

## PARTNERS

PEGASUS brings together a multidisciplinary team of 14 partners from 10 EU countries, including universities, policy institutes and NGOs.

IEEP – Institute for European Environmental Policy, *Coordinator* (UK)

JRC – Joint Research Centre – European Commission (Ispra)

CCRI – University of Gloucestershire Countryside and Community Research Institute (UK)

INRA – National Institute for Agricultural Research (FR)

DLO Foundation (LEI (Agriculture and Economics Research Institute) and Alterra) (NL)

BABF – Federal Institute for Less-Favoured and Mountainous Areas (AT)

IFLS (Institut für Ländliche Struktur-forschung, Johann Wolfgang Goethe-University, Frankfurt) (DE)

Evora University (PT)

CRA-INEA – Public research agency on agriculture and agricultural economics (IT)

Ljubljana University (SL)

CEET – Centre for Ecological Engineering (EE)

BirdLife Europe

UZEI – Institute of Agriculture Economics and Information (CZ)


Euromontana



[www.pegasus.ieep.eu](http://www.pegasus.ieep.eu)

 [pegasus@ieep.eu](mailto:pegasus@ieep.eu)

 [@IEEP\\_eu](https://twitter.com/@IEEP_eu)

 Visit us on LinkedIn!

IEEP Offices

11 Belgrave Road, Floor 3  
SW1V 1RB, London, UK

**Project No**  
633814

**Duration**  
Mar 2015-Feb 2018

**Coordinator**  
Kaley Hart  
**Project Manager**  
Anne Maréchal



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 633814



## TRANSFORMING APPROACHES TO RURAL LAND MANAGEMENT



Stimulating long-lasting improvements in the delivery of social, economic and environmental benefits from EU agricultural and forest land

## GET INVOLVED

Throughout the project, we want to encourage a wide range of stakeholders – land managers, rural stakeholders and policy makers at local, regional, national and EU level – to get involved and share their ideas.

There will be plenty of opportunities to get involved, for example through participating in national and regional workshops and in the case studies or contributing to our online blog. We will provide regular updates via the website.

To register your interest in getting involved in PEGASUS, please contact: [amarechal@ieep.eu](mailto:amarechal@ieep.eu)



**PEGASUS**  
Public Ecosystem Goods and Services from land management – Unlocking the Synergies

[www.pegasus.ieep.eu](http://www.pegasus.ieep.eu)





**PEGASUS aims to transform approaches to rural land management through unlocking the synergies between the economic and environmental benefits provided by agriculture and forest areas for society.**



## WHY PEGASUS?

Rural land provides a range of key functions and services on which society depends. However environmental and social benefits continue to be undervalued in land management decisions.

Using the concepts of public goods and ecosystem services, PEGASUS\* will investigate **new ways of thinking** about the way farmland and forests are managed. By doing so we aim to stimulate long-lasting improvements in the delivery of social, economic and environmental benefits from EU agricultural and forest land **in policy and in practice**.

Throughout the project, we want to encourage a wide range of stakeholders – land managers, rural stakeholders and policy makers at local, regional, national and EU level – to get involved and share their ideas.

\* PEGASUS – Public Ecosystem Goods And Services from agriculture and forestry: Unlocking the Synergies

## CASE STUDIES



Around thirty case studies are planned in different farming and forest systems and along the supply chain in 10 EU countries. These will examine the issues faced in ensuring effective provision of public goods and ecosystem services from farming and forest activities and find solutions to enable the long term economic, social and environmental sustainability of the EU's farmed and forest areas.

## INTENDED IMPACTS



### Awareness

Of the importance and feasibility of integrating environmental and social, alongside economic considerations within land management decisions.



### Practical tools

To enable farmers, foresters and others involved in managing rural land or along the supply chain to make decisions about how land can be managed sustainably in the long term.



### Policy recommendations

On new options for policy design to support and guide regional, national and EU decisions relating to the sustainable use of agriculture and forest land in the EU into the future.