



InnovAgroWoMed

TdRs Contratación Servicio de Investigación





Índice

TdRs Contratación Servicio de Investigación	3
1. Resumen del Programa	3
2. Tipología de trabajo	4
3. Responsabilidades y Productos	5
4. Pago del Servicio	6
RESEARCH GUIDELINES.....	7



TdRs Contratación Servicio de Investigación

La Asociación Jóvenes hacia la Solidaridad y el Desarrollo (con el acrónimo Jovesolides), con domicilio social en C/Silla, nº 10, C.P. 46980, municipio de Paterna, provincia de Valencia, con el C.I.F. G-96933734, inscrita con el número 585.419 en la Sección Primera del Grupo 1 del Registro de Nacional de Asociaciones, inscrita en el Registro de ONGDs de la AECID desde el 11 de Noviembre de 2002 y con fecha de constitución el 19 de Noviembre de 1.999

Expone:

Inicia el proceso de Contratación del Servicio de Investigación, a través de estos Términos de Referencia de contratación, TdRs, para la realización de una consultoría de análisis y verificación de la situación de la mujer en el sector agroalimentario en el Comunidad Valenciana con el fin de cumplir con la ejecución del proyecto nombrado sin incurrir en ninguna irregularidad durante el proceso en el programa con nombre **“Social Innovation in the Agri-food sector for Women’s Empowerment in the Mediterranean sea basin”**, InnovAgroWoMed, con número de referencia: **A_A.3_1_0175**, aprobado en el marco del programa de Cooperación Transfronteriza ENI CBCMED y de acuerdo con lo establecido en el Reglamento de Ejecución (UE) nº 897/2014, por el que se establecen disposiciones específicas para la ejecución de los programas de cooperación transfronteriza financiados en el marco del Reglamento 232/2014, fijando el procedimiento de contratación de servicios mediante concurso de concurrencia competitiva.

1. Resumen del Programa

El proyecto **“Social Innovation in the Agri-food sector for Women’s Empowerment in the Mediterranean sea basin”**, en adelante InnovAgroWoMed, tiene como objetivo impulsar la participación laboral de las mujeres y el espíritu empresarial, especialmente para aquellos en el segmento “NEET”, o “ninis”, aprovechando el potencial del sector agroalimentario, una industria que resuena estrechamente con la identidad cultural de la cuenca mediterránea, y muestra un nivel significativo de potencial sin explotar en términos de innovación y crecimiento en el Mediterráneo. Mientras que países como España e Italia presentan niveles comparativamente altos de crecimiento en la industria agroalimentaria, aunque con niveles muy bajos de participación femenina, el negocio agrícola en el conocido como Middle East North Africa, en adelante MENA, todavía está fragmentado y el empleo femenino es el más bajo del mundo. Esto se debe a razones económicas y sociales,



TdRs Contratación Servicio de Investigación

ya que el crecimiento en este sector no ha sido inclusivo debido principalmente a la desigualdad de oportunidades y desajuste de habilidades. Este proyecto se centrará en dos regiones europeas (Valencia, España y Sicilia, Italia) y dos áreas MENA (Beja y Medenin en Túnez y Palestina), identificados como adecuados para la implementación y la ampliación de un modelo de valor sostenible en agroalimentación: Innovación social rural (en adelante en sus siglas en inglés RSI). RSI redefine los límites entre las organizaciones y la comunidad, abordando desafíos sociales más amplios buscando la sostenibilidad económica, social y ambiental; equilibrando tradición e innovación; y buscando explícitamente el desarrollo comunitario a nivel local. Esto implica actividades de investigación, capacitación y colocación personalizadas que establecerán el núcleo del proyecto: 35 mujeres por país (140 en total) serán capacitadas con habilidades comercializables para mejorar su capacidad de acuerdo con el modelo RSI. El 80% de las 140 mujeres encontrarán un trabajo después del final de la capacitación (28 por país) como resultado de la actividad de creación de empleo y la coincidencia laboral posterior.

