

Background & Objective

Farming Futures was set up in 2005 to raise awareness of climate change amongst farmers and land managers in England. Tackling climate change is a huge challenge for this diverse, complex and often economically restricted group. This initiative quickly evolved and became a behaviour change communications campaign. Without taking action it is unlikely many farming businesses will survive in our climate changed future. Thus, their aim is to get farmers and land managers to take practical action to adapt to and mitigate climate change in their businesses.

Concept & Implementation

Farming Futures is the only dedicated project to promote pro-environmental behaviour change in the agricultural sector.

Much of the Farming Futures content relies on peer-to-peer influence. They use real life case studies (both print and video), have a dedicated blog for farmers to share ideas and pose questions, we have an interactive map so farmers can identify the case studies, events and relevant fact sheets for their area. It is all about sharing, inspiration and normalising action on climate change so it appears less threatening.

Audience

The audience for this project features farmers and land managers in England. This audience is typically male and range from young farmers in their twenties to working farmers in their sixties. We also focus our communications on the people who influence our main target audience. So, we have created resources for farm advisors and other industry professionals.

Results

Quantifying behaviour change is a challenge in an industry as diverse and complex as farming. Farming Futures aim to promote pro-environmental behaviour, and their work is evaluated through monitoring reach, the take-up of resources and feedback from events.

Great brand recognition – 47% of farmers now know who we are.

Exceptional events - nearly 1200 farmers, growers and land managers have attended our 12 events in the last year. As a result of a renewable energy workshop in the south-east, 43% of attending farmers said they would definitely be taking action on their farm. An average of 90% of delegates rated the event they attended as 'good or excellent'. At a beef and sheep workshop, 90% delegates said they wanted to reduce greenhouse gas emissions from their farm.

Budget

2010-2011 budget is £275,000