





# **Module 4 – Conflict Resolution in the Agro-food sector**

Topic 3: Social aspect and role play

SESSION 2





# “ Introduction

The **social aspect of innovation** in any field is crucial in the advance of any breakthrough, and **the agri-food industry is no exception.**

In this session we are going to have a general **overview about the social aspect of the agri-food industry transformation** and evolution, as well as the crucial role of **networking** for every agri-food entrepreneur.





# Outline

A- Social aspects in agri-food processes and systems – an overview


B- The role of networking

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.

## **A- Social aspects in agri-food processes and systems – an overview**



# A- Emerging social innovations across the food chain



Linking the  
producer with the  
consumer



Such as agri-food entrepreneurs who create special markets to offer local products to urban consumers, creating a social direct link between the consumer and the producer.





# A- Emerging social innovations across the food chain



Citizen-driven  
initiatives




Community  
supported  
agriculture or  
citizen-driven  
initiatives that  
make the  
difference



# A- Emerging social innovations across the food chain



Citizen-driven  
initiatives



Examples:

Community  
agri-food gardens






# A- Emerging social innovations across the food chain



Citizen-driven  
initiatives



Examples:

Urban agriculture  
initiatives



# A- Emerging social innovations across the food chain



Examples:


Eco-villages



# A- Emerging social innovations across the food chain



Social initiatives as  
a driver for change



## Examples

Social movements have created narratives against the agri-industrial system, emphasizing on its negative impacts.

An aerial photograph of a sailboat on a dark blue, textured ocean surface. The boat is white with a blue stripe and is positioned on the left side of the slide, moving towards the right.

## **B- The role of networking**





## B- The role of networking

### Seed exchange

Networking between agri-food entrepreneurs led to the non-federated seed exchange across countries.



## B- The role of networking

### Structuring new ways

In organizing the processes

Learning

New ways of thinking



## B- The role of networking

### On a global level

The networks expanded exponentially to become well-structured connections on the global level.



## B- The role of networking

### The importance of being part of it

Farmers in secluded areas with limited connections have less chances to sell their products than the entrepreneurs with a network and may be excluded from trade.





## B- The role of networking

### The importance of being part of it

Networking can help achieve international collaboration between farmers, agro-industries and retail companies for a strategic and cross-cultural alignment.



## B- The role of networking

### **The importance of being part of it**

Networking can insure compliance to national and international regulations.



## B- The role of networking

### **The importance of being part of it**

Networking creates mutual learning procedures and feed-back mechanisms.



## B- The role of networking

### The importance of being part of it

There is an increasing integration of companies from developing countries into supply networks from different parts of the world through a well-established network.





## B- The role of networking

### The importance of being part of it

Such global networks connect together producers, traders and processors in developing countries with retailers and consumers in developed countries or urban areas.



## B- The role of networking

### Networking is organic

Initiatives on the social level and networking have become a major “make it or break it” element that evolves organically and in a non-orchestrated manner.

Thank you



# Contact us

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