To provide scientific support to development of relevant EU and Chinese policies to promote IPM

METHODOLOGY

Based on a system approach analysing each actor in the agri-food system: IPM developers, farmers, advisors, retailers, consumers and policy makers:

- ✔ preliminary overview of the current policies related to IPM at international, EU and Chinese level
- ✔ direct interaction with the different actors
  - meetings and interviews with policy makers and related organizations at EU, national and local levels (52 representatives, 39 institutions)
  - on-line survey for consumers in 6 languages (660 respondents)
  - exchange with farmers and advisors involved in different EUCLID activities

EUCLID distilled a set of Recommendations for Policy makers, tackling the challenges of IPM implementation in relation to the different stakeholders

**Recommendations to support the introduction of IPM measure in the market by DEVELOPERS**

- Introduce purpose-built specific regulation rules for non-chemical methods to control insect pests and plant diseases
- Support funding for research and development and appropriate business plan on IPM

**Recommendations to support adoption of IPM measures by FARMERS & ADVISORS**

- Promote knowledge and practical experience on IPM among farmers and advisors
- Include in the revised National Action Plans of the EU Member States specific and measurable targets and indicators on IPM implementation
- Support farmers for the adoption of IPM measure

**Recommendations to support the demand of IPM products by CONSUMERS**

- Raise awareness about IPM among consumers

**General Recommendations**

- Open the way to a more comprehensive one health concept (plant-animal-humans)
- Find a balance for guiding agri-business behavior between regulatory approaches and market-led mechanisms