

Stakeholder participation in practical pig welfare research

How social theory helps reality

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LIVESTOCK RESEARCH
WAGENINGEN UR

Why?

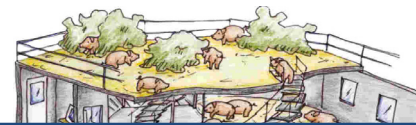
Horizon2020 requires stakeholder involvement

Lessons from a successful case of
science
in a
stakeholder
process

Four theoretical notions



The case in short



Collective action of opposing parties

Lessons?



Role of some theoretical notions

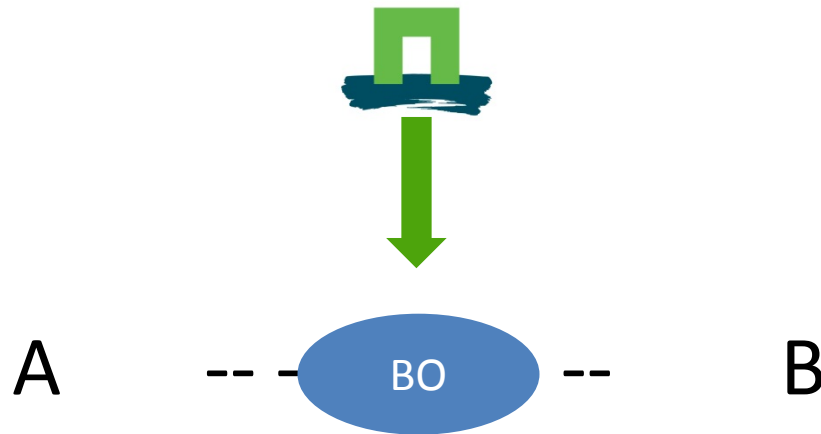
[in hindsight 😊]



(a) Boundary objects

(Wenger, 2000)

- Create a joint object, acceptable for both, but apart of each of them



Boundary Object
types:

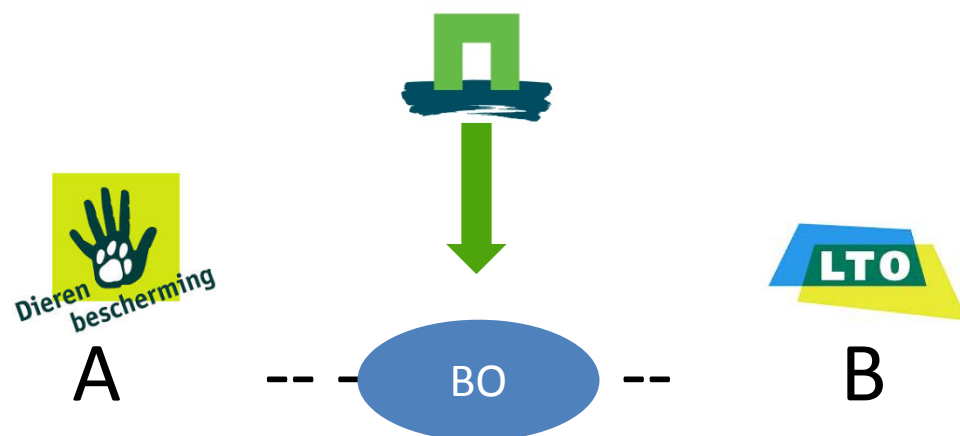
- Artifacts
- Discourses
- Processes

(Wenger, 2000)



(a) Boundary objects

- Create a joint object, acceptable for both, but apart of each of them



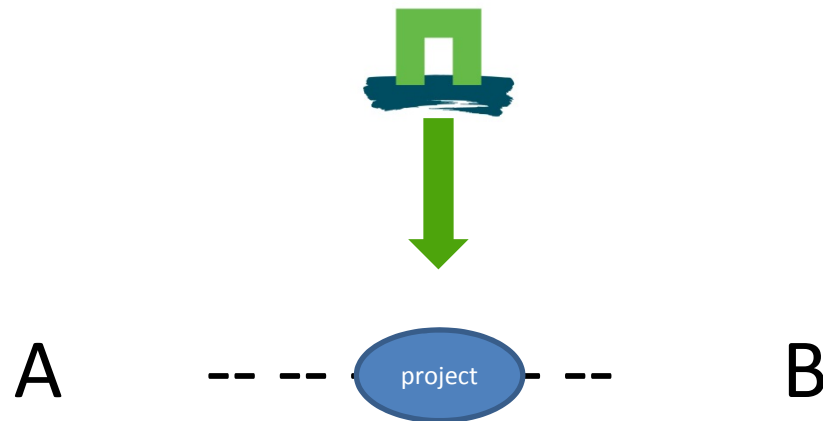
Boundary object:
- Joint test facility



(b) Social systems - Communication systems

(Luhmann, 1984)

