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Master Thesis

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# **Youth Engagement in Citizen Cooperatives: Strategies for Sustainable Involvement and Impact**

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University of Groningen  
Faculty: Campus Fryslân.  
Groningen, The Netherlands

Student: S.F. van den Hoogen  
Student Number: S3688429  
Supervisors: dr. M.L. Muldoon & drs. T.J. de Zee  
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## Abstract

Citizen cooperatives like Land van Ons play a growing role in the transition to sustainable agriculture. They enable collective land ownership and sustainable farming practices. Yet, while Land van Ons has successfully attracted a large number of older members, younger generations (18-30) remain underrepresented. This thesis explores why youth participation lags behind and what could motivate or hinder young people from joining.

Using a qualitative case study of Land van Ons, the study draws on interviews with young members, non-members, and youth board members from other organizations, supported by a targeted survey. The analysis draws on key social and behavioral theories to understand the motivations, barriers, and systemic context behind youth engagement.

Findings show many young people resonate with the cooperative's mission, but face barriers such as time constraints, financial limitations, and a perceived generational gap. Youth value tangible impact, autonomy, peer involvement, and flexible participation formats. They are motivated by both intrinsic ideals and extrinsic opportunities for learning and recognition.

The study offers actionable recommendations to make citizen cooperatives more youth-inclusive—such as youth boards, symbolic tools, and digital outreach. It concludes that youth are not only future members but present-day connectors, innovators, and ambassadors vital to building resilient and representative sustainability transitions.

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## 1. Introduction

One of the most significant challenges facing modern agriculture is the transition towards sustainability. The Netherlands, a global leader in agricultural exports despite its small size, exemplifies this tension between intensive agricultural practices and the need for more sustainable alternatives. With over half of its land devoted to agriculture and one of the highest livestock densities in Europe (European Commission, 2023), the Netherlands has experienced immense pressure on its ecosystems. As biodiversity continues to decline, traditional agricultural practices face growing scrutiny for their detrimental environmental impacts (Bouma et al, 2020). In response to this, efforts to foster sustainable practices, such as Nature Inclusive Agriculture (NIA), have come up in recent years. Initiatives such as LenteLand, Aardpeer and Land van Ons show sustainable alternatives for intensive agriculture (Land van Ons, 2025; LenteLand, 2025; Aardpeer, 2025).

Agriculture in the Netherlands has been characterized by a post-Second World War policy of food security and economic efficiency. The policies have encouraged intensive farming methods that are productivity-oriented with little concern for ecological balance. This has brought about biodiversity loss in terms of species abundance and integrity of ecosystems (Planbureau voor de Leefomgeving, 2014; WNF, 2020). Moreover, agricultural activities contribute to over 40% of nitrogen deposition in natural areas, which again points out the contribution rate of this approach to the negative environmental cost. As reported by RIVM (2020), these issues finally lead to calls for a food system that is sustainable, although any transition is proving slow to negotiate.

Against the backdrop of ecological deterioration resulting from conventional farming, citizen cooperatives create another possible driver of sustainability transition. Land van Ons purchases farmland with community investment and then rents it out against a favorable lease price to farmers who commit to a different kind of sustainability; an arrangement that creates a way for farmland to be disconnected from the conventional market logic, eventually leaving space for long-term ecological and social goals. Citizen cooperatives have been lauded for their ability to connect communities with the land and foster behavioral change among members (Hagenhofer, 2015).

However, the big challenge that cooperatives like Land van Ons are facing is to get more people and a diverse audience, including young people, involved (Land van Ons, 2024). Now, the organisation consists of mainly older, wealthy white members, while it is just as important for a citizen cooperative to reflect the voices of a broad and varied society. The challenge is including youth, who are now underrepresented. Research indicates that the involvement of youth is necessary for innovative ideas to be created and to secure the continuity of sustainable development (Crisp, 2023). Although environmental awareness among younger generations is on the rise, most remain disengaged from cooperative initiatives. Moreover, young people might think that agriculture is too old-fashioned and has nothing to do with their lives. However, the contrary is true: especially in the Netherlands, agriculture, nature and climate impacts are tightly connected (Gonzalez-Martinez et al, 2021).

While there has been literature on the role of citizen cooperatives (Runhaar, 2021; Vermunt et al., 2022), it will be of special interest to find out for what reasons young people either join or do not join such projects. Tailoring more effective outreach and engagement strategies by understanding why some people, especially the youth, would not join such movements is important. This research bridges the research gap how Land van Ons can attract and engage this group in order to become a more balanced and representative cooperative.

Therefore, the overall research question of this thesis is:

*“Why do younger people choose to join or refrain from joining citizen cooperatives like Land van Ons?”*

To address the research question, the thesis will combine theoretical insights with qualitative research. The study will begin by reviewing existing literature on sustainable agriculture, citizen cooperatives, and demographic engagement strategies. This theoretical foundation will inform the design of semi-structured interviews with both members and non-members of Land van Ons, focusing on their motivations, barriers, and perceptions.

## **Relevance**

The findings will contribute to both academic literature and practical applications. It aims to provide actionable recommendations for Land van Ons and similar initiatives through the synthesis of theory and empirical data. These recommendations include best practices for marketing and engagement, and strategies to attract and retain younger members. In conclusion, this study tries to bridge the gap between theory and practice. By addressing this critical challenge, the research aims to support the broader transition to sustainable agriculture and ensure its relevance across different demographics.

The thesis is structured as follows. Chapter 2 reviews existing literature on sustainable agriculture, citizen cooperatives, and youth engagement, forming the theoretical basis for the study. Chapter 3 outlines the research methodology. Chapter 4 presents the findings, structured around key themes emerging from the interviews and survey. Chapter 5 discusses these results in light of the literature and offers practical recommendations. Finally, Chapters 6 through 8 reflect on limitations, theoretical and practical contributions, and draw final conclusions.

## **2. Literature Review**

### **2.1 Nature Inclusive Agriculture**

The transition towards sustainability has become a global imperative in light of the growing environmental crises. Agricultural systems, in particular, stand at the crossroads of this transformation. They are not only among the primary contributors to environmental degradation but also hold immense potential to mitigate these effects through sustainable practices (IPBES, 2019; Planbureau voor de Leefomgeving, 2014). This is underscored by

growing scientific evidence that the traditional methods of agriculture are causing critical loss of biodiversity, adding to the increase in greenhouse gas emissions, and deterioration of water and soil quality (European Commission, 2023 ; WNF, 2020). Consequently, there is an urgent need to move toward practices like Nature Inclusive Agriculture (NIA), which integrates ecological principles into farming systems to enhance biodiversity while maintaining agricultural productivity (Erisman et al., 2017). NIA offers a sustainable framework to address the dual challenges of food security and environmental conservation by balancing ecological integrity with economic viability (Bouma et al., 2019; Erisman et al., 2017; Vermunt et al., 2022).

Despite being the world's second-largest agricultural exporter, the Netherlands faces significant environmental costs, including high levels of nitrogen deposition and a steep decline in biodiversity (Bouma et al., 2020; RIVM, 2020). Efforts to promote NIA and other sustainable practices are often hindered by entrenched industrial farming models that prioritize short-term productivity over ecological health (Runhaar et al., 2017).

## **2.2 Role of Citizen Cooperatives**

Citizen cooperatives present a solution to the challenges posed by industrial farming models that prioritize short-term productivity over ecological health. Unlike traditional business structures, cooperatives focus on collective ownership, equal voting rights, and non-competitive access to resources, empowering individuals to achieve goals that would be unattainable alone (Bauwens et al., 2016; Debor, 2014). By using social networks, they enhance farmers' access to critical resources, information, and financial support (Burjojee et al., 2017; Coleman, 1990). Cooperatives also address issues like land speculation and ownership concentration by embedding land into community frameworks, ensuring it is managed as a shared resource (Rioufol & Volz, 2012). By aligning economic, social, and environmental goals, citizen cooperatives support the transition to sustainable agricultural systems while promoting regional food security and community empowerment.

### *Land van Ons*

This thesis looks at the citizen cooperative Land van Ons, specifically. Land van Ons is dedicated to transforming agricultural practices in the Netherlands by purchasing farmland with investments from their members and converting it to sustainable use (Land van Ons, 2025). Their goal is to manage 300,000 hectares, representing 15% of all Dutch agricultural land. This vision hinges on community involvement and aims to foster behavioral change among citizens by making them stakeholders in sustainable land management.

Founded in November 2019, Land van Ons has rapidly grown, boasting over 32,000 participants. Until now, they have 24 parcels in The Netherlands. The cooperative buys land, partners with local farmers that are required to be SKAL certified and thereby halts harmful practices like manure injection and pesticide use.

## 2.3 Engaging Youth

Youth bring unique insights, energy, and creativity to problem-solving, contributing to solutions that might otherwise be overlooked (Crisp, 2023). This is also found by the Nederlandse Organisatie Vrijwilligerswerk (Verbruggen, 2025a). Young people bring energy and new ideas, whereas older people can share their experience and knowledge. However, engaging youth is resource-intensive, requiring time to build relationships, develop skills, and foster trust. These investments, though demanding, yield significant benefits for both youth and their communities (Campbell & Erbstein, 2012). On the other hand, Millennials express a preference for working in companies committed to the Sustainable Development Goals (SDGs), even when this entailed accepting a lower income. This indicates a generational shift prioritizing purpose and alignment with global sustainability goals over financial incentives (Yamane & Kaneko, 2022). Therefore, involvement of this group shows potential too.

### *Intention-Behavior Gap*

Although Millennials report greater awareness of social and environmental issues, their actions often lag behind their intentions, reflecting an intention-behavior gap (Shutaleva, 2022; Twenge et al., 2012; Yamane & Kaneko, 2021). Twenge et al. (2012) note that younger generations prioritize extrinsic goals like financial success and personal image over intrinsic values such as community and environmental stewardship. This "sustainability-age dilemma" suggests a gap between awareness and action, driven partly by cultural and social influences (Johnstone & Lindh, 2017).

### *Psychological factors*

Other factors that can significantly hinder youth participation in sustainability initiatives are psychological barriers. Gifford's (2011) framework identifies key psychological obstacles that prevent individuals from adopting pro-environmental behaviors. Of these, limited cognition—including a lack of knowledge about sustainability or what to do—perceived behavioral control and self-efficacy (not feeling that one's behavior will make a meaningful difference), and social norms and comparisons (behaving in a certain way because others in one's peer group act similarly) are particularly relevant for younger demographics. These barriers can create feelings of powerlessness or indifference and reduce the likelihood that youth will become involved in more formalized efforts, such as cooperatives. This is in line with what Shutaleva (2022) found too.

Limited cognition could lead young people to perceive agricultural cooperatives as outmoded or unrelated to contemporary challenges to sustainability. Similarly, perceptions of risks—whether functional, financial, or social—could lead to abstention. The generally short time horizons of the young, in the absence of clear communications about the direct, personal, and community-level benefits from membership, tend to lead to low levels of participation. Gifford (2011) identifies judgmental discounting as one of the barriers, where people undervalue

distant or long-term risks. This further explains why most youth may not see the relevance of engaging in activities such as Land van Ons.

Verbruggen (2025a) mentions that young people indeed join “because their social contacts join”. Young people join because it is fun, and stay because they can learn something and put it on their cv. According to Verbruggen (2025a) young people prefer to be around other young people instead of only more adults. This connects to Giffords (2011) theory.

