





# **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 explore the **emerging social innovations across the food chain**, as well as **inherent social factors that drive change** and transformation in the agri-food sector.






# Outline

A- Emerging social innovations across the food chain

B- Agri-food innovation, lifestyle and patterns

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- Emerging social innovations across the food chain**



# A- Emerging social innovations across the food chain



The role of social  
innovation in  
today's food system



To become:

- Economically profitable



# A- Emerging social innovations across the food chain



The role of social  
innovation in  
today's food system



To become:

- Socially advantageous





# A- Emerging social innovations across the food chain



The role of social  
innovation in  
today's food system



To become:

- Sustainable with planetary boundaries





# A- Emerging social innovations across the food chain



The role of social  
innovation in  
today's food system



To find:

- Alternative ways to produce, trade and consume food



# A- Emerging social innovations across the food chain



The role of social  
innovation in  
today's food system



To accelerate  
change toward a  
sustainable food  
system that is  
already emerging  
across Europe.



# A- Emerging social innovations across the food chain



Some examples



Testing new food

Testing new  
services

Testing new  
governance  
models



# A- Emerging social innovations across the food chain



Food security

Ecosystem health


**Social well-being  
and public health**

Strategic  
autonomy






# A- Emerging social innovations across the food chain



What are the social challenges?



Impacts on human health:


- Malnutrition



# A- Emerging social innovations across the food chain



What are the social challenges?



Impacts on human health:

- Malnutrition
- Diet-related obesity



# A- Emerging social innovations across the food chain



What are the social challenges?



Impacts on human health:


- Malnutrition
- Diet-related obesity
- Diet-related diseases.



# A- Emerging social innovations across the food chain



What are the social challenges?




Impacts on human health:

- Malnutrition
- Diet-related obesity
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# A- Emerging social innovations across the food chain



What are the social challenges?



Social injustices and power imbalances



## **B- Agri-food innovation, lifestyle and patterns**



## **B- Agri-food innovation, lifestyle and patterns**

**Inherent social factors**

Fundamental shifts in lifestyles



## **B- Agri-food innovation, lifestyle and patterns**

### **Inherent social factors**

Changes in patterns of consumption and production.





## **B- Agri-food innovation, lifestyle and patterns**

### **Inherent social factors**

**Risks: disrupting existing investments, jobs and power structures.**



## **B- Agri-food innovation, lifestyle and patterns**

### **Inherent social factors**

Such changes would require new policies and governance systems.



## B- Agri-food innovation, lifestyle and patterns

### Inherent social factors

All these changes would lead to a new power structure and conflicting scenarios on a societal level.

Thank you





# Contact us

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