

# Waardewerken; innovation network of rural entrepreneurs

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# Outline

- Introduction Waardewerken
- Dutch government and MFA
- MFA in the Netherlands
- 'Innovative' rural entrepreneurs
- Experiences and results
- Effects of the network

# Innovation network Waardewerken

- 19 rural entrepreneurs
- Covering the Dutch landscape
- The functions
- Their role in the network

# Innovation network Waardewerken

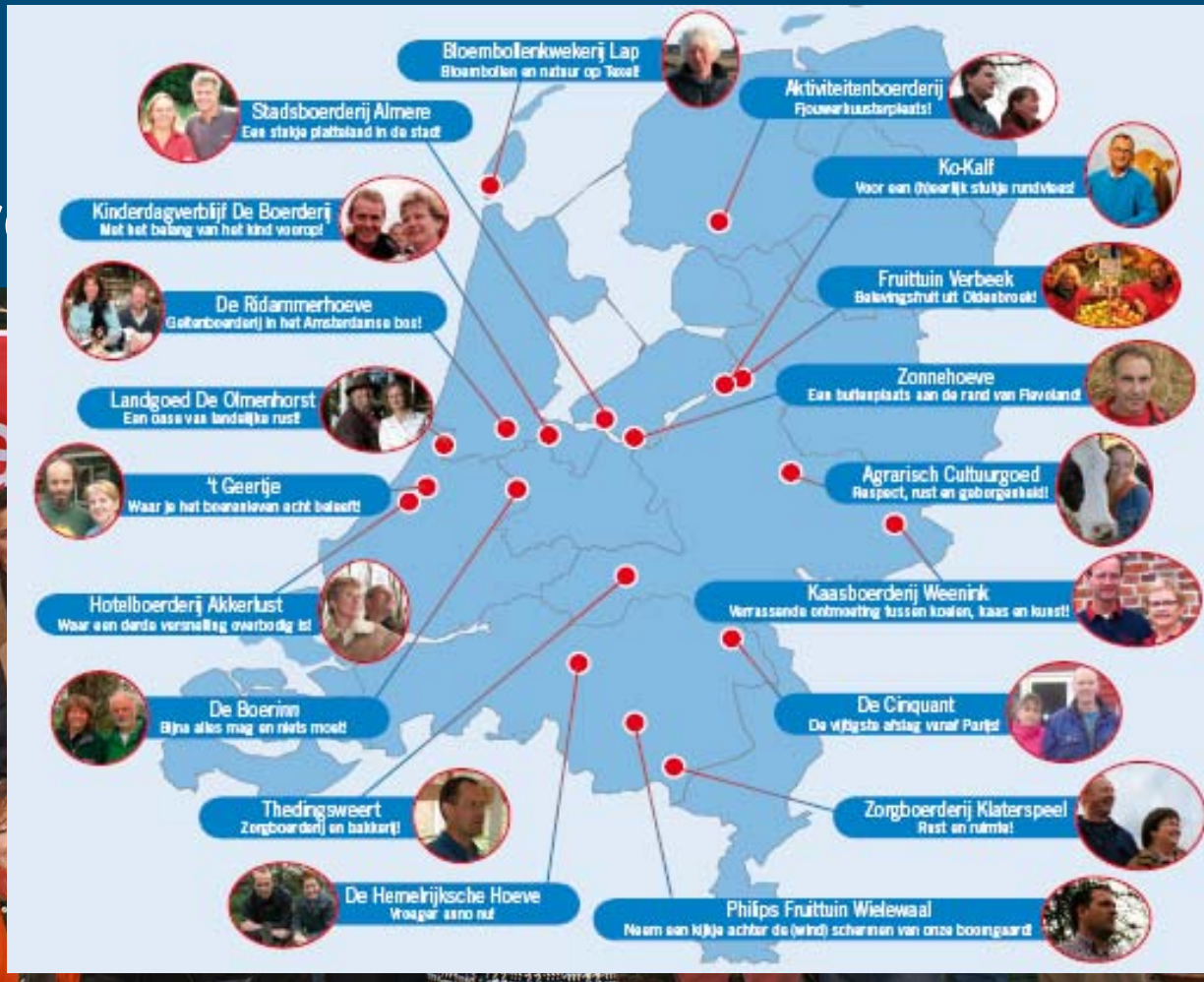
- 19 rural entrepreneurs





# Innovation network Waardewerken

## ■ 19 rural entrepreneurs



# Innovation network Waardewerken



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# Ministry of Agriculture and MFA