### *Tailored Strategies for Youth Engagement*

To overcome barriers and to reach young people, understanding the diverse motivations within youth demographics is critical. For instance, marketing strategies that emphasize immediate community impact may resonate more with younger audiences than those focusing solely on long-term environmental benefits. Tailored messaging can help bridge the gap between awareness and action (Yamane & Kaneko, 2021).

Involving the young means innovative and adaptive strategies have to be developed. Creating partnerships with educational institutions to insert sustainability into their curricula can raise awareness from the very beginning (Abo-Khalil, 2024). Gamification of sustainable practices and use of interactive tools may mediate the efforts of sustainability in an engaging way to tech-savvy youth (Mulcahy et al., 2021). A mentorship program could also be developed by organizations for young participants and seasoned sustainability advocates.

Efforts at engaging the youth need deep understanding of their unique potential as agents of change. According to Campbell & Erbsstein (2012), successful youth engagement requires that community coalitions integrate youth into decision-making processes, align initiatives with youth priorities by setting clear goals, and offer diverse pathways for involvement. Supervisors need to be boundary-spanning. Boundary-spanning leadership refers to the ability of leaders to connect across diverse groups, fostering collaboration between youth and adults while leveraging broad-based skills, networks, and community legitimacy to achieve shared goals (Campbell & Erbsstein, 2012). By regarding the young as assets rather than passive participants, initiatives can tap creativity, energy, and fresh perspectives that are vital in solving sustainability challenges. Youth participation is recognized as a critical component of sustainable development by Ekka et al., as well (2022). They mention that leveraging the creativity and innovation of youth will drive sustainability initiatives.

### *Peer Education and Youth Empowerment*

Another opportunity to involve young people is that the environmental values and self-identity of young people are still forming. This developmental stage presents a unique opportunity for interventions to strengthen pro-environmental motivations. Compared to adults, their biospheric values remain less stable and are more susceptible to external influences (Balundé et al., 2020). Therefore, barriers to translating these values into actions often include situational

factors such as costs, perceived difficulty, and peer influence. Here lie the barriers, but also the opportunities according to Balundé et al., (2020).

Peer education is an effective strategy for engaging youth in sustainability initiatives as already pointed out by Gifford (2011). By fostering team dynamics and peer support, youth can gain a sense of meaningful contribution and motivation while learning from role models. Leadership opportunities further enhance their confidence, critical thinking, and knowledge (de Vreede et al., 2014). In the research of de Vreede et al., approach was youth ownership was a central component, where teams operated independently with minimal adult intervention, fostering responsibility in planning, decision-making, and execution (de Vreede et al., 2014).

### *Leveraging Digital Platforms*

Besides peer education, another peer influence that plays a big role nowadays is that on social media. Social media and digital communication channels can serve as strong means for engaging youth. Influencers, in particular, play a crucial role in bridging the gap between awareness and action by embedding sustainability values subconsciously into youth culture through social proof and aspirational messaging (Johnstone & Lindh, 2018). Influencers and peers are key sources of environmental awareness, underscoring the importance of using these platforms to normalize sustainable habits (Shutaleva et al., 2022). Millennials, in particular, are less likely to perceive sustainability as a personal responsibility, often viewing it as a collective effort that requires external validation through influencers or societal norms (Johnstone & Lindh, 2018). To leverage these insights, marketers and policymakers should partner with influencers who are credible and relatable to younger audiences (Johnstone & Lindh, 2018).

### *Collaborative Decision-Making Models*

Once youth are on board, some factors are important to keep in mind. Collaborative decision-making, where youth and adults work together as equals, has been shown to foster ownership and accountability in community initiatives (Campbell & Erbstein, 2012). Structures that enable joint decision-making allow youth to articulate their perspectives and influence broader goals, building trust and a shared sense of purpose. Next to that, for youth, it's important that the objectives are clearly defined (Campbell & Erbstein, 2012; Fukuda & Zusman, 2024).

Additionally, there is a need for collaborative efforts between citizens and local authorities, underpinned by supportive policies and infrastructure to make sustainable choices more accessible and impactful (Shutaleva et al., 2022).

Huttunen et al. (2022) explored citizens' values, preferences, and acceptance of sustainability policies. Power imbalances between researchers and participants hinder meaningful collaboration. This often prioritizes expert knowledge over local, practice-based insights. Creative and inclusive methods, such as storytelling and arts-based approaches, could be used to accommodate citizen engagement (Huttunen et al., 2022).

This balanced power-sharing was also found by Fukuda & Zusman (2024). They found that for youth participation to be sustained and most effective, there was a need for well-defined objectives, some decision power, a robust support system and a transparent process. Hereby, the purpose and the benefits of the engagement are clear to the youth.

### *Participatory Approaches*

Other programs that involve youth directly in the sustainable practices, such as through workshops, internships, and volunteer opportunities, could lead to deeper connections with the cause. Participatory approaches offer empowerment through ownership of projects for the young individuals and hands-on learning experiences enabled in these projects. As pointed out by Huttunen et al. (2022), this gives them practical knowledge and provides them with a feeling of responsibility and belonging to it. Verbruggen (2025b) also find that young people can grow into senior functions after starting young at the organisation. They mention that young people feel at home because they are given space and responsibility. An important question to ask according to them is “why want youth to be here”? (Verbruggen, 2025b). Such programs can show the youth how their contributions make a real difference when applied to real-world sustainability challenges and thus encourage continued commitment.

### *Creating Inclusive Spaces and Relationships*

Lastly, according to Iwasaki (2014), the creation of inclusive spaces in which young people feel safe and valued is central to meaningful participation. This includes providing nonjudgmental environments where there is freedom of expression of their ideas and contribution to decision-making. Such spaces encourage open dialogue, build trust, and enable participants to feel a sense of belonging. Creating youth councils or coalitions, as suggested by Iwasaki’s (2014) participatory action research, empowers young participants to shape policies and actions in ways that reflect their lived experiences. These efforts nurture a sense of empowerment and continuous participation by showing that their efforts amount to something in their communities. The guiding questions she found youth to have and value were: Why engage? How do we engage? What impacts are we having? Therefore, it is important to keep these in mind in the marketing/engagement promotion.

### *Literature Gap*

As outlined above, research has examined the importance of youth engagement in sustainability and also the societal potential of citizen cooperatives. However, few studies have brought these two strands together. Existing literature often discusses youth participation at a general or theoretical level. Rarely it is explored how young people actually experience or perceive cooperatives in practice—especially within the specific context of Dutch sustainable agriculture.

Moreover, while psychological, social, and structural barriers to youth engagement are well documented, there is limited research that connects these factors to concrete strategies that can be used by cooperatives to attract and retain young members. What is missing is an empirical, context-specific understanding of *why* youth do or do not get involved, and *how* cooperatives can respond to these realities in ways that are meaningful and effective. This study addresses that gap by bringing in the voices of both young members and non-members through qualitative research, linking their experiences to existing theory, and offering practical recommendations for cooperatives like Land van Ons seeking to become more inclusive and future-oriented.

## **2.4 Theoretical Framework**

Whereas the previous chapter reviewed empirical studies on citizen cooperatives and youth engagement, this chapter outlines the theoretical lenses used to interpret the findings of this study.

In engaging younger generations with the issue of sustainability, one needs to understand the influencing factors in their participation and decision-making processes. Ajzen's Theory of Planned Behavior (1991) describes how attitudes, social norms, and perceived behavioral control determine whether an individual is willing or not to perform a certain act. This is relevant for understanding how younger people perceive participation in cooperatives like Land van Ons.

However, engagement is not only a matter of individual behavior; it is also conditioned by broader structural factors. The theory of social and cultural capital by Bourdieu (1986) underlines how access to networks, resources, and cultural norms affects the possibility for participation in societal institutions.

The younger generation often does not have the financial capital to contribute monetarily, but this highlights the importance of other forms of capital. Porritt's (2012) Five Capitals framework shows that not only economic, but also human and social capital—such as skills, networks, and collective action—are vital to society. Similarly, the Dutch CBS and PBL (2024) emphasize *broad prosperity*. This includes quality of life, now and later, across generations. This shows that wealth goes far beyond just money.

The Multi-Level Perspective (MLP) developed by Geels (2010) is useful for understanding how systemic transitions emerge through interactions between three levels: niches, regimes, and landscapes. Niches are spaces where innovative ideas and practices can develop before influencing larger systems. In this study, youth engagement in sustainability initiatives represents such a niche. Young people, operating outside traditional systems, bring creativity and adaptability that allow them to experiment with new approaches—such as peer-led education, participatory governance, or youth councils. These grassroots efforts can build networks of change agents. In turn, this could influence broader societal behavior and policy.

This study combines these theoretical perspectives to address both individual-level and structural dynamics of youth engagement. The Theory of Planned Behavior (Ajzen, 1991)

helps unpack personal motivations and perceived barriers; Bourdieu's framework (1986) explains how social structures limit access and belonging; Porritt's Five Capitals framework (2012) highlights the broader value of youth beyond financial capital—emphasizing human, social, and symbolic contributions; and the Multi-Level Perspective (Geels, 2010) provides a systemic view of how youth participation can influence broader transitions in agriculture. These frameworks together enable a multi-layered analysis of why youth engage or refrain from joining citizen cooperatives like Land van Ons.

## 3. Methodology

### 3.1 Research Strategy

The methodological approach for this thesis was designed to explore how youth can be more involved in initiatives such as Land van Ons. Since the focus was on understanding the motivations, barriers, and opportunities for youth participation in agricultural cooperatives, a qualitative case study approach was chosen. This approach allows for an in-depth examination of real-life phenomena within specific contexts (Yin, 2014). Based on the literature review and initial talks with Land van Ons, interview guides (see *Appendix 2-5*) were developed.

Although the definition of "youth" varies across literature—sometimes referring to ages 18–22, 25–30, or even up to 35 (YoungWorks, n.d.) — in this study, youth was defined as individuals aged 18 to 30 years old. This age range was chosen to ensure consistency and comparability, and was determined in consultation with Land van Ons to reflect the organization's target demographic. A cross-sectional design was chosen to capture the current state of youth engagement and generate insights to support learning and strategy development (Saunders et al., 2019).

To gain a broad and comparative understanding, four research groups were interviewed. These included: (1) young non-members of Land van Ons and not active anywhere else, (2) young members of Land van Ons, (3) young members of other organizations, and (4) representatives from Land van Ons involved in marketing. This approach allowed the study to explore both the current situation and how other organizations address similar challenges in attracting youth. Interviewing non-members provided insights into their perceptions of Land van Ons and their reasons for (not) joining, while speaking to youth from other organizations highlighted alternative strategies for youth engagement.

### 3.2 Data Collection

The main data sources for this study were semi-structured interviews and a complementary survey. Semi-structured interviews were used across all four interviewed groups because they strike a balance between maintaining structure and allowing flexibility to explore participants' perspectives in detail (Saunders et al., 2019). This method is particularly effective for exploring complex, context-specific topics such as youth involvement in citizen cooperatives. By

adopting a narrative inquiry approach, the study prioritized participants' interpretations and experiences to shed light on the phenomenon that was researched (Gioia et al., 2012).

Key participants in this study included members of Land van Ons' management team, the youth strategist of the WWF Netherlands, current youth members of Land van Ons, non-members from younger demographics and young people that are active at a student board for different organisations than Land van Ons. Among these were youth involved in boards at IVN Natuureducatie, Heerenboeren, Rode Kruis and people active at StudentEnStad in Gemeenteraad Groningen.

