

# Indicators of social sustainability at farm level: what influences the differences in the assessments of stakeholders?

Herrera, B.<sup>1</sup>; Gerster-Bentaya, M.<sup>1</sup>; Knierim, A.<sup>1,2</sup>

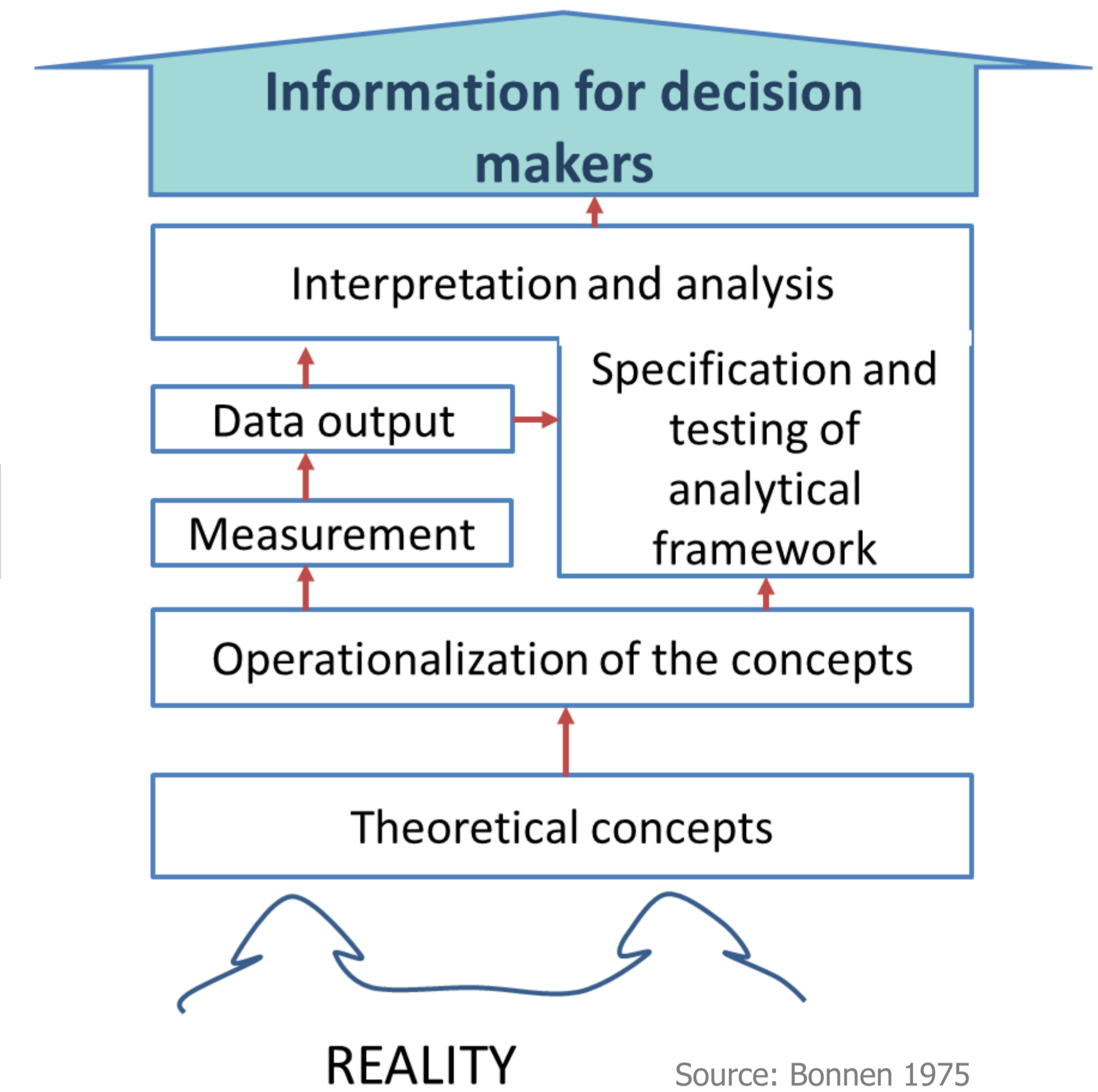
## Aim

- ❑ **Background:** Need to operationalize the social dimension of sustainability for defining and monitoring targets in and information system. Information value differ from actor to actor according to usefulness.
- ❑ **Objective:** explore the differences in perceived usefulness of social indicators for the stakeholders.

