

An instrument to communicate social services in (regional) branding

Frans van Alebeek, Marcel Vijn & Maureen Schoutsen
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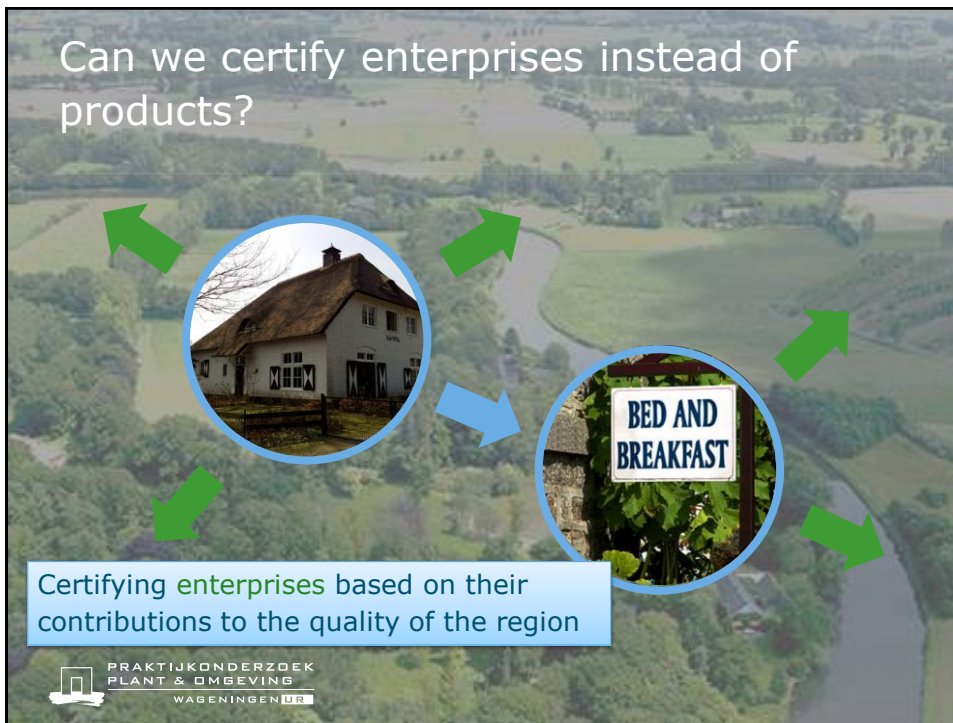


An instrument to communicate social services in (regional) branding

- From regional branding to:
 - Certifying enterprises instead of products
 - Qualifying social services of estates
- Two case studies
 - Het Groene Woud (region "The Green Forest")
 - Project 'Estates in 3D!'
- Developing the instrument
- Results
- Lessons learned

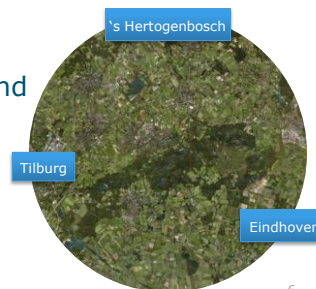






Case study 1: Het Groene Woud ("the green forest")

- Very attractive region in an urbanised area
- Regional brand
 - active platform of regional stakeholders
 - public and private partners work together
 - cooperative association of 50 enterprises and farms
 - Sustainability criteria for activities
 - In search of a certification scheme for farmers to join the regional brand



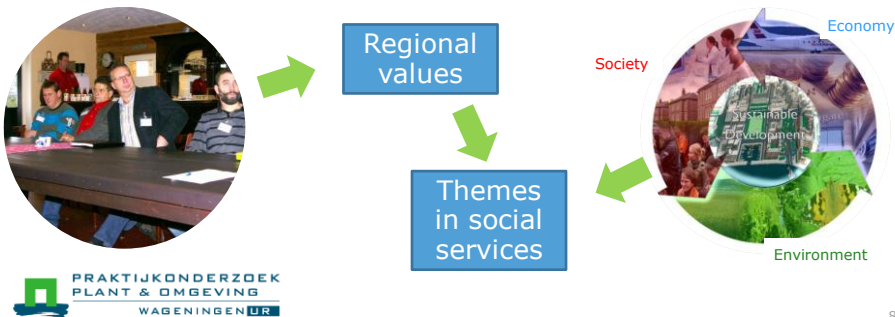
Case study 1: Het Groene Woud ("the green forest")

- Platform approached:
 - Applied Plant Research (PPO-AGV) and
 - private consultancy service 'Bureau Praedium'
- Certification scheme for enterprises
- What do these enterprises contribute to the qualities of the region?
- Focus: sustainability & social services
- Transparent, simple, self-evaluation
- Inspiration for other regional brands?