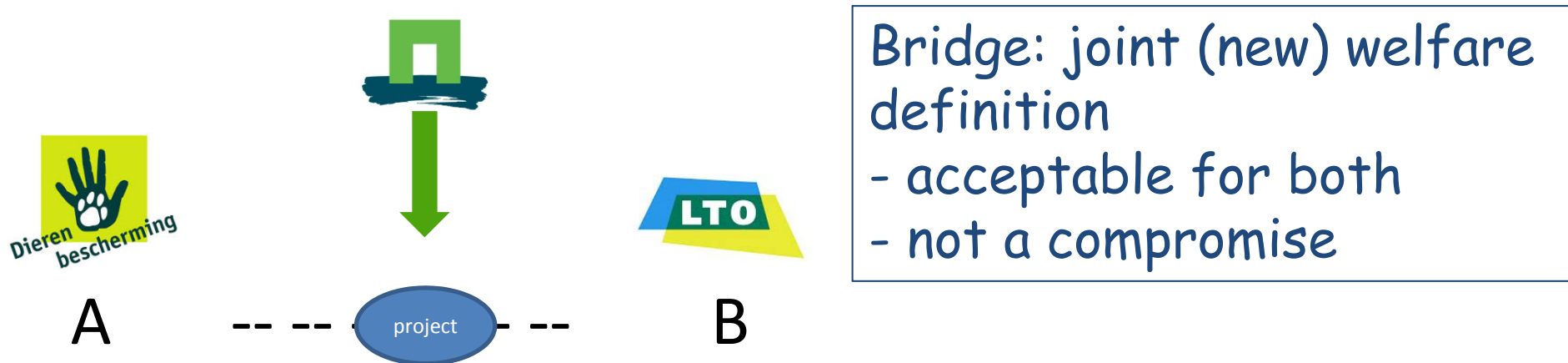
- Stakeholder groups have their own frames of references (and language)
 - Projects can bridge these 'worlds'
 - Individuals (a.o. research people) can facilitate by understanding both frames



(b) Social systems - Communication systems



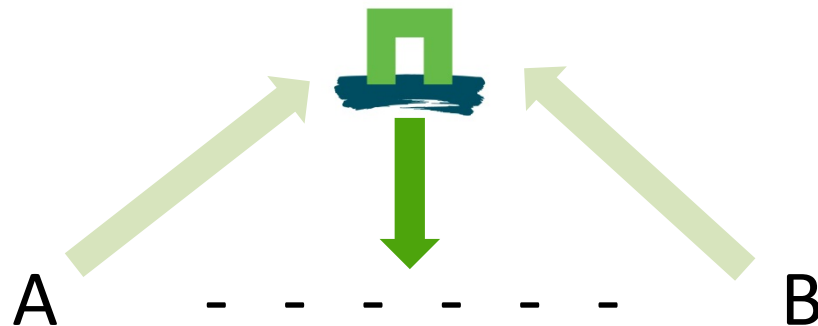
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(c) Ties theory: strong ties – weak ties

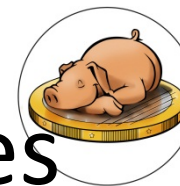
(Granovetter, 1973)

- Innovation takes place on the edges of communities (weak ties)
- a third (trusted) party can bring them together



Weak ties:

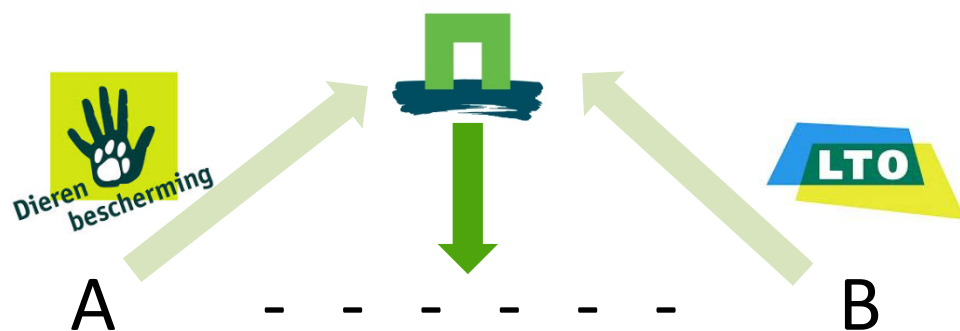
- NGO versus industry
- 'strangers', outsiders
-



