

# ROADMAP => ALL Ready



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ICROFS/AU  
Denmark  
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# ROADMAP => ALL Ready



## Agenda:

- What is ROADMAP
- Who are involved
- Living labs in ROADMAP
- Danish Pig Living Lab
- Actions Labs from a living lab





# ROADMAP

## Rethinking of Antimicrobial decision-systems in the management of animal production

- Aims to foster transitions towards prudent antimicrobial use (AMU) in animal production
- ROADMAP sets up innovative approaches within a transdisciplinary and multi-actor perspective to engage with animal health professionals, stakeholders and policy-makers.
- Living Labs are one innovative approach
- ROADMAP uses Living Labs as a way to foster prudent use of antimicrobials.
- The burning platform is Antimicrobial Resistens (AMR)







# ROADMAP

## Rethinking of Antimicrobial decision-systems in the management of animal production

ROADMAP is coordinated by Nicolas Fortane, INRAE

17 partners

10 countries

The Danish part is led by Mette Vaarst

The Danish team:

Mette Vaarst, Line Kollerup, Mogens Krogh, Hanne Kongsted and Merete Studnitz

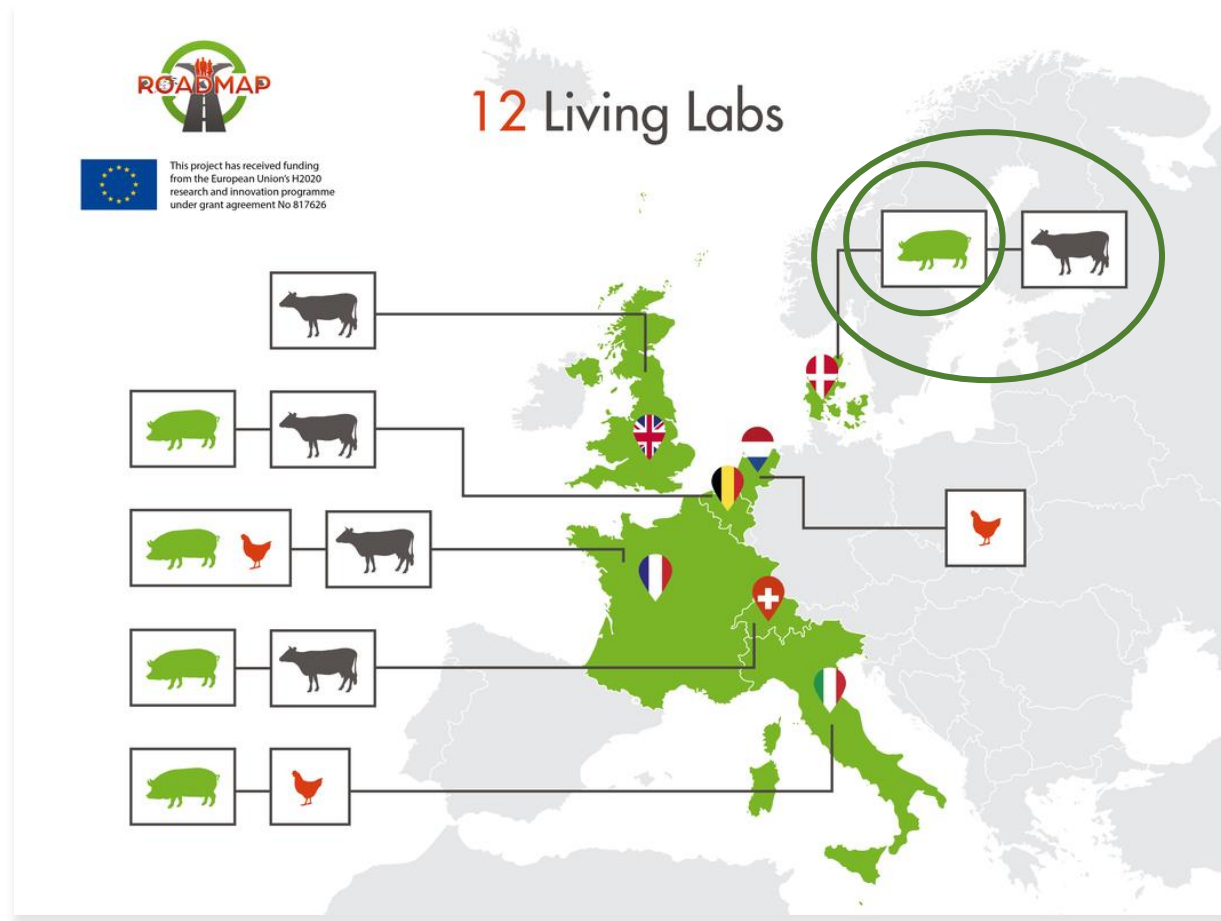
My role is to:

- facilitate and monitor the use of Ex-Ante impact assessment in ROADMAP LL in WP6 together with Sophie Molia
- facilitate the Danish Pig LL together with Hanne and Line



# In ROADMAP

## 12 LL's aim to foster prudent use of antimicrobials





# A full ex-ante impact assessment

5 countries within ROADMAP are going to process a full ex-ante impact assessment (Belgium, Denmark, France, Italy and Vietnam) consisting of:

- Identifying stakeholders desired impact
- Building a problem tree
- Map outcomes
- Producing impact path ways
- Describing impact indicators





# Living Lab pigs, Denmark

- Stakeholders (identified by stakeholdermapping):  
Farmers, advisors, vets, SEGES (advisory service),  
Danish Agriculture & Food Council, Danish Crown,  
COOP (supermarket) and MAPP (research in consumer behaviour)
- Preparation: - Interviews - Leaflet
- Focus:  
Farmers cannot be paid to produce pork without the use of  
antibiotics
- First meeting: 12<sup>th</sup> November 2020



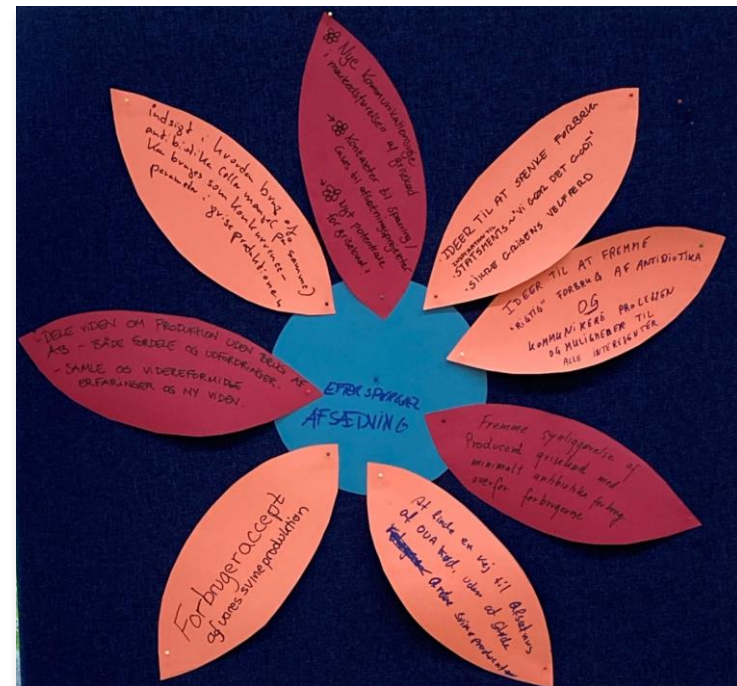
# First Living - the meeting room



No tables, no laptops, no phones, no power points => dialogue



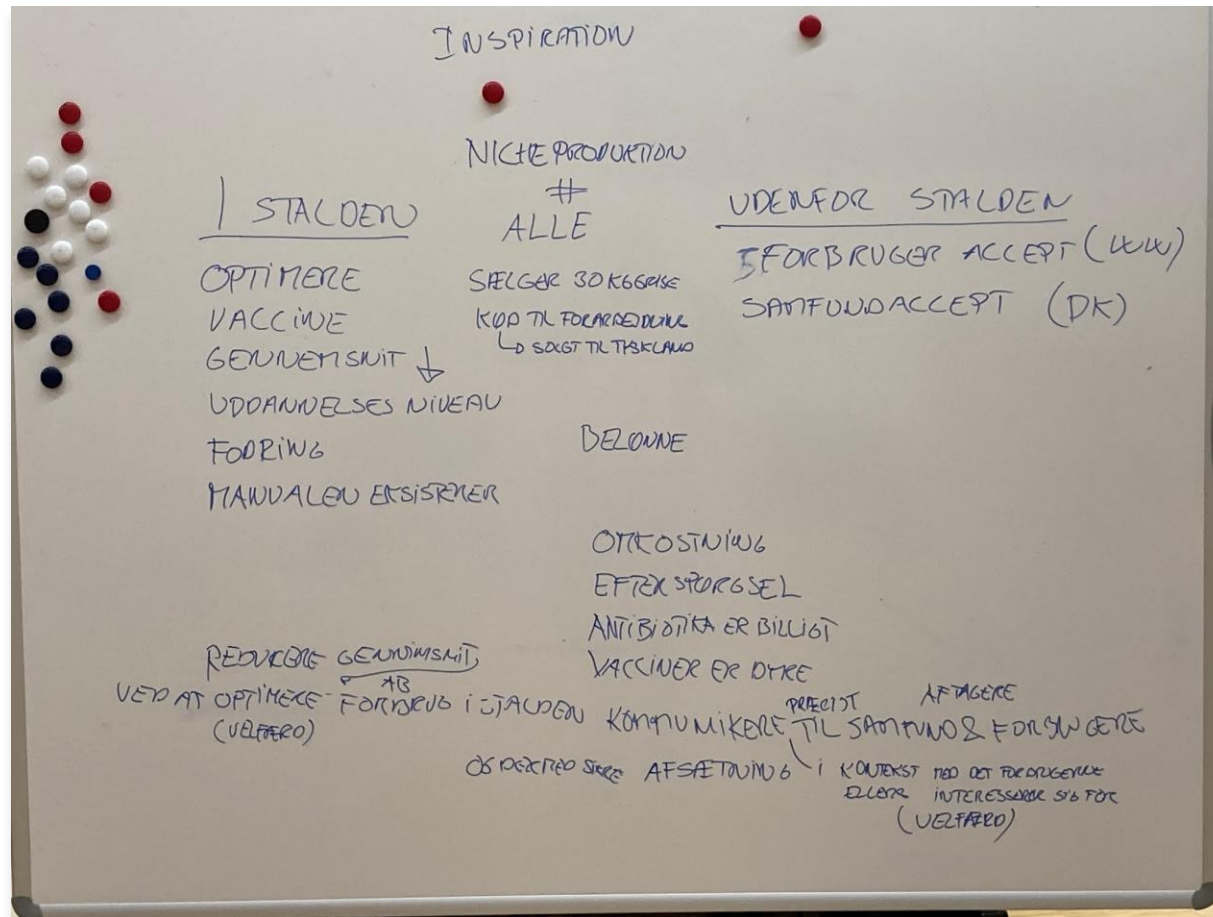
# The flower tool shared vision of the future



## Examples of visions:

Consumer acceptance of our pig production, ideas to reduce AMU, finding a way to market pure pork without offending other pig producers

# The shared vision



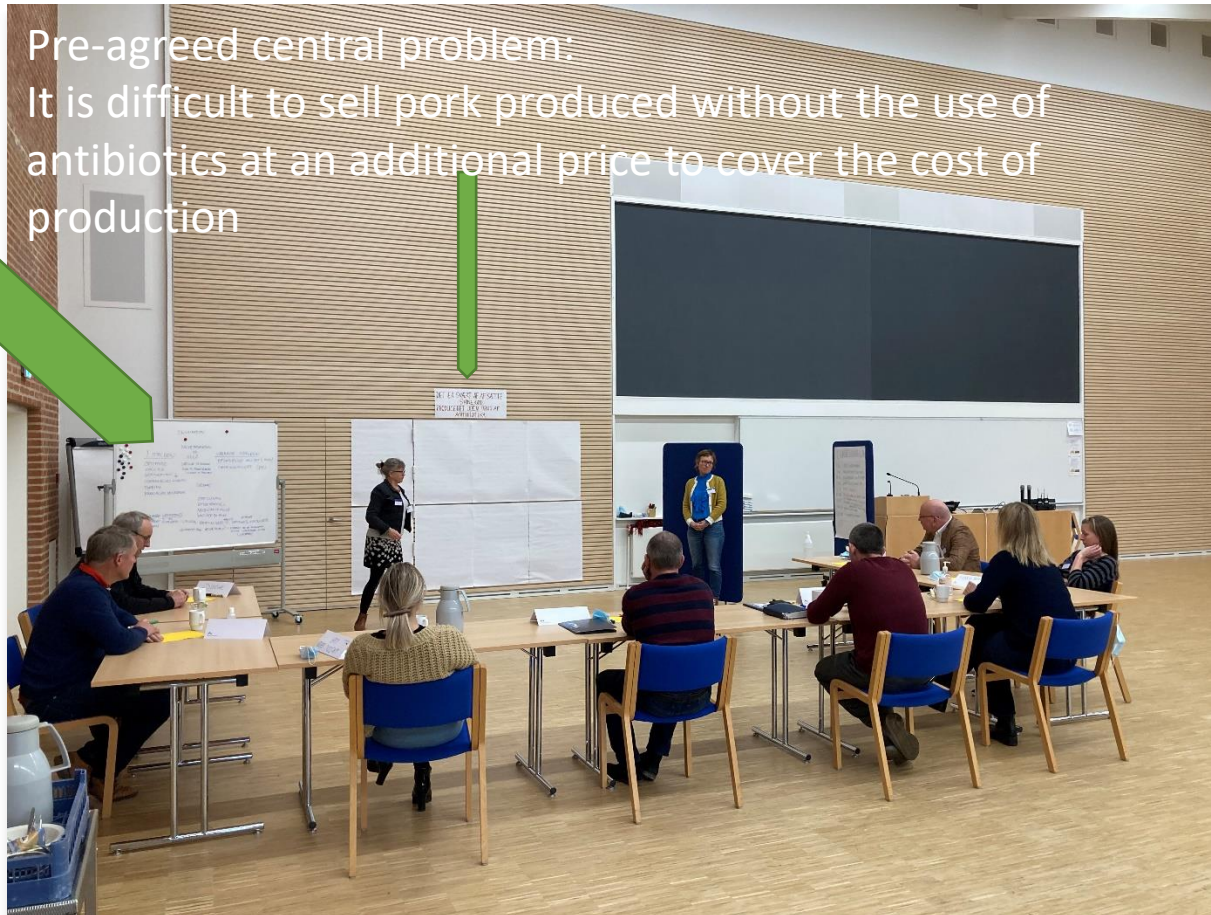
By optimising the AMU in stables .... being able to communicate to consumers ..... and ensure sale



