



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

# Socio-Cyber-Physical System Digital Marketing Strategy for Beef Cattle Production Sector, Latvia

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*Socio-Cyber-Physical System: Exchange of Practice*



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# Outline



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- ◆ Living Lab focal question
- ◆ Preliminary description of the SCP system
- ◆ Preliminary visualisation of the SCP system
- ◆ Main challenges and lessons
- ◆ Check lists for workshops and survey

# LL background



- Latvian households are not willing to pay for high-quality beef. Meat price in Latvia is well below the average price of the EU28.
- The sector is often being presented as one with a substantial negative environmental impacts and tied to animal welfare issues.
- There is a notable drop in the beef meat consumption, but this is unlikely related to the environmental impacts associated with the sector.
- On the other hand, there are studies illustrating that EU priority grasslands can be maintained and commercialised if they are used as pastures for large herbivores. The organic pasture-raised beef has managed to overcome many of the accusations directed towards conventional meat production.
- Farmers struggle to communicate the properties of high-quality beef production to consumers.

# Living Lab's focal question



To develop innovative support system for recognition and traceability of beef cattle meat, in order to improve and extend markets by digital tools (e.g. digital marketing strategy aimed at communicating the characteristics of Latvia's beef to consumers and farmers).

## Objectives

- Replicate and upscale the best examples of how digital solutions are used to strengthen communication between beef cattle farmers and consumers.
- Communicate to consumers the positive elements of beef cattle farming (production conditions), to counter the flow of information presenting meat producers only in a negative light.
- Establish innovative support systems to exchange experience of short food supply chains.

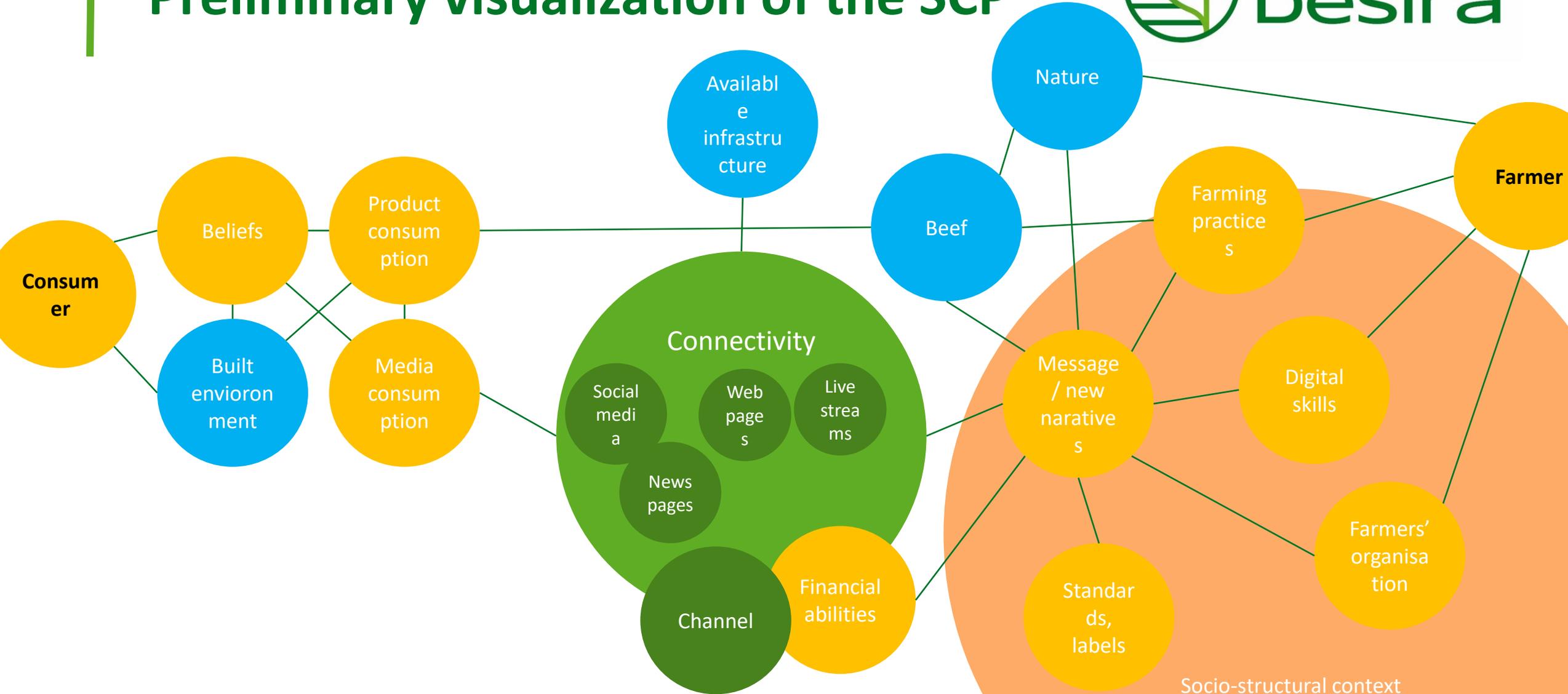
# Preliminary description of the SCP system



