OF THE OLIVE OIL CULTURE



NETWORK OF MUNICIPALITIES FOR “OLIVARES VIVOS”





1 To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivares Vivos EVOO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2 To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivares Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

4 To establish the Olivares Vivos certification scheme and to design and validate its certification regulations.



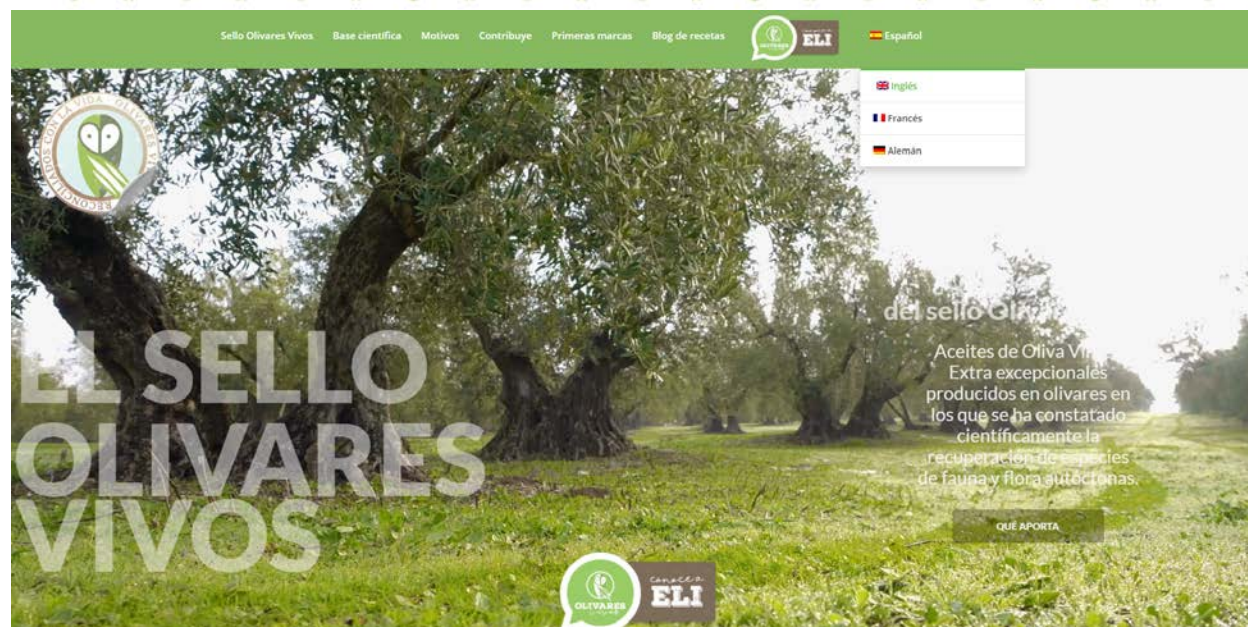


PROMOTION

WEB PAGE



SPOTS





PROMOTION INNOVATIVE AND DISTINGUISHABLE PRODUCT



Information
in bottles

Presentations
and meetings



Videos



Campaign in
social
networks
with
influencers



Fairs





ASSISTANCE FOR THE PRODUCTION AND MARKETING OF OLIVARES VIVOS OLIVE OILS

SURVEYS TARGETING & GROUPS OF DISCUSSION :

Consumers of olive oil very aware of
biodiversity problems

Consumers of olive oil

ANALYSIS OF THE EFFECTIVENESS OF COMMUNICATION





1 To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivares Vivos EVOO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2 To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivares Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

3

4

To establish the Olivares Vivos certification scheme and to design and validate its certification regulations.





POST- OPERA- TIONAL MONITO- RING

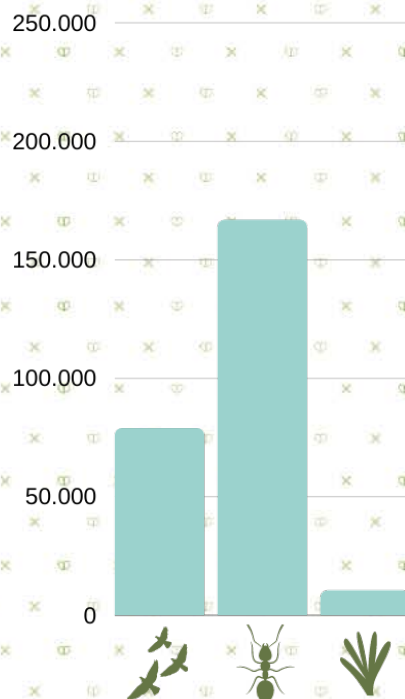
In 40 olive groves: 20
control and 20
demonstration ones.