The interviews were conducted online and, where possible, in person. Each interview lasted between 22 and 50 minutes. The ages of interviewed youth board members from other organizations, as well as young members and non-members of Land van Ons, ranged from 22 to 28 years old. Participants provided informed consent, and interviews were recorded and transcribed for analysis. To account for language consistency, all interviews were conducted in Dutch. Interviewees were informed of the possibility of follow-up discussions to elaborate on emergent themes or clarify findings.

In addition to semi-structured interviews, a survey was used as a second method of supporting data collection. In collaboration with Land van Ons, a survey was sent out to all members of Land van Ons aged between 18-30. The survey consisted of both open questions as multiple-choice questions and can be found in *Appendix 1*. In the survey, respondents were asked for participation for a follow-up survey/interview. Not only was the survey as way of getting the contact information for the interviews, it also provided preliminary insights why youth join Land van Ons and points of improvement. These will be discussed in the results section. Out of 40 survey respondents, about half were open to be contacted. 12 people were approached for and interview, and 4 people were actually interviewed. Some did not wish to be contacted for follow-up interviews, others did. Information and insights given by respondents of the survey that were not interviewed were analysed as well.

Interview	Institution	Function	Duration
Interview 1	-	Youth (non-member)	29;04 minutes
Interview 2	World Wildlife Fund Netherlands	Marketing Strategist	46;00 minutes
Interview 3	Land van Ons	Marketing Strategist	49;59 minutes
Interview 4	Heerenboeren	Regional Board	44;34 minutes
Interview 5	-	Youth (non-member)	26;34 minutes
Interview 6	-	Youth (non-member)	25;57 minutes
Interview 7	Rode Kruis Noord	Youth Board Member	24;53 minutes
Interview 8	Student en Stad Gemeenteraad	Youth Board Member	27;54 minutes
Interview 9	Land van Ons	Chairman	40;28 minutes
Interview 10	-	Youth (non-member)	35;20 minutes
Interview 11	Land van Ons	Youth Member	31;10 minutes
Interview 12	Land van Ons	Youth Member	26;29 minutes
Interview 13	Land van Ons	Youth Member	22;23 minutes
Interview 14	Land van Ons	Youth Member	32;25 minutes
Interview 15	IVN Natuureducatie	Member Regional Board	35;32 minutes
Other data sources			
Qualtrics Survey	Land van Ons	Distributed among target group	40 responses

Table 1. Data Sources

### 3.3 Data Analysis

The recorded interviews were transcribed using the software Turboscribe (TurboScribe, 2023). Afterwards, they were analysed using a coding approach inspired by Gioia et al. (2012). This includes line-by-line coding and identification of key themes, and ATLAS.ti software was used for coding and organization of data. Combined with the coding, a constant comparative method was used for qualitative data analysis to identify key themes (Curry, 2009; Glaser, 1967). Data analysis followed a three-step process:

1. **Open Coding:** Initial coding was performed to identify key themes and concepts emerging from the interviews and its quotations. Codes were created to capture recurring ideas related to motivations, barriers, and strategies for youth engagement.
2. **Axial Coding:** Open codes were grouped into categories to establish relationships between themes.
3. **Selective Coding:** Overarching themes were synthesized from axial codes to construct a coherent narrative about how cooperatives can better involve youth in sustainable agriculture.

To ensure reliability, iterative reviews of the coding framework were conducted. Privacy and confidentiality will be maintained throughout, with personal identifiers removed from the dataset.

The resulting code book is find on the page below in *Figure 1*.

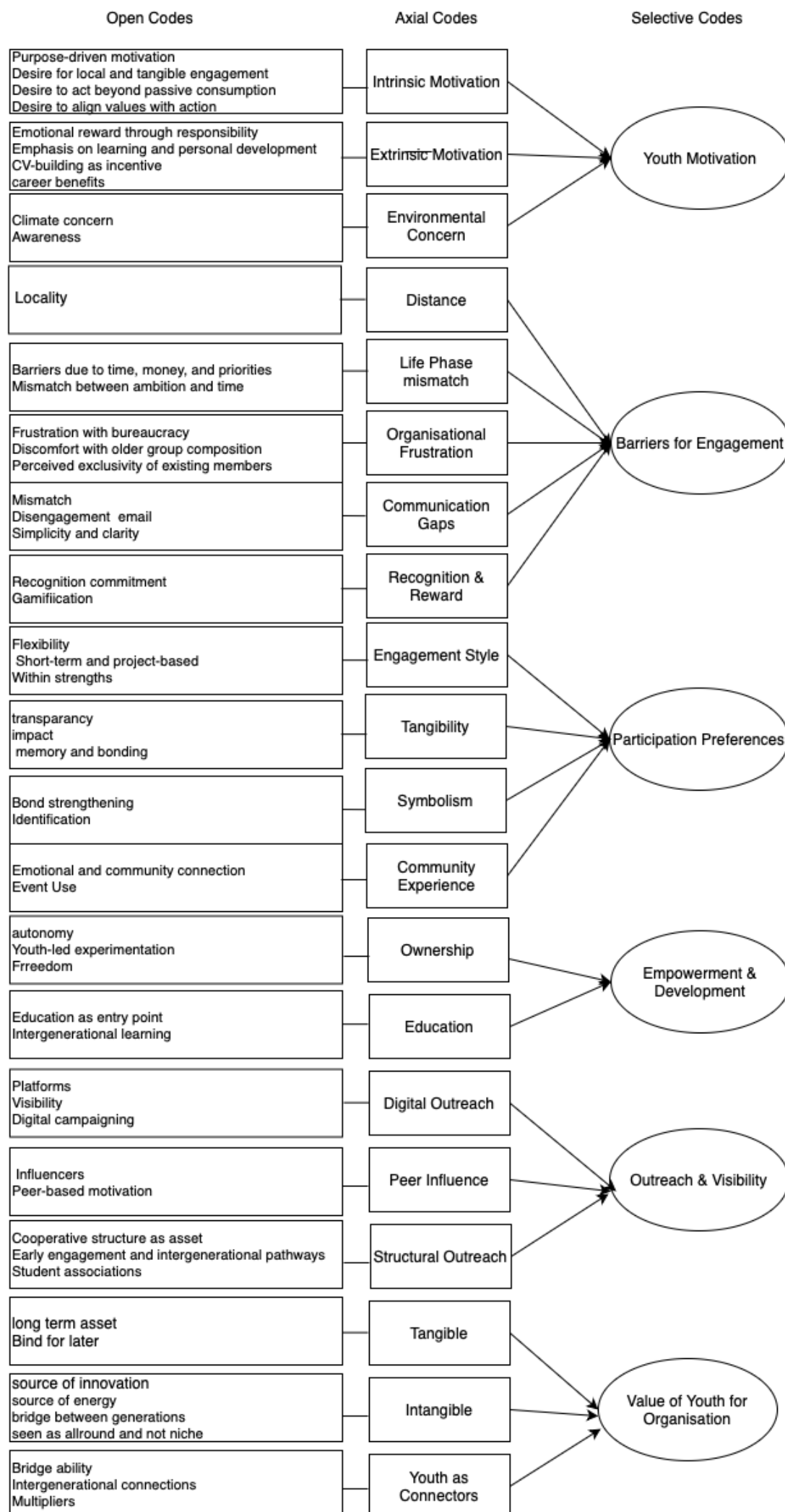


Figure 1. Data Structure

### 3.4 Validity and Reliability

The validity of this study will be enhanced through methodological triangulation. Data was cross-referenced between interviews, survey answers and insights and publicly available documents from Land van Ons. Follow-up discussions with selected participants supported the accuracy of interpretations and provided opportunities for clarification. Transcriptions were reviewed multiple times to ensure accuracy.

### 3.5 Ethical Consideration

Ethical considerations were central to the design and execution of this study. The research adhered to the principles of respect, integrity and transparency outlined by the Ethics Committee of Campus Fryslân (Ethics Committee Campus Fryslân, 2024).

Participants were informed about the purpose and scope of the research before agreeing to participate. The participants were informed about the voluntary nature of participation, and procedures of maintaining confidentiality and anonymity. Participants were asked to sign a consent form prior to the interviews to ensure that they understand the research and their role and agreement to take part in the study.

To ensure confidentiality, personal identifiers were anonymized during transcription. Unique codes were assigned to protect their identities. Identifying details within the interview were removed during transcription or generalized to prevent indirect identification. All data, including recordings, transcriptions, and notes, were stored. Access to the data was restricted to the researcher and, if necessary, the supervisor. Participants were reminded that they could decline to answer specific questions or end the interview at any time, and gave permission to record the interviews for transcription.

## 4. Results

This chapter presents the findings of the study, based on the analysis the interviews combined with the survey responses. The goal is to uncover the key factors that either encourage or discourage young people from engaging with citizen cooperatives like Land van Ons. The analysis revealed six overarching themes: youth motivations and values, barriers to engagement, participation preferences, empowerment and development, outreach and visibility, and the perceived value of youth for the organisation. Each of these themes is discussed in a separate section, supported by direct quotes and interpretation. Together, they offer insight into the individual, structural, and organizational dynamics that shape youth engagement, directly addressing the central research question. Charts and tables from the survey results are added in *Appendix 6*, and are referenced to in-text.

## 4.1 Youth Motivation and Values

### 4.1.1 Intrinsic Motivation

Young participants were mentioning to be motivated by the opportunity to contribute to causes they care about. They often described their engagement as being value-based. This reflects a preference for aligning actions with internal convictions, such as restoring nature or contributing to a better world.

This is confirmed by survey responses, in which 65.9% of participants indicated that sustainability is *very important* or *essential* in their daily life (see Appendix 6.2), and many explicitly cited "sustainability," and "care for nature," as core values they identify with (see Appendix 6.6). Additionally, all respondents chose *wanting to contribute to sustainability* as a reason to join Land van Ons for youth (see Appendix 6.10), and signed up because of *feeling a personal connection to the mission* (36.6%) (see Appendix 6.3)

Youth expressed a desire for real-world, visible impact. Having a physical connection to the land or being able to visit the site made the experience more meaningful and motivated them more. Respondents (members and non-members) noted that "*a place nearby increases the experience,*" showing how proximity enhances their emotional involvement.

Sometimes respondents felt there was a tension between their ideals and day-to-day actions. Participating in Land van Ons helped by not only being a passive consumer of ethical products, but also putting their money and time where their values lie. "*I'd rather do something good with my money than leave it in the bank.*" – youth member LVO.

Young members often spoke about wanting their time, money, and energy to reflect their ideals. In this sense, Land van Ons is seen as a vehicle to live out their principles in an impactful way.

### 4.1.2 Extrinsic Motivation

Learning new skills, gaining organizational experience, and improving personal competencies were also mentioned as attractive factors. Several youth that were in other youth boards highlighted the opportunity for personal growth as one of the main reasons to participate. "*I also wanted to learn all kinds of new skills like teamwork and leadership.*"

In roles that offered autonomy and variety the ability to put it on one's cv was mentioned as a interesting fact to join an organisation. "*You can develop professionally through a student role.*", "*I want to be able to put something on my CV,*", while another added, "*I put it on my CV; you develop certain skills.*"

Also career benefits through connections helped to make it more attractive to join an organisation. Some respondents of other organisation's youth boards made valuable connections with CEO's or interesting people through their memberships: "*I have the CEO on LinkedIn now, that might help later,*". If they can learn something that also could help them in

the future, such as skills, connections, experience, they were more eager to join. *“My board year gave me a lot of practical experience,”*

Respondents described how being trusted with responsibility—such as a leadership role or task—gave them a sense of value and recognition. As members of other youth boards explained, *“It works to give someone responsibility, then they feel ownership.”* This emotional reward made them more committed, even when the work itself was challenging or time-consuming.

