



Universiteit Utrecht

ILEIA

# Youths and Sustainable Agriculture

How and to what extend can young people influence  
sustainable agriculture?

Liberal Arts & Sciences: Interdisciplinary Leadership

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## Abstract

This report describes several ways in which young people can stimulate sustainable agriculture. There are many reasons why there should be more focus on sustainable agriculture instead of conventional agriculture. ILEIA is a centre that promotes sustainable agriculture and it wants young people to contribute to this promotion because it acknowledges the importance of the potential contribution of the youth. There are several ways in which youngsters can contribute to sustainable agriculture but in this report we focus on consuming, engagement, politics and profession. It appears that when young people get in touch with sustainable agriculture, they are most likely to show behavior in favor of sustainable agriculture in the future. Probably the most influence they have is through their choices as consumers. Of course by voting youngsters have an influence on sustainable agriculture too, but as put forward in an interview, changes in politics are slow and could therefore be inefficient. As for future professions, it is important that youngsters are educated properly about sustainable agriculture. If organizations like ILEIA want to involve the youth by the promotion of sustainable agriculture, it is important that they give opportunities for engagement and they should promote education about sustainable agriculture. This report ends with recommendations for ILEIA.

# 1 Introduction

## §1.1 ILEIA

For this report a research is done on how young people can influence sustainable agriculture. This is done by order of ILEIA. ILEIA is a centre for learning on sustainable agriculture. It promotes the exchange of information about small-scale farming through its magazine "Farming Matters". Through this, ILEIA informs policy makers, researchers, practitioners, educators and farmers about sustainable small-scale farming. For them, the main goal of exchanging information is to improve sustainable agriculture techniques so that it can be a useful alternative to mainstream agriculture.<sup>1</sup>

This project, assigned to students of University Utrecht, contributes to this goal by examining if and how modern youth can contribute to sustainable agriculture through their choices as citizen, consumer, voter or in their future profession. The aim of this project is to examine the idea that a change in the behavior of youngsters can have a positive effect on sustainable agriculture. By examining the links between behavior of Dutch youngsters and sustainable agriculture, we hope to get a better understanding of how Dutch youth can positively affect sustainable farming.

## §1.2 Sustainable agriculture

Since the end of World War II, agriculture has changed dramatically due to new technologies. Although these changes have had many positive effects they also caused many problems affecting not only the farmers or products but also future generations and the world food supply. This is why ILEIA and many other organizations and individuals promote sustainable agriculture. Gail Feenstra from the Sustainable Agriculture Research and Education Program at the University of California, claims that "sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs" and that "sustainable agriculture integrates three main goals: environmental health, economic profitability, and social and economic equity" (Feenstra, 1997). To reach these goals, new technologies and innovations are necessary. This is why ILEIA promotes the exchange of information about sustainable, small-scale agriculture through their magazine. This information comes from all levels. It could come from a farmer family in Kenya to a professor in agriculture in Mexico. However the youth is not included in the exchange of information about sustainable agriculture, even though this group could be crucial in achieving any change in the agriculture-sector (Zhang, 2010). Thus, this project concentrates on Dutch youth and on if and how their behavior can be changed so as to effectively contribute to sustainable agriculture.

## §1.3 Young people & questions to be answered

The challenge of this project is to involve the modern youth in a worldwide discussion about agriculture in a meaningful way. Although the power of youngsters as a collective may be underestimated, non-profit organizations are now slowly recognizing this power, and they are searching for ways in which they can induce youngsters for their own goals (Youniss et al. 2002: 142) In order to make a change with long term benefits it is essential to involve youth for they are the future (Van Benschoten, 2000). In order to effectively mobilize young people, this project aims to

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<sup>1</sup> For more extensive information about ILEIA, go to the following website: [ILEIA.leisa.info](http://ILEIA.leisa.info)

explore the ways in which youth can affect sustainable agriculture at large. This report will focus on the link between youngsters and sustainable agriculture.

The choices of young people<sup>2</sup> do not only affect the present agriculture but they are also the future presidents, ministers, policy makers, consumers, etc. If they can be somehow influenced in a positive way for the benefit of sustainable agriculture, it not only affects the present agriculture by changing consumer behavior but also the way agriculture is managed in the future.

ILEIA is striving to involve young people in the discussion about agriculture so that they will eventually promote sustainable agriculture. This project will focus on the following two questions:

**1. In which way can the actions/behavior of Dutch youngsters contribute to sustainable agriculture?**

*In order to answer this question, research will be done on the degree to which youngsters can contribute to sustainable agriculture. This could be for example through voting, consumption and later on in their profession or through engagement.*

**2. How can youngsters be mobilized so as to effectively stimulate/support sustainable agriculture?**

*After examining how youngsters can be mobilized on the one hand and how they can contribute sustainable agriculture, we can now give advice on how to effectively mobilize youngsters in order to support sustainable agriculture.*

### **§1.4 Effects**

This project could generate a multitude of positive and negative effects and side-effects. The positive effect, which the research aims for, would be an increased awareness of how (sustainable) agriculture and consumption affect the environment. Also, creating insights about the link between youth in 'Western' countries and sustainable agriculture in development countries can potentially strengthen solidarity between 'Western' and 'Southern' farmers, consumers, scientists and others. As a side-effect the project might also stimulate a more conscious attitude towards food and consumption in general among Dutch youth. The execution of the project itself might generate increased awareness about sustainability, agriculture and/or consumption patterns, since the researchers as well as the interviewees are asked to pay extra attention to the subject.

This project should also consider some negative (side) effects. Since sustainable development is a 'hot topic' at the moment, this project will not necessarily result in any controversy, unless prevailing assumptions are contested. However, one important phenomenon that consequently has to be taken into account is 'green' or 'sustainability fatigue', meaning that people have heard so much about sustainability that they've grown weary of the subject. We hope therefore not to contribute to this inflation and negative connotation that people might have with the concept of sustainability.

### **§1.5 Methods**

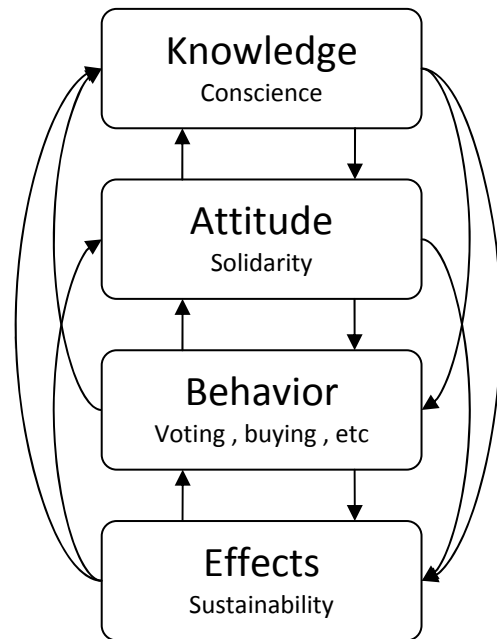
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<sup>2</sup> Youth are defined as people between 15 and 24, which is in line with the definition of the United Nations.

In order to answer the above questions we studied grey literature and used several interviews with different experts were conducted. First the interviews have been taken and subsequently we have written about each topic taking into account the interviews as well as the literature we gathered. We think there are several ways by which young people can influence sustainable agriculture but we think the most important are consuming, engagement, politics and profession. For each subject we did a research on how and to what extend youth can influence sustainable agriculture by this particular way. Our conclusion and advice for ILEIA are a result of our research on these four topics.

The underlying assumption is that knowledge, attitude, behavior and effects are interconnected. An example of evidence of this interconnectedness is a study of Meinhold and Malkus in which they conclude that “proenvironmental attitudes significantly predicted proenvironmental behaviors and that environmental knowledge was a significant moderator for the relationship between environmental attitudes and environmental behaviors” (2005: 511).

**Figure 1: Interconnectedness of knowledge, attitude, behavior and effects**



Source: Developed by authors of this report

As we are a group of six, we divided the tasks as follows:

- Stephan Hobrink: He is our chairman, his main responsibility was to steer the research and the group into the right direction. Besides he has been maintaining, collecting and merging all the resources and information we gathered. And he wrote the introduction.
- Emma Pleeging: Emma has done an interview with Transition Towns Deventer and has written the part about engagement.
- Marijn Roelofsen: Marijn has done an interview with Anne Clasquin of Jongeren Milieu Actief and is responsible for the written part about consumption behavior.
- Maurits Bosman: Maurits did an interview (together with Stephan) with a professor from the University of Wageningen. Regrettably the interview, which was done by phone, failed because it was too hard to understand the professor because of her poor language (English) skills. Therefore the interview has not been used for our research. Maurits wrote about profession and sustainable agriculture and is responsible for the final lay-out.
- Corinna Haupt: Corinna has done an interview with Transition Towns Deventer and has written the part about engagement.
- Guido Hendrikx: Guido has done an interview with Sjoerd de Hoop, an ecological farmer, and with Tofik Dibi, member of the Dutch parliament and the political party GroenLinks. He is responsible for the written part about politics and sustainable agriculture. And he has also contributed his effort to the written part about profession and sustainable agriculture.

## 2 Civic engagement

How and through which channels youth can support sustainable agriculture is not a simple question. Looking at the individual from a cosmopolitan viewpoint, a youngster can affect the world around him or her through a web of globalized production chains, political ties, international migration and corporate power balances (Youniss, 2002). One channel of active participation in this global network is through civic engagement. Here we will try to outline how civic engagement among youth can contribute to sustainable agriculture by exploring the mechanisms, status quo, importance and challenges of civic engagement among Dutch youth.

### §2.1 Mechanisms; how does it affect sustainable development?

Civic engagement is a very intangible concept as it could indicate any individual or collective action with positive outcomes of individual development or societal benefit (Bobeka, 2009). Engagement is the activity often linked to the practices of civil society, which is just as indefinable, but relates to active agents, organizations and movements concerned with values and priorities in public issues such as politics, environment, and economy but also in private spheres (Kohler-Kocha, 2009). A helpful concept in linking civic engagement to sustainable agriculture is that of *'ecological citizenship'*. First coined by Dobson (2003), ecological citizenship focuses on the environmental rights and responsibilities of individuals as active political agents by, for example, shaping markets through their choices as a consumer (Seyfang, 2006). When applied to youth, an engaged attitude of ecological citizenship will often stick well into their adult life, making involved youth the *'civically competent'* of the future (Youniss, 2002).

Now how do youth get engaged? Much research is done on this topic, and most agreement is found in the importance of a social environment and example figures as leaders and catalysts (Lautenschlager and Smith, 2007). Additionally, the process of getting engaged seems to be one of self-reinforcement since predictors as well as the resulting behavior of engagement are *"connection, a feeling of responsiveness by others, and achieving a sense of value through key socializing domains in the lives of youth"* (Duke, 2009: 166). The practice of engagement also seems to positively influence youngsters reducing alcohol and drug abuse and increasing their confidence. *"Youth development of competence and character facilitates connection to others; competent youth are confident in their ability to contribute to society"* (Duke, 2009). This brings us to an important point, namely that youth most of all needs opportunity to act and a confidence that their contribution will have an impact and is valued. Especially in our conversation with civil society organizations (Transition Towns Deventer 2010, JMA 2010) it appears that youngsters need to feel confident in their ability to change the status quo and thus to be part of a society; *"[t]hrough internalization of a sense of value, adolescents are given the opportunities for building a foundation of trust that may facilitate commitment to a social contract"* (Duke, 2009). One other aspect is that active participation is very important in getting youngsters interested and involved for a longer period (JMA 2010, Duke 2009, Youniss 2002). Youniss also mentions that the urgency of political, environmental or societal problems especially reaches and mobilizes youngsters when they experience shocks such as war, famine or natural disasters. Addressing this feeling of urgency among youngsters does appear to be a means of getting youngsters mobilized, as was also mentioned by the spokespersons of Transition Town Deventer. While convincing the youth of the urgency of actions it is also important to *"convey hope in the future"* (Youniss 2002: 143) in order to gain and keep their interest.

