



Stakeholder Engagement in the Organic Action Plan Development in Aargau

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Maison de l'Agriculture et de la Forêt

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Content

- Stakeholder Engagement during:
 - Action Plan Development phase (Rebekka)
 - Action Plan Implementation phase (Otto)
- Approach used by FiBL
- Success and difficulties faced

Action Plan Development: Involving relevant stakeholders

- Criteria for being a “relevant stakeholder”
 - Small and medium agri-food businesses producing organic products or interested in producing organic products from the region
 - Political and government actors engaged in (regional) food politics
 - Commercial associations (both organic and non-organic)
 - Organic farmer’s association representatives
- Process of Identification
 - Data sets from organic producers associations (Bio Suisse, Bio Aargau) incl. information of producers and processors
 - Snowball sampling (during interviews)
 - Internet research

Action Plan Development: Stakeholder administration

- Excel-Sheet with 119 entries for administering stakeholder engagement (participation in workshops, interviews, field visits; reception of newsletter, engagement in action areas, etc.)

	B	C	T	U	V	V	X	Y	AA	AC	AG	AH	AI	
1														
2	Institution	Name	Vorname	Interesse am Projekt	Ansprache durch	Begleitgruppe Ja/Nein/Poten tiell (P)	Interview	Interviewtermin	Newsletter	Workshop 16.3.17 Teilnahme	Workshop 13.9.17 Teilnahme	Aargau	Navarra	Puglia
60	Frutarom Switzerland Ltd. - Reinac	Eyrard	Eric	FIBL-Workshop (31.1.17) als wichtiger Akteur im Bereich Fruchtgrundstoffe genannt.					1	0				
61	GastroAargau	Keller	Gerhard	1	RO tel. 19.12.2017	Ja	?		1	1				
62	Gemüsepflanzer-Vereinigung Aarg	Abt	Hansjörg						1	0				
63	Gemüsepflanzer-Vereinigung MSH	Herzog	Stephan						0	0				
64	Genossenschaft Migros Basel	Bourquin	Fiené						0	0				
65	Guggisberg AGRO AG	Büster	Melanie						1	0				
66	Hero	Glück	Claudia						1	0				
67	Hightech-Center Aargau	Franchetto	Fienato		RO	P			1	0				
68	Ihanghof	Spuhler	Lorenz						1	0	1			
69	Jurapark Aargau	Brändli	Kevin		RO	P	Ja (RF)	16.03.17 (telefonisch)	1	1				
70	Kanton Fribourg	Clerc	Maurice		RO/OS	?			0	0				
71	Fondation Plurale Interjura	Stoecklin	Milo		RO/OS	?			1	0				
72	Kantonale Umwelt- und Konsumentengruppen					Nein				0				
73	Knecht Mühle AG	Knecht	Heinz						1	0				
74	Knechtli - Sager	Knechtli	Martin		betrieb existiert seit 1. bisher: NEB	Nein		versucht Kontakt aufzunehmen.	1	0				
75	Kuhn Champignon AG	Vjess	Verner		RO				1	0				
76	Landi (DEMAG) ?				RF/OS	P	3. Prio		0	0				
77	Landwirtschaftliches Zentrum Liebegg	Eicher	Othmar		PS				1	1				
78	Landwirtschaftliches Zentrum Lieb Häfliger		Hansruedi		PS				1	0	1			

Action Plan Development: Methods of engagement

- Involving stakeholders by:
 - Informing them about the project
 - Actively engaging them in the development
- Methods used:
 - Interviews (ca. 20, with all types of stakeholders)
 - Workshops (2, with key stakeholders)
 - Online survey (1, with workshop participants)
 - Written survey (1, with organic producers of the region)
 - Newsletter (about to be sent, to all stakeholders and interested people)
 - Consultation phase
 - Regional Diagnosis Report
 - Action Area Groups

Action Plan Development: Methods of engagement in prioritisation of strategic objectives and action points

- 1st step: Elaboration of core action areas (based on SWOT analyses, during interviews and workshop 1)
- 2nd step: Definition of mission statement and objectives (in Workshop II)
- 3rd step: Priorization of the objectives and related action points (including indicators for measuring success)
(Workshop III planned End of January 2018)
- Reason for approach:
 - It is easier to start from immediate problems that the businesses face.
 - Less time-consuming compared to a completely open approach.

Stakeholder Engagement: Difficulties and obstacles faced

- 1st workshop had to be cancelled due to insufficient number of registrations

Why?

- “No need for more growth in the organic market”
- Difficulty to show the stakeholders’ immediate benefit in engaging in the process
- Daily business of SMEs makes it difficult to participate
- Not using enough existing contacts and network
- Organic Market dominated by big retail chains (Coop and Migros) and industries – unawareness of chances of SMEs (risk>chances)
- Complexity of certification process and handling of parallel production (organic – non-organic)

Stakholder engagement – How to adress obstacles encountered – *reflections how to adress these*

Representation and involvement of the different supply chain actors:

- Good: Several producers, main wholesaler of region,
- BUT little nr. of processers and traders, no large processing companies, no consumer or environmental organisations, few persons from administration
- *We need to show more concrete the direct benefits of the regional Organic Action Plan – demonstration of successful projects*
- *Try to engage them later trough possible projects and funding oportunitites*
- *Try to contact missing stakeholders directly (phone, newsletter)*
- *Consultation with key persons in public administration*

Action Plan Implementation: Understanding, capability and willingness of stakeholders

- **Improve understanding of Organic Food & Farming**
 - Need for more information about benefits of OFF for the society (e.g. new study on health benefits in France, or contribution to clean rivers/lakes)
 - Better inform that an Organic Action Plan wants to develop not only production but balances supply & demand
 - Improve motivation to replace imported organic raw materials with regional products
 - Install a platform to exchange offers and needs (with a committed coordinator giving advice)
 - Whole transparency about price building!

Action Plan Implementation: Understanding, capability and willingness of stakeholders

- **How to improve capability of stakeholders**
 - Make actors aware about their important role and capabilities (e.g. the regional agricultural advisory services and directors of schools!)
- **How to improve willingness to give support**
 - Policy makers and administration: OFF farming matches their policy goals and development plans (e.g by showing marketing potentials, organic agriculture as system solution for environmental problems instead of isolated measures)
 - Commercial actors: see benefit (short and longer

Action Plan Implementation: Funding, political support and role of public-private partnerships

- Identification of (political) **windows of opportunity** (e.g. public discussion in Switzerland about nutrients and pesticides in water – pressure through a referendum of citizens)
- **Identification of key stakeholders** needed in the implementation of the action plan (success factor in Denmark to involve conv. farmers organisation)
- **Networking with key stakeholders** (e.g. in advising them on possible funding possibilities, newsletter)
- **Regular direct contact with key (high-level) persons in the administration** and individual government members. (e.g. inofficially ask them for advice or give opportunity to comment drafts)

Action Plan Implementation: Communication with stakeholders and involvement in the monitoring process

We envisage :

- Establishing a secretariat: basic funding by regional (cantonal) government.
- Regular information with a newsletter and Website
- Initiate an Action Plan advisory committee, which will be also responsible for monitoring (at least once a year)
- Media activities (at least 1-2 times a year)