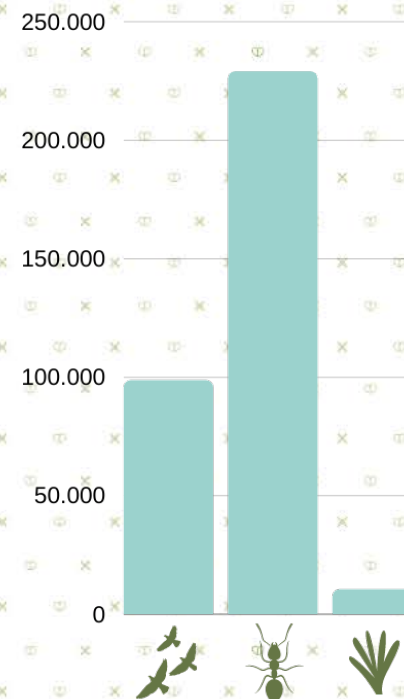
PRE- OPERATIONAL

Sampling effort:
7,624 census.
255,842 records.



POST- OPERATIONAL

Sampling effort:
7,624 census.
339,288 records.





GOOD PRACTICES THAT WORK

EFFECTIVENESS

SOME OF THE RESULTS: RICHNESS





GOOD PRACTICES THAT WORK

EFFECTIVENESS

SOME OF THE RESULTS: ABUNDANCE





GOOD PRACTICES THAT WORK

BIODIVERSITY RECOVERY POTENTIAL



Landscape-moderated biodiversity effects of ground herb cover in olive groves: Implications for regional biodiversity conservation

Pedro J. Rey^{a,d,*}, Antonio J. Manzaneda^a, Francisco Valera^b, Julio M. Alcántara^{a,d}, Rubén Tarifa^b, Jorge Isla^a, José L. Molina-Pardo^a, Gemma Calvo^a, Teresa Salido^a, J. Eugenio Gutiérrez^c, Carlos Ruiz^c

^a Dept. Biología Animal, Biología Vegetal y Ecología, Universidad de Jaén, E-23071 Jaén, Spain

^b Estación Experimental de Zonas Áridas, EZA-CSIC, Ctra. de Sacramento s/n, La Cañada de San Urbano, E-04120 Almería, Spain

^c Sociedad Española de Ornithología, SEO-BirdLife, Oficina del LIFE Olivares Vivos, GEOLIT, Parque Científico de Córdoba, C/Alameda del Duque de Medinaceli, 1, E-14014 Córdoba, Spain

^d Instituto Interuniversitario del Sistema Tierra de Andalucía, Universidad de Jaén, E-23071 Jaén, Spain