## §2.2 Status quo; are Dutch youngsters civically engaged?

Dutch youth appear to be actively involved in civic engagement. Both through personal contacts, voluntary associations, volunteering and politics, Dutch youngsters seem to be actively engaged within society. Of Dutch youngsters between the ages of 18 and 25, almost 15% is member of a peace or human rights association, around 12% is member of an environmental organization, and 15% participates in religious or 'life stance' groups. Additionally, over 42% of these youngsters do volunteer work, mostly in sports, but also in fields such as youth, education, health care, and so on. Politics is of less concern to youngsters; whereas 80% of the Dutch population voted in the 2006 elections this figure was only 71% for youth between 18 and 25. Almost 30% of this group indicated to have no interest in politics at all. A third of Dutch youngsters have actively tried to influence politics. Youngsters also appear to be quite confident about their position in society, showing in a figure of about 60% of 'social trust' (CBS, 2009).

In our interviews, it seemed that organizations of adults and youngsters do not really intermingle, but that many youngsters are interested and engaged in addressing societal problems such as environmental sustainability. Youth also feel that their input is valued, even if it appears difficult to have any long lasting effects.

## §2.3 Impact & challenges; what can it achieve?

While not directly measurable, civic engagement appears to be of great importance, as it is an attitude which trickles down to all kinds of environmentally aware behavior. As exemplified in the concept of ecological citizenship, making changes in achieving sustainability will come from everyday choices from individuals both as consumers, producers, politicians, and so on. Sustainability is not a definite end goal which can be achieved through calculated actions. Rather, as Hassanein (2003: 85) describes

*" [...] achieving sustainability involves conflicts over values, and there is no independent authority, such as science or religion, to which we can appeal for resolution of these conflicts. Therefore, sustainability must be defined socially and politically, and our collective understanding of it will evolve over time as conditions change. In turn, active participation and political engagement—broadly defined—are prerequisites, if solutions to the ecological, economic, and social justice consequences of the dominant food system are to be achieved."*

### Box 2.1: Community gardens

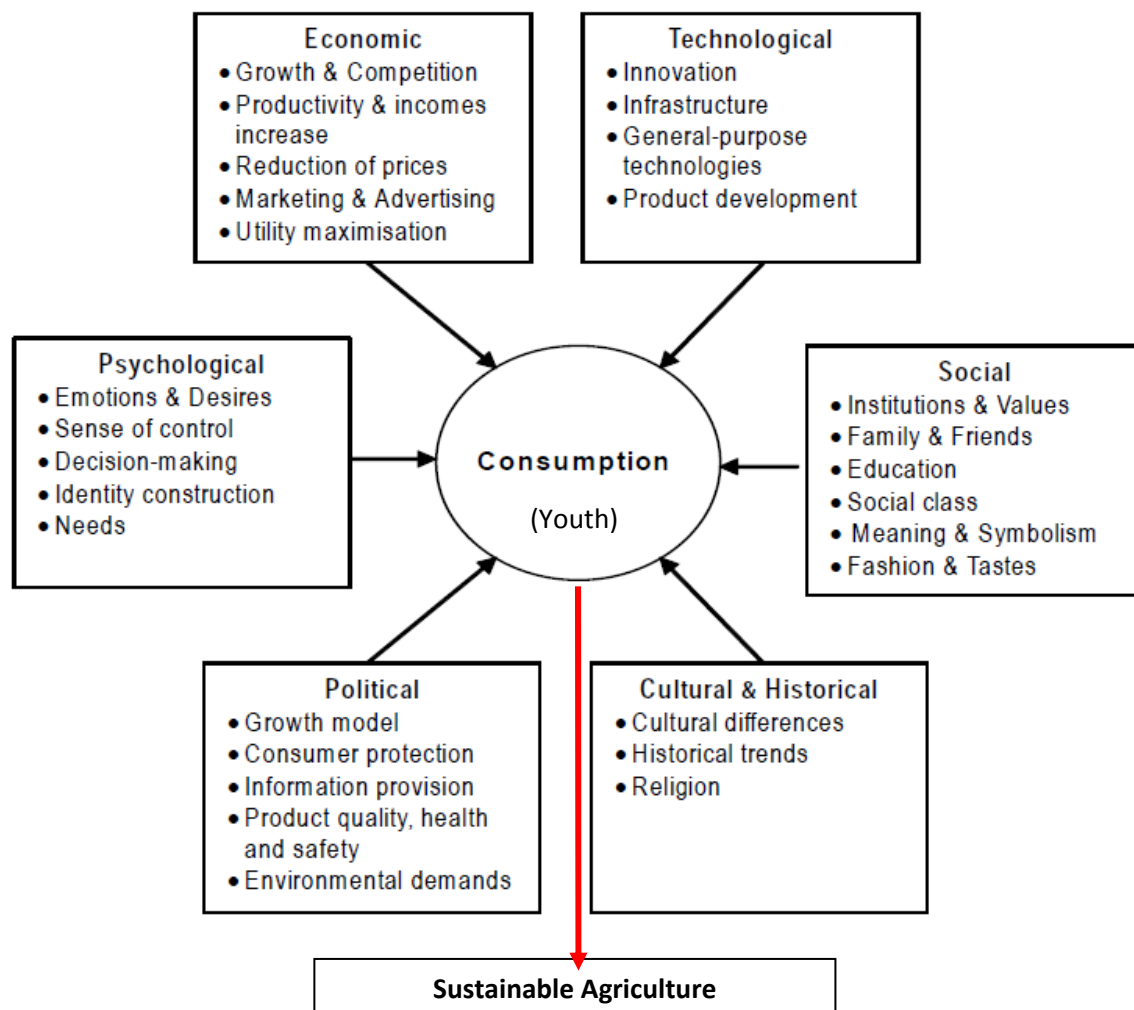
An example of meaningful active participation are urban (youth) community gardens as a form of urban agriculture. Engaging in agriculture is a good opportunity to enhance awareness of sustainable agriculture. Lautenschlager and Smith conducted a study amongst teenagers (aged 9-15) and they concluded: "a youth gardening program has the potential to develop future citizens who are environmentally responsible and ethnically tolerant" (2007: 256). Growing your own food together with other people is perceived as meaningful, because of its immediate influence and its requirement for active participation. For a project to be successful it is of advantage to follow in the footsteps of established trends and movements (Popular and Principled 1999: 7). As more and more people are practicing urban agriculture, it is obvious that the trend is already set: Growing your own food is popular (Ypma, 2010). This trend might also apply to youngsters. Lautenschlager and Smith stated that their "participants expressed an enjoyment for gardening, and many stated they planned to continue gardening as adults. [...] Results from this study demonstrate the positive potential for youth gardening" (2007: 253).



### 3 Consumption behavior

Here we will look at how potential consumption behavior can promote sustainable agriculture. Increasing attention and a large body of literature exists about how consumption behavior can be influenced and changed into a more sustainable behavior. Consequently there is a lot of research on the factors that could influence consumption behavior. Though, this project aims to know how important consumption behavior actually is for sustainable agriculture. More concretely, which effect has consumption behavior on the sustainable agriculture and to which extend can the youth of the Netherlands contribute to sustainable agriculture through their consumption behavior (Figure 3.1)?

Figure 3.1: Factors that influence consumption behavior



Source: UNEP and United Nation (Year unknown)

The findings in this section are based on the interviews that are done for this project and on two scientific articles. The first article, *Evolution of the global sustainable consumption and production policy and the United Nations Environment Programme's (UNEP) supporting activities*, is from Garrette Clark (2007) who is member of the UNEP. And the second article, *Fostering change to*

*sustainable consumption and production: an evidence based view*, is from Arnold Tukker et al. (2008). Tukker works for TNO and is project-manager at the Sustainable Consumption Research Exchange network (SCORE!).<sup>3</sup>

### §3.1 How important is sustainable consumption?

Both Clark and Tukker emphasize the enormous importance and potency of sustainable consumption for building sustainable economies.

Clark (2007): “it has become increasingly clear that sustainable economies must be built around sustainable consumption”.

Tukker (2008): “All economic activity, and hence the related environmental impacts, are driven by consumption”.

With sustainable consumption they mean sustainable products as well as sustainable industrial processes. The reason why consumption has such an important role in achieving a more sustainable world is that “the consumption patterns such as the population growth, an increasing standard of living and individual desires to consume products and services, have offset the environmental gains that have been achieved through programs aimed at making production processes cleaner and more efficient” (Clark, 2007: 492).

But what is the impact of current consumption and production patterns on the environment? This is the answer of Garrette Clarke (2007: 493): “They are depleting many nonrenewable resources, generating pollution and waste that exceed the planet’s sink capacities to absorb and convert them, and contributing to the deterioration of renewable resources such as water, soil, and forests. [...] When fish stocks are depleted or forests clear-cut, it is easy to see the impact of consumption patterns on the environment. But consumption patterns also affect the environment in many less obvious ways. Energy, water and raw materials are required to make the products that consumers purchase. Soil and ecosystems are disturbed to extract resources and convert land to productive use. The production, use, and disposal of products all contribute pollution and waste to the environment”.

According the UNEP the Global consumption expenditure has grown by an average of 3% per year since 1970. It doubled between 1973 and 1998, to reach in real terms US \$24 trillion (Clark, 2007).

Though, consumption expenditure is not equally dispersed over the world; “the richest quintile of the world’s population accounts for 86% of total private consumption expenditures. By contrast, the poorest quintile accounts for 1.3%” (Clark, 2007: 492). Taking in account that the Netherlands belongs to one of the richest countries of the world, it is useful to approach the Dutch youth to stimulate them to consume more sustainable as they will be the big consumers of the future.

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<sup>3</sup> Website of SCORE!: [www.score-network.org](http://www.score-network.org)

### §3.2 International character

Clark as well as Anne Clasquin from Jongeren Milieu Actief do believe that consumption behavior in for example the Netherlands can also have influence on small scale farmers developing countries. First because production chains do not have borders and are internationally dispersed. Consumption of wood and paper in the Netherlands could influence deforestation or the buying out of small scale farmers in developing countries. And also it is predicted that climate change, which mainly is caused by consumption and production patterns in the developed countries, will adversely affect the developing countries and therefore also the small scale farmers in those countries (Clark, 2007).

### §3.3 The problem

Besides Clark, Tukker and Clasquin also Tofik Dibi, member of the Dutch parliament and the political party GroenLinks, agrees that a change of consumption behavior can be a key factor which is needed for a more sustainable economy. Though, changing consumption behaviors is not easy. Here we will give some of the obstacles that are mentioned throughout our research:

1. Prices are still determinative for consumption behavior.
2. There is still a big gap between people, and especially the youth and sustainable issues as sustainable agriculture.
3. People are 'locked in' in existing infrastructures, habits, and other sunk costs, that make it difficult to change.
4. Sustainable agriculture is not a popular topic for youth.
5. People have no clue where their products come from or how they are made.
6. Sustainable consumption and production processes stay into niches; it's very hard to make the mass population change.

