

# MSM

MAASTRICHT  
SCHOOL OF  
MANAGEMENT

## Workgroup: Climate Smart Agriculture

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## How to design and manage CSA structures

1. If it is not simple it is not good
2. Communicate based on the local target group
3. Listen and learn from locals
4. Connect with existing platforms
5. Use farm in education & education in the farm



## Focus & do's and don't's of the CSA structure

1. Co-create and learn by doing
2. Explain the end of the journey
3. Share success & failure stories
4. Data governance
5. Explain added value of technology



## Role of management education in CSA structures

1. Document lessons learned
2. Share success stories
3. Ensure reliability of information
4. Means to scale up successes
5. Translate research findings into language of farmers