Socios participantes del programa:

- University of Rome TOR Vergara, Lazio, Italia (**Entidad Líder**)
- CESIE, Sicilia, Italia
- Jóvenes hacia la solidaridad y el desarrollo, Jovesólides, Valencia, España
- Center of Arab Women for Training and Research, CAWTAR, Tunis, Túnez
- Palestinian BusinessWomen Association, ASALA, Asala, Palestina

2. Tipología de trabajo

El contenido del trabajo de investigación cubrirá los siguientes aspectos:

- coordinarán con los gerentes de proyecto para llevar a cabo investigaciones a través de fuentes secundarias y de campo en el sector agroalimentario de su país, con el objetivo de cooperar en la elaboración del plan de estudios para las actividades de capacitación.
- entrevistarán a las posibles beneficiarias del modelo de capacitación y a los propietarios de negocios agroalimentarios para que coincidan con la oferta y la demanda de mano de obra, y para garantizar que el plan de estudios propuesto sea apropiado para aumentar las habilidades y la empleabilidad de las beneficiarias.

- Ejecución del trabajo, principales tareas:

- llevar a cabo una investigación documental sobre los productos y sectores más relevantes del sistema agroalimentario local.



TdRs Contratación Servicio de Investigación

- analizar las mejores prácticas de innovación social en el sistema agroalimentario local.
- analizar las necesidades locales en términos de actividades de capacitación.
- identificar los perfiles de trabajo más solicitados en el sistema agroalimentario local.
- analizar los datos recopilados e informar al equipo local y a los gerentes de proyecto.
- contribuir al diseño del plan de estudios para el modelo de capacitación.
- mapear actores relevantes en el sistema agroalimentario local

- Calendarización del trabajo

El equipo de investigación deberá emitir un informe final a finales del mes de noviembre de 2020, el cual deberá sumar todas las informaciones solicitadas por el equipo de investigación formado por los equipos de investigación de los socios participantes durante este periodo.

No obstante, el contratante, Jovesolides, así como la entidad investigadora, podrá solicitar las reuniones necesarias para clarificar cualquier aspecto relacionado con el proceso de investigación.

3. Responsabilidades y Productos

- 1- El beneficiario principal/socio del proyecto, en este caso Jovesolides, será responsable de la entrega del informe de investigación, y de su seguimiento durante la elaboración por parte del equipo investigador o entidad investigadora.
- 2- La entidad investigadora será responsable de seguir el procedimiento acordado con la debida diligencia y respetando plenamente el código ético que así se menciona, así como de entregar los avances del informe final según sean solicitados. La entidad investigadora asistirá a las sesiones, así como responderá vía email a las comunicaciones específicas que las entidades competentes del Programa organicen para los investigadores, en la lengua oficial del programa, inglés. El órgano de gestión podrá solicitar que se rescindan los contratos de aquellos equipos de investigación que no asistan a dichos actos.
- 3- La entidad investigadora cumplirá con todos los requisitos de calidad solicitados y expuestos en su propuesta de trabajo y así estará demostrado previa demostración de experiencia en trabajos similares.



TdRs Contratación Servicio de Investigación

4. Pago del Servicio

El programa prevé una asignación por la contratación de servicios de investigación, siendo la entidad investigadora responsable de hacer una oferta económica por el total del servicio a ejecutar.

Es por ello que se solicita:

En base a las Research Guidelines adjuntas a estos TdRs, versión inicial, nos hagan llegar la siguiente información y documentación:

- ¿Confirma haber entendido y estar conforme con información ofrecida en la documentación entregada en los presentes TdR?
- ¿Confirma tener un nivel de inglés suficiente como para poder leer y entender, así como redactar, informe de investigación, y mantener reuniones con el resto de investigadores europeos de las organizaciones socias del programa?
- Currículum del equipo investigador y listado de programa o experiencias similares.
- Propuesta de trabajo y oferta económica.