### §3.4 Solutions

Especially the last two points are important, according to Clasquin and Dibi. To solve the first problem it is necessary to bring knowledge to the people and especially to the youth. This can be done through education and aspects related to engagement. Engagement means to give young people the chance, through actions and projects, to be involved in politics, NGO's work or the business industry. This will let young people think by themselves and gain awareness of the consequences of unsustainable consumption. According Dibi and Transition Towns Deventer there is a lot of green marketing needed in order to solve the second problem. And hypes can be useful too. Finally a solution may be found in eco-labeling, as it makes consumers a little less price sensitive and people get an idea where products originate. Studies show that a label makes big difference on the behavior of consumers. Hansmann, Koellner and Scholz (2006) for example show that in the case of wood consumers are considerably more inclined to buy sustainable wood if it is labeled correctly and if they are well informed about the label concerned. Also professional purchasers are mildly influenced by labeling (Grankvist & Biel, 2007). Although of course in all cases price remains to be the main motivator to buy one product instead of another.

## 4 Politics and sustainable agriculture

As mentioned before, this project focuses on the channels engagement, consuming, profession and politics. In the next paragraphs we will outline how politics can contribute to sustainable agriculture and which role youth can play in this channel specifically. In order to implement an expert's view we will refer to the executed interview with Tofik Dibi, a young but experienced Dutch politician. Dibi (1980) got involved in politics when he was 21 and is a member of the Dutch Parliament since 2006, working for the left-wing party GroenLinks.

Politics can play an important role in stimulating sustainable agriculture since legislation is often needed to enforce changes. But the power of legislation is at the same time politics greatest weakness, since it's often a very slow process. For the last three years Dibi and his party are pleading against intensive cattle farming and in favor of more sustainable agriculture (Dibi for example presented a motion for a promotional campaign on sustainable agriculture). But even in order to achieve even small changes in the farming sector, a lot of lobbying in the parliament is required. The reason why the process of stimulating sustainable agriculture through politics is so slow and ineffective is, according to Dibi, simple: "The biggest political parties who have the most influence in relation to legislation are not really 'pro-sustainable agriculture' because their rank and file are not". In other words, according to Dibi, the big parties are afraid to lose voters when they agitate against traditional farming, since that is a group that traditionally votes for these parties. Besides, the relative conservative ideas the traditional parties carry out they do not have a common ground with the more modern ideas on sustainability. So, although Dibi thinks it is his duty to fight against intensive cattle farming through politics, he realizes this is not the easiest way.

He thinks that the behavior of the consumer plays a much more important role in supporting sustainable agriculture, an area in which the youth can have an influence as well. It would be ideal if the consumer would buy organic products, but Dibi remarks that this is not realistic: "Through my work, I am invited for several debates with youngsters for example, I have a lot of contact with the youth, as well with young farmers. But what I see is that the price of products is more important for them than a product contributing to sustainability". When Dibi visited a farming-school every student said they would have no problems with eating less meat, but the real change of behavior seems to be a problem. It rises the following question: is it even possible to change the behavior of the youth? Dibi thinks it's possible, but therefore you have to go back to the roots: "The most important thing, something I notice for years, is the gap between youngsters and sustainable agriculture. A lot of young people I speak with have never even been on a farm or don't even know where milk comes from."

According to Dibi this gap can be narrowed by addressing youngsters actively; confronting them with the negative consequences of traditional farming active. He states involving youngsters in sustainable agriculture, for example by organizing an excursion to an organic farm, is a way to narrow this gap. The fact that this method doesn't address a very large group directly is not a problem according to Dibi. The reason: the stimulation of sustainable agriculture works most effectively through word-of-mouth marketing: "That's the way you get the fire started and keep the fire burning, I experience this in my own and other environments".

Another problem is that there are some youngsters who do want to make a change, but they do not know through which channels they can influence the process. Voting, as Dibi remarked, is a way to have some influence on political legislation. But because it is an indirect way of contribution, the legislation process is slow and traditional conservative parties like CDA, who have the most influence in Dutch politics, do not have, according to Dibi, a program that enforces changes towards a more sustainable agriculture, voting doesn't seem the most effective way for youngsters who want to enforce a shift. According to Dibi there are three ways that are effective if young people want to contribute to sustainable agriculture. The first one is engagement through political activity. Political activity tackles the indirect characteristic of voting, since political activity is more direct influence. Secondly, Dibi thinks writing and publishing articles about sustainability (for example an article about the negative consequences of intensive cattle farming) in newspapers is an effective way. Starting a petition in favor of sustainable agriculture is the third option Dibi puts forward. The positive and common consequence of the second and third options is the media-attention they can generate; writing an article or starting a petition can be picked up by the media. In this way not only a larger audience can be reached, but good articles or petitions have the potential to generate a political discussion.

## 5 Profession and sustainable agriculture

In the next paragraphs we will outline how profession can contribute to sustainable agriculture and what role youth can play in this channel specifically. In order to implement an expert's view we will refer to the executed interview with Sjoerd de Hoop. De Hoop is an organic farmer for more than twenty years. Besides, he is one of the organizers of the most important symposium on sustainable agriculture in the Netherlands, Biovak, where organic farmers come together every year. De Hoop is also a member of several committees concerning organic farming.

### §5.1 Sustainable Agriculture as a profession

Talking about sustainable agriculture, De Hoop immediately remarks sustainable is a resilient concept. To be an organic farmer you have to be certified, something that is not the case when you are farming 'sustainable'. De Hoop says: "Sustainable farmer A can have a total different view on sustainability than farmer B, yet both say they farm sustainable". Of course sustainability starts with the use of less poisons and the re-use of materials but still a lot of farmers do not exactly know what sustainable means because there is no certification on this way of farming. According to De Hoop, the problem to define sustainability is a problem for the young farmers as well; a lot of them do not have a clue what it exactly means. Therefore, a certification like all organic farmers have, can be quite important for a more holistic approach towards sustainability.

A bigger concern is the image De Hoop outlines about the young farmers who stimulate sustainable agriculture. He says there are very few, almost no young organic or 'sustainable' farmers. De Hoop himself is from the first generation (organic farmers with more than 20 years experience) while the organic farmers from the third, newest and youngest generation are in their early thirties.

That the organic farmers younger than thirty are very thrifty is not strange, according to De Hoop: "The only chance you see organic farmers mid- or begin twenties is when they are raised by parents who farm organic. It appears to be that it takes traditional farmers at least five to ten years before they start to realize organic farming is better than traditional farming". But why does it take so long before young farmers become aware of a different way of farming that stimulates sustainable agriculture?

The most important reason for this realization at a relative old age has to do with education. The education-programs at the farming schools in Holland do not contain lessons on sustainable agriculture. So, according to De Hoop, the lack of information on the farming schools prevents the youngsters to choose for organic farming at a young age, at the start of their farming-career. It sounds awkward such schools do not confront the young with a relative new way of farming, but De Hoop thinks it is a logical matter of cause and consequence: "Almost all the teachers at the farming schools are traditional farmers who are raised in the traditional way and have always practiced the traditional. So, when the teachers do not have the experience and knowledge, how can they provide lessons on sustainable agriculture"?

For several years De Hoop has tried to involve members of the NAJK (The NAJK is the organization of young farmers in Holland, it has 9000 members) in the most important conference of organic

farmers, Biovak, where sustainability is always central. But this year De Hoop will not try to involve youngsters in Biovak through the NAJK because the interest over the last years is dramatically low. "Only 3 % of the members of the NAJK have once attended to a conference of Biovak". De Hoop says that the total amount of organic farmers in Holland is also just a low 3%, but still it can be concluded that young people do not have much more interest in sustainable agriculture compared to older generations.

De Hoop thinks that the unattractive image of sustainability is the most important reason for the low interest. Youngsters associate sustainability with words as 'old-fashioned' and 'boring' while the opposite is true, according to De Hoop: "Organic farming uses the newest farming techniques and is everything except old-fashioned". According to De Hoop, this image problem has to be solved. Sustainable farming must be associated with words like 'cool' and 'new', otherwise De Hoop doesn't think there will be a shift in the profession channel.

### **§5.2 Profession as a means for youths to promote sustainable agriculture**

Theoretically, employees should be able to influence the organization for which they work (Quisumbing, 2005). An environmentally aware person might for example urge its coworkers to use energy-efficient lamps in the office, or advocate a Fair-trade coffee machine instead of a regular one. Especially educators on schools and universities have the potential to greatly influence a large audience through their profession (Quisumbing, 2005).

So what does this have to do with youngsters? In general one could say that youths do not hold very influential positions at companies. And for most youth under 18 this might be true. But what about young educators in primary and secondary school, surely they have a large influence on their pupils. Also think about youths who are active in student associations and non-governmental organizations such as political youth parties<sup>4</sup>. But even if they are not working right now, they soon will. Youngsters are the future workers, and their ethos will greatly influence the practices of their companies.

### **§5.3 Change in and around the workplace**

It is however not self-evident for an employee to actively influence the policy of the firm. Let's not forget that firms and organizations always deliver a service/product to the outside world. Or in other words: a firm/organization usually does not exist for its employees, but for its customers. Yet, a monumental shift is at hand. Companies and organizations are starting to realize that it's not enough to provide a good product to their customers: having the best workforce is being identified as the new key to a sustainable business model (Symposium "Don't be Evil" by Sogeti, 8-06-2010 and Lecture 'leiderschap' by Tom Rodrigues 26-05-2010). Getting the best workforce can be interpreted in different ways. The most common is paying a high salary. But it is questionable whether this is the best tactic as the employees now eat away a lot of profit. Another option is to offer a pleasant working environment in which the employee feels at home and/or has influence on the firm's policy. This is one of the reasons why more and more businesses opt for Corporate Social Responsibility (CSR) policy (Lageweg, 2010).

CSR policy is not beneficial to the company's employees. As noted by Willem Lageweg- the director of MVO Nederland<sup>5</sup>, it can also be more beneficial for the natural environment and the social

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<sup>4</sup> McFarland and Thomas (2006) argue that youths who have done voluntary work in several types of organizations have a high chance of being active in politics later in life.

<sup>5</sup> Literally translated: CSR-Netherlands. MVO Nederland promotes CSR policy in the Netherlands.

environment at the different layers or sections of the production process (Lageweg, 2010). Indeed when companies build new offices more emphasis is placed on using products originating from sustainable agriculture, such as for example FSC-Wood<sup>6</sup>.

Considering the fact that youths are the future workforce, and taking into account the current trend in which employees are getting a bigger voice in the policy of organizations and companies, it is essential that the youth are taught the concept of sustainability. With this knowledge, employees may promote products originating from sustainable agriculture. This can include a wide variety of products, from organic food in firm' cafeterias to the usage of office furniture made from sustainable agriculture products.

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<sup>6</sup> FSC-Wood is made from trees which originate from monitored forests and where trees are replanted, for more detailed information see <http://www.fscus.org>



## 6 Conclusion

### §6.1 Engagement

Dutch youngsters are engaged and interested in helping to achieve sustainability. As the goal of sustainability can only be reached by a myriad of different everyday choices by individual youngsters in their role of consumer, professional, voter, and so on, stimulating an engaged attitude of ecological citizen is very important as it affects the behavior of people in all these roles. Strengthening this attitude among youngsters will require opportunities to act, active participation and the feeling that their input is being valued and that their actions really have an impact.

### §6.2 Consuming

A change in consumption behaviors could contribute much to sustainable agriculture, because consuming is something that everybody does every day. Everybody is consuming food, energy and water each day. The consumption behavior of each person is directly connected with agriculture if you think about food, because food is produced on farms. But also indirectly if you think about energy and water consumption. Too much use of both or using energy which is badly produced can cause pollution or depletion of natural resources which can harm the sustainable agriculture sector. Additionally it is not only about what you consume, but also about how you treat the materials you buy. How do you save food? Where do you throw your waste? Do you turn of the radiator when you're gone?

