



DENMARK



Sectors



METHOD



- ☑ Through stakeholder mapping pointing out the shared responsibility
- ☑ Through Living labs identify lock-ins at multiple levels
- ☑ To develop and test various social solutions to raise awareness

GOAL



- ☑ Fostering transitions towards prudent AMU in Danish farms
- ☑ Getting closer to what "prudent use" means in the Danish context
- ☑ Increased awareness of systemic barriers to reducing AMU

KEY RESULTS



- ☑ Living Labs have opened up and questioned practices that keep the AMU on the current level
- ☑ Articulation of issues, challenges, barriers and options for reducing AMU in many different stakeholder groups

EXPECTED IMPACTS



INDUSTRY

- ☑ Increased awareness of systemic barriers and shared responsibility for the change in AMU
- ☑ Better collaboration between industry partners to enable AMU change

FARMERS & TECHNICIANS

- ☑ Increased awareness of systemic barriers and shared responsibility for the change in AMU
- ☑ Better dialogue within farms

ANIMAL HEALTH PROFESSIONALS & VETERINARIANS

- ☑ Increased awareness of systemic barriers and shared responsibility for the change in AMU
- ☑ Good AMU practices become more widespread in all production sectors

POLICYMAKERS, CONSUMERS, CITIZENS

- ☑ Increased awareness of systemic barriers and shared responsibility for the change in AMU
- ☑ AMU included in the sustainability debate



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