

# AgriSustaiNet: A Digital Multi-Component Advisory Platform to Enhance Sustainability Awareness of Swiss Organic Farmers

## Project Overview

### Challenge:

Farmers must produce food profitably while reducing environmental impacts. Urgent sustainable transitions in farming are required but translating ideals into practice is challenging.

### Objectives:

1. Developing and testing a *digital platform* leveraging different types of advisory services.
2. Assessing the success of the platform in *improving sustainability awareness*, understanding, and the intention to implement sustainable solutions among Swiss organic farmers.

### Research Design:

Bottom up, participatory & interdisciplinary, combining qualitative and quantitative data and analysis. The following building blocks are used:

**Sounding Board / Indicator based Sustainability Assessment Tool / User Experience Design Process**



Figure 2: The sounding board discussing the structure of the platform prototype, own photo

## Impact Evaluation

**Configurative Comparative Method:** Initial and final surveys, qualitative feedback and website monitoring data

**Qualitative Analysis:** In-depth interviews and participatory observations.

### Exemplary Hypotheses

**H1:** No single component can independently enhance sustainability awareness; effectiveness arises from the combination of components.

**H2:** Profiles leading to high or low sustainability awareness changes are asymmetrical.

### Research Questions

**RQ1:** How do the platform's elements interact to enhance farm-level sustainability awareness?

**RQ2:** Are the combinations of elements consistent or contradictory in raising sustainability awareness?

## The Platform

This is a conglomerate of 5 different types of advisory services, which can be used individually or in combination:

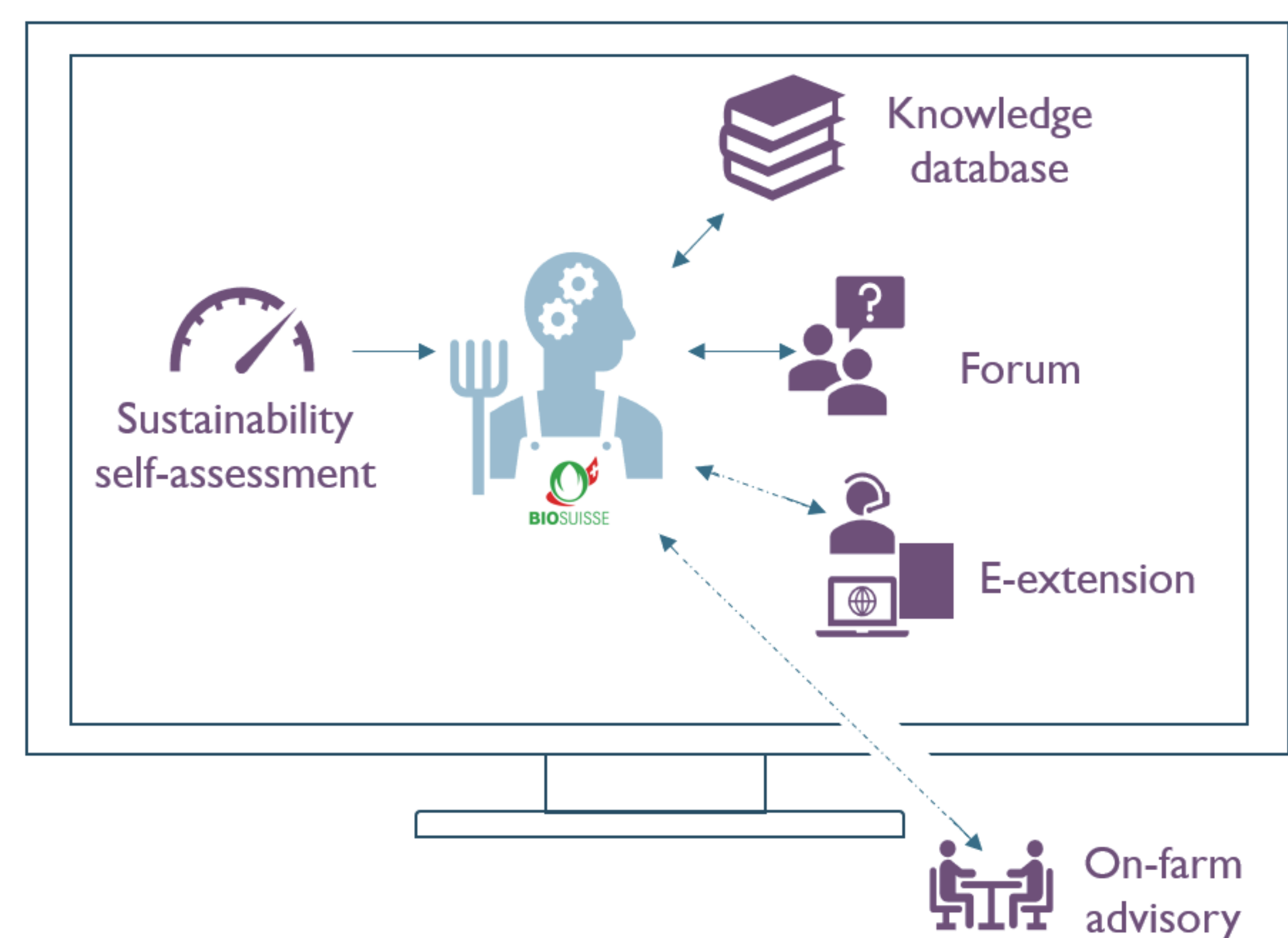


Figure 1: Schematics of the ASN platform with the Swiss organic farmer (the user) in the centre, own illustration

## Highlights

- **Comprehensive Advisory Services:** Addressing the demand from farmers and industry for a 'one-stop shop' for all advisory needs.
- **Integrated Solutions:** Connecting assessments and feedback on farm performance with tailored pathways to sustainable solutions.
- **Peer-to-Peer Knowledge Transfer:** Emphasizing the importance of knowledge exchange among farmers.
- **Participatory Design:** Adopting a user-centered, participatory design process to ensure relevance and usability.