Where it comes down to, is that consumption behavior is part of a whole lifestyle. And although changing that lifestyle would be a paradigm which would cost a lot of effort and time, it can make a big change with respect to sustainable development.

### §6.3 Politics

Although politics are seen as influential due to the power of legislation, it is not the channel where sustainable agriculture is stimulated very effectively nowadays. Not only because legislation is a slow process, but also because sustainable agriculture does not have a lot of support within the most influential parties. Therefore it is important that the gap between youngsters and sustainable agriculture is narrowed through stimulating active participation. Secondly, the small group of youngsters who already want to make a change will most probably have the most success by generating media-attention, for example with sending an 'activist' article to a newspaper.

### §6.4 Profession

We think the Dutch farming industry is very crucial since it's the fundament of a culture of sustainable agriculture. If you want to enforce a shift from traditional to sustainable farming, we think you have to address this problem at its roots, namely higher education. Organic farmers can take initiative and give lessons themselves while the politics must try to lobby for a new education-program. We think the fuzzy image of sustainability as De Hoop described, can only be changed, as Dibi pointed out, through active approach, an approach that has to start at the roots.

## §6.5 Overall conclusion

Two questions were raised at the outset of this project. The first question aimed to understand in which ways the actions and behavior of Dutch youngsters could contribute to sustainable agriculture. As it appears, the most important link between youth and sustainable agriculture seems to be consumption. Not only does everybody consume, agriculture has of course everything to do with consuming. If people would change their consuming behavior positively towards sustainable agriculture the world of agriculture would definitely change towards sustainability.

Secondly, we wondered how youngsters could be mobilized so as to effectively stimulate and support sustainable agriculture. The importance of reaching the youth is mentioned several times before and the most effective way to stimulate a shift in their consuming behavior seems to be through engagement. Young people need opportunities to act; these need to be opportunities through which youngsters get the feeling that they contribute to change. Engagement with sustainability somehow will not only affect their consuming behavior but also their political views and voting behavior. As for the youth directly involved with agriculture, they need to be educated properly about sustainable agriculture. Probably the biggest problem is the image of sustainability. On the one hand it is associated with old fashioned and boring and on the other hand almost every single product is called green or organic. Youngsters need to know the true meaning of sustainability so they can determine for them self the value of a product concerning sustainability.

## 7 Recommendations

Based on the findings of this project as described in the previous chapter, we would like to provide some brief recommendations to ILEIA in their aim to effectively mobilize youngsters towards sustainable agriculture. We want to stress that these points are very concise and open to the interpretation of ILEIA. Thus, in order to effectively mobilize youth towards supporting sustainable agriculture, ILEIA could

1. *Cooperate with like-minded organizations* (for example Biovak, Transition Towns, JMA, Scholen voor Duurzaamheid, Wwoof, Oxfam Novib). Combining capacities of different organizations increases the potential effect on youth. JMA has already shown interest to work together with ILEIA in mobilizing youngsters, just as some members of Transition Town Deventer. Oxfam Novib has a successful 'youth department' and will thus probably have many interesting insights to offer. Cooperation with schools will enhance youth's awareness and understanding of sustainability. Wwoof is a worldwide network that offers youngsters an opportunity to volunteer and learn about organic lifestyles, and could thus offer insight on how to actively involve youngsters towards sustainable agriculture.
2. *Cooperate with eco-labeling organizations*. Incorporating small-scale farming into their labels may enhance the chance that consumers buy more products originating from sustainable agriculture and small-scale farming in particular.
3. *Make use of existing networks*. There are currently many organizations that focus on different aspects of sustainability, agriculture and youth. Trying to parallel the expertise that these organizations have attained would be a case of trying to 'boil the ocean', or in Dutch; 'invent the wheel once again'.
4. *Lobby among politicians*. While we found that politics are not the most effective channel through which youngsters can support sustainable agriculture, working together with for example *FairPolitics* could make policy makers in the local and national government aware that their behavior affects sustainable agriculture as well.
5. *Focus on education*. Sustainable agriculture should be a topic for agricultural schools as well as conventional schools. This is important for several reasons; engagement with sustainability among youth persists into their adult lives, future farmers could get familiar with sustainable agriculture, youth would become more aware of the need for sustainability.
6. *Stimulate active participation*. Active participation is very effective gaining and keeping youngsters interested and raising their awareness. It is also important to let youngster explore the topic of sustainability themselves.
7. *Differentiate between different age groups*. There is a large difference between youngsters of 15 and youngsters of 24. ILEIA should decide what group of youngsters they want to focus on, so as to adjust their actions to this specific group.
8. *Adjust magazine/website to youngsters*. The existing magazine and websites are aimed at adults. Some possible adjustment are;
  - a. Publish in Dutch
  - b. Focus on what matters to youngsters. Agriculture might not be of interest to youngsters, so focus on what matters to them by looking at their personal experience. An example is asking what they eat.
  - c. Make use of modern media (Twitter, Facebook)
  - d. More interactive. Connect farmers and youngsters directly, for example through chatting.
9. *Give advice to youngsters on how to effectively support sustainable agriculture*. One important impediment for youngsters to get 'engaged' with sustainable agriculture is a feeling of apathy and powerlessness. Explaining and advising them on how to contribute to sustainability could be very effective. This can be done for example on the website or in the magazine
10. *Convey a feeling of urgency*. This could be achieved by explaining why sustainable agriculture is currently important or what the consequences are if no action is taken.

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## Appendix : elaborations of the interviews

### Interview: Tofik Dibi (Tweede Kamerlid GroenLinks) (26-5-2010)

#### **Hoe kunnen jongeren volgens jouw duurzame landbouw stimuleren?**

Ik hoop dat de nieuwe, jongere generatie meer kennis zal hebben van de negatieve gevolgen van duurzame landbouw. Want ik merk dat jongere zich toch meer druk maken om het milieu en aanverwante zaken dan de oudere generaties. Dus ik ga ervan uit dat wij (Dibi zelf ook pas 29) meer rekening zullen gaan houden met de kwalijke gevolgen van duurzame landbouw en daardoor ook meer dingen links zullen laten liggen, en bijvoorbeeld meer biologische producten zullen kopen.

*Opm. Dibi denkt dus vooral consumptie*

#### **Zie je dat als een taak van de politiek om jongere meer bewust te maken?**

Ja, zeker weten! Ik word, omdat ik zelf jong ben, vaak uitgenodigd voor debatten waar veel jongeren aanwezig zijn. En als ik dan vertel over de kwalijke gevolgen van duurzame landbouw merk ik dat het wel impact heeft op die jongeren. Niet op iedereen, maar op veel wel. Zo was ik eergisteren op een MBO-school en ik vroeg: zouden jullie het erg vinden om twee dagen geen vlees of vis te eten? Iedereen was daartoe bereid.

#### **Iedereen is er misschien toe bereid, maar denk je niet dat het doen, het omzetten tot daden, een hele andere, veel moeilijkere stap is?**

Ja, gedragsverandering gaat niet vanzelf helaas. Want vaak geeft de prijs van de producten de doorslag en niet het 'duurzaamheids-gehalte'. Maar kijk, dit zijn echt dingen die door mond tot mond reclame, de een steekt de ander aan, misschien ook omdat het mode wordt, verspreid moeten worden. Dan kan het echt aanslaan.

*Opm. Dibi impliceert hier dat biologische producten te duur zijn en daardoor minder aantrekkelijk voor jongeren.*

#### **Mond op mond reclame de beste manier dit te stimuleren?**

Ja, zo kun je het beste een lopend vuurtje krijgen. Want het leeft nog niet echt. Slechts een kleine groep kiest nu voor biologische producten, terwijl de grote massa voor het goedkopere kiest.

*Opm. Mond tot mond reclame beste methode*

#### **Hebben jullie het binnen de partij of binnen de politiek erover hoe jullie die jongeren het beste kunnen beïnvloeden?**

Ja. Ik heb bijvoorbeeld zelf een motie ingediend, die ook een meerderheid heeft gekregen, voor een grote campagne. Een moderne campagne met moderne media - dus geen campagne met een opgeheven vingertje - over de gevolgen van vlees vis en zuivel. Reden: het moest modern zijn om ook de jongeren te stimuleren. We hopen dat het dan ook een gedragsverandering teweeg kan brengen.

#### **Hoe kan politiek duurzame landbouw hier en elders positief beïnvloeden, behalve via moties?**

Nee, ik denk dat de grootste winst hem wel zit in de gedragsverandering van de consument. Maar de plicht van de politiek is normen en eisen stellen (dmv wetgeving) aan de intensieve veehouderij en duurzame landbouw stimuleren. En dat is een heel lang en moeizaam gevecht. Het gaat zo langzaam is mij de afgelopen jaren opgevallen, om moedeloos van te worden. Via de politiek fundamentele veranderingen teweeg brengen is bijna ondoenlijk gebleken.

*Opm. Verantwoordelijkheid dus vooral bij consument*

**Waarom gaat het zo traag, bureaucratie?**

Nou, de grote politieke partijen lopen er niet echt warm voor. Partijen als VVD en CDA zullen het moeilijk vinden om stappen te nemen ten faveure van duurzame landbouw omdat hun achterban zich meer aan de andere kant bevindt. En daarbij raak je ook mensen in hun beroep als je duidelijk kiest voor duurzame landbouw.

*Opm. Probleem politiek is dus bang om stemmen te verliezen*

**Is dat de grote beperking van de politiek die het vrijwel onmogelijk maakt een omslag teweeg te brengen?**

Ja, maar ik merk wel dat het debat heftiger wordt en ik denk dat er in de toekomst wel iets kan gaan veranderen.

**Je gaf zelf al aan jezelf ook als jongere te beschouwen. Hoe zie jij dan de rol van andere jonge politici op dit vlak?**

Dat is heel verschillend. Zo zit er een jong kamerlid bij het CDA die gewoon het partijstandpunt volgt. Maar ik merk wel dat de jonge politici over algemeen met een iets frissere blik kijken naar deze kwestie dan de geoliede kamerleden.

**Wat heeft een stem op groen links voor meerwaarde m.b.t. duurzame landbouw?**

Je krijgt meer van wat wij de afgelopen jaren hebben gedaan. Afgelopen jaren hebben we ons verzet tegen intensieve veehouderij en zijn voorstander van duurzame landbouw gebleken. We hopen nu wel in de regering te komen, dan is het veel makkelijker om iets te bewerkstelligen.

**Uitleg ILEIA... Hoe zou ILEIA volgens jou jongeren het beste erbij kunnen betrekken?**

Wat mij heel erg opvalt, is hoe groot de kloof is tussen jongeren en duurzame landbouw. Ik woon in Amsterdam en er zijn hier zoveel jongeren die bij wijze van spreken niet eens weten waar melk vandaan komt. Ik zou actief groepen benaderen, actief jongeren aanspreken. Ik weet namelijk zeker dat ze er iets voor voelen als ze het met hun eigen ogen zien. Nu is het te vaak een ver-van-mij-bed show. De beste manier om de kloof te dichten is jongeren actief benaderen. En bijv. op bezoek laten gaan bij biologische boer.

**Hoe kunnen jongere die iets willen veranderen, dit bewerkstelligen?**

Politiek actief worden, artikel schrijven voor in de krant. Petitie opstarten. Er zijn best wel mogelijkheden. Als je het een beetje leuk inpakt dan is er absoluut media-aandacht voor. En met media-aandacht kun je weer de politieke discussie aanzwengelen en een grotere groep mensen bereiken.