Extrinsic factors were almost not mentioned in the survey, except that some saw putting their money in Land van Ons as kind of a “Green Bank” for their savings that could possibly yield (very little) rent.

#### **4.1.3 Environmental Concern**

A recurring theme was that concern about climate change served as the entry point to broader environmental awareness. Climate change and biodiversity increase were called more “sexy” and appealing terms than agriculture, and triggered more motivation to commit. While nature conservation was not always the first priority, it often became more important after initial engagement, suggesting that climate urgency acts as a motivator to explore deeper ecological issues. This ecological concern was confirmed in the survey in reasons to join and corresponding values.

Despite general awareness about environmental issues, youth emphasized that awareness does not always lead to action. Many acknowledged: *“People are aware of sustainability, but they do not do anything with it.”* In other words, people know about problems like biodiversity loss, but without an accessible and meaningful way to contribute, they often remain passive. Land van Ons offered them a way to act on that awareness.

### **4.2 Barriers for Engagement**

#### **4.2.1 Distance**

Several participants expressed that they are more likely to engage with initiatives that are physically or emotionally closer to them. National-scale organizations, while having good intentions, felt too abstract or removed from their daily lives. One respondent explained, *“The Jonge Klimaatbeweging was too national for me,”* while another stated, *“Local involvement felt more meaningful.”* This suggests that geographic proximity and familiarity with the project area can significantly influence a young person’s willingness to participate. This was echoed in the survey by comments of respondents in how to become more involved: *“Perhaps I would do volunteer work, but I notice there are few projects near me”*.

#### **4.2.2 Life Phase Mismatch**

A frequently mentioned obstacle was the combination of limited financial resources and competing commitments of this age group. Many students or young professionals expressed

that while they might have the desire to participate, they are simply or financially restricted as being a student, or being a starter in a job, being restricted by time. These constraints make it harder to commit long-term or invest in land, even in small shares for students, while starters do not have the time to commit as volunteers in an organisation like Land van Ons. The timing does not align with their life phase. This mismatch results in short-lived engagement or missed opportunities for deeper involvement. The priorities in the life phase of the interviewed group lies somewhere else. This factor was mentioned by all research groups. Some example quotations:

*“I have little time or money left for volunteer work.”*

*“Young adults are working full-time.”*

*“Students my age are often broke.”*

*“Mainly because of a lack of time, but also other priorities.”*

*“Right when someone is finally doing well, it’s time to graduate.”*

Similar findings come from the survey. 41.5% of survey respondents indicated membership is too expensive (see Appendix 6.11). Besides respondents cited busy schedules or prioritizing housing and income and explained they would like to be more involved but struggle to combine it with life demands.

#### **4.2.3 Organizational Frustrations**

Young members noted that slow processes or rigid structures within the organization demotivate them. They preferred environments that were more agile, open to experimentation, and less hierarchical. Long bureaucratic decision making processes and waiting long for approval to take actions were seen as obstacles of active participation.

Also, when the majority of members were significantly older, some feel out of place. *“A friend did not want to join the birdwatching group as the only one under sixty.”* This generational gap sometimes made it harder for them to feel included or heard, especially when their input was perceived as idealistic or inexperienced. It is important for young people that participation stays fun, and preferably that would be with people of similar age. *“It’s sometimes an in-crowd.”* and *“It helps if there is a youth division within an organization.”* illustrate this. This was supported by survey results, where a respondent noted they would like to be ore involved, in plot teams of Land van Ons, but then preferably with people of similar age.

Some youth viewed the internal culture of an organization where the majority are old people as somewhat closed that made it difficult for newcomers to integrate. Without active efforts to welcome and guide new members, especially young ones, the group dynamic could feel exclusive or intimidating. *“Everyone (age-groups) does things a bit in their own way.”*

In the survey, 22.5% of respondents indicated they would appreciate Land van Ons more if more young people were involved (see Appendix 6.4). This supports the interview finding that

visible youth participation can enhance identification with the organization and potentially strengthen engagement.

#### **4.2.4 Communication Gaps**

The way information was shared did not always align with the platforms or formats preferred by younger audiences. Traditional newsletters or lengthy texts are often ignored. Several participants stated they preferred visual or short-form content on social media platforms instead, and more specifically LinkedIn, Instagram and TikTok. The importance of these platforms was also mentioned by all research groups multiple times. In the survey, 34.1% of respondents identified better use of social media and influencers as a way to increase youth engagement (see Appendix 6.12).

Email was specifically mentioned as ineffective; youth rarely check or engage with messages unless they are strictly formal or urgent. As respondents noted, *“No one reads emails anymore, unless it’s about contracts.”* Another mentioned, *“Newsletters do not work anymore, young people are on Insta and WhatsApp.”* This gap suggests that relying solely on email—for newsletters, for example—may alienate younger members from updates or participation opportunities.

In contrast, when messages were simple, concrete, and easy to digest, youth reported being more likely to respond. Overly complex or abstract communication was seen as a barrier, especially when it lacked a clear “call to action” or direct link to impact. *“You have to be able to explain it simply.”*; *“The message should be explainable in 3 or 4 sentences.”*

#### **4.2.5 Recognition and Reward**

Young volunteers mentioned that receiving recognition—either socially, formally, or materially—reinforced their motivation. This could be financial according to a survey respondent in the form of paid vacancies, but being acknowledged, invited to decision-making, or publicly appreciated were all considered strong motivators for sustained engagement. Important is that they want to be updated to keep feeling connected. Updates help that tell what is accomplished through their involvement.

*“Students often want something in return for their effort.”*

Creative approaches such as giving a small reward for certain actions (e.g., a free product for participation or referral) were received positively. These small, symbolic rewards were appreciated and could help break the initial barrier to engagement. Gamification practices where a symbolic reward were given for collected goods stimulated as well.

### **4.3 Participation Preferences**

#### **4.3.1 Engagement Style**

Young people often experience fluctuating availability due to studies, jobs, and life transitions. They value volunteer or engagement options that are adaptable to their personal schedules and

levels of commitment. *"I do have time, but not to work full-time somewhere."* Another mentioned, *"Flexibility is really important to me."* Full-time roles or long-term obligations tend to discourage them. Survey respondents mentioned similarly: "Possibly help out on a plot sometime or something like that. But not something I'd be tied to for a long time."

Involvement in temporary or semi-structured projects were preferred over ongoing responsibilities. Also, bottom-up approaches where own ideas are valued make engaging more appealing. Several participants expressed that they are most motivated when tasks align with their personal interests or areas of competence. Allowing youth to choose roles based on their strengths creates autonomy and increases satisfaction with their contribution.

#### **4.3.2 Tangibility**

Respondents mentioned that they appreciate openness about how things work and want to know what is happening with their money. Transparency gives them a sense of trust and makes them more willing to engage. Besides, they want to see the direct and measurable effects of their actions. Whether it's seeing a piece of land restored or a product made from harvested crops, having visible outcomes helps to validate their efforts and deepens their connection to the organization's mission. It has to be clear to them that their pooled money or effort makes impact. For example, *"I want to know what one square meter actually accomplishes"* and *"If I know the CO2 savings, I'm more likely to give"* illustrate this. Knowing this impact quantitatively helps and attracts. *"Young people want to know what happens with their money."*

#### **4.3.3 Symbolism & Identification Tools**

Physical items such as tote bags, T-shirts, or food products created from their land investment were described as identity markers. *"Stories and tangible products reinforce the message"*. These symbols allow youth to show their involvement, spread the message, and feel part of something bigger — much like wearing a band shirt or a university hoodie. Physical experiences, such as touching soil, attending field days, or receiving a tangible product, were noted as powerful engagement tools. These real-life interactions create impressions that last. Additionally, this makes the organization feel more "real" and personal. A survey respondent mentioned specifically: "I would like to contribute more to ensuring that the lands also produce goods that everyone wants and receives."

#### **4.3.4 Community Experience**

Respondents emphasized the importance of feeling part of a group or network. Shared goals, friendships, community feeling and informal moments — such as drinks after a meeting or festival gatherings — were seen as equally important as the tasks themselves. Feeling connected to others enhances both motivation and retention. Having people of similar age was important for the fun, and young people in youth boards attracted other young people. "If you arrive somewhere where there are peers, it motivates you."

Organized events such as introduction days or member meet-ups help lower the threshold for joining and promote bonding. This was also often mentioned in the survey. Youth described these experiences as fun and energizing, often becoming a reason to stay involved even when their active participation decreased. Keeping it fun was mentioned as most important for students. *“A sense of community is important; people want to do something that’s fun.”*

## **4.4 Youth Empowerment and Development**

### **4.4.1 Youth Ownership**

Many young people emphasized the importance of having the freedom to shape their own roles. They appreciated being trusted to make decisions and not being micromanaged. Autonomy was not just a preference but a essential for long-term engagement. The only difference was that some preferred full autonomy, others liked partly a framework to work within.

*“Let us define our own goals within a framework”, “Student boards set their own targets” and “I would like to receive autonomy and ownership”* are some of the quotations that show this.

Opportunities to try new ideas, come up with own initiatives and setting own goals were described as highly motivating. When youth felt that their creativity and initiative were supported — even without guaranteed success — they were more likely to stay involved and feel a sense of ownership over their contribution.

Closely linked to autonomy and experimentation, participants stressed that they wanted to be able to work in their own way, set their own goals, and make their own contributions within a broad framework. Feeling overly restricted was a key reason some chose not to participate.

### **4.4.2 Education and Learning Pathways**

Several respondents pointed out that educational institutions could be a gateway to reach more young people. Internships, thesis collaborations, or student challenges offer low-threshold ways to involve youth. These academic contexts help bridge the gap between learning and doing. This was also mentioned by a respondents in the survey: *“Offer internships, involve (under)graduates in Land van Ons projects, give lunch lectures at schools and universities, and organize networking events for jobs in the sustainability sector — for example, by letting members who work in sustainable companies offer insights into their workplace or share job opportunities.”*

Youth appreciated environments where knowledge was shared across age groups. They saw value in learning from more experienced members while they themselves also bring in fresh ideas. This exchange not only strengthens the organization but also fosters a sense of continuity and renewal.

## 4.5 Outreach and Strategic Visibility

### 4.5.1 Digital Outreach

Several participants emphasized that many young people simply do not engage with initiatives like Land van Ons because they do not know these exist. *“You have to know it exists, otherwise you will not come across it”*. Visibility is therefore a precondition for youth engagement. Without it, even the most appealing programs remain overlooked.

Online visibility on social media platforms like Instagram, TikTok, and LinkedIn was seen as crucial. *Instagram, TikTok and LinkedIn is how you reach my generation*”. According to the survey, social media use could be improved to engage more with youth (see appendix 6.12) and the current marketing seemed a bit “old school”. Youth respondents indicated that their attention is captured more by short-form video content, visual storytelling, and direct engagement through these channels than by traditional communication forms. Facebook and Twitter are outdated and not used by this age group anymore. Email is read mostly for formal things, and not for membership marketing activities and possibilities.

### 4.5.2 Influencer and Peer Influence

Influencers, especially those perceived as relatable or “like me”, were mentioned as strong motivators. *“An expert who is young is ideal”* (see Appendix 6.12 as well). Youth are more likely to act if someone they trust or admire supports a cause. These figures can be famous people or people with a significant following, but also just normal peers; enthusiastic peers or student ambassadors can be just as powerful. Some mentioned that they follow influencers in certain topics, as a means of a “filter” in that topic to stay up to date in that field. *“I follow people who filter and comment on content”*. These influencers have a big audience and youth mentioned to be reached through them. An influencer or expert-filter in the field that is also young is the perfect messenger.

