





# **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 creation of and advocacy for **citizen-based initiatives** that are key in advancing the agri-food field. We are going to learn to **advocate in non-conflictual ways** for ideas that can make a difference in the agri-food sector.



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- Advocate for citizen-based initiatives (through role play)**



# A- Advocate for citizen-based initiatives (through role play)



Role play 1



Form groups of 4:


Choose a citizen-based initiative that can advance the agri-food processes or systems.



# A- Advocate for citizen-based initiatives (through role play)



Role play 1



Share your idea with the rest of the groups using the questioning tool in the active listening method.






# A- Advocate for citizen-based initiatives (through role play)



Role play 1



Ask the participants who do not adhere to your way of thinking what are the needs that are not met.


Avoid defending your idea and stay in the active listening mode.



# A- Advocate for citizen-based initiatives (through role play)



Role play 1



Try to convince the resisting participants that your idea answers their needs.






## A- Advocate for citizen-based initiatives (through role play)



Role play 1




Spot any conflict on interest that might be the reason why other groups don't adhere to your idea and try to find a common ground.



## A- Advocate for citizen-based initiatives (through role play)



Role play 1




Try to create a coalition or a joint venture between your initiative and the initiative of another group.



# A- Advocate for citizen-based initiatives (through role play)



Role play 1




Consolidate all initiatives in one big project and discuss this joint venture using the interest-based approach and the active listening method.



# A- Advocate for citizen-based initiatives (through role play)



Role play 1



Create a convincing  
implementation plan for  
your initiative.






## A- Advocate for citizen-based initiatives (through role play)



Role play 1




Choose one representative of each group to present your consolidated idea to the facilitator of the session as if he were a local authority.



# A- Advocate for citizen-based initiatives (through role play)



Role play 1




Collect feedback from the local authority using the active listening method.



## A- Advocate for citizen-based initiatives (through role play)



Role play 1



Try to persuade the local authority representative using active (persuasive) listening.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Small ideas become big if the group knows how to create a space of dialogue and co-creation.





## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Citizen-based initiatives can make a tremendous change if clusters are created and various ideas are consolidated in one big project.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Sometimes, policy changes are the result of such initiatives.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Convincing authorities of the need of such change using the right communication tools to avoid conflict or resistance can be a game changer.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

If you want to “be the change you want to see in the world”, start off with a clear plan.





## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

When trying to convince any key stakeholder (such as your community or local authorities), make sure to use the active (persuasion) listening method to manage resistance.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Instead of persuading various stakeholders of your idea by stating why it is important for you, try to show them why it is important for them.



## **A- Advocate for citizen-based initiatives (through role play)**

### **Debriefing of the role play**

Now that you have an idea of what you want to do to advance the agri-food in your community or region, develop it and present it as a group to local authorities.

Thank you





# Contact us

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