Theme 4: Partnerships: Governance of transitions

Masterclasses 1-2

4M1

Bringing nature and farming in balance together – the case of the Dutch farmer collectives

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Roughly 2/3 of the Netherlands' land surface is used by agriculture. Therefore, the Netherlands' biggest challenge to save its native biodiversity is taking place in the agricultural sector, which also happens to be one of the most highly-productive agricultural sectors of the whole world. Can farmers be engaged in conservation work? And if so, how can this be done in the best way? In this masterclass we present the unique Dutch model of governance around agri-environmental measures. Since 2016, the Dutch government allows only groups of farmers called collectives to receive subsidies for farmland habitat conservation. This unique governance structure was set up to coordinate conservation measures at a landscape scale, and to thereby achieve a greater positive impact on biodiversity. In these collectives, the farmers self-organize to create optimum habitats for protected species on their lands. In this masterclass, the chair of the national association of collectives and dairy farmer Alex Datema will explain how this bottom-up system works and why it works to motivate farmers. Harm Kossen, a farmer advisor for the collectives will explain his vision on embedding conservation measures in agricultural production to achieve a more circular agriculture. And Aard Mulders of the Dutch Ministry of Agriculture will elaborate on the role that the Dutch government took on in giving shape to this bottom-up approach. This session serves to inspire thinking about what is needed for innovative governance arrangements such as this one to succeed.

Meet Becky – food waste free consumers using positive social norms

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The transition towards a circular bio-based and climate smart society requires major changes in consumer behavior. Although many consumers consider sustainability and circularity important, and there are various initiatives to encourage consumers in this regard, we still know little about what works and what does not work for consumers and which behavioral interventions currently have the most impact. In this masterclass we zoom in on the prevention of food waste on household level, an important and impactful aspect in the broader transition to a more circular food system. In this masterclass we zoom in on the prevention of food waste on household level, a vital step in the transition to a more circular food system. Experts from Netherlands Nutrition Centre and WUR will share their 10+ year experience and lessons learned on how to use the positive social norm, as one the core drivers for food saving behaviour in households. We will touch upon both the science as well as the practical experience behind: '- addressing household management practices, such as planning, storing, and preparation issues, '- increasing awareness, improving food-related skills and providing opportunities (nudges) '- applying household intervention campaigns and toolboxes, including mascotte Becky. Netherlands Nutrition Centre and WUR are longstanding partners in the Dutch food waste reduction strategy. Both are implementing partners in the Foundation Samen Tegen Voedselverspilling (Food Waste Free United), which has the objective to make the Netherlands one of the first countries to cut food waste in half, thereby realizing Sustainable Development Goal 12.3.