Development of the instrument

- An inventory of regional values (> 400 key words)
- Clustering
- Matching with themes from regional policy agendas
- Focussing on sustainability & social services



Themes under 3 domains

People	Planet	Profit
Appearances & Cultural history	Nature & Landscape	Entrepreneurship & Economy
Community building		Customer satisfaction & Hospitality



Regional Values (some examples)



People
Local associations
Villages
Families
Religious heritage
Agrarian heritage
Architectural style
Tradition

Planet
Flora and fauna
Hedges, tree rows
Quietness
Scenery
Hiking & biking trails
Region-specific
Diversity



Profit
Regional economy
Short chains
Small businesses
Education
Cooperation
Organizational skills
Innovations

From themes to questionnaires

- Per theme 25 – 40 questions on actual achievements of enterprises (visible and verifiable facts and figures)
- “Yes” or “No” as an answer, “yes” → points

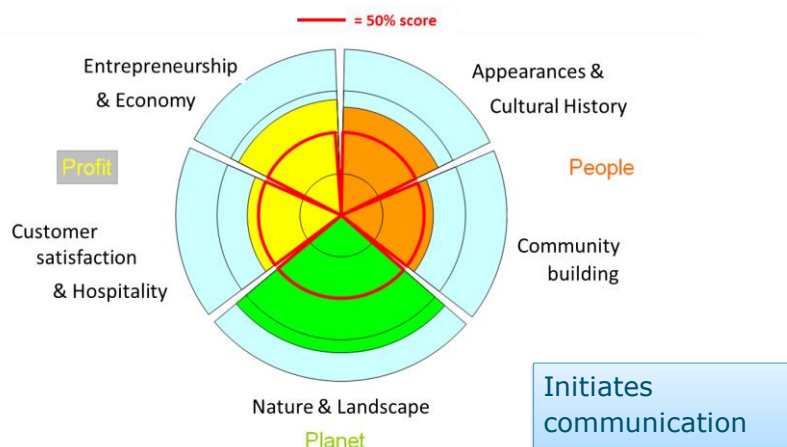
Theme	Examples of questions	
Cultural History	<ul style="list-style-type: none"> Is your farm or one of its buildings on a municipal list of historical or cultural heritage? 	y/n
Nature	<ul style="list-style-type: none"> Is part of your farm assigned and managed as nature reserve or ecological area? 	y/n
Economy	<ul style="list-style-type: none"> How many visitors and clients does your enterprise receive yearly? <ul style="list-style-type: none"> Less than 1000 per year 1000 – 5000 per year etcetera 	y/n y/n y/n



Total score
per theme

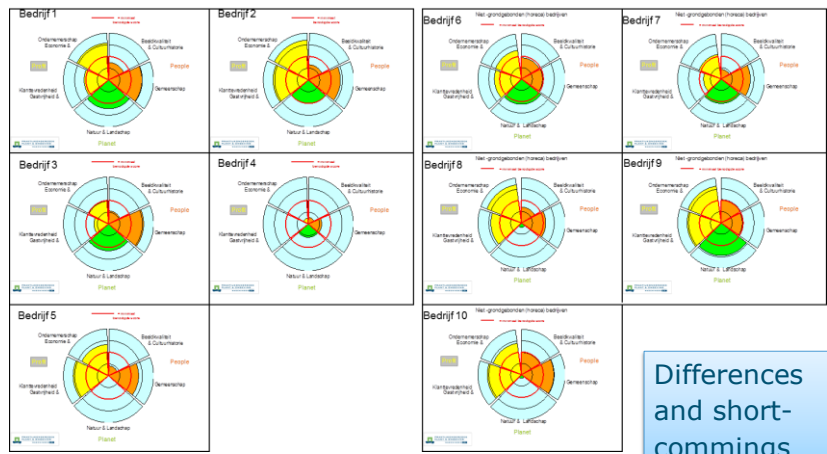
Results

- Output in a radar diagram with relative scores



Testing and improving

■ Testing on 10 enterprises in 'Het Groene Woud'



From certifying enterprises to qualifying estates in their social services





Case study: "Estates in 3D" (project)

- Platform of 4 different estates in the Netherlands
 - struggling with urbanisation
 - regulations and legislation
 - "to innovate to preserve"
- Seeking new roles and activities,
in response to public needs and demands