**Table 1:** SCP related to digital marketing

Domains	Entities	Description
<b>Socio-</b>	Consumer, beliefs, product consumption practices, media consumption practices  Farmer, farming practices, digital skills, farmers’ organisation, financial abilities, new messages/ narratives,  Standards	This domain is related to consumers and their daily routines and beliefs that result in consumption of particular products. The digital marketing strategy aims at linking beef farmer and consumer and allowing farmers to present to consumers a new beef-related narrative. This will be done by creating visual stories of farming practices and how these practices relate to concerns consumers might have.
<b>Physical-</b>	Nature, beef, built environment, digital infrastructure, farm’s infrastructure, roads	The characteristics of the beef are associated with the environment it is coming from. It is also related to impacts farming have on the environment, local social processes and animal welfare. Marketing of high-quality beef is melting together and communicating the physical characteristics of the place and farming strategies that respect the surrounding nature and produces a high-quality product.
<b>Cyber-</b>	Connectivity, web pages, social networks, digital marketing tools, digital demonstrations and virtual farms	A connection between farmers and consumers. A connection between beef cattle and consumer.

# Preliminary visualization of the SCP



# Main challenges and lessons



What is challenging when *describing* and *visualizing* the Socio-Cyber-Physical system related to your focal question?

- It is impossible to separate the relations between elements that are a part of the focal question. All of the elements identified in the visualization are connected in one or another. However, only some of these connections are relevant to the focal question.
- The list of entities that could be included in the visualization seems to be endless. It is not clear where the boundaries should be drawn.
- Same entity can be simultaneously attributed to more than one dimension. For example, a farm is a physical location, yet it is also a social category.

What lessons have you learned, and would you like to share with the other LLs, in relation to the SCP system?

- Come up with a core message you want to present in the visualization. Being clear about the core question will help to decide what should be included in the drawing.
- Simplify! Do not try to capture all the nuances that might be there. Instead, focus on capturing all of the major entities.
- For us it was helpful to identify some sort of center that links everything together.

# Check list – online survey



Activities	State of Play
• Received the final version of the link to the survey	Yes
• Link sent to stakeholders	No
• Questionnaire filled	1/0

# Check list – Workshop



	Activities	State of Play If done, please add → ✓ If in progress, add → 0
Preparing phase	• Decide on draft agenda, possible format, date(s), number/type of participants, roles and responsibilities in the team	✓
	• Send invitation to register to the workshop	0
	• Draft and complete all materials for the meeting (e.g. PPTs, posters, screenplay, pens, sticky notes, etc.)	0
	• Close registration and confirm attendance	0
Conducting phase	• Check all the venue and logistics (e.g. microphone, internet, projector, tables, chairs, registration desk, catering, water etc.)	0
	• Run the workshop	0
	• Collect documents about the workshop (photos, notes, statements, etc.)	0

# Thank you & follow us online!

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