## **Interview: Sjoerd de Hoop (1-6-2010 & 24-5-2010)**

Sjoerd de Hoop is sinds zijn omschakeling in 1989 al ruim twintig jaar een biologische boer. Tevens is hij lid van het managementteam van Biovak – een vakbeurs voor duurzame landbouw, natuur, voedselkwaliteit en Ondernemers met Smaak: in het teken van inspiratie voor de totale biologische keten.

### **Noemt u zichzelf naast biologisch ook duurzame boer?**

“Duurzaamheid is een rekbaar begrip. Omdat er geen controles of keurmerken zijn voor duurzaam boeren, kunnen twee boeren die beweren duurzaam te zijn er een hele andere filosofie op nahouden. Over het algemeen kun je wel stellen dat duurzaam begint met het gebruiken van minder gif, het hergebruiken van materialen en hier bewust mee bezig zijn. Biologische boeren zijn gecertificeerd, wat betekent dat er controle op deze en andere aspecten is. Je kunt daarom zeggen dat alle biologische boeren duurzaam zijn, maar niet alle duurzame boeren zijn biologisch”.

### **U heeft twintig jaar ervaring met biologisch boeren en kent het wereldje goed. Zijn er volgens u de afgelopen decennia veel jonge boeren geweest die de stap naar de biologische sector hebben gemaakt?**

“Ik maak deel uit van de tweede generatie biologische boeren. Deze generatie heeft eind jaren tachtig de overstap gemaakt en zitten nu dus circa twintig jaar in het vak. Eind jaren negentig is er een derde generatie ontstaan, deze boeren zijn rond de dertig jaar oud. Maar je moet ‘generatie’ niet qua leeftijd zien, het gaat er om hoeveel jaar je biologisch bezig bent. De jongste biologische boeren die ik ken, zijn begin dertig en slechts een aantal jaren omgeschakeld. Zo ziet Piet Sipma, een jonge akkerbouwer, in de zogeheten startfase. Na een jaar of vijf kom je in de ontwikkelingsfase en vervolgens volgt pas de verdiepingfase van het biologisch boeren”.

### **En boeren die begin/midden twintig de overstap maken?**

“Die zijn er niet zoveel of zeg maar gerust bar weinig”.

### **Hoe komt dat volgens u?**

“Boeren jonger dan 25 die biologisch te werk gaan zijn in de meeste gevallen zo opgevoed; jonge boeren waarvan hun ouders biologisch boeren dus. Want er zijn eigenlijk geen boeren in deze leeftijdscategorie die bewust overstappen. Dat komt doordat een reguliere boer meestal pas na 5 a tien jaar tot het inzicht komt dat duurzaam boeren beter is de traditionele manier”.

### **Hoe is het contact tussen Biovak en de NAJK – de belangenvereniging voor agrarische jongeren?**

Wij hebben de NAJK al drie jaar achtereenvolgens proberen te betrekken bij Biovak. Helaas niet met succes. Van de 9000 jonge boeren - aangesloten bij de NAJK – is slechts 3 % een keer op een biovak geweest. Slechts drie procent van de jonge boeren is dus bezig met duurzaamheid. De kanttekening die hierbij geplaatst moet worden is dat er in Nederland in totaal ook maar 3 % van de boeren biologisch is. Maar je kunt dus wel stellen dat jonge boeren niet meer bezig zijn met duurzaamheid dan de oudere generaties.”

### **Vanwaar die desinteresse?**

Ten eerste is het landbouwonderwijs niet biologisch. Daarmee bedoel dat biologisch boeren niet aan de orde komt in het lespakket. Daarbij zijn de docenten op deze scholen meestal ook niet opgegroeid met biologische methodes. Dan is het lastig om de jongeren hiermee kennis te laten maken, laat staan over te dragen.



**Hoe kan volgens jou een verandering in gedrag bij jongeren effectief bijdragen aan de stimulering van duurzame landbouw?**

“Je hebt een aantal woorden in jongerentaal zoals ‘cool’ en ‘hip’. Die termen moet je proberen aan duurzaam boeren te hangen. Boeren worden opgevoed dat ze zoveel mogelijk moeten produceren. Dus het gaat om snelheid en zo veel mogelijk. Maar jonge boeren moeten in de gaten krijgen dat er op een andere manier te werk kan worden gaan. Aan duurzaam boeren kleeft een stoffig, saai imago. Maar duurzaam boeren is juist hoogwaardig technologisch en modern. Hier bij wijze van spreke woorden als ‘cool’ en ‘hip’ aan verbonden worden”.

## Interview: Anne Clasquin van Jongeren Milieu Actief (26-05-2010)

### **Jongeren Milieu Actief (JMA is onderdeel van Milieu Defensie):**

“Jongeren Milieu Actief (JMA) is dé jongeren milieuorganisatie van Nederland voor en door jongeren tussen 12 en 28 jaar. Op een creatieve, ludieke en positieve manier gaat JMA aan de slag met thema's als klimaatverandering, veehouderijen of duurzame consumptie! Wij geven jongeren, bedrijfsleven en de overheid alternatieven voor een schone en duurzame wereld”.

### **Wie is Anne Clasquin:**

“Hoi, ik ben Anne en ik werk als onderwijs medewerker voor het voortgezet onderwijs. Ik vind het interessant om met andere jongeren te praten over wat klimaatverandering en milieuproblematiek voor hen betekent, waar zij vinden dat de verantwoordelijkheid ligt om dit aan te pakken en.. wat we er zélf aan gaan doen. Het liefst combineer ik mijn werk op kantoor met lesgeven of mensen ontmoeten, zoals tijdens de festivaltour.

Naast de 3 dagen die ik voor JMA werk ben ik aan het afstuderen in de plattelandsvernieuwing. Mijn scriptie gaat over de migratie van boeren en over de beleving van hun woonomgeving”.

### **Politiek**

Over het algemeen staan mensen in de politiek heel erg open om naar jongeren te luisteren, jongeren kennis te laten maken met de politiek of om naar bepaalde activiteiten voor jongeren te komen en te participeren aan acties. Ook komen veel jongeren af op acties of andere activiteiten die gerelateerd zijn aan de politiek. Toch zit er ook een grote kloof tussen jongeren en de politiek. Jongeren vinden het leuk om de politiek van dichtbij mee te maken, maar het is moeilijk voor hun om in te zien wat ze er op langere termijn aan hebben. Een voorbeeld is een actie die Fout Vlees heette, waarbij werd gepleit om de bio-industrie uit Nederland te krijgen. Heel veel jongeren deden daaraan mee. Deze jongeren hebben een voorstel ingediend aan de politieke partijen. Dit werd ook serieus in ontvangst genomen. Maar wat precies het effect geweest is van deze actie is moeilijk te overzien. Directe resultaten waren niet zichtbaar.

### *Waarin verschillen jongeren van ouderen?*

Jongeren krijgen meer voor elkaar; ze worden makkelijker uitgenodigd, ze komen vaak met innovatievere en creatievere oplossingen waardoor ze wel serieus worden genomen. Maar toch hebben jongeren niet echt invloed op processen op langere termijn, omdat ze niet in de politiek zitten. Het blijft meestal bij de lijntjes warm houden door acties, projecten en dergelijke. En ondanks dat er wel openheid is voor die acties en dat er wordt geluisterd vanuit de politiek, worden er zo goed als nooit echt harde toezeggingen gedaan. Het blijft meestal bij vage beloftes.

### *Hoe belangrijk is stemmen?*

Het is zeker belangrijk. JMA organiseert debatten voordat er gestemd moet worden. Over het algemeen komen daar heel veel jongeren op af. Over het algemeen zijn dat wat oudere jongeren, met name studenten.

Daarnaast heeft JMA ook een project lopen waarbij jongeren tussen de 12 en 16 jaar bewust worden gemaakt van thema's zoals klimaatverandering en hoe de politieke partijen daarmee omgaan. Ook toetsen ze zelf hun eigen gemeentes op hoe goed hun beleid is voor bijvoorbeeld klimaat of landbouw. Zo leren ze ook hoe ze zich kunnen informeren over deze onderwerpen en hoe ze daarover kunnen debatteren.

### **Consumenten**

Als consument heb je heel veel verantwoordelijkheden. Achter elk product schuilt een productieproces en een productieketen. En de consument kan kiezen voor bepaalde producten; fair trade of niet, van dichtbij afkomstig of niet etc.

Maar het is inderdaad waar dat veel mensen, en ook de meeste jongeren, geen idee hebben van waar een product werkelijk vandaan komt en welke weg het heeft afgelegd om in hun handen terecht te komen. En om de beste keuzes te maken als consument, is het belangrijk daar meer over te weten. Daarom wil JMA een project starten om jongeren deze kennis te geven. Dat is héél belangrijk. Want als de consument geen kennis of bewustzijn daarover heeft, ligt het voor de hand om het goedkoopste of makkelijkste te kiezen. Behalve het geven van kennis, is het belangrijk om jongeren zelf te laten onderzoeken waar hun producten vandaan komen, en hoe.

Bewust consumeren en daarbij de juiste keuzes maken is zeer belangrijk, want het heeft echt invloed op bijvoorbeeld de duurzame landbouw. Zowel nationaal als internationaal, aangezien de meeste productieketens geen grenzen kennen.

### **Engagement**

De ervaring leert dat projecten van twee maanden op scholen invloed hebben op de langere termijn. Een voorbeeld is een project van JMA waarbij een klas een x aantal procent energie zouden sparen. JMA gaf de leerlingen allerlei tips hoe ze dat konden doen (zoals biologisch of minder vlees eten). Hoe ze het uiteindelijk deden en het resultaat werd gerapporteerd en aan een wethouder voorgelegd.

Wanneer zo'n project goed verloopt, blijken de leerlingen na het project niet terug te vallen in hun oude gewoontes, maar door te gaan op de manier waarmee ze energie bespaarde.

*Waarom, hoe krijg je jongeren zo enthousiast dat ze er mee doorgaan?*

Wat meestal goed aanslaat bij jongeren is het competitieve karakter van het project. Soms wordt dat gedaan door een weddenschap aan te gaan met de wethouder, of strijden verschillende klassen met elkaar. Daarnaast is het belangrijk dat ze zelf iets doen. Jongeren hebben meer nodig dan dat ze van alles aangeleerd krijgen door boeken te lezen of dat iemand ze het verteld. Het zelf doen werkt het beste en geeft jongeren een goed beeld van de effecten van hun eigen doen. Dit geeft ze het idee dat ze zelf iets kunnen bijdragen.

### **Professie (ondernemen, studeren, investeren etc.)**

JMA is sinds kort aanbieder van maatschappelijke stages. Deze stages zijn vanaf 2011 voor alle middelbare scholieren verplicht. Het zijn stages bij maatschappelijke organisaties zoals JMA om te leren iets goeds te doen voor de maatschappij. Maar het is ook om jongeren te laten zien wat het werk van deze organisaties inhoudt, hoe belangrijk ze zijn en wat ze kunnen bereiken.

*Hoe worden jongeren gelinkt met bedrijven, aangezien bedrijven misschien diegenen zijn, die op het gebied van duurzame ontwikkeling de meeste invloed kunnen uitoefenen?*

Dat is zeker een belangrijk punt. Je hoort jongeren ook vaak zeggen: mijn invloed is te verwaarlozen in vergelijking met de grote bedrijven zoals Shell. JMA gelooft niet zozeer in projecten die tegen deze bedrijven gericht zijn. Wel organiseert JMA projecten waarbij samenwerking wordt gezocht tussen jongeren en grote bedrijven. Zo is er een project waarbij jongeren de chips fabrikant Lays oproept om ook een biologische variant te produceren. Dit doen ze door jongeren een massale bestelling te laten doen bij Lays voor die niet bestaande biologische variant. Hierdoor wordt er op een positieve manier geprobeerd om de Lays fabrikant over te halen.

