



WORKSHOP 2

“Connecting with society; towards a multi-stakeholder approach.”

First results

Areas:

1. Multi-stakeholder approach
2. Identified challenges
3. Next steps

Multi-stakeholder approach

- To reach change – you have to use multi-stakeholder approach
- Differentiate between association x multi-stakeholder approach
- Address the difference in interest – the field of organisations are very broad; need to look at the competition, the budget, consumer's interest, producers, resources for farmers
- Who ensures that difficult decisions are taken within a cooperative?
- In multi-stakeholder approach it is not only on the level of that person but after 20 years of the example Nordlike Fryske Wâlden, but we can also build it in institutional way – another level in the regional society

Identified challenges

- How to you keep/provide the ownership? Long term perspective needed
- Critical approach from environmental organisations – should also be supportive
- The system should be driven by goals, not by regulations and institutions
- Two big players – farmers & consumers. The consumer should be included – their shopping bag is paying for biodiversity “longterm”
- The scale is the issue – it’s not happening on enough places
- Collectives needs the space & funds to make it success. Availability of seed (start-up) money for the first 2 years

Identified challenges

- Challenge in the second pillar for collective approaches is big enough – farmers can co-create “the phase” what they will do in that area
- Farmers need to go against the political status quo in their own organisations – otherwise it will continue to be the same atmosphere and difficult
- Important first step – start on local regional level to make new alliances by inviting people to have on your board and be part of the decision process
- Local vs. Glocal – make shortlist what are our priorities

Next steps

- Define priorities – Observe from close what works best for chosen cooperative
- If there is a governmental support, there should be very clear **subsidiarity** – give money to the region, the region will spend them based on their priorities and objectives (established by citizens, farmers, green NGO's, etc.)
- Build on success stories & diffuse the best stories. Encourage more people to do “the right thing”. Playing villains & beautiful farms will not do.
- Present yourself as a new model, an alternative to the policy that will deliver.
- In the dialog between green NGO's and nature cooperatives try to be clear in expectations and redefine the results. Don't be afraid of conflicts – friction creates energy (trust).