Agradecemos su participación e interés y cualquier duda estamos disponibles para su aclaración.

Atentamente, el equipo de Jovesólides
Project Manager: Gonzalo Silla Gozalvo
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RESEARCH GUIDELINES

V1.0 – May 3rd, 2020

Table of Contents

1. Introduction
2. Social Innovation in the Agricultural and Rural Sector
 - 2.1 *Theoretical framework and local context analysis*
3. Existing training programmes
 - 3.1 *Social Innovation in Rural Areas*
 - 3.2 *Coaching socially disadvantaged women into developing successful small business initiatives*
 - 3.3 *Innovation and Youth Entrepreneurship in the Mediterranean Agro-food Sector*
 - 3.4 *Innovation and Youth Entrepreneurship in Agrifood sector in Albania – Join us in building up the Mediterranean Innovation Ecosystem*
 - 3.5 *Rural Social Innovation*
 - 3.6 *Agri-Food Choices. From field to plate, for the planet: building a better food system environment*
 - 3.7 *Kraft das Murtal*
 - 3.8 *The Union of Agricultural Work Committees (UAWC)*
 - 3.9 *Organisation de Support à l'Innovation dans le secteur agricole: case of Ecole Supérieure des Industries Alimentaires de Tunis*
4. Training Program Model

1. Introduction

This document provides a common knowledge ground for the definition of social innovation in agri-food, in order to enable partners to conduct field research on the variables of interest and tailor the analysis to the specific regional drivers, barriers and needs.

Namely, section 2 describes social innovation in the agricultural and rural sector at a general level, with the aim of providing all partners with a shared understanding of the research framework. It reviews the literature on social innovation in agriculture, indicates variables resulting from the literature to be analysed at the local level during field research, and suggests research methods.

Section 3 presents the main existing training programmes on this subject, in order to enable a benchmarking approach.

Section 4 outlines the structure of the training program to be designed on the basis of research activities. As such, it is a work in progress since the structure and contents of the program will be defined and updated along with the progress of research activities on the field.



2. Social Innovation in the Agricultural and Rural Sector

2.1 Theoretical framework and local context analysis

Traditionally, the concept of 'innovation' has referred to economic and/or technological progress developed by firms and research centres, taking the form of a "new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisations or external relations" (OECD and Eurostat, 2005). Since the '70s, however, the notion of innovation has progressively expanded to include other actors, processes and values, as well as a more comprehensive, participatory approach. This is when the idea of social innovation emerged to describe initiatives coming from civil society (Chiffolleau and Loconto, 2018). At the same time, the "social" element of innovation came to describe socially-oriented improvements in technological and economic innovations.

Consequently, social movements adopted the idea of social innovation to carry out experiments aimed at improving quality and conditions of life in different areas of the world: this has been clearly observable in the agricultural sector with the emergence of solidarity economies, fair trade, organic farming and alternative food networks (Seyfang and Smith, 2007). In the end, social innovation has come to describe "a raised awareness of new societal challenges and the necessity of citizen participation in the elaboration of new solutions to social problems" (Chiffolleau and Loconto, 2018), and it must be "designed by and for society" (European Commission, 2013).

Social innovation is seen as a process and as a product at the same time (Baker and Mehmood, 2015); others (Polman et al., 2017) separate the process (i.e. the interactions between different stakeholders) from the product (i.e. the reconfiguration of social practices) and its impact or outcome (i.e. the consequence of reconfiguration on societal wellbeing).

Social innovation in the agriculture and food sector is a relatively new field, and has mostly been studied for what concerns community supported agriculture; urban contexts, on the other hand, are less explored (Chiffolleau and Loconto, 2018). Existing contributions can be clustered into seven different themes: 1) label, trademark and certification schemes; 2) short food supply chains and local food systems; 3) urban agriculture; 4) food security; 5) reduction of food waste; 6) awareness and education; 7) movements and networks (Orste et al.). Practical cases of social innovation in agriculture have regarded the following aspects:

- Processes of resilience and adaptation in production of food;
- Inclusive participation and new roles for stakeholders;
- Community-led organisations and bottom-up initiatives;
- Different interpretations and usages of technologies;
- New kinds of agri-food partnerships;
- Citizen science initiatives (Peters et al., 2018).

