





Module 5 – Conflict Resolution in the Agro-food sector

Topic 1: Introduction to Conflict/Innovation in the agro-food and waste management sector

SESSION 3

“ Introduction

We live in an era where **problems related to agro-food and waste management are on the rise**, due to climate change, resource scarcity, an increasing population, food loss and waste generation.

In this session, we are going to explore ways to **manage conflict during change**, using the nanotechnology packaging example.





Outline

- A- Managing conflict during change
- B- Nanotechnology in packaging: a lesson in conflict management

An aerial photograph of a small, white boat with a blue cabin, sailing on a vast expanse of dark blue, textured water. The boat is positioned on the left side of the slide, leaving a white wake behind it.

A- Managing conflict during change



A- Managing conflict during change

1. Maintain rapport

a. Raise consumer awareness



A- Managing conflict during change

- a. Raise consumer awareness
- b. Avoid overpromising
(it might backfire on you)



A- Managing conflict during change

- a. Raise consumer awareness
- b. Avoid overpromising
(it might backfire on you)
- c. Listen to consumers' needs and concerns



A- Managing conflict during change

2. Avoid extreme positions – think interest-based

a. Address the consumers' needs without giving up on your innovation



A- Managing conflict during change

2. Avoid extreme positions – think interest-based

a. Address the consumers' need/interest without giving up on your innovation

b. Educate your consumer to think interest-based




A- Managing conflict during change

2. Avoid extreme positions – think interest-based

a. Address the consumers' need/interest without giving up on your innovation

b. Educate your consumer to think interest-based

An aerial photograph of a small, white boat with a blue cabin, floating on a vast expanse of dark blue, textured water. The boat is positioned on the left side of the frame, leaving a small wake behind it.

B- Nanotechnology in food packaging: a lesson in conflict management



B- Nanotechnology in food packaging: a lesson in conflict management

Application 1:

What is nanotechnology in food packaging?





B- Nanotechnology in food packaging: a lesson in conflict management

Application 1:

What are the pros and cons?





B- Nanotechnology in food packaging: a lesson in conflict management

Application 1:

Do we have to throw the baby with the bathwater?

How do we use interest-based conflict management?



B- Nanotechnology in food packaging: a lesson in conflict management

Interest-based solutions

a. Modified atmosphere packaging



B- Nanotechnology in food packaging: a lesson in conflict management

Interest-based solutions

- a. Modified atmosphere packaging
- b. Organic packaging



B- Nanotechnology in food packaging: a lesson in conflict management

Interest-based solutions

- a. Modified atmosphere packaging
- b. Organic packaging
- c. All natural packaging (banana peel extract)



B- Nanotechnology in food packaging: a lesson in conflict management

Learning points

It's never about an all
black or all white
approach



B- Nanotechnology in food packaging: a lesson in conflict management

Learning points

New ideas are the fuel
to success.

Never give up on them
to avoid conflict.



B- Nanotechnology in food packaging: a lesson in conflict management

Learning points

Never ignore your consumers' needs.

Think of a win-win approach without giving up on new ideas.



B- Nanotechnology in food packaging: a lesson in conflict management

Learning points

Don't fall in love with
your ideas.

Keep improving them
before someone else
does.

Thank you



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