

Three ways of communicating

1. Co-creation
2. Explaining
3. Persuasion





Co-creation

- 7 pilot projects
- 500 farmers participated
- 'We need choice. A list of activities, so we can see what fits to our environment and our operations. And which activates our entrepreneurship'
- Input for a concept eco-scheme
- Three practical tests (fieldplan with +100 farmers) with subsequent adjustments

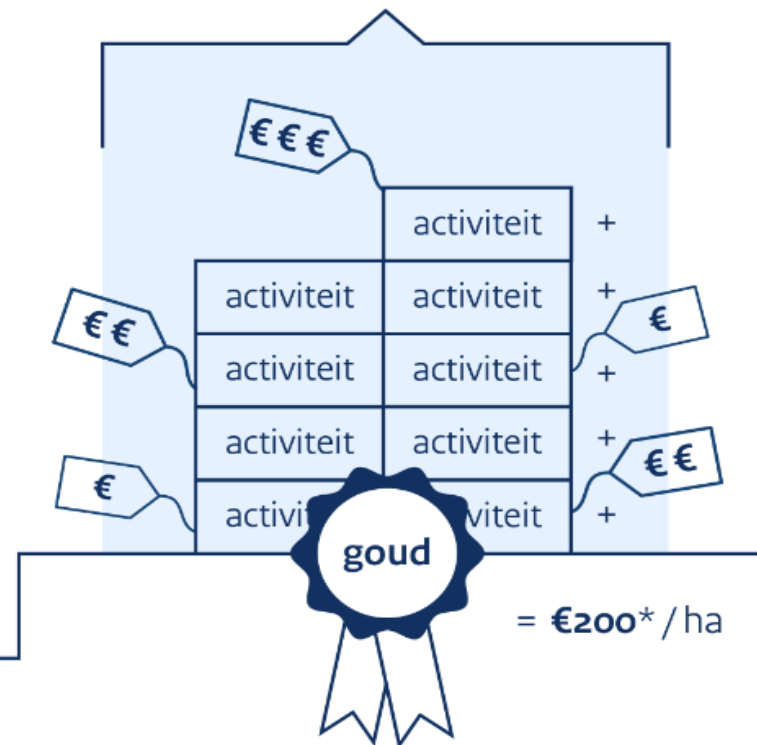
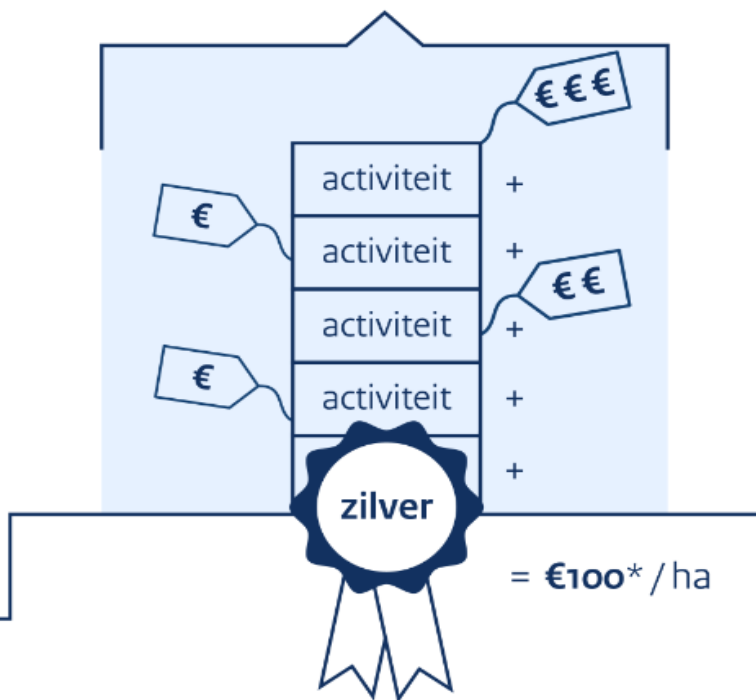
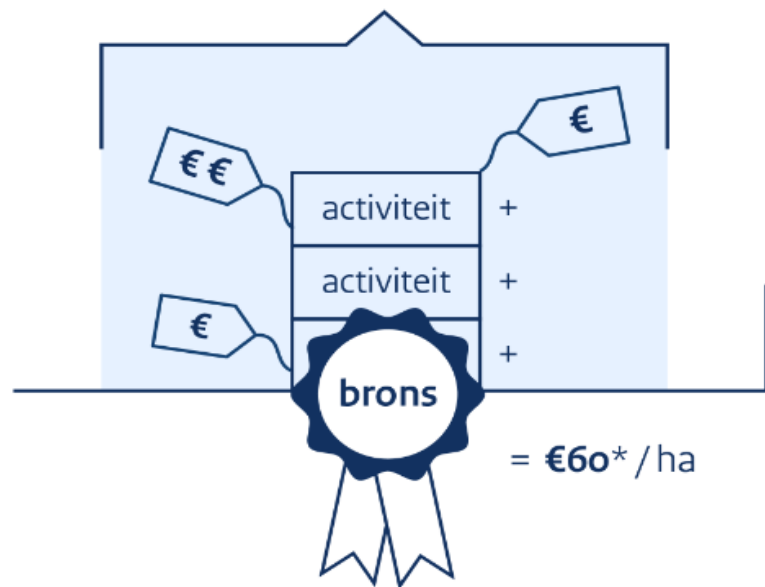