Social innovation can be a promising tool in the transition toward sustainable food systems (Orste et al.), and it is often described as "an essential part of agricultural and rural innovation", being referred to when speaking of rural development (and not often when considering agriculture as a singular activity, where innovation is usually meant as technological advancement) (Bock, 2012). In fact, rural development represents an area where the need for social change is considered of great importance (thus, social innovation can represent a driver of success – Papageorgiou, 2011), and society needs to be engaged in developing new solutions (Bock, 2012) to unmet social needs (Lowe et al., 2010); in this sense, social innovation is linked to the innovation of socio-economic systems.



TdRs Contratación Servicio de Investigación

Civil society engagement is particularly important, and social mechanisms are relevant in the co-production of rural innovation: they are necessary not only in the knowledge transfer phase (from innovators to farmers), but also in the development phase, where innovation occurs through collective learning and mutual exchanges of knowledge (Bock, 2012). Learning becomes a social, shared process that circulates knowledge and allows to create something new (Oreszczyn et al., 2010; Stuiver et al., 2004); in this sense, cross-sector collaboration is fundamental.



LOCAL CONTEXT ANALYSIS

Civil society is defined as “the area outside the family, the market and the State” (World Economic Forum, 2013), and it indicates “all forms of social action carried out by individuals or groups who are neither connected to, nor managed by, the State”¹. Therefore, civic engagement “refers to the ways in which citizens participate in the life of a community in order to improve conditions for others or to help shape the community’s future” (Adler and Goggin, 2005).

Analyse the following variables in your local context:

- What is the social context (e.g. income levels, gender inequalities, education levels, skill sets etc.)?
- How is local culture shaped in terms of civic engagement and collective action?

Suggested research methods:

- **Desk research:** collect and systemize existing reports, data and evidence about relevant variables at the local level, in order to create a comparable knowledge base.
- **Multiple case studies:** the case study method explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information - typically structured or semi-structured interviews with key informants. It then systemizes this data by reporting a case description and case themes.
- **Ethnography:** Ethnography is a type of qualitative research that gathers observations, interviews and documentary data to produce detailed and comprehensive accounts of different social phenomena. While, for instance, experimental observations often take a very structured form and qualitative interviewers will often stick to their questions and topics, ethnographers typically follow the lead of informants. They often observe whatever there is to observe, ask their informants “what is going on”, and study the artifacts that seem of value to informants. Methods are often used simultaneously and interactively, e.g., when one makes an observation and asks an informant for clarification on the spot. This is why ethnography often goes by the name of “participant observation” (Van Hulst et al, 2015).

In addition to social mechanisms (i.e. innovation being co-produced by several stakeholders), the social innovation element in agri-food systems encompasses socially-oriented objectives to transform rural society (Bock, 2012), for examples for what concerns its boundaries, its values and its relationships with urban society.

Societal needs addressed by social innovations in the agri-food sector mainly regard environmental problems (i.e. responsiveness to sustainability concerns), economic and physical barriers (i.e. responsiveness to market failures and unmet social needs, such as income levels and access to

¹ https://eur-lex.europa.eu/summary/glossary/civil_society_organisation.html



TdRs Contratación Servicio de Investigación

distribution points), technical problems (such as having appropriate tools to prepare food), knowledge gaps and the instability of food systems (Orste et al.).



LOCAL CONTEXT ANALYSIS

Sustainability, or sustainable development, is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations General Assembly, 1987). It requires the combination of three aspects: social (people), environmental (planet) and economic (profits).

Analyse the following variable in your local context:

- Is sustainability a relevant issue? If so, what are the main initiatives in this direction?

