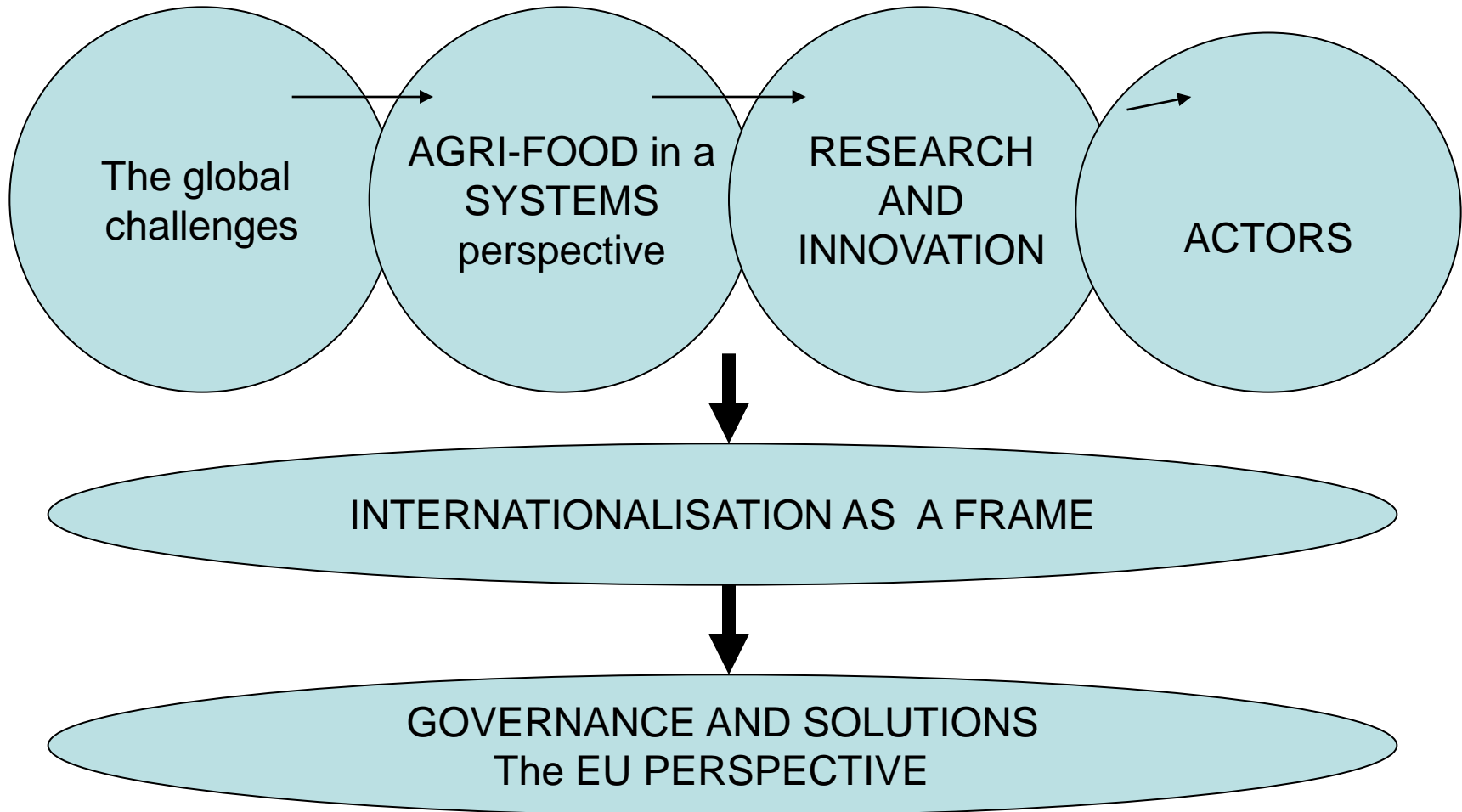


Transformation of European Agriculture in the light of the New Challenges

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THE PRESENTATION



GRAND CHALLENGES – the agri-food part

- What are the challenges?
- They are a bundle of connected systemic issues covering a wide range of technological, social, economic, cultural, environmental issues
- Systematically connected

