How to create progress in sustainability performance in the dairy chain?

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based on input from several projects and WUR colleagues

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Two partners
Wageningen University & Wageningen Research
Organigram
What do we do as Wageningen University & Research?

- Hands-on projects
  - Building Rural Income through Inclusive Dairy Growth in Ethiopia (BRIDGE)
  - Sino Dutch Dairy Development Centre

- Impact evaluation
  - Evidence-based insights on impacts
  - with local partners
  - in Africa, Asia, Latin America
  - certification schemes, trainings etc.
What do we do as Wageningen University & Research?

Metrics & Measure

Monitor & Improve

“Up-to-date farmers”
“Wait-and-see farmers”

“Advisors will not raise the topic of sustainability.”
Selection of partners we are working with
Most impacts occur at farm level
Our central framework:

1. Identify priorities
2. Define targets
3. Identify best practices at farm level
4. Develop targeted interventions
5. Monitor & evaluate progress

- Integrated approach essential: chain as strong as weakest link
- No change without interventions with impact at farm level
Farm is key in sustainability in dairy chain

To improve sustainability the farmer has to change practices

Which practices can be implemented?

- **Farm type 1**
  - Practice 1
  - Practice 3
  - Practice 4
  - Practice 5
  - Practice 7

- **Farm type 2**
  - Practice 1
  - Practice 2
  - Practice 4
  - Practice 5
  - Practice 6
  - Practice 8
  - Practice 9

- **Farm type 3**
  - Practice 1
  - Practice 2
  - Practice 3
  - Practice 8
  - Practice 9
  - Practice 10

What makes the farmer change his practices?

- Farmer type
  - Front runner
  - Early adopter
  - Late adopter
  - Laggard

Type of intervention

- Regulations
- Education
- Social pressure
- Economic incentives
- Tools
Different types of interventions

**RESET** - method: influencing behaviour

- **Obligatory**
  - Externally motivated
    - Regulations
  - Internally motivated
    - Education

- **Voluntary**
  - Externally motivated
    - Subsidies & fines
    - Facilities
  - Internally motivated
    - Values & norms
    - Social pressure
    - Economic incentives

**Tools**
Different types of interventions

RESET - method: influencing behaviour

Obligatory

- Regulations

Internally motivated

- Values & norms
- Social pressure

Externally motivated

- Subsidies & fines
- Economic incentives

Voluntary

- Subsidies & fines
- Economic incentives

Externally motivated

- Facilities
- Tools

Education

Creating awareness

providing knowledge
Different types of interventions

RESET - method: influencing behaviour

Obligatory
- Internally motivated
- Regulations
  - Values & norms
  - peer to peer pressure

Voluntary
- Externally motivated
- Education
  - Values & norms
  - being a good farmer

Social pressure
- Economic incentives
- Facilities
- Tools

Externally motivated
- Subsidies & fines
- peer to peer pressure
- being a good farmer
Different types of interventions

**RESET** - method: influencing behaviour

- **Obligatory**
  - Externally motivated
  - Regulations
- **Voluntary**
  - Internally motivated
  - Education

**Economic incentives**
- **Extra returns e.g. premiums**
  - Values & norms
  - Subsidies & fines
  - Facilities
- **Cost savings**
  - Costs savings
  - Tools

**Values & norms**
**Subsidies & fines**
**Facilities**
**Cost savings**
Different types of interventions

**RESET** - method: influencing behaviour

- Obligatory
  - Externally motivated
    - Regulations
  - Internally motivated
    - Education
- Voluntary
  - Externally motivated
    - Making it easy to change
    - Subsidies & fines
    - Economic incentives
  - Internally motivated
    - Values & norms
    - Social pressure
  - Turnkey solutions
    - Tools
Different types of interventions

RESET - method: influencing behaviour

- **Obligatory**
  - **rules**
    - Regulations
  - **standards**
    - Education

- **Voluntary**
  - **Externally motivated**
    - Values & norms
    - Subsidies & fines
    - Social pressure
    - Economic incentives
    - Facilities
    - Tools
Sustainability as continuous improvement process

- It is not just about farmers, develop with farmers e.g.
  - Developing best practices
  - Farmers learning from farmers
- No silver bullet, do not copy paste!
- Programme has to fit with identity of the organisation and culture of the region
- So let’s develop and learn together!
Thank you!

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