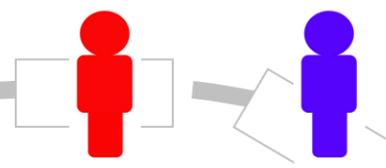


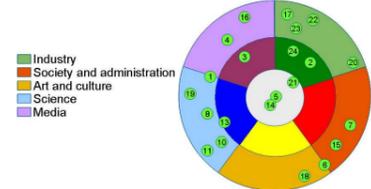
be good and tell it!

Process; inspiration → idea → initiative [goal]

To do¹
Gap between livestock sector and society, there are many initiatives to meet societal demand. However, the gap remains. Search for new ideas and strategies to reinforce the connection.



Inspiration from outside
The 'connecting theme' is an issue in several domains of society, our interview candidates mainly represent different societal domains and are not connected or indirectly connected to the livestock sector.



To interview
Interview candidates mainly from outside the livestock sector. How do they make connections with their target groups? Appreciative inquiry; positively emphasize the solutions of people and organizations.

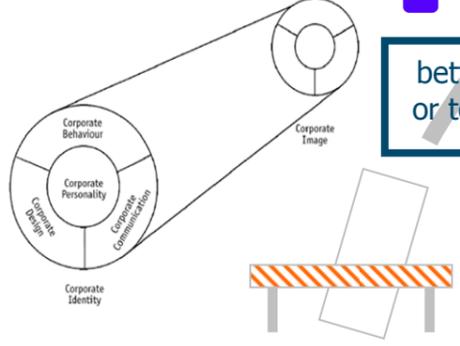
To meet
BGood meeting day, 130 interested people to work on the connection between livestock and society. 50 participants took up a role in the programme. A day of making contact with other participants and network creation. Programme; plenary start with four different perspectives on the distance between livestock and society; inspiration tables to collect building blocks; round tables per theme where new ideas, strategies and networks are build.



Network building
BGood created several networks [in total 150 persons] with persons from several domains of society around the theme connection between livestock and society. Some networks are starting up initiatives. The participative Bgood [50 users] website is designed to connect/get inspiration/meet.

To build
Analyzing the information from the interviews. Building blocks; thoughts, ideas, quotes. Project team builds with these blocks 9 strategies to get started with the reconnection.

Image and identity
Repairing a disturbed relationship is more than improving an image. It is a combined action between image (to see) and identity (to be) (Birkigt and Stadler, 1986).



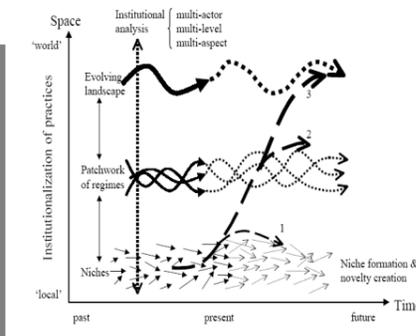
better be good!
or tell it better!?

be good and let it be told!!

To do²
1. Development of communication concepts about the experience of food.
2. Short Internet movies to give the consumer a fair view of livestock production.
3. Marketing of a regional product and connecting the product to regional consumers without an on-farm shop.

To sell
Project team went with one strategies to a potential owner. However; hard to create ownership for our strategy. Lesson learned: let the actors meet each other and let them create their own strategy!

To connect
Meeting with 14 key actors from inside and outside the livestock sector. People which are concerned in the connection between society and livestock. Preparation for BGood meeting day; which themes, role of key actors, potential visitors.



Start with strategic actors
There are 3 levels of innovation [niche/regime/landscape level]. BGood focused on strategic actors in existing regimes. People which are able to create ownership in their organization for an initiative. This strategy creates opportunities for innovation within regimes.

Innovations;
heterogeneous networks, tell it → let it be told, connect and interact.

