HOW DO LINSA PROMOTE THEIR IDEAS?

IDEAS THAT LINSA PROMOTE

- Theory and practice of Permaculture **(E Perm)**
- Developing an equitable, effective and sustainable local food system **(E B&H)**
- Representation of the women's perspective in agriculture **(G Women)**
- Promotion of rural development through local groupinteractions **(H Naturama)**
- Promoting and valorising organic farming **(I Crisop)**
- Products from a special local breed, protecting biodiversity **(I CVR)**
- Integrated fruit-growing and developing market for local fuit **(L Fruit)**
- Promotion of professional care farming **(N Care)**
- Optimisation of nutrient cycle in dairy farming **(N Dairy)**

KEY MESSAGES ON PROMOTING IDEAS BY LINSA

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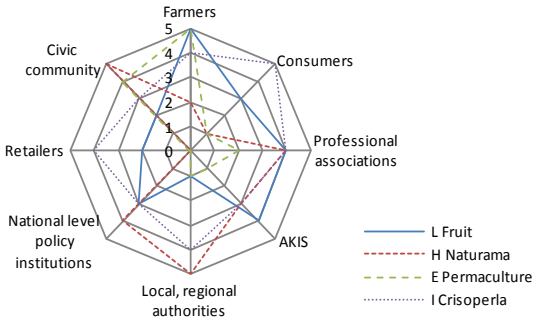
1. For successful promotion of innovative ideas LINSAs need to: (a) use various strategies and approaches; (b) be able to reach a broad range of knowledge and practice agents; (c) balance outreach to various target groups and (d) design effective ways of communication.
2. Some LINSAs are keen to expand the range of their supporters and followers; others achieve their goals by more limited inter-action with external agents, but they may still develop valuable practices and knowledge.
3. LINSAs besides agriculture may be related to practices and knowledge that function and develop in the spaces between several knowledge bases (health care; renewable energy and engineering; community development; sustainable food systems, etc.). This may pose challenges for promoting LINSA ideas and gaining credibility.

TARGET GROUPS FOR PROMOTING IDEAS OF SOME LINSA



USE OF BOUNDARY OBJECTS AND BOUNDARY WORK TO PROMOTE LINSA

Boundary objects (entities shared by several communities but viewed differently) are used by many LINSAs as vehicles enabling actors to form around a certain vision, negotiate a shared direction, and enhance collaboration (Klerkx et al 2012).

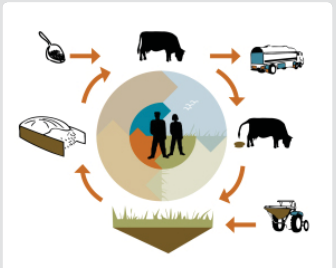
Boundary work is a purposeful alignment of interpretations and practices in interaction between internal or external agents of LINSA. This interaction is centered on an idea, practice or artefact (BO), which represents the LINSA knowledge, values or practices which LINSA wants to strengthen, involving new supporters and disseminating its knowledge.

In H Naturama
Boundary work is organised around its members' interest in doing their everyday development work better, to improve institutional and legislative environment in the national rural development arena.

In L Fruit LINSA
Boundary work is developed around such common interests as appropriate varieties, agrotechnology, plant protection, storing and sorting, marketing, consumer/public education. BW drives participants for collaboration.

In I Crisoperla
Boundary work links the technicians, consumers and farmers and connects the Association with the National Association of Organic Agriculture. The result of boundary work was a vision document for organic agriculture.

In E Perm
The boundary work is mostly internally oriented at accommodating new members; there are boundary spanners who connect to groups with similar ideals like the Transition Movement.



Method, N Dairy

Apple Day, L Fruit

Collaborative filmmaking, H Naturama

Charter for good agricultural practices

Set of practices

SEVENTH FRAMEWORK PROGRAMME

Funded by the European Union