MODELLING

+35%



+15% with
herbaceous cover
management

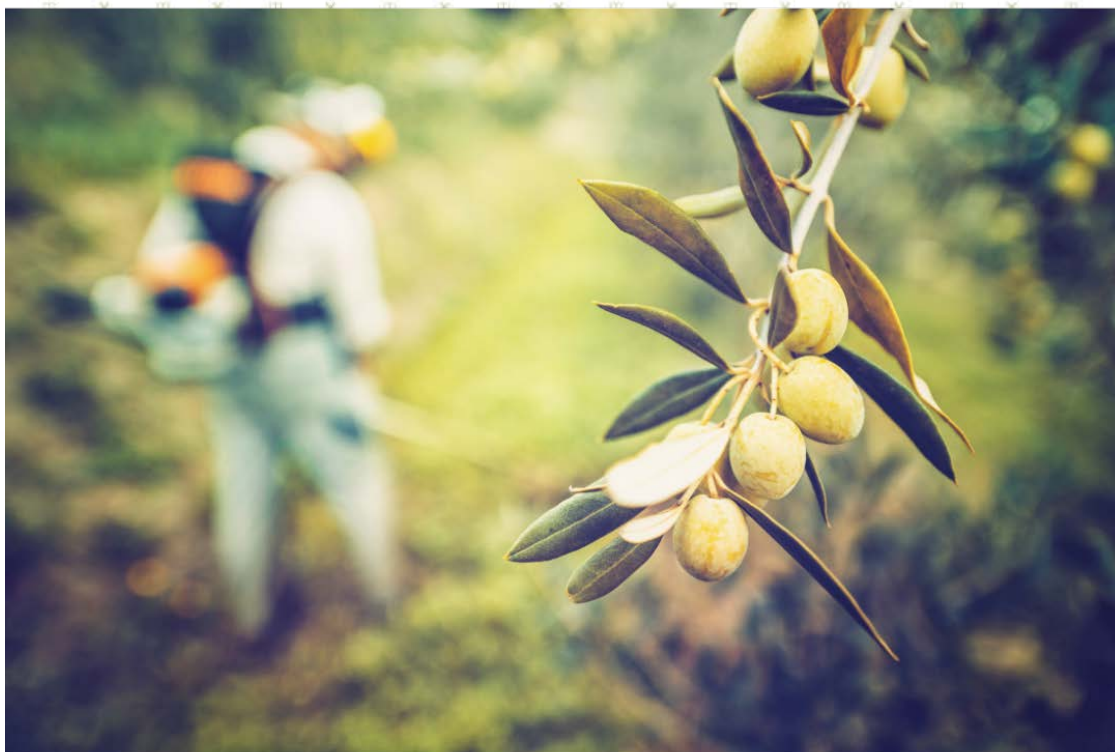
+20% with landscape
diversification
measures





GOOD PRACTICES THAT WORK

MONITORING OF THE PRODUCTIVITY



Farms were surveyed before and during the project implementation

**NO AFFECTION TO THE
PRODUCTIVITY WAS
DETECTED**





1 To select 40 olive groves and to measure their initial biodiversity.

To carry out market studies to establish the marketing and promotion strategy of Olivos Vivos EVVO

To promote the culture of the olive groves in the Network of Municipalities for Living Olive Groves (REMOV) and for the rest of Andalusia, as well as the multifunctionality of this crop.

2 To carry out 20 action plans to recover biodiversity in the demonstration olive groves and to implement them.

Promotion of the Olivos Vivos seal and testing of its impact on the market.

To measure again the biodiversity in the 40 farms, after implementing the action plans in the 20 demonstration olive groves.

4 To establish the Olivos Vivos certification scheme and to design and validate its certification regulations.





THE CERTIFICATION

La certificación Olivares Vivos

EUROPEAN UNION

UNE AOVE procede de olivares que forman parte del proyecto europeo LIFE "Olivares Vivos" que tiene como principal objetivo la certificación de olivares que conservan biodiversidad.

AOVE procede de olivares que conservan biodiversidad dentro del proyecto europeo LIFE "Olivares Vivos"

MOULIN D'OLIVE EXTRA VERGE extraite des oliviers qui préservent la biodiversité, dans le cadre du projet européen LIFE «Olivares Vivos»

Extra Natives Olivenöl aus Olivenbäumen die im Rahmen des europäischen LIFE-Projekts "Olivares Vivos" die biologische Vielfalt erhalten

This Extra Virgin Olive Oil comes from olive groves that preserve biodiversity, in the framework of the LIFE "Olivares Vivos" European project

AENOR
Empresa Registrada
UNE-EN ISO 9001

AENOR
conform





THE CERTIFICATION

CERTIFICATION STANDARD

1 Certification regulation. Based on the scientific results of the project.

2 Validated by the certification company "AENOR".

3 Focused on farms and chain of custody.





THE CERTIFICATION

CERTIFICATION SCHEME

**DIVIDED IN TWO
DIFFERENT
STANDARDS:**

1 Farms producing the olives.

2 Chain of custody for the different actors involved in the production and bottling of the olive oil



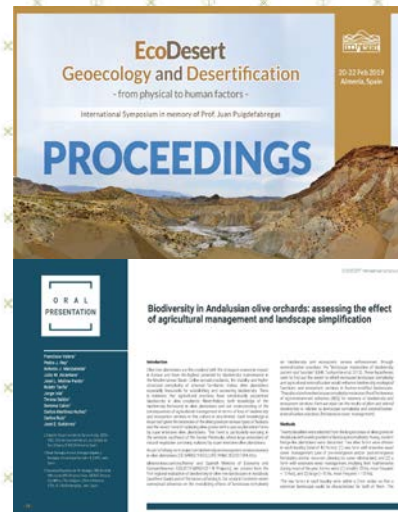


GOOD PRACTICES
THAT WORK:

OLIVARES VIVOS

THE AGRI-ENVIRONMENT SCHEME
AND BIODIVERSITY RECOVERY



[illegible]



GOOD PRACTICES THAT WORK

FEASIBILITY AND REPLICABILITY

SCHEME:

- 1 Simple.
- 2 Understood by the farmer.
- 3 Understood by the consumers.