Suggested research methods:

- Desk research

For what concerns actors involved, they range from consumers to producers, regulators, researchers and public administrations; their interactions are usually collaborative. As previously mentioned, engaging different actors is important because social innovations are mostly processes that require the reconfiguration of social practices (Orste et al.).



LOCAL CONTEXT ANALYSIS

Production of goods and services can be analysed by using the value chain.

Supply chain describes the system of organisations involved in transforming raw materials and resources into a final product (good or service), in order to supply it to the consumer. Each organisation involved in the supply chain has its own value chain (Porter, 1985), which describes how value is created within the organisation. A standard value chain is composed of two types of activities: primary activities (inbound logistics, production, outbound logistics, marketing and sales, services) and support activities (human resources management, firm infrastructure, technology, procurement).

Public administration indicates all operations aimed at implementing public policy; at the same time, it also includes the institutions, structures and people who design public policies. It is possible to analyse public administration at national level and at local (i.e. regional or municipal) level.

Public policy refers to “what governments do as they transact with civil society, the economy, and states within a global state system” (Katznelson, 2001); it is “a set of decisions by governments and other political actors to influence, change, or frame a problem or issue that has been recognized as in the political realm by policy makers and/or the wider public” (Hassel, 2015).

Analyse the following variables in your local context:

- Who are the relevant actors in the agricultural and rural sector?
- How is the local supply chain organised?
- How is local public administration organised?
- What are the main social objectives pursued by public policies?



TdRs Contratación Servicio de Investigación

Suggested research methods:

- **Desk research**
- **Multiple case studies**
- **Stakeholder mapping:** a stakeholder can be defined as “Any person, group, or organization that can place a claim on the organization’s attention, resources or output, or is affected by that output” (Bryson, 1995). Several techniques exist in order to identify and analyse the relevance of different actors in a specific context, based for instance on a taxonomy of their power/interest towards the specific subject taken in consideration.

Participation is a central aspect and it appears to be influenced by the size of the region where the social innovation process is initiated: the smaller the region, the higher the potential to trigger participative processes (Neumeier, 2017). The reason is that potential actors within a small region tend to have a “higher socio-emotional bonding to the region itself, resulting in a stronger commitment” (Neumeier, 2017). At the same time, it may be difficult to promote social innovation in areas with no history or culture of collective action (Dargan and Shucksmith, 2008).

Another relevant aspect is cooperation between different actors: Behrens et al. (2002, cited in Neumeier, 2017) and Butkeviciene (2009) identify three possible directions for stimulating the development of social innovations in rural areas. The first indicates a traditional top-down approach, stimulated by external actors; the second corresponds to a bottom-up approach, promoted by local stakeholders; the third is a mix of the previous, with “external actors facilitating a local institutional capacity to mobilise internal resources and develop social innovation and participation processes” (Neumeier, 2017), in what is called a “down-up approach”. According to Butkeviciene (2009), the second and third approaches are more successful than the first: when local actors are able to initiate socially innovative processes, or when they can be enabled to do so by an established framework, resulting processes are more promising than those managed solely by external actors. Howaldt and Schwarz find that “in every case, the cooperation (quality) of heterogeneous actors and the existence of intermediary arrangements regarding the organisation of processes of collective learning, knowledge transfer, the exchange of explicit and implicit knowledge at regional and/or local level seem critical for success” (2010).

➔ LOCAL CONTEXT ANALYSIS

Cooperation between heterogeneous actors, and across sectors (public, private and civil society/Third sector), is an extremely relevant variable for social innovation to succeed. The attitude of public institutions (i.e. public administration) can promote cooperation, but it also may hinder it. For example, the existence of calls for innovative projects and the willingness of public institutions to fund them with financial resources can enhance cooperative practices. On the other hand, the existence of a strong top-down culture, or the presence of very complex bureaucratic systems, may prevent grassroots initiatives from emerging.

Analyse the following variables in your local context:

- What is the attitude of public institutions toward cooperation?
- What are the main barriers to cooperation and social innovation?