Peer influence plays a major role in youth decision-making. If friends or peers are already involved, it lowers the threshold to join. Youth noted that seeing their network engaged, whether through stories, shirts, or group actions, made participation more fun, attractive and socially rewarding. Peer to peer recruitment was mentioned as working best in forming youth boards: *“We find members mainly through our social media, peer to peer relations and word of mouth.”*

### 4.5.3 Structural Outreach Approaches

Land van Ons mentioned that there’s currently no clear youth strategy in the way outreach is designed. The price to market specifically on youth was too expensive, and instead preference was given to older age groups that were converted more efficiently. Without a deliberate and youth-centered approach, their potential remains untapped. Through intergenerational effects, youth is indirectly targeted at Land van Ons. By offering packages in which older people can buy land for their (grand)child, youth was reached and involved. In the survey many respondents noted that they were made a member through a gift of their (grand)parents indeed.

Some respondents emphasized that the cooperative nature of Land van Ons is itself a strong selling point, especially if clearly communicated. This was confirmed in the survey (see Appendix 6.3). Youth are more and more disliking top-down or profit-oriented systems, and co-ownership appeals to their desire for autonomy and collective impact.

Participants highlighted that youth engagement often starts early. For example, through family gifts, school projects, or shared interests with parents. These early touchpoints form the foundation for long-term involvement. Structuring outreach around these transitions can help attract and retain young members.

Connecting with student associations proved an effective structural route for other organisations into youth communities. These associations offer organized access to highly engaged, like-minded youth, and can serve as platforms for recruitment, collaboration, and event promotion.

## **4.6 Value of Youth for the Organisation**

### **4.6.1 Tangible Value**

Younger members can work as long-term assets — individuals who could grow within the organization and carry its mission into the future. Engaging youth early was perceived as an investment in sustained continuity and leadership succession. Respondents from youth boards mentioned that after having a board year, they felt a stronger connection to the organisation that made them want to possibly pursue a career or at least stay active in the organisation the years after as well. *"If you involve them now, they will stay engaged longer."* and *"I want to stay involved with <organisation> in the future."*

### **4.6.2 Intangible Value**

Youth were frequently described as introducing new ideas and approaches. Their fresh perspectives helped challenge existing assumptions and led to more creative and adaptive strategies within the organization. This innovative potential was seen as a key asset, particularly in adapting to societal change. Stakeholders repeatedly noted the enthusiasm and vitality that youth bring. Their excitement about sustainability, community, or innovation reinvigorated older members and contributed to a more dynamic organizational culture.

*"Young people bring enthusiasm, new energy, and fresh perspectives."*

Youth served as important intermediaries, helping to bridge the gap between older members and new, incoming generations. Having young people involved signaled that the organization was inclusive and a mirror of a wider audience than just old people. This countered the perception that Land van Ons is only for retirees or a specific demographic. Youth involvement could enhance the image of the organization as diverse, vibrant, and future-oriented.

#### 4.6.3 Youth as Connectors

Young people can also serve as bridges between different generations and social groups. One respondent phrased it as: *“We are the bridge between the company and students”*, highlighting how youth can serve as connectors between institutions and their peers. This relational role was echoed by other respondents, who pointed out that engaging youth can have ripple effects: *“Through children, you reach parents — and you keep them too.”*

Moreover, the idea of peer-to-peer influence was seen as a powerful driver for growth and legitimacy. One participant noted: *“Our generation could be ambassadors to influence other generations”*, showing the potential of young people to act as trusted messengers within and across generational lines.

Finally, some respondents linked youth engagement to a long-term investment logic. As one stated: *“If you have the youth you have the future. Now is the time to sow so you can harvest later.”* This view positions youth not just as a target group, but as a strategic multiplier whose early involvement can secure future continuity and impact for organisations like Land van Ons.

## 5. Discussion & Recommendations

This study aimed to uncover how citizen cooperatives like Land van Ons can attract and retain young members in their mission to transition toward sustainable agriculture. The findings confirm several patterns noted in the literature, while also introducing new angles that challenge or deepen existing theories. This discussion section explores these connections. Practical implications for Land van Ons are embedded throughout.

Land van Ons aims to engage more young people in order to reflect the full range of society within its membership base. The survey results support this approach: nearly a quarter of respondents indicated that they would find Land van Ons more appealing if more young people were involved. Now, most survey respondents mentioned their value mainly was a small amount of invested money and giving “some mass” and “increase support number” to the organisation (see appendix 6.5). Organisations where no (or little) youth is involved might seem exclusive or less attractive to join. This ambition aligns with Bourdieu’s (1986) theory on social capital, which highlights the importance of inclusive networks for collective action.

From the survey, it became clear that youth members felt that many of their age friends simply do not know about the organisation yet. Creating more awareness is important, because without it, it is hard to build further engagement, despite the fact that many young people actually believe in the concept of cooperatives. On top of that, both the interviews and survey results (see Appendix 6.7 and 6.8) suggest that although no one reported having an active role now, many expressed a desire to become more involved, depending on how they could contribute (see Appendix 6.9). This points to a clear yet underutilized potential for youth engagement within the cooperative. This combined with the fact that youth would find the cooperative even

more attractive when more youth is involved, shows the potential snowball effect that attracting youth holds.

One of the most consistent findings from this study is that youth are primarily driven by intrinsic motivation and value alignment, which is supported by prior research (Yamane & Kaneko, 2022). Respondents emphasized their desire to take purposeful action and escape passive consumerism. This echoes Johnstone and Lindh's (2017) "sustainability-age dilemma," where awareness of sustainability issues is high but motivation for long-term, collective engagement is low unless it is emotionally and personally in line with them.

Interestingly, this study finds a bridge between intrinsic and extrinsic motivations: youth saw personal development (e.g., learning new skills, CV-building) as a bonus that justified their volunteering involvement in organisations. This nuance enriches previous literature that often presents these motivational categories in binary terms (Twenge et al., 2012). Campbell & Erbstein (2012) showed that involving youth in community-based initiatives brings numerous benefits, both for the community and for the young people themselves. Youth can offer fresh insights that inform local planning and policy, contribute energy and labor to community projects, and hold decision makers accountable through advocacy. For the youth involved, such engagement strengthens civic commitment, fosters social capital, builds relationships with adults, and supports identity and confidence development.

These findings align closely with what was expressed in my interviews: many young members indicated they were looking for more than financial involvement—they wanted meaningful, value-driven participation and opportunities for growth. A youth board within Land van Ons could meet this need by providing ownership, learning, and influence. At the same time, it gives the students a chance to gain experience and develop their skills. Because of their close links to universities study and student associations, such a board can also make it easier to reach those groups and bridge the gap between the older and younger generation. This connects well to the theory of Porritt (2012) that shows that value lies not only in the financial aspect, but also the social and network values of youth as seen here.

To ensure this structure is successful, Campbell & Erbstein (2012) outlines five essential components: (1) clarity of purpose and focus; (2) community legitimacy through inclusive and sustained participation; (3) mobilization of resources across networks and partners; (4) a clear policy or systems-change strategy; and (5) institutionalization with strong organizational support and fair decision-making processes. If Land van Ons decides to create such a youth board, panel or youth plot team (or in another form) it is important that they keep these conditions in mind to implement it successfully.

To build on Porritt's (2012) theory, Land van Ons could consider introducing alternative forms of membership beyond financial contributions. Both survey respondents and interviewees suggested various ways to increase participation, such as the creation of volunteer WhatsApp groups, involvement in advocacy efforts, or more accessible options like a discounted "student membership." Another idea was to offer incentive-based upgrades to existing memberships,

such as awarding additional square meters after members contribute through non-monetary actions. These actions could include referring friends via affiliate links, volunteering on farms—especially when bringing along non-members—helping to design and distribute flyers at universities, or promoting Land van Ons through social media by sharing or creating content targeted at their own generation. Currently, the cooperative only offers a single membership model based on annual financial contributions, which can be expanded solely through further financial investment. Introducing more flexible and participatory membership models could open up engagement to a broader demographic. Next to the options mentioned, youth mentioned to be open to think along and brainstorm about other options that hold potential to attract youth actively in activities.

Furthermore, climate concern was often cited as an initial trigger, but it only translated into action when tangible, local steps were available — aligning with Balundè et al. (2020), who emphasized that biospheric values in youth are malleable but require concrete pathways for action. This affirms the importance of framing Land van Ons not just as a landowner but as a low-threshold action platform. The biodiversity increase marketing could be complemented by the health benefits biological farming has for people, to show that a sustainable way of farming not only helps the natural area, but also the people that eat products of this land.

Despite strong intrinsic motivation, many young people face structural and psychological barriers to sustained participation — a finding in line with Gifford’s (2011) “dragons of inaction.” Time pressure, financial insecurity, and communication gaps all reappeared throughout the data. While these factors have been well-documented in the literature, this study highlights their interaction: ambition often clashed with timing, especially during transitions like graduation or job searches. Respondents specifically noted that they often have either time but no money, or money but no time, depending on their life phase. This contradiction underscores the need for flexible engagement models that accommodate both types of limitations.

Symbolic tools like tote bags and land-themed merchandise also emerged as key identity markers. Symbolic acts — like wearing a branded shirt — reinforce identity and group membership. For Land van Ons, developing a symbolic toolkit that includes merchandise, digital badges, or personalized land maps may enhance long-term emotional engagement. However, producing physical items like merch must be approached to align with the cooperative’s sustainability values. Rather than mass-producing standard items, this could be turned into an opportunity by involving young members in co-creating locally sourced, sustainable merchandise that reflects both ecological values and community identity.

Youth emphasized autonomy, freedom, and trust as non-negotiable conditions for involvement. They valued roles where they could experiment, make decisions, and feel ownership over outcomes. This resonates strongly with de Vreede et al. (2014), who found that youth-led sustainability teams achieved higher commitment levels when adults stepped back. For Land van Ons, creating autonomous youth teams or advisory boards may increase retention. Open space to initiate ideas, as opposed to rigid role definitions, appears crucial. However, this study

also found a slight contradiction with the literature: where Campbell & Erbstein (2012) and Fukuda & Zusman (2024) argue that clear objectives and structure are essential for effective engagement, respondents in this case study preferred some guidelines but also wanted room for interpretation and innovation. This tension points to the importance of balance — providing clarity without stifling creativity.

Another relevant framework is Iwasaki's (2014) guiding questions for meaningful youth participation. Especially the question of “what impact does my engagement have?” was echoed by many respondents. They want to know exactly how their time, ideas, or money are making a difference. Trying to give a number on a square meter or to a certain amount of donated money (in terms of biodiversity increase, species increase, pesticide kgs saved, amount of CO<sub>2</sub> reduced compared to an intensively farmed m<sup>2</sup>), would make it more “real” and appealing to youth to see directly what their money is contributing.

This study reaffirms the importance of visibility and peer influence in shaping youth participation. As Gifford (2011) explain, youth often look to peers or influencers to validate engagement choices. Participants expressed being more likely to engage if friends or people of the same age group are involved. This aligns closely with findings from Verbruggen (2025a), where young people express a preference for social alignment in volunteer work. Peer modeling therefore plays a crucial role — and Land van Ons could show youth stories through video, events, and short-form social media.