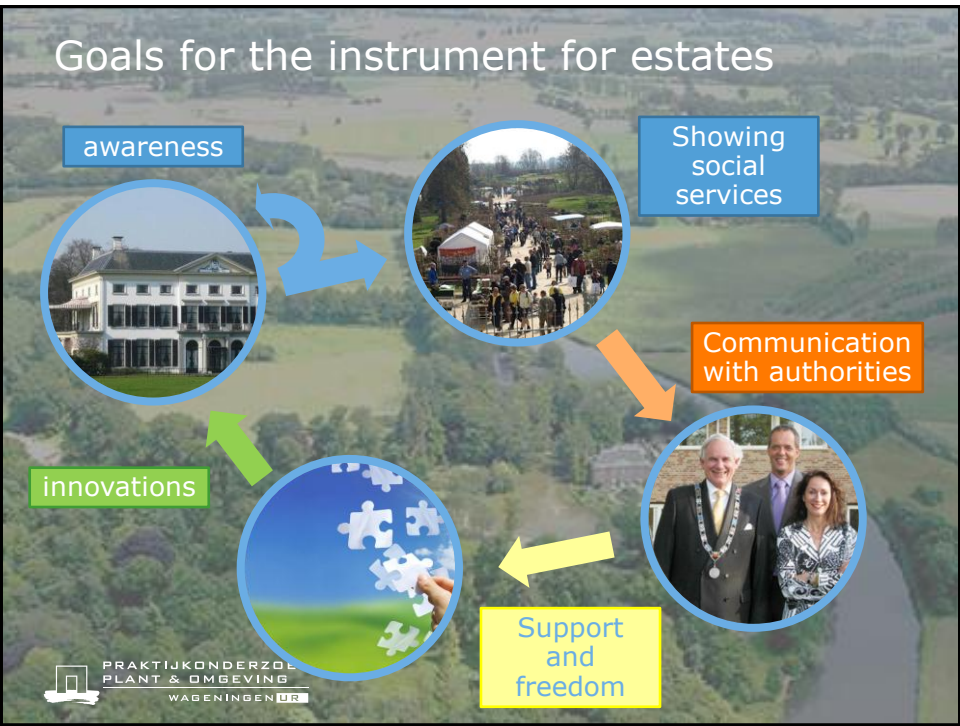


Project 'Estates in 3D!'



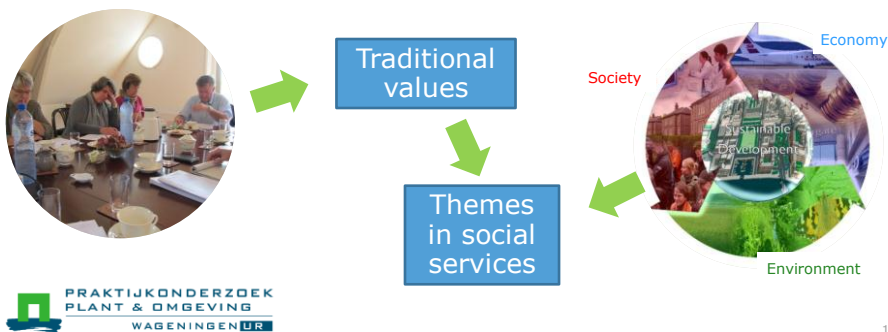
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Goals for the instrument for estates




Development of the instrument

- Methods identical to 'Het Groene Woud' (small group!)
- An inventory of estates' (traditional) values
- Clustering
- Matching with themes for social services & sustainability

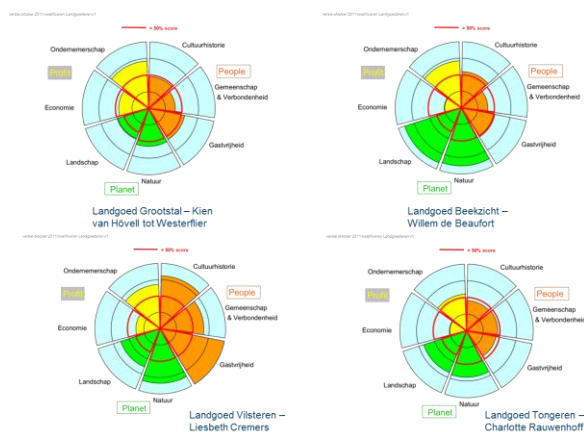


Themes in 'Het Groene Woud' and for the Estates

	People	Planet	Profit
Themes in 'Het Groene Woud'	Appearances & Cultural history	Nature & Landscape	Entrepreneurship & Economy
	Community building		Customer satisfaction & Hospitality
			
	People	Planet	Profit
Themes for 'Estates in 3D'	Cultural history	Nature	Economy
	Community building	Landscape	Entrepreneurship
	Hospitality		

Testing and improving

Results of the 4 Estates



Differences
and short-
comings

Initiates
communication
& discussions!

Lessons learned from 2 cases

- Especially useful as **communication tool** (in- & external)
- Part of a quality management programme?
- Both instruments **far from finished**:
 - Landless and small enterprises and estates?
 - Larger, more diverse samples to test and improve
 - Complex ideas reduced to visible facts and figures, 'yes' or 'no'
 - Flexible and region specific; however:
How to compare regions and brands?
 - Involve more stakeholders (citizens, NGO's regional authorities)



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New approach that meets its goals

We very much **invite other groups** with comparable approaches to discuss, improve and cooperate!

Thank you for your attention



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Frans van Alebeek

frans.vanalebeek@wur.nl

Marcel Vijn & Maureen Schoutsen



 PRAKTIJKONDERZOEK
PLANT & OMGEVING
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