GOOD PRACTICES THAT WORK

ARE YOU CONOCER- NED ABOUT THE...

ECONOMIC CRISIS?



Yes – 52%

No – 46%

ENVIRONMENTAL CRISIS?



Yes – 69%

No – 28%

Report about the perception that the olive sector has about the LIFE Project 'Oliveres Vivos' and its receptivity to change from the current model to the proposed one (2018)





GOOD PRACTICES THAT WORK

ARE YOU WILLING TO...

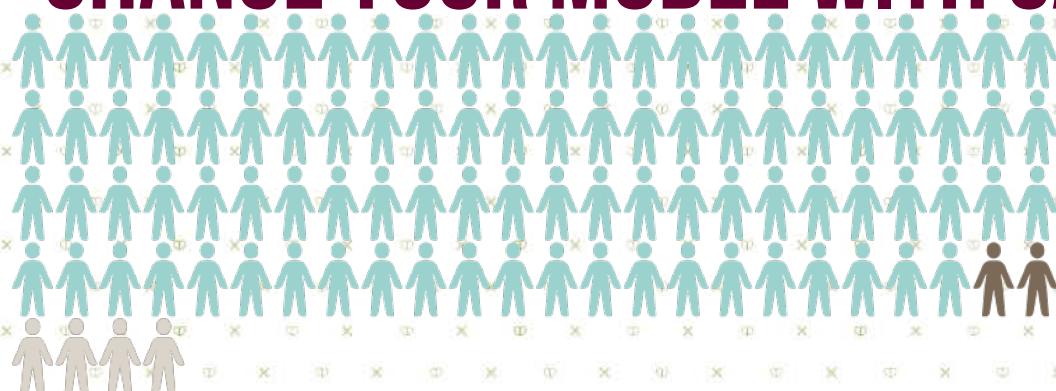
CHANGE YOUR MODEL?



Yes – 68%

No – 26%

CHANGE YOUR MODEL WITH CAP HELP?



Yes – 94%

No – 2%

Report about the perception that the olive sector has about the LIFE Project 'Oliveres Vivos' and its receptivity to change from the current model to the proposed one (2018)