### **Wat is duurzaamheid voor jou?**

Anne refereert hier naar de definitie van de Club van Rome in 1972: "Duurzame ontwikkeling is een ontwikkelingsmodel dat voorziet in de behoeften van de huidige generaties, zonder de mogelijkheden van toekomstige generaties om in hun behoeften te voorzien aan te tasten". Zij voegt daaraan toe: dat je ook naar de volgende generaties kijkt, dat je nadenkt over de toekomst en dat je die veilig stelt. Dit betekent niet dat men het zo moet doen zoals het altijd is gedaan. Maar dat er

juist gekeken moet worden naar nieuwe technologieën en nieuwe mogelijkheden en ideeën om tot betere oplossingen te komen.

### **Wat raad je ILEIA aan; via welke weg kunnen ze het beste jongeren benaderen?**

Het tijdschrift zoals die nu is, moeten ze helemaal loslaten als het gaat om het betrekken van jongeren gaat. Aanbevelingen:

- Het is in het Engels → het moet in het Nederlands
- 'Jongeren' is een heel breed begrip; 15 jarige zijn heel anders dan 24 jarige, dus je hebt verschillende doelgroepen binnen die jongeren die je ieder anders moet benaderen. (denk aan MBO's, Universiteiten, studenten, middelbare scholieren, starters etc.). Dus ze moeten in ieder geval goed nadenken wie ze precies willen bereiken.
- Anne denkt dat zoiezo een tijdschrift niet het middel is om jongeren te trekken. Beter is een interactieve website gericht op jongeren. Ook werken met netwerk-websites (zoals Facebook en dergelijke) en de vormgeving moet passen bij de doelgroep. Een idee: kunnen chatten met een boer.
- Duurzame landbouw klinkt niet interessant → het moet veel persoonlijker; bv. wat eet jij? Het moet de jongeren direct aangaan en aansluiten bij hun belevingswereld.
- Samenwerken met andere organisatie (bv. met JMA en met scholen)
- Woorden zoals klimaatverandering, landbouw en andere niet te veel gebruiken (deze termen staan te ver van jongeren, ze weten niet goed wat ze ermee kunnen doen), maar meer in de trend van *wat eet jij?*
- Het is heel belangrijk om jongeren niet te veel voor te zeggen, maar om ze juist zelf te laten nadenken over bepaalde vraagstukken en ze zelf te laten ontdekken hoe bepaalde dingen in elkaar steken.

### **Als je zou moeten kiezen tussen Politiek, Consumeren, Engagement of Professie, via welke van deze kunnen jongeren de meeste invloed uitoefenen op duurzame landbouw of op duurzame ontwikkelingen in het algemeen?**

Consumeren; daar begint het mee. Ook jongeren onder de 16 jaar hebben al best wat geld en consumeren behoorlijk. Het thema consumeren is wat jongeren het meest raakt, omdat het heel duidelijk laat zien hoeveel jij en je levenswijze impact hebben en hoe je zelf invloed kan uitoefenen op die impact. Maar het beste is om het in combinatie te doen met engagement. Projecten en acties via school of ander organisaties werken over het algemeen heel goed om jongeren bewust te maken en tot actie over te gaan.

## Interview: Transition Towns Deventer (Tara en Janny)

### Bijeenkomst 'Wortels voor lokale veerkracht', 28 mei 2010

#### 1. Doelen en motivaties

##### Hoe voel je je persoonlijk betrokken bij duurzaamheid t.o.v. anderen en maatschappij?

Zelf niet aan mee doen, erover praten, onderwijs. Frustratie; waarom luistert niet iedereen? Waarom moet ik de enige zijn die zuinig is?

De kracht van Transition Town (TT) is het hebben/ontwikkelen van een visie.

##### Zijn mensen bij TT zich meer bewust?

Ja

##### Waarom?

Mensen die bij TT komen, zijn er sowieso al meer mee bezig.

##### Versterkt de deelname het gevoel ook?

Ja, prettige samenwerking. Meer bewustzijn van de urgentie, maar ook veel plezier, erg motiverend. Ontwikkelen van een visie; gezamenlijk doel helpt in je herinneren aan de noodzaak.

Dagelijkse bezigheden als een moestuin zijn invulling aan het leven richting een ultiem/uiteindelijk doel.

#### 2. Definities en persoonlijke ideeën omtrend het onderwerp

##### Duurzaamheid?

Niet per se lokaal zelfvoorzienend zijn. Deze tijd kent vooral veel onduurzame processen; teveel gebruiken/consumeren/weggooien. Duurzaam is hergebruiken, denken in kringlopen, van te voren bewust zijn wat er met spullen gaat gebeuren.

##### Bedoel je hiermee dus een verandering van denken (paradigmashift)?

Verwijzing naar permacultuur; Goed voor de aarde, goed voor de mens en goed voor elkaar Sustainable betere term dan duurzaam, want het gaat om de draagkracht

##### Lokaal

Eerder al omschreven als 'op fietsafstand'.

##### Engagement

Niet besproken

#### 3. Belang van jongeren

##### Belang van jongeren

Kinderen staan er erg voor open; vinden het logisch. Jongeren waarschijnlijk moeilijker te bereiken, veel eigen interesses, landbouw niet hip.

Voor jongeren moeilijk de urgentie in te zien; alles is nog in overvloed aanwezig en nog goedkoop ook. Heel belangrijk dat jongeren gaan beseffen dat alles ergens vandaan moet komen.

Later: kinderen zijn belangrijk voor lange termijn, maar op dit moment is urgentie hoog; jongeren moeten ook al aangesproken worden.

##### Hoeveel jongeren bij TT?

Niet veel.

Later; verkeerde moment van samenkomen (door de week). Meerdere oorzaken, ook nog niet echt een prioriteit. Denken wel dat het belangrijk is voor de lange termijn.

Bij TT vooral 30/40ers, zijn nog niet lang genoeg (nu 1,5 jaar) bezig en hebben beperkt mankracht, zien wel de noodzaak

### **Hoe kan je jongeren bereiken?**

Gevaar geitenwollensokkenimago. Aantrekkelijk maken, niet te moeilijk. Dit is wel lastig, want de boodschap is niet per se erg leuk. Te laagdrempelig is niet misschien gevaarlijk.

Ontwikkelen onderwijsprojecten/lessenprojecten; leerkrachten onderwijzen in duurzaamheid. Op dit moment gebeurt dat nog niet op centraal niveau. Vooral belangrijk toekomstbeeld te koppelen aan eigen handelen.

het beste: informatie vereenvoudigingen, deelname aantrekkelijk maken, laagdrempelig. Dit is echter problematisch, want het mag ook pijnlijk zijn.

### **Gevaar van hypes**

Geeft niets, als mensen maar mee gaan doen. Niet erg als mensen om andere redenen beginnen. Belang van voorlopers.

Later: Belangrijk om bestaande netwerken en processen te gebruiken. Voorbeeld de religie (waarden).

Persoonlijk: tijdens eigen jeugd is een film over een doemscenario het omslagpunt geweest

### **Hoe kan je lastige groepen onder jongeren bereiken?**

Besef van urgentie dringt nog niet door. Mensen moeten weten dat het zo echt niet vol te houden is op de lange termijn.

### **Maatschappelijke inbedding van consumptiemethoden**

Is inderdaad belangrijk. Hoe ver kunnen mensen kijken in afstand en tijd. Alleen is het ook niet haalbaar. Niet focussen op wat niet meer kan, maar kijken naar wat helpt.

## **4. Rol van organisaties als TT/maatschappelijk engagement in bereiken duurzame landbouw**

### **Rol van organisaties als TT/maatschappelijk engagement voor verandering?**

Bewustwording is heel belangrijk. Belangrijk om voorloper te zijn; om een voorbeeld te geven. Mensen moeten weer leren dat ze een bepaalde radius/voetafdruk hebben.

### **Is het misschien te ingewikkeld? Is het mogelijk?**

Wel ingewikkeld, maar moet; serieus over na gaan denken. Is een streven; persoonlijk in het onderwijs. Aan kinderen de stappen laten zien heeft veel effect.

## **5. Belang engagement t.o.v. politiek, consumeren en professie**

Duurzaamheid komt steeds meer; supermarkten met fair trade, duurzaam ondernemen. Moet ook niet alles-of-niets-denken; belangrijk kleine, persoonlijke stappen te nemen. Moet niet onhaalbaar worden. Maar wel belangrijk urgentie te onthouden; zoveel tijd hebben we niet.

TT: Bewustwording is nodig, politiek, economie, supermarkten, ... alle zijn ervoor nodig

### **Politiek**

Geen tijd om op de politiek te wachten; het moet van onderop komen, anders wil de politiek ook niet. Moet breed gedragen zijn. Kracht van mensen om samen te werken, daar moet het van komen.

Wel belangrijk om met plannen naar bv. gemeente te stappen.

kracht van TT: samenwerken (ook bijvoorbeeld met gemeente), elkaar inspireren

## **6. Belang van lokaal produceren**

Speerpunt TT is onafhankelijk worden van olie en andere eindige grondstoffen. Minder transportkosten, meer bewustzijn van waar producten vandaan komen.

Je kan niet alles goed doen, maar het is een handvat; geeft mensen een handelsmogelijkheid.

### **Belang van de handeling; het het zelf doen**

Focusses op wat je zelf kan doen om duurzamer te leven. Mensen hebben vaak al interesse als ze bij TT komen, maar wel sneeuwbaaleffect; als je er eenmaal mee bezig bent werkt het aanstekelijk.

Persoonlijk: heeft heel aanstekelijk gewerkt, interesse groeit steeds meer. Opmerken dat het makkelijker kan dan ze dacht. Leren dat het gewoon leuk kan zijn.

Maar niet genoeg om de urgentie 'eer aan te doen'. Kleine projecten zijn niet genoeg, maar in de hoop dat er een sneeuwbaaleffect ontstaat, zodat andere mensen mee gaan doen. Je moet doen wat je kan.

### **Kwestie van een keerpunt?**

Ja. Werkt vooral goed bij kinderen. Mensen denken dat het niet leuk is omdat ze het nooit hebben gedaan. Veel mensen zijn zich er niet van bewust dat hun pizza ook van landbouwproducten gemaakt is. Kennen het prettige gevoel niet dat je het ook zelf kan.

### **Relatie consument-producent**

Bij TT nog niet veel werkelijke relaties opgebouwd tussen boeren en consumenten. Wel contact met CSA organisaties, meer contact/lobbyen bij boeren. Geen lopende projecten in de landbouw. Mensen worden bewust gemaakt van het proces van produceren; makkelijke moestuin, moestuin maken voor anderen, eigen moestuinen, wandelingen door de stad, samenbrengen van mensen met interesse.

### **Lokale versus globale duurzaamheid**

Link hier en daar heel erg belangrijk. Wel lastig om mensen zo 'ver' te laten kijken.

## **7. Belang van bewustzijn**

Preventief bewust worden van belang duurzaamheid. Voordat het 'fout gaat' moeten mensen bewust zijn dat het fout kan gaan, anders is het te laat.

*Later in gesprekken:*

Angelique:

Jongeren zijn gedeprimeerd, je moet hen handelingsmogelijkheden aanbieden

Iemand anders (heeft zelf een keer een stukje geschreven voor ILEIA):

Graag samenwerking met ILEIA → verslagen ervan hoe boeren elders het kleinschalig aanpakken.

