

Demonstrating Social Inclusion while promoting change in Scottish agriculture

Farming with nature

Location

Scotland

Project promoter

Soil Association Scotland

Project duration

October 2016

Funding

Scottish RDP 75 %
RSPB Scotland 12.5 %
Scottish Water 12.5 %

Website

www.soilassociation.org/our-work-in-scotland/farming-for-the-future/our-programmes/

Context

We deliver a range of knowledge exchange events aimed at farmers and land managers in Scotland. Our vision is to “Transform the way we eat, farm and care for the natural world” through increasing capability and motivation, two key drivers for behavioural change.

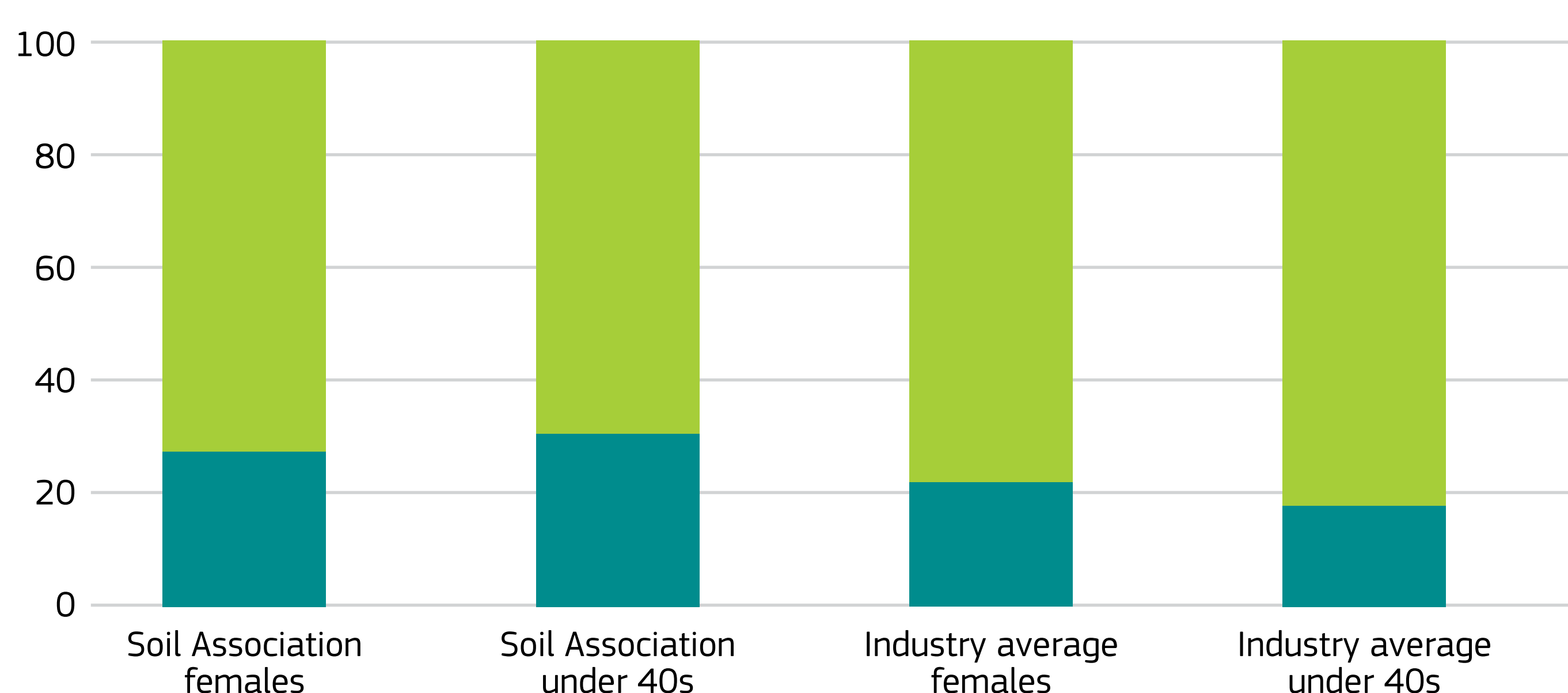
The challenge of Scottish agriculture:

- ▶ 64 % of farmers are male.
- ▶ 83 % of farmers are over 41.

(Source: Scot Gov)



% of women and under 40s engaging in Agri Knowledge Exchange



Lessons learned

- ▶ ‘Think inclusive’ before acting.
- ▶ Focus on evaluating who we want to influence, and what their key needs are.
- ▶ Hosting events at a range of times, session lengths, and in remote rural locations.
- ▶ Bottom-up approach – we listen to our farmers, and deliver what they want.
- ▶ Using a range of communication tools and channels to reach a broad audience.
- ▶ Offering childcare at key events during school holidays.
- ▶ Promoting female speakers, e.g. using female farmers.
- ▶ Robust evaluation of events and programmes to measure change, adjusting as we need to.

Main achievements

- ▶ 28 % of attendees are female.
- ▶ 31 % of attendees are under 41.
- ▶ Over 350 farmers attended since March 2017.



“The course was very valuable in helping us decide the type of soil analysis and motivating us to do it; which we did a month after the course.”

Maria