(c) Ties theory: strong ties – weak ties

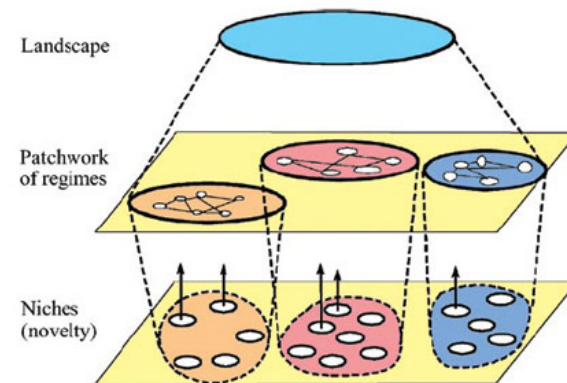
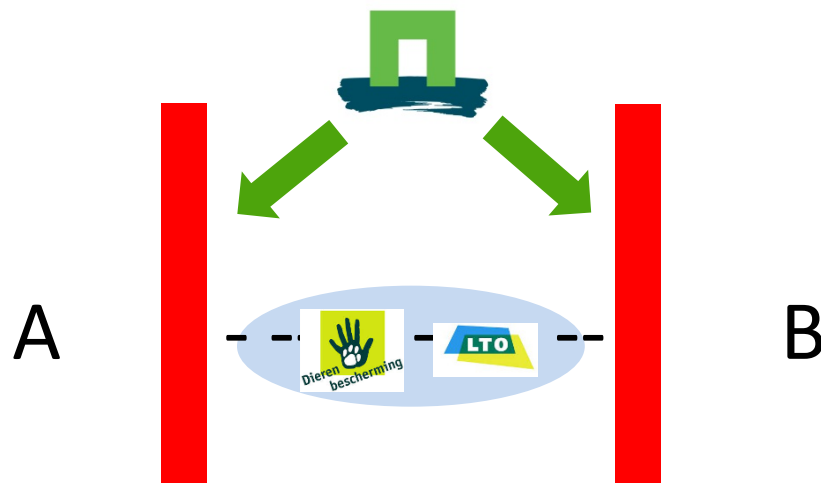
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(d) Multi Level Perspective / Strategic Niche Management

- Innovation often grows from small initiatives
- The existing systems (regime) resist change
-> temporarily protect the novelty, to let it grow

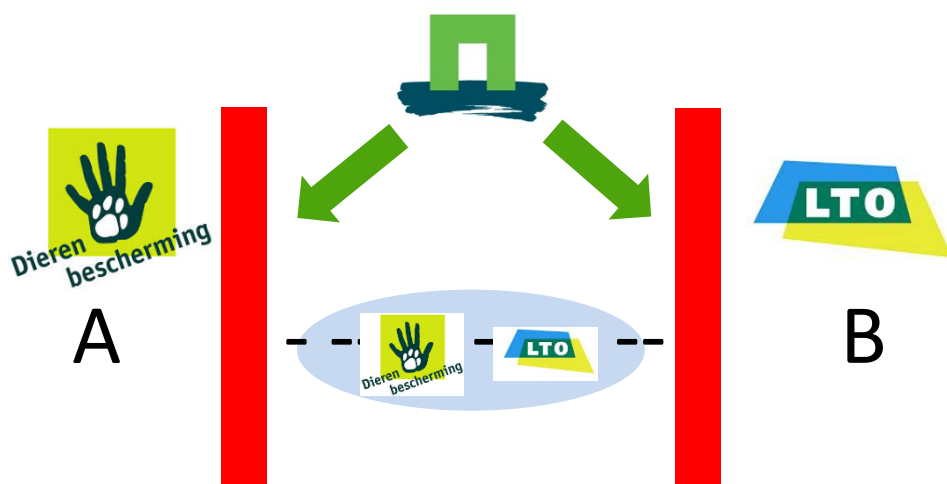


Geels & Kemp, 2004
Schot & Geels, 2008



(d) Multi Level Perspective / Strategic Niche Management

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"This is not a demo stable"

Add stakeholder management to your science

- Boundary work: create a mutual externality
- Social Systems: bridge the language gap
- Ties: exploit strong and weak relations
- MLP/ SNM: protect the novelty
-



Bottom line

Use your (independant, creative, ...) role
to add
some *method based* process quality

to gain higher impact



Thanks!