Interesse in de kennis van ontwikkelingslanden aangezien zij veel meer ervaring hebben in het bedrijven van kleinschalige, lokale landbouw maar wel met behulp van moderne technieken en media. Hier in Nederland (westen) hebben mensen weinig kennis meer ervan.



**Universiteit Utrecht**

**I L E I A**

# **Project Contract**

## **ILEIA**

Liberal Arts & Sciences: Interdisciplinary Leadership  
Universiteit Utrecht, Heidelberglaan 8, Utrecht, Nederland  
17<sup>th</sup> of May 2010



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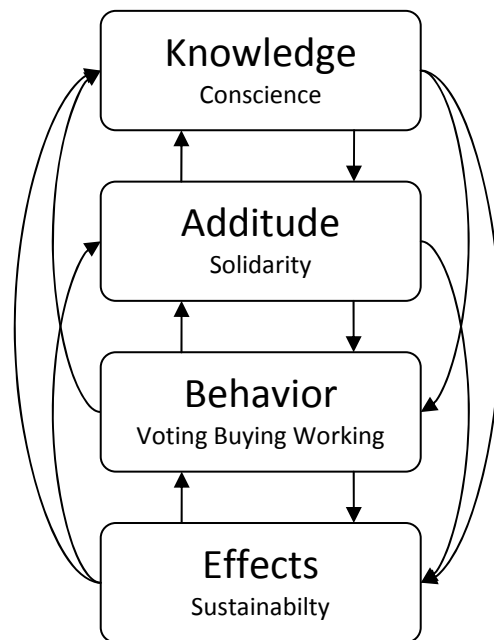
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# 1. Introduction

ILEIA is a centre for learning on sustainable agriculture. It promotes the exchange of information about small-scale farming through its magazine "Farming Matters". Through this, ILEIA informs policy makers, researchers, practitioners, educators and farmers about sustainable small-scale farming. Their main goal of exchanging information is to improve sustainable agriculture techniques so that it can be a useful alternative to mainstream agriculture.<sup>7</sup>

This project, assigned to students of University Utrecht, contributes to this goal by finding a way in which modern youth can be made aware of the importance of their choices as consumer, voter or future employee on sustainable agriculture. The aim of this project is to examine the idea that a change in the behavior of youngsters can have a positive effect on sustainable agriculture. By examining the links between behavior of Dutch youngsters and sustainable agriculture, we hope to get a better understanding of how Dutch youth can positively affect sustainable farming.

Since the end of World War II, agriculture has changed dramatically due to new technologies. Although these changes have had many positive effects they also caused many problems affecting not only the farmers or products but also future generations and the world food supply. This is why ILEIA and many other organizations and individuals promote sustainable agriculture. Gail Feenstra from the Sustainable Agriculture Research and Education Program at the University of California, claims that "sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs" and that "sustainable agriculture integrates three main goals: environmental health, economic profitability, and social and economic equity" (Feenstra 1997). To reach these goals, new technologies and innovations are necessary. This is why ILEIA promotes the exchange of information about sustainable, small-scale agriculture through their magazine. This information comes from all levels. It could come from a farmer family in Kenya to a Professor in agriculture in Mexico. The only people who are not included in the exchange of information about sustainable agriculture are the youth, even though this group is crucial for any change in the agriculture-sector. Thus, this project concentrates on Dutch youth and on how their behavior can be changed so as to effectively contribute to sustainable agriculture.



<sup>7</sup> For more extensive information about ILEIA, go to the following website: [ILEIA.leisa.info](http://ILEIA.leisa.info)

## 2. Project-definition

### §2.1 Challenge

The challenge of this project is to involve the modern youth in a worldwide discussion about agriculture in a meaningful way. Although the power of youngsters as a collective may be underestimated, non-profit organizations are now slowly recognizing this power, and they are searching for ways in which they can induce youngsters for their own goals. If one wants to make a change, it is paramount to involve the youth for they are the future. Not including the youth runs a high risk of yielding short-term benefits. In order to effectively mobilize young people, this project aims to explore the ways in which youth affect sustainable agriculture at large.

### §2.2 Motivation

The power of youth<sup>8</sup> as a new generation is widely underestimated. Their choices do not only affect the present agriculture but they are also the future presidents, ministers, policy makers, consumers, etc. If they can be somehow influenced in a positive way for the benefit of sustainable agriculture, it not only affects the present agriculture by changing consumer behavior but also the way agriculture is managed in the future.

### §2.3 Goal

ILEIA is striving to involve young people in the discussion about agriculture in a way that they will eventually promote sustainable agriculture. The goal of this project is to explore *how Dutch youth can be effectively mobilized so as to contribute to sustainable agriculture*. In collaboration with another ILEIA project-group the following questions will be answered:

#### 3. In which way can the actions/behavior of Dutch youngsters contribute to sustainable agriculture?

*For answering this question there will be research on to what degree youngsters can influence the incentives for sustainable agriculture. This could be for example through voting (the political way), the way of consuming, later on in their profession or through investments (the economical way).*

#### 4. How can knowledge or awareness of sustainable agriculture serve to change the behavior of young people?

*Besides looking to what behavior can contribute to sustainable agriculture, there will be a deeper look into how youngster can be mobilized, by looking to how, for example, trends form. How can young people be mobilized?*

#### 5. How can youngsters be mobilized so as to effectively stimulate/support sustainable agriculture?

*After examining how awareness of sustainable agriculture serves to make a behavioral shift and how the behavior of Dutch youth contribute to sustainable agriculture, it is now time to find out which is the most appropriate communication tool through which ILEIA could offer the knowledge to the youngsters and to make them aware of sustainable agriculture.*

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<sup>8</sup> Youth are defined as people between 15 and 24, which is in line with the definition of the United Nations.

## **§2.4 The project result**

The main objective of this project-group is to understand how youngsters in Holland can affect sustainable agriculture and to explore the different links between the behavior of Dutch youth and sustainable agriculture. Therefore, the goal of this project is not only to get young people interested in sustainable agriculture, but also to find ways to effectively reach out to and communicate with them without losing important information. The exact form of the project result is therefore not yet defined, but will aim to combine (scientific) understanding of this process with practical tools for ILEIA to effectively mobilize youngsters.

## **§2.5 Demarcation**

As mentioned before, this project will aim to get a better insight into the ways in which awareness among Dutch youth could contribute to sustainable agriculture, and which communication with these youngsters is most effective. Moreover, the aim of this project is limited to knowledge acquisition and will not deal with the implementation and/or execution of any activities.

## **§2.6 Effects**

This project could generate a multitude of positive and negative effects and side-effects. The positive effect, which the research aims for, would be an increased awareness of how (sustainable) agriculture and consumption affect the environment, world economy, power relations and so forth on a global scale, resulting in a change in peoples' behavior. This can also potentially strengthen solidarity between 'Western' and 'Southern' farmers, consumers, scientists and others. As a side-effect the project might also stimulate a more conscious attitude towards food and consumption in general among Dutch youth. The execution of the project itself might also generate increased awareness about sustainability, agriculture and/or consumption patterns, since the researchers as well as the interviewees are asked to pay extra attention to the subject.

This project should also consider some negative (side) effects. Since sustainable development is a 'hot topic' at the moment, this project will not necessarily result in any controversy, unless prevailing assumptions are contested. Moreover, one important phenomenon that consequently has to be taken into account is 'green' or 'sustainability fatigue', meaning that people have heard so much about sustainability that they've grown weary of the subject. It is therefore important not to contribute to this inflation and negative connotation that people might have with the concept of sustainability.

In Annex 2, a force field analysis provides a further exploration of the position that this project has within a societal perspective. It explains the level of influence and the level of interest that different actors might have in positively or negatively affecting the outcomes of this project.

## **§2.7 Conditions**

This project will be executed as part of the bachelor course called Interdisciplinary Leadership, which is included in the Liberal Arts & Science program of the University Utrecht. Therefore no financial budget is available. Six team members will work on this project, and it has to be finalized before the end of June.

### 3. Planning

**Important dates:**

Research phase: from the 17<sup>th</sup> of May till the 16<sup>th</sup> of June 2010.  
 Presentation of the project: 21<sup>st</sup> of June 2010  
 Delivering preliminary results: 2<sup>nd</sup> of June 2010  
 Delivering final project report: 16<sup>th</sup> of June 2010

Table 3.1 Task per week

Week	Task
1 (17-23 May)	<ul style="list-style-type: none"> <li>- Gathering literature</li> <li>- Planning and organizing interviews</li> <li>- Making a clear structure of the research (making a skeleton of the final report)</li> <li>- Making clear decisions about who is going to do what</li> </ul>
2 (24-30 May)	<ul style="list-style-type: none"> <li>- Everybody writes his part</li> <li>- Execute interviews</li> <li>- At the end of the week, we gather everybody's work together and we evaluate each other's work. Subsequently we have to decide together in which direction we want to go; what are we going to do and what not?</li> </ul>
3 (31-6 June)	<ul style="list-style-type: none"> <li>- Delivering preliminary results (2<sup>nd</sup> of June)</li> <li>- Execute interviews</li> <li>- Continue the research; trying to get a clearer picture of the total research and the results</li> </ul>
4 (7-13 June)	<ul style="list-style-type: none"> <li>- Execute interviews</li> <li>- Continue the research; working towards an end</li> </ul>
5 (14-16 June)	<ul style="list-style-type: none"> <li>- Making final adjustments and lay-out</li> <li>- Delivering final project report (16<sup>th</sup> of June)</li> </ul>

## **4. Maintaining the Quality**

The research, the final project report and the presentation have to meet the following demands of quality:

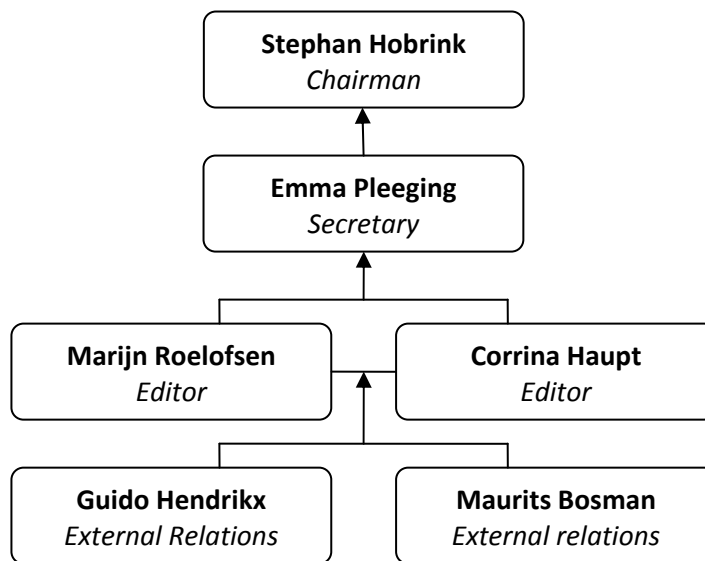
- No plagiarism: original sources of information will always be mentioned in a scientific appropriate manner.
- Abstract concepts will be operationalized as best as possible.
- There will always be drawn a distinction between scientific and non-scientific sources.
- Sources will be checked on their reliability.
- Researchers, the client (ILEIA) and the supervisor will continuously evaluate each other aiming for the highest quality. Also the Logframe (see chapter 8) will be used to evaluate the quality during the process of research.
- Interviews will be prepared well.
- Deadlines will be respected
- The project results will be of practical value to ILEIA.