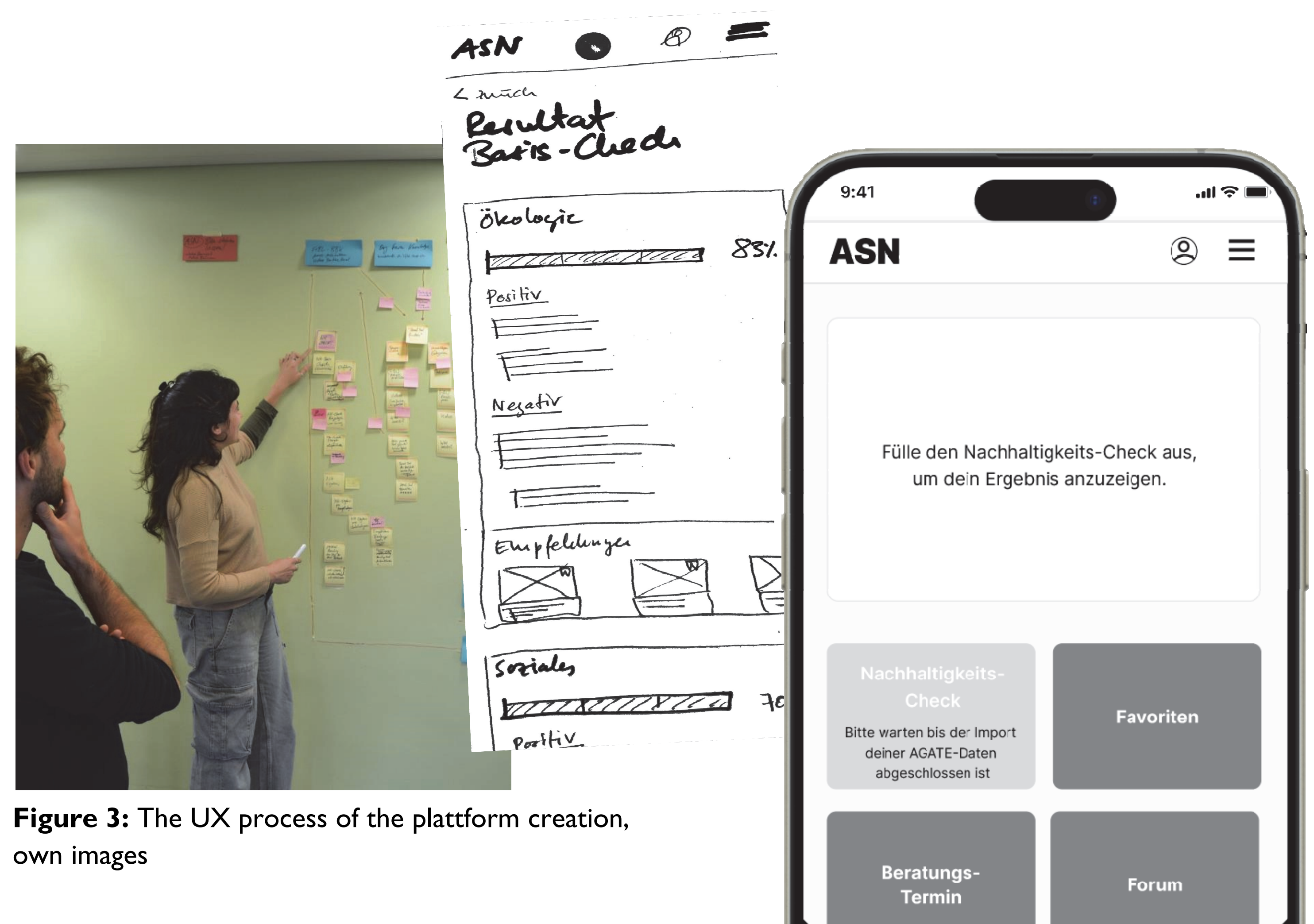


Figure 3: The UX process of the platform creation, own images

### Selected Sources

Forney, Jérémie, Chris Rosin, and Hugh Campbell, eds. 2018. *Agri-Environmental Governance as an Assemblage: Multiplicity, Power, and Transformation*. 1st ed. Abingdon, Oxon ; New York, NY : Routledge, 2018. | Series: Earthscan food and agriculture series: Routledge. <https://doi.org/10.4324/9781315114941>

Rihoux, Benoît, and Charles Ragin. 2009. *Configurational Comparative Methods: Qualitative Comparative Analysis (QCA) and Related Techniques*. *Applied Social Research Series*. <https://doi.org/10.4135/9781452226569>

Robling, Helena, Assem Abu Hatab, Sarah Säll, and Helena Hansson. 2023. 'Measuring Sustainability at Farm Level – A Critical View on Data and Indicators'. *Environmental and Sustainability Indicators* 18 (June):100258. <https://doi.org/10.1016/j.indic.2023.100258>