

SHERPA

Rural Science-Society-Policy  
Interfaces

PRACTICE ABSTRACT

# Involving civil society actors in a sector-focused MAP



**Author:** Marianne Groot, Wageningen University & Research  
**Reviewer:** Jorieke Potters, Wageningen University & Research  
**Editor:** Roxana Vilcu, AEIDL



SHERPA has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 862448. The content of the document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).



The Dutch MAP is built on an existing multi-stakeholder network, focused on the development of the fruit sector in the river region.

The MAP consists of members from science, society and policy, but the society representation refers to participants from the private sector only, thus citizens were missing from this composition.

However, as citizens are important enablers when creating a vision with impact on their direct environment, the MAP coordinators looked at ways to include and engage them. Yet this presented difficulties in engagement. Some MAP members were reticent of action groups, citizens thought they needed to represent specific groups instead of being there as individuals.

In addition, there was a knowledge gap between the citizens and the existing MAP members; nonetheless, this was dealt with by giving sufficient information about fruit growing and the new developments in the sector.

This effort results in (minimal, but sufficient) input from the citizens' side to the work of the MAP.

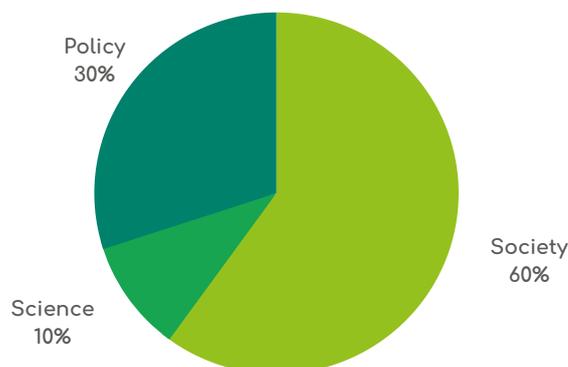
Even though, involving civil society actors in workshops was considered complex and difficult by some primary stakeholders (fruit sector), the views and interests of such actors and their potential roles to play, do matter.

A diversified and interactive approach is now being applied through multi-stakeholder workshops, and direct interactions with stakeholders not present in the workshop.

<b>MAP Greenport Gelderland</b>
<b>Location</b> Gelderland, The Netherlands
<b>MAP contacts</b> Facilitator: Marianne Groot Monitor: Seerp Wigboldus
<b>More info</b> <a href="https://rural-interfaces.eu/maps/netherlands-gelderland/">https://rural-interfaces.eu/maps/netherlands-gelderland/</a>



### MAP membership





## ABOUT THE MAP

Greenport Gelderland is the horticultural programme for the river region of the province of Gelderland in The Netherlands. This public-private network organisation stimulates innovation, sustainable development and growth of the horticultural sectors (glasshouse, fruit, nursery stock and mushroom cultivation) in the region. The way fruit production takes place is changing rapidly in response to climate change, market competition and changing regulations on pesticide use. Production needs to become more sustainable as well.

The horticultural sector is an integral part of the rural landscape and society, which means that developments in horticulture influence society and vice versa. Developments like increase of the size of farms, more structures inside the fruit orchards to reduce risks from weather, pests and diseases (like hail netting), more robotics (self-driving machinery), seasonal labour from other countries who need housing etc., have serious impact on the surrounding communities in which farms are embedded. On the other hand, the preferences of consumers, inhabitants and tourists visiting the region influence the development of the sector as well. The rural area is becoming more of a multifunctional residential and working environment. This increases the complexity of landscape management.



## OBJECTIVES

- In 2020, the focus of the MAP process was to explore what the vision for the future of the region would imply in practice for the fruit farms in the region.
- In 2021, the focus of the MAP process is on exploring anticipated implications of climate change for the fruit cultivation sector, with particular attention to water-related (management) issues, for the purpose of developing an action plan.



## MAIN ACHIEVEMENTS

In order to create a shared vision of the aspired future, several meetings were organised in 2020 by the Fruitpact of Greenport Gelderland. Three meetings were organised with local government, local officials and fruit growers. Each group had a tour at the Research garden in Randwijk in order to see new developments and innovations for the sector, followed by a discussion. These discussions resulted in a draft visual (“praatplaat”) expressing the 2030 vision, which was discussed with a group of fruit growers.

The vision for the fruit farm of the future was finalised in a final “praatplaat” which captured a shared vision for 2030, and the focus of the MAP process has since then been on finding ways to put the vision for the future of the fruit region in practice. Important enablers to achieve the vision are identified, as well as the most important actions. Two MAP meetings have been organised, a field visit for new citizen member and an online survey were organised as well as the production of a [MAP Discussion Paper](#) and a [MAP Position Paper](#).



# SHERPA

Rural Science-Society-Policy  
Interfaces



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



[www.rural-interfaces.eu](http://www.rural-interfaces.eu)

