

Behaviour change in food system transformation

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Moving towards sustainable transformation in food systems goes beyond innovative technologies and products. It is only when people adopt new agricultural production techniques, when we eat healthy foods, or when we use drinking water sustainably that real change happens; transformation involves human behaviour and behavioural change. In this session we will discuss why and how to address behaviour change in transformation pathways.

As food for action, we will link to previous discussions on transformation of food systems and present specific cases of behaviour change interventions in vegetable consumption in South Africa, water management in Bangladesh, and crop production in Zambia. The cases illustrate the relevance of addressing the varying environments or systems involved and different behavioural change mechanisms at work at individual, group and multi-stakeholder levels, respectively.



The SPAR rural hub project in South Africa tries to increase vegetable consumption among women of reproductive age in rural areas and to improve access to vegetables in SPAR stores. Smallholder farmers are capacitated to produce vegetables, which are then distributed to local SPAR stores via newly set up Fresh Assembly Points (FAPs). Customers of rural SPAR stores, who are mainly women in rural households with low dietary diversity, are targeted by a campaign promoting consumption of fresh vegetables. What should the campaign addresses; how can it support increased consumption of vegetables? What knowledge about individual consumption behaviour should we take into account and what insights could we gain?

The water management case focusses on farmers on a polder in Bangladesh who are all in need of a pump to keep the land dry in order to grow more crops. As a group, it is in their collective interest that everyone contributes to payment of that pump. As an individual, it is cheaper to not contribute, but still reap the benefits of the pump. However, if this is everyone's logic, there will never be a pump. Water management by farmers often demands collaboration amongst themselves instead of individualistic behaviour. By understanding why farmers contribute and why not, farmers but also government for instance may be better able to stimulate contributions. What do we know about these "social dilemmas" and what can we learn about behaviour from this case?

The Zambian Food Change Lab is an inclusive multi-stakeholder process in which women and men in the Zambian food system – including farmers and farmers' organizations, policymakers, youth, the private sector, civil society and the media – jointly analyze problems, build coalitions of stakeholders, generate ideas for change, and test these innovations on the ground. Informed by and based on local knowledge and needs, the main orientation of the Zambian Food Change Lab is to

MORE ABOUT FOOD SYSTEM TRANSFORMATION PATHWAY - PARALLEL SESSION:

BEHAVIOUR CHANGE IN FOOD SYSTEM TRANSFORMATION

define and co-create strategies for the diversification of agriculture, moving away from maize monocropping and maize monodiets. Growing a wider variety of nutritious crops is needed in order to improve rural livelihoods, diversify diets, maintain soil fertility and to make farmers more resilient to climate change. What can the Food Change Lab tell us about how to change behaviour among a diverse group of stakeholders?

Together with the participants of the session we will extract insights into behavioural change from the presentations as well as from previous presentations of the conference. For the latter, students and colleagues will identify illustrative cases and lessons over the course of the conference. Collectively, we hope to come up with useful examples for addressing behavioural change in transformation pathways.

Programme
1. Introduction by Ruerd Ruben
2. Explaining Systems approach and Social Ecological framework by Gonne Beekman
3. Case 1 vegetable consumption SPAR Rural Hub project South Africa by Marlene Roefs
4. Case 2 water management in Bangladesh by Stijn Reinhard
5. Video Zambia Food Change Lab Hivos
6. Case 3 crop production and biodiversity in Zambia by Frank Mechielsen
7. Discussion and key observations facilitated by Riti Herman Mostert

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