Influencers, as highlighted in the literature (Johnstone & Lindh, 2018; Shutaleva, 2022), were also perceived as credible filters for shaping opinions and increasing outreach. Respondents confirmed that they often follow influencers they trust and may be more receptive to messages shared by them than traditional media. This presents a dual opportunity for Land van Ons: Collaborating with existing influencers who align with youth values—such as sustainability—to expand the cooperative's visibility among younger audiences. Secondly, the organization could encourage its own young members to become (peer) influencers, by encouraging them to share their personal stories, values, and experiences with the cooperative through social media or campaigns. This approach not only supports organic outreach, but also empowers youth to take ownership and shape the narrative in a way that feels relevant and trustworthy to their peers. This also builds very well on the theoretic framework of Ajzen (1991) that show that social norms and perceived behavior influence decisions of youth. In interviews this was confirmed a lot, where youth members of organisations mentioned that they became attracted to joining because of friends, and vice-versa. In the survey, respondents already mentioned willingness to be involved in particularly this part, attracting and reaching more young people. This means that it is promising to involve youth from the current membership base for this role.

Youth were described by respondents as sources of fresh energy, innovation, and creativity — echoing the findings of Crisp (2023). Their involvement was seen as a way to revitalize organisations and inspire older members, confirming that youth offer value that extends beyond financial contribution. This connects to the broader understanding of the five types of capital of Porritt (2012) — particularly social, cultural, and symbolic capital — which several

respondents cited indirectly by describing youth as emotionally influential, idea-driven, and capable of inspiring broader shifts within organisations. Holding a monthly, or quarterly brainstorm session with a youth panel could in this theme create new insights and creative solutions.

In line with Ekka et al. (2022), this study finds that youth are not just valuable in the short term but represent long-term assets. As one respondent put it, “If you have the youth, you have the future.” Early involvement fosters a sense of belonging and identity formation, supporting Balundè et al.’s (2020) argument that youth in this life phase are shaping their worldview and social connections. If their values are aligned early on, there is a higher chance they will grow with — and eventually grow into — the organisation. This also supports the idea that youth are more than passive participants; they are potential future leaders, professionals, and ambassadors.

Finally, this research supports the notion that youth can serve as a driver of niche innovations within existing regimes — a dynamic articulated in Geels’ (2010) Multi-Level Perspective framework. Youth were described as sparking change that they themselves may not even fully recognize, through ideas, campaigns, or formats that ripple across the organisation. Motivaction (2025) similarly suggests that youth think that their influence on sustainability issues is limited. However, they also mention that youth have the power to start changes and change directions in organisation. By embracing youth as initiators, rather than just recipients of programs, cooperatives like Land van Ons can future-proof themselves while driving broader systemic change. The role of youth as bridges between generations was especially powerful. In a time when societal fragmentation is rising, this connective role may be one of the most critical assets young people bring. Their involvement signals inclusivity, relevance, and longevity for Land van Ons — something that is not easily achieved through marketing alone.

In sum, this study confirms much of the existing literature on youth engagement, but it also adds depth and nuance specific to the cooperative model and sustainability context. For Land van Ons, the findings suggest the importance of offering digital visibility, fostering autonomy, working with influencers, embracing symbolic and social value, and lowering structural barriers like time and money. These strategies not only align with youth preferences but also with broader goals of inclusivity, resilience, and innovation.

## **6. Limitations**

While this study provides valuable insights into youth engagement in sustainable cooperatives, several limitations must be acknowledged. First, the sample size, though sufficient for a qualitative approach, limits the generalizability of the findings. The study interviewed a relatively small group of youth and organizational representatives. What made it more difficult is that filling in the date of birth is not a mandatory field when signing up for Land van Ons. This made the sample of people that could be reached out to significantly smaller.

Although an all-round sample was chosen with perspectives from different groups, the time frame of the thesis restricted the opportunity to conduct a broader number of interviews within each participant group. More interviews would have strengthened the potential for data saturation and improved the depth of comparative analysis across different types of organizations. In several areas, different respondents provided similar answers, and survey data aligned with interview findings on specific topics. This indicates that data saturation was likely (partly) achieved in key themes.

Besides, participants were predominantly highly educated and from urban or semi-urban areas. This homogeneity may have influenced the emphasis on intrinsic motivation, symbolic engagement, and environmental values. Youth from different educational or socio-economic backgrounds may have different priorities or barriers that this study did not fully capture.

The research was conducted over a limited time frame, capturing a snapshot of the perceptions and intentions of the interviewees, not on long-term behavioral outcomes. While respondents expressed motivation and preferences, the extent to which these translate into sustained engagement over time remains unclear. A longitudinal follow-up could help assess actual retention.

Some of the interviewed organizations came from similar domains as Land van Ons, others operated in entirely different sectors. This variation enriched the research by providing a wide range of perspectives, but it also reduced the contextual concentration of the findings, potentially limiting their specificity.

Finally, this was a short-term, exploratory study. As a result, the proposed interventions and engagement strategies could not be tested or validated within the research period. Follow-up studies or pilot implementations would be needed to evaluate their effectiveness in practice.

Given these limitations, future research could therefore understand attracting and involving youth in this sector even better by taking these limitations into account, and using the outcomes of this study as a foundation.

## **7. Conclusion**

This thesis explored how citizen cooperative Land van Ons can attract and retain more young members. Through qualitative interviews and survey data, combined with literature on youth engagement and sustainability, the study identified key motivations and barriers for youth involvement. Young people are primarily driven by intrinsic values such as environmental concern, autonomy, and impact. However, structural barriers like time constraints, lack of recognition, and inaccessible communication often limit deeper engagement. The findings confirm an intention–behavior gap, highlighting the need for clear, tangible pathways to act. Strategies that proved promising include flexible, low-threshold participation formats, digital and peer-to-peer outreach, symbolic involvement tools, and youth-inclusive governance. Youth also serve as valuable connectors—bridging generations, expanding outreach, and contributing

long-term potential. For Land van Ons, these insights offer practical strategies to become a more representative and future-proof cooperative. By embedding youth not only as participants but also as co-creators, and by tailoring outreach to their habits, values, and networks, the cooperative can strengthen both its ecological mission and social inclusivity. Academically, This research contributes to the understanding of youth engagement in sustainability-oriented citizen cooperatives, a topic that remains underexplored within the Dutch agricultural transition context. Where prior work identified youth as important agents of change, this study specifies the conditions under which their involvement is most likely to succeed. It extends theoretical insights particularly by applying frameworks to the niche case of Land van Ons, offering a deeper understanding of the conditions under which youth are most likely to contribute meaningfully to sustainability transitions.

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## 9. Appendix

### Appendix 1. Survey Questions



university of  
 groningen

Beste deelnemer,

Dit onderzoek kijkt naar hoe jongeren (tussen de 16 en 35 jaar) betrokken (kunnen) worden bij burgerinitiatieven zoals Land van Ons. Als huidige deelnemer van de coöperatie kun jij waardevolle inzichten geven over hoe je betrokken bent geraakt, wat jou motiveert om mee te doen, en hoe je denkt over de rol van jongeren binnen de coöperatie. Jouw antwoorden helpen om beter te begrijpen wat jongeren kan aanspreken in dit soort initiatieven en hoe Land van Ons mogelijk nog meer jongeren kan bereiken.

Het invullen van de vragenlijst duurt ongeveer 5 minuten. Alle antwoorden worden anoniem verwerkt en uitsluitend gebruikt voor dit onderzoek. Alvast bedankt voor je medewerking!



What is your age? | Wat is je leeftijd?

- ☐ 18-24
- ☐ 25 - 30
- ☐ over 30

What is your gender? | Wat is je geslacht?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your current situation? | Wat is je huidige situatie?

- ☐ Student
- ☐ Employed | Werkend
- ☐ Looking for work | Werkzoekend
- ☐ Other, namely: ... | Anders, namelijk: ...

How important is sustainability in your daily life? | Hoe belangrijk vind je duurzaamheid in je dagelijks leven?

- ☐ Not important at all | Helemaal niet belangrijk
- ☐ Somewhat important | Een beetje belangrijk
- ☐ Important | Belangrijk
- ☐ Very important | Zeer belangrijk
- ☐ Essential | Essentieel

How long have you been a member of Land van Ons? | Hoe lang ben je lid van Land van Ons?

- ☐ Less than 6 months | Minder dan 6 maanden
- ☐ 6 months - 1 year | 6 maanden - 1 jaar
- ☐ 1-2 years | 1-2 jaar
- ☐ More than 2 years | Langer dan 2 jaar

Why did you join Land van Ons? (Select up to 2 answers) | Waarom ben je lid geworden van Land van Ons? (Maximaal 2 antwoorden)

- ☐ I want to contribute to sustainability | Ik wil bijdragen aan duurzaamheid
- ☐ I believe in the concept of cooperatives | Ik geloof in het concept van coöperaties
- ☐ Financially attractive or as an investment | Financieel aantrekkelijk of als investering
- ☐ Family or friends inspired me | Familie of vrienden hebben mij geïnspireerd
- ☐ I felt a personal connection with the mission | Ik voelde een persoonlijke connectie met de missie
- ☐ Other, namely: ... | Anders, namelijk: ...

Which values do you feel connected to that align with Land van Ons? | Welke waarden sluiten aan bij jouw overtuigingen en Land van Ons?

Would you like Land Van Ons more as an organisation if more younger people were involved? | Zou je Land van Ons als organisatie aantrekkelijker vinden, wanneer er meer jongeren in zouden deelnemen?

- ☐ Yes - Ja
- ☐ No - Nee
- ☐ Neutral - Neutraal

How involved do you feel in Land van Ons? | Hoe betrokken voel je je bij Land van Ons?

- ☐ Not involved at all | Helemaal niet betrokken
- ☐ Somewhat involved | Een beetje betrokken
- ☐ Moderately involved | Gemiddeld betrokken
- ☐ Highly involved | Erg betrokken
- ☐ Very actively involved | Zeer actief betrokken

How would you describe your involvement in Land van Ons? (Select all that apply) | Hoe zou je je betrokkenheid bij Land van Ons omschrijven? (Meerdere antwoorden mogelijk)

- ☐ I follow updates and newsletters | Ik volg de updates en nieuwsbrieven
- ☐ I donate money but am otherwise inactive | Ik doneer geld, maar ben verder niet actief
- ☐ I attend meetings or events | Ik neem deel aan bijeenkomsten of evenementen
- ☐ I help as a volunteer | Ik help als vrijwilliger
- ☐ I have an active role in the organization | Ik heb een actieve rol binnen de organisatie

What do you appreciate most about your membership in Land van Ons? (Select up to 2) | Wat waardeer je het meest aan je lidmaatschap bij Land van Ons? (Maximaal 2 antwoorden)

- ☐ Contributing to sustainable agriculture | Het bijdragen aan duurzame landbouw
- ☐ The community and connection with other members | De gemeenschap en verbinding met andere leden
- ☐ Receiving updates and information | Het ontvangen van updates en informatie
- ☐ The opportunity to actively contribute | De mogelijkheid om actief bij te dragen
- ☐ The financial benefits or investment opportunities | De financiële voordelen of investeringskansen
- ☐ Other, namely: ... (open field) | Anders, namelijk: ... (open veld)

What do you personally feel you contribute to Land van Ons? | Wat voeg jij volgens je gevoel toe aan Land van Ons?

Would you like to be more involved in Land van Ons? | Zou je meer betrokken willen zijn bij Land van Ons?

- ☐ Yes - Ja
- ☐ No - Nee
- ☐ Maybe - Misschien

If yes, in what way would you like to contribute? | Zo ja, op welke manier zou jij willen bijdragen?

If yes, in what way would you like to contribute? | Zo ja, op welke manier zou jij willen bijdragen?

