


<b>ARGUMENTS</b>  A 2	<h1>Anticipating change</h1>
	<h2>Social</h2>

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<h3>WHAT IS</h3>	<p>'Anticipating change' refers to a pro-active attitude towards trying out and adopting new ways of doing things. In this case, it is about farmers trying out, adapting and adopting the practice of IPM before it becomes mandatory in 2014, as required by the new EU Framework Directive.</p> <p>Farmers adopt a variety of attitudes towards change. Some resist it. Some go with the flow. Many adjust current practices or even test completely new ones. Among the latter, some are more influential and actually become drivers of change in the local farming community. But innovating is risky. What is it that farmers gain by taking on the extra risk associated with new not-so-well tested practices? Surely, those that choose to drive change gain something that counterbalances the extra risk taken? And those who do not innovate, maybe they have good reasons to keep out of uncharted waters?</p>
<h3>WHY</h3>	<p>Talking about the advantages of adopting a pro-active attitude can motivate farmers to test IPM. Learning about examples of farmers who have gained something from their anticipation of change can become a source of inspiration for other farmers.</p> <p>Addressing the reasons behind risk aversion can help to identify barriers to IPM implementation and adjust training accordingly. If the barriers are technical, then the advice needs to be technically convincing. If the barriers are not technical, talking about the non-technical aspects is helpful. It may lead to identifying solutions. Advisers should not pretend that a particular IPM practice that is technically efficient against a pest is the unquestionable solution if it is obvious that factors such as availability of time, labour or equipment, or buyer and consumer requirements, come into play. Acknowledging non-technical barriers will make advisers more credible.</p>
<h3>HOW</h3>	<p>Take some time to talk about this issue. Come to your group with real-life examples of successful innovations and of the various types of barriers to innovation. Encourage your audience to say how they feel about new practices, what their past experience has been and whether they feel completely free to change or adjust their current practices. For this, you can use the <b>brainstorming</b>, <b>hum group</b> or <b>post-it</b> methodologies (see methodology sheets).</p>

**SOURCES**

Two ENDURE leaflets available at [http://www.endure-network.eu/endure\\_publications/endure\\_publications2](http://www.endure-network.eu/endure_publications/endure_publications2)

- The conditions of transition towards Integrated Pest Management (IPM) practices. Social Science Insights on Crop Protection. Claire Lamine *et al.* 2009.

- Are supermarket schemes a tool for implementing Integrated Pest Management (IPM)? Social Science Insights on Crop Protection. Isabelle Haynes *et al.* 2009.