# Table of Contents

**Account** 9  

**Chapter 1 Introduction** 11  
1.1 Background: the Dutch Agricultural Sector 12  
1.2 System Innovations 15  
1.3 Research Questions 26  
1.4 Methodology 34  
1.5 Outline of the Thesis 49  

**Chapter 2 Visions on the Future and Prototypes: The Agropark Case** 51  
2.1 Introduction 52  
2.2 Visioning Initiatives and Bottom-up Entrepreneurship 53  
2.3 Methodology: Exploring the Agropark Case 55  
2.4 The Agropark Cases 57  
2.5 Agropark Innovation Projects 60  
2.6 Comparing the Four Agropark Innovation Projects 67  
2.7 Conclusion 73  

**Chapter 3 Inter-institutional Collaboration and Learning: Interactions Between Entrepreneurs and Researchers in Niches** 75  
3.1 Introduction 76  
3.2 Guiding Questions for Case Studies 78  
3.3 Heterogeneous Collaboration Between Researchers and Entrepreneurs 80  
3.4 Learning Between Researchers and Entrepreneurs 87  
3.5 Developing a Shared Research Question 91  
3.6 Conclusion 92  

**Intermezzo Behind the Scenes** 95
## Chapter 4 Stakeholders and Prototyping: Exploring the New Mixed Farm Case

4.1 Introduction 102  
4.2 Implementing Prototypes of New Land Use Facilities 102  
4.3 Discursive Spheres as Analytical Framework 104  
4.4 Introducing the New Mixed Farm Case 106  
4.5 Overlap New Mixed Farm with Frames Stakeholders 108  
4.6 Steering for Implementation through Recurrent Re-Alignment 127  
4.7 Conclusion 129

## Chapter 5 Initial Diffusion of Novelties: An Account of how the Closed Greenhouse Opened-up

5.1 Introduction 133  
5.2 Diffusion of Innovations 134  
5.3 Research Design: a Case Study Approach 139  
5.4 Results: Comparing Implementation Histories of the (semi) Closed Greenhouse 143  
5.5 Innovation Policies to Support Adoption of Novelties During the Phase of Initial Diffusion 153  
5.6 Conclusion 161

## Chapter 6 Conclusion

6.1 Developing a Prototype 165  
6.2 Implementing a Prototype 170  
6.3 Initial Diffusion 176  
6.4 Concluding remarks 181

References 183  
Summary 199  
Samenvatting 205  
Dankwoord 211  
About the Author 215