



Workshop 1 with Mieke Schevelenbos:

How to reach public in a positive way? => 7E-model

Exercise: How can we convince a self-chosen target group to participate with Thursday Veggie day?

Participants were divided into 3 groups.

Envision: make your dream come true . Describe a typical veggie day .

What's different comparing to a normal Thursday 2 years ago?

What do your colleagues do differently?

What has changed in your workplace?

How did you make that happen?

Group 1:

target group: horeca hosts Biesbosch. Through them we can reach the visitors.

- Behaviour, attitude: you want to eat well and cheap on holiday .Easy to get.
- Enlighten (give information): healthy, not more expensive, looks nice, tastes good, not difficult to make.
- Enthuse (emotional involvement): make something special out of it, sell an experience: regional products from regional farms (personal story) with forgotten vegetables.
- Encourage: cooking workshops, delivery with regional vegetables, visit the local farmer with Biesbosch hosts, you get extra promotion from the Biesbosch
- Exemplify: A famous Dutch person or cook (e.g. Rene Pluim) who cooks/eats veggie, becomes ambassador, will cook one day in a local restaurant. Visit colleagues who participate in Thursday veggie day.
- Enable: lower price by central delivery, delivery service with forgotten vegetables from the region.
- Engage(how an early adopter make ambassador): as an early adopter can prove that it is succesfull (higher income, more occupation),
- Experience (inspire, positive): receive a recepy booklet, a funny placemat about Thursday veggie day, blind contest on taste for hosts, extra label as veggie host.

Stelling: take your time to be creative!

Group 2:

target group: colleagues from Biesbosch

- Enlighten: explain CO2-emission and consequences
- Enthuse: positive: what do we do well: e.g. "Thursday we eat cheese"
- Encourage: : veggie cooking workshop with Floortje Dessing on business day
- Exemplify: management should give right example
- Enable: attractive presentation with beautiful pictures about veggie food
- Engage: company clown gives good example
- Experience: a tool to measure how much CO2 we have saved. On Friday social event: meet and eat without the meat.



Stelling: visualize on a fun manner the results (eg. a tool to measure)

Group 3:

Target group: 6-12 years old, primary schools

- Enlighten: eating veggie is good, saves 1 cow a week, gives you energy, you can teach your parents, help your parents save money, it's delicious
- Enthuse: organize workshops for cooking, gamification: earn veggie points – veggie hero
- Encourage: by earning a day trip with their school class, hugging a cow
- Exemplify: teachers, most popular boy in school, K3, Justin Bieber
- Enable: available in school cantina, why do we eat veggie, saved money you can invest in something fun
- Engage: share meals, recipes with classmates
- Experience: veggie hero: I was the broccoli today! Or you receive an encouraging message from the person who serves as the example.