Suggested research methods:

- **Focus groups:** focus group discussion is a technique where a researcher assembles a group of individuals to discuss a specific topic, aiming to draw from the complex personal



TdRs Contratación Servicio de Investigación

experiences, beliefs, perceptions and attitudes of the participants through a moderated interaction (Nyumba et al, 2018). In order to gain insight about the drivers and barriers to cooperation, it could be interesting to conduct focus groups with both public institutions and private/third sector actors separately, and then together.

- **Quantitative surveys:** a questionnaire could be developed and disseminated among the key actors across sectors in order to understand perceptions and trends towards cooperation and social innovation.

The most relevant factors for successful participation are the following: commitment of participating actors, abilities of participating actors (e.g. their willingness to innovate as well as their specific know-how), organisational structure (which ensures communication and coordination), quality of the functional concept being pursued (especially for what concerns targets and objectives to be reached), the presence of a cooperative climate among participating actors, and access to financial resources (both internal and external to the innovating network) (Neumeier, 2017). Moreover, participation seems to be positively linked with the education level of involved actors (Peter and Pollermann, 2010).



LOCAL CONTEXT ANALYSIS

Training programmes can enhance individuals' skills and knowledge in a specific field. An overview of training programmes regarding social innovation in the agricultural and rural sector will be provided in Section 2.

Analyse the following variable in your local context:

- What are the existing training programmes regarding social innovation in agri-food?

Suggested research methods:

- **Desk research**
- **Multiple case studies** highlighting contents, methods, objectives and outcomes of main existing training programmes – interviewing both organizers and participants of training.

The main difficulties linked to social innovation in agricultural and rural development are caused by financial constraints and by the obstacles to scaling initiatives to larger contexts. Reducing barriers to social innovation is a central aspect, mainly for what concerns risk-averse organisational structures of local administrations, fragmented capacities and skills, insufficient funding and lack of communication and trust among stakeholders (Dro and Therace, 2011; Neumeier, 2017).

For what concerns the diffusion of social innovation, networks are extremely important, and multi-stakeholder coalitions are needed to promote innovation in different economic and social environments (Bucolo et al. 2015). Social innovation can also result in the creation of social enterprises for the pursuit of economic and social objectives (Chiffolleau and Loconto, 2018).



LOCAL CONTEXT ANALYSIS

In the field of public administration, networks are complex structures or relationships: complexity may either refer to the fact that they involved many actors with different agendas, or to the fact that they may be created as “responses to fundamental uncertainty, designed to account for a lack of information or resources” (Wachhaus, 2009). They are different than hierarchies and represent “a new way of organising collective action” (Wachhaus, 2009). Moreover, they “proceed from a position of interdependence” among different actors, and they “facilitate interaction among participants for



TdRs Contratación Servicio de Investigación

the exchange of information and resources so that, collectively, a common goal may be pursued” (Wachhaus, 2009).

Analyse the following variables in your local context:

- What are the existing **networks**, how are they organised, how do they work, who are the main actors included?
- **Technology**: how advanced is it and what skills do people have?

Suggested research methods:

- **Desk research**
- **Multiple case studies**
- **Focus groups**

Finally, it is interesting to mention a specific approach to social innovation in agriculture developed by Italian researchers, called “rural social innovation” and strongly focused on the Mediterranean area (Giordano and Ardvissón, 2018). This framework is based on the idea of putting the product at the centre of the innovation process, enhancing it by using traditional skills and competencies. Agriculture becomes “a means of sharing with the community [...], a fundamental channel for the transmission of culture and tradition” (Giordano and Ardvissón, 2018). The agricultural product is used to create and strengthen ties within the local community (based on the idea of disintermediation and direct relationships between producers and consumers), and the economic value is redistributed between local actors. Digital technologies and skills are a central element in the rural social innovation paradigm, as they allow combining a local perspective with a globally-oriented mindset.



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TdRs Contratación Servicio de Investigación

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