Why do you think relatively few young people join Land van Ons? (Select up to 2) | Waarom denk je dat relatief weinig jongeren lid zijn van Land van Ons? (Maximaal 2 antwoorden)

- ☐ Too expensive | Het is te duur voor jongeren
- ☐ They don't know about Land van Ons | Ze kennen Land van Ons niet
- ☐ Not appealing or relevant | Ze vinden het niet aantrekkelijk of relevant
- ☐ Support sustainability in other ways | Ze steunen duurzaamheid op andere manieren
- ☐ Think they can't make an impact | Ze denken dat ze weinig impact kunnen maken
- ☐ Other, namely: ... (open field) | Anders, namelijk: ... (open veld)

What could Land van Ons do to attract more young people? (Select up to 2) | Wat zou Land van Ons kunnen doen om meer jongeren aan te trekken? (Maximaal 2 antwoorden)

- ☐ Cheaper memberships for young people | Goedkopere lidmaatschappen voor jongeren
- ☐ More collaboration with schools and universities | Meer samenwerking met scholen en universiteiten
- ☐ Better use of social media and influencers | Social media en influencers beter inzetten
- ☐ Actively involve young people in decision-making | Jongeren actief betrekken bij besluitvorming
- ☐ More events and activities for young people | Meer evenementen en activiteiten voor jongeren
- ☐ Other, namely | Anders, namelijk

Would you be open to being contacted for a follow-up interview? | Sta je open voor een vervolginterview?

- ☐ Yes - Ja
- ☐ No - Nee

How can we best reach you? | Hoe kunnen we je het beste bereiken?

- ☐ Email (please fill in your email)
- ☐ Phone - Telenoisch (please fill in your number)
- ☐ Social media (please fill in the platform and your username)



## **Appendix 2. Interview Guide Marketing/Board members Land van Ons**

Mn doel bij deze groep: Understand the organization's perspective on youth engagement, challenges, current strategies, and future plans.

1. Can you describe Land van Ons' current approach to attracting younger members?
2. What challenges have you encountered when trying to engage younger demographics?
3. In what ways has youth engagement been prioritized within Land van Ons?
4. Have there been any previous initiatives targeting younger members? What were the outcomes?
5. What role does social media and digital communication play in your outreach to young people?
6. How do you perceive the awareness and perception of Land van Ons among younger audiences?
7. What are the key messages you want to convey to potential young members?
8. Have you conducted any research or surveys on youth participation? What insights did you gain?
9. How do you compare youth engagement in Land van Ons to other citizen cooperatives?
10. Are there specific barriers (financial, cultural, psychological) that prevent young people from joining?
11. To what extent do economic factors (e.g., membership fees) impact youth participation?
12. How does Land van Ons collaborate with educational institutions or youth-focused organizations?
13. Have you considered alternative engagement models, such as volunteering instead of financial contributions?
14. What strategies have you found most effective in retaining young members?
15. Do you see a difference in the way younger versus older members contribute to the organization?
16. How do you measure success when it comes to engaging younger demographics?
17. What kind of partnerships (e.g., influencers, youth organizations, universities) do you think could enhance youth outreach?
18. How important is youth participation in shaping Land van Ons' long-term vision?
19. Have younger members ever proposed ideas or initiatives? If so, how have these been received?
20. If there were no constraints, what would be your ideal strategy for engaging young people?

### **Appendix 3. Interview Guide for other (youth) board members**

Goal for this Group: Learn from young people who are actively involved in leadership roles within sustainability-related organizations to identify best practices.

1. Can you describe your role in your organization?
2. What motivated you to take on a leadership position?
3. What strategies have been successful in engaging young people in your organization?
4. What are the biggest challenges you face in keeping young people involved?
5. How does your organization attract and retain youth members?
6. What role does social media and digital communication play in your recruitment efforts?
7. Have you found specific messaging or branding strategies to be effective?
8. What kind of incentives or engagement activities have worked well?
9. How do you ensure that young members feel valued and heard?
10. Do you offer any training or skill-building opportunities for young members?
11. How does your organization balance financial contributions with non-monetary involvement?
12. Do you collaborate with other organizations or institutions to engage youth?
13. How important is peer-to-peer engagement in attracting new young members?
14. Have you noticed generational differences in how people engage with sustainability?
15. What do you think makes young people more likely to take on leadership roles?
16. How do you measure the impact of youth participation in your organization?
17. What do you think young people bring to sustainability organizations that older generations might not?
18. Do you see a shift in how young people perceive sustainability compared to previous generations?
19. What advice would you give Land van Ons to successfully engage young people?
20. If you were to start over, what would you do differently in youth engagement?

#### **Appendix 4. Interview Guide youth members Land van Ons**

Goal for this Group: Understand their motivations, experiences, and perspectives on involvement in the cooperative.

1. How did you first hear about Land van Ons?
2. What motivated you to become a member?
3. Were there any specific messages, campaigns, or individuals that influenced your decision?
4. Did you have any reservations before joining? If so, what were they?
5. What aspects of Land van Ons do you find most appealing?
6. What do you think Land van Ons does well in terms of youth engagement?
7. What are the biggest barriers preventing more young people from joining?
8. How have you been involved since becoming a member?
9. Would you be interested in participating in activities beyond financial contributions? If so, what kind?
10. Do you think the current membership fees are reasonable for young people? Why or why not?
11. If there was a lower-cost membership option, would that make a difference in attracting more young members?
12. How does your membership align with your personal values and interests?
13. Have you encouraged others to join? Why or why not?
14. Do you see yourself remaining a member long-term? Why or why not?
15. What role do you think young people should play in Land van Ons?
16. Would you be more involved if there were specific youth-led initiatives within the cooperative?
17. How do you think Land van Ons can better communicate its mission to young people?
18. Are there other sustainability initiatives or organizations you are involved with? How do they compare?
19. What would you change about Land van Ons to make it more appealing to young people?
20. What would you say to someone who is interested in Land van Ons but unsure about joining?

## Appendix 5. Interview Guide youth non-members

**Bij deze groep wil ik erachter komen:** Understand why some young people choose not to join, their perceptions of Land van Ons, and potential engagement strategies.

1. Have you heard of Land van Ons before? If so, where?
2. What is your first impression of Land van Ons?
3. Have you ever considered joining a cooperative like Land van Ons? Why or why not?
4. Are you currently involved in any sustainability-related organizations? If so, which ones?
5. How do you typically engage with sustainability initiatives (donations, volunteering, activism, social media)?
6. What factors would make you more likely to join a cooperative like Land van Ons?
7. Are financial barriers a reason you have not joined? If so, what would be a reasonable membership fee?
8. Would you be interested in non-monetary ways of contributing (volunteering, events, knowledge-sharing)?
9. How important is sustainability and biodiversity conservation to you in general?
10. Do you feel that youth voices are valued in sustainability movements?
11. Would the involvement of influencers or public figures increase your interest in joining?
12. Do you see a difference between supporting regenerative agriculture versus biodiversity projects?
13. If Land van Ons offered more interactive ways to participate (e.g., online community, events, workshops), would you be more interested?
14. What kind of sustainability-related content do you engage with most (videos, blogs, podcasts, events)?
15. What would a cooperative like Land van Ons need to change to attract more young people?
16. Are you more likely to support sustainability initiatives that directly impact your community?
17. What role do you think young people should play in agricultural sustainability?
18. How do you feel about collective ownership of farmland as a sustainability strategy?
19. What other environmental or social causes are you passionate about?
20. If you could design the ideal youth engagement strategy for Land van Ons, what would it look like?

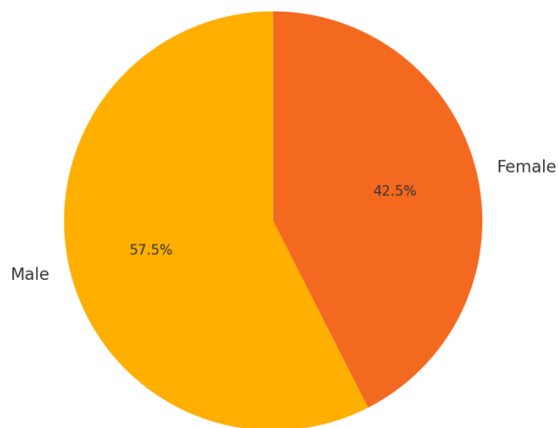
## Appendix 6. Survey Data Charts\*

\*Pie charts in this thesis represent single-choice questions, meaning each respondent selected only one option. Therefore, the total of all percentages in a pie chart adds up to 100%. In contrast, bar charts display results from multiple-choice questions, where respondents could select more than one option. As a result, the percentages shown on the bars reflect the proportion of respondents who selected each individual option, rather than parts of a whole. Consequently, the total of all bars in a chart may exceed 100%. Lastly, there were open questions where respondents could elaborate on their answers. These are not included in this Appendix for clarity and conciseness reasons, but are used in Chapter 4.

### Appendix 6.1 Survey Respondent Demographics. (a) Gender. (b) Age. (c) Membership duration. (d) employment situation

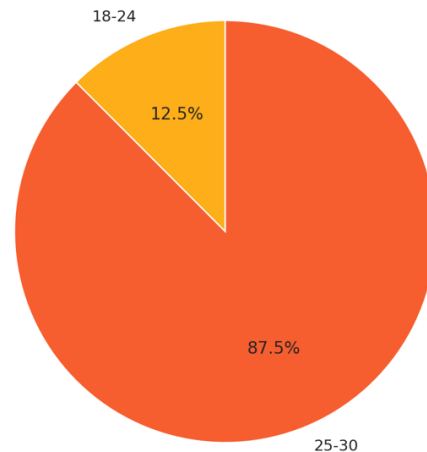
a)

Gender Distribution of Survey Respondents (n = 40)



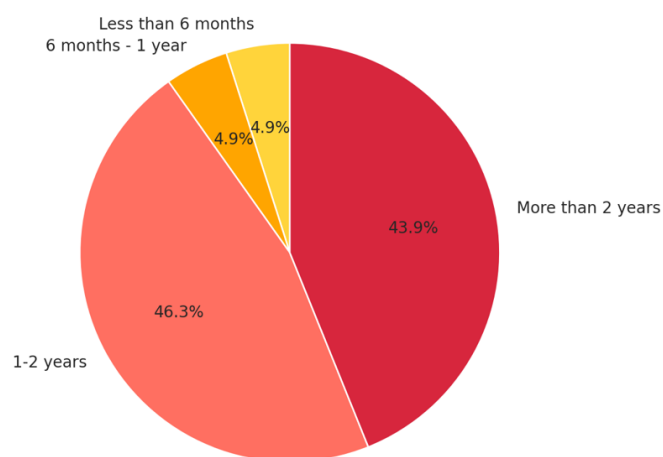
b)

Age Distribution of Survey Respondents (n = 40)



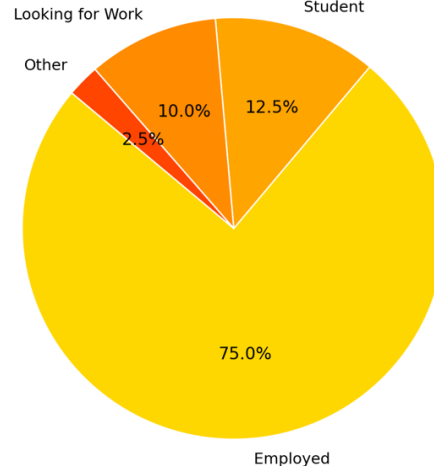
c)

How long have you been a member of Land van Ons?