## Methodology

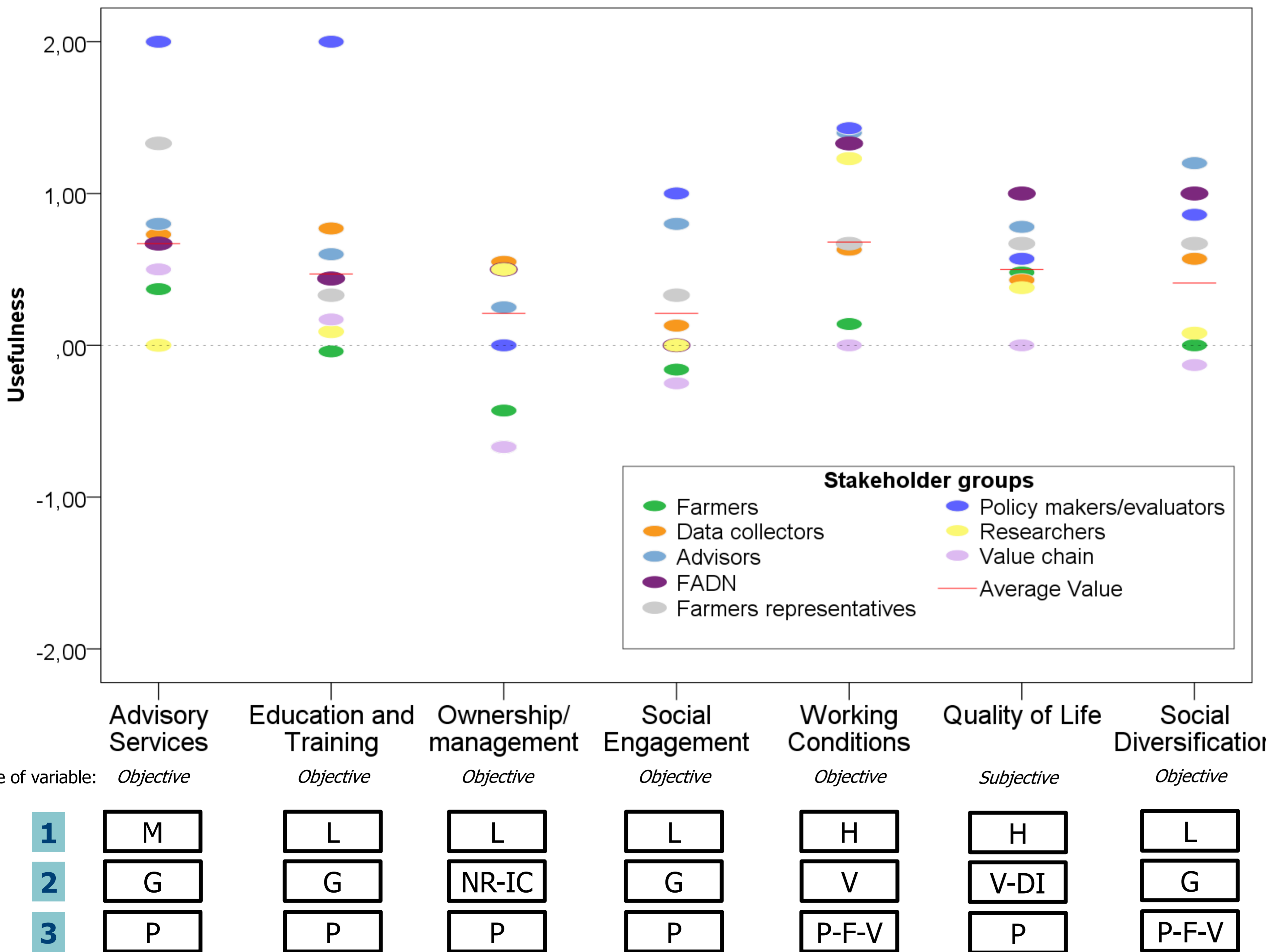
- ❑ Perceptions towards 7 indicators at farm level: 16 discussion groups, 42 interviews;
- ❑ 163 stakeholders of the Farm Accountancy Data Network in 9 European countries.
- ❑ Stakeholders scored the perceived usefulness from -- to ++ and stated the reasons (why?) (qualitative) for the score assigned.
- ❑ Analysis: averages scores by stakeholder group; coding and categorizing qualitative answers.

## Indicators and Information System



## Results

### How useful are the indicators? - Scores



### Why?-Codes categories

- 1 Perceived measurement error:**  
 Social indicators: "best-estimated data" or "subjective information".  
 H: perceived high measurement error  
 M: memory errors likely to occur  
 L: accurate measurement
- 2 Perceived validity and interpretability**  
 Relevance of the concept and accounting for background differences.  
 V= valid  
 G= does not capture reality complexities  
 NR=not relevant for sustainability concept  
 DI= difficult interpretation  
 IC= ill-defined concept and/or variables
- 3 Perceived expected use**  
 Potential to be used in farm, value chain or policy making decisions.  
 F= farm → farm decision making  
 VC= value chain: → information to **consumers**  
 P=policy making, public use → evaluate **outreach and efficacy** of rural development and knowledge programs; measure quality of life of farmers, forecast **continuity**.

## Findings and conclusion

- ❑ Policy makers scored the usefulness of social indicators with higher values than farmers and value chain actors. All the indicators are expected to be potentially used for policy making but only two of them have a perceived relevant use on farm or along the value chain.
- ❑ Divergences in scores are explained by the perceived measurement error, the perceived validity of the concepts/variables and the expected use. In order to include social indicators in a monitoring system, reliability and validity of the measurement should be proved and communicated. Also, non-academic actors' main concerns should be considered in the selection of indicators.

## Acknowledgements

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