

Identifying and navigating the unexpected

Involving citizens to imagine sustainable dairy cattle production systems

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Context

- Livestock farming systems are facing multiple challenges (global change, critique from society, etc.).
- Supporting the transition to sustainable farming system requires also **experimenting different research, innovation and development processes**.
- Citizens are rarely involved in the co-design of solutions.



Case study – Coccinelle Living Lab

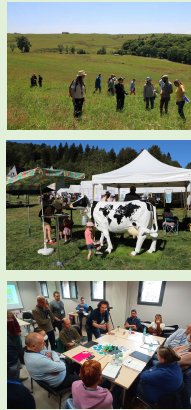


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- The objective of Coccinelle is to involve **citizens together with local stakeholders of the dairy sector and researchers** in the design of mid-mountain dairy farming systems (Massif Central, France)
- Experimentation of different types of interactions since 2019 (e.g. co-design workshops, serious games)

The objective is to characterize, how and for which purpose citizens are involved in the living lab. And what their contributions are.



Material and methods: Analysis of different project material, e.g. project documents, methods used and activities conducted.

Key results

1. The role of citizens could not be fully decided beforehand. Certain citizens' unanticipated contributions led to unexpected outputs (e.g an educational trail on local dairy farming systems).
3. The inclusion of citizens changed the initial Living Lab objectives, from designing low-input dairy systems towards fuelling dialogue between society, livestock production and research.



2. Actors from the farming sector were asking for citizens in the project. But, "they should not tell us how to run a farm". However, citizens did not necessarily take on a role of decision-maker.

Perspectives

- Use animal products rather than farming systems as a mediation object to involve all actors
- Better define skills of interest to imagine new systems rather than speaking of just « involving citizens »

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For further information:

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