- Development strategies according to Dutch ministry
  - Scale enlargement, production for world market
  - Specialization
  - Multifunctional farming systems
- Research programme: System Innovation Multifunctional Farming Systems

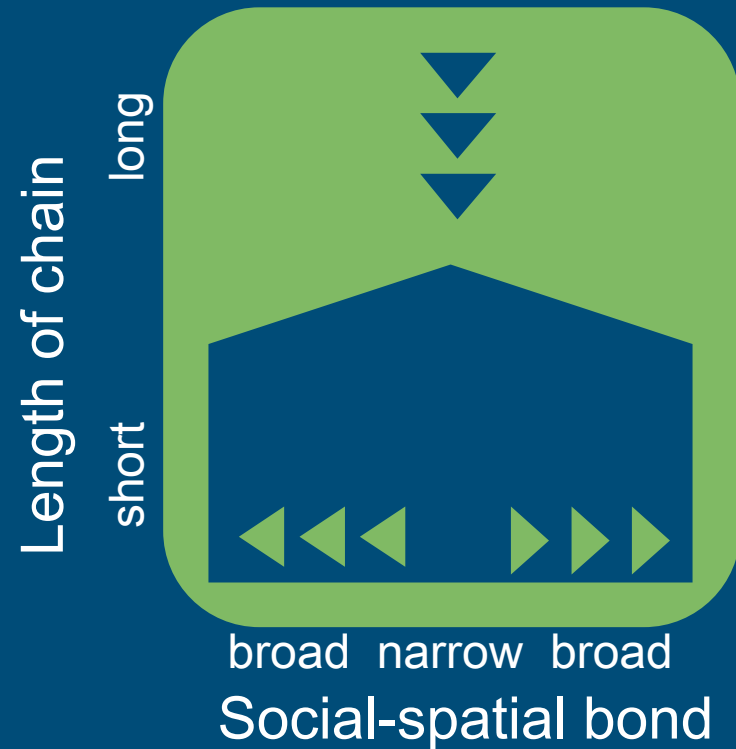


# MFA in the Netherlands [1]

- 37% of agricultural business are multifunctional
- Large differences between sectors

