





Module 4 – Conflict Resolution in the Agro-food sector

Topic 3: Social aspect and role play


SESSION 3

“ 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, through role play, the **networking-making process** and ways to **deal with conflicts** that might arise during the process.



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- Building a network and alliances (role play)



A- Building networks and alliances



Role play 1



Form groups of 4:

1- Supplier 1 from a developing country

2- Supplier 2 from a developing country

3- Firm representative from a developed country


4- Big retailer



A- Building networks and alliances



Role play 1



Each member of the group should pitch their proposal to the concerned party.


The concerned party should use the active listening method and approach taught during previous sessions.



A- Building networks and alliances



Role play 1



Each participant should spot the first signs of emerging conflict.


Identify the need behind the demand according to the conflict resolution techniques taught during previous sessions.



A- Building networks and alliances



Role play 1



Each participant should spot the first signs of an emerging conflict.


Once each participant understands the need behind the demand, they should find alternatives or solutions that answer the needs.



A- Building networks and alliances



Role play 1




Try to reach a win win solution using the “value creation” method taught during previous sessions.



A- Building networks and alliances



Role play 1




Reach a final deal with the concerned party using the interest-based negotiation method and share the results with other groups.



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:


- The possibilities and opportunities through networking



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:


- The possibilities and opportunities through networking
- The limits of networking



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:


- The possibilities and opportunities through networking
- The limits of networking
- The co-creation and new systems that might emerge through networking



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:


- The effect of active listening



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:


- The effect of active listening
- The effect of interest-based negotiation



A- Building networks and alliances



Role play 1



Each member to share their thoughts on:

- The effect of active listening
- The effect of interest-based negotiation
- The possibilities that are created through value creation



A- Building network and alliances

Debriefing of the role play

Each entrepreneur is capable of building a network that helps them thrive and expand their businesses.



A- Building network and alliances

Debriefing of the role play

Using active listening during the process can help identify the needs and prevent or solve any emerging conflict.



A- Building network and alliances

Debriefing of the role play

Understanding the needs of each actor in the supply food chain can help in creating a productive dynamic that benefits all parties.



A- Building network and alliances

Debriefing of the role play

Value creation technique is an important tool during the negotiation between various parties and can reinforce the ties between them.



A- Building network and alliances

Debriefing of the role play

Value creation technique is an important tool during the negotiation between various parties.



A- Building network and alliances

Debriefing of the role play

Reaching win-win deals while building networks is key and benefits all parties.



A- Building network and alliances

Debriefing of the role play

Expanding one's network is key in the globalization era and even the most remote producer can benefit from creating proper connections using the positive communication and conflict resolution techniques.

Thank you



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