## 5. Organization

The team of researchers for this project consists of six bachelor students from Utrecht University, all of them studying at different faculties. Therefore this project has a multi disciplinary approach.

In figure 5.1 the organizational structure of the project team is displayed. Although this structure looks hierarchical the group members are all considered equal in their contribution to the project. Still, an organizational structure is mandatory for a smooth execution of the project.

Figure 5.1: Internal Organization of project team A.



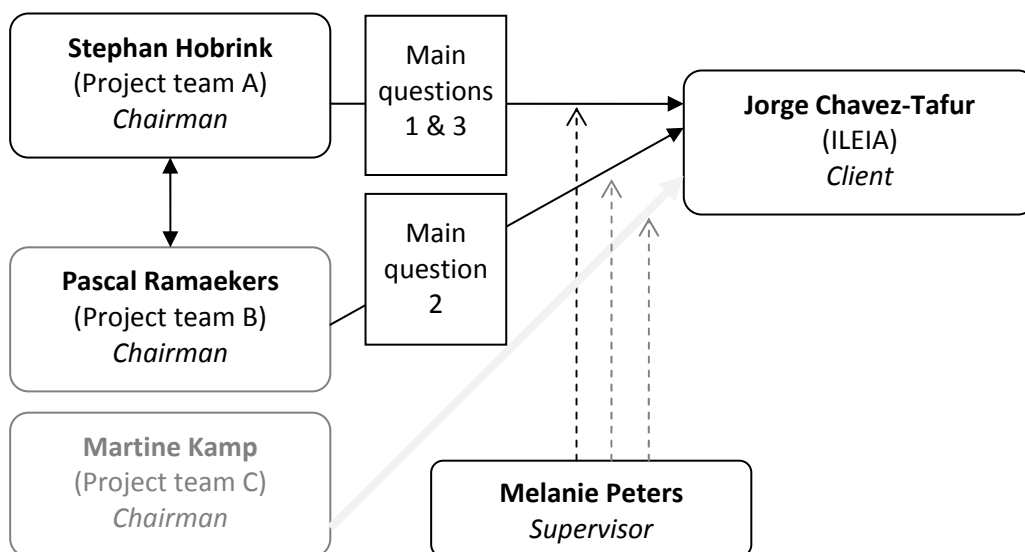
The team is chaired by Stephan Hobrink. He has a Biology major and has strong analytical skills. Additionally, he is experienced in leading small teams of motivated students. He will be responsible for maintaining inner group coherence. Besides, he will be the intermediary between the project team, the client and supervisor. Emma Pleeging is the secretary. She is a Human Geography major, has a minor for Conflict Studies and is specialized in developmental issues. Emma will be responsible for keeping the team members up to date on the latest project developments. Marijn Roelofsen and Corinna Haupt are the editors. Marijn has a major in Human Geography and a minor in Sustainable Development and Corinna majors in linguistics. Both have good analytical and writing skills. The consistency of the project will be their responsibility. Finally Guido Hendrikx and Maurits Bosman will manage the external relations such as the interviewees and the contact with the other project groups. Guido majors in media sciences and is specialized in journalism. Maurits has a Human Geography major and is specialized in issues of rural development. Their inquisitive and quick witted attitudes make them responsible for managing external relations with interviewees and the other ILEIA project groups. For a more detailed description of responsibilities tasks and jurisdictions of team members, see table 5.1.

Table 5.1: Involved actors: functions, tasks, responsibilities and jurisdictions

<i>Function</i>	<i>Tasks</i>	<i>Responsibilities</i>	<i>Jurisdictions</i>
<b>Chairman</b>	Coordination of team members, improving decision-making process	Cooperation within the team, efficiency of the team.	Representative to client & supervisor
<b>Secretary</b>	Taking down minutes during team meetings, optimizing inner team communication	Keeping team members up to date on overall progress	
<b>Editor</b>	Collating team contributions into consistent whole	Consistency within the project	
<b>External relations</b>	Optimization of external communication	Managing interviews	Representative to interviewees

This project group is part of a larger effort by ILEIA to get a better understanding of how to include youth in its future operations. In figure 5.2 two other project groups – also consisting of bachelor students of University Utrecht - are displayed. The officers of external relations will ensure that there will be regular contact between these groups so as to minimize overlap. Additionally, in collaboratively addressing a somewhat larger question, project team B and A will refer to each other’s findings. Each team can therefore focus more specifically on certain aspects while contributing to addressing a larger problem. Team B will deal with the second main question of this project: *Does knowledge or awareness of sustainable agriculture serve to make this shift in behavior?*

Figure 5.2: Organization chart of external relations of project team A





## 6. Resources and interviewees

This project will use both interviews with experts as grey literature for its primary sources of information. The secretary will make sure that new information will reach all group members.

### **Interviewee:**

Organization: Biovak '10

Contact: Guido Hendrickx

Time:

Place:

### **Interviewee: T. Dibi**

Organization: Groenlinks

Contact: Guido Hendrikx

Time:

Place:

### **Interviewee:**

Organization: Jongeren Milieu Actief (JMA)

Contact: Marijn Roelofsen

Time:

Place:

### **Interviewee: Herman Wijffels**

Organization:

Contact: Stephan Hobrink

Time:

Place:

### **Interviewee:**

Name: Oxfam Novib/UN youth organization

Contact: Emma Pleeging, Corinna Haupt

Time:

Place:

## 7. Communication

### Contact information:

#### Project team:

Stephan Hobrink: sjhobrink@hotmail.com  
Emma Pleeging: emmapleeging@hotmail.com  
Marijn Roelofsen: ysababa@gmail.com  
Corrina Haupt: corinnahaupt@hotmail.com  
Guido Hendriks: G.Hendriks@students.uu.nl  
Maurits Bosman: maurits.bosman@gmail.com

#### ILEIA:

Jorge Chavez-Tafur: j.chavez-tafur@ILEIA.org

#### Supervisor:

Melanie Peters: M.M.C.G.Peters@uu.nl

## 8. Evaluation

### Logical Framework (Logframe):

This is a framework which summarizes what a project - or program - intends to do and how, what the key assumptions and risks are, and how outcomes and outputs will be monitored and evaluated.

More details about the Logframe are in Annex 1

Table 8.1: Logframe for ILEIA

<i>Objective Hierarchy</i>	<i>Performance Questions &amp; Indicators, Targets</i>	<i>Monitoring Mechanism</i> Means of verification; sources of information	<i>Assumptions &amp; Risks</i>
<b>Goal</b> * involve young people in the discussion about agriculture so that they will eventually promote sustainable agriculture	<b>Three questions</b> 1. Can a shift in behavior of Dutch teenagers contribute to sustainable agriculture? 2. Is awareness of sustainable agriculture sufficient to make this shift in behavior? 3. In what way can youngsters be made aware of sustainable agriculture?		
<b>Purpose</b>			
<b>Outputs</b>			
<b>Activities</b>			

## **Sources:**

- Feenstra, G. (1997), What is Sustainable Agriculture? [online]. [www.sarep.ucdavis.edu/concept.htm](http://www.sarep.ucdavis.edu/concept.htm)  
(cited on 16 mei 2010)

## **Annexes**

## Annex 1

### Logframe

A Logframe is an analytical and management tool which can help to:

- analyze the existing situation during project preparation
- establish a logical hierarchy of the means by which the objectives will be reached
- identify some of the potential risks
- establish how outputs and outcomes might best be monitored and evaluated (M&E)
- present a summary of the project in standard format

Strengths of Logframe approach:

- Early testing of project ideas and concepts for development of relevance, effectiveness and efficiency
- Form the basis of 'contracts' with explicit statements of what will be delivered
- During implementation: main reference for detailed work plans, terms of reference, budgets, etc.
- Indicators for assessing project progress and achievements

Weaknesses of Logframe approach

- If used too rigidly, may lead to 'blueprint' approaches
- Focused too much on problems rather than opportunities and vision
- Logframe may have the appearance of a logically constructed framework but in reality may have omitted key elements of the analytical process.

<i>Objective Hierarchy</i>	<i>Performance Questions &amp; Indicators, Targets</i>	<i>Monitoring Mechanism</i> Means of verification; sources of information	<i>Assumptions &amp; Risks</i>
<b>Goal</b> (Overall development objective)			For long-term sustainability of project
<b>Purpose</b> (Project objectives, outcomes, impact)			Assumptions in moving from purpose to goal
<b>Outputs</b> (Expected results)			Assumptions in moving from outputs to purposes
<b>Activities</b> (actions specified per item)			Assumptions in moving from activities to outputs

## Annex 2

### Force field analysis

<b>Politics</b>	<b>+/-</b>	<b>Level of influence</b>	<b>Level of interest</b>
Dutch ministry of foreign affairs	+	Large	Low
Dutch ministry of agriculture (LNV)	+	Large	Low
Political parties with focus on sustainability	+	Medium	Medium
Political parties without focus on sustainability	+/-	Medium	Low
<b>Science</b>			
Science sustainable development	++	Medium	Low
Science international relations/economy	+	Medium	Low
Science international development	++	Medium	Low
University of Utrecht	+	Medium	Medium
<b>Project</b>			
Project members	++	Small	High
Other ILEIA project groups	+	Small	Medium-High
ILEIA	++	Small	High
Jorge Chavez-Tafur	++	Small	High
Melanie Peters	++	Small	High
<b>Direct influence of project</b>			
Dutch youngsters	+/-	Large	Low
Small-scale farmers in Holland	++	Medium	Low-Medium
Small-scale farmers in developing countries	++	Small	Low-Medium
<b>Companies &amp; Organizations</b>			
Youth networks on sustainability (JMA, duurzamestudent.nl, Studenten voor morgen)			
Networks on sustainability (WWOOF, Greenpeace, WWF)	++	Small-Medium	Low-Medium
Networks on sustainable agriculture (Biologica, Demeter)	++	Small-Medium	Medium
Networks international knowledge exchange and learning on sustainability (MESA, ILEIA, Leaders for Nature, DHO)	++	Small-Medium	Medium
Organizations on fair/sustainable development (Oxfam Novib, Fair Trade, NCDO, Move your world)	++	Small-Medium-Large	Low-Medium
Multinational businesses (Ahold, Nestle)	-	Large	Low
Businesses in large scale or unsustainable agriculture	--	Medium-Large	Low
<b>Media</b>			
TV (Tegenlicht, Netwerk, Llink)	+	Medium	Low
Modern media (Twitter, Facebook, Ping)	+/-	Large	Low
Magazines (Farming matters, Duurzaam ondernemen, Green 2, Onze wereld)	+	Medium	Medium
Internet (Ode)	+	Medium	Low
Games (Food Force, Klimaatspel, Sustainable businessgame)	+	Medium-High	Low-Medium

**Project**  
 Project members  
 Other ILEIA project groups  
 ILEIA  
 Jorge Chavez-Tafur  
 Melanie Peters

**Science**  
 Science sustainable development  
 Science international relations/economy  
 Science international development

**Media**  
 TV, Modern media, Magazines, In

*Influence*

++

*Interest*

--

**Politics**  
 Dutch Ministry of Foreign Affairs  
 Dutch Ministry of Agriculture  
 Political parties with focus on sustainability

**Companies & organizations**  
 (Youth) networks on sustainability  
 Networks on sustainable agriculture  
 Networks international knowledge exchange and learning on sustainability

**Politi**

**Direct influence of project**  
 Dutch youngsters  
 Small-scale farmers in Holland  
 Small-scale farmers in developing countries

**M**  
**B**



*Positive towards project*

*Negative towards project*

-

*Interest*