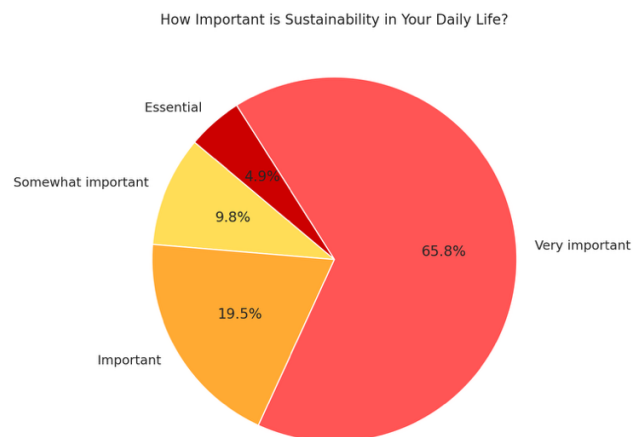


d)

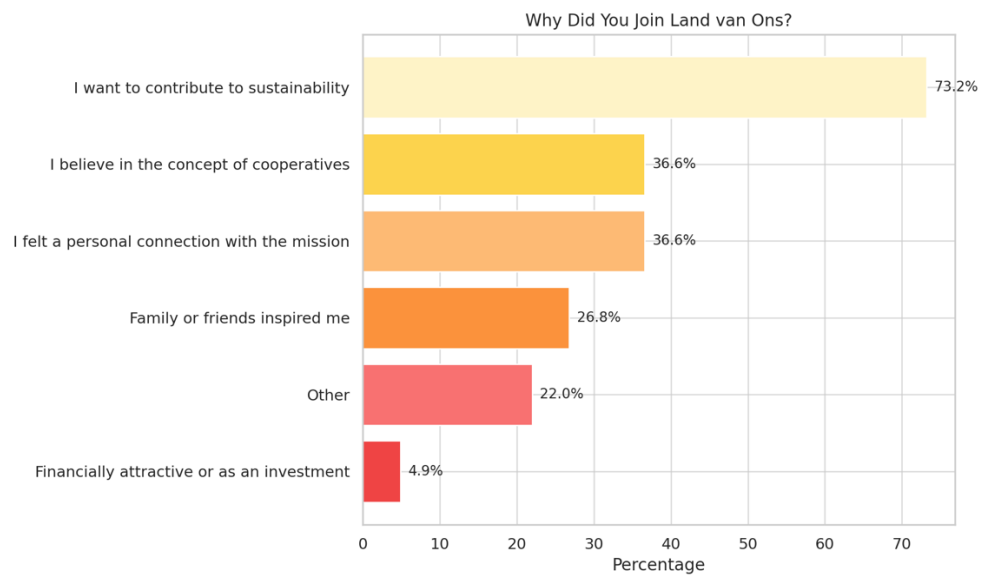
Current Situation of Respondents



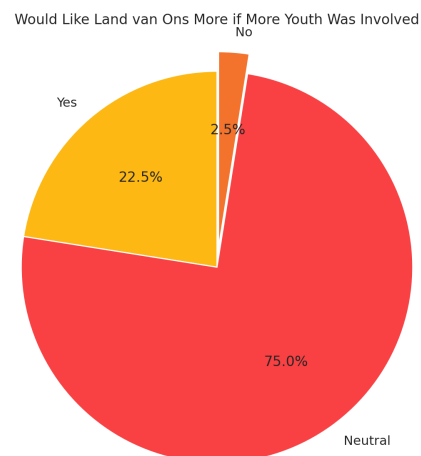
## Appendix 6.2. Sustainability Importance in Daily Life.



## Appendix 6.3. Reason to join Land van Ons.



## Appendix 6.4. Views on Youth Involvement and impact of that on Appreciation of the Cooperative.



### Appendix 6.5. Respondents Perception of Their Own Contribution.

This was an open question and answers were themed and grouped accordingly. To maintain clarity and conciseness, only recurring responses have been included; singular or unique answers have been omitted from the table.

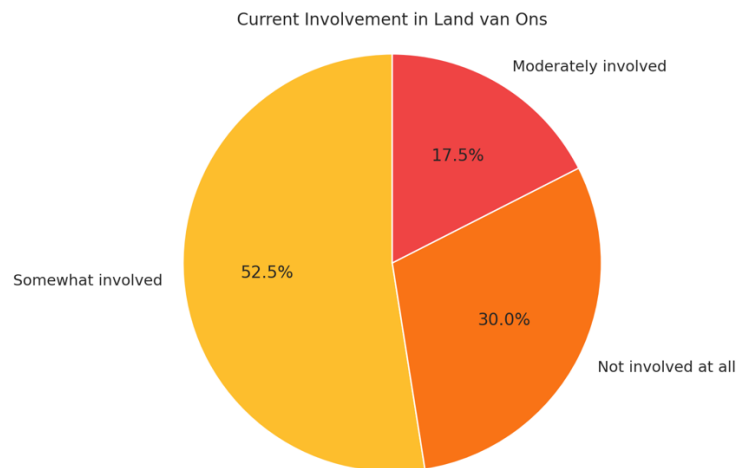
Theme	Example Responses
Financial support	Money, Donation, Just money, I only contribute financially
Symbolic/value-based support	Being part of a movement, Standing behind the mission
Passive or minimal support	Not much, Very little, Just support the initiative
Promotional involvement	Telling friends, Posted on LinkedIn, Word of mouth
Active engagement	Volunteer on a farm, Participated in the informal council

### Appendix 6.6. Values of Land van Ons Respondents Identify with.

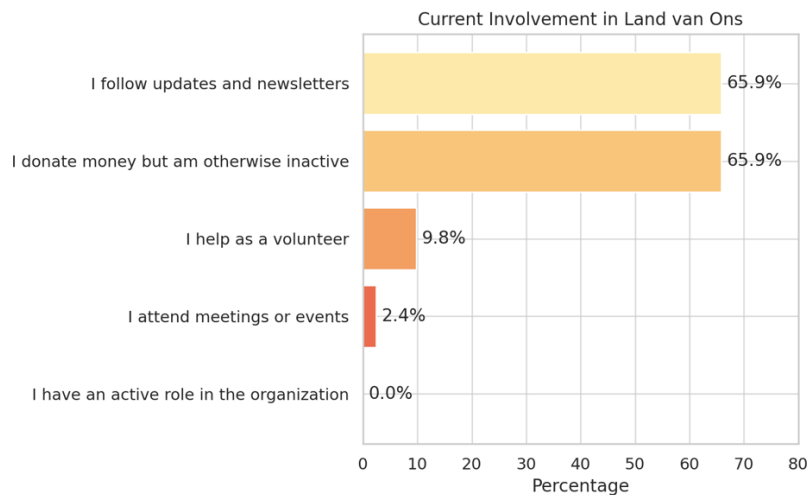
This was an open question and answers were themed and grouped accordingly. To maintain clarity and conciseness, only recurring responses have been included; singular or unique answers have been omitted from the table.

Theme	Example Responses
Sustainability & Future Orientation	Sustainability, Future-Proof; Care for the world
Biodiversity & Ecological Values	Improve Biodiversity; Green the World
Cooperative Values	Cooperative Structure, Sustainable, Local; Collective ownership, Stewardship
Agricultural Approach	Nature-inclusive ; Regenerative
Community & Belonging	Commitment, Dedication; Togetherness, Connection
Critical View on Industrial Farming	Disagree with the intensive, traditional farming way in Netherlands
Pragmatic Mindset	Practical Solutions; Just Do It, and Get Started Mentality

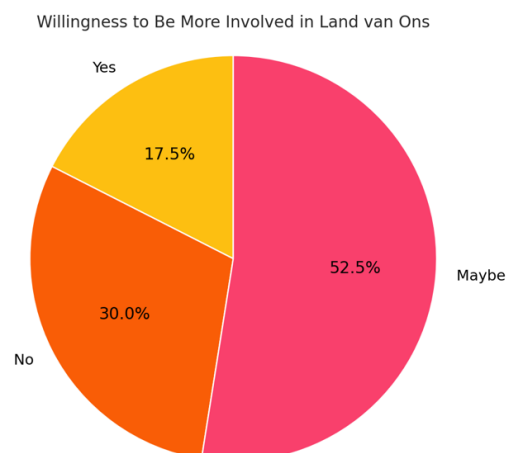
### Appendix 6.7. General Involvement Level.



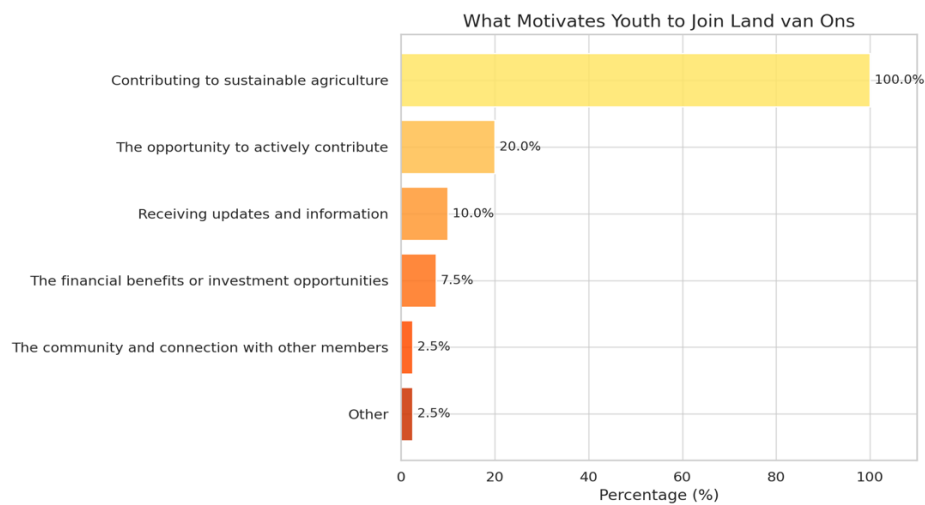
### Appendix 6.8. Current Type of Involvement.



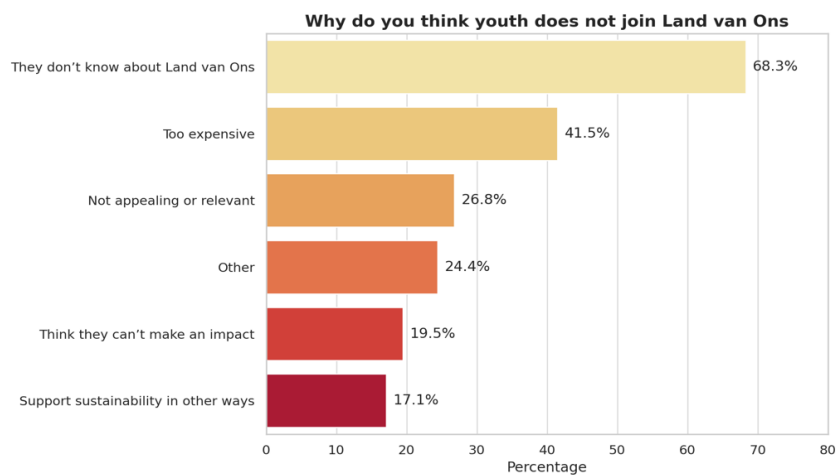
### Appendix 6.9. Willingness to become more Involved.



### Appendix 6.10. Motivation for Youth to join Land van Ons, according to Respondents.



### Appendix 6.11. Perceived Obstacles of Youth to join Land van Ons, according to Survey Respondents.



### Appendix 6.12. Suggestions to reach Youth better, according to Survey Respondents.