Stap 2: Kies voor bronzen, zilveren of gouden eco-premie.

Benodigde **drempelwaarde** voor **goud** =
aantal ha x €200* = € _____

Benodigde **drempelwaarde** voor **zilver** =
aantal ha x €100* = € _____

Benodigde **drempelwaarde** voor **brons**=
aantal ha x €60* = € _____



*Alle bedragen en punten zijn nog een concept

Explaining

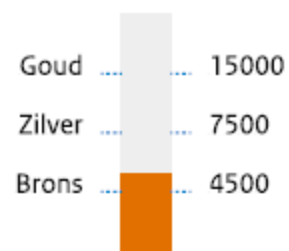
- Visuals
- Animation video's
- Presentations for farmers
- Simulation application



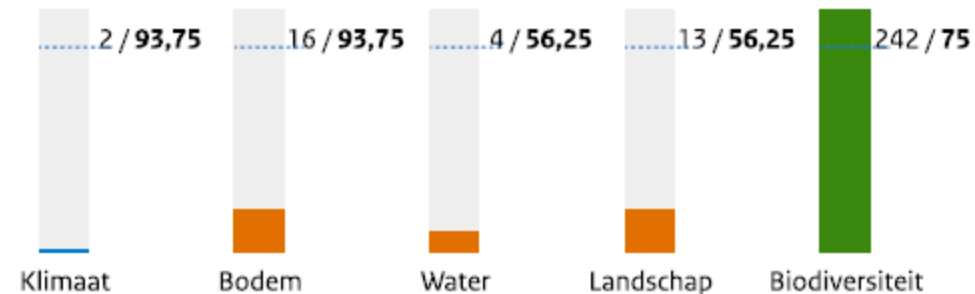
Conditionaliteit - i
4% niet productief



Inspanningspunten i



Behaalde punten per doel i



(De)selecteer alles

Perceel splitsen

Sorteer en filter

Eco-activiteit toevoegen

<input type="checkbox"/>	Perceelnaam		Gewas (gewascode)	Opp. (ha)	Niet prod.	ANLb	Eco-activiteit	
<input type="checkbox"/>	Buitenwei		Sloot grenzend aan behe... (343)	2,0000	<input checked="" type="checkbox"/> Ja	<input type="checkbox"/> Ja	Eco-activiteit	
<input type="checkbox"/>	Blauwe Bos		Rand langs bouwland (3803)	1,0000	<input type="checkbox"/> Ja	<input type="checkbox"/> Ja	Bufferstrook	
<input type="checkbox"/>	Finne		Rand langs bouwland (3803)	1,0000	<input type="checkbox"/> Ja	<input type="checkbox"/> Ja	Bufferstrook	
<input type="checkbox"/>	Kuunder		Groene Braak (427)	1,0000	<input type="checkbox"/> Ja	<input type="checkbox"/> Ja	Groene Braak	
<input type="checkbox"/>	De Zwette		Aardappelen, consumptie (2014)	6,0000	<input type="checkbox"/> Ja	<input type="checkbox"/> Ja	Eco-activiteit	

Persuasion

1. We **need** farmers to achieve our goals
2. Participation in the scheme is **voluntary**





How to engage and motivate (in times like these)?



Not by limiting it to a financial transaction, but:

1. Make clear that we need farmers to manage our landscape
- 2. Show them WHY, show the positive impact they can make**
“This combination of activities ensures 10% more biodiversity on your fields”
3. This ensures **inherent satisfaction**.