AGRICULTURE – as part of a wider picture

- Agriculture is very important
- The label ***agriculture*** may change – but the essence remains:
- It is part of our bio-future and survival for humanity
- Agriculture – as other sectors – is in great need of reform and renewal facing the future
- Innovation is the name of the game

RESEARCH and INNOVATION

- The linear model is (almost) dead
- The new situation demands more types of actors to be participating
- The complex nature of the situation calls for a much wider and open system than before – a strong plea for cooperation

THE QUALITY OF RESEARCH

- Quality of research is still high on the list
- But there are relevance issues as well
- Science cannot end with scientific papers
- Handle the different cultures of users – different actors have different needs
- Create platforms for transfer and feedback
- Do not forget the qualities of the interdisciplinarity approaches as well

INNOVATION – the many shapes

- Innovation emerges within a wider innovation system
- Consider "the typology of innovations" – i.e. a frame of different kinds of innovations
- Connection to market demand for new products or old products created in new ways should be considered seriously
- But also other types of non-market demands need to be seen corresponding to societal needs
- Do not forget the ordinary consumers among all the user types of innovation
- New operators are coming in – new rules

SYSTEMS ISSUES

- We do operate in a systems world
- Systems come in different shapes
- Do not forget drivers might be of many different kinds. Technological change emerge in a social, economical and cultural space
- The "systemicness" means that you have to be alert to cross over connections
- Also solutions have systemic connotations

”LOCK IN” PROCESSES – a blockage to change

- Keep the flow open from research to users – do not remain ”episodic” in the contacts
- To establish long term trust is essential to break lock in’s
- Lock in has historical, institutional and cultural reasons. So has solutions
- Solutions of old problems can create lock in’s later in time

PATH DEPENDENCIES

- Innovation paths are sensitive to the steps earlier taken – and **how** they are taken
- This calls for deliberateness in handling the directions – but also policies for openness and flexibility
- Detrimental paths can lead to lock in's
- Successful paths build on a chain of successful stepping stones

ACTORS – the many types

- This calls for open creative connections and deliberate processes
- Do not forget the European-ness of the actors we deal with in our European home territory
- Stakeholders are not only end-users of knowledge – they are co-producers of knowledge

COMMUNICATION and dialogue

- Note the differences of the actors. It puts pressure to find new forms of communication but also the creation of platforms for meeting
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- Dialogues means two ways tracks – in one way or the other
- Communication also means a well functioning education system

INDUSTRY PERSPECTIVES

- There are big companies – and small. They have different conditions in relation to e.g. research and innovation
- The way industry relates to the research/innovation world (outside their own laboratories) is different from the processes and objectives within the academe

THE PRE COMPETITION GAP

- The "gap" points at the different situations, under which the different actors operate
- Intellectual property issues of various kinds are also involved
- What about shared ownerships, exploitation plans etc.
- Industrial entrepreneurs are concerned about this gap

CONSUMER PERSPECTIVES

- Not only to know the consumers are there but that they have a voice
- Increasing importance for the future

THE FARMERS in a new time

- The old farmers and the new
- The rich farmers and the poor
- The innovation interested farmers and the conventional ones
- The risk taking ones and the risk adverse ones

THE INTERNATIONAL CONTEXT

- The world outside the EU is constantly out there – and it already influences what happens here
- The influence will increase when globalization expands. It influences economy and it sets the environmental and climate conditions

GOVERNANCE AND SOLUTIONS

- New ideas to connect to established ones
- The SCAR report on the structure of the agricultural knowledge production system:
- Multi-actor settings
- Motivation and trust is central to a climate of solution

SUMMARY

- Diversity is a European strength – not a menace
- Plurality calls for exchange, connections, and collaboration
- Operate at many scales – but do not use the same approaches
- Innovation and science is also about culture
- Do not forget that the planet also is one of the end users