



Wageningen School  
of Social Sciences

# **Adoption of agricultural and conservation practices: Insights from behavioral theory and the decision making process**

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**Course organised by the Wageningen School of Social Sciences (WASS),  
Wageningen University**

## **Introduction & objectives of the course**

This course will examine individual's behaviour towards adopting conservation practices using different approaches that include economic, social and psychological aspects of the decision making process. The relevance of conservation and the understanding of motivations and restrictions that individuals have to engage in conservation practices is relevant due to the high degree of soil erosion and unsecure water availability. Roughly 80% of the land dedicated to agricultural activities worldwide exhibits moderate to severe erosion. Soil degradation is a challenging issue not only because it causes a reduction in land productivity, but also because it is strongly linked to desertification and rural poverty. In addition, irrigation water has an important function in agricultural productivity and food security, but it is becoming a progressively more scarce resource, especially in a context of climate change where global precipitation patterns are already altered. In economic terms, farmers adopt technologies and conservation strategies that they perceive to be profitable; however, socioeconomic, cultural, and natural resource factors affect the rate at which farmers adopt conservation strategies.

Since the topic is broad, the objective of the course is to provide an overview of different approaches that have been used to explain individuals' behaviour. More specifically, the aim is to: a) provide a conceptual framework to help understanding behaviour, b) analyse examples of studies in different areas of the globe that can provide distinct insights of conservation issues, and c) enable students to question and develop critical thinking about conservation strategies.

## **Target group and learning outcomes**

The course is designed for PhD candidates from different disciplines within the social and natural sciences. The aim of the course to have a rich exchange of experiences. Therefore all PhDs interested in conservation and the adoption of technologies in the agricultural sector are encouraged to come.

Learning outcomes.

After successful completion participants are expected to be able to:

- Describe in a more comprehensive way producers decision-making processes.
- Develop a critical thinking about the public policies oriented to increase recourses conservation.
- Include in their own projects an additional research perspective

## **Assumed prior knowledge**

We expect participants to have a basic level of knowledge about concepts or debates related to adoption of conservation practices, and that they can link these concepts and debated to their own research projects. Please contact the organizers in case of doubt about the required entry level.

## **Course fees**

For PhDs of WASS, WIMEK/SENSE and PE&RC there is a fee of 75 euros. For all other participants and for staff members (fellows/post docs), there is a fee of 150 euros for the whole course (including drinks, lunches, and course materials).

## **Session Times**

Tuesday, May 2, from 9 am till 5 pm, divided in 4 modules:

Module 1: 9 am to 10.15 am

Module 2: 10.30 am to 12

Module 3: 1 pm to 2.30 pm

Module 4: 2.45 pm to 5 pm

## **Outline of the Course in Hours**

This is a one day PhD - master class including time for preparation. The presence in Wageningen will amount up to 8 hours plus preparation for approx. 12 hours, resulting in a total work load of 20 hours.

**Teaching methods and Course Schedule**

This course uses a seminar framework. Participants are expected to prepare a short presentation based on their thoughts and question on an assigned reading in advance of the seminar date, and to participate fully in group discussions in class. The course includes the following activities:

Module 1: Introduction to the course and topic

Module 2: Presentations of students followed by questions and discussion

Module 3: Presentations of students

Module 4: Summary and discussion on main conclusions

**Requirements and ECTS**

For this master class, 0.7 credits can be granted. Successful completion requires preparation, attendance and active participation in both meetings of all modules.

**Location**

The sessions will be held in room C76, building "De Leeuwenborch", Hollandseweg 1 in Wageningen, The Netherlands.

**Registration**

Registration is possible electronically via the WASS courses page:

<http://www.wageningenur.nl/en/Education-Programmes/PhD-Programme/Graduate-Schools/Wageningen-School-of-Social-Sciences/Courses/Registration.htm>

The maximum number of participants is set at 20, the minimum at 10.

Please make sure that you provide the most recent contact details so that in case of any changes you will be notified promptly. After your internet registration you will receive a short notification that your name has been registered. At least two weeks before the course you will receive a confirmation about the location and the schedule. WASS will also send an invoice to the address indicated in the registration form.

Please e-mail to [Marcella.Haan@wur.nl](mailto:Marcella.Haan@wur.nl) in case you have not received the second confirmation two weeks before the course.

**Cancellations**

Cancellations may be made free of charge until 1 month before the start of the course. Cancellation fee of 100 % applies if participants cancel the course less than 1 month prior to the course. The organisers have a right to cancel the course not later than 1 month before the course starts. The participants will be notified of any changes at their e-mail addresses.

**Further information**

On course content please contact the course organiser, Marijn Poortvliet. He can be reached through [marijn.poortvliet@wur.nl](mailto:marijn.poortvliet@wur.nl)

For details about the logistics, accommodation, registration, fees, study materials, etc. please contact

Marcella Haan

Tel +31 317 484126

[Marcella.haan@wur.nl](mailto:Marcella.haan@wur.nl)

**Contact addresses:**

Wageningen School of Social Sciences

Wageningen University

Hollandseweg 1

6706 KN WAGENINGEN, The Netherlands

**Useful information on accommodation for participants from outside Wageningen**

Hotels:

Hof van Wageningen: 62.50 euro for 1 persons room, 70 euros for 2 persons room, both prices are including breakfast;  
[www.hofvanwageningen.nl](http://www.hofvanwageningen.nl)