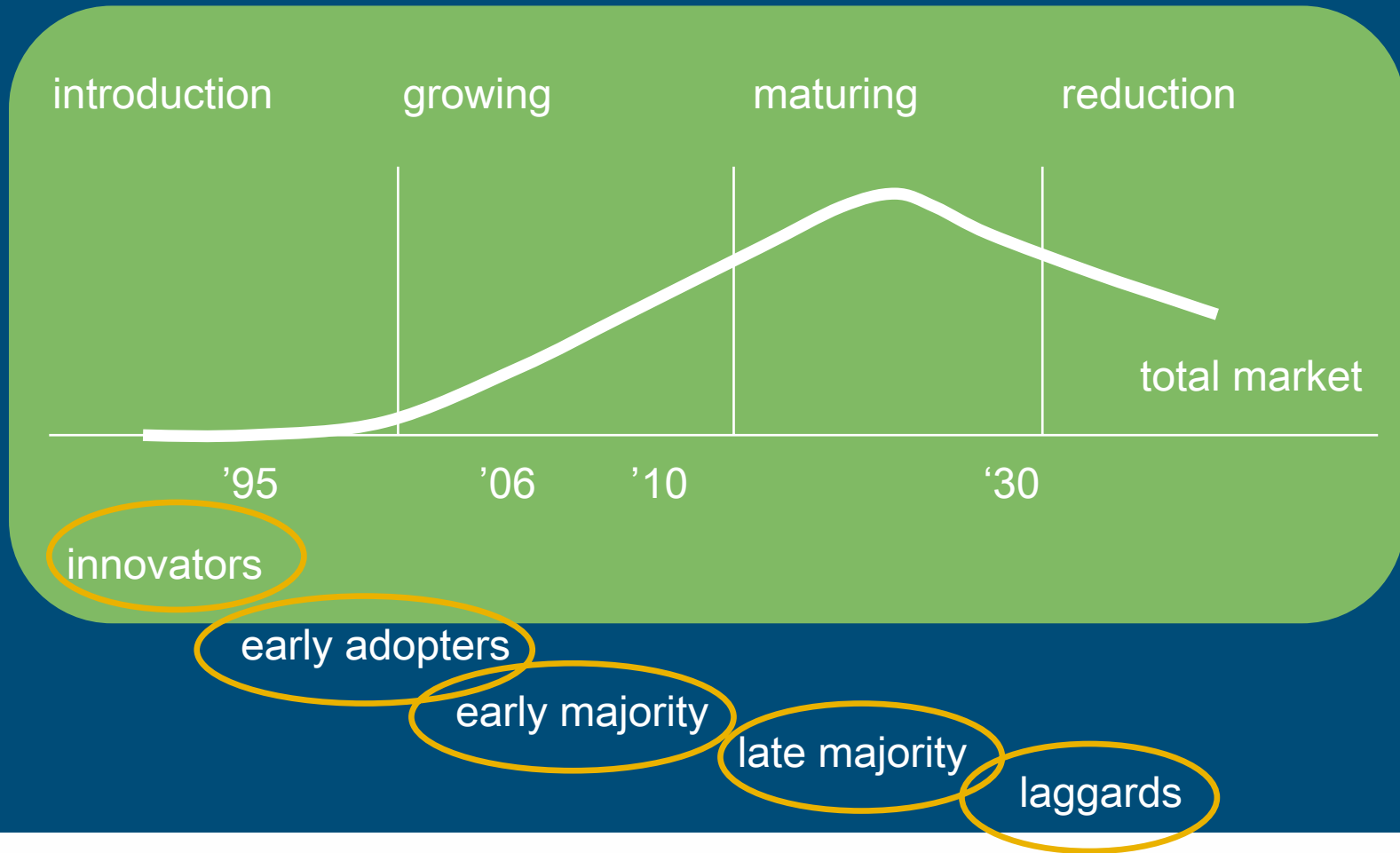
Function	Market [million €]	Potential market [million €]
Green Care	24	280
Day recreation	230	300
Stay recreation	273	546
Home production and selling	90	180-200 [2010] 360-380 [2015]

# MFA in the Netherlands [2]



Source: Rural Sociology Group, Wageningen University

# Why innovative rural entrepreneurs?





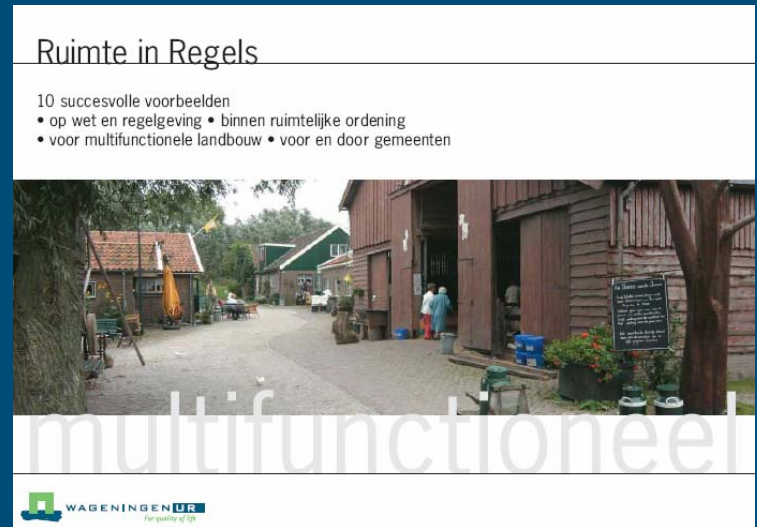
# The role of the network

- Common goal; professional MFA sector in NL
- Participate in projects
- Ownership
- Knowledge transmission



# Experiences and results [1]

- Project: Space in regulations
  - Law and regulation on spatial planning
  - Top 10 of obstructions
  - Identified 10 success stories
  - Cooperation with 10 municipalities/provinces and the Dutch association of municipalities
  - Article in their magazine for local policy makers



# Experiences and results [1]

- Project: Space in regulations
  - Law and regulation on spatial planning
  - Top 10 of obstructions