# First Living - the meeting room

Board  
with the  
dialogue  
on the  
shared  
vision  
for this  
LL

Post-its  
pens



Pre-agreed central problem:

It is difficult to sell pork produced without the use of antibiotics at an additional price to cover the cost of production



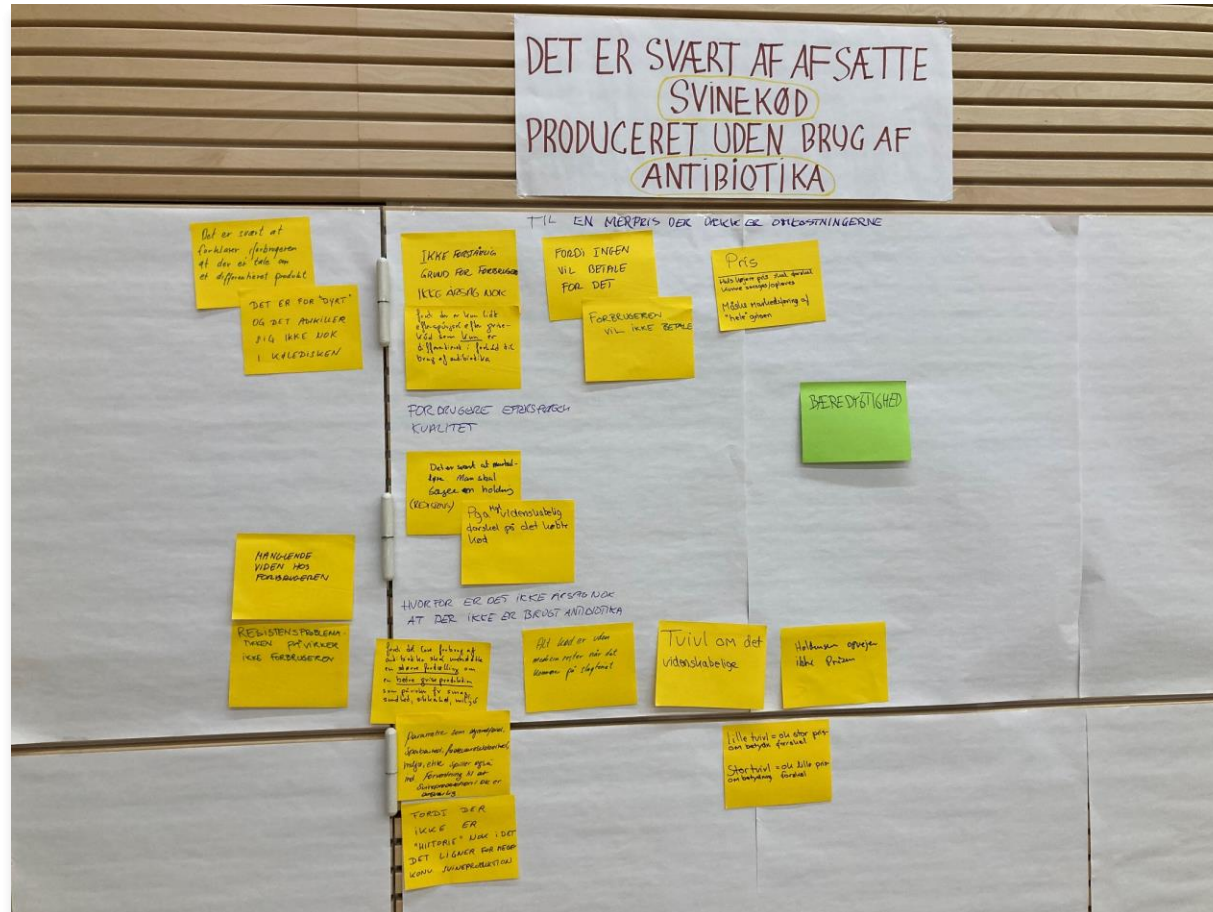
# Pre-agreed central problem:

It is difficult to sell pork produced without the use of antibiotics at an additional price to cover the cost of production

Why

Why

Why





# THE DANISH LIVING LAB ON PIGS



- Started out with a main focus on marketing of pork with low or no antibiotic use. Based on interviews.
- By building the problem tree, we realized that this focus was too narrow.
- We also realized doubts raised by participants, on whether AMU in animals poses a significant resistance threat for humans.
- WHAT TO DO?



# A webinar on research based evidence on antibiotic resistance among humans is caused by usage of antibiotics in animal production



- Denmark generally do well regarding keeping AMU and AMR under control
- Still a huge difference between "low users" and "high users" within the country
- Denmark should continue to improve practices which reduces the need for treating ill animals

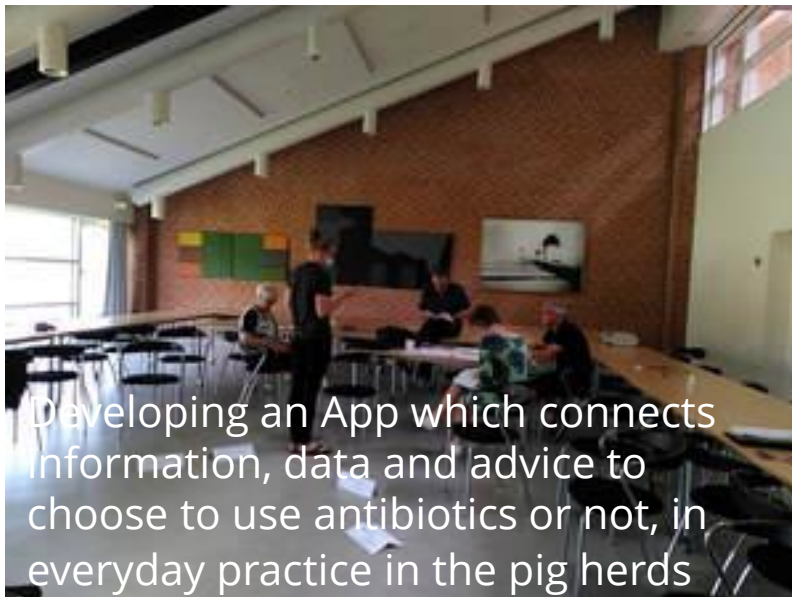
# THE DANISH LIVING LAB ON PIGS IS DEVELOPING ACTION LABS



- After the webinar about resistance we had a new round of interviews
- The LL participants had many ideas to raise awareness and improve practices

The aim of next LL:

Discuss and initiate different activities to test and implement



Developing an App which connects information, data and advice to choose to use antibiotics or not, in everyday practice in the pig herds



Organizing a roundtable for discussions at a higher level, in order to create mutual understanding between actors.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817626.

[www.roadmap-h2020.eu](http://www.roadmap-h2020.eu)



## Conclusion

Choosing and processing each step is a delicate balance in the participatory approach between the time spent and moving forward towards a goal that everyone wants to achieve – maybe for different reasons







Thank you  
I am looking forward to  
exchanging in this network😊

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