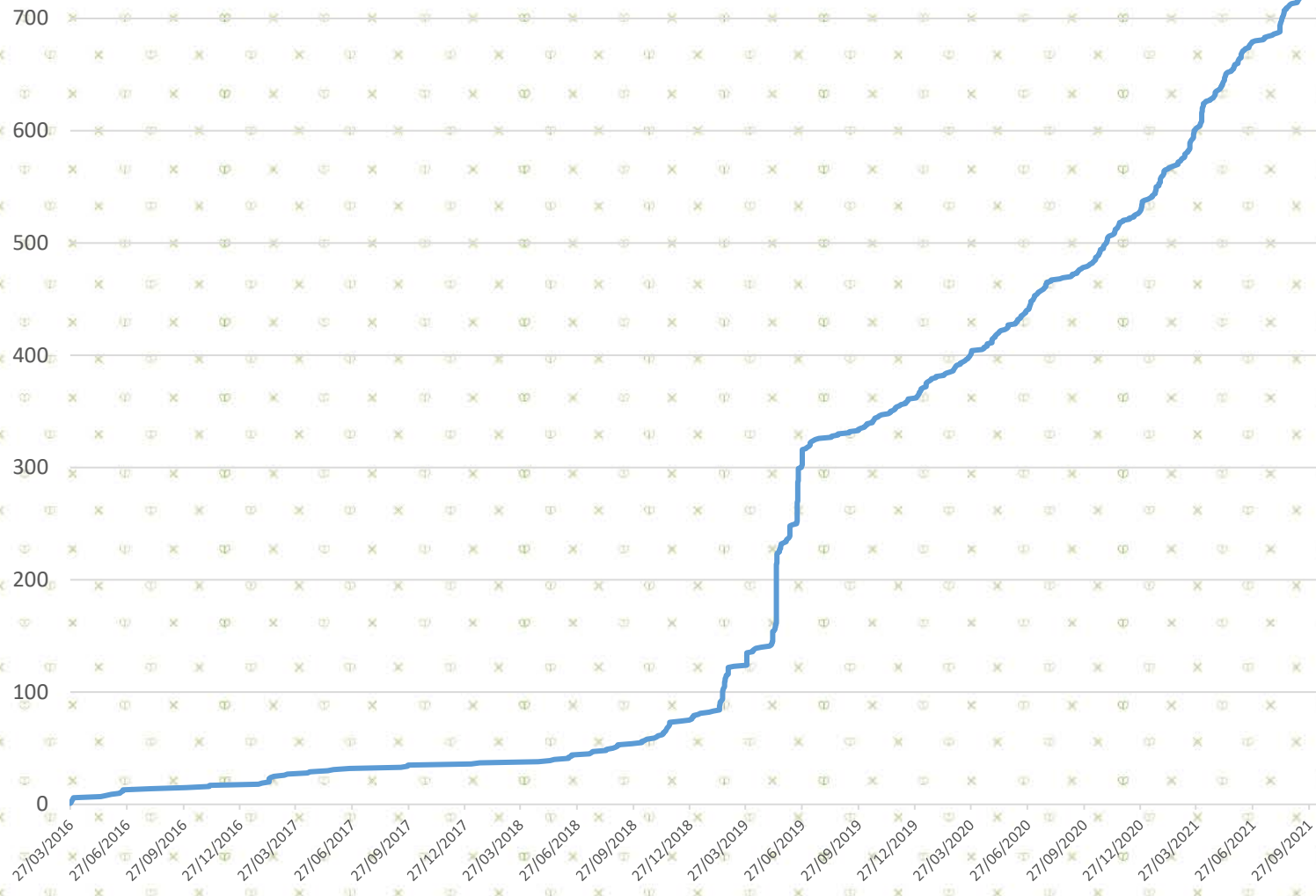




IMPACT ON OLIVE SECTOR

749

Interested farmers
(10/22/2021)





GOOD PRACTICES THAT WORK

SUSTAINABILITY

1 The olive oil sector is interested.

2 Consumers are also interested.

3 Strategy: through the certification scheme.





OLIVARES VIVOS

AND THE ENVIRONMENTAL
STRATEGIES IN THE EU





EU ENVIRONMENTAL STRATEGIES

BIODIVERSITY STRATEGY FOR 2030

Increase in flora and fauna

Improvement of Green Infrastructure

Reduces the use of pesticides

+ Landscape elements

EU POLLINATORS INITIATIVE

Specific increase in pollinators

Improvement of their habitats

Reduces the use of pesticides

Better connectivity

STRATEGY ON ADAPTATION TO CLIMATE CHANGE

Increase in carbon sequestration

Nature based solution





A TESTING GROUND FOR THE NEW CAP





GREEN ARCHITECTURE OF THE CAP AND ECO- SCHEMES

RECOMMENDATIONS FOR THE
DESIGN OF THE PAC POST-2020
CONCERNING OLIVE FARMING

BASED ON THE RESULTS OF OLIVARES VIVOS PROJECT



1 Olive groves are a fundamental crop to achieve post-2020 CAP objectives.

2 Effective, viable and easily assessable eco-schemes can be designed.





GREEN ARCHITECTURE OF THE CAP AND ECO- SCHEMES

RECOMMENDATIONS FOR THE
DESIGN OF THE PAC POST-2020
CONCERNING OLIVE FARMING

BASED ON THE RESULTS OF OLIVARES VIVOS PROJECT

3 Two key issues for the design of the eco-schemes:

A Keeping a functional
herbaceous cover

B The conservation and
restoration of the non-
productive areas of the olive
groves





GREEN ARCHITECTURE OF THE CAP AND ECO- SCHEMES

RECOMMENDATIONS FOR THE
DESIGN OF THE PAC POST-2020
CONCERNING OLIVE FARMING

BASED ON THE RESULTS
OF OLIVARES VIVOS PROJECT



4 High number of olive farmers are willing to change their production model

5 It is necessary to implement training programmes to support them in the transition





GREEN ARCHITECTURE OF THE CAP AND ECO- SCHEMES

RECOMMENDATIONS FOR THE
DESIGN OF THE PAC POST-2020
CONCERNING OLIVE FARMING

BASED ON THE RESULTS
OF OLIVARES VIVOS PROJECT



6 It is possible to recover biodiversity in small farms.
Attention to the definition of concepts like 'Genuine farmer'.

7 Landscape elements: a better support from EARFD is desirable, with measures specifically targeted to restore non-productive areas of the farms.



