

be good and tell it!

Process; inspiration → idea → initiative [goal]

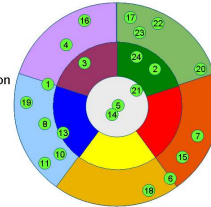
To do¹

Gap between livestock sector and society, there are many initiatives to meet societal demand. However, the gap remains. Search for new ideas and strategies to reinforce the connection.

Inspiration from outside

The 'connecting theme' is an issue in several domains of society, our interview candidates mainly represent different societal domains and are not connected or indirectly connected to the livestock sector.

Industry
Society and administration
Art and culture
Science
Media



To interview

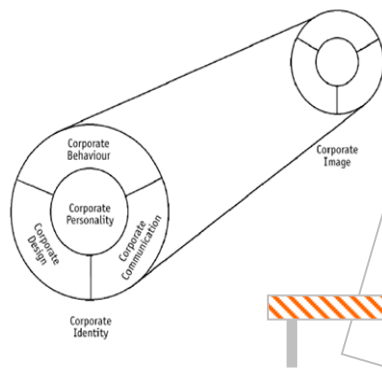
Interview candidates mainly from outside the livestock sector. How do they make connections with their target groups? Appreciative inquiry; positively emphasize the solutions of people and organizations.

To build

Analyzing the information from the interviews. Building blocks; thoughts, ideas, quotes. Project team builds with these blocks 9 strategies to get started with the reconnection.

Image and identity

Repairing a disturbed relationship is more than improving an image. It is a combined action between image (to see) and identity (to be) (Birkigt and Stadler, 1986).



better be good!
or tell it better!?

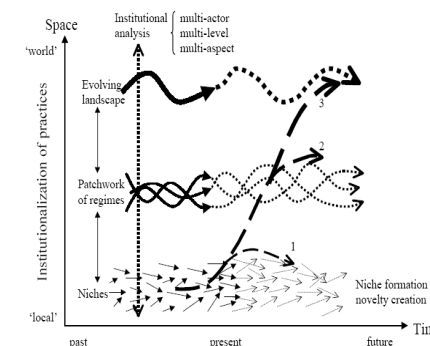
be good and let it be told!!

To do²

1. Development of communication concepts about the experience of food.
2. Short Internet movies to give the consumer a fair view of livestock production.
3. Marketing of a regional product and connecting the product to regional consumers without an on-farm shop.

Start with strategic actors

There are 3 levels of innovation [niche/regime/landscape level]. BGood focused on strategic actors in existing regimes. People which are able to create ownership in their organization for an initiative. This strategy creates opportunities for innovation within regimes.



Innovations;
heterogeneous
networks,
tell it → let it
be told,
connect and
interact.



Network building

BGood created several networks [in total 150 persons] with persons from several domains of society around the theme connection between livestock and society. Some networks are starting up initiatives. The participative Bgood [50 users] website is designed to connect/get inspiration/meet.

To sell

Project team went with one strategies to a potential owner. However; hard to create ownership for our strategy. Lesson learned: let the actors meet each other and let them create their own strategy!

To connect

Meeting with 14 key actors from inside and outside the livestock sector. People which are concerned in the connection between society and livestock. Preparation for BGood meeting day; which themes, role of key actors, potential visitors.

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