Hotel de Wageningseberg: 85 euro for 2 persons room, also including breakfast;  
<http://hoteldewageningscheberg.nl/en/>

Hotel Nol in 't Bosch: 79 euro for 1 person room, 85 euro for 2 persons room, also including breakfast; <http://www.nolintbosch.nl/>

Bed&Breakfast:

See: <https://www.bedandbreakfast.nl/bed-and-breakfast/wageningen/netherlands/c2745088>

B& B De Heksenspeeltuin: 30 euro for a 1 person room  
 Address: Einthovenstraat 15, 6706JA Wageningen  
 Phone: +31 317-418161  
 E-mail: [callyd@zonnet.nl](mailto:callyd@zonnet.nl)  
 Website: [www.heksenspeeltuin.nl](http://www.heksenspeeltuin.nl)

Villaria Bed en Breakfast: 39-58 euro for a 1 person room

Address: Nassauweg 21, 6703CG Wageningen  
 Phone: +31 317-419636  
 Emai: [info@villaria.nl](mailto:info@villaria.nl)  
 Website: <http://villaria.nl/>  
 Possibilities to rent a bike

Ons Bakhuus Bed & Breakfast: 45 euro for a 1 person room  
 Address: Dolderstraat 64, 6706 JG Wageningen  
 Phone.:+31 317-411994  
 E-mail: [info@onsbakhuus.nl](mailto:info@onsbakhuus.nl)  
 Website: [www.onsbakhuus.nl](http://www.onsbakhuus.nl)

De Herbergh Bed & Breakfast: 60 euro for a 1 person room  
 Address: Generaal Foulkesweg 8, 6703 BR Wageningen  
 Phone: +31 317-410747  
 E-mail: [glindenbergh@wanadoo.nl](mailto:glindenbergh@wanadoo.nl)  
 Website: <https://www.bedandbreakfast.nl/bed-and-breakfast/wageningen/de-herbergh/3269/>

Toproom B&B: 55 euro for a 1 person room  
 Vossenlaan 17  
 6705 CD Wageningen-Hoog  
 Phone: +31 317-450214  
 E-mail: [info@toproom.nl](mailto:info@toproom.nl)  
 Website: [www.toproom.nl](http://www.toproom.nl)  
 Possibilities to rent a bike

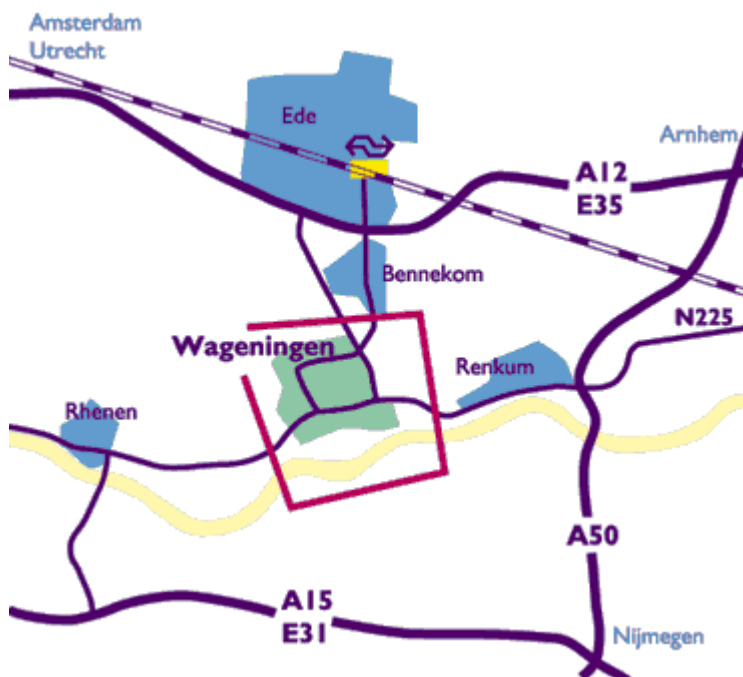
## From Schiphol Amsterdam Airport to Wageningen

At the Airport you can buy a train ticket in the 'arrivals' area by the baggage claims. You will see the sign "Train tickets" near the exit. Then follow the signs 'Nederlandse Spoorwegen' (NS) or 'Trains and busses' to the railway station.

Purchase a one-way ticket to the Ede-Wageningen train station, this will cost € 14,10 (plus a service charge if you buy the ticket at the ticket counter). It is also possible to buy the ticket from the ticket vending machines in the station.

There are direct connections from Schiphol Amsterdam Airport to Ede-Wageningen every 30 minutes. Additionally, twice an hour there is a connecting service from Schiphol to Ede-Wageningen where you have to change trains in Utrecht. The destination boards on the platform will indicate the different stations where the train will stop. Check for the names Ede-Wageningen or Utrecht and board the train and when necessary change in Utrecht. The trip from Schiphol to Ede-Wageningen takes you a bit more than one hour.

For Dutch train connections use [www.ns.nl](http://www.ns.nl), [www.thalys.com](http://www.thalys.com), [www.db.de](http://www.db.de)



The train station is not located directly in Wageningen. This lack is fully compensated by fair means of transportation by buses and taxis. From railway station Ede-Wageningen you can take a taxi (approx. 15 min.). Taxis leave at the north side of the station. You can also come by bus: line 52 (direction Wageningen/ Arnhem) departs from the north side of the station or bus line 88 (Valleilijn, direction Wageningen) leaves from the south side of the station. You have to purchase a ticket from the driver in the bus, which will cost about 2 euros.