
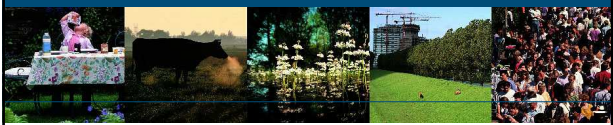


Q-Pork Chains sustainability tools

societal conformity

measurements on people.....

Karel de Greef & Ina Enting



Societal conformity

technical sustainability themes is not enough:
the view of society matters for a sustainable future

- To what degree meets a system the requirements and expectations of society?
 - society side: expression of its view
 - farmers side: indicators of reactive behaviour

■ attitude & behaviour

Societal conformity

To what degree meets a system the requirements and expectations of society?

- no readily available tool
- Questionnaire developed for informed professionals

Society	Production system
● General journalist	● Agr. journalists
● NGO's	● 3 sector specialists
● ministry representative	● Systems owner
- apply on 5*3 selected systems across Europe
- across Europe: view on systems & ☺ social diversity