- Article in their magazine for local policy makers





# Experiences and results [2]

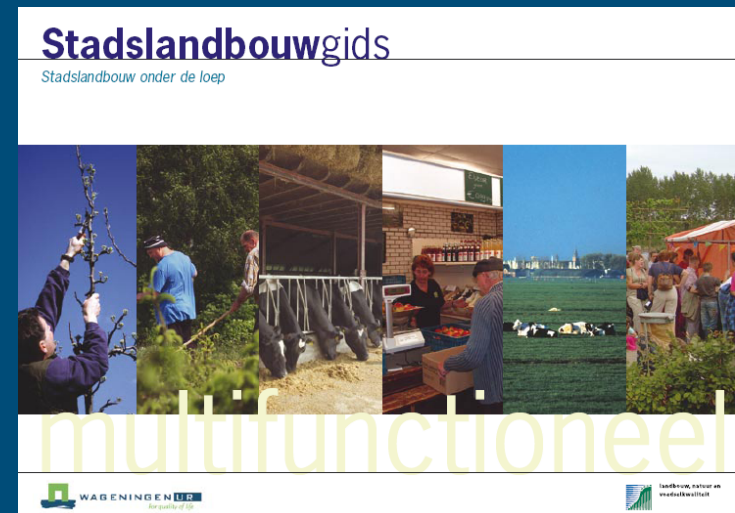
## ■ Project: Quick scan MFA

- Is MFA suitable for me as a person
- Is MFA suitable for my farm, neighborhood
- Developed with cooperation of pioneers
- 6 theme's
- Where is this used



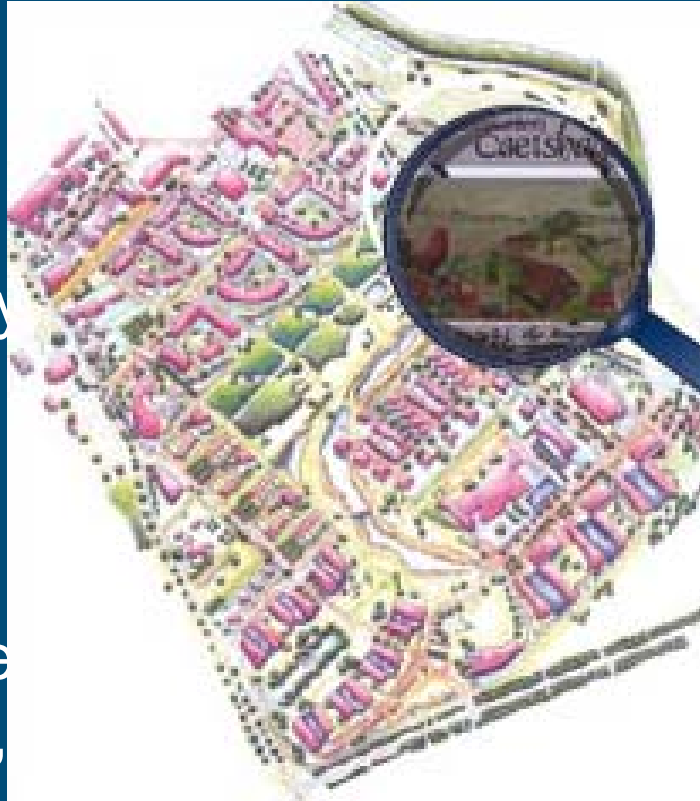
# Experiences and results [3]

- Project; City agriculture
  - Connection between agriculture and urban regions
  - Value of city agriculture
  - How to
  - Example
  - Knowledge for regional/local policy makers, building project developers, farmers



# Experiences and results [3]

- Project; City
- Connection
- Value of city
- How to
- Example
- Knowledge policy maker developers,



urban regions

landbouwgids  
inder de loep



multifunctioneel

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the quality of life

landbouw, natuur en  
verstedelijking

# Experiences and results [4]

- Project: Value of agricultural production on a multifunctional farm
  - Green care farm, recreation, education, day-care centre
  - Identifying the perception of the client
  - Case; green care farm
  - Outcome will give farmers a tool to make decisions in the development of their business



# Effects of the network

- Knowledge transfer and communication
  - Farmers
  - Policy makers
  - Research
- Task force MFA
  - MFA shifting from supply toward demand



# Questions and experiences

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