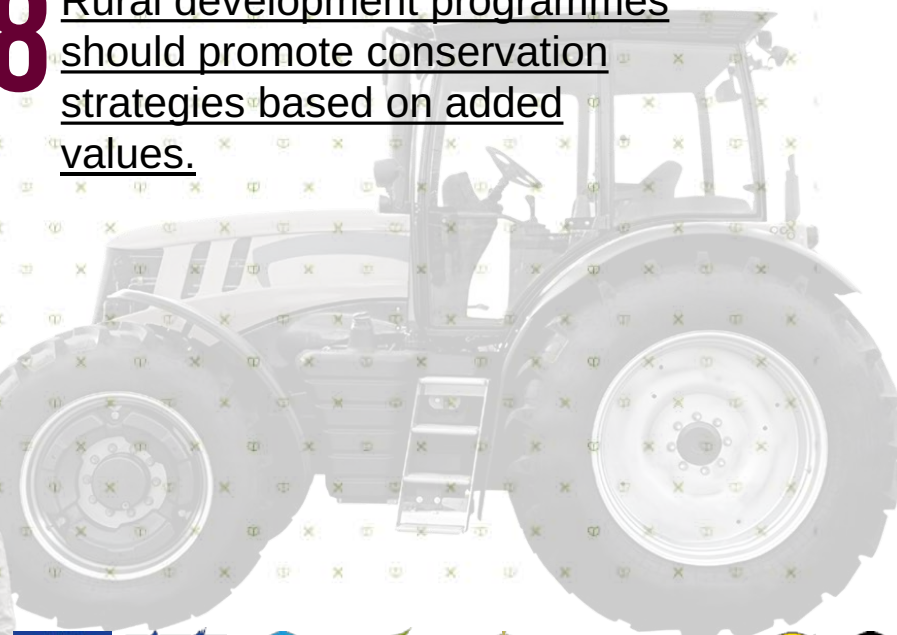


GREEN ARCHITECTURE OF THE CAP AND ECO- SCHEMES

RECOMMENDATIONS FOR THE
DESIGN OF THE PAC POST-2020
CONCERNING OLIVE FARMING

BASED ON THE RESULTS
OF OLIVARES VIVOS PROJECT

8 Rural development programmes should promote conservation strategies based on added values.





BUSINESS &
BIODIVERSITY

OLIVARES VIVOS

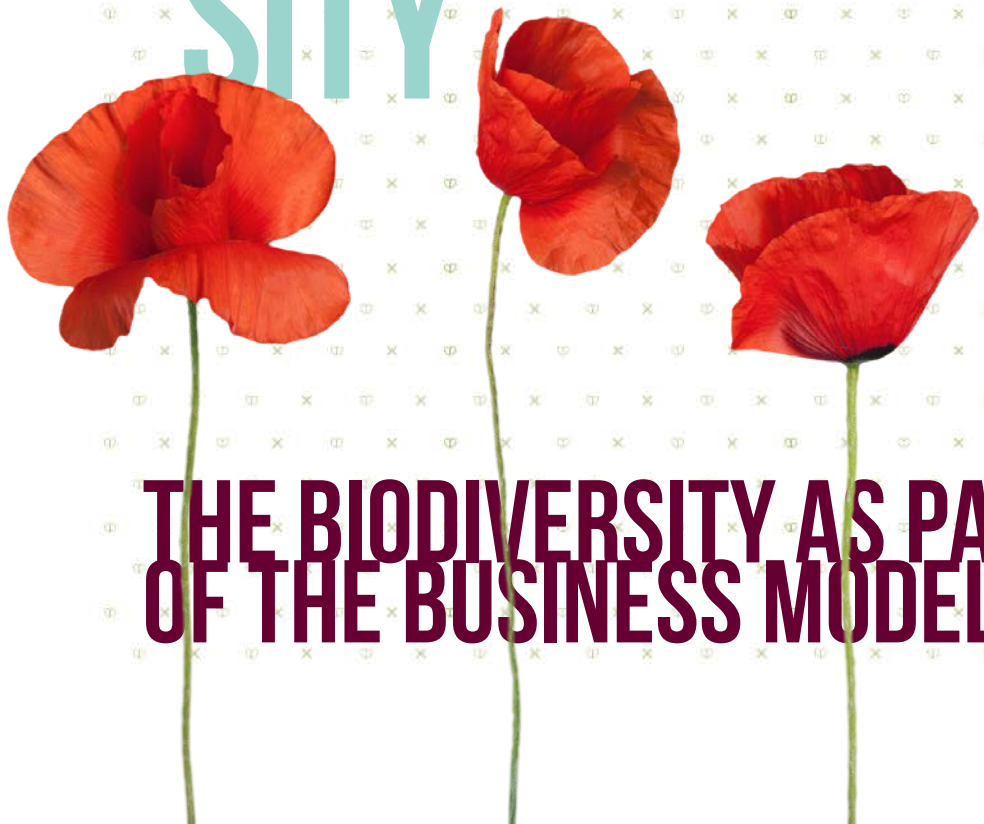
STRATEGY TO TRANSFORM
BIODIVERSITY INTO
AGRICULTURAL PROFITABILITY

- 1 Ecosystem services
- 2 Payment for environmental services
- 3 Added value in the market





BUSINESS & BIODIVERSITY



THE BIODIVERSITY AS PART OF THE BUSINESS MODEL

ECOSYSTEM SERVICES

- 1 Soil conservation and improvement
- 2 Increase of soil fertility
- 3 Biocontrol of pest and diseases
- 4 Reduction of expenditure in fertilizers and pesticides.

22% ↓

Reduction in the use of pesticides in the demonstrative farms





BUSINESS & BIODIVER- SITY



THE BIODIVERSITY AS PART
OF THE BUSINESS MODEL

PAYMENT FOR
ENVIRONMENTAL SERVICES.

- 1 Important contribution to CAP objectives
- 2 Feasibility to implement OV-AES via eco-schemes
- 3 No decrease of productivity
- 4 Willingness to change of farmers





BUSINESS & BIODIVER- SITY

ADDED VALUE

- 1 Scientifically certified contribution to biodiversity conservation and improvement
- 2 Innovative and distinguishable product
- 3 Increasingly appreciated by consumers

THE BIODIVERSITY AS PART
OF THE BUSINESS MODEL





EVERYONE AGREES, SOMETHING UNUSUAL IN CONSERVATION PROJECTS

**FARMERS,
CONSERVATIONISTS &
SCIENTISTS WORKING
TOGETHER FOR
BIODIVERSITY.**

- IT IS WORKING TO PRESERVE BIODIVERSITY.
- IT IS WORKING TO IMPROVE PROFITABILITY.
- IT HAS SCIENTIFIC SUPPORT.
- THE OLIVE SECTOR IS SUPPORTING THE MODEL.
- THE REGIONAL AND LOCAL INSTITUTIONS ARE SUPPORTING THE PROPOSED MODEL.





OLIVARES VIVOS

BEYOND THE
PROJECT LIFE





THE STRATEGY IS TO REPLICATE THE MODEL



Progressively expand the model to other olive growing areas in the EU.

Mainly through the certification scheme.

But also, through changes in some policies.





THE STRATEGY IS TO REPLICATE THE MODEL OLIVARES VIVOS +

New LIFE project approved in 2020 call, to accelerate the replication.

4 countries covering the main olive growing areas:

- Training programmes.
- Good practices.
- Adaptation of the model to replication areas.
- Establishments of agreements in the agri-food chain.
- ...





LIFE OLIVARES VIVOS +

THE PARTNERS



Spanish Society of
Ornithology / BirdLife



Hellenic Agricultural
Organization « DIMITRA »



Provincial Council of
Jaén



UNIVERSIDADE
DE ÉVORA

University of Évora



University of Jaén



D.R.E.A.M Italia



CSIC
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS

Spanish National
Research Council

JUAN VILAR
CONSULTORES ESTRATÉGICOS

Juan Vilar Consultores
Estratégicos





OLIVARES VIVOS+

FROM ANDALUSIA TO THE REST OF EUROPE



OUR COMPROMISE IS TO
PROMOTE THE BIODIVERSITY
AND THE FUTURE OF OLIVE
GROWING IN EUROPE





**THANK YOU VERY
MUCH FOR YOUR
ATTENTION**

olivaresvivos